

1.6. Філософські проблеми науки

Bondar S.

bondar.svitlana@kneu.edu.ua

PhD, Associate Professor

Department of Sociology

Kyiv National Economic University named by Vadym Hetman

Kyiv, Ukraine

SOCIO-ECONOMIC EFFECTS OF THE APPLICATION OF GENERATIVE AI

AI-related technologies have already become commonplace. We use the achievements of technical and technological evolution without considering the complexity of devices, huge funds invested in their creation and efforts aimed at the theoretical development and practical implementation of the underlying ideas.

AI creates the prerequisites for an unprecedented level of well-being and comfort. These technologies affect the fate of mankind and the prospects for its existence. At the present stage of evolution, AI is highly specialized and reproduces certain functions and abilities of a person, becoming our assistant and helper (for example, it helps to recognize images, translate texts, makes electronic payments, etc.). Shortly, the capabilities of AI will expand significantly. He will be able not just to give recommendations, interpret and generalize the data but make decisions independently.

An important result of the implementation of AI technologies into the economy is the widespread automation of a significant number of professions. Automation of intellectual activity is cheaper than physical work. This is because to automate cognitive work, we need software with a standard platform for its implementation, and to automate physical work, we need also equipment that will replace the physical strength of a person.

Paradoxically, specialists who have spent many years on their training may be at a greater loss than low-skilled workers. Currently, many companies are getting rid

of qualified employees. However, now this is due to a recession in the economy and not to the progression of AI in production processes. The level of the latter is not yet sufficient and its results will become tangible later. The devaluation of cognitive work and even the possible complete disappearance numerous of professions related to writing texts and speech communication in the future is one of the controversial consequences of the application of AI technologies.

A recent development of generative AI that has attracted media and user attention is the ChatGPT chatbot, developed by the American research laboratory OpenAI. ChatGPT can generate compilation texts (for example, essays, and abstracts), give detailed answers to questions, compose poems and jokes, write prose, imitating the author's style of the classics of world literature. ChatGPT writes articles on almost any topic. There are already known cases of using the new technology for writing graduate works in the field of social sciences, scientific articles and materials for online publications [1].

The peculiarity of generative AI is that it does not just select and interpret information but combines and generalizes it, thereby creating coherent texts of a high degree of complexity. He can correctly answer user questions in real-time mode, that is, to maintain communication with a person, simulating a dialogue.

Generative AI inherits the specifics of all modern developments in the field of AI - a narrow specialization. Its capabilities are still incomparable with the capabilities of the human intellect. But it performs a limited set of functions quite effectively. As experts point out [2], the operation of such chatbots is based on massive computing power. It can manipulate an amount of data inaccessible to humans, can combine data and create meaningful information on their basis and presents it in a form available to human perception.

The basic principle of this technology is that ChatGPT processes data, detects sequences and patterns in them, analyzes them, selects the most frequently occurring ones and, as accurately as possible, reproduces them in the generated text. For example, if you need to answer a user's question, it chooses the statistically most probable answer.

The main data source for chatbots is the Internet. They use what has already been created by people, generating information known in content but new in the form presented. They present the known in new combinations, mixes and contexts. Chatbots generate coherent texts and give meaningful answers, but they are not able yet to create anything fundamentally new or contently analyze information.

Chatbots are used to write standardized texts, in customer support services, call centres, government agencies and fields of education. They are good at editing and translating texts. A chatbot can help in programming and testing developed programs. It seems attractive to have creative professionals working together with a chatbot.

At the current stage of engineering, overreliance on AI-based technologies can have negative consequences, as AI behaviour can be unpredictable occasionally. Even developers can't explain why this happens. People are involved not only in the creation but also in the training of chatbots, a lot of errors may go unnoticed and appear only in the process of work. The difficulty of recognizing errors made by a chatbot lies also in the fact that they are presented in the form of a sufficiently compelling and coherent text, and a non-specialist is often unable to detect a discrepancy. Too much use of a chatbot can lead to a deterioration in the skills of expressing one's thoughts in oral and written forms, and even to a weakening of critical thinking [3].

