

## The integration of artificial intelligence in social science

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**Abstract**---Recent years have witnessed significant technological advancements, particularly in the field of artificial intelligence (AI), which has become increasingly influential across numerous aspects of life. This growing influence extends to a variety of academic disciplines, including sociology. The present study examines how AI is applied within the field of sociology, with a focus on understanding its broader social implications. Furthermore, the research investigates the evolving relationship between humans and AI, emphasizing the importance of aligning technological innovation with societal and ethical values. It also underscores the growing engagement of the social sciences with this subject, aiming to pave the way for a future in which sociology can both harness the opportunities presented by AI and confront the emerging challenges within.

**Keywords**---Artificial intelligence, sociology, sociology of artificial intelligence.

### Introduction

Sociology is a field devoted to examining and interpreting social interactions and cultural patterns among individuals. With the continuous advancement of technology and the rise of artificial intelligence (AI), the discipline has experienced a profound digital shift. This transformation has influenced research methodologies, data processing techniques, and how scholars engage with and interpret information. AI now serves as a crucial tool that enhances the capabilities of sociologists, researchers, and academics by enabling them to explore social realities through more innovative and dynamic approaches.

Renowned for its focus on analyzing human behavior and social structures, sociology is well-positioned to interpret the complexities of rapidly evolving societies. This study investigates how AI can contribute to overcoming key challenges in sociological research, particularly in the areas of interpretation and

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analysis. It further aims to expand the horizons of sociological inquiry, promoting broader and more nuanced understandings of human behavior and social phenomena.

### **Research Objectives:**

- To explore the multiple definitions and historical evolution of artificial intelligence.
- To present selected applications of AI in everyday social contexts.
- To highlight anticipated future developments and trajectories of AI.
- To analyze how AI can be integrated into digital sociology as a tool for research and analysis.
- To identify key challenges and ethical considerations involved in applying AI within digital sociological contexts.

### **Research Methodology:**

1. Conducting a comprehensive review of literature, including academic studies and scholarly articles related to AI.
2. Examining the interconnections between artificial intelligence and the social sciences.
3. Formulating practical recommendations for the responsible and constructive use of AI in sociological research

## **1. The History of Artificial Intelligence**

Artificial Intelligence (AI) is a relatively recent cognitive discipline that formally emerged in the 1950s, although its conceptual roots can be traced back to earlier scientific domains (Smith, McGuire, Smith, & Yang, December 2006, p. 04). For example, studies in genetics have long explored the correlation between intelligence and heredity, with researchers seeking to attribute cognitive abilities to genetic inheritance (Haenlein & Kaplan, 2019, p. 02). In physics, the pursuit of groundbreaking discoveries has often been associated with historical figures such as Galileo, Newton, and Einstein, reinforcing the notion that innovation demands years of dedicated study. In contrast, the field of AI remains comparatively open and dynamic, offering room for emerging thinkers—perhaps even a "modern Einstein"—to reshape the discipline. (Al-Hadi, 2005, p. 165)

The question of what constitutes intelligence has preoccupied philosophers for over two millennia. Their inquiries sought to comprehend how humans perceive, learn, remember, and reason. With the invention of computers in the mid-20th century, this exploration transitioned from abstract theorization to practical experimentation, giving rise to AI as a field grounded in applied cognitive science. (DELIPETREV, 2020, p. 02)

Today, AI encompasses a wide array of applications. These range from broad capabilities such as perception, logical reasoning, and decision-making to domain-specific tasks like playing chess or supporting medical diagnostics. Experts increasingly turn to AI as a means of encoding and preserving their accumulated knowledge and expertise. As a globally significant and rapidly evolving discipline, AI continues to garner widespread academic and industrial interest. (Al-Hadi, 2005, p. 165)

## **2. Defining Artificial Intelligence**

Intelligence is commonly understood as a set of cognitive functions that include reasoning, planning, problem-solving, and mental flexibility. It also encompasses abstract thinking, language proficiency, rapid learning, and the integration of complex ideas. While public perception often links intelligence to memory capacity, psychological perspectives treat it as a distinct behavioral trait, separate from creativity, personality, wisdom, or even memory itself. (Sheikh, Prins, & Schrijvers, 2023, p. 16)

Artificial intelligence, as a specialized area within computer science, focuses on designing systems capable of replicating human cognitive behavior. These systems aim to perform functions such as learning, inference, and decision-making—mirroring, and at times surpassing, human intellectual processes. (Monett, Lewis, & Thorisson, 2019, p. 03)

