**Pakistan Journal of Life and Social Sciences**

www.pjlss.edu.pk

**RESEARCH ARTICLE**

# Developing the Concept of Digital Humanism as Human Interaction with Artificial Intelligence

Vitalina Nikitenko[1], Valentyna Voronkova[2], Roman Oleksenko[3], Olga Kyvliuk[4], Liliia Klochek[5], Natalia Koliada[6], Oksana, Abramova[7], Mariana Drachuk[8]

[1,2]Zaporozhzhia National University, Zaporizhzhia, Ukraine

[3,5,7]Volodymyr Vynnychenko Central Ukrainian State University, Kropyvnytskyi, Ukraine

[4] Kyiv University of Intellectual Property and Law of the National University "Odesa Law Academy", Kyiv, Ukraine

[6]Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine

[8]Danylo Halytsky Lviv National Medical University, Lviv, Ukraine

| ARTICLE INFO | ABSTRACT |
|---|---|
| | The aim of the study is to establish digital humanism as a driving force for technological change in the context of the Internet and artificial intelligence paradigm, based on social interaction between humans and digital technologies. The article uses general philosophical and special scientific methods of cognition, in particular, analysis, synthesis, generalisation and modelling, structural and functional, Agile, axiological, synergistic methods. The conceptual foundations of digital humanism as a concept of modern development, which not only promotes technological progress but also takes into account the challenges and opportunities of the Internet and artificial intelligence in the social interaction of humans with technology, are analysed using this methodology. The authors identify the problems of digital humanism and the ways to overcome them, aimed at ensuring that the development of technology serves the social well-being of the individual and improves the quality of life of society. The authors analyses new trends in digital humanism in the age of the Internet and artificial intelligence, which can provide access to information, education, medical services, etc., making people's lives more comfortable and productive. The concept of digital humanism promotes the convergence of technology with human values and needs. Identifying the impact on technological change and social interaction with Artificial Intelligence contributes to the creation of a humane and just society. |

## INTRODUCTION

Digital humanism is a concept that emphasises the commonalities between technology and humanism, between the digital world and the meanings that are important for human existence and human social interaction with the Internet and artificial intelligence. In the context of Western European countries, such as France, Germany, the Netherlands, and others, digital humanism is seen as an approach that puts humans at the centre of technology development in human interaction with technology.

These countries are actively working to ensure that digital technologies not only contribute to technological progress, but also take into account ethical, social and cultural aspects. They focus on implementing digital initiatives that are in line with human values and contribute to the well-being of society and the individual. Digital humanism includes the integration of philosophical, ethical, sociological and technological approaches to understanding the impact of digital technologies on society, culture, and technology in their social interaction. Given that digital humanism is a rather broad concept, its implementation can take many forms. European countries are focusing on

increasing digital literacy among their citizens, including learning to code, understanding cybersecurity, and using online resources to improve their quality of life. Countries such as the Netherlands are actively developing and implementing digital technologies in healthcare systems to facilitate access to healthcare services, improve diagnosis and treatment, and ensure the protection of patients' personal data. European countries pay considerable attention to protecting citizens' personal data from the use of large tech companies and government organisations by developing and implementing legal regulations such as the General Data Protection Regulation (GDPR)

Artificial intelligence (AI) offers many opportunities, but it also brings challenges that need to be addressed to maximise its benefits and minimise its risks. The development of AI requires the creation of an ethical framework and legal norms to ensure the responsible use of technology and to overcome the threat of AI getting out of human control. The development of AI systems raises questions about responsibility for its actions and the possible consequences of unforeseen situations. AI may lead to the automation of many types of work, which poses challenges for the labour market and requires new strategies for training and retraining employees. AI may have a significant impact on the economy and society, leading to new economic models and resource allocation. The use of AI may raise questions about the impact on people's psychological well-being, including their sense of security, privacy and trust, and their mental health. Addressing these challenges requires joint efforts by governments, industry, science and society, and a careful attitude of humans towards technology. Only through collective work can we ensure the ethical use of artificial intelligence for the benefit of all in the processes of social interaction. The scientific novelty of the concept of digital humanism lies in the combination of philosophical and technological approaches to the development of AI with an emphasis on human values and humanism. Digital humanism promotes the creation of technologies aimed at improving the quality of life, including the development of medical technologies to improve the diagnosis and treatment of diseases, the development of innovative solutions to preserve the environment and reduce the impact on climate change, and the improvement of living conditions in rural and remote regions using digital technologies.

