

## **PROSPECTS OF ARTIFICIAL INTELLIGENCE**

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Artificial intelligence has been attracting more and more attention lately, and if Bill Gates is to be believed, of all modern innovations, this one has the greatest potential to change our lives: to make them “more productive, more efficient, and generally easier.” Artificial intelligence has broad development prospects. Some sectors are at the beginning of the development and implementation of AI; others have been using these technologies for a long time. But both have a long way to go.

AI systems can process highly complex tasks associated with large amounts of data in real time and generate an optimal solution that meets the requirements.

Most of artificial intelligence is still science fiction. We still don't know how to make specialized AIs for most problems. Some subfields are making more quickly

than others and we're seeing AI systems pop up in lots with awesome potential.

AI describes and simulates consciousness as a tool for the world we live in. The meaning of AI is abstract and interpreted or interpreted in different ways. The basis of the idea of AI is a complex and semi-autonomous computer program, which consists of different automation components such as algorithms or neural networks. This program is sensory and capable of learning, for example through visual information through images or emotional thought content through voice guidance and chat logs. Here, human data are real values that are intelligently interpreted and entered into the "executing program", the AI.

"The future of AI is our data, everyone's data on the planet. That is the state of the art today — that you need tons of data to teach a machine. Machine intelligence won't just swallow our data, but learn to predict our behaviour with powerful predictive analytics of everything. Commerce, apps and state surveillance are just the beginning, soon it will be finance, healthcare and even our most intimate choices" (Mallick, 2019).

Even so, it is hard to ignore the impact of AI on our lives. AI has many applications, from speeding up vaccine development to automatically detecting potential fraud.

According to CB Insights, the private AI market reached a record high in 2021, with global funding up 108% compared to 2020.

The Business Insider Intelligence 2022 AI in Banking report found that more than half of financial services companies are already using AI solutions to manage risk and generate revenue. The application of artificial intelligence in banking could lead to savings of more than 400 billion dollars (Eleni Digalaki, 2022).

In the field of medicine, the World Health Organization's 2021 report notes that while the integration of artificial intelligence into health care is fraught with challenges, the technology could lead to benefits such as smarter health policy. and improving the accuracy of patient diagnosis. AI programs used in medicine already have a positive impact on the quality of our lives. They are used, for example, to decipher genome sequences or for early detection and monitoring of diseases. On the

other hand, there is often a distorted perception among the public about the use of AI, which often has little to do with a realistic assessment (WHO guidance, 2021).

AI has also made its mark on entertainment. Grand View Research estimates that the global market for artificial intelligence in media and entertainment will reach US\$99.48 billion by 2030, growing from US\$10.87 billion in 2021. This extension includes the use of artificial intelligence, such as plagiarism detection and high-definition graphics development.

The potential of artificial intelligence is also becoming increasingly important in the context of learning and teaching. The example of learning analytics can show the perspective of how learning processes and learning structures can be optimized using data-driven AI methods. Collections of diverse and large databases about students, their learning environment, learning content and effectiveness will be evaluated algorithmically. Thus, the program will offer optimization options for the individual personalization of learning, as well as for the structural design of learning settings and digital spaces in which learning takes place. These data can potentially lead to better individualized and more diversity-oriented decisions in teaching and learning contexts, taking into account legal and ethical standards.

Now artificial intelligence is more than a buzzword, and it has become indispensable in many fields. With tech giants like Google, Apple, Microsoft and Amazon spending billions of dollars on AI products and services, universities are making AI a more prominent part of their curricula. Some of these developments are already on their way to full implementation; some are only theoretical and may remain so. All these advances in artificial intelligence technology are just the beginning. There is much more to come.

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