IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN PSYCHOLOGY - A REVIEW

Abstract

This research paper explores the profound impact of Artificial Intelligence (AI) on human psychology, considering its potential benefits and challenges. The study examines AI's applications in various industries, stressing the importance of ethical development and responsible deployment to avoid unintended negative consequences. It addresses the susceptibility of human psychology to AI influence, particularly concerning misinformation and fake news dissemination. The need for ethical frameworks to guide AI development is emphasized, prioritizing human well-being and autonomy.

The paper further explores the psychological influence of AI, including job automation anxiety and AI-driven emotional responses and decision-making alterations.

In conclusion, the paper emphasizes the importance of prioritizing human well-being and ethics in AI development for responsible integration and mitigating potential negative impacts.

Keywords: Human pyschology, Artificial intelligence, negative impacts

Authors

Ritika Hemwani
B.A. Student
Institute for Excellence in Higher Education
Maharastra, India.
ritikahemwani@gmail.com

Vishal Yadav
Guest Faculty
Mahatma Gandhi Antarrastriya Hindi Vishwavidyalya, Wardha Maharastra, India.
vishalbhu1992@gmail.com

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I. INTRODUCTION

AI, short for Artificial Intelligence, is the concept of creating machines that can mimic human intelligence. It involves a wide range of techniques and technologies that enable machines to perform tasks that typically require human intelligence, like understanding speech, solving problems, making decisions, perceiving the environment, and comprehending natural language.

AI systems are designed to handle vast amounts of data, identify patterns, and make independent decisions or suggestions. They heavily rely on machine learning algorithms, which allow the system to learn from data and enhance its performance over time without explicit programming.

1. AI can be divided into two main Categories

- Narrow AI, or Weak AI, refers to AI systems specifically designed for particular tasks. These systems excel at performing specific functions like facial recognition, voice assistants, or playing chess. Narrow AI operates within well-defined boundaries and lacks general intelligence or consciousness
- General AI, or Strong AI or AGI (Artificial General Intelligence), refers to AI systems with human-level intelligence. They can comprehend, learn, and apply knowledge across various domains. General AI could perform any intellectual task that a human can do. While progress has been made in narrow AI, achieving general AI remains a long-term goal and an active area of research.

AI finds applications in diverse fields such as healthcare, finance, transportation, manufacturing, entertainment, etc. It holds the potential to revolutionize industries, enhance efficiency, and solve complex problems. However, it is essential to consider ethics and responsible development to ensure that AI is utilized for the betterment of humanity and avoids unintended negative consequences.

Remarkable advancements have been achieved in the field of AI. DeepMind's AlphaGo demonstrated its superiority by defeating top human grandmasters in the complex game of Go, previously considered beyond the capabilities of AI (Silver et al., 2016). IBM's Watson exhibited exceptional mastery over natural language and knowledge, surpassing human players in Jeopardy!, a game that requires finding questions for given answers (Ferrucci, 2012). Equally impressive are the imminent prospects of self-driving cars and automated assistants capable of making phone appointments (Smith & Anderson, 2014). These remarkable developments raise profound questions about human identity and provide unique opportunities to explore human creativity in ways that extend beyond traditional creativity studies. With the potential for innovative experiments and the development of new theories, these advancements open doors to a deeper understanding of human creativity, rationality, and their fundamental nature.

Our innate drive and behaviours including tribalism, sex and the acquisition of resources.Countless generations of adaptation have influenced the characteristics of living organisms to various environments over an extended period.

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2. **AI Facilitate Behaviour Prediction:** Artificial Intelligence (AI) enables the prediction and manipulation of behavior by utilizing data analysis, pattern recognition, and decision-making algorithms. AI systems can gather extensive data from diverse sources like social media, online activities, and sensor networks, extracting personal preferences, behaviors, and interactions. Through machine learning and deep learning techniques, AI algorithms can process and analyze this data, uncovering patterns, correlations, and trends. These insights allow AI to predict future behaviour based on past experience.