Numerous definitions of AI exist across scholarly literature and technical references, including those found in the *Arab Encyclopedia of Computers and the Internet*. Broadly speaking, AI refers to an advanced sector of computing that seeks to endow machines with the ability to simulate human intelligence. This includes enabling computers to address problems, make informed decisions, and process information in a logical, structured manner, comparable to human thought. (Al-hassiny, 2002, p. 210)

### 3. Artificial Intelligence: Definition and Components

Artificial intelligence (AI) refers to a suite of advanced technologies designed to enable machines and systems to simulate human-like capabilities such as learning, understanding, decision-making, and perception. (El-hadi, may- 2023)

#### These cognitive processes include:

- **Learning:** The acquisition of data and the principles required to utilize that data effectively.
- **Reasoning:** The application of learned rules to generate consistent or approximate conclusions.
- **Self-correction:** The system's capacity to refine its performance autonomously through accumulated experience. (Al-hassiny, 2002, p. 210)

As a specialized domain within computer science, AI seeks to replicate intelligent behavior typically associated with humans. To function effectively, AI systems require:

- **Knowledge-based systems:** For storing and representing structured information.
- **Algorithms:** That define the procedures for processing and applying this knowledge.
- **Innovative and forward-thinking strategies:** To leverage the evolving capabilities of information and communication technologies. (Al-hassiny, 2002, p. 211)

### 4. Key Features of Artificial Intelligence

According to *Farghali (1993)*, AI systems exhibit a range of characteristics, including:

- a. The ability to solve problems even when information is incomplete.
- b. Cognitive processing capabilities, such as comprehension and critical thinking.
- c. The capacity to acquire and apply new knowledge.
- d. Learning from and interpreting prior experiences.
- e. Applying previously acquired knowledge to unfamiliar situations.
- f. Tackling complex tasks through iterative trial-and-error processes.
- g. Rapid adaptation to changing conditions or novel environments managing and analyzing intricate or ambiguous scenarios.
- h. Operating effectively under uncertainty or limited data.
- i. Assessing and prioritizing key elements within a situation.
- j. Interpreting, generating, and analyzing visual data.
- k. Supporting decision-making processes, particularly in organizational or managerial contexts. (Farghali, 1993)

### 5. Types and Objectives of Artificial Intelligence

AI systems are generally categorized into four main types based on their capabilities and level of advancement (Ayoub, 2021, p. 14)

#### 1. **Reactive Machines:**

These are the simplest forms of AI, designed to perform specific tasks without memory-based learning. A classic example is IBM's *Deep Blue*, which famously defeated chess champion Garry Kasparov in 1997.

#### 2. **Limited Memory:**

Building on reactive functionalities, these systems can utilize historical data to inform future decisions and improve performance over time.

### 3. **Theory of Mind:**

Still largely theoretical, this form of AI aims to replicate human-like emotional intelligence, enabling machines to recognize, interpret, and respond to human emotions and intentions.

### 4. **Self-Aware AI:**

Currently a conceptual stage, this category envisions machines possessing consciousness, self-awareness, and autonomous decision-making at a human level. (Ghosh & Arunachalam, May 2021, p. 25)

## 6. **Objectives of Artificial Intelligence**

Artificial intelligence (AI) serves a range of objectives that can be broadly categorized into two primary aims:

- First, enhancing machine capabilities to process information with high precision, closely replicating the human approach to problem-solving. This often involves **parallel processing**, where multiple computational tasks are performed simultaneously.
- Second, advancing the understanding of human cognition by examining the workings of the brain, which in turn supports the simulation of intelligent behavior. (Ayoub, 2021, p. 15)

## 7. **Benefits and Limitations of Artificial Intelligence**

### ❖ **Advantages of AI:**

- Decision-making processes are unaffected by emotional biases.
- When properly programmed, AI systems execute tasks with minimal to no error.
- High levels of accuracy in output, particularly in managing and organizing large volumes of data.
- Capability to perform hazardous or physically inaccessible tasks, such as operations in volcanic zones or deep-sea environments. (Dawood, 11 October 2021, p. 01)

### ❖ **Disadvantages of AI:**

- Significant financial investment is required for development, deployment, and ongoing maintenance.
- Potential infringements on individual privacy due to extensive data collection and surveillance.
- The replacement of human labor in various sectors may result in job displacement.
- AI systems lack adaptability unless provided with updated data sets, limiting their responsiveness to novel environments. (Dawood, 11 October 2021, p. 02)

