



THE LOOMING SHADOW OF RUTHLESSNESS AND ARTIFICIAL INTELLIGENCE'S POTENTIAL TO CAUSE INEQUALITY AND DETERIORATE HUMAN CONNECTION: A CRITICAL ANALYSIS WITH MIXED METHOD APPROACH

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Abstract

Artificial intelligence (AI) offers an unbelievable future, but there is a darkness hiding underneath its bright potential indicating the prospect of producing a ruthless society. AI's inherent biases, algorithmic opacity, and the potential for warfare raise legitimate concerns about the influence on our values and social fabric. This study argues that AI, in its current form, poses an imminent risk of aggravating existing inequality in society and producing a ruthless atmosphere. The research investigates how AI algorithms, which frequently mirror social prejudices, might perpetuate and increase discrimination in domains. This investigation illustrates the potential for AI to isolate people and reduce empathy, contributing to a societal atmosphere marked by intolerance and disrespect for different points of view. The research explores the ground reality of the fundamentals of Neil Postman in the theory of Media Ecology by adopting a mixed-method approach. Methodology includes surveys, interviews, and discourse



analysis. Probing the research questions the study will find out the causal relationship between the increasing role of artificial intelligence and changes in social harmony and the adverse effects of AI on an individual's skill set. The study also analyze the impact of AI on 5th Gen Warfare. The article suggests policymakers, tech corporations, and academics join to develop an AI-driven future that values fairness, empathy, and vibrant human connection over the attraction of ruthless efficiency.

Keywords: Artificial intelligence, Ruthless society, dehumanization

Introduction

Automation and the Eerie Presence of a Discriminatory Society is leading the world somewhere. May be towards a ruthless future. The unrelenting advancement of technology has presented us with a compelling paradox: Though once heralded as a sign of great advancement, artificial intelligence today raises the unnerving prospect of a ruthless future. Is this just alarmist fiction, or is there a real issue under all the shiny promises of optimization and efficiency? This alarming perspective is supported by a number of solid arguments. To begin with, AI systems, particularly those based on algorithmic decision-making, have the potential to perpetuate and magnify existing societal imbalances. (O'Neil, 2017)

Algorithms applied in criminal justice for bail determinations or rehabilitation anticipates frequently demonstrate racial bias, resulting in unfair consequences for those with vulnerabilities (Selbst & Edmond, 2016). AI has unquestionable advantages. Automation has the potential to reduce tedious work, improve decision-making with massive amounts of data, and even push the frontiers of scientific discovery. Shadows glimmer underneath this gleaming surface. Algorithmic biases embedded into AI systems, from racial profiling to economic disenfranchisement, might maintain or even exacerbate existing disparities. (Servon, 2017). Automated trading in the financial sector has been demonstrated to exploit market inefficiencies and prioritize profits over justice, expanding the economic divide even more.

Picture a world in which AI directs resource allocation, using cold, utilitarian principles to achieve maximum efficiency. Individuals deemed "unproductive" may have their needs ignored in such a scenario, resulting in a tiered society in which the affluent flourish while the marginalized fight for existence.

Furthermore, the growing involvement of artificial intelligence (AI) in surveillance and data gathering raises worries about the deterioration of human privacy and autonomy (Zuboff, 2019). As facial recognition cameras spread and our online actions are methodically watched, AI algorithms may build complete profiles of our lives, frequently without our knowledge or agreement. Constant surveillance exacerbates emotions of vulnerability and diminishes our sense of independence, transforming citizens into data points in a broad system. Dissent and individual



expression are readily crushed in such an atmosphere, perhaps paving the path for a society devoid of human liberty and governed by technology control.

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Moreover, the increasing dependence on AI for crucial activities may result in dehumanization and a disdain for human value (Susskind, 2020). Individuals risk losing their feeling of purpose and contribution to society as AI automates employment and decision-making processes. This, along with AI's propensity to emphasize efficiency over human concerns, has the potential to establish a culture of cold utilitarianism in which individual lives are valued solely for their economic or instrumental potential. A dehumanized society, devoid of empathy and moral responsibility, endangers the fundamental fabric of our social relationships and common humanity. Automation poses the gloomy prospect of mass unemployment. What happens to the millions of people whose employment have been rendered obsolete by algorithms? Do we accept universal basic income, creating a dependent underclass, or do we see an increase in social unrest as discontent mounts? The control of AI raises a serious concern. It has the potential to become an instrument of rule in the wrong hands, manipulating information, silencing opposition, and even weaponizing autonomous systems. The prospect of AI-driven monitoring in which every step is watched and analyzed, throws a terrifying shadow over our most treasured ideals of privacy and individual freedom.

