

THE ROLE OF ARTIFICIAL INTELLIGENCE IN DAILY LIFE

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Annotation: This article examines the role of artificial intelligence in daily life, highlighting its impact on human productivity, its application areas, and its development prospects. The findings demonstrate that AI technologies significantly enhance efficiency across education, healthcare, transportation, home automation, and business.

Keywords: artificial intelligence, digitalization, automation, innovation.

INTRODUCTION

Today, artificial intelligence (AI) is rapidly becoming an integral part of human life. As science, technology, and the economy continue to develop at a fast pace, AI is no longer limited to scientific experiments or complex industrial processes — it has become a widely used tool in the everyday activities of ordinary people. From smartphones to online services, from transportation systems to healthcare, artificial intelligence serves to make our lives more convenient, faster, and more efficient.⁵²

AI technologies greatly assist in automating daily processes, analyzing data, enhancing security, and providing personalized services. For example, voice assistants, smart home devices, navigation systems, online recommendation algorithms, and even digital banking services are all AI solutions that significantly improve our quality of life. Moreover, artificial intelligence has a profound impact on the labor market, education, and healthcare sectors, creating new opportunities while also introducing new responsibilities and challenges.

For this reason, studying the role of AI technologies in everyday life is not only a requirement of modern times but also essential for understanding the future of human–technology interaction. Through this topic, we will thoroughly analyze the advantages, risks, real-world applications of AI, as well as its prospects for future development.

Global trends show that artificial intelligence technologies have become the key innovative resource of the 21st century, serving as an important factor in economic growth and social development.⁵³ This article analyzes the practical applications of AI in everyday life and its impact on the efficiency of human activity.

MATERIALS AND METHODS

The methodological basis of this study consists of international statistical data, analytical reports, and scholarly literature related to the use of artificial intelligence in everyday life. The primary materials include AI development trends published on the OECD AI Policy Observatory (2023) platform, as well as market indicators, technology diffusion metrics, and user activity data from the Statista Artificial Intelligence Market Data (2024) database.

OECD AI Policy Observatory (2023) – This source served as one of the key platforms for analyzing global AI policies, technological development, ethical norms, safety standards, and national strategies.⁵⁴ The following aspects were examined based on its data:

1. The degree of integration of AI technologies into society;
2. Governmental policies on the application of AI in education, healthcare, and the economy;

⁵² Russell S., Norvig P. *Artificial Intelligence: A Modern Approach*. Pearson, 2021.

⁵³ McKinsey Global Institute. *The State of AI in 2023*.

⁵⁴ OECD. *AI Policy Observatory*, 2023.

3. Global trends in technological development and regulatory mechanisms.

Statista Artificial Intelligence Market Data (2024) – This platform provided statistical data on the AI market size, number of users, types of services, adoption rates of AI software and devices, as well as the most commonly used AI applications in everyday life.⁵⁵ These data helped identify:

1. Sectors where AI is most actively utilized (smartphones, transportation, healthcare, services);
2. Consumer demand dynamics for AI technologies;
3. Annual market growth rates and its economic impact.

Analytical–Comparative Method AI application indicators across different sectors were compared to determine their differences and common trends.

Statistical Analysis Using OECD and Statista data, the penetration level of AI in everyday life, market size, technology share, and global demographic distribution were statistically processed.

Systematic Approach The impact of AI on various aspects of human life—communication, transportation, education, healthcare, and household activities—was analyzed as an integrated system.

Content Analysis The role of AI technologies in everyday life was examined based on scientific articles, reports from international organizations, and applied studies of digital services.

Descriptive Method AI services used in daily activities—such as voice assistants, smart home systems, navigation tools, and medical diagnostics—were described through practical examples.

RESULTS

The findings of the study show that the influence of artificial intelligence on nearly all aspects of daily life is steadily increasing:

1. AI in Education

AI systems enable the creation of personalized learning programs, assessment of students' knowledge levels, and improvement of distance learning.⁵⁶

2. AI in Healthcare

AI has been shown to increase the accuracy of medical diagnostics, enable early detection of diseases, and support the development of personalized treatment plans, improving efficiency by 30–40%.⁵⁷

3. Transport and Logistics

Autonomous vehicles, smart traffic light systems, and traffic monitoring enhance efficiency through AI. AI-based navigation systems can optimize traffic load by 20–25%.⁵⁸

4. AI in Everyday Life

Smart home devices — such as robot vacuum cleaners, smart air conditioners, and voice assistants — help reduce energy consumption by 15–20%.⁵⁹

5. AI in Business Processes

AI significantly improves cost reduction, production automation, customer service, and big data processing. Companies report an average profitability increase of 35% after implementing AI technologies.⁶⁰

DISCUSSION

The study revealed that while artificial intelligence technologies enhance efficiency in daily life, they also introduce new socio-economic challenges.

First, although AI facilitates human activity, it requires digital competencies. For this reason, countries around the world are adapting their education systems to develop AI-related skills.⁶¹

⁵⁵ Statista. *Artificial Intelligence Market Data*, 2024

⁵⁶ UNESCO. *AI in Education Report*, 2022.

⁵⁷ WHO. *AI in Healthcare*, 2023.

⁵⁸ Tesla, Waymo Technical Reports, 2023–2024.

⁵⁹ Smart Home Device Energy Efficiency Study, 2022.

⁶⁰ Deloitte. *AI in Business Research*, 2023.

⁶¹ European Commission. *AI Skills Strategy*, 2023.

Second, the use of AI systems raises critical issues regarding the protection of personal data. Privacy and information security have become central components of global AI policies.⁶²

Third, the rapid development of AI technologies is driving transformations in the labor market. Automation is expected to eliminate certain professions while creating new ones.⁶³

At the same time, the study confirmed that AI's capabilities are extensive, significantly simplifying daily life, increasing efficiency, and enabling the provision of high-quality services.

CONCLUSION

Artificial intelligence (AI) has become an integral part of modern human life, serving to simplify daily activities, increase efficiency, and optimize human resources. The study results indicate that AI is applied not only as a technological advancement but also across various sectors of society, including education, healthcare, transportation, finance, and home and workplace services (OECD, 2023; Statista, 2024). For instance, smart home systems and voice assistants help save time and energy by automating routine tasks, while online recommendation systems provide services tailored to individual consumer needs.

Alongside the expansion of AI technologies, their social and economic impact is also growing. Key challenges include job automation, data security, personal privacy, and dependency on technology. Therefore, responsible use of AI, adherence to ethical standards, and regulatory policies are crucial.

Moreover, AI offers opportunities to improve quality of life, create innovative solutions, and contribute to global economic development. Research shows that AI technologies are gradually integrating into everyday life, and their beneficial applications are expected to expand in the future. International collaboration, education, and raising user awareness can help mitigate potential negative effects.

In summary, artificial intelligence plays a vital role in all areas of human life, representing an indispensable element of societal progress and technological development. Proper and responsible implementation, while maintaining a balance of social and economic considerations, is key to future success.

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