## 8. **Risks Associated with Artificial Intelligence**

As AI technologies become increasingly integrated into societal structures, it is essential to recognize the potential risks they pose:

- a. **Unemployment and job displacement:** Automation may replace human roles, especially in routine or manual tasks, potentially leading to elevated unemployment levels in certain industries.
- b. **Privacy and data security threats:** The widespread implementation of AI often requires the collection and analysis of vast amounts of personal data, raising serious concerns about the protection of individual privacy and the security of sensitive information.
- c. **Widening social inequalities:** Unequal access to smart technologies could exacerbate existing socio-economic disparities, particularly among communities with limited technological infrastructure.
- d. **Ethical and legal challenges:** The rise of AI technologies presents complex questions regarding accountability, governance, and ethical usage, demanding robust legal frameworks and policy responses. (Al-Qar'aan & Bayouke, 2024, p. 1025)

## 9. The Role of Artificial Intelligence in Daily Life

Many daily routines begin with interactions that are powered by artificial intelligence (AI), often without users being fully aware of it. For instance, unlocking a smartphone through facial or voice recognition is a direct application of AI.

AI technologies are seamlessly embedded in numerous aspects of everyday life, including:

- **Search engines:** Platforms such as Google utilize AI algorithms to retrieve relevant information, suggest results, and generate personalized advertisements based on users' browsing history and online behavior.
- **Navigation and travel applications:** Digital maps and traffic management tools rely on AI to optimize routes, predict congestion, and enhance travel efficiency.
- **Customer service chatbots:** Frequently employed by businesses, government agencies, and financial institutions, AI-powered chatbots can understand user inquiries and provide timely, context-aware responses.
- **Media and content recommendations:** Entertainment platforms like Netflix leverage machine learning techniques to analyze user preferences and viewing history, allowing them to suggest personalized content. Notably, Netflix's implementation of AI contributed to a significant increase in its user base in 2017. (Magdy, 2020, p. 10)

## 10. Challenges Facing Artificial Intelligence Development

The transition toward AI-integrated societies is not without obstacles. Several countries face systemic challenges such as political instability, corruption, and institutional inefficiency, all of which can impede inclusive, human-centered technological development. These issues often limit citizen participation, undermine transparency, and restrict access to resources.

Cultural and societal norms also play a role, influencing how communities engage with technology and possibly hindering equitable participation. Additionally, concerns surrounding automation, job displacement, and privacy violations are among the most pressing challenges that must be addressed to ensure ethical and beneficial AI integration.

In what scholars refer to as the fifth stage of societal evolution—characterized by full-scale technological integration—ethical considerations become increasingly urgent. Technologies such as AI, big data analytics, and the Internet of Things empower both individuals and organizations, but they also raise critical questions about surveillance, misuse of data, and unequal access.

A growing concern is the exacerbation of economic inequality through automation, which can displace workers and deepen existing divides. This situation highlights the role of governments in safeguarding labor rights, and promoting access to education and digital skills training that support workforce adaptability in the AI era.

To ensure AI contributes positively to society, its development must be guided by ethical frameworks. Core values such as transparency, accountability, inclusiveness, and trust must inform the design and implementation of AI systems. (Vikas Khullar, 2024)

## 11. Cybersecurity Risks in AI-Driven Societies

As technology becomes increasingly embedded across all sectors, new cybersecurity challenges emerge. Enhanced connectivity has led to a surge in cybercrime, targeting personal devices, corporate systems, and critical infrastructure.

Sectors such as telecommunications, finance, healthcare, and transportation have become heavily dependent on AI systems, making them more vulnerable to data breaches, hacking, and identity theft. In light of these risks, the need for comprehensive cybersecurity protocols has become paramount. Measures such as data encryption, firewalls, and advanced threat detection are essential for protecting both individuals and institutions.

Moreover, the infrastructure of AI-integrated societies—including power grids, medical facilities, and transportation networks—faces heightened exposure to cyber threats. Disruptions to these systems can have severe consequences, underscoring the necessity for resilient digital defense mechanisms tailored to the unique vulnerabilities of AI-powered environments. (Vikas Khullar, 2024)

## 12. Future Challenges in the Use of Artificial Intelligence

The world is already witnessing the significant benefits of digital transformation and the ongoing momentum of the Fourth Industrial Revolution. Artificial intelligence (AI) has made considerable contributions across multiple sectors, offering tangible improvements in the quality of human life. Nevertheless, several pressing questions remain:

- Will the future be shaped for the better or worse as AI adoption accelerates?
- What societal transformations and emerging challenges should we anticipate—and how prepared are we to navigate them?
- Can individuals and institutions adapt swiftly and effectively to these rapid changes?