Literature Review

Even though artificial intelligence (AI) has a lot of promise for advancement, there are still fears about some of its possible drawbacks, such as the ability to exacerbate already-existing social injustices and create a society that is harsher and ruthless. Numerous scholarly articles explore this intricate subject, providing insightful analyses and diverse viewpoints:

Green (2023) investigates the moral ramifications of combining AI technology with human minds. He contends that these improvements could exacerbate preconceived notions and biases held by people, dehumanizing those who are seen inferior. He stresses that before entering this area, one must carefully assess the ethical bounds and the possibility of unforeseen repercussions.

O'Neil (2017) raises worries about the lack of transparency and accountability in algorithmic decision-making, which has the potential to erode democratic norms and individual rights. This



book contends that algorithms integrated in numerous facets of our life, such as criminal justice and loan approvals, frequently reinforce and magnify existing prejudices, resulting in discriminatory outcomes and perpetuating socioeconomic disparities.

Danaher (2019) addresses the ethical issues raised by AI, emphasizing on topics like as prejudice, accountability, and privacy. He contends that we must create a strong ethical framework for creating and deploying AI systems to ensure that they are utilized for good rather than harm. Addressing possible biases in training data, creating clear lines of accountability for AI-driven choices, and preserving individual privacy in the face of ever-more powerful AI capabilities are all part of this.

According to Zuboff (2019), technological giants have turned from offering services to collecting data and excess from people. In her book Zuboff claims that Surveillance capitalism destroys privacy, manipulates behavior, and diminishes human autonomy. As artificial intelligence grows more interwoven into our lives, Zuboff warns of the possibility of ever more ubiquitous monitoring and control, resulting in a society in which individuals are continually observed and urged towards preset results.

Isaac (2020) looks at the ways that technology and artificial intelligence are causing social inequity. According to him, these technologies frequently make preexisting prejudices and power dynamics worse by giving advantage to affluent and powerful people and further marginalizing underprivileged populations. A society where people are only assessed on the basis of their financial contributions or data profiles may result from this, dehumanizing society.

The idea that AI can mimic human judgment and decision-making in challenging circumstances is contested by Stone (2020). He contends that in order for AI systems to make morally sound judgments, they frequently lack the background knowledge, subtlety, and comprehension of human values. He issues a warning against delegating all important duties to artificial intelligence (AI) as doing so might have dehumanizing effects and contempt for human dignity.

According to Susskind (2020), AI systems that prioritize efficiency and optimization, in particular, may unintentionally degrade people by treating them like interchangeable parts and turning them into data points. This may weaken personal agency, empathy, and compassion, which might threaten democratic principles and societal cohesiveness.

Methodology

This article will analyze the potential negative impacts of AI on society through the lens of Neil Postman's Media Ecology Theory. Postman argued that technologies are not neutral, they shape our environment, information landscape, and ultimately, our understanding of the world.

This article will combine qualitative and quantitative data to provide a comprehensive picture of



the potential risks posed by AI. The collected data was analyzed using thematic analysis for qualitative data of interviews with the experts and professionals in the fields of information technology, sales, and media. The statistical analysis is done for quantitative data. The findings were interpreted within the framework of Media Ecology Theory to build a comprehensive argument about the potential for AI to exacerbate existing societal problems and create new ones. Among the people who participated in the survey, the majority of individuals fall within the 18-24 age group, followed by the 25-34 age group. There's a significant presence of individuals in the 35-44 age group, and some representation in the 45-54 age group.

Bachelor's degree is the most common qualification across all age groups followed by the Master's degree, M.Phil., and PhD degree.

