



الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
جامعة محمد الشرييف مساعدة - سوق أهراس -

مختبر الخدمة الاجتماعية والتنمية البشرية في الجزائر
تنظيم فرق: تكنولوجيا الإعلام والاتصال ودورها في تعليم
الماضيية لدى الشباب

شهادة مشاركة

تمتاز هذه الشهادة للأستاذ (ة): حيمر سعيدة جامعة المسيلة

نظير مساهمته (()) في إنجاح فعاليات الملتقى الوطني الموسوم بـ:

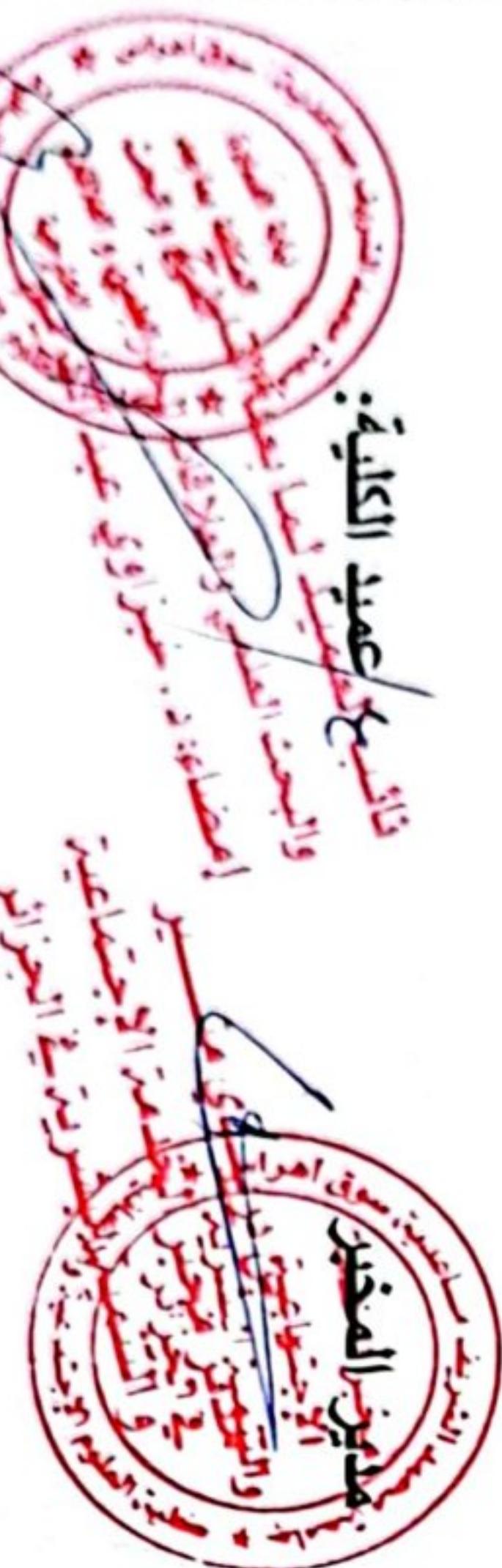
“ المؤسسات الناشئة والتنمية الاقتصادية في عصر الذكاء الاصطناعي ”، المنعقد في يوم:

الاثنين 01 جويلية 2024، بداخلة علمية موسومة بـ:

Artificial Intelligence: Its Concept, Dimensions, and Related Concepts

رئيس الملتقى:

الدكتور: سامي بوفرة
دكتور في العلوم الإنسانية





الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

جامعة محمد الشري夫 مساعدة سوق اهراس

كلية العلوم الاجتماعية والانسانية

مخبر الخدمة الاجتماعية والتنمية البشرية في الجزائر

بالتعاون مع :

فرقة بحث تكنولوجيا الاعلام والاتصال ودورها في تفعيل المقاولاتية لدى
الشباب

تنظم الملتقى الوطني الاول عن بعد حول:

المؤسسات الناشئة والتنمية الاقتصادية في عصر الذكاء الاصطناعي

23 جوان 2024

الجلسة الافتتاحية:

