The presented thesis focuses on deep learning and artificial intelligence as a socially constructed technology. Unlike the traditional view which explains the emergence of the technology via the inner state of technological reality, I try to follow Bijker's theoretical framework of social construction of technology and explain the development via interests of relevant social groups (general public, technology fans, IT specialists and AI researchers) and values they attribute to the technology. For each of the groups I selected several English-language online media and analyzed their content between years 2012 and 2016. The analysis showed a shift from scientific to more technological topics in articles targeted on AI researchers and broad public. In these articles, deep learning is presented as a breakthrough technology. Articles targeted on technology fans cover the news about artificial intelligence in details, but they do not attribute any special status to the technology. Similarly to IT professionals, they consider deep learning to be a technology as any other.