Objectives. The aim of the study is to develop the concept of digital humanism as a driving force of technological change in the context of human interaction with artificial intelligence. To achieve this goal, the following tasks were solved: to identify the components of digital humanism and its problems, including aspects of ethics, privacy, security, social responsibility of technologies and ways to overcome them; to reveal new trends in digital humanism in the age of artificial intelligence, which have great potential to overcome the problems of digital inequality in order to ensure fair and humane access to technology for all groups of the population, ensuring a more equitable, effective and humanistic development of digital humanism.

## LITERATURE REVIEW

In recent years, there has been a growing interest to digital humanism in research in various fields, such as philosophy, sociology, information technology, and cultural studies. This contributes to a broader understanding and application of digital humanism in various spheres of life. With this in mind, the impact of digital technologies on modern European society and ways to humanise them are explored in the article by Nikitenko, Voronkova, Tupakhina, Sorokina, 2024. The authors analyse various initiatives and projects in Europe aimed at ensuring a harmonious relationship between people and technology. The main topics of the study include ethical aspects of artificial intelligence, protection of privacy in the online environment, development of digital literacy, and equal access to information resources. Metelenko, Klopov, Voronkova, Nikitenko, Oleksenko, Brytvienko, & Runcheva (2023) investigate the Development of Flexible Management Structures in the Context of Digital Transformation of INDUSTRY 5G, which plays a major role in the development of artificial intelligence. Kai-Fu Lee (2020) examines the potential consequences of hegemony in the field of artificial intelligence for international relations, the economy and society as a whole, discussing not only the technical aspects of artificial intelligence development but also its economic implications, making it an important source to understand current trends in the world of technology and international relations. Bostrom Nick (2020) examines the ethical and philosophical aspects of the development of strong artificial intelligence, exploring the possible consequences of the emergence of superintelligence - a mental system that surpasses human intellectual power. He examines various scenarios of possible human interaction with superintelligence, including positive perspectives such

as solving complex problems and potential negative consequences such as threatening human existence. Bryan Christian, Griffiths Tom (2020) discusses the ethical aspects of using algorithms in decision-making, and provides real-life examples that demonstrate the effectiveness of the algorithmic approach to solutions. Bugaychuk O (2022) notes the connection between digital economy foresight and artificial intelligence (AI), which is extremely important as it plays a key role in transforming the digital economy and determining its future direction. Max Tegmark (2019) explores important issues related to the development and implementation of artificial intelligence, as well as its possible consequences for humanity. He discusses the opportunities and risks associated with the development of AI, as well as the ethical and social issues that arise in this regard. "Life 3.0: The Age of Artificial Intelligence" is an important book for understanding how artificial intelligence can change our lives and the world around us, as well as how we can prepare for these changes and ensure that AI has a positive impact on society. The concept of machine learning (ML) and neural networks: this is a branch of AI that allows systems to improve their performance by learning from data without explicit programming.The development of AI is a global phenomenon, and countries are investing significant resources in research and development of this promising technology. In her works (2022, 2023), Ukrainian researcher V. Marienko explores the ways in which AI can affect society, the economy, and humans, as well as the ethical and moral aspects of technology use. The recent literature on the emergence of digital humanism as the main driver of technological change in the context of artificial intelligence challenges has shown that AI plays an important role in shaping technology development strategies, legislative initiatives, and ethical norms in the digital society, contributing to a more humane and sustainable digital future. It requires the development of the concept of digital humanism, based on the social interaction of humans with the AI world, which leads to competitiveness and organisations at the forefront of technological progress.

## RESEARCH METHODOLOGY

In writing this article, we used research methods that allowed us to achieve our goal. The use of methods and approaches - axiological, synergetic, structural and systemic - has shown that digital humanism is a complex social and cultural phenomenon representing a complex socio-cultural system developing directly in front of us. The axiological method in the context of digital humanism is defined as an approach to the development and use of technology based on values and relevant ethical principles. This method focuses on understanding and considering the significance that technology has for people and society, as well as its impact on culture, morality and human happiness, and includes the identification of values, ethical principles, a focus on human well-being, and consideration of cultural context. This method is designed to help to take into account not only technological aspects, but also human values and needs in the development and use of digital technologies. The synergistic method in the context of digital humanism is defined as an approach that seeks to achieve interaction and interconnection between human values and digital technologies in order to promote the harmonious development of society. A review of scientific papers and recent research has made it possible to identify the main theoretical aspects of the scientific discourse on the problem under consideration.

