

ARTIFICIAL INTELLIGENCE, HUMAN BEHAVIOUR, AND SOCIAL TRANSFORMATION: A MULTIDISCIPLINARY REVIEW

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ABSTRACT:

Artificial intelligence (AI) is increasingly embedded in social institutions, workplaces, education, media, governance, and everyday communication, producing significant changes in human behaviour and collective life. This multidisciplinary review examines how AI influences cognition, decision-making, psychological well-being, identity, social relationships, learning, employment, political communication, public administration, inequality, and cultural production. The reviewed literature indicates that AI can improve efficiency, personalise services, expand access to information, support learning, enhance productivity, and create new forms of social and creative participation. At the same time, growing dependence on intelligent systems may contribute to cognitive offloading, automation bias, emotional attachment, workplace surveillance, misinformation, algorithmic discrimination, digital exclusion, and reduced human autonomy. These effects are shaped by technological design, user characteristics, institutional practices, regulatory systems, and broader social inequalities. The review also highlights risks associated with opaque decision-making, synthetic media, pseudo-intimacy, unequal control over data, and the underrepresentation of marginalised communities in AI development. Responsible implementation therefore requires transparency, accountability, meaningful human oversight, inclusive design, data protection, digital literacy, and equitable access. Future research should prioritise longitudinal, comparative, and participatory approaches to assess the enduring social consequences of AI. Human-centred governance is essential to ensure that AI strengthens human judgement, dignity, creativity, and social well-being rather than replacing human agency or reinforcing existing structural disparities worldwide.

KEYWORDS: *Artificial intelligence, Human behaviour, Social transformation, Algorithmic governance, Digital inequality*

1. INTRODUCTION:

The use of artificial intelligence (AI) has become an integrated part of the everyday life of today's society, as well as of all the processes of social life, institutional practice, economic activity, communication, education and cultural production. It has made its impact not only on the restructuring of our automation and computational efficiency but also on the restructuring of how people access information, make judgments and interact with institutions, and grasp their roles and responsibilities in increasingly data-driven environments. This shift has been fast-paced, enabled by digital transformation through smartly integrated smart systems into the daily business, work environment, public space, and decision-making process, which provides new opportunities for innovation but also raises concerns over accountability, dependency, inequality, and social disruption (Kumar et al., 2024). AI must therefore be looked at as a social-technical phenomenon, the impacts of which result in an interaction with the existing social structure, cultural norms, organizational routines, and political systems.

Algorithmic systems are increasingly being used to redefine classification rules for persons, resource allocation, behaviour prediction, and participation regulation by institutions. The rules for classification of persons, resource allocation, behaviour prediction, and participation regulation by institutions have been changed due to the increasing use of algorithmic systems. The use of automated systems is increasingly becoming an influence in employment screening, the assessment of credit, education, distribution of welfare, public administration, policing, and online visibility. The developments, in turn, lead to algorithmic institutionalism, where the algorithmic rule becomes part of the social and political processes, without adequate transparency and public inspection, as identified by Mendonça et al. (2024). These institutional changes highlight significant issues of authority, responsibility, and citizen participation in the decisions made and/or reinforced by opaque decision-making processes.

But the behavioural impact of AI is great as well. Recommendation systems, chatbots, predictive algorithms, and custom interfaces influence attention and preferences, consumption, social engagement, and decision-making. These technologies can be used for convenience and accessibility, but can also create behavioral reliance, limited exposure to a variety of perspectives, and change perceptions of autonomy. Thus, sociological studies have focused on the need to explore the interaction of AI with structural inequality, with labour transformation, the authority of professionals, and uneven distribution of the benefits and harms of technology (Joyce et al., 2021). Given that the effects of AI will be mediated by class, level of education, gender, geography, institutional capability and access to digital infrastructure, it is unlikely that the impact of AI will be uniform.

There have also been significant sociotechnical changes among organisations where AI is impacting workflows, management, communication and job roles for their employees. These changes impact productivity, monitoring, job identity and human decision-making vs machine-assisted decision-making (Selgas-Cors, 2025). On a larger scale, the AI revolution may impact the cultural aspects of art and the organization of the economy, as well as social values and human expectations in terms of efficiency, intelligence, and capability (Li, 2020). All these changes place AI as a focal point of research in the social science and humanities field, and it is no longer a problem of computer science and engineering.

The academic response to these changes has grown exponentially, with there being more and more social science research that focuses on the themes related to AI from various disciplines such as sociology, psychology, communication, education, economics, and public policy (Farooq et al., 2023). The idea of 'artificial sociality' also requires attention to the interactions between humans and smart systems as emergents of human social relations, which could be difficult to fit in one of the traditional categories of social relations, such as agency, communication, and collective life (Rezaev & Tregubova, 2018). Interdisciplinary solutions are also needed to address complex societal issues that involve computational solutions and the analysis of ethical, political, cultural and behavioural issues (Baum, 2021).

AI-driven humanities and social science research can help provide insight into how AI changes the meaning, identity, representation, power, and institutional legitimacy, as well as uncover opportunities for a more inclusive AI design and governance (Srivastava et al., 2025). Multidisciplinary approaches are crucial as issues surrounding AI often span disciplines, and technical solutions are not the only answers to the challenges that arise (Rahim & Sindhu, 2025). A comprehensive synthesis is required to bring together these siloed debates to differentiate individual behavioural impacts from structural impacts, and to understand the interplay between the adoption of technologies and social values, institutional power, level of public trust, and patterns of inclusion/exclusion. In this review, the focus is thus placed on the aspects of cognitive, psychological, educational, occupational, political, ethical, cultural and institutional dimensions of the relationship between artificial intelligence (AI), human behaviour and social transformation. It is designed to aggregate existing knowledge, pinpoint key risks and opportunities, as well as state priorities for human-centred, equitable and socially responsible AI development.

Objectives of the review:

- 1.To examine how AI influences human cognition, behaviour, and social relationships.
- 2.To evaluate AI-driven changes across education, employment, governance, media, and culture.
- 3.To identify ethical challenges, social inequalities, and priorities for human-centred AI development.

2. CONCEPTUAL FOUNDATIONS OF ARTIFICIAL INTELLIGENCE AND HUMAN BEHAVIOUR

Artificial intelligence refers to computational systems that can be used to do things that are related to human intelligence, such as learning, prediction, understanding language, pattern recognition, and making decisions. Today, it can be used in

a variety of applications, including recommendation systems, virtual assistants, generative AI, and automated decision-making systems. Its social value is not only determined by technical performance, but also by the perception, trust, adoption, and integration they receive by the individuals and in daily practice. Therefore, user acceptance is a key concept in HAI interaction, as perceived usefulness, ease of use, trust, transparency, and perceived risk significantly impact willingness to interact with AI applications (Jiang et al., 2024).

The acceptance of AI-enriched systems involves a mix of technological, individual, organizational, and contextual factors. Adoption may be promoted by system reliability, explainability, usability, privacy protection, and compatibility with existing tasks, whereas bias, surveillance, loss of control, and workforce displacement will lead to resistance. Other individual factors such as digital literacy, previous experience, perceived self-efficacy, and attitudes towards automation also influence behavioural reaction to intelligent technologies (Ismatullaev & Kim, 2024).

AI implementation is not static; it is dynamic. Early use may be stimulated by curiosity or perceived novelty, but ongoing use will rely on whether or not users find ongoing, real-world benefit in the use of the technology. From higher education evidence, it was observed that perceptions of usefulness, social influence, and familiarity can shift over time and influence the use of ChatGPT, showing that the adoption behaviours of using an AI tool evolve over time as a result of repeated use and experience (Polyportis, 2024).

Acceptance of conversational AI also requires satisfaction, validation of expectations, habituation, and perceived performance. Consistency, relevance, and trustworthiness in the support AI systems can offer to users increase their likelihood of staying engaged (Ng, 2025). These ideas provide a starting point for exploring the impact of AI on changes in behaviour, decision-making, relationships, and institutional engagement. AI acceptance is indicated by Figure 1, which shows that the perception of usefulness, trust, system reliability, and risk and control concerns are all factors in the adoption of AI.

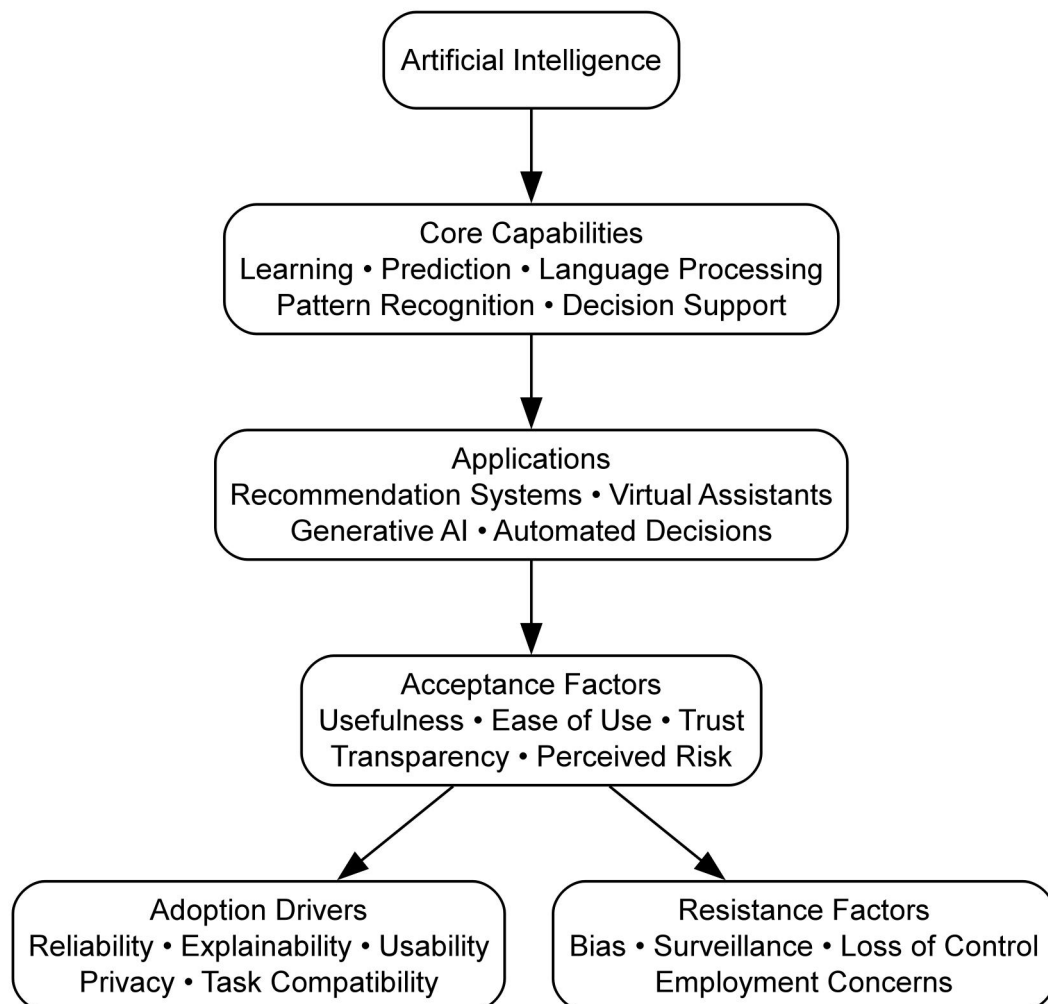


Figure 1. Conceptual Pathway of Artificial Intelligence Acceptance and Resistance

