
Artificial Intelligence And Future Of World Society: A View

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Received: 21 April 2026 Accepted & Reviewed: 25 April 2026, Published: 30 April 2026

Abstract

Today each and every where we can see or feel about presence of artificial intelligence due to unlimited advertisement by the company and different organization. It is too much to advertise in this way without thinking its advantage and disadvantage in the human society of the world just a time. A system who can do everything as do by the human society. It is just a one type of propaganda which advertise by different body to washout the mind of peoples in a direction of its choice, it is a time of awareness and thinking, how peoples will manage such type of problem inside the society. In the present scenerio we will discuss about the merits and demerits of Artificial intelligence considering ground level of technology.

Keywords: Mimicking Human Cognition, Learning from Data, Problem-Solving and Reasoning, Application in Various Domains, A Branch of Computer Science etc.

Introduction

A simple definition of Artificial intelligence (AI) is the capability of machines and computer systems to perform tasks that normally require human intelligence, such as learning, reasoning, decision-making, problem-solving, and understanding language. John McCarthy is widely considered the "Father of Artificial Intelligence" because he coined the term "Artificial Intelligence" in 1955 and formally proposed the 1956 Dartmouth conference, which established AI as a distinct field of study. He was a co-creator of the Lisp programming language, which was crucial for AI development and remains influential today. McCarthy's work also included the concept of "time-sharing" systems, which significantly enhanced computer efficiency. His 1958 concept of the "Advice Taker" is seen as a forerunner to modern knowledge-based systems and artificial reasoning.

In 1950, Alan Turing published "Computing Machinery and Intelligence," posing the question "Can machines think?" and proposing the Turing Test as a measure of intelligent behavior. The Dartmouth conference also saw the creation of the Logic Theorist, one of the world's first AI programs, which proved mathematical theorems. Early AI efforts focused on symbolic reasoning and logic, but progress was slow due to limited computing power and resources. Periods of decreased funding and interest, known as "AI winters," occurred when the early promises of AI failed to materialize due to the complexity of real-world problems. During the 1970s and 1980s, there was a rise in expert systems, which used rule-based logic to solve problems in specific domains.

This famous quote from Ernest Hemingway's 1926 novel, *The Sun Also Rises* could be used to describe some of the world's most profound technological changes. Small advancements accumulate and then all of a sudden, the world is a different place. That could describe the world before and after the birth of the internet and could now be applied to Artificial Intelligence (AI), which has 'gradually, then suddenly' burst onto the scene after nearly a century of research. It is almost impossible to browse the news or social media today, without seeing mention of Artificial Intelligence and the magazines Time, Science, Cosmopolitan and The Economist (to name only a few) have all dedicated cover stories to AI in 2023.

Over the past decade several companies have taken this a step further and developed AI systems that have achieved incredible results and performed tasks not possible by humans, due to the huge scale and complexity

of the challenge. AlphaFold from Google Deepmind is one example. The programme uses AI to predict the 3D structure of nearly every protein in the human body. This improves our understanding of diseases like Alzheimer's and can massively accelerate research into medicines, vaccines and drugs. Healthcare is therefore one of the most important and useful applications of AI.

In 2018 a painting called "Edmond de Belamy, from La Famille de Belamy" was sold at Christie's auction house in New York for a staggering \$432,500 (USD). It was generated with artificial intelligence after being trained on many images of portraits from the 18th and 19th centuries and was the first piece of AI art sold at auction. The sale sparked a significant debate about the future role of humans in creative professions, such as art and digital media. But this was only the start of a 'boom' in AI generated creative content. In 2023, a museum in The Hague (Netherlands) loaned the world famous, Girl with Pearl Earring (c. 1665) by Johannes Vermeer to an international exhibition and temporarily replaced it in their gallery with an AI inspired version entitled Girl with Glowing Earrings, with many visitors to the gallery believing it was a real painting. These images show how far AI creative technology has advanced in only a few short years, from an ability to generate low quality AI portraits in 2018, to high quality AI paintings and photorealistic AI images today. Both the Girl with Pearl Earring and Pseudomnesia images were created with AI software that is now available to everyone online and is partly why AI has taken off with the public in 2023, enabling any of us to become potential artists.

But paintings and photography are not the only form of art that has been shaped by AI. In 2023 the Grammys announced that music created with AI would be eligible for awards and Paul McCartney announced he had used AI to extract John Lennon's voice from an old demo tape. In late 2023, this track was released as the final Beatles Song Now and Then 1 which drew considerable public attention to AI across all generations. Canadian singer Grimes has also invited anyone to create new songs with an AI copy of her voice, offering to split the royalties equally on any AI track that is commercially successful. Going a step further, an area of AI that is still in development is AI generated video. Imagine being able to produce a corporate marketing video easily and in only a few moments on your office laptop, or even turning your favourite book into a movie using AI. Whilst AI generated video does not currently exist at this advanced level yet, it is clear that AI is rapidly moving forward and has huge potential for both businesses and society.

There is also a concern that AI could be used for disinformation (the deliberate sharing of false information), especially to interfere with political elections. High quality, photorealistic – but fake – images have already gone viral on the internet. It is therefore clear that the wide scale implementation of AI across society needs 'guardrails' for its appropriate use, which could range from formal regulations to codes of conduct and best practice guidance. But not all celebrities are against AI and digital replicas – often known as 'deepfakes'. AI has therefore been regularly hitting the news headlines and as with all new trends, a few high profile cases can propel a technology that is initially only used by a few early adopters, into global mass adoption. For AI this happened with the international release of a sophisticated AI powered chatbot, named ChatGPT, in November 2022 from a company called OpenAI. This caught the public's attention, registering over 100 million users in only 2 months and making it (at the time) the fastest growing consumer product of all time. This tipped AI into the public mainstream in 2023 and sparked the current worldwide interest in AI. It is impossible to accurately predict how AI will shape our lives over the next 5 to 50 years, but the following section explains why now is a crucial moment for the future of AI and society.

