

СЕКЦІЯ «ВИКЛИКИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ

**ГУМАНІТАРНИХ ДОСЛІДЖЕНЬ В УМОВАХ ЦИФРОВОЇ
ТРАНСФОРМАЦІЇ»**

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**CHALLENGES AND PROSPECTS FOR THE DEVELOPMENT OF
HUMANITIES RESEARCH IN THE CONTEXT OF DIGITAL
TRANSFORMATION**

Currently, we are at a stage of fundamental shifts in approaches to the study of the humanities under the influence of digitalization. A new interdisciplinary paradigm is emerging, which integrates classical scholarly methods with techniques for analyzing large datasets and artificial intelligence. Researchers are confronted with the challenges of establishing a secure scientific environment, as well as ethical issues arising from the utilization of generative AI models.

In the 21st century, the humanities are undergoing profound transformations and becoming an integral part of the interdisciplinary field of Digital Humanities. This shift redefines the data analysis of previous periods as merely a small component of a dynamic stream of continuous research that necessitates algorithmic processing. Today, scholars in this field increasingly act as proponents of innovative approaches to the analysis and study of vast layers of scientific

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materials (Berry & Fagerjord, 2022). Access to extensive databases transforms the examination of any humanitarian fact, viewing it not only through the lens of its historical uniqueness but also as an element within this global structure

However, digital transformation, while accelerating cross-border data exchange, gives rise to a specific paradox: technological progress acts simultaneously as a facilitator of cooperation and as a source of new systemic risks, such as cyber threats and large-scale disinformation campaigns.

At the digital stage, there are opportunities for human processing of vast amounts of digitized information, access to collections of documents and materials, their near-automatic translation into other languages, and the reconstruction of entire cultural layers (Schreibman et al., 2023). The most recent of these developments include the modeling and reproduction of scientific results. Today, all these elements serve as vital tools in the study of future directions for scientific development and scholarly discussions.

The implementation and expanded use of modern technologies in the humanities require transparency and an enhanced role for the scholar as an ethical filter. Furthermore, the problem of 'algorithmic bias' persists, enabling the creation of sociocultural stereotypes embedded within training datasets. Simultaneously, there is a noted generation of inaccurate facts and fabricated citations by artificial intelligence; therefore, ethics becomes a shield in the digital age, protecting against manipulation and ensuring the social significance of the humanities (Floridi, 2023).

The United Nations Educational, Scientific and Cultural Organization emphasizes the harmonization of technological development with human rights, which positions the humanities as a key instrument for comprehending the new technological paradigm of humanity (UNESCO, 2023).

Global awareness among the population, driven by digitalization and access to a new level of education, stimulates the use of opportunities to exert pressure on

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governments, demanding responsible behavior in the international arena, while enlightenment increasingly becomes a strategic tool for sustainable development (Biermann, 2023).

The transformation process is prolonged, chaotic, and characterized by constantly evolving challenges. Changes are implemented through errors, crises, and a continuous search for balance. It is this active process that constitutes adaptation to the challenges of digitalization in humanities research, and it is precisely the necessity of preserving the human-centric nature of science that remains the desired outcome.

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