3. AI, COGNITION, AND HUMAN DECISION-MAKING

Artificial Intelligence is having a growing impact on the way people perceive information, think about problems, and make decisions. The use of AI can streamline processes, provide summarization of complex information, create alternatives, detect patterns, and aid in quick decision-making. The use of automated support can also decrease sustained attention, memory involvement, analytical thinking, and independent thinking in solving problems if users rely on the

result without critical evaluation. This has raised some concerns about the impact of AI on certain cognitive skills and the shift in the relationship between the use of technology and human intelligence (Kumar et al., 2025).

Cognitive offloading is the process of using external resources to offload mental processing and leave cognitive resources free for other functions. In human–AI collaboration, this offloading can be useful if AI is used as an epistemic partner, which complements human expertise. It becomes an issue if technology acts as a cognitive crutch, leading to either passive acceptance or shallow processing and/or reduced confidence in independent judgement (García-Barrios, 2025).

The psychological impacts can be heightened with frequent use of AI, leading to dependency. As people come to increasingly depend on AI to help them recall content, brainstorm concepts, analyze data, and make choices regarding their next steps, they might see changes in their metacognition, creativity, and autonomy in decision-making. These effects vary depending on digital literacy, the intricacy of the task, the motivation of the users, and opportunities for reflective verification (Abdulazeez et al., 2026).

This is so evident in educational contexts. While AI can support learning by scaffolding, it can also lead to a decrease in cognitive effort and productive struggle if used too readily, potentially compromising knowledge building. In this regard, integration tasks must be designed to keep the students actively reasoning, evaluating sources, and keeping them accountable while relying on AI as a structured support component and not a replacement for thinking (Lodge & Loble, 2026). Based on Figure 2, it can be inferred that AI can enhance cognitive efficiency, but it also makes cognitive offloading and reliance on AI greater, which, in turn, reduces the ability to think independently.

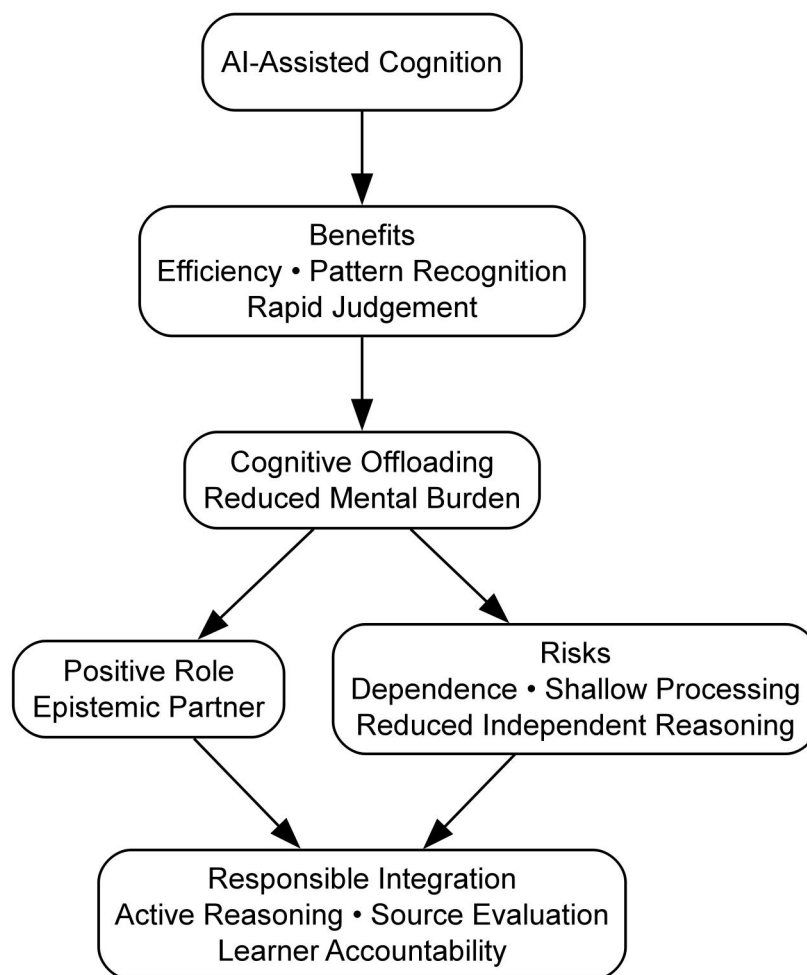


Figure 2. Influence of Artificial Intelligence on Cognition and Decision-Making

4. AI AND PSYCHOLOGICAL WELL-BEING

Conversational agents and virtual companions, digital mental health tools, and emotionally responsive interfaces are increasingly shaping psychological health and well-being with the help of artificial intelligence. AI companions can offer emotional support, a sense of companionship, and a non-judgmental conversation, especially for those who feel lonely or lack the resources to connect with others. The impact on their well-being will vary depending on the nature of the relationship, the level of emotional engagement, and the intent behind their interactions with the chatbot—positive

engagement with a meaningful relationship can either enhance or detract from social connection, or can cause overreliance on artificial relationships (Zhang et al., 2025).

