STUDENT SESSION

DECODING AI ACCEPTANCE: EXPLORING FACTORS AND RISKS

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Abstract:

This paper will delve into the exploration of artificial intelligence to enhance all creative processes, application of it in various industries, risks that come with it and overall acceptance.

The paper is divided into two parts. In the first part, we are going to explore attitudes towards artificial intelligence and usage of it. We will look at the factors that determine whether artificial intelligence will be accepted or not and the rise of its utilization. In the second part, where we examine the successful and unsuccessful execution of AI-generated content in a professional environment and how it can affect employees in both ways.

Keywords:

Artificial intelligence, Practices, Utilization, Acceptance, Risks.

INTRODUCTION

Artificial intelligence represents the simulation of human intelligence by a computer. It is based on machine learning and algorithms. It analyses data to improve itself and the output that a human requires of it. It is a field that is remarkably interesting to many, even the ones that do not collaborate directly with it.

With the rise of artificial intelligence, many changes have been implemented in a professional environment, both positive and negative. It is impossible to avoid AI in some form while navigating the Internet. Making artificial intelligence tools widely available to the public initiated changes in who and how work was done. Not only does it affect the practical side of work, but it also has an impact on the attitude of employees. People have different points of view on it and emotions that correlate to it.

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Individuals often get stuck in their creative processes, and any form of brainstorming is of no use. Instead of searching for results, browsing various forums, or simply asking coworkers, they can turn to AI to help them continue their work. With proper phrasing of the problem, artificial intelligence will make outcomes pop up in no time; it does not matter if it is a snippet of code or a generated picture that is used as inspiration. It is not only time-effective but also cost-effective.

When we think of AI, we correlate it to IT the most. The author [1] noticed it is used in the clothing industry to help with resource and time analysis and management. It can be used to detect the failure times of machines.

But we cannot escape it from day-to-day life. AI can be found in customer support, and it can provide information for easier navigation on sites. A lot of industries are using AI for chat support and chat agents, and it has been justified that this is a good practice. Even with this being proven, individuals can still hold a bias against AI and refuse its good sides.

The authors [2] saw the impact of artificial intelligence on healthcare organizations. It is used to analyse large chunks of data and offer possibilities for a diagnosis. It will help patients with their early diagnosis or any overall medical problems they may experience. To make this happen, there must be trust in companies that would provide this kind of service and in people who are willing to share their data.

Generative AI is used not only in free time but also in industry work. The author [3] formulated it as a machine-learning solution used to deliver results based on users' commands. One of the most popular generative AIs are Midjourney, Chat GPT, Alpha 3D. To combat the misuse of generative AI, tools have been made to detect it. With time passing, it is getting harder and harder to differentiate between human-made and AI-made creations.

Individuals often want to see how far a certain technology has come and evaluate it by themselves, often by engaging with previously mentioned instances of creative AI.

Even with all these examples quoted, this scientific field is still in development, and there is much more to be discovered and its use to be found and examined.

2. PERCEPTIONS AND FACTORS THAT DETERMINE ACCEPTANCE OF AI

Artificial intelligence, in its current stage, remains an interesting field of study. Only in recent years has it captured the attention of the general population. Every innovation evokes different feelings regarding it, which affects its acceptance. It continues to evolve in various disciplines, from transportation to healthcare. Keeping up with dynamic updates will continue to emphasise its significance and impact, making it a focal point of discussion and innovation worldwide.

The rapid influence that AI is gaining has caused fear among employees regarding the security of their jobs. The growth of AI has become unpredictable, making humans uncertain if they will do their job anymore. Distinct factors caused the opposite points of view. Some argue that AI will hold up to its promise and bring positive changes, while others say that it poses a threat to human employment. These opposite viewpoints are tightly tangled with technological improvements and socio-economic statuses.

In this era of AI, a two-sided scenario has been presented. On the one hand, there is hope for positive changes, while on the other hand, there is a dialogue about employment and job instability. This view is further explained by various authors, as cited in [4]. It is expected that AI will enhance the quality of life. However, according to all the benefits, there are still ethical issues that must be talked about, such as privacy violations and discriminatory algorithms. The previously mentioned study found a connection between demographic factors such as education level and Internet usage. Individuals who were using the Internet more and had higher education were fond of AI technology and its development. Enthusiasm aside, issues remain. It is not unusual to wonder if AI on its own can oversee security or management hazards. Implementation of AI needs to be managed carefully, with strict consideration of all previous factors mentioned and an open discourse on managing the risks.

