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ВЛИЯНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА НА ПОВСЕДНЕВНУЮ ЖИЗНЬ

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Аннотация. В этой статье рассматривается, как искусственный интеллект (ИИ) в настоящее время влияет на повседневную жизнь обычных людей. В ней рассматриваются основные области, где ИИ используется здравоохранение, образование, транспорт, шопинг, дом и рабочее место. В статье рассматриваются как новые возможности, которые предоставляет ИИ, так и проблемы, которые он создает, такие как проблемы конфиденциальности, этические проблемы, угрозы рабочим местам и цифровой разрыв.

Ключевые слова: искусственный интеллект, машинное обучение, автоматизация, умный дом, здравоохранение, цифровое неравенство, конфиденциальность, будущее труда.

THE IMPACT OF AI ON EVERYDAY LIFE

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Abstract this article looks at how artificial intelligence (AI) now shapes the daily lives of ordinary people. It reviews the main areas where AI is used health care, education, transport, shop-ping, the home, and the workplace. The paper discusses both the new opportunities that AI provides and the problems that it creates, such as concerns about privacy, ethical issues, threats to jobs and the digital divide.

Keywords: Artificial intelligence, machine learning, automation, smart home, healthcare, digital inequality, privacy, future of work.

Artificial intelligence is no longer something you only meet in science fiction or inside a few elite research labs. In just a few decades it has moved out of computing theory and into the fabric of ordinary life. Most of us deal with AI dozens of times a

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day without even noticing. The film a streaming service suggests, the voice assistant that sets a morning alarm, the program that approves or blocks a card payment, the map app that reroutes you around traffic all of these run on the same basic family of technologies.

The size of this change shows up in the economic numbers. The McKinsey Global Institute expects AI to add as much as $13 trillion to the world economy by 2030, with the biggest gains in the areas that touch people most directly: health care, education, shopping, and transport [1]. Yet because AI is spreading so fast, it also creates problems that societies are only beginning to understand problems tied to privacy, jobs, fairness, and who actually gets to share in the benefits.

This article gives a broad picture of how AI is reshaping everyday life across several key areas. It examines the application of AI's power, the benefits of AI, the perils of AI, and the social consequences of its ongoing development. Understanding all of this matters not just for engineers and policymakers, but for everyone who has to find their way in a world increasingly run through.

Machine-learning programs that read medical images can already match, and sometimes beat, experienced doctors at certain tasks. Google DeepMind's system for spotting eye disease, for instance, was able to pick out more than 50 eye conditions from retinal scans about as accurately as the world's top specialists [2]. Similar progress has been made in finding skin cancers, lung nodules, and heart problems.

AI is also changing how patients handle long-term illness at home. Continuous glucose monitors paired with machine-learning models can warn diabetic patients about a coming low-blood-sugar episode before they feel any symptoms, so they can act early. Wearable ECG devices, now sold as ordinary consumer gadgets, use built-in AI to detect atrial fibrillation a major cause of stroke and tell the wearer to see a doctor. Tools like these bring clinical-grade monitoring into the home, ease the load on hospitals, and let patients take a more active part in their own care.

Research into new medicines is speeding up too. During the COVID-19 pandemic, machine-learning tools sorted through billions of molecules to find ones that might fight the virus work that would have taken decades by older methods. DeepMind's AlphaFold cracked the protein-folding problem that had blocked biologists for fifty years, opening new doors for drugs against everything from Alzheimer's to antibiotic-resistant infections [3]. Turning these findings into approved treatments still takes years, but the way AI shortens the research timeline marks a real change in how fast humanity can fight disease.

Fresh Challenges and Personalised Learning Another area where AI is starting to change daily life for millions of people is education.

The usual classroom teaches one lesson to many students at once, so by its very design it can't fully match the different speeds, styles, and needs of each learner. AI-powered adaptive learning platforms offer a partial fix for this old problem. Tools such as Khan Academy's AI tutor, or the commercial systems used in universities, keep checking how a student is doing and adjust the difficulty, pace, and format to fit that person [4].

Early results from controlled studies suggest that personal, AI-driven teaching really can improve learning, especially for students who are struggling or can't afford a private tutor. Where trained teachers are scarce which is true across much of the developing world AI learning tools could help close serious gaps in access to good teaching.

Transport is one of the most visible places where AI shows up in daily life. Navigation apps such as Google Maps and Yandex Navigator have already made it normal to get real-time, AI-optimized directions that take live traffic, accidents, and expected travel times into account. These apps crunch huge streams of data from millions of users at once to suggest routes that, together, cut congestion and travel times across whole cities [5].

The boldest use of AI in transport is the self-driving car. Companies like Waymo, Tesla, and many others have poured billions into building cars and trucks that can handle busy roads without a driver. Fully autonomous vehicles promise big safety gains human error is behind roughly 94% of serious road crashes in the United States along with smoother traffic and lower fuel use. By 2024, limited commercial robotaxi services were running in several cities, the first real-world rollout of Level 4 self-driving at a meaningful scale [6].

