Chapter 6
Beyond the Hype:
Unveiling the Harms Caused by AI in Society

Jaskiran Kaur
https://orcid.org/0000-0002-4452-1807
Lovely Professional University, India

Pretty Bhalla
Lovely Professional University, India

Sanjeet Singh
Chandigarh University, India

Amit Dutt
Lovely Professional University, India

Geetika Madaan
https://orcid.org/0000-0001-8141-9935
Chandigarh University, India

ABSTRACT

Artificial intelligence (AI) is a highly disruptive innovation in the 21st century that has gotten a lot of attention from professionals and academicians. AI offers numerous, and previously unheard-of, prospects for significant enhancements and fundamental changes in a variety of industries. Amazing things like driverless vehicles, face recognition payment, guide robots, etc. are now possible because of disruptive technology. More specifically, AI energizes digital business, supports the creation of smart services, and encourages digital transformation. The favourable features of AI, however, are given a lot of attention, whereas the negative aspects of AI, particularly among academia, are little discussed. Given the significance and universality of AI, greater research is warranted to examine the considerable negative effects that AI has on people, organizations, and society. Given the paucity of study on AI's negative aspects, this chapter's goal is to shed light on the possible harm AI could do to society.

DOI: 10.4018/979-8-3693-0724-3.ch006

"Despite the fact that information technology has many advantages for businesses, many researchers have cautioned against its negative aspects. This is also true with AI technologies. It is acknowledged that AI has the potential to create risks for individuals, organizations, and society. Stephen Hawking, a renowned physicist, issued this scary caution: "Success in creating effective AI could be the biggest event in the history of our civilisation. Or the worst. So we cannot know if we will be infinitely helped by AI or ignored by it and side-lined, or conceivably destroyed by it." AI significantly impacts the loss of human decision-making and makes humans lazy. It also impacts security and privacy. 68.9% of laziness in humans, 68.6% in personal privacy and security issues, and 27.7% in the loss of decision-making are due to the impact of artificial intelligence as concluded by a study done in recent times. As AI replaces the need for people to meet face to face for idea exchange, human closeness will gradually diminish. As personal gatherings are no longer required for communication, AI will stand in the gap."

The favourable features of AI, however, are given a lot of attention, whereas the negative aspects of AI, particularly among academia, are little discussed. Given the significance and universality of AI, greater research is warranted to examine the considerable negative effects that AI has on people, organizations, and society. Given the paucity of study on AI's negative aspects, this chapter's goal is to shed light on the possible harm AI could do to society. The methodology for the same would be literature review, case studies, conversations with individuals representing diverse industries through interviews.

1. INTRODUCTION

The decision to travel to a new location doesn't take much contemplation anymore. We no longer need to rely on perplexing address directions; instead, we can just open the map application on our phone and enter our destination.

How does the app discover the best route, the correct directions, and even the existence of obstacles and traffic jams? A few years ago, the only navigation method available was GPS (satellite-based navigation). However, consumers can now have a much better experience in their particular circumstances thanks to artificial intelligence (AI).

"You've probably dealt with one of the most prevalent types of artificial intelligence if you've ever asked Siri to help you find your AirPods or instructed Amazon Alexa to turn out the lights."