When we talk about the approval of AI, authors [5] have pointed out several factors that need to be presented to the public to enhance the support of AI utilization. One of the components is the need for clear information on how AI systems operate. Another element is explaining that the source of AI technology should emerge from public and not privately owned establishments, intensifying trust and the liability of systems. In addition, integrating a human segment into AI implementation can contribute to strengthening trust among the public.

If we delve further into components that have an influence on the acceptance of AI, we can highlight that trust is a crucial part. Authors [6] defined trust in technology as the reliability that a gadget will fulfil our requests and perform as expected, based on an individual's vulnerable decisions. They have noticed that in some studies, participants were not provided a clear definition of AI, which can have an influence on their answers. There is an overall agreement on psychosocial factors that are associated with behaviour towards AI technologies. A correlation is made between social influence and the confirmation of AI technologies. Studies have shown that young individuals, adolescents, are more subjected to the influences, resulting in being more accepting of AI. Similarly, culture, primarily religion and beliefs, is one of the factors. Diverse cultural norms and practices have an impact on a stance towards AI.

3. NAVIGATING THE IMPACT OF AI-GENERATED CONTENT IN A PROFESSIONAL ENVIRONMENT

The new era brings innovative technologies to light, which are being simultaneously developed and followed by reshaping cultural norms and views regarding them. Derivates of studying AI: different generative AI, from text to pictures, are widely used. Relating to what has been previously mentioned, AI innovations can be exploited. The range of manipulation can go to profiting from it.

To counter this type of abuse, there had to be tools invented to detect AI content. They [7] have noticed that GenAI tools such as ChatGPT can be used in cybersecurity on both sides, as attackers and as defenders. It can be used to summarise tonnes of data and information to benefit defenders of different cyberthreats and to discover different patterns so the response can be efficient and effective. On the other hand, GenAI can formulate parts of code that can be implemented into malicious files. Since this is still a young territory, there is not much research into it, but it is an eye-opening and interesting field to be discussed. ChatGPT can be trained into writing phishing emails or manipulated to give information that is frowned upon, such as a list of sites from which movies can be pirated and downloaded.

In the IT industry, it is common to ask GenAI to generate a segment or the whole code that is needed. GenAI has been trained on large chunks of data and will pick out a portion of code that someone somewhere wrote down and published on the Internet.

Developers are being criticised because, fundamentally, these codes do not act according to their purpose. They can be too long, lead nowhere, and could be written with much fewer lines that lead straight to the point.

If we want to tackle the issue of plagiarism, GenAI keeps improving its way of masking text or a picture that has been generated by AI. Tools that have been previously made to work against plagiarism need to improve themselves. In a small sample study, the results were negative regarding detecting AI-made text. This can mean two things: that individuals do not have enough experience to oversee what is made by AI, and that AI keeps improving in iterative cycles. [8]

As far as it is concerned, AI has widely been seen as a shortcut, doing the unwanted work that employees have been trying to avoid. But it does not stop at employees; freelancers, students, and others jump right back into it. It is often exploited for work that individuals do not want to research by themselves or do not know how to manage. With time passing, people are getting used to it, and it has been manageable to spot it. Even with being trained on large datasets, there is a unique pattern that the results of GenAI are following. [9]

3.1. GENERATING RESULTS VS. ACTIVE INTEGRATION

There is a difference between having AI generate results for something that is wanted of it and using GenAI and implementing AI logic into systems, software, and machines for more efficient, precise, and accurate outcomes.

Following up with IT, AI can be used in ERP systems. If we include AI in an ERP system, especially in the in the sales and marketing sector, we can use it to predict incoming trends, customer behaviour, and different strategies as an answer to hem. It can produce analytics faster and with more precision. In inventory management, it can inspect and notify when the inventory needs to be updated. AI is no stranger to financial management since it is often used in this sector. It can generate invoices and send them with more reliability, as the author [10] observed.

The author [11] listed all the advantages and disadvantages of using AI in moviemaking. Some of the advantages would focus on optimisation, saving time and money, and better marketing. On the other side, there is a clear lack of creativity and originality and a loss of jobs.