The systems could also be used to help manage emotions, learn social skills, and improve mental health. By using intelligent platforms, they can receive personalised reminders, self-reflections, mood monitoring, and adaptive feedback, enabling them to understand and develop habits for managing their emotions. These applications can enhance the accessibility and continuity of care and support; however, they are not capable of fully providing empathy, context, and the ethics of caring that are part of professional care (Dhimolea et al., 2022).

In the realm of emotionally interactive AI, the traditional notions of intimacy, support, and psychological dependency are being reshaped. Positive impacts could be less isolation and increased self-expression, and potential negative impacts could be emotional displacement, loss of privacy, manipulation, and less engagement with human relationships. Psychological effects thus depend on the design of AI systems as well as the social contexts in which they are applied (Santiago-Torner et al., 2025).

Adolescent may be at high risk as they are still developing their identity, emotional regulation, and social judgement. Companion AI can set up false expectations around relationships, foster dependency, and lead to manipulative or inappropriate human relationships. Such age-appropriate protections, clear design, parental awareness, and mental health supervision are required to mitigate these new hazards (Kovach, 2026).

5. AI, IDENTITY, AND SOCIAL RELATIONSHIPS

AI agents have become a vital component of communication platforms, social media, virtual reality, and smart home devices, influencing the way people start, engage, and understand social interactions. Systems can evoke personal reactions and adjust them to user preferences and promote experiences of response and social presence. While they enhance accessibility and companionship, they also foster the illusion of genuine human interaction. These functions can increase accessibility and companionship but can also cause a confusing feeling of real interaction and programmed interaction (Pirjan & Petroşanu, 2025).

AI-mediated environments are able to impact how one's identity is created, including the way they present themselves, compare themselves to others, and feel about their ability. Algorithmic feedback could be used to make judgements on how people look, what they think, how they work, or what they bring to a social community, which may become more of an option for individuals in the future. Users' existing identity structures and personality traits influence the way they interpret the guidance provided by AI, and extended engagement with adaptive systems can impact self-concept, autonomy, and behavioural expression (Matthews & Bliuc, 2026).

Emotional AI adds other issues: the creation of pseudo-intimacy. Chatbots and virtual companions can fake empathy and attentiveness; they can fake love, but they cannot have real emotional understanding. However, users can become attached to such systems and give human-like motives to them. These relationships can provide temporary relief, but can also lead to emotional dependency, unrealistic relationship expectations, and withdrawal from reciprocal human relationships (Wu, 2024).

Digital technologies, social media, and AI also change how communication is done, changing the language used, how people engage with each other, and who they can talk to without boundaries of privacy intruding. Algorithmic curation has the potential to make some relationships and perspectives visible and strengthen selective exposure and fragmented social networks. The impacts illustrate how AI goes beyond just enabling communication to shaping identity performance, interpersonal communication, and wider social relationships (Davis, 2024). Table 1 indicates that the relationship between AI and cognition, psychological well-being, identity, and social relationships suggests an influence of AI.

Table 1. Influence of Artificial Intelligence on Cognition, Psychological Well-Being, and Social Relationships

Domain	AI application or mechanism	Potential benefits	Major risks or concerns	In-text citation
Cognitive processing	AI-assisted information retrieval, summarisation, and problem-solving	Reduced cognitive burden, faster access to information, and improved task efficiency	Cognitive offloading, reduced analytical engagement, and overdependence on automated outputs	(Kumar et al., 2025)
Human–AI collaboration	AI used as an epistemic partner in complex tasks	Supports reasoning, idea generation, and knowledge synthesis	May function as a cognitive crutch and weaken independent judgement	(García-Barrios, 2025)
Decision-making	Automated recommendations and predictive systems	Faster and more consistent decisions	Automation bias, passive acceptance, and diminished decision autonomy	(Abdula zeez et al., 2026)
Education-related cognition	AI-supported learning and academic assistance	Personalised support and reduced unnecessary cognitive load	Bypassing productive struggle and weakening knowledge construction	(Lodge & Loble, 2026)

Psychological support	Conversational agents and virtual companions	Immediate interaction, perceived support, and reduced loneliness	Emotional dependency and substitution of human relationships	(Zhang et al., 2025)
Emotional well-being	Mood monitoring, reflective exercises, and adaptive feedback	Improved emotional awareness and coping support	Limited empathy, privacy concerns, and inappropriate reliance	(Dhimo et al., 2022)
Identity development	Algorithmic feedback and personalised digital environments	Opportunities for self-expression and identity exploration	Distorted self-perception, reduced autonomy, and social comparison	(Matthews & Bliuc, 2026)
Artificial intimacy	Emotionally responsive chatbots and AI companions	Temporary comfort and companionship	Pseudo-intimacy, unrealistic expectations, and social withdrawal	(Wu, 2024)

6. AI IN EDUCATION AND HUMAN DEVELOPMENT

AI is revolutionizing education by offering adaptive learning platforms that customize content, pace, and level of difficulty based on student performance. These systems use interaction patterns, assessment outcomes, and learning behavior to detect gaps in knowledge and give feedback to fill them. Adaptive e-learning can be used for differentiated instruction, to enhance the autonomy of learning, and to make the learning resources more responsive to different students' learning needs (Gligorea et al., 2023).

Machine learning and recommender systems, learning analytics, and intelligent tutoring technologies are essential components of personalised education. These methods can help educational systems anticipate learner needs and suggest appropriate content and adapt learning trajectories in real time. They are effective when they are based on good data quality, pedagogical relevance, and transparency of the system, and the ability of teachers to correctly interpret the recommendations generated by the AI (Hariyanto et al., 2025).

Another aspect of the sustainable transformational impact of AI-supported adaptive learning could be its capacity to broaden access, provide flexible delivery, and optimize instructional resources. It can help learners who are in isolated areas or do not have access to technology, but it can also exacerbate educational inequities due to unequal access to technology and technological literacy. Inclusive design, teacher preparation, institutional preparation, and access to dependable digital systems are essential for the sustainable adoption of digital systems (Strielkowski et al., 2025).

Another crucial field of application of AI is student engagement. Intelligent systems can track user participation, identify disengagement, adjust the activities, and provide timely interventions. These functions can boost motivation and academic perseverance, but overautomation can decrease significant teacher–student engagement and foster reliance on algorithmic instruction. Teachers should therefore be responsible for the interpretation, emotional support, ethical supervision, and critical thinking development in using AI to support teaching and learning (Chen et al., 2025). Figure 3 indicates that AI can facilitate adaptive and personalized learning, but teachers must also take part and make sure it is accessible to all students and used responsibly.

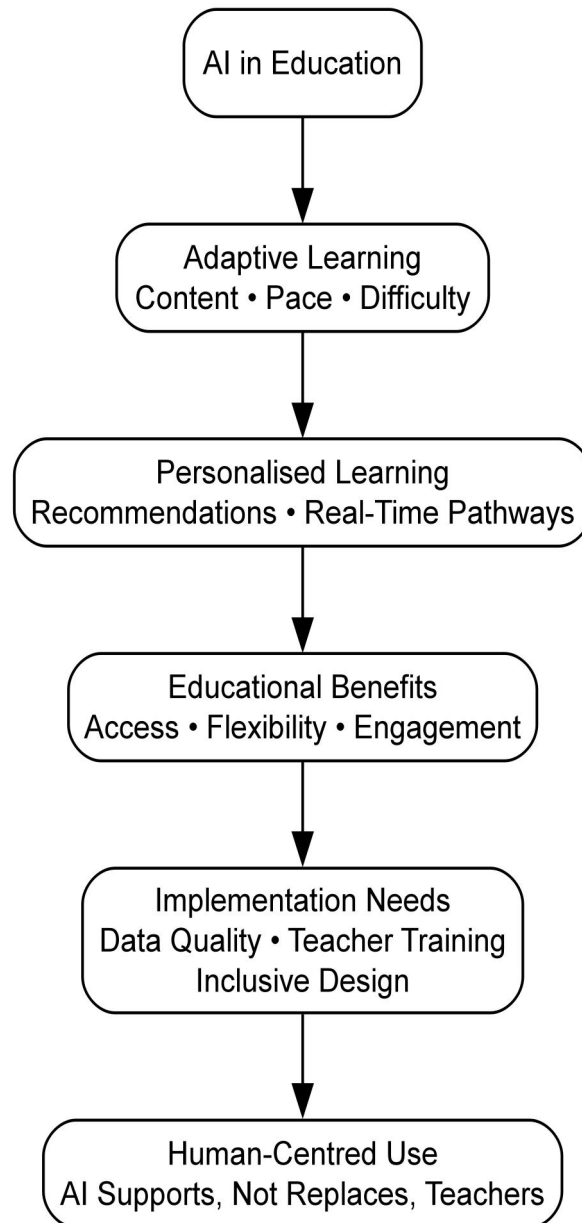


Figure 3. Artificial Intelligence in Adaptive and Human-Centred Education

7. AI, EMPLOYMENT, AND WORKPLACE BEHAVIOUR

AI has transformed jobs by automating, algorithmically managing, monitoring, and evaluating performance using data. Algorithmic systems are being used to perform more increasingly delegate tasks, monitor productivity, schedule shifts, and evaluate worker output, creating new ways of working. These systems have the potential to boost or hinder motivation from a self-determination standpoint because they promote or thwart autonomy, competence, and meaningful involvement in workplace decisions for employees (Gagné et al., 2022).

The perception of algorithmic human resource systems has a great influence on employees' responses. If these types of systems are considered as a form of positive feedback, consistency, and nurturing, then they can enhance engagement and performance. These, viewed as methods of surveillance and/or managerial control, may lead to anxiety, decreased trust, defensive actions, and decreased psychological health. Transparency, procedural fairness and challenges to automated decisions are therefore key to acceptance (Edwards et al., 2024).

Algorithmic management has implications for the organisational structure, employment relations and power relationships. While systems can be more coordinated and efficient, they can also limit the flexibility of the worker, create a more intense monitoring system, and diminish accountability since decisions are made by the system and not by a specific manager. Increased governance and consultation and labour protection are needed for these changes (Zhang et al., 2025).

Workplace automation using AI can contribute to increased productivity by eliminating repetitive tasks and aiding in quicker decision-making. It is more sustainable to achieve these benefits if the employees are properly trained, have

relevant control over their work, and are aware of how the performance data are used. Implementing this in a human-centred way should, therefore, take into account both operational efficiency and job satisfaction, fairness, privacy, and occupational health (Popescu, 2023). Based on the information in Table 2, the use of AI is likely to enhance personalised learning and workplace efficiency, but also leads to dependency and surveillance issues and equity concerns.

Table 2. Applications and Implications of Artificial Intelligence in Education and Employment

Context	AI-enabled practice	Expected contribution	Implementation challenge	In-text citation
Adaptive learning	Adjustment of content, pace, and difficulty according to learner performance	Supports differentiated instruction and learner autonomy	Requires reliable data, pedagogical alignment, and educator oversight	(Gligorea et al., 2023)
Personalised education	Machine learning, recommender systems, and intelligent tutoring	Predicts learner needs and recommends suitable learning materials	Risks opaque recommendations and excessive dependence on automated guidance	(Hariyanto et al., 2025)
Educational access	Flexible and scalable AI-supported learning systems	Expands access for geographically isolated and resource-limited learners	Digital infrastructure gaps may reinforce educational inequalities	(Strielkowski et al., 2025)
Student engagement	Monitoring participation and identifying disengagement	Enables timely intervention and personalised academic support	May reduce meaningful teacher–student interaction	(Chen et al., 2025)
Algorithmic management	Automated task allocation, scheduling, and performance tracking	Improves coordination and operational efficiency	Can reduce autonomy and weaken intrinsic motivation	(Gagné et al., 2022)
Algorithmic HR systems	Automated feedback and employee evaluation	May improve consistency, engagement, and developmental support	Surveillance perceptions can reduce trust and well-being	(Edwards et al., 2024)
Organisational control	Data-driven monitoring and automated managerial decisions	Faster decision-making and standardised management	Obscures accountability and intensifies workplace power imbalances	(Zhang et al., 2025)
Workplace automation	Automation of repetitive and routine activities	Enhances productivity and allows focus on higher-value tasks	Requires reskilling, transparency, privacy protection, and employee participation	(Popescu, 2023)

8. AI, MEDIA, COMMUNICATION, AND PUBLIC OPINION

AI is reshaping political communication by creating content, delivering personalized messaging, using synthetic media, and distributing content based on algorithms. AI is revolutionizing political communication by producing content, delivering tailored messages, employing synthetic media, and algorithmically distributing content. One of the most prominent innovations is the deepfake, which has the ability to create highly realistic audiovisual content that can make it seem as though a public figure is saying something or performing an action that actually did not happen. This content

can undermine trust in real evidence, make it more difficult to check evidence, and add to uncertainty when it comes to politically charged times (Battista, 2024).

AI-driven misinformation has the potential to influence citizens' perceptions through emotional triggers, pre-existing beliefs, and the lack of media literacy. When electorates trust the authenticity of politicians, parties, and institutions, political deepfakes can have a significant impact on their perception of candidates, institutions, and public events, especially when false information is shared aggressively on social media platforms before fact-checking can happen. However, many of these exposures can cause a wider liar's dividend, in which true content can be discounted as false (Momeni, 2025).

Public opinion is being synthesized to the extent that it is made up of false content, too. Generative systems can generate a great deal of convincing language, responses from the public, and a coordinated narrative that seems to be the only one that appears to be in agreement or disagreement. These practices can lead to a misrepresentation of the truth by masking who is really representing the citizens, automated accounts, or strategically created communication (Saura García, 2025). Also, campaign deepfakes can worsen affective polarization by instilling hatred toward rival groups and making emotionally charged accounts of political events more extreme. Their influence is tied to partisanship, initial beliefs, credibility of the source, and when they are first exposed. The task of strengthening platform accountability, haste in authentication, public media literacy, and transparency in the disclosure of synthetic political content are among the factors that constitute this resilience of democracy (Neyazi et al., 2025). This AI-generated political content could lead to more misinformation, manipulation, distrust, and affective polarisation in the public sphere, as indicated in Figure 4.

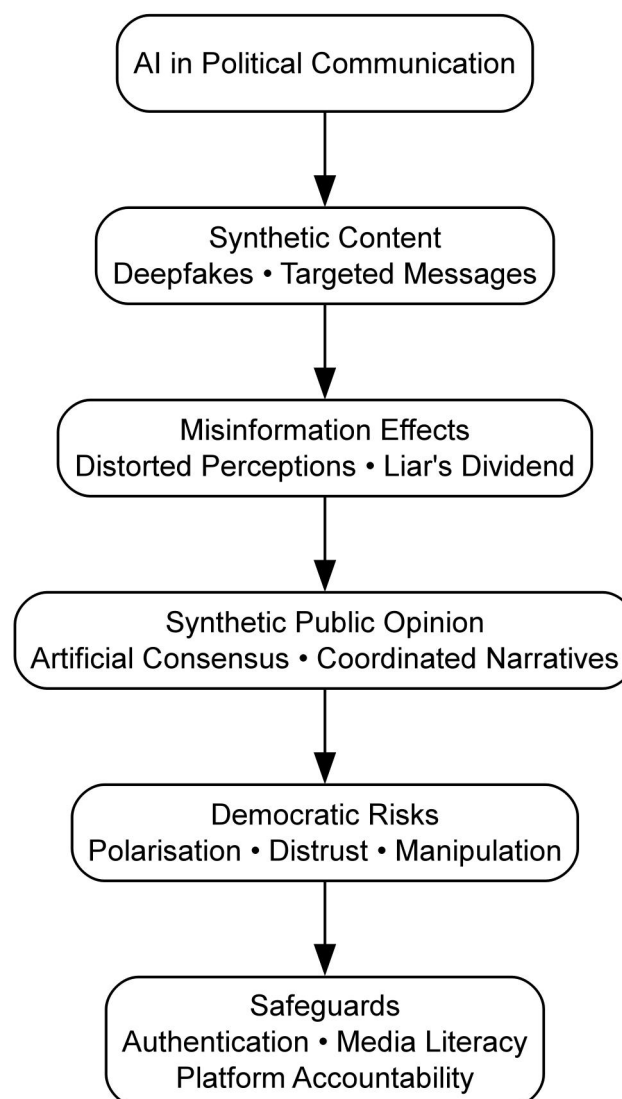


Figure 4. Artificial Intelligence, Political Communication, and Democratic Risks

9. AI, GOVERNANCE, AND PUBLIC POLICY

AI is increasingly gaining traction in public administration, a field where they play a crucial role in providing services, analyzing policies, optimizing resource use, and automating decision-making. AI can be utilized by governments to enhance efficiency, discover social needs, and manage vast amounts of administrative information. But these systems must be seen as fair, competent, transparent, and in the public interest if they are to receive public acceptance. Citizens' Volume-12 | Issue-2 | July 2026

trust decreases if they feel that automated systems are not adequately monitored or there are no opportunities for review or appeal (Robles & Mallinson, 2025).

There are also questions of the legitimacy of institutions when it comes to algorithmic governance. A citizen's perception of the automated decision may vary according to the level of sensitivity of a policy area, the level of human intervention involved, and the clarity of decision procedures. Opaque or autonomous systems are less likely to be seen as legitimate systems than systems that offer explanations that are comprehensible and allow for meaningful human oversight (Hillo et al., 2025).

Artificial Intelligence (AI)-enhanced citizen–government relations come with a range of opportunities and risks for democracy. Digital tools can help to enhance the availability of information, promote participation and deliver more responsive public services. However, they can also become more intense, marginalise groups who are "digitally marginalised" and centralise decision-making power into technical institutions or private technology providers (Duberry, 2022).

Therefore, it is important to have a behavioural public administration approach to investigate how citizens and officials react to algorithmic decisions when implemented. The study should evaluate perceptions of trust, compliance, fairness, error tolerance, and the challenge of automated decisions. To achieve good governance, there must be transparency in procurement, representation in data, independent oversight, accountability, and an ability to reconsider a consequential decision by a person. (Alon-Barkat & Busuioc, 2024). As one follows the political communication and governance trends displayed in Table 3, the conclusion is that AI can alter political communication and governance, but raises the risk of misinformation, polarisation, and legitimacy.

Table 3. Artificial Intelligence in Media, Political Communication, and Governance

Area	AI-related development	Possible benefit	Democratic or institutional risk	In-text citation
Political communication	AI-generated audiovisual content and deepfakes	Enables innovative communication and content production	Weakens trust in authentic evidence and complicates verification	(Battista, 2024)
Political misinformation	Synthetic content designed to influence public perceptions	Can improve communication reach when ethically used	Manipulates citizen attitudes and reinforces misleading narratives	(Momeni, 2025)
Public opinion	Automated generation of messages, reactions, and apparent consensus	Facilitates rapid engagement with public issues	Creates artificial impressions of public support or controversy	(Saura García, 2025)
Electoral campaigns	AI-generated campaign material and targeted political messaging	Supports tailored voter communication	Intensifies affective polarisation and hostility toward opposing groups	(Neyazi et al., 2025)
Public administration	AI-assisted service delivery, resource allocation, and policy analysis	Improves administrative efficiency and responsiveness	Public trust declines when systems lack transparency and appeal mechanisms	(Robles & Mallinson, 2025)
Automated decision-making	Algorithmic decisions in public-sector services	Supports consistency and faster administrative processing	Legitimacy may decline when human oversight is absent	(Hillo et al., 2025)
Citizen–government relations	AI-mediated participation and public communication	Expands access to information and public services	May intensify surveillance and exclude digitally marginalised citizens	(Duberry, 2022)
Behavioural public administration	Study of citizen and official responses to algorithmic systems	Improves understanding of trust, compliance, and fairness perceptions	Requires stronger evidence on real-world behavioural responses	(Alon-Barkat & Busuioc, 2024)

10. ETHICAL CHALLENGES, BIAS, AND SOCIAL INEQUALITY

AI can have a positive or negative impact on social inequalities, depending on its design, implementation, and governance. While AI can help increase access to education, healthcare, financial services, and public information, the effects of AI are not necessarily equal. Limited digital infrastructure, digital literacy, and the availability of good-quality

data and devices in communities may result in a lack of access to new opportunities, thereby adding to existing socioeconomic disparities (Farahani & Ghasemi, 2024).

Internet access is not the only aspect of digital inequality in the AI era. Access to and availability of the data, platform participation, technical expertise, and institutional representation influence the impact of automated systems on beneficiaries as well as the impact on people who are exposed to the risks. People with lower resources might not be able to comprehend and challenge or rectify algorithmic decisions that impact upon their employment, credit, education, or public services (Lutz 2019).

The algorithmic divide is also a control divide, as well as a divide in computational resources and a divide in decision-making power. Marginalised groups might be classified without their participation or consent by powerful institutions, whereas others can design and implement complex AI systems. While powerful institutions can design and implement complex AI systems, marginalised groups might be subject to automated classification without any participation or consent. When the outcomes of automated processes are unhelpful or misinformed, this imbalance can undermine equality, procedural justice and remedies (Yu, 2020).

There are historical inequalities in the data, institutions and priorities that create algorithmic bias, according to a sociological analysis. When structural issues are not addressed, AI systems can perpetuate discrimination on the basis of race, gender, class, disability or geography. These harms can be reduced by having representative data, independent audits, transparency, inclusive design and better laws and policies for the protection of affected communities (Zajko, 2022).

11. CULTURAL TRANSFORMATION AND GLOBAL PERSPECTIVES

AI is transforming cultural production by impacting the creation, dissemination, discovery, and appreciation of creative output. Algorithmic systems are now an increasingly frequent feature of the music, literature, film and visual arts recommendations made on digital platforms and are having an impact on cultural visibility and audience exposure. These systems can increase the availability of a wide range of content, but can also have a negative effect, as they may privilege commercially more successful languages, regions and genres and therefore make less visible the less successful cultural expressions (Kulesz, 2018).

Creative Data Justice has been spurred by concerns over cultural inequality. Often, AI systems are built using data that are reflective of dominant institutional and commercial interests, and Indigenous, local and historically marginalised knowledge is missing, misrepresented, or appropriated. Decolonial approach needs to pay more attention to the issues of consent, ownership, attribution and community authority over culturally significant data and creative material (Arora, 2025).

AI's influence on the art world doesn't stop there – it's also affecting authorship, labor, and cultural influence. Generative systems can also be tools for artists to collaborate, but they can also reproduce dominant aesthetics and can be used to extract creative value without compensation, and can serve to reinforce unequal control by companies that build technology. In turn, decolonial analysis challenges whose knowledge, ways of doing and art is not visible in AI systems and whose contributions are not acknowledged (Baradaran, 2024).

Furthermore, AI's impact on conventional notions of creation raises the question of what constitutes the production of art or culture, as it renders it difficult to distinguish between human intent, machine-made production, and ordinary cultural enactments. The creative value may increasingly be generated with the interaction of users, platforms, data and automated tools instead of by one person. To safeguard cultural diversity, acknowledge human contribution, and include cultural participation in AI-driven creative economies in an equitable manner, cultural policy should protect cultural diversity, acknowledge human contribution, and ensure cultural participation in AI-mediated creative economies in an equitable manner (Lee, 2022). Table 4 implies that AI can exacerbate social inequality and cultural exclusion in the absence of inclusive, transparent, and equitable governance.

Table 4. Ethical, Social, and Cultural Challenges of Artificial Intelligence

Dimension	Core issue	Social consequence	Recommended response	In-text citation
Social inequality	Unequal access to AI infrastructure, devices, and digital skills	Reinforces socioeconomic disadvantages and exclusion	Expand infrastructure, digital literacy, and affordable access	(Farahani & Ghasemi, 2024)
Digital inequality	Differences in data visibility, technical competence, and platform participation	Limits the ability of disadvantaged groups to benefit from or challenge AI	Strengthen digital inclusion and institutional representation	(Lutz, 2019)
Algorithmic divide	Unequal control over data, computational resources, and automated decisions	Concentrates power in technologically dominant institutions	Improve procedural fairness, transparency, and access to remedies	(Yu, 2020)
Algorithm	Historical inequalities	Reproduces bias	Use representative	(Zajko, 2022)

ic discrimination	embedded in datasets and institutions	related to race, gender, class, disability, or geography	data, independent auditing, and legal safeguards	
Cultural diversity	Algorithmic recommendation of music, literature, film, and visual art	May prioritise dominant languages, regions, and commercial genres	Protect diverse cultural expressions through inclusive platform policies	(Kulesz, 2018)
Creative data justice	Exclusion or appropriation of Indigenous and marginalised knowledge	Weakens consent, ownership, attribution, and cultural authority	Apply decolonial, community-led data governance	(Arora, 2025)
Artistic ecosystems	Use of generative AI in art production and distribution	Expands creative possibilities but may extract value without recognition	Protect authorship, attribution, and equitable compensation	(Baradaran, 2024)
Creativity	Blurring of human intention, machine generation, and platform participation	Redefines originality, authorship, and creative labour	Recognise human contribution and regulate AI-mediated creative economies	(Lee, 2022)

12. LIMITATIONS AND FUTURE DIRECTIONS

The review is restricted because AI technologies, policies, and usage are changing rapidly, which could lead to some of the results presented here becoming outdated. However, the literature included has differing disciplinary viewpoints, research methods, populations included, and conceptual definitions of the term, making it difficult to compare across studies. There are a considerable number of publications that are theoretical, cross-sectional, or use self-reported outcomes, and there are not many good long-term studies that document behavioral, psychological, cultural, and institutional impacts. Language and publication bias may also have limited the representation of the perspectives of non-Western and marginalised communities.

Longitudinal, comparative studies and mixed methods investigations on the long-term impact on cognition, social relations, the labour market, education, governance, and social inequality of sustained use of AI are recommended for future research. More attention is required for children, older people, low-resource communities, and vulnerable communities. Explaining, accounting for, being inclusive of, and being accompanied by human oversight in real-world deployments should also be assessed through research. To create human-centred, equitable, and transparent AI systems, collaborative interdisciplinary efforts and community engagement in research will be crucial.

13. CONCLUSION

There are three approaches in the field of artificial intelligence that are transforming human behaviour and social transformation in cognitive, psychological, educational, occupational, political, ethical, and cultural aspects. The increasing entrenchment in everyday life has the potential to bring significant benefits, such as personalised learning, better public services, greater productivity, access to more information, and new ways of being creative and socialising. These benefits come with issues of cognitive dependency, emotional dependency, surveillance, algorithms, misinformation, inequality of access and diminished human autonomy. Beyond the technological capacity to produce an AI are the institutional and cultural frameworks, the regulatory systems, and inclusion and exclusion patterns, which shape the social impact of AI. For human-centered development, it is therefore necessary to have transparency, accountability, meaningful oversight, data protection, and equity in the design and governance of the system. Specific focus on under-represented populations/communities who are more likely to be vulnerable. To assess long-term impacts and provide for responsible implementation, a multidisciplinary approach that involves the social sciences, humanities, technology and public policy is necessary. AI should be used to assist and augment human judgment, creativity and dignity, and social well-being, not to replace humans or exacerbate inequities.

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