

IS IT EASY TO LIVE IN THE WORLD OF DIGITAL TECHNOLOGIES?

A.D. VISLOVA

Federal public budgetary scientific establishment «Federal scientific center
«Kabardin-Balkar Scientific Center of the Russian Academy of Sciences»
360002, KBR, Nalchik, 2, Balkarov street
E-mail: kbncran@mail.ru

The article identifies the positive and negative aspects of the impact of artificial intelligence (AI) on the economy, society and man. The term “artificial intelligence” is defined. It is emphasized that the daily life of a person in the modern world substantially depends on the vectors of development of digital technologies. Possible scenarios of the development and use of AI in the future are considered. It is noted that the intensive development of AI plays a significant role in the digitalization of society, but in parallel with this, its complication occurs. The possible risks associated with the development of virtual space and the problems of cyber socialization of the younger generation are indicated. The specificity of clip culture is presented and features of clip thinking are analyzed. It is concluded that a person’s readiness for uncertainty facilitates the process of adaptation in a transforming society.

Keywords: artificial intelligence, digital technologies, psychology, smart devices, adaptation, Internet, virtual space, cyber socialization, “clip culture”, “clip thinking”, gadget, robot, risk.

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Vislova Aminat Danyalovna, Doctor of Psychological Sciences, Leading Researcher, Laboratory of Neurocognitive Autonomous Intelligent Systems, Federal State Budgetary Establishment “Federal Research Center “Kabardino-Balkarian Scientific Center of the Russian Academy of Sciences”.

360002, KBR, Nalchik, 2, Balkarov street.

Ph. 8-928-693-90-07.

E-mail: avislova@mail.ru