Theoretical Framework

According to Neil Postman's Media Ecology Theory (1993), technology is more than simply a set of gadgets; it's a force that shapes our surroundings, information, and, eventually, our perception of the world. Every media, from print to television, influences our communication and way of thinking by serving as a metaphor. The introduction of new technology upsets the "media ecosystem," which may lead to societal unrest and alter how we see the world. Postman emphasizes the need of critical education in assisting us in recognizing media biases, exercising independent judgment, and avoiding technological manipulation. His philosophy advises us to navigate technology's possible negative aspects while using it responsibly.

Objectives

- To investigate the causal relationships between the increasing role of artificial intelligence and changes in social harmony, taking into account confounding factors like economic and political changes.
- To explore the adverse effects of AI on an individual's skillset
- To analyze the Impact of Artificial Intelligence on 5th Gen Warfare, Social Unrest, and Digital Deception

Hypotheses

- The rising role of Artificial Intelligence in our society has negatively impacted the social harmony
- The effects of AI has negatively influenced an individual's skillset, banking sector and Film Fiction
- Artificial Intelligence has given rise to 5th Generation Warfare, Social Unrest, and Digital Deception

Findings and Discussion

A variety of responses came up when the topic of AI's impact on human interaction was raised.



The majority (32%) see a moderate impact, recognizing the existence of AI but not its domination. Some (16%), perhaps as a result of ignorance or skepticism, think AI has no place at all. Remarkably, a sizable minority (27%) believe AI has a substantial impact, possibly due to worries about manipulation or regular internet exposure. It's interesting to note that 21% of people are still unsure and find it difficult to estimate the full impact of AI. Lastly, a smaller percentage (19%) believes AI has a very big impact, indicating their concerns about AI influencing how people communicate with one another. All in all, these varied viewpoints highlight the intricate and dynamic connection between AI and human interaction.

The opinions on the effects of AI in social media and websites on societal harmony are quite diverse, with no clear consensus. The majority of responses fall into the "neutral" or "somewhat" positive/negative categories, indicating that people see both potential benefits and drawbacks.

While some participants highlight the positive aspects of AI in social media, such as personalized content and efficient information processing, others raise concerns about its potential downsides like echo chambers, misinformation, and polarization. Overall, the data suggests a need for careful consideration and ongoing dialogue to ensure AI applications in social media and websites contribute to a more harmonious society rather than exacerbating existing divisions.

Opinions on AI's social impact are divided. More than half (57%) believe that its potential advantages—such as improvements in healthcare or environmental solutions—outweigh any drawbacks. They probably accept AI's ability to address significant issues. The remaining 43%, however, are concerned about drawbacks like losing their job, moral dilemmas, or abuse. This emphasizes the ongoing discussion about the implications of AI. To ensure AI serves humanity as best it can, responsible development that prioritizes safety, fairness, and transparency is essential to maximizing its benefits and minimizing its risks.

While the potential societal benefits of AI in areas like healthcare and environmental solutions are acknowledged, the overwhelming majority believe these advantages are not sufficient to balance out the perceived disadvantages. This strong stance suggests deep concern about the negative implications of AI, regardless of its potential for positive contributions, with respondents reiterating their disapproval without exception. It highlights a widespread anxiety about the trade-offs associated with AI development and the need for careful consideration of potential risks alongside potential benefits.

There is still much divided response among the public regarding artificial intelligence's impartiality and fairness. While a small percentage of respondents (17%) said they had total faith in AI's ability to make decisions, a significant minority (16%) said they had no faith at all. With responses like "neutral" (38%) and "to a little extent" (31%) indicating varying degrees of skepticism, the majority, however, fell somewhere in the middle. This range of viewpoints emphasizes how urgently ethical frameworks must be developed and discussed in order to



guarantee that AI functions transparently and responsibly and gains the confidence needed to become a meaningful part of our lives.

In the interview Syed Abdur Rehman, IT consultant at Plano Texas, USA argues that even though AI has enormous potential in many fields, its strength raises moral and legal questions. We must use caution when using AI because of the possibility of unintentional casualties in automated warfare and biased algorithms that amplify discrimination. Its use and design must incorporate ethics in order to promote equity and trust. The most important precautions are diverse teams, openness, and regular audits. Even though there are laws and rules in place, more work is required to guarantee that AI helps everyone, not just a small group of people. Recall that we are responsible for the AI future we create.

