

## Performance Ethics, Cultural Differences and Understanding Subjectivity of Emotions in Artificial Intelligence: A Systematic Review

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### Abstract

With a global increase in usage of artificial intelligence (AI) across all ages, with the help of literature reviews, the present study tries to understand the extent to which AI is capable to be ethical, understand cultural differences as well as subjective nature of emotions among individuals. The present study proposed certain research questions and tried to find out the extent to which the implications of AI is beneficial to individuals of all ages, be it school-going children, employees and technologists. *The findings of the present study revealed certain contradictory results.* It was found that, irrespective of regular formulation of ethical guidelines, it is an everyday challenge to prevent data hacks and cyber crimes. Further, the applications like learning languages are not culture- friendly and it is still difficult for AI to replicate emotions completely due to the subjectivity. The results of the present study reflects benefits of AI towards contribution of development of children since childhood to old age, but it also highlights the threats that are being posed by the AI applications. It also implies that the IT industry should develop AI applications in consonant with the cultural context. It also concludes that though humans' emotions are being influenced by the applications, attempts should be made that AI has a positive impact on human emotions.

**Key Words:** Artificial Intelligence, Ethical guidelines, Cultural context, Emotional issues, Human behaviour

The history of Artificial Intelligence (AI) can be traced long back (e.g. Newell et al, 1958 & 1962) when best alternatives were being tried out for logical problem solving, decision making and creativity. Since then there has been a rapid transformation in the usage of AI and now it has become an integral part of our work and life. The machine intelligence has been advancing in order to suit the demands of its client and consumers. The intelligence of the machine is now capable to sense, understand and evaluate emotions with the help of tracking facial expressions and verbal tone of individuals. The emotion AI or the term affective computing was coined by Picard, who described that the machine intelligence is capable to respond to an individual's psycho physical state (2000). Since then AI is a human designed intelligence which is demonstrated through the modes of machines as well as computers, and has been trying to help humankind in solving problems and facilitate working processes. Ever since, the AI has improvised and is continuously getting more sophisticated as well as complicated. AI has potentials to bring about digital behavior change interventions among adolescents (Giovannelli et al., 2023). AI devices are now capable to even sense emotions and are widely being used in autonomous cars, smart toys, smart board, home assistants, online shopping, drive- through menus, robots as well as in security systems of public and private sector organizations. They have made our life more flexible, easier and smoother. The bio sensors keep us updated with our heart beat, blood pressure, sugar level, voice tone, galvanic skin response and so on, which helps us to manage our biological system more effectively. Vis-à-vis, they generate a big data (which may be misused by the companies) with reference to an individual's personalized biological changes at various situational and temporal contexts in a natural

environment. Such data is being provided by us as individuals, in a natural field experiment even without any informed consent. In such a case, this is questionable from legal and ethical aspects. "One must recognize and understand the potential ethical and moral issues that may be caused by AI and need to formulate necessary ethical principles, rules, guidelines, policies and regulations for AI" (Siau, et al, 2020). In a similar direction, NITI Aayog (2018) in India has developed certain strategies toward AI which provides a comprehensive approach for intervention, data storage and privacy to be treated as national priority.

*With the help of systematic literature review, the present study attempts to understand the impact of ethical guidelines upon the implications of AI.*

AI has been designed in such a way that it is capable to imitate humans and their behavior. It understands the emotions and tones of humans like other individuals do. The question that still needs to be answered is, humans behave according to their cultural context in which they are born, then, "Is the AI capable to replicate human behavior, keeping in view of their cultural differences?". *The present review further tries to analyze the current capacity of AI programming in understanding the cultural contexts while interacting with humans.* Researchers have also shown that there are discrepancies and issues when the technologies interact with globally diverse societies and cultures, having different values and interpretive practices (Prabhakaran, et.al., 2022). Such findings necessitate a deep investigation of literature to understand the cultural impact on the AI. As mentioned earlier, AI tracks the voice, tone and expressions of emotions shown by individuals. The process of emotion involves both cognitive and physiological condition that leads to reactions or outputs. The physiological conditions involve

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subjective experience, behaviors and physiological responses, while the cognitive condition includes all the cognitive processes that takes place while showing emotions. “Emotion recognition is crucial in the application areas such as marketing, human–robot interaction, healthcare, mental health monitoring, and security” (Kamble et.al., 2023). In such a situation, it is also indispensable to understand the relevance of emotion recognition in the field of AI. *This review also tries to understand the emotional aspects related to the interaction between human and artificial intelligence.*

Since the usage of artificial intelligence is having an influence on the human behavior as well as cognitive processes of individuals, the present study tries to draw the attention of policy makers, government and technologists towards the anomalies of implications of AI with reference to ethics related to their performance, cultural contexts and subjective nature of human emotions. With the help of systematic literature reviews, it also tries to reflect upon the extent to which AI is influencing individuals across ages.

#### **Research Method**

With the use of systematic literature reviews and secondary data from relevant journals, studies and official websites, the present study attempts to understand the impact of AI on certain variables like human emotions, cultural contexts and the extent to which AI is being used ethically.

#### **Research Questions**

With an aim to analyze and understand the current perspective of AI, this review frames certain research questions, as follows:

1. Are the current ethical guidelines enough to deal with the potential ethical and moral issues related to AI?
2. Is the AI capable to replicate human behavior on the basis of their cultural differences?
3. Is AI capable to discriminate the subjective experience of individuals while understanding their emotions?

#### **Research Objectives**

Though the current study is based on the findings of the previous and recent researches being done in the field of AI, it tries to understand the efficacy and potential issues of AI in dealing with and influencing human behavior with the help of following objectives:

1. The present study aims to understand the level of effectiveness of the current ethical principles to deal with the AI related potential ethical and moral issues that may have an impact on individuals across all ages.
2. It further aims, to analyze the capacity of AI to respond to humans on the basis of their cultural differences.
3. Finally, it tries to examine the efficacy of the AI to discriminate the subjective experience of individuals

while understanding their emotions and the extent to which it is capable to influence human emotions.

There has been a continuous customization of the AI to meet the competitive edge towards satisfying client’s need by the companies. The recently added technique to the digital services and information is the Chatbot. Online platform are using this robotic intelligence to provide information related to health, customer service, education and other activities. Many such emerging techniques are also posing challenges towards the AI related ethics and privacy (Folstad et. al, 2021). Keeping in view of the above proposed objectives and the emerging trends, it is necessary to review the existing ethics and ethical concerns related to AI.

#### **AI and Ethics**

The International Risk Governance Center (2018) has mentioned AI’s analytical prowess, i.e. the ability to analyze quantities and sources of data that humans simply cannot process. AI can link data, find patterns and yield outcomes across domains and geographic boundaries. