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## **ENHANCING THE EFFECTIVENESS OF PHYSICAL MEASUREMENTS AND SCIENTIFIC PROJECT MANAGEMENT THROUGH BIG DATA AND ARTIFICIAL INTELLIGENCE**

Modern scientific experiments in high-energy physics, astrophysics, and quantum mechanics are accompanied by enormous amounts of data requiring precise processing. Real-time measurements and their analysis are critical for obtaining reliable results. The integration of Big Data and AI is revolutionizing the field of high-energy physics and a wide range of scientific disciplines, from climate modeling to drug discovery, enhancing the ability to make informed, data-driven decisions. Thanks to Big Data and artificial intelligence (AI) technologies, scientists can improve measurement accuracy and significantly enhance the efficiency of managing large scientific projects. Managing such projects requires a comprehensive approach that includes the automation of data collection, processing, and system adaptation to new experimental conditions. Using these tools in project management enables the automation of processes, adaptation to changing conditions, and risk prediction at all stages of project implementation.

Managing large scientific projects, such as experiments at CERN or LIGO, requires the integration of various technologies to ensure high efficiency and achieve precise results. Modern Big Data platforms enable the practical storage and processing of vast data sets generated during such experiments. As the authors of [1] highlight, using advanced Big Data solutions combined with AI methods allows for complex detector calibrations and continuous real-time data monitoring. AI helps detect anomalies, optimize resource usage, and predict deviations from planned outcomes, which is crucial for such scientific projects. These technologies make it

possible to ensure high measurement accuracy and reduce the risk of errors, which is vital for research in high-energy physics.

Another important aspect is using machine learning (ML) and deep learning (DL) algorithms for real-time adjustment of experimental parameters. This allows project managers to promptly address resource issues and adjust experiment parameters based on new data. As shown in [2], real-time monitoring and optimization of machine learning systems enable efficient management of experimental parameters and resources, which are critical for achieving optimal results in scientific research. This makes it possible to respond quickly to changing conditions and maintain high accuracy within limited resources.

One of the key aspects that improves the management of scientific projects is the automation of data collection and processing. Big Data technologies allow for efficient data storage and processing of data and automatically analyze it using machine learning algorithms, significantly reducing delays between data collection and interpretation. This is especially important for experiments like LIGO, where real-time monitoring and detection of gravitational waves are required. As noted by the authors of [3], the Advanced LIGO real-time system, which includes digital control and data acquisition, significantly increases data processing speed, ensuring timely detection of critical events. This approach dramatically reduces the reaction time to new events, necessary for large-scale scientific experiments.

Measurements in modern physical experiments are often accompanied by significant errors due to noise in the data. AI technologies help detect and filter out noise and optimize measurement system parameters in real time to improve result accuracy. For example, at CERN, AI tools adapt particle detector settings depending on changing conditions such as temperature or equipment shifts. DL algorithms can adapt to variable experimental conditions and help reduce measurement errors in real time, ensuring greater result accuracy. This helps maintain measurement stability in complex situations and increases the overall reliability of experiments.

Risk management is also a crucial aspect of completing scientific projects. The use of Big Data and AI technologies enables the prediction of potential problems and risks based on historical data and current experimental conditions. Machine learning algorithms can detect anomalies in data, helping to avoid technical failures or human errors at early stages of the project. As shown in [4], using BP neural networks for risk prediction and resource conflict management in scientific projects allows for effective forecasting of potential issues and timely adjustments. Thus, predictive technologies help respond to critical moments and reduce the likelihood of serious mistakes.

One of the aspects that makes managing large-scale physical projects even more challenging is the need for constant adaptation to new data and changing experimental conditions. Big Data technologies allow for real-time data collection, while AI automatically adjusts parameters based on new indicators. This significantly reduces the response time to changes and enables faster decision-making, which is essential for maintaining measurement accuracy and managing project resources. The study in [5] describes real-time methods for physical simulations used in XR applications, enabling prompt adaptation of experimental conditions to new data, which is critical for such projects. This ensures flexibility in the scientific process and allows quick reactions to unforeseen changes, which is especially important in cutting-edge research.

Despite the numerous advantages, there are challenges in using Big Data and AI in scientific project management. One of the main challenges is the high demand for computational power required for real-time data processing and the complexity of tuning AI algorithms for specific experimental conditions. Additionally, data protection is a crucial issue since large scientific projects generate sensitive information that requires a high level of security. Despite this, technological advancements are leading to new approaches to overcoming these challenges, creating more efficient and secure systems for handling large data sets.

Therefore, integrating Big Data and AI technologies improves measurement accuracy in physical experiments and significantly enhances scientific project

management efficiency. This allows for reducing risks, automating management processes, optimizing resource usage, and ensuring system adaptability to changing conditions. However, overcoming existing challenges, such as the high demand for computational power and data security, is necessary to implement these technologies effectively. In the future, with the development of data processing technologies and the growing capabilities of AI, we can expect even greater improvements in the accuracy, speed, and security of scientific research. As computational power and AI capabilities continue to grow, we anticipate even more groundbreaking advancements in precision, efficiency, and security, paving the way for scientific breakthroughs. Thus, it is essential to continue research in these areas and adapt cutting-edge technologies to the specific needs of scientific projects to ensure their success and growth.

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