The main aspects of the synergistic method of digital humanism include: analysis of the interaction between humans and science, the use of technology to jointly solve complex social problems, and the synergy between humans and technology. The systemic approach involves considering technologies and their impact on society as part of a larger system, taking into account the interconnections and interactions between their elements. The ability of technologies to adapt to changes in societal needs and values, ensuring flexibility and openness to innovation. The synergistic approach to digital humanism emphasises the importance of interaction and cooperation between people and technology to achieve common goals aimed at improving the quality of life and development of society.

The structural and systemic method in the context of digital humanism is defined as an approach that considers technologies and their impact on society as complex systems with interconnected elements.

This method is aimed at creating and optimising structures and processes for using digital technologies to increase their positive impact on people and society. The main aspects of the

structural and systemic method of digital humanism include: system analysis, process structuring, development and implementation of optimal structures and processes for the use of technologies to increase their efficiency and humanistic impact; use of modelling and forecasting methods to assess the possible impact of digital technologies on society and make appropriate decisions. This method emphasises the importance of understanding and optimising the structures and processes of digital technologies in order to achieve harmony between technological progress and humanistic values.

The application of the Agile method to the study of digital humanism facilitated a deep and flexible analysis of the issues related to the combination of humanism and digital technologies, big data using digital technologies, and innovative possibilities of digital humanism. Digital technologies, characterised by the ability to expand human communication capabilities in the field of informatisation, have opened up new horizons for digital education, the formation of new relationships between people and technology, and electronic public services through cognitive technologies (artificial intelligence, speech recognition, language analytics, etc.) that allow gadgets to interact with people seamlessly. The integration of philosophical methods and Agile methodology has made it possible to actively shape the concept of digital humanism in the digital environment. The Agile methodology as a "methodology of flexibility" allowed us to navigate the complex field of big data, an area that has the potential to predict and shape the trajectory of distance education. Digital humanism is a concept that combines the humanities and technology to develop and improve society. The methodology of digital humanism is defined by a set of approaches, tools and principles aimed at ensuring a harmonious relationship between technological progress and human values.

The concept of digital humanism is the driving force behind the promotion of agile approaches to big data and data mining. The application of Agile principles has allowed to respond quickly to changing data requirements and improve their strategies based on agile ideas, contributing to the development and improvement of technologies with a focus on human values and needs. This assessment can help to identify areas for improvement, integrate technology and enhance the learning experience for remote students. The use of adaptive development methods, such as Agile, allows for rapid response to changes and implementation of improvements with humanistic values in mind. Thus, the use of different methods of analysis contributes to the development and improvement of digital humanism by creating technologies that meet the needs and values of society.

## RESULTS AND DISCUSSION

Digital humanism is a concept that combines digital technologies and humanistic values, focusing on human beings at the centre of technological development. Many authors have their own definitions of this concept, taking into account their personal approaches and perspectives.

1. Conceptual Foundations of Digital Humanism in the Context of Challenges and Opportunities for Artificial Intelligence and its Interaction with Humans.

Conceptual ideas of digital humanism include: 1) ideas on the opportunities offered by digital technologies to bring cultures closer together and enrich them, emphasising the importance of access to information and communication between people from different cultures and social backgrounds. 2) the definition of digital humanism combines the idea of deep understanding and empathy with the use of technology to improve the quality of people's lives, including the use of tech to create communities that work to solve complex human problems. 3) preservation of humanitarian values in a world increasingly dependent on digital technologies, based on the importance of harmony between technological development and humanistic values, as well as the need for ethical regulation of technologies. 4) ideas of digital humanism aimed at ensuring the protection of human rights and freedoms in the digital environment, creating favourable conditions for personal and social development. 5) ideas of digital transformation and its impact on society, including how to ensure that digital technologies serve humanistic goals and support social justice. 6) Ethical and social implications of digital technologies, their impact on privacy, civil rights and social welfare. 7) the impact of the Internet and social media on people's individual and social lives, the impact of technology on modern society and how to ensure that this impact is consistent with humanistic values; 8) issues of privacy and control in the digital society arising from the widespread use of digital technologies; the impact of algorithms and large technology corporations on individual and collective human rights. 10) the impact of social media, the Internet and other digital platforms on the way we

perceive information and interact with each other, as well as their impact on the cultural processes underlying human interaction with digital media platforms.

The way digital media shape contemporary culture, the impact of digital technologies on cultural processes and human interaction. This conceptual framework actively contributes to the understanding of digital humanism and works to make the digital society more homogeneous and ethical, addresses various aspects of digital humanism and makes an important contribution to understanding the relationship between technology and humanistic values in the modern world. The conceptual foundations of digital humanism cover various aspects of modern life and influence the development of society and technology. The concept of digital humanism provides philosophical understanding of technology, develops new philosophical ideas about the role of technology in the modern world, different from traditional approaches that are more focused on technical aspects. Digital humanism helps to understand how technology affects social and cultural processes, as well as human relationships and individual development. Digital humanism encourages the development of new ethical standards and principles for the use of technology, taking into account humanistic values. Digital humanism promotes the creation of technologies aimed at improving the quality of life, including the development of medical technologies to improve the diagnosis and treatment of diseases, the development of innovative solutions to preserve the environment and reduce the impact of climate change, and the improvement of living conditions in rural and remote areas through digital technologies. The use of digital technologies in business and governance contributes to increasing productivity and efficiency, developing innovative products and services, and reducing administrative and bureaucratic burdens. Digital humanism actively promotes the preservation and reproduction of cultural heritage through digital technologies, including the creation of digital archives, virtual museums and online resources for access to historical and cultural materials. The use of digital technologies in education and science contributes to improved access to knowledge, the development of online learning, open educational resources and cooperation between universities and research institutions around the world. These aspects continue to emphasise the importance of theoretical knowledge of digital humanism as a modern concept that affects various spheres of life and development of society, contributing to the creation of a more humane, equal and sustainable world. Addressing the threat of artificial intelligence (AI) getting out of human control is a complex issue that requires a combination of technical, ethical and regulatory measures. AI developers can use security methods, such as restricting access to important system resources, data encryption, and integrity checking mechanisms. Developers should provide accessible information about how AI works to ensure that users understand and trust it. Establishing ethical principles in AI development and use can help avoid undesirable situations. Establishing ethical guidelines in AI development that address social interaction can help avoid inappropriate or offensive responses. It is important that the development of AI social interactions is transparent and ethically sensitive, and that the interactions are aimed at improving the quality of life and meeting the needs of users.

**Table 1. Advantages and disadvantages of digital humanism**

|  | Advantages | Disadvantages |
|---|---|---|
| Increasing accessibility to information or digital disinformation | Digital humanism can provide broad access to knowledge, education and cultural values through the internet and other digital means. The opposite side of digital disinformation is the careful verification of facts and the use of sources with reliable data. It is also important to foster critical thinking among users and teach them how to distinguish reliable information from manipulative information. | In the digital world, there is a risk of spreading false, manipulative or harmful information, which can lead to distortions in worldviews and cause social conflicts. |
| Improving communication or threatening the privacy and security of personal data due to the possibility of unlawful access | Social media and other digital platforms make it easier for people to find community, connect and share ideas regardless of geographic location. Social media allows you to find and connect with people from all over the world without being limited by geographical boundaries. This opens up new opportunities for international community building and cultural exchange. | Digital technologies can compromise the privacy and security of personal data through the possibility of unauthorised access, leakage or misuse. To mitigate these threats, it is important to take data protection measures such as encrypting information, two-factor authentication, regular software updates and risk awareness among internet users. |
| Unequal access to digital technologies can lead to deepening gaps between different social groups and countries | Digital humanism stimulates technological innovations aimed at improving the quality of life and solving social problems, such as healthcare, education and the environment. Digital humanism aims to combine digital technologies with humanistic values and goals, emphasising the importance of using technology to improve the quality of life and solve social problems. | Even if digital humanism stimulates technological innovation to improve the quality of life, unequal access to these innovations can widen the gap between those who have access to the latest technologies and those who do not. Unequal access to digital technologies can lead to further divisions within society, widening the gaps between rich and poor and between developed and developing countries |

| Digital tools facilitate communication and connection between people, regardless of their location, or lead to a sense of distance and lack of human contact | Social networks, messengers and other digital tools facilitate communication and connection between people, regardless of their location. These tools not only reduce the distance between people, but also open up new opportunities for communication and collaboration, which can foster social connections and cultural exchange. | Increased use of digital means of communication can lead to a sense of distance and lack of human contact, which has a negative impact on psychological and emotional well-being |
|---|---|---|
| Increase access to information and education or risk increasing inequality | Digital technologies are making information and education more accessible to a wider range of people through the internet, e-books, video tutorials, etc. These tools help to make education more flexible, accessible and interactive for everyone, regardless of their place of residence, social status or financial means. | The digital divide can lead to deepening inequalities between those with access to digital technologies and those without, widening social and economic gaps |
| Protection and preservation of users' personal information and data privacy and security issues | Protecting and preserving users' personal information may include implementing strict rules for storing and processing data, encrypting information, conducting regular security audits, restricting access to data to only necessary employees, and using advanced data protection technologies. | The growing volume of personal data processed in the digital environment poses a threat to privacy and can lead to misuse and security issues. |
| Maintaining or even increasing levels of empathy and compassion through the use of digital means of communication and connection or increasing social isolation and loss of empathy | Thanks to digital technologies, we can connect with people from all over the world, empathise with their joys and sorrows, and understand their needs and experiences. Digital platforms for communication can enable people with disabilities or in remote areas to interact with others and receive support and understanding. While the fascination with digital technologies can create distance, the right use of these technologies can maintain and even enhance empathy and compassion. | Being addicted to digital technologies can lead to a distance from real people and a loss of empathy and compassion, to a reduced ability to empathise and feel empathy for others, as the lack of non-verbal cues and personal contact in virtual communication can reduce the level of emotional connection. |
| A healthy balance between the use of digital technologies and rest or mental and information overload | Creating a balanced approach to the use of digital technologies can help to avoid dependence on them and negative impacts on mental and physical health. This means that a person can actively use digital devices and services for their needs, but still find time for relaxation, communication with family and friends, physical activity and other important aspects of life. | Being addicted to digital devices and services can lead to dependence on them, which can have a negative impact on mental and physical health, can lead to information overload and increased stress from having to constantly select and process large amounts of data. |
| Convenient and efficient access to information and mental stress and information overload | Such access helps people find information faster, solve problems and improve their skills. It can also stimulate intellectual development, broaden horizons and increase self-development. In other words, access to information can be a positive factor that contributes to the growth of knowledge, efficiency and personal development. | The constant availability of content in the digital world can lead to information overload and increased stress from having to constantly select and process large amounts of data. |
| The effect of filtering and amplifying bias or the risk of disinformation and manipulation | The algorithms of digital platforms can select and amplify information that matches a user's prior preferences, which can lead to the formation of an "information bubble" and the amplification of social, political and cultural biases. The filtering and bias amplification effect is a phenomenon where digital media and social media algorithms filter the information a user sees and only display information that is relevant to their previous interests, opinions or content viewed. | Digital media can be used to spread false information and manipulate public opinion. Digital media can disseminate false or manipulative news that is created to influence public opinion, stir up emotions, or favor certain political or ideological agents. |

So, digital humanism, like any philosophy or movement, has both positive and negative aspects. It is important to balance the benefits of technological progress with an understanding of the possible risks and taking measures to manage and minimise them. Digital technologies can be used to create innovative solutions that improve people's quality of life, including access to healthcare, education, entertainment, and more. The use of digital technologies can contribute to resource conservation and environmental protection by developing eco-friendly innovations and supporting sustainable development. Digital technologies can provide greater access to information, education and cultural resources for people around the world, regardless of their location or social status. Social networks and other digital platforms allow people to find communities and connections with others, communicate and exchange ideas, which fosters cooperation and mutual understanding. However, it is important to take into account its drawbacks, such as the digital divide, data privacy and security, social isolation, and dependence on technology. For the successful development of digital humanism, the advantages and disadvantages need to be carefully monitored and balanced, ensuring access to technology and innovation for all segments of society and preserving the principles of ethics and humanism in the digital world. Therefore, while digital humanism aims to combine technology with humanistic values, it is important to consider the potential negative aspects of using these technologies and develop strategies to minimise them.

