

Artificial Intelligence Online Effect on Humans

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Abstract

Artificial intelligence online is a growing topic of concern for many. Its rapid advancement has sparked numerous debates about its impact on the world. Understanding artificial intelligence and its influence is important because it impacts everyone's daily lives. In this paper, multiple interdisciplinary disciplines were looked at to see this impact. Peer-reviewed sources were used involving important studies and research methods. Both qualitative and quantitative research was used by these different sources. Findings from the peer-reviewed sources showe artificial intelligence online has completely changed the world. This change will continue to have an ever-changing impact.

Introduction

Artificial intelligence is here to stay. The impact of artificial intelligence is growing each and every day. From its positive impacts to its negatives, debates over how artificial intelligence affects humans online have been debated. Many people view artificial intelligence as harmless, fun, and as a tool that can help with learning. Others use artificial intelligence for criminal activity and dependence. This dependence can cause key development to be missed. **By interacting with artificial intelligence online, individuals' development and habits will be impacted by its influence.**

Interdisciplinary Approach/Method

Interdisciplinary research is critical to develop a fuller understanding about critical issues and ideas. With this topic, an interdisciplinary approach is required because there are multiple different disciplines being affected by artificial intelligence online and how it impacts individuals. When focus is put on multiple different disciplines, more knowledge can be gathered from individuals who specialize in the area of research. Also, this focus will narrow down broad research allowing the research to be fully answered. Business, psychology, and education are all significant disciplines relating to the research question. These disciplines have gone through much research and many researchers and authors have identified the issues with the rapid development on online artificial intelligence.

Discipline 1: Psychology

Psychology has been alarming affected by online artificial intelligence use. Before artificial intelligence, psychology would only be impacted by their peers, family, and a few other

factors. Now, great trust is being established artificial intelligence and humans. A quote from Lalot and Betram states: “A large body of evidence shows that people treat new technologies as real people and may therefore perceive technology as a direct object of trust” (2025, p. 2). This new established trust is dangerous because now many individuals will now turn to artificial intelligence for advice and guidance. While in theory this does not sound bad, this can turn into an issue of not trusting humans.

Artificial intelligence online also can individuals to deviate from society. “Research indicates that as conversational AI technology advances, users increasingly perceive conversational AI as companions rather than tools, which can significantly influence their intention to engage with it” (Peng et al., 2024, Para-social interaction and conversational AI usage intention, para. 1). This intention can cause reliance on artificial intelligence for human emotions artificial intelligence does not understand well enough. While artificial intelligence has some ideas about human behavior, they cannot factor in all of the facets of someone’s life that cause them to feel the way they do. By too much reliance on artificial intelligence to be companion tool, individuals can deviate from society causing them to change their behaviors and actions.

Discipline 2: Business

The world of business has been taken over by artificial intelligence. If businesses do not adapt and use artificial intelligence in their business, they will be left behind by the ever-changing business landscapes. One main way business has started to use artificial intelligence to help their businesses are chatbots. “Modern chatbots are characterized to by conversational interfaces that enable them to simulate human conversations” (Youn & Jin, 2021, Sect. 2.1). By being able to simulate human conversations with chatbots, individuals will start to feel more

comfortable with these systems. This comfort will then allow their buying habits to be influenced by these chatbots. Youn and Jin also state: “Chatbots help customer relationship management, and these play a factor into customer-brand relationships” (2021, Sect 2.3). The number one consideration for many businesses is how they are viewed by their consumers. If a business is viewed in a positive light, the more likely customers will feel more comfortable shopping with them.

Electronic commerce is now a multiple trillion-dollar industry that keeps growing by the minute. Since this is a multiple trillion-dollar industry these is obviously a lot of money to do made. “Understanding how consumer behaviors and preferences differ across demographics is critical for tailoring artificial intelligence recommendations effectively and enhancing user engagement” (Zhang & Xiong, 2024, para. 3). This quote shows how invasive artificial intelligence recommendations are now becoming. Also, with the rise of cybercrime multiple businesses having access to something as important as browsing history can be devastating in the wrong hands. When a user accepts cookies on a website, they are now enabling businesses to track their browsing history. This tracking is then used by businesses to personalize recommendations. With these personalized recommendations, the goal of a business is to maintain customers they already have.

Discipline 3: Education

Education has been severely affected by developments in artificial intelligence online. The most important undertaking an individual must do is to obtain an education. Getting an education for many is easy, however for some it is not. Education provides individuals the ability to learn and develop skillsets they will be able to use in their future. “A noteworthy feature about artificial intelligence is their tendency to build off of patterns, which can affect creativity and

innovation” (Wojciechowski & Korjonen-Kuusipuro, 2023, p. 3). The world needs human creativity. Human creativity is all around the world and its impacts are felt daily. By learning through artificial intelligence, skills are being taken away for knowledge. Individuals need to know how to apply what they are learning through application. Artificial intelligence systems are created with bias and patterns and learning through them can be catastrophic for human creativity.