Opinions on the growing use of AI in our lives like healthcare, law enforcement, and finance are split. There's a large group who feel comfortable with it, represented by the 32 "Comfortable" responses. They likely see the potential benefits of AI automation and efficiency. Then there's a neutral group (27 "Neutral" responses) who are cautiously observing the developments, waiting to see the full picture before forming an opinion. Finally, a smaller group expressed discomfort (19 "Uncomfortable" responses), potentially due to concerns about privacy, bias, or potential job displacement caused by AI. Overall, the public opinion on AI remains divided, reflecting the complex considerations surrounding this rapidly evolving technology.

The Arshad Naeem, CEO at Mechanical, Electrical and Plumbing (MEP), Kuwait, argues that, like earlier inventions that are neither fundamentally good nor bad, artificial intelligence (AI) is now an undeniable, powerful force in our world. It is our duty as human beings to use it responsibly. History demonstrates our contradictory nature, which can be used for both terrible and beneficial purposes. Though a small percentage of the world's 8.5 billion people are naturally evil, the great majority are good people. The future of AI depends on our collective decision as self-described "civilized" beings: will we harness this potent instrument for advancement or yield to its potential for harm? It serves as a wake-up call for responsible AI development and a reminder that we are ultimately in control of the technology, not it.

Four key areas emerge as shining examples of AI's potential as support for the technology grows. AI first sparks a creative revolution, making art creation more accessible and adding music, narratives, and images to our expressive tapestry. Next, it protects us by foreseeing calamities, stopping crime before it starts, and increasing the safety of self-driving cars. AI dismantles barriers to information by creating easily accessible search engines that fill in knowledge gaps and provide everyone with a fair understanding.

Though producer Shamoan Abbasi expresses cautious optimism, technological advancements in AI offer exciting possibilities. They accept AI's ability to deter cyber-attacks, expedite production, and even advance justice. However, human oversight and responsible use are essential due to



concerns about autonomous weapons, the dissemination of false information, and the absence of AI's natural human traits like empathy and experience. In the end, the Producer stresses that, much like any potent instrument, artificial intelligence (AI) must be kept under human supervision and used responsibly to actually advance society.

Eventually, it breaks down barriers based on culture, enabling smooth communication between speakers of different languages and creating unprecedented worldwide connections. Even though there are still reports about AI's potential to improve healthcare and education, these four loud calls demonstrate the transformative power of the technology. They also serve as a reminder that ethical issues must co-pilot this journey in order to guarantee that AI's benefits actually benefit humanity. Thus, let us welcome the possibilities AI offers and let the boom rise, with responsibility.

Satwat Jabeen Aftab, Sales Head –UAE at Dr Batras Healthcare International talks about possible issues and fixes related to artificial intelligence (AI). It acknowledges concerns regarding the potential bias, limited thinking capacity, and ethical misalignment of AI with society norms. It also emphasizes the advantages of AI, such as improved efficiency and awareness. Strict AI media regulations, feeding objective data, and integrating human values into AI design are some of the solutions that are put forth. Ultimately, the world views AI as a potential instrument with possible benefits and drawbacks that must be carefully developed and governed to guarantee a positive impact on society.

The reasons given by the respondents indicate why they believe AI could be detrimental to society lead to wealthy individuals and large corporations that benefit from the rewards of AI while everyone else is left behind. The rich may get even wealthier and the poor get even poorer as a result. AI has the potential to minimize a lot of jobs, particularly for those with less education or experience. Poverty and high unemployment rates could result from this. AI has the potential to be used to develop new weaponry and exert dangerous personal control over people. This might increase the level of danger in the world.

More than 90% of respondents disagreed that AI wouldn't inevitably lead to a more brutal society. Less than 10% of respondents indicated that they were concerned that AI might be used to injure people or exacerbate already-existing issues.

The respondents are concerned that AI is leading to preexisting biases when artificial intelligence is developed or applied improperly, it may trigger prejudice and other issues. Some fear that if AI gets too strong, it may be able to make decisions on its own that might be unfavorable to us. The majority 77% strongly agree or agree that biased data can lead to harmful outcomes in AI algorithms. This suggests widespread recognition of the potential dangers of bias in AI. A small group of 15% disagrees or strongly disagrees, likely due to concerns about the risks or a belief that AI can overcome bias with proper training. Some respondents 8% remain neutral, possibly indicating uncertainty or seeking more information before forming an opinion.