2.      New trends in digital humanism in the age of the Internet and artificial intelligence

Digital humanism in the era of the Internet and artificial intelligence is a concept that aims to ensure that technological progress serves the harmonious development of society, improves the quality of life and preserves humanistic values. Digital humanism requires the development of technologies

that are accessible to all segments of society, including people with disabilities and those with limited access to resources. Humanism requires that the development of technologies, such as artificial intelligence, be accompanied by ethical considerations and standards. This means that technology should serve the harmony and well-being of people, not put them in danger or restrict their rights. Digital humanism emphasises the importance of protecting the privacy and security of personal data in the age of the Internet and artificial intelligence. This means developing effective data protection methods and creating a regulatory framework for their use. Digital humanism supports the development of technologies that contribute to improving the quality of human life, such as artificial intelligence systems to improve medical diagnostics, education, environmental issues, etc. Digital humanism supports the education of citizens who understand the ethical and social aspects of technology use and actively participate in the development of policies and regulations in this area. Digital humanism promotes cooperation between different fields, such as technology, science, and the humanities, to ensure the harmonious development of society. Digital humanism seeks to ensure that technology serves people, not the other way around, and contributes to the development of society in harmony with its humanistic values.

Digital humanism is a concept that unites scholars, researchers, and activists in various fields as it relates to the impact of technology on society and culture. Let us highlight the ideas that influenced the forum and the development of the concept of digital humanism

**Table 2. Ideas that influenced the formation and development of the concept of digital humanism**

| Ideas that influenced the formation and development of the concept of digital humanism |
| --- |
| The impact of technology on interpersonal relations and communication culture related to the use of computers and other technologies, especially in the context of their impact on interpersonal communication, identity and expression |
| Development of ethical standards in the field of artificial intelligence and emphasises the importance of human values in the development of technology |
| Social and behavioural aspects of artificial intelligence and robots, including ethical issues related to the development and use of autonomous systems - from the interaction between humans and robots to the issues of responsibility and legal status of artificial agents |
| Internet and technology issues relating to the ethical and legal aspects of digital technology and the Internet |
| The impact of technology on the psychological and emotional state of people, issues of empathy and social interaction in the digital environment |
| Ethical use of artificial intelligence and computer vision, focuses on the problems of underrepresentation of different groups of data used to train algorithms |
| The idea of an open and democratic Internet, which emphasises the importance of protecting the privacy, accessibility and neutrality of the network |

These ideas actively contribute to the development of the concepts of digital humanism and highlight the ethics, social implications and humanistic aspects of the use of technology in the modern world, and actively work to address the ethical, social and legal issues related to artificial intelligence, the Internet and other digital technologies.

Digital humanism in the era of the Internet and artificial intelligence is constantly evolving, which includes some of the main trends.

**Table 3. The main trends of the digital humanism concept**

| Development area | The main trends in the concept of digital humanism |
| --- | --- |
| 1. Ethical aspects of artificial intelligence (AI) | Growing attention to ethical issues related to the development and use of AI. This he fairness and transparency of algorithms, the impact of automation on jobs, data privacy, and the risks of bias in data and algorithms |
| 2. Digital literacy and inclusion | A growing awareness of the need for digital literacy and access to technology for all segments of society. This includes initiatives to develop coding skills, IT education and reduce the digital divide. |

| | |
|---|---|
| 3. Synthesis of AI and human intuition | Developing systems that combine the strengths of AI with human intuition, creativity and emotional intelligence. For example, the development of AI systems that assist in the creative process, productivity and decision support. |
| 4. Emotional technologiesand emotional interfaces | Increasing interest in developing technologies that can interact with people on an emotional level. This may include emotion recognition systems based on face, voice, gestures, and the development of artificial intelligence agents that can adapt to the user's emotional state. |
| 5.Digital transformation in healthcare and education | Digital transformation in healthcare and education |
| 6. The environmental sideof digital humanism | Growing focus on the development and implementation of environmentally sustainable technologies and approaches that minimise the negative impact of digital development on the environment. |
| 7. Cultural rehabilitation and heritage preservation | Digital technologies enable the preservation, reproduction and enrichment of cultural heritage and historical artefacts. Recreating major historical events in a virtual environment, archiving and restoring missing architectural objects and lost artistic masterpieces are just some of the applications of digital technologies for preserving cultural heritage. |
| 8.Development of assistance technologies | Artificial intelligence, virtual reality and other digital technologies are being used to develop innovative assistance systems for people with disabilities. This may include the production of intelligent devices that assist with mobility, information perception and communication. |
| 9. Promoting creativity and self-expression | The Internet and artificial intelligence are creating new opportunities for expression and creativity. Media content platforms, virtual communities, and multimedia content creation tools allow people to express and develop their creativity. |
| 10.Combating discrimination and socialinequality | Digital technologies can be used to identify and reduce instances of discrimination and inequality. Tracking and analysing data can help identify patterns of behavior that lead to unequal treatment of certain groups and develop strategies to prevent them. |

