

Analyze How Artificial Intelligence Affects Human Personality

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ABSTRACT

Artificial intelligence (AI) is a rapidly growing field of study with very prominent effects on everyday life. However, there are concerns about how AI can change a person's personality. This study attempts to examine literacy on how AI affects human personality from various points of view. First, the study examines how AI affects human personality development, concentrating on thought patterns and behaviors. Second, the study takes into account the moral consequences of using AI on human personality, especially given personal freedom and privacy, as well as how AI can affect human interaction patterns and personalities. The findings suggest that ethical use of artificial intelligence (AI) can advance human intelligence and skills, but it also requires consideration of potential negative effects on human life, especially in terms of personality. As a result, although education should be improved to inform people about the responsible use of AI, AI development should have to do with ethical issues and their impact on the development of human personality.

Keywords: artificial intelligence, personality, ethical influence, education

Introduction

Advances in artificial intelligence technology juxtaposed with the Internet of Things (IoT) have changed the mindset, actions, and daily activities of humans (Girasa, 2020 on Michael Reskiantio Pabubung, 2023: 66). Changes that occur like a torrential current that occur in a shorter time than previously imagined, resulting in disruption that also changes the way of view and behavior of people in this era of artificial intelligence. It is not surprising that the phrase AI disruption is often heard, or artificial intelligence disruption (Girasa, 2020; Pabubung et al., 2021: 67). In recent decades, the development of artificial intelligence (Artificial Intelligence) has significantly changed various aspects of human life. AI has been used in various fields, such as healthcare, transportation, finance, and entertainment. In this context, the influence of artificial intelligence on humans, including its impact on individual personality, is a major concern in multidisciplinary research and studies.

Personality is a characteristic of a person that causes consistency of feelings, thoughts, and behaviors (Pervin & Cervone, 2010). While personality according to Allport (in Alwisol, 2009) is a dynamic organization in a person's psychophysiological system that determines his unique adaptation model to his environment. It forms the basis of the interaction of the individual with the world around him. In recent years, advances in artificial intelligence have allowed machines to learn, adapt, and interact with humans in increasingly complex ways. Questions arise about how the use of artificial intelligence can affect and interact with human personality.

Analysis of how artificial intelligence affects human personality has important implications in many fields, including psychology, sociology, and ethics. In this context, it is important to understand the positive and negative impacts of the use of AI on the development, change, and expression of human personality.

Through this analysis, we will explore the latest literature and research related to the influence of artificial intelligence on human personality. In an effort to understand the complex relationship between AI and personality, aspects such as personalization, social interaction, and ethics will also be considered. By understanding the influence and implications of artificial intelligence on human personality, it is hoped that we can develop a comprehensive and responsible view of the use of AI technology in an increasingly connected society.

Method

This research uses qualitative methods through literature analysis. Literature study is a method by collecting various references that are related and relevant to the problem under study. These references consist of primary sources and secondary sources such as journals, books, articles, research reports, and various types of information obtained from internet sites. Literature studies are conducted to strengthen the problems studied and become the basis for providing various arguments regarding the Impact Analysis of Artificial Intelligence on Human Personality.

Results

Artificial intelligence is a computer program that has algorithms that function to be able to learn data and use it to be able to carry out the process of thinking and acting like humans (Endang Irawan Supriyadi and Dianing Banyu Asih, 2020: 14).

Artificial intelligence that can adapt, is considered scary because it can get to the stage they no longer need humans as their masters. In other words, machines with intelligence can ignore commands and control given by humans and run according to their own will. Artificial intelligent certainly has an impact, both positive impacts and negative impacts on human life, especially very influential on human life, especially on human personality. A critical analysis of the relationship between man and technology has been conducted by Don Ihde, a Leading Professor of philosophy at the State University of New York, Stony Brook, USA (Lim, 2008, p. 4). Through his work entitled "Technology and the Life World: From Garden to Earth" (1990), his analysis can be interpreted as humans cannot live their lives in a non-technological park because humans who inhabit this earth, are basically technological creatures. Technology is present and influences human behavior, both in communicating, and in action (M. Mukhtasar Syamsuddin, 2019: 2-3)

Based on the results of our literacy review, the sophistication of artificial intelligence (AI) in this case is considered to be able to influence human personality patterns, both in the context of positive and negative impacts, where AI takes a role in changing someone's personality in the *Vuca era*. Here are some of the findings: a) Influence on Behavior, b) Changes in Self-Perception, c) Social and Emotional Impacts, d) Changes in Values, e) Privacy and Personal Freedom (Gumgum Gumelar, 2023: 1-3).

