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EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

USER PERSPECTIVES ON ChatGPT's IMPACT ON ONLINE SOCIAL INTERACTIONS

Dr. Prabha D, Head, Department of Management, KG College of Arts and Science, Coimbatore

Abstract

The increasing integration of AI technologies such as ChatGPT in online social interactions has brought about significant changes in how individuals communicate and share information. This exploratory study aims to examine user perspectives on ChatGPT, assess its influence on online interactions, and explore the ethical and societal implications of its widespread adoption. A sample of 150 participants from diverse backgrounds was surveyed to understand their experiences with ChatGPT, focusing on factors such as user satisfaction, trust, ethical concerns, and perceived usefulness. The study also delves into potential societal impacts, including accessibility, inclusivity, and the influence of AI-generated content on information dissemination. The findings provide key insights into the evolving role of AI in social interactions, highlighting the need for responsible AI development, ethical safeguards, and user-centered design to enhance the positive impact of AI technologies like ChatGPT in digital communities.

Keywords : Artificial Intelligence, Social Interaction, Critical Thinking

Introduction to the Study

The digital landscape has undergone a transformation with the increasing application of artificial intelligence (AI), particularly in online social interactions. One such AI system, ChatGPT, developed by OpenAI, allows users to engage in dynamic conversations with an AI agent, fostering communication and knowledge sharing across various platforms. As ChatGPT becomes more embedded in everyday digital experiences, it is critical to assess its influence on user behavior, interaction patterns, and societal dynamics.

This study aims to explore user perspectives on ChatGPT, focusing on factors such as trust, satisfaction, ethical concerns, and the societal implications of AI in online interactions. With AI becoming an integral part of social communication, understanding its impact is essential for shaping the responsible use of such technologies, addressing potential ethical challenges, and ensuring that AI systems align with societal values.

Objectives of the Study

1. To assess user perspectives on ChatGPT: Understand how users perceive the advantages, limitations, and ethical challenges of interacting with ChatGPT in online social settings.

2. To evaluate the ethical considerations associated with ChatGPT, including issues of privacy, bias, and data security.
3. To assess the impact of ChatGPT on communication dynamics: Explore how users' conversational patterns, engagement, and expectations are influenced by AI-driven communication.
4. To provide recommendations for the responsible use of AI in online social contexts, ensuring that technologies like ChatGPT contribute to positive societal outcomes.

Review of Literature

Bender, E.M. et al. (2021) explored the ethical concerns surrounding large-scale AI language models, particularly their potential to disseminate biased and harmful information. Shin, D. (2022) examined user trust in AI systems, concluding that trust in AI-driven systems like ChatGPT is crucial for effective human-machine interaction. Floridi, L. (2019) discussed the broader societal implications of AI, emphasizing the need for ethical frameworks to address potential misuse of AI technologies in communication. Vinuesa, R. et al. (2020) highlighted the role of AI in promoting accessibility, particularly for individuals with disabilities, and emphasized the potential of AI to foster inclusivity.

Zhou, L. et al. (2020) analyzed how AI influences online social interactions, finding that AI systems can alter communication norms and user expectations. Whittaker, M. et al. (2018) focused on algorithmic bias in AI systems, underscoring the ethical implications of biases embedded in large-scale language models. Pasquale, F. (2020) discussed AI transparency and accountability, advocating for clear disclosure of AI limitations and capabilities to ensure responsible use. Harari, Y.N. (2020) explored the potential impact of AI on employment and labor markets, raising concerns about the long-term implications of AI integration in social and professional contexts. Holmes, D. (2021) addressed the psychological impacts of interacting with AI, suggesting that AI systems could reshape users' emotional and cognitive processes in online interactions. Sundar, S.S. (2021) studied the humanization of AI in social interactions, analyzing how users perceive AI as social actors and the ethical challenges this poses.

Research Methodology

This study employed a quantitative approach, using a structured questionnaire method to collect data from 150 participants. The sample was drawn from a diverse population of internet users who had previously interacted with ChatGPT or similar AI systems. Participants were surveyed on various factors such as user trust, satisfaction, perceived usefulness, and ethical concerns related to AI-driven online interactions.

Analysis and Interpretation

Data were analyzed using descriptive statistics and correlation analysis.

User Perceptions and Satisfaction

The majority of participants (68%) reported a high level of satisfaction when interacting with ChatGPT, noting its wide knowledge base and instant availability as significant advantages. However, 20% expressed concerns regarding the accuracy of responses, particularly when dealing with complex or nuanced topics.

Trust and Ethical Concerns

Trust in ChatGPT was moderately high, with 65% of respondents indicating that they trusted the system for general information retrieval. However, 40% of participants raised concerns about the potential misuse of personal data, indicating a need for improved transparency regarding data privacy and security protocols.

Impact on Communication Dynamics

Many participants (75%) observed that their conversational patterns with AI differed from those with human interlocutors. Respondents mentioned that ChatGPT's non-judgmental environment made it easier to discuss sensitive topics, but the lack of emotional intelligence often resulted in emotionally unsatisfactory exchanges.

Bias and Inclusivity

Analysis revealed that 30% of participants encountered biased or inappropriate responses, reflecting the need for ongoing improvements in training data to mitigate biases. On the positive side, 40% of respondents with disabilities or language barriers found ChatGPT to be a helpful tool for participating in online conversations, highlighting its potential for promoting inclusivity.

Information Dissemination and Misinformation

Participants were divided on ChatGPT's reliability as a source of information. While 60% appreciated its ability to quickly generate relevant responses, 35% expressed concerns about the risk of misinformation, especially in critical fields like healthcare or legal matters.

Suggestions

Introducing emotional context detection could help AI better respond to sensitive topics, offering more appropriate and human-like interactions. Findings show that users sometimes receive inaccurate or outdated information. Implementing real-time data integration and automated fact-checking tools can significantly improve the accuracy and reliability of responses. The study revealed a tendency for users to over-rely on ChatGPT. Platforms should provide prompts or nudges that encourage users to cross-check information and think critically before accepting ChatGPT's responses. Users indicated a preference for more tailored responses.

Offering customizable interaction modes that adjust to different conversational contexts would increase relevance and satisfaction. Encouraging users to leverage ChatGPT for language practice and improvement, especially in non-judgmental environments, can enhance its positive impact on education. Users should be made aware of the risks of using ChatGPT for generating content that could lead to unintentional plagiarism. Clear guidelines should be provided to encourage originality in their interactions.

Conclusion

The study reveals that ChatGPT significantly influences online social interactions by offering accessibility, scalability, and non-judgmental communication. However, challenges such as bias, the potential for misinformation, and ethical concerns regarding data privacy require careful attention. While users generally express satisfaction with ChatGPT's functionality, there is a clear need for improved safeguards, transparent practices, and ethical guidelines to ensure its responsible deployment. Ultimately, AI technologies like ChatGPT can positively contribute to societal communication dynamics, but their development must prioritize fairness, transparency, and inclusivity to maximize benefits while minimizing risks. Future research should continue to focus on mitigating the ethical concerns raised and fostering a more trustworthy and equitable AI ecosystem.

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