These trends indicate a gradual shift towards a more humanistic and ethical use of digital technologies, with a focus on ensuring the well-being and progress of all members of society. These trends reflect a growing understanding and desire to use digital technologies to improve the quality of life and development of society as a whole, taking into account humanistic values and ethical principles. New trends in digital humanism in the era of the Internet and artificial intelligence include the development of technologies and approaches aimed at creating more humane, ethical and socially responsible digital environments. Attention to ethical aspects in the development and implementation of technologies is growing. Companies and research groups are increasingly taking ethical principles into account, including transparency, responsible use of data, and avoidance of bias. Developing interface design to create more intuitive, friendly and accessible products for users of all ages, abilities and needs. Developing programmes and initiatives to increase the level of digital literacy among the population so that people better understand their rights and opportunities in the digital environment. Continuous improvement of ethical principles and standards in the development and use of artificial intelligence, in particular in the fields of medicine, justice, education, and others. Increased public participation in the process of formulating policy and regulation in the field of digital technologies, in particular through open debates, consultations and participation in the development of standards. Research and development of technologies aimed at supporting the emotional and psychological well-being of users, such as systems to help manage stress, depression and isolation. Development of online platforms and tools to support cultural exchange, collaboration and creative expression on the global web. These trends indicate the development of modern digital humanism aimed at creating a more ethical, socially responsible Internet and artificial intelligence.

Research in the field of digital humanism is constantly evolving, taking into account rapid technological changes and socio-cultural trends. Research focuses on the development of ethical standards and norms in the field of AI, in particular in the areas of algorithm transparency, responsible use of data, and avoidance of bias. Studying the impact of digital technologies on society and interpersonal relations, in particular in the context of psychological well-being, emotional communication and social interaction. The research is aimed at developing programmes and

methods to increase the level of digital literacy among various population groups and developing digital education in schools and universities. The research is aimed at developing technologies that enhance empathy and compassion, as well as improve interpersonal relationships in the digital environment. Research focuses on the impact of technology on culture, arts and other humanities, and on developing technologies to support creativity and cultural exchange. Research examines the role of digital technologies in shaping civil society, public participation in policy-making, and the protection of citizens' rights and freedoms online. These areas of research are supported by various academic institutions, research centres and organisations that aim to further develop digital humanism and understand the impact of digital technologies on society.

The Transformation of Digital Humanism in the Age of the Internet and Artificial Intelligence: Prospects and Challenges examines the relationship between the development of digital technologies, such as the Internet and artificial intelligence, and the concept of humanism. Humanism, as a philosophical direction, is designed to consider a person as a central value and to put his or her needs and well-being at the centre of social development. In the context of digital transformation, this approach takes on new dimensions and challenges. First of all, the Internet and artificial intelligence allow us to create new opportunities for improving the quality of life and development of society. They can provide access to information, education, medical services, etc., making people's lives more comfortable and productive. However, along with these opportunities come challenges related to data privacy, the ethics of using artificial intelligence, and the possibility of a digital divide between different social groups. On the one hand, digital humanism can contribute to the development of technologies aimed at improving the quality of life and realising humanistic values. For example, the development of artificial intelligence systems to help people with disabilities or to manage the energy efficiency of cities in a smart way. On the other hand, it is important to ensure

the ethical use of these technologies and prevent possible negative consequences, such as loss of privacy or social exclusion. Thus, the prospects and challenges of transforming digital humanism in the era of the Internet and artificial intelligence lie in a balanced approach that combines the development of technology with humanistic values, thus ensuring the sustainability and progress of society.