كلمة رئيسة الجامعة: أ.د موسى نورة

كلمة عميد الكلية: أ.د سلطنتية رضا

كلمة رئيسة المخبر: د. منير بن دريدي

كلمة رئيسة الملتقى: د. بوقرة سامية



الجلسة العلمية:

مقرر الجلسة: أ. نولو عادل

رئيس الجلسة: د. ثيب سهام

التوقيت	الاسم واللقب	عنوان المداخلة	الجامعة
16:20 – 16:10	السيد خالد رجم	مقومات المؤسسات الناشئة العائلية في الجزائر، عرض تجربة شركة Redjem Studio	سطيف
16:30 – 16:20	د. علاق عبد الصمد	المخطط الاتصالي كرافعة للمؤسسات الناشئة في مواجهة تقلبات السوق	جامعة عنابة
16:40 – 16:30	د. عبد الفتاح تباني	عرض تجربة مؤسسة السبورة للتعليم الإلكتروني وهي مؤسسة ناشئة حاصلة على الوسم من وزارة اقتصاد المعرفة	سطيف
16:50 – 16:40	د. مراد جمال د. بن دريدي منير	التحولات من التوظيف في المناصب القارة إلى خلق مناصب ضمن المؤسسات الناشئة في الدولة الجزائرية نظرة سوسيولوجية	جامعة سوق أهراس
17:10 – 17:00	Dr. Bouguerra Samia	The effective role of the university in supporting startups, experience of Badji Mokhtar Annaba University	جامعة عنابة
17:20 – 17:10	Dr. Aloui.Amira	Les stratégies des pays en développement pour stimuler les startups intelligentes : une étude de cas du Rwanda	جامعة قالمة
17:30 – 17:20	أ.بوغالم كلثوم	اسهامات دار الذكاء الاصطناعي الجامعية في التطوير التكنولوجي لمشاريع المؤسسات الناشئة - دار الذكاء الاصطناعي بجامعة سوق أهراس -أنموذج-	جامعة سوق أهراس
17:40 – 17:30		مناقشة عامة	





الجلسة الأولى:

مقرر الجلسة: د. مراح السعيد

رئيس الجلسة: د. زهرة عزيزي

الجامعة	عنوان المداخلة	الاسم واللقب	التوقيت
جامعة ورقلة	الذكاء الصناعي، مفاهيم أساسية	أ.د. السعيدي سعدية	16:20 – 16:10
المدرسة العليا لعلوم التسيير - عنابة	« Grossir vite ou mourir quelles sont les critères d'une Start-up réussite ? »	د. شريط نسرين د. نايت عطية مريم	16:30 – 16:20
	برنامج الشراكة بين مسرع المؤسسات الناشئة في الجزائر "Google for startups و Alegria Venture	د. جقوبي حمزة	16:40 – 16:30
جامعة سيدى بلعباس	المؤسسات الناشئة في الجزائر بين الواقع والتحديات	د. سعيد مراح	16:50 – 16:40
جامعة مستغانم		ط.د عزيز بسمة	
جامعة سطيف 1	التدابير والآليات المستحدثة لدعم ومرافقه المؤسسات الناشئة في الجزائر	د. سليم لعرون د. محمد بن زهية	17:10 – 17:00
جامعة الأمير عبد القادر للعلوم الإسلامية - قسنطينة	الطرح النظري لمفهوم المؤسسات الناشئة Start_ups	ط. د/ وسام بلهادي ط. د/ شيماء عرببي	17:20 – 17:10
جامعة تبسة			
جامعة سكيكدة	مساهمة الذكاء الاصطناعي في تطوير المؤسسات	د. مريم بالطية	17:30 – 17:20
جامعة الوادي		ط.د العيفة محمد رضا	
جامعة عنابة	Challenges facing emerging enterprises in the digital world	د . بوعكاز فريدة أ. فغور عبد الرزاق	17:40 – 17:30
جامعة عنابة	L'université entrepreneuriale en Algérie - pratiques et défis	د. زهرة عزيزي	17:50-17:40
	مناقشة عامة		18:00 – 17:50





الجلسة الثانية:

رئيس الجلسة: د. عين سوية ليليا

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الجلسة الثالثة:

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رئيس الجلسه: د. ولهي حنان

الجامعة	عنوان المداخلة	الاسم واللقب	التوقيت
Ecole supérieure des sciences de gestion Annaba	Les défis et les opportunités de création de Startup IA en Algérie	Dr. Boucherba Hocine Abdelatif	- 16:10 16:20
جامعة عين شمس	واقع المؤسسات الناشئة في ظل حوكمة الذكاء الاصطناعي - تجارب دولية	ط. د شبل كريمة د. بن وارث عبد الرحمن	16:30 - 16:20
جامعة باتنة 1	آليات مراقبة ودعم المؤسسات الناشئة بالجزائر	ط. د زعباط مهدي	16:40 - 16:30
جامعة باتنة 1	الابتكار الأخضر رؤية جديدة لترقية المؤسسات الناشئة	ط. د سقمان بشري أ. د. امالي بوهنتالة	16:50 - 16:40
جامعة سكيكدة	التسويق الرقمي للمؤسسات الناشئة في ظل الذكاء	د. بضياف سوهيلة ط. د. بوزكري	17:10 - 17:00
جامعة المسيلة مهندس دولة في السكن والعمان	Artificial Intelligence: Its Concept, Dimensions, and Related Concepts	د. حيمير سعيدة المهندس ملناش فوزي	17:20 - 17:10
جامعة عين شمس	السياسة العامة الوطنية و تأثيرها للمؤسسات الناشئة	د. هادف خديجة د. فارق سعيد	17:30 - 17:20
Ecole supérieure des sciences de gestion Annaba	Les défis et les opportunités de création de Startup IA en Algérie	Dr. Boucherba Hocine Abdelatif	17:40 - 17:30
جامعة عين شمس جامعة سوق اهراس	دور تكنولوجيا الذكاء الاصطناعي في تسيير المؤسسات الناشئة	د. غول امينة د. طرابلس عبد الحق	17:50-17:40 18:00-17:50





الجلسة الرابعة:

رئيس الجلسة: د. غلاب صليحة

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الجلسة الخامسة:

رئيس الورشة: د. علاق عبد الصمد

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الجامعة	عنوان المداخلة	الاسم واللقب	التوقيت
جامعة المسيلة	موضوع المداخلة: التحديات التي تعيق نجاح الشركات الناشئة في الجزائر	أ. سلام حمزة	16:20 - 16:10
جامعة البليدة	تأثير التكنولوجيا الذكية على المؤسسات الناشئة في الجزائر: التحديات والفرص	د. منال سخري	16:30 - 16:20
د. ط. مروى بوعلام			
المركز الجامعي أفلو	عنوان المداخلة: تحديات نشاط المؤسسات الناشئة بالجزائر في	د. معاش فتحية	16:40 - 16:30
المركز الجامعي تيبازة	ظل ثورة الذكاء - عرض تجارب دولية.	د. فردية اسماعيل	
جامعة الجزائر 3 جامعة الشلف	الذكاء الاصطناعي كتكنولوجيا ذكية ومبكرة لريادة المؤسسات الناشئة عالميا	د. بن الدين دوادي	16:50 - 16:40
	-نماذج لشركات عالمية ناشئة ناجحة لسنة 2023-	د. بونوة سمية	
جامعة غرداية	استخدام تطبيقات الذكاء الاصطناعي في المؤسسات الناشئة	ط. طد الميهوب عبدالقادر	17:10 - 17:00
		د. بلخير فاطمة	
جامعة الطارف	الاستثمار في مجال رعاية الطفولة المبكرة والتعليم ما قبل المدرسة وأثره الاقتصادي	د. عمار خلانيفة	17:20 - 17:10
جامعة سوق اهراس	الذكاء الاصطناعي ودوره في تحقيق التنمية المستدامة	أ. لولو عادل د. ذياب سهام	17:30 - 17:20
جامع سوق اهراس	الذكاء الاصطناعي، حقائق ومخاوف	د. خنifer شفيقة	17:40 - 17:30
جامعة عناية مخبر الخدمة الاجتماعية	المؤسسات الناشئة والتطبيقات الذكية وأثرها على التنمية الاقتصادية	د. غزال حياة	17:50-17:40
	مناقشة عامة		18:00-17:50



الجلسة الختامية:

قراءة التوصيات

اختتام الملتقى

الجلسة الافتتاحية، الجلسة العلمية، الجلسة الختامية

<https://meet.google.com/zjt-djfk-vpn>

الجلسة الاولى:

<https://meet.google.com/wur-rsgm-nup>

الجلسة الثانية:

<https://meet.google.com/shw-zkwo-wos>

الجلسة الثالثة:

<https://meet.google.com/wvn-cvny-bzf>

الجلسة الرابعة:

<https://meet.google.com/jbm-qcdn-guy>

الجلسة الخامسة:

<https://meet.google.com/jbm-qcdn-guy>

حيمر سعيدة، استاذة محاضرة أ، تخصص علوم الإعلام و الاتصال، جامعة المسيلة

Saida.himeur@univ-msila.dz

مرناش فوزي ، مهندس دولـة في السـكن والـعمرـان ،

المحور الأول/ مداخلة بعنوان

Artificial Intelligence: Its Concept, Dimensions, and Related Concepts

ABSTRACT

The purpose of this research paper is to shed light on artificial intelligence in light of the great revolution in information as one of the most prominent fields in the modern era. Programming languages, algorithms, and machine learning. And the areas that fall into it as one of the contemporary challenges that invaded most of the sciences as a move in the field of modern technology and until it became the topic of the hour in the field of technological development.

It also aims to highlight the relationship of integration and interdependence between it and modern technology, and by relying on the descriptive approach, where both artificial intelligence and modern technologies were addressed through the available sources and references concerned with these two variables, and the features of both artificial intelligence and modern technologies were highlighted. Among the most important findings and recommendations reached are the following: the actual contribution of modern technology to the development and spread of artificial intelligence.

Concepts: artificial intelligence, technology, modern technology, machine learning, communication and media.

Introduction:

. The goals pursued by humanity have been an attempt to search for an invention capable of simulating the human mind. Despite the vast number of inventions in terms of technologies and means, they have remained below the desired level, constantly requiring effective reliance on human creativity

The past decade has seen humans approaching their desired goal more than ever before, with the emergence of signs of excellence and success in what is known as artificial intelligence. Innovations and discoveries have accelerated widely, and artificial intelligence has become a tangible and thriving reality

Robots have begun to infiltrate and invade the work environment, leading technology enthusiasts and innovators to believe that improving productivity will bring more wealth to

institutions and create more jobs in various markets. The race between humans and machines is a race between speed and skill, where robots are faster and more efficient than humans. It is certain that humans will lose the battle when machines master more skills

Today, we are faced with a modern technology created, trained, and fueled by data to simulate humans in providing information, consultations, and general conversations

Given the importance of artificial intelligence in the modern era of technology, we pose the following problem: What is the definition of artificial intelligence? What is modern technology? And what is the relationship between them

:Artificial Intelligence (AI) Definition

:Definition of Artificial Intelligence 1.1

Artificial Intelligence has been defined in various ways over the ages, but the commonly cited definition originates from John McCarthy, who coined the term in 1956. AI is defined as the science and engineering of creating intelligent machines, especially intelligent computer programs 1.2

The term "intelligence" refers to the ability to perceive, understand, and learn new situations or conditions, while "artificial" is associated with something being made or produced. Thus, the term encompasses all things that result from the activity or action of creating things, distinguishing them from existing objects. Therefore, intelligence is a modern science associated with computers, seeking advanced and innovative methods to perform tasks and deductions similar, albeit within narrow limits, to those attributed to human intelligence, aiming to reconstruct using artificial means

It is also defined as the science that enables machines to perform tasks that require intelligence if performed by humans. Among the terms associated with artificial intelligence are artificial neural networks, programming languages, algorithms, and machine learning. Machine learning is not hidden from any computer science learner, given the increasing interest in the field of artificial intelligence and machine learning. The ordinary technology user also sees significant advancements in machines and technologies surrounding them, from voice assistants to cars and other smart devices. Inventions and discoveries continue to unfold day by day

:Goals of Artificial Intelligence 1.3

The goal of artificial intelligence is to understand the nature of human intelligence by creating computer programs capable of simulating intelligent human behavior. This involves the ability of computer programs to solve a problem or make a decision based on the description of a situation. The program itself finds the way to solve the problem 1.4

:Characteristics of Artificial Intelligence 1.3

:**Symbolic Representation** 1.3.1

The first characteristic of artificial intelligence programs is that they primarily use non-numeric symbols. This contradicts the prevalent idea that computers can only handle numbers. At the basic level, computers consist of binary devices, and these devices can only be in one of two states, represented by 1 or 0. However, the choice of these two digital symbols has led to the spread of the idea that computers cannot understand anything other than yes or no and cannot distinguish shades of meaning. Nevertheless, the ability to express complex concepts using binary symbols understood by computers makes the simulation of decision-making processes possible. Artificial intelligence programs can also use symbolic information from the field of plant pathology, such as "mold is a type of fungus," to reach another symbolic piece of information: "the damage caused by fungi in general can be caused by mold in particular." This type of reasoning is often referred to as "inheritance" and is highly significant in the field of artificial intelligence

:**Heuristics** 1.3.2

The second characteristic of artificial intelligence programs is the type of problems they typically address, which often do not have a known algorithmic solution. Therefore, when there is no algorithmic solution for the problems addressed by artificial intelligence, resorting to heuristics becomes necessary. Heuristics involve choosing one of several methods that seem appropriate while keeping the option open to change to another method if the first one fails to provide the desired solution in a timely manner. For example, programs that solve quadratic equations are not considered artificial intelligence programs because they have a known algorithmic solution. Thus, a symbolic integration program may be considered an artificial intelligence program because it relies on an alternative method whenever the previous method fails to simplify the integration process

:**Definition of Artificial Intelligence**

1.1

Artificial Intelligence has been defined in various ways over the ages, but the commonly cited definition originates from John McCarthy, who coined the term in 1956. AI is defined as the science and engineering of creating intelligent machines, especially intelligent computer programs

1.2

The term "intelligence" refers to the ability to perceive, understand, and learn new situations or conditions, while "artificial" is associated with something being made or produced. Thus, the term encompasses all things that result from the activity or action of creating things, distinguishing them from existing objects. Therefore, intelligence is a modern science associated with computers, seeking advanced and innovative methods

to perform tasks and deductions similar, albeit within narrow limits, to those attributed to human intelligence, aiming to reconstruct using artificial means

It is also defined as the science that enables machines to perform tasks that require intelligence if performed by humans. Among the terms associated with artificial intelligence are artificial neural networks, programming languages, algorithms, and machine learning. Machine learning is not hidden from any computer science learner, given the increasing interest in the field of artificial intelligence and machine learning. The ordinary technology user also sees significant advancements in machines and technologies surrounding them, from voice assistants to cars and other smart devices. Inventions and discoveries continue to unfold day by day

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Modern Technology Characteristics: We find that modern technology currently possesses the following characteristics

Rapid Evolution: This refers to the significant reduction in distance and time factors. This evolution has been crucial in recent times, leading some to refer to the Earth as a "global village," symbolizing the enormous capacity facilitated by modern technology in the field of information transmission and exchange between different parts of the world instantly

Flexibility, Adaptability, and Resilience: This implies that any new discovery in the field of communication doesn't negate other forms but rather excels in specific features, such as the radio's emergence not eliminating printed publications but rather excelling in widespread dissemination beyond the barriers that hinder print media

Capital Intensity, Extreme Complexity, and High Cost: All of these tend to take on a monopolistic hue, typically concentrated in the hands of influential individuals and authorities in society

Absolute Control: This indicates that the technology industry currently focuses intensely on a limited number of major industrialized countries and multinational corporations, leading to monopolization and control over the production, transportation, and marketing of these technologies, affecting how they are managed, used, and maintained