AI systems appear to think, learn and act like humans and in some cases exceed the capabilities of humans. AI systems can analyse vast amounts of data, solve complex problems, make decisions and perform creative

tasks. AI technologies have been around for more than 50 years, but advances in computing power, the availability of enormous quantities of data and new developments in software algorithms have led to major AI breakthroughs in recent years. It is these three components of advanced algorithms, data and computing power, that explain how machines can exhibit intelligent behaviour and why AI has suddenly exploded into our everyday lives.

An 'AI digital doctor' could be trained on thousands (or millions!) of medical scans from sick and well patients to learn how to detect tumours, without following pre-defined rules which are otherwise very difficult to codify and write. Many human doctors may say that experience plays a significant role in clinical diagnosis, but an AI system can be trained on far more x-ray images than a doctor could ever experience, leading to AI systems having remarkable capabilities in areas such as breast cancer detection. A Swedish AI study in 2023 found that AI-supported breast cancer screening (the analysis of mammogram images) was as good as two radiologists working together². It also reduced their workload by 50% and led to 20% more cancers being detected early for treatment³. This illustrates some of the incredible capabilities of AI and its benefit to society.

Researchers Yann LeCun, Geoffrey Hinton and Yoshua Bengio are credited with laying the foundations for how AI systems can 'learn'. Their pioneering research on deep learning in the 1990's and early 2000's led to major breakthroughs and their work is now used in a variety of AI powered applications, from self-driving cars to medical diagnosis. In 2018 the three researchers – nicknamed the 'Godfathers of AI' - were awarded the Turing Award, which is considered the highest honour in computer science (equivalent to a Nobel Prize) for their fundamental contributions to artificial intelligence. The Turing Award is named after Alan Turing who was a brilliant British mathematician. He decoded the German Enigma machines during the Second World War (which were considered impossible to crack) by building one of the world's first computers and was one of the main architects of modern computer science following the war. He is often considered one of the 'founding fathers' of modern computing. In 1950 Alan Turing published a groundbreaking paper called 'Computing Machinery and Intelligence' which introduced the 'Turing Test' for artificial intelligence.⁴ This is still used today to test a machine's ability to exhibit intelligent behaviour and if it is indistinguishable from a human. At this time (early 2024) no computer has decidedly passed the Turing Test, but there have been some very convincing contenders. Modern, sophisticated, AI chatbots (such as Google Bard and Microsoft Copilot) can be very difficult to distinguish from a human. The Turing Test is also a useful way to measure the progress of AI research, and since 1950 has helped to raise international awareness of the potential for machines to think and behave like humans.⁵

In today's world, huge volumes of data are created as we go about our everyday lives. From text messages, emails, documents and social media posts, to photographs and videos on our smart phones. Humanity is generating massive amounts of information every day and even more data is created by millions of sensors around the world and in our homes, cars, cities, public transport infrastructure and factories. To put that in context, a top-of-the-range laptop in 2024 may come with a 1 terabyte hard drive, which is a billion times smaller than a zettabyte. Therefore the volume of global data produced in a single year in 2025, may be equivalent to 175 billion laptop computers....or 21 laptops for every person on earth! The volume of digital data in the world is rising so fast, and getting so large, that in 2022 scientists formally agreed two new units of measurement for the first time in 31 years.⁶

A data warehouse is a repository that stores structured data, in a highly organised and optimised way. They can be thought of as very large, neatly organised, filing cabinets Data warehouses could store information such as booking data, hotel occupancy rates, flight schedules, pricing information, financial transactions, web

traffic statistics or marketing campaign performance data. Alternatively a data lake is a repository that can store all types of unstructured data, such as social media posts, images, videos, customer feedback surveys, or online review. When the best aspects of a data warehouse and data lake are merged into one data management solution it is called a data lakehouse.

Generative AI (sometimes abbreviated to “Gen AI”) is a relatively new form of AI that burst onto the global scene in late 2022 with the release of a sophisticated AI chatbot called ChatGPT. ChatGPT took the world by storm with its ability to generate intelligent and amusing written content that resembles human speech, combined with its capability to generate useful, high quality content very quickly, such as emails, poems, business plans, holiday schedules and much more. Generative AI’s ability to produce new, exciting and creative content is predicted to create considerable global business and economic value, but also comes with potentially significant challenges and risks (discussed further in the accompany WTTC report on ‘AI Risks & Governance’). As a result generative AI has taken centre stage in many public, academic and political discussions.

Many countries and companies are right at the start of their AI journey, with AI education and training essential to ensuring everyone benefits from AI. But this is not only the responsibility of businesses and starts with government driven digital education in schools, with AI training made available to everybody, at all stages of life, and especially in the least developed counties to help close (not expand) the global ‘digital divide’.

Science going to move in a process of development continuously each and every movement in the world. artificial intelligence is one of that part. But there are several parameter of human society which are affecting natural and artificial activities of human life such as social, political and cultural activities etc. the employment is the basic need of every person i.e. we can say that it plays important role in a life of every one. AI structure will destroyed the base of employment which will very harmful for all social classes except elite class, the percentage of elite class is negligible than general classes so on behalf of this data every body can know AI is better or not. Similarly it is also possible do determine the merit and demerit for social and cultural case. Finally it may say AI may provide small benefit to the society but companies and organizations showing it is very useful , it is only a propaganda.

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