## CONCLUSION

The concept of digital humanism supports the development of social and cultural initiatives that help bring technology closer to the social and cultural needs of society. Digital humanism supports the development and implementation of technologies that take into account the needs and interests of people, contributing to a better quality of life. Digital humanism emphasises the importance of protecting personal information and privacy in the digital environment and promotes the development of mechanisms to ensure this security. The concept of digital humanism supports initiatives to develop digital literacy among the population by providing access to educational resources and infrastructure. Digital humanism is an important practical direction that helps to bring technology closer to human values and needs, and contributes to the creation of a more humane and just society. There are various areas that can contribute to improving the concept of digital humanism and overcoming the problems of digital inequality. 1) Infrastructure development and initiatives to provide access to the Internet in remote and low-income regions can help reduce digital inequality. 2) Digital literacy programmes for different social groups can improve people's ability to use technology and increase their opportunities in the digital environment. 3) Developing and implementing technologies that take into account the needs and capabilities of different groups of people will help reduce the negative impact of the digital divide. 4) Investments in technology and digital infrastructure projects in low-income and remote regions can stimulate development and reduce digital inequality. 5) Government policies and legislative measures can contribute to overcoming digital inequality by ensuring equal access to technology and protecting the rights of users in the digital space. 6) Collaboration between government agencies, the private sector, civil society organisations and academic institutions can contribute to the development of comprehensive programmes and initiatives to address digital inequality. 7) Financial support for research in the field of digital technologies aimed at reducing digital inequality and increasing humanity in their application can contribute to the development of innovative solutions and methods. 8) Developing and supporting projects aimed at developing social innovations and using technology to solve specific social problems can help reduce inequality and improve the quality of life of vulnerable groups.

9) Promoting citizen participation in the development and implementation of digital technologies can help create more effective and humane innovations that meet the real needs of society. 10) Systematic monitoring and evaluation of the impact of digital initiatives on social and economic inequality can help identify problem areas and develop effective strategies to overcome them. 11) Developing and supporting inclusive technologies that take into account the needs of people with disabilities and other vulnerable groups can help reduce digital inequality and increase their participation in digital life.

The emergence of digital humanism as the main driver of technological change in the context of the challenges of the Internet and artificial intelligence has led to the following conclusions: 1) the importance of taking into account human values and needs in the process of developing and using digital technologies and preventing AI from getting out of human control; 2) active cooperation between different parties, including developers, users, government and the public; 3) continuous improvement and adaptation of technologies to respond to changes in social needs and values; 4) involvement of the public and users in the analysis and development process as a key factor in ensuring widespread acceptance and support for digital humanism.

## REFERENCES

Bostrom, N. (2020). Superintelligence. Strategies and dangers of the development of smart machines. Kyiv : Nash format. 408 p.

Bryan, C., Grifts, T. (2020). Life by algorithms. How to make rational choices. Kyiv : Nash format. 376p.

Buhaichuk, O. (2022). Foreign concepts of information (digital) economy. *Management and Entrepreneurship: Trends of Development*, *2*(20), 8-19.

Kai-Fu Li (2023). Artificial Intelligence Superpowers. China, Silicon Valley and the New World Order. Kyiv: Force Ukraine. 303 p.

Marienko, V. (2023). The impact of information and communication technologies (ICT) on the development of society, man, technology: socio-philosophical analysis. Educational discourse: a collection of scientific papers. Kyiv: Scientific and Information Agency "Science-Technology-Information" LLC. 2023. Issue 47 (12) P.61-72.

Metelenko, N., Klopov, I., Voronkova, V., Nikitenko, V., Oleksenko, R., Brytvienko, A., Runcheva, N. (2023). Development of Flexible Management Structures in the Context of Digital Transformation of INDUSTRY 5G. *Review of Economics and Finance*. 21(1), 2052-2060.

Nikitenko, V., Voronkova, V., Kozar, Y., Oleksenko, R., Yanchevskyi, O., Korobko, I. (2023). Digital Healthcare in the Context of Challenges and Opportunities of Technological Progress in the Countries of the European Union. *Revista de la universidad del ZULIA*, *14*(40), 315-333.

Nikitenko, V., Voronkova, V., Tupakhina, O., Sorokina, A. (2024). European practices of digital humanism in the context of global challenges. *Humanities studies*: Collection of Scientific Papers. Zaporizhzhia: Publishing house "Helvetica". 18 (95). p. 52-64.

Tagmark, M. (2019). Life 3.0 The age of artificial intelligence / translated from English by Zoryna Korablina. Kyiv: Nash format. 432.