Positive and Negative Aspects of Modern Technology: There are multiple benefits to using modern technology, including

Documentation: Technology, such as computers, tablets, mobile phones, electronic boards, and other technologies, has played a significant role in documenting intellectual production in academic and practical applied research, as well as specialized information

Information Dissemination: Through digital communication technology and the explosion of information and knowledge resulting from rapid technological advancements, information is now readily available in various fields due to its large storage capacity and ease of access

Information Transmission Speed: Technology has increased the speed of message .3 preparation, high writing capacity, and conversion of various forms of information from printed to visual and vice versa, along with controlling exploration through programs that allow experimentation, scenario design, and variable analysis

Education and Experience Acquisition: Modern technology has provided new .4 generations with fax, telephone, and internet services, offering opportunities for participation in conferences and discussions on various topics, thereby expanding the scope of distance learning and education

Electronic Broadcasting and Publishing: Modern technology has had a significant .5 impact on television services and digital satellites, allowing individuals to access thousands of programs in a short period

Overcoming Isolation: Digital technology has helped individuals overcome .6 isolation, allowing them to interact with technology for extended periods away from direct contact with others through email and chats

Of course, there are drawbacks to modern technology use, including

Knowledge Gap: Between technology-owning and technology-importing countries, .1 which may lead to marginalization, cultural, religious, and racial isolation, resulting .in local and regional conflicts

Technology Integration: Technology is becoming integrated into a single system, .2 serving as the main tools of current globalization, with economic, political, and cultural dimensions, leading to a significant level of global collective breathing

Cultural Disintegration and Cultural Invasion: Also, cultural pollution and national .3 cultural corruption, influencing cultural identity, as modern technology doesn't wait for our criticisms or ethics but rather advances without waiting for us to become ready to embrace it

Additionally, among the drawbacks of modern technology are

.The proliferation of technology addiction among society members -

.The inability to differentiate between true and false news, leading to confusion -

Complete alienation from real and tangible communication with others, fostering - .introverted behavior and isolation among users

Increased opportunities for the development of weapons in terrifying ways that could - .lead to world destruction

.The replacement of human labor with machines and technologies -

.The disappearance of manual skills -

.The exacerbation of gaps and conflicts between children and their parents -

Medical Technology:** Modern technology has been employed in the field of .^{1**} medicine through the creation of advanced medical devices, which facilitate the diagnosis and treatment of diseases and provide superior healthcare services. Finally, it has become possible to perform surgical operations relying on specialized devices, highlighting the -following

Computers .

The computer performs several operations, including storing information and data, retrieving it when needed, transferring data and information from one place to another. The computer is defined as a machine that combines several tasks of collecting, storing, retrieving, sending, and receiving in one device in both visual and auditory formats. It is an electronic device characterized by speed and accuracy, automatically dealing with data through programs for instructions, acting on storage and output, where it can accept data and process it to achieve the desired results

Internet .

The latest developments in technology have led to the emergence of the Internet, which represents a tangible application of technological advancement. The term "Internet" means the interconnection of local computer networks connected to each other and the whole world to form one huge network. It transports information from one area to another quickly and efficiently, enabling the exchange of information, news, advertisements, and .research

Multimedia Technologies

Today's world is undergoing a scientific revolution resulting from the tremendous progress in electronics in general and computers in particular, leading to the emergence of multimedia technology applications in various fields. These technologies have found their way into various institutions, reinforcing all operations to fit the available capabilities. Multimedia combines auditory and visual elements, resulting from multimedia technology applications, including multimedia authoring tools

Through these definitions of multimedia, we see that it refers to computer software that provides information in various forms such as sound, images, animations, and texts, with tight linking of information in its various forms. This contributes to effective communication among learners and users of this technology. Through this, we indicate that multimedia is part of new technology, which aims to meet individuals' needs and .achieve human interaction in various vital sectors

Conclusion

In conclusion, we can say that there are always new and updated technologies for the development of artificial intelligence, and the relationship between artificial intelligence

and modern technologies is continuous and interconnected due to the evolution of technologies and their need for artificial intelligence, which has saved time in communication, making its relationship complementary to modern technology

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