

**СЕКЦІЯ 2. ІНСТРУМЕНТИ ІНТЕЛЕКТУАЛЬНОГО АНАЛІЗУ ДАНИХ  
ТА ПРОГНОЗУВАННЯ РОЗВИТКУ СОЦІАЛЬНО-ЕКОНОМІЧНИХ  
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**SOCIAL AND ECONOMIC ASPECTS OF ARTIFICIAL INTELLIGENCE**

*The work analyses the social and economic aspects of Artificial Intelligence. This research aims to consider opportunities and risks that appear as a result of active use of AI in social and economic aspects.*

*Key words: Artificial Intelligence, society, economy, opportunities, risks.*

Artificial Intelligence (AI) is a technology, which provides machine with cognitive functions. Application of this technology foresees interaction between machine and human in social and economic aspects. Nowadays, AI becomes widespread and end-users use AI for personal and professional purposes. As a result, questions about its positive and negative effects for society and economy arise. Overall, technological development importantly affects society and ensures its development. Technological, practical, ethical, and academic concerns are at the focus during debates about AI. The most challenging is a lack of sufficient data and previous experience for foreseeing positive and negative effects of AI.

In social aspect, there is a need to adapt to a new format of work and lifestyle (Paes et al. 2023). Concerns arise on such dimensions as discrimination, data privacy, freedom, threats from autonomous systems (Paes et al. 2023). At the same time, AI may be understood as a tool for creativity and improved decision-making (Ivcevic, Grandinetti 2024). Also, AI may be a tool for boosting sustainable development (World Economic Forum 2023) what will benefit societies. AI is a challenge for the socialization of the economy, but also its effective use can provide opportunities to improve the quality and standard of living of the population and enhance the well-

being of society. And the key aspect is to provide benefits to the whole society rather than to specific groups of people or economic actors.

In economic aspect, according to International Monetary Fund (2024), it is expected that AI will provide improvements for productivity, global growth and incomes around the world. At the same time, experts of International Monetary Fund (2024) pay attention on risks of replacement of jobs and rising inequality. Moreover, effects may differ in advanced and emerging economies. Application of AI is designed for purposes of digital economy and circular economy, which helps to reach sustainable development goals.

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