The report *"Jobs of the Future 2040"* draws attention to the potential displacement of numerous current job roles due to automation and robotics integration. According to projections by the McKinsey Global Institute, while over 157 job categories are expected to remain relevant through 2040, more than 800 million jobs—roughly 20% of the global workforce—could be lost to automation and AI technologies.

In light of these shifts, the cultivation of human potential, investment in innovation, and continuous skill development become critical strategies for staying aligned with technological progress.

A 2019 study points out that while AI is not a new phenomenon, it is poised to create millions of new employment opportunities across at least fourteen established industries. These include areas such as data science, software development, and AI engineering. Simultaneously, automation is expected to dominate job functions in four major sectors. However, rather than replacing human expertise, AI is predicted to complement it—ushering in a hybrid model that merges human and machine intelligence.

Moreover, disparities between industrialized and developing nations are projected to widen. Developed countries stand to gain as much as 25% in productivity and profits from AI implementation, compared to just 5% in less developed regions. The gender gap may also intensify. According to UNESCO, women currently represent only 22% of the AI workforce, and this underrepresentation may further limit their participation in the labor market of the future.

Despite these challenges, numerous reports agree that human roles will not be entirely eliminated. Instead, new job categories will emerge. AI will increasingly take over repetitive and hazardous tasks, while humans will continue to lead in creative problem-solving and innovative thinking. Thus, the collaboration between humans and machines is anticipated to enhance efficiency and redefine the future of work. (Magdy, 2020)

## 13. AI in the Context of the Social Sciences

The social sciences and humanities are undergoing rapid transformation under the influence of emerging technologies, especially artificial intelligence. AI is playing an increasingly important role in enhancing the capabilities of these disciplines. It contributes to improving the quality of research data, uncovering hidden patterns, and supporting more sophisticated analysis.

Furthermore, AI enables researchers to develop new theoretical frameworks and explore evolving social trends. However, its application in the social sciences must be approached with caution, especially concerning ethical concerns and social consequences. Ensuring responsible use of AI involves recognizing its potential impacts on power dynamics, privacy, and social justice. (AZIZ, December 2023, p. 20)

## 14. Understanding Artificial Intelligence in Sociology

Within the discipline of sociology, artificial intelligence is commonly defined as a group of technologies that enable computers to carry out tasks traditionally associated with human intelligence. These include processes such as learning, comprehension, reasoning, discovery, and creative expression. (Al-Bawwaba, (September 12, 2023)

## 15. Applications of Artificial Intelligence in Sociology:

Artificial intelligence (AI) is increasingly being integrated into sociological research and practice, offering transformative possibilities across several key areas:

**a. Analysis of Large-Scale Social Data :**

AI technologies can process vast quantities of data with speed and precision, allowing sociologists to explore intricate social patterns and dynamics. For instance, AI algorithms are capable of analyzing content from social media platforms to detect emerging social trends or identify collective behavioral patterns.

**b. Enhanced Data Integration and Interpretation :**

AI supports more sophisticated forms of data synthesis and analysis, which enables deeper insights into social interactions, structures, and relationships within various communities. This facilitates the development of more comprehensive sociological frameworks.

**c. Innovation in Research Tools :**

AI enables the development of novel research instruments, enhancing the efficiency of data collection and analysis. Examples include AI-driven interviewing bots, real-time sentiment analysis tools, and automated content analysis systems that support qualitative and quantitative research methods.

**d. Creation of New AI-Based Social Applications :**

Sociologists can utilize AI to design applications aimed at fostering continuous social awareness and engagement. These might include educational tools, gamified learning platforms, or mental health and social support apps tailored to specific demographic groups. (Al-Bawwaba, (September 12, 2023)

**e. Intelligent Decision Support Systems :**

AI can provide actionable recommendations for addressing social, behavioral, and policy-related challenges. By analyzing complex behavioral patterns and social dynamics, AI-driven systems can assist decision-makers in areas such as:

- Public policy formation
- Social welfare program design
- Urban planning and development
- Human resource and organizational management. (Phillips-Wren, February 2013, p. 13)

**f. Machine Learning in Textual Analysis and Language Processing**

Through machine learning, AI enhances the capacity to analyze academic texts in the social sciences, uncovering nuanced meanings and contextual layers. It also improves automated language translation and supports more natural human-machine linguistic interactions, thereby promoting cross-cultural dialogue and accessibility. (AZIZ, December 2023, p. 21)

**g. Advancing Human-Technology Interaction**

AI contributes significantly to the development of intelligent, responsive interfaces that support natural interaction between humans and machines. In the context of sociology and the humanities, this includes the creation of virtual assistants, social robots, and adaptive digital environments. These tools not only facilitate communication but also contribute to social innovation and sustainable development by helping direct data-driven efforts toward achieving the United Nations Sustainable Development Goals (SDGs). (AZIZ, December 2023, p. 21)

## 17. Utilizing Artificial Intelligence in Sociology

Artificial intelligence (AI) is increasingly being employed in sociological research and practice through several impactful applications:

- AI tools are used to analyze data from social media platforms, enabling researchers to identify societal trends such as shifts in public opinion on political matters.
- Predictive models powered by AI are being developed to forecast crime rates and identify regions at higher risk.
- Survey analysis through AI facilitates the identification of variables influencing electoral outcomes.
- AI supports the development of educational technologies—such as interactive games—that help users comprehend complex social issues.

Though still in its formative stages, AI is poised to significantly reshape the sociological landscape by providing deeper insights into social phenomena and enhancing evidence-based policy-making. (Al-Bawwaba, (September 12, 2023)

### 18. Challenges of Applying AI in the Social Sciences

Despite the promising contributions of AI to the social sciences and humanities, several challenges remain that must be critically addressed: (Rezaev, february 2021)

- **Algorithmic Bias:** If AI systems are trained on biased data sets, they risk reproducing or intensifying societal biases, particularly in sensitive sociological contexts. (Bawwaba, 2023)
- **Privacy Violations:** AI's ability to collect, process, and interpret vast amounts of personal data raises serious ethical concerns related to data protection and surveillance.
- **Accountability Gaps:** Determining responsibility for harm caused by AI outcomes is a complex legal and ethical issue.
- **Interdisciplinary Disconnect:** For AI to be effectively applied in sociology, collaborative efforts between computer scientists and social scientists are essential. Establishing interdisciplinary research teams is necessary to bridge this gap. (Lobanova, Hrabovets, Prykhodko, & other, October 2024)

These concerns highlight the need to strike a careful balance between leveraging AI's capabilities and safeguarding ethical standards. Ensuring transparency, inclusivity, and responsible use is vital to maximizing the benefits of AI while minimizing its risks. (Prasetya, 2024)

As AI continues to evolve within the realm of social sciences, it opens new frontiers for data-driven research, theoretical development, and applied innovations. However, sociologists must remain vigilant and adopt proactive strategies to mitigate potential negative outcomes and uphold ethical standards. (Prieto-Gutierrez & Segado-Boj, September 2023) (DELIPETREV, 2020)

### Conclusion

Artificial intelligence has become deeply embedded in modern life, spanning across both Arab and Western societies. It now plays an integral role in daily activities, and nations across Europe and Asia are actively investing substantial resources in AI research and development to establish leadership in this domain.

The future of AI is filled with potential, with many innovations on the horizon promising to enhance quality of life and human well-being. While concerns about the rapid expansion of AI are valid, humans remain the central agents of technological advancement and ethical decision-making.

To prepare for this future, both individuals and governments must adopt forward-thinking approaches that embrace innovation while ensuring social responsibility. When strategically applied in the social sciences, AI can enhance data quality, facilitate deeper analysis, support meaningful research, and help address pressing societal challenges.

### Research Recommendations

- Throughout its evolution, artificial intelligence has significantly contributed to human progress and positive societal outcomes. However, it now presents a dual challenge—serving as both an opportunity and a risk. Therefore, it is essential to ensure that AI technologies are directed toward the collective benefit of humanity. Properly guided, AI can act as a powerful driver of development, innovation, and well-being across multiple sectors.
- This study advocates for the systematic integration of artificial intelligence into the field of sociology to align with rapid technological advancements. Such integration should emphasize

sustainable, ethical, and intelligent use of AI to enhance research capabilities and enrich the understanding of social dynamics in the digital age.

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