The majority of people think psychological warfare and propaganda will be prevailing in fifth-generation warfare, despite the fact that many agree that cyber-attacks, disinformation, and hate speech will likely be tools. Some believe that these strategies will be combined, forming an effective and diverse arsenal for fueling unrest and influencing public opinion. Others concentrate particularly on defamatory statements and hate speech as important tools for undermining confidence and challenging societies. Everyone agrees that the fifth generation war will mostly take place in the information sphere, and artificial intelligence (AI) could be vital for expanding its impacts.

The findings highlight how crucial it is to use AI in an ethical and responsible manner. It proposes a multifaceted strategy that includes accountability, openness, transparency, clear regulations, and impartial monitoring. AI development and application should be governed by clear laws and regulations, and users and developers should be held responsible for their actions. A diverse and inclusive workplace can be created through cooperation and openness, and impartial watchdogs should maintain established norms.

The answers point to a varied set of skills needed to thrive in a world where artificial intelligence is taking over. Technical proficiency is unquestionably important, but it won't be sufficient on its own. The respondents highlight the importance of using both critical thinking and problem-solving skills to effectively navigate the intricacies of human-AI interaction. Another essential skill that helps people adapt to changing circumstances and make a distinctive contribution in a tech-driven society is creativity. Lastly, it is emphasized that flexibility is necessary to accept ongoing change and pick up new abilities quickly.

The answers to the question concerning AI in your industry give the impression of cautious concern. A significant number (more than 30%) acknowledged feeling extremely concerned, despite the fact that a large majority (nearly 60%) only showed mild concern about their jobs becoming automated. Merely 10% of the participants expressed mild concern or no concern at all. This shows that while a lot of people in your field are aware that AI could change their line of work, there are wide differences in how afraid they are. Some people seem more optimistic about adjusting to the new technological landscapes, while others feel the threat more keenly. This range of viewpoints emphasizes the necessity of rigorous conversations and proactive planning to get ready for any future changes in your industry.

Commenting on the incumbent Dr. Raees ahmed, Director operations at Smart Bioflock technologies USA opined about the effects of artificial intelligence, AI's potential to revolutionize military effectiveness raises ethical, safety, and regulatory concerns. Ignorance in technology creation could lead to disastrous consequences. A thorough review of legal, ethical, and crucial consequences is necessary for responsible and accountable AI use in conflicts.

Software Engineer Mr. Ali Nazir and CEO Prohost contemplates that even though AI-powered



weapons and decision-making algorithms promise increased defense efficiency and accuracy, there are significant ethical questions raised by these technologies. Despite the fact that they are excellent at targeting and data analysis, their potential for unexpected consequences makes us carefully consider the ethical and practical ramifications of entrusting machines with the conduct of war.

Conclusion and Recommendations

The relationship humans have with artificial intelligence (AI) is still complicated and multifaceted in the face of a rapidly changing landscape of information and technology. A range of viewpoints regarding its effects have been uncovered by the research, stating both the potential advantages and the issues it presents. While some believe AI will revolutionize the future, others worry that it could worsen inequality, weaken human connections, and turn once harmonious society into a ruthless society.

The most significant observation is that going through this unfamiliar landscape requires for an impartial approach. In order to solve important issues in healthcare, environmental challenges' prediction, and other areas, we must embrace AI's potential. Nonetheless, a resolute dedication to moral principles, conscientious development, and lawful strict regulations must guide this advancement. It will be imperative to maintain open communication, accountability, and transparency to make sure AI works for humanity's benefit.

The most significant observation is that this unfamiliar landscape requires for a well-planned and impartial approach. In order to solve important issues in healthcare, environmental protection, and other areas, we must embrace AI's potential. Nonetheless, a resolute dedication to moral principles, conscientious development, and strict regulations must guide this advancement. It will be essential to maintain open communication, accountability, and transparency to make sure AI works for humanity's benefit.

After all, AI's future is based on the decisions we make in the present. By giving ethical values top priority, encouraging honest dialogue, and actively influencing the advancement of this potent technology, we can make sure that artificial intelligence (AI) turns out to be a positive force that will enable us to create a more just, sustainable, and peaceful future for everybody.

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