Another issue with education with artificial intelligence online is a teacher’s ability to incorporate artificial intelligence in their classrooms. For years, a teacher’s lesson plans were revolving around presentations, worksheets, and group activities. Now artificial intelligence has given teachers the opportunity to take shortcuts in their lesson planning. While artificial intelligence can lead to personalized learning experiences for students, the main issue with AI is its usage. “Teachers need to be fluent in understanding and using big data and learning analytics, and AI in a critical manner, thereby assuming new identities as professionals” (Forkosh-Baruch et al., 2024, Sect. 2.3). For teachers to implement artificial intelligence in their classrooms, they must ensure they know how to use it. The possibility to take shortcuts on education through online systems can cause curriculum to be untaught. A school’s curriculum must be taught and there should be absolutely no shortcuts in teaching it.

Application and Syntheses

Artificial intelligence online has developed into an ever-changing world of possibilities for all. All of the disciplines regarding artificial intelligence online give this research meaningful discussions and debates on its impact on development and habits. In psychology, common ground was created in establishing the importance of peers to an individual’s development. The social learning theory is a theory that studies how people gain their behaviors through what is

around them. If an individual is surrounding themselves with artificial intelligence systems rather than humans, they can lose all of their creativity. All research agrees human creativity is critical for the human race. However, conflict arises when some argue artificial intelligence can help with giving people advice on how to deal with certain situations. For example, someone may not want to go to a family member about something they may be embarrassed about but need to talk about. Artificial intelligence systems offer individuals someone to listen without the feeling of being judged as well as receiving advice. However, most researchers on this topic agree there is bias and a full understanding from artificial intelligence about humans and their emotions which can cause confusion in advice.

Businesses have used artificial intelligence online to their absolute benefit. Common ground between research agrees personalized recommendations are good for both businesses and consumers. In theory it is a perfect tradeoff. However, conflicts arise when personalized recommendations meet the law and how far recommendations can go. The Digital Service Act of 2022 requires an upfront transparency on what can be tracked from businesses. Most researchers agree that people should know what they are giving businesses access to and if they give consent for personalized recommendations, then it is fair game.

Artificial intelligence has had a dramatic impact on education. Common ground about online artificial intelligence in education is when it is used correctly, it can severely impact learning in a great manner. However, conflict arises when teachers are not able to match the school's curriculum with online artificial intelligence teaching tools. For many colleges, this is not a problem because the funding they are given through funding as well as payment plans from their students. For public high schools and lower, they do not have payment plans available to them leaving them unable to invest in high quality artificial intelligence systems that fully align

with the curriculum. Most researchers believe there must be more funding in order to be able to use artificial intelligence systems as an efficient collaboration tool for teachers. Also, conflict arises when creativity is mentioned. A human's creativity and uniqueness are what makes them productive to society. However, common ground is established when artificial intelligence can be used as a collaboration tool rather than as a replacement for human creativity.

Online artificial intelligence affects multiple different disciplines with its complex nature and dilemmas it entails. There are multiple concerns about the impacts of artificial intelligence which has caused research to be developed. With artificial intelligence use online increasing, a crisis can occur if humans let it. Humans do not deal with crisis well and an artificial intelligence crisis can drastically impact society and development. By combining analysis from the multiple disciplines, humans will be able to get in front of the rapidly developing world of artificial intelligence.

Conclusion

In conclusion, online artificial intelligence advancements will always have an effect on human development and habits. It is completely dependent on humans to not let artificial intelligence control or influence them in a manner they do not want to be. Habits are built overtime through consistency and if humans depend on online artificial intelligence too much, human creativity will be taken away. Artificial intelligence must be a collaboration tool for humans in order to enhance their creativity, instead of attempting to replace it. Lastly, more studies must be concluded to fully understand artificial intelligence because it is always changing. Online artificial intelligence will always be a part of many different divisions in the world, but humans must always remember they are the ones who must be in control.

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Reflection

If I had to do the paper all over again, I would have focused more on the business side of my research question. While all of the disciplines I talked about are important and relate to my research question, while doing research for business I saw how intertwined law was to business. While I loved the research I did in relation to the disciplines, I believe I may have been able to relate law and business a bit better compared to education. If I had to change anything about my research it would be find laws, legislation, and pushback that relate to what is being done against artificial intelligence use online. I feel like I focused too much on what other researchers were saying rather than what was causing them to say that until my analysis of their writings to relate it to my thesis. A different step I should have taken early in the research process was to ensure the sources I used were in unison with what I wanted my paper to be about. Once I found sources that related to what I was researching, then the research process become easier and fun to unravel. I learned much from the research process, however what I learned the most was how to analyze what sources I was using on a deeper level. With previous research I have not been as thorough which may have impacted the possibility for a full understanding. I believe since I was extremely interested in this topic, I was able to not only read the journals but to want to analyze them as well.