AI is reaching into city infrastructure as well. Smart traffic systems use computer vision and prediction to change signal timings on the fly, cutting idling and pollution. In public transport, AI predicts when equipment will need repair before it breaks down, which improves reliability and safety. In logistics, AI steers goods through incredibly complex networks, making possible the fast deliveries that online shoppers now expect.

In shopping and commerce, AI has quietly become the backbone of the consumer economy. Recommendation engines the algorithms that pick the next video, product, or song for you are among the most commercially important AI tools around. Amazon reckons that about 35% of its sales come from its recommendation system, which uses

collaborative filtering and deep learning to guess what each customer wants with striking accuracy [6]. Streaming services like Netflix and Spotify lean on the same kind of AI personalization to keep users watching and listening.

These systems matter beyond mere convenience. By choosing and pushing content that fits each person's taste, recommendation algorithms shape the information, entertainment, and ideas people run into. Critics warn that this can create «filter bubbles», where users are slowly cut off from views and content unlike their own something that could seriously affect public debate and how a society holds together. Designing recommendation systems that serve people's wellbeing instead of just maximizing screen time is one of the hardest problems in tech ethics today.

AI has crept into everyday life inside the home through smart speakers, connected appliances and home automation. Devices like Amazon Echo and Google Nest answer voice commands, control lights and heating, play music, set reminders, and order groceries.

The link between AI and jobs may be the most important and most argued-over part of the technology's effect on everyday life. Today's AI, driven mainly by large language models and advanced robotics, has widened automation well beyond the manual and routine office tasks that earlier waves touched. Systems that can draft legal papers, write software code, produce marketing text, analyze financial data, and handle customer service are now used at scale across many industries [6].

Research on what this means for jobs paints a mixed picture. A major McKinsey Global Institute study estimated that by 2030 somewhere between 75 and 375 million workers worldwide up to 14% of the global workforce may have to switch occupations because of automation. A 2023 Goldman Sachs study reckoned that generative AI alone could automate work equal to 300 million full-time jobs, while also creating new kinds of work. History suggests that lost jobs are usually replaced by new ones, but the speed of today's shift and the way it reaches into skilled, white-collar professions makes it different from past waves.

In practice, many people already treat AI as a day-to-day helper rather than a rival. AI tools boost the work of radiologists, lawyers, software engineers, and financial analysts, letting them work faster and handle more. The rise of “prompt engineering” the skill of writing good instructions for AI shows how new kinds of human expertise grow up alongside new technology. Reshaping education and job training so people can thrive in this human AI partnership is one of the defining policy challenges of our time.

As AI seeps into everyday life, it raises basic questions about privacy, freedom, and power. AI gets its abilities from data enormous amounts of it, taken from every digital action we make. Commercial AI continuously collects and processes personal data, creating an imbalance of information and power between tech companies and the people whose data they use. Laws like the EU's General Data Protection Regulation (GDPR) and the proposed EU AI Act try to address this imbalance by establishing rights and duties, but enforcement is challenging and the law continues to trail the technology.

Facial recognition shows the clash between AI's power and civil liberties especially sharply. Being able to identify people in public in real time, using cameras hooked to AI, has real value for policing and security. It also makes possible kinds of surveillance that clash with the expectation of anonymity in public that many ideas of freedom rest on. Several big cities, including San Francisco and Boston, have banned government use of facial recognition, showing how seriously democratic societies take these worries. In Russia, Federal Law No. 149-FZ on Information and its later amendments increasingly cover the use of biometric data, setting rules for consent and data security.

Artificial intelligence has gone from a narrow research topic to a constant presence in everyday life, changing how people get health care, learn, travel, shop, work, and live at home. Its benefits are real and large: earlier detection of disease, more personal education, safer travel, more efficient commerce, and stronger professional abilities. These are genuine improvements in human life and deserve credit alongside the challenges AI brings.

But at the same time, the embedding of AI into everyday life poses serious risks and ethical tangles that cannot be brushed aside or put off. Engineers, lawmakers, civil society and ordinary citizens all need to be actively mindful of privacy, algorithmic bias, job disruption and the digital divide. As history shows, the true impact of a powerful new technology is less a function of the technology itself than of the social, legal, and institutional rules that govern its use. So the job of this generation is not just to build AI faster, but to govern its use wisely.

That means strong rules, protecting basic rights while enabling useful innovation, investment in public education and job retraining, and a strong commitment to spreading the gains of AI fairly across society. AI is not a destiny we have to accept without question it is a set of tools whose impacts are shaped by the choices people, organisations and governments make about how they are built, used and limited.

As AI becomes more powerful and more embedded in the infrastructure of everyday life, the decisions we make today about how to govern it will determine whether AI becomes a driver of broadly shared human flourishing or a vehicle for power consolidation and deepening inequality. One of the defining tasks of the twenty-first century is to take this challenge seriously.

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