   With behavior prediction as a foundation, AI can offer personalized recommendations and manipulate user behavior. By understanding individual preferences and tendencies, AI systems can tailor suggestions, advertisements, and content to influence user decision-making and actions. Additionally, AI can employ reinforcement learning, a technique where feedback in the form of rewards or punishments is given based on user responses and actions. By reinforcing desired behaviors and discouraging unwanted ones, AI can shape and manipulate behavior over time . However, it is crucial to approach the use of AI in behavior prediction and manipulation ethically and responsibly. Privacy and consent must be respected, and there is a need for transparency and the establishment of ethical guidelines when developing and deploying AI systems in these areas. In contemporary society, ordinary organizations like companies rely on algorithms and vast datasets to accurately predict our behavior, as highlighted by Zuboff (2015).

   This represents a significant departure from our previous proficiency in foreseeing behavior. As humans, we rely on mental models of others to make educated guesses and forecasts about their beliefs, actions, and intentions, as explained by Bradford et al. (2015). Our skill to predict, coupled with our verbal skills , has played a vital role in facilitating extensive social collaboration among our species.

   Nonetheless, the rise of artificial intelligence has significantly improved human prediction powers, both individually and collectively. This additional ability can help us allocate our time and resources more effectively. For example, if a navigation application anticipates heavy traffic on a road, it might redirect some individuals to an alternate route, positively affecting their behaviour for the good of the community. Predictions concerning optimal sleep length ,exercise, social relation and nutrition can be made and then proposed at the individual level. Unfortunately, profit-driven firms frequently take advantage of these predictive powers by customising their products or capitalising on product-related endeavours based on individual forecasts. They are motivated to shape behavior in a manner that leads to increased predictability and cost-effectiveness for companies, as evidenced in situations where insurance companies demand digital access to evidence of individuals' healthy lifestyles.

3. **The Susceptibility:** Our subjective judgements of trustworthiness have a tremendous impact on how we interact with the world. The level of confidence a buyer has in a seller, for example, has a significant impact on the chance of engaging in a financial transaction (Ponte et al., 2015; Kim et al., 2008). Voter turnout and electoral outcomes can be influenced by trust in politicians (Grönlund & Setälä, 2007; Hetherington, 1999). Subjective trustworthiness stands out as one of the most reliable indications for overall assessment when evaluating a person's face across many dimensions (Oosterhof &Todorov, 2008). Furthermore, once trustworthiness is recognised, it tends to impact

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behaviour indefinitely (Delgado et al., 2005). As a result, it has the potential to modify our capacity or propensity to trust others, which would have far-reaching societal ramifications.

While fake news has existed throughout human history, its spread has become more extensive and rapid with advancements in technology. From word of mouth to newspapers, pamphlets, television, and finally the Internet, misinformation has found new avenues for dissemination (Burkhardt, 2017). Social media, in particular, lacks robust filtering, editorial judgment, and fact-checking mechanisms, unlike traditional media (Allcott & Gentzkow, 2017).

In addition, social media platforms have been infiltrated by AI-driven bots capable of mimicking and amplifying human users, facilitating rapid information exchange across networks. These bots have the potential to temporarily influence market prices, shape political opinions, and impact voting behavior. Research indicates that while factual news may take longer to spread, it carries a more significant influence once it gains traction. Surprisingly, previous studies have demonstrated that even error-prone “gossip” can outperform direct experiential learning when it comes to acquiring accurate and vital knowledge.

In certain cases, the speed of information transmission facilitated by social media can exceed the disadvantages of misinformation, particularly if disinformation can be quickly discovered and refuted.

4. **The Ethics of Artificial Intelligence:** The ethical dilemmas arising from the advancement of artificial intelligence have sparked numerous debates. Questions regarding the perpetuation of bias and inequality, the potential infringement on human privacy and freedoms, the displacement of human labour by robots, and the prospect of machines surpassing human intelligence have become prominent concerns. It is crucial for society to actively address these issues and work towards the development of ethical frameworks for AI.

   The technology sector presents distinctive ethical challenges due to its pervasive presence in people's lives. With technology being integrated into various environments such as workplaces, supermarkets, cars, and homes, those responsible for deploying technology bear the responsibility of ensuring people's safety in the face of ethical dilemmas posed by AI. Whether it involves addressing systemic bias, identifying instances where technologies coerce decision-making, preventing malicious actors from weaponizing platforms, or taking a stance against excessive surveillance, both creators and consumers of technology must ensure that these advancements serve the population's best interests.