There is a great use of AI in the financial sector. One kind of AI can find one set of information, for example, CEOs' social media posts, to hold greater weight and validity than business reports. Another kind could replace human investors by providing pattern recognition and displaying profitable stocks. [12]

AI can be used in telemedicine services or healthcare. Telemedicine services are based on video conferencing with a doctor. It can be used for filling out forms and handling them according to standards, so patients can receive better care. Digital marketing can also benefit from AI. Handling manual tasks, such as answering inquiries or finishing transactions, and improving customer engagement for the company would mean cost savings and automation. ChatGPT is seen as a potential in e-commerce. Now online retailers can overcome language barriers and expand their businesses. Education is the one that gains by delivering individualised learning experiences. [13]

Generative AI is seen as an opportunity in the AEC-FM industry in a way that it can generate a variety of designs in architectural and engineering domains. It can help with budgeting and scheduling in construction. Optimisation of energy efficiency can benefit from it by analysing patterns and suggesting changes. In facility management, it can suggest a way to respond to irregularities. [14]

Although AI is embedded in various sectors, it brings changes that provoke creativity to rise. It can help perfect systems that are already deemed that way. It's possible to notice patterns and imperfections that are easy to miss with the human eye. Generally, AI can be applied in a way to transfer our imagination to a screen or to simply produce documents with such accuracy.

4. RISKS OF AI

With all modern technologies, AI is no different. It brings risks with employment, such as any other tech innovation. We can divide risks into internal and external ones. Internal could represent the understanding of the functions of AI and operations within one organization. External, on the other hand, could be based on economic, political, and all others that are affected on a larger scale. But we can also separate risks into groups based on whether they affect a person or society. It is easy to overlook all the risks while being blinded by all the positive changes AI can bring. Depending on which side is being looked at, we can further elaborate on specific topics.

It is common to give an example of a clear risk indicated by AI when we talk about self-driving cars and their threat to other members of traffic. Importing AI into a self-driving car is a two-man job, where one would call out obstacles and the other would note if AI had noticed them. Another example is automating the recruiting process, but it turns out that AI that had been trained to search for appropriate candidates would "throw away" all applications that were submitted by women. This is a clear example of discrimination and AI trained on poorly customised input data. [15]

Losing your privacy due to AI is in focus. It is common to wonder what it can do for job opportunities if it is implemented in hiring. For example, the pitch of someone's voice can be determined and labelled friendly or sustainable for the job. Another example is that AI for facial recognition can be used to determine someone's stance regarding various questions. Companies will now stand in front of a rising challenge in which information is considered private and cannot be used in hiring. [16]

AI is restricted and based on data that it has been trained on. Any biases that are brought with that data are explicitly implemented into AI that is in training. For example, if AI is used in surveillance systems, then attackers can see that as an opportunity to feed disinformation to them. [17]

As previously mentioned, one of the risks that can affect both individuals and society is losing your job position and being replaced by AI. This could lead to losing the human touch where it is needed, for example, to communicate with customers and predict their needs even before they are aware of them.

These and many other risks can be managed by different laws, regulations, and policies. This can differ based on different countries, their output, and their views on AI and technological advancements. The goal of regulating these risks is to prevent or reduce any kind of negative output that can be produced by the fault of AI. As already stated, new applications and tools should be invented and publicised to assess the given results of AI and to check if they are up to standards. Also, employees' stance, especially those who are given the opportunity to evaluate and work with AI, needs to be taken seriously. They need to be able to predict faults before they are given a chance to happen.

5. CONCLUSION

The main goal of this paper is to research the positive and negative sides of AI, acceptance, and usage. It is common to be afraid of the innovative technology being developed at an accelerating speed. In this tech era, a lot of things are being automated, and the old way of navigating work is being abandoned. Leaving routine and embracing changes can be hard for individuals.

So far, the positive sides of AI are winning, and there are many more positive impacts, but the negative sides should not be overlooked. Violating human and privacy rights can outweigh all the satisfactory results that can be achieved. It should not be taken lightly, and it is only a matter of time to see where AI will continue to grow.

We can observe the rise of AI trends, especially among the younger populace. Its usage goes far beyond experimenting with it in free time and trying to generate or trick it into various things. From restraining machines from failure to cutting time in tasks and analysing data, this is just a tiny bit of the application of AI.

Even if it is not a young topic of study, AI has been here since the fifties. It needs to be properly explained to anyone who cares to listen to what AI is about, how it works, and how it is trained. With a proper understanding of the listed factors comes the minimization of malicious theories that can stop the progress of AI.

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