INTRODUCING AI TO THE GENERAL PUBLIC: SOCIETAL AND ECONOMIC CONSEQUENCES OF AI'S WIDESPREAD USAGE

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Study purpose
Although Artificial Intelligence (AI) is deeply integrated into human lives, society in general is not ready to accept it Lack of knowledge and public dialogue are the main obstacles to digital transformation Scientific research that bridges the gap between the public and

Relevance / originality
Digital transformation is present worldwide, yet studies that connect users, public bodies, and science are lacking. As digitalization represents a milestone in human development, careful planning and implementation require knowledge dissemination, and this study offers its modest contribution.

Methodology / approach
Twenty-four ICT experts from higher education institutions participated in a semi-structured questionnaire regarding the veracity of AI output and its prospective development. Responses provided guidelines for improving AI veracity and reconsidering its future development.

Main results
The study revealed that society is not adequately introduced to AI Although some professions will be replaced, new ones will emerge The use of AI should be restricted or prohibited when it threatens human life or poses a significant risk of devaluing

Theoretical / methodological contributions
Building on social constructivist theory, this study further analyses the interdependence between society and technology and emphasises the importance of improving the veracity of data used as AI input and AI output. Development should be gradual and carefully planned.

Social / management contributions
Society as a whole should be proactively engaged in dialogue with the authorities and digital companies regarding the pace and implementation of AI and other digital tools. Managers should be educated about digital transformation and supported by digital leaders.

Keywords: Artificial Intelligence, Society, Economy, Controlled usage, Future development