5. **Psychological Influence of AI:** Psychology and mental health care are expected to be significantly influenced by AI technologies' application in current and future contexts. Therefore, professionals in these fields must understand the capabilities and potential consequences of utilizing advanced and emerging AI technologies. At first glance, the relationship between psychology and expert systems may not appear close. However, the foundations of artificial intelligence, which rely on the cognitive approach in psychology, suggest a closer connection. AI gained prominence due to its mathematical solid support

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and valuable industrial applications. In the 1980s, expert systems emerged as a valuable asset in the market. Despite this evolution, the link with psychology remains significant as expert systems require psychological support.

IT specialists initially embraced expert systems, but they soon realized the need to enhance specific techniques to extract information from individuals effectively. The repertory grid elicitation technique was identified as applicable and integrated into the local knowledge. From a psychological perspective, expert systems can be used with personal construct psychology. Unfortunately, the traditional approach of psychologists is not economically feasible. However, a compromise can be achieved by developing an expert system with general rules regarding human behavior and thinking. Over time, this system can acquire new rules through direct dialogue with the individual.

AI has the potential to have significant effects on human psychology in various ways. One meaningful impact is the automation of jobs, which can lead to anxiety, stress, and insecurity for individuals who fear losing their jobs. The psychological consequences of job displacement include a loss of identity, self-esteem, and purpose. However, it is worth noting that AI also creates new job opportunities and can enhance productivity and job satisfaction in certain areas. Another impact is the way AI systems interact with humans. As AI becomes more advanced, it can mimic human behavior, such as speech and facial recognition, resulting in more natural and interactive human-machine interfaces. Interacting with AI-driven virtual assistants or chatbots can influence social behavior and emotional responses. People may develop emotional connections or attachments to AI systems, leading to various psychological effects.

AI algorithms can also influence human decision-making processes. AI can impact how humans make decisions by processing large amounts of data and making decisions based on patterns and correlations. Individuals may rely heavily on AI recommendations and trust AI systems more than their own judgment, potentially reducing critical thinking skills and fostering cognitive biases. Furthermore, AI algorithms can inherit biases from training data, reinforcing existing human biases and affecting perceptions and attitudes.

AI-driven personalization algorithms shape online experiences, potentially reinforcing cognitive biases and limiting exposure to diverse viewpoints.

AI can potentially improve mental health diagnostics and treatment but raises concerns about privacy, data security, and ethical use. These concerns can contribute to psychological stress. To ensure responsible AI development, monitoring and addressing these psychological impacts is crucial, prioritizing human well-being, ethics, and the preservation of human autonomy.

Smith's research highlights the impact of AI on human psychology across several areas. Personalized experiences facilitated by AI, such as recommendation systems and personal assistants, can shape individual beliefs and preferences, potentially leading to filter bubbles and echo chambers. AI-powered chatbots and virtual assistants, designed to simulate emotional intelligence, can evoke emotional responses from humans, fostering companionship or frustration. AI-based mental health support systems, while not a substitute for human therapists, offer immediate assistance and non-judgmental space for

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individuals to share their thoughts and feelings. The influence of AI algorithms in social media and online communities can shape individuals' opinions and behavior through curated content and persuasive techniques. Biases in AI systems stemming from societal prejudices can perpetuate discrimination and affect human psychology by reinforcing stereotypes. AI's role in decision-making processes can alter trust, reliance, and perceptions of control. Integration of AI in the workforce can impact job satisfaction, career aspirations, and well-being, with concerns about job security and adaptation to new technologies.

II. CONCLUSION

It is of utmost importance to consider the ethical implications and responsibly deploy artificial intelligence (AI) to minimize potential adverse effects and promote positive outcomes. We have delved into impact modern society, specifically focusing on how the changing social and economic landscape influenced by AI interacts with our inherent cognitive biases. Understanding these impacts is critical as we strive to optimize our coexistence with AI and establish regulations that maximize benefits while minimizing harm. We have explored how accurate narratives about AI are crucial for effectively engaging with it.

Drawing a comparison, we view AI as a prosthetic nervous system that enhances our perception tion, agency, memory, coordination, connections, and communication. This perspective brings numerous positive consequences; however, there are also negative repercussions. We investigated the implications for freedom, variety of thought, politics, the economy, information diffusion, trust, and social cohesion. AI's enhanced discoverability and predictability demand careful study, as AI has both beneficial and destructive applications now and in the future.

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