Discussion

The rapid development of Artificial intelligence provides new breakthroughs in various lines of life, artificial intelligence technology basically greatly affects human life. The implementation of artificial intelligence in various sectors of life has a positive impact where the existence of artificial intelligence can help complete human work even sometimes human work can be replaced by artificial intelligence for example, artificial intelligence can affect the development of human personality through its influence on mindset and behavior. Here are some of the ways AI is influencing those developments:

Influence on Mindset

- a. Information Filtering: Artificial intelligence can control filtering algorithms that determine the information we receive. It can shape our perception and understanding of the world, influencing our mindset.
- b. Personalization: artificial intelligence can use data collected about us to serve personalized content. This can influence our preferences and limit exposure to alternative views.

Influence on Behavior

- a. Machine Learning: Artificial intelligence can use machine learning algorithms to analyze our behavioral data and provide recommendations based on our preferences. This can influence the decisions and actions we take.
- b. Virtual Assistants: Artificial intelligence can act as virtual assistants that affect the way we interact with everyday technology. It can shape our habits and lifestyle.

The application of artificial intelligence (AI) can have several adverse effects on human mindset and behavior. Here are some examples:

- a. Dependency: The widespread use of AI can lead to over-reliance on the technology. Humans tend to rely on AI to make decisions or complete tasks they would otherwise do on their own, thus reducing their critical abilities and creativity.
- b. Security and privacy: Poorly managed AI deployments can compromise personal data security and privacy. AI can collect, analyze, and store personal human information, which can be misused by irresponsible parties.
- c. Bias and discrimination: AI depends on the data used for training, and if the data does not represent the diversity of the human population, then it can produce biased and discriminatory decisions. This can perpetuate pre-existing social injustices and discrimination.
- d. Control and responsibility: In some cases, AI can make decisions that are difficult for humans to understand and control. This can reduce transparency, accountability, and responsibility in decision making, especially in contexts that affect human life (Gumgum Gumelar, 2023: 2-3)

The use of artificial intelligence (AI) in the context of human personality raises several moral consequences to consider. Here are some aspects to consider:

- a. Privacy and Personal Freedom: AI can collect and analyze people's personal data to understand and predict their personality. However, this raises serious privacy concerns. When AI has access to personal data, there is a risk of misuse of information or invasion of privacy that could undermine an individual's personal freedom.
- b. Automated Decision Making: AI that uses personality data can be used to make automated decisions about individuals, for example in the recruitment process or credit scoring. This can lead to discrimination or injustice if the algorithm does not consider the relevant factors fairly

- c. Influence on Interaction Patterns: Human interaction with personality-based AI can affect overall human interaction patterns. For example, if someone is used to interacting with AI that is always friendly and obedient, perhaps they develop a tendency to expect similar behavior from humans, and this can affect communication patterns and social dynamics.
- d. Manipulation Ability: AI capable of understanding human personalities also has the potential to manipulate them. Using personal information and behavior patterns, AI can design customized messages or content to influence individuals in specific ways. This raises ethical questions about the manipulation and influence that AI should have in manipulating humans.
- e. Ethical Responsibility: In the development and use of personality AI, it is important to consider ethical responsibility. Parties involved in the development and implementation of AI must take responsibility for ensuring that the algorithms and models used do not create bias, discrimination, or unfair privacy violations. They must also respect individual freedoms and respect their right to privacy.

Therefore, it is important for developers, users, and policymakers to seriously consider these moral consequences and ensure that appropriate policies and practices are implemented to protect personal freedom, privacy, and human integrity when using AI in the context of personality.

Conclusion

Although AI can provide convenience and speed in some ways, it can lead to dependence on technology and reduce sausage interactions, which has an impact on significant changes in a person's behavior and personality such as; a) Influencing our preferences and limiting exposure to alternative views, b) influencing the way we interact with technology, c) dependence, d) security and privacy, not only that there are moral consequences that must be considered, one of which is ethical responsibility. Therefore, policies and approaches are needed in the use of AI to maintain psychological health. Although this challenge is quite large, but that does not mean it cannot be overcome, psychological science can make a useful contribution to many people. Therefore, there is a need for cooperation between psychology and AI technology to achieve the same goal.

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