One of the important problems associated with AI implementation is the cost of such technologies and the human effort invested in them to create them. There is still a shortage of specialists, and software development and testing are a long and laborious process.

The authors of the publications have concerns about the widespread use of ChatGPT. In particular, AI can be used to create fake news and disseminate misinformation [4].

Features of the functioning of ChatGPT may lead to plagiarism or factual errors. The chatbot receives data from open sources on the Internet and converts it following the user's question or the task set. Tracking the sources of information used

by the chatbot and verifying them is very difficult. Formalizing compiling of texts can lead to the appearance of meaningless phrases or erroneous answers.

The privacy of user data can be violated while using the so-called large language model - a type of generative AI that uses large amounts of data to work and improve itself. The more data, the better generative AI works. The problem is that data can be borrowed without the permission of their owners. For example, a comment or article that is publicly available on the Internet without of consent of the author can be used to train a chatbot or generate a new article. A phrase or paragraph taken out of context can change its original meaning. The texts can be transformed by the chatbot, following the user's request but without the permission of the author.

Educational institutions are faced that students using chatbots to prepare training and scientific papers. Pedagogical staff and administration cannot but react to such facts and the reaction must be constructive. It is necessary to carefully study new technology to know how best to use it in the educational process and scientific studies while not violating ethical and legal standards.

For students and teachers, can be organized meetings with experts (specialists in the field of AI), classes on the ethics of using computer technologies, etc. Strict action algorithms should be developed in cases where students use chatbots to prepare educational and scientific papers.

The task of higher education institutions is not only timely identify cases of incorrect use of generative AI but mainly to teach students the skills of the technically and ethically correct application of AI in the field of professional activity, constructively implement and critically evaluate the results of AI work. And ideally, to increase its capabilities and find new ways and areas of application.

Used Literature:

1. Bushard Brian Fake Scientific Abstracts written by ChatGPT fooled Scientists.
URL: https://www.forbes.com/sites/brianbushard/2023/01/10/fake-scientific-abstracts-written-by-chatgpt-fooled-scientists-study-finds/?utm_campaign=forbes&utm_source=twitter&utm_medium=social&utm_term=Gordie&sh=5ddfabbf18b63

2. Vyse Graham The Mimic. How will Chat GPT change Everyday Life? Sarah Myers West on Artificial Intelligence and Human Resilience. URL: <https://www.thesgml.com/2023/01/chatgpt-sarah-myers-west/>
3. Computer Scientists discusses the pros and cons of ChatGPT. URL: <https://techxplore.com/news/2023-02-scientist-discusses-pros-cons-chatgpt.html>
4. Rosenberg Louis The Profound Danger of Conversational AI. URL: <https://venturebeat.com/ai/the-profound-danger-of-conversational-ai/>

Дорошук Н.В.

Ndoroshuk@ukr.net

здобувач ступеня доктор філософії
спеціальності 071 «Облік і оподаткування»,
факультет обліку та податкового менеджменту
КНЕУ імені Вадима Гетьмана
м. Київ, Україна

ГНОСЕОЛОГІЧНИЙ РЕЛЯТИВІЗМ В ПОСТНЕКЛАСИЧНІЙ НАУЦІ

Період постнекласичної науки характеризується виникненням значної кількості теорій та концепцій у різноманітних напрямках науково-практичної діяльності, рівень ефективності використання яких не можливо точно визначити. Парадигма релятивізму індетермінованості локального використання окремих концепцій є актуальною для всієї міжнародної спільноти, оскільки будучи нерозв'язаною, проблема стає причиною значних економічних, соціальних та екологічних втрат.

В філософії поняття «релятивізму» є страшним клеймом для більшості науковців, оскільки вказує на непостійність, ненадійність та нестабільність процесу пізнання, його визначають як «головну хворобу філософії нашого часу». Релятивізм можна визначити як твердження про відносну істинність всіх і навіть протилежних суджень про один об'єкт пізнання. У філософії виділяють два види релятивізму: онтологічний та гносеологічний. Онтологічний