

# THE IMPACT OF ARTIFICIAL INTELLIGENCE ON NEW GENERATION: OPPORTUNITIES, CHALLENGES AND FUTURE PERSPECTIVES

**\*Dr. Silvana Nakuci<sup>1</sup>**

<sup>1</sup>Department of Economy and Rural Development policies, Faculty of Economy and Agribusiness, Agricultural University of Tirana/ Tirana, Albania [snakuci@ubt.edu.al](mailto:snakuci@ubt.edu.al), +355695252778  
ORCID: 0009-0008-6460-0028

&

**\*\*Prof. Asoc. Dr. Alerta Basha<sup>2</sup>**

<sup>2</sup> Department of Mathematics and Informatics, Faculty of Economy and Agribusiness, Agricultural University of Tirana/ Tirana, Albania [ashtepani@ubt.edu.al](mailto:ashtepani@ubt.edu.al), +355682991566  
ORCID NO: 0000-0002-5690-6704

## ABSTRACT

Recent developments in the field of artificial intelligence (AI) are profoundly impacting new generation, shaping the processes of learning, communication and social inclusion. AI-based technologies offer opportunities for personalizing education, fostering creativity and expanding digital skills, equipping young people with new tools to cope with the demands of modern society. However, the uncontrolled use of AI raises important concerns, including technology addiction, reduced critical thinking and the risk of information manipulation. This paper aims to analyze young people's (Student's), perceptions and experiences of the impact of AI on their academic, social and professional lives. Preliminary results suggest that, although AI is largely perceived as an empowering tool, the lack of ethical guidance and critical education makes its use potentially problematic. Scientific research argues for the need for educational strategies and public policies to ensure a sustainable and ethical integration of AI, balancing its benefits and risks for the new generation.

**Keywords:** Artificial Intelligence (AI), Education, Digital Literacy, Social Impact, Ethics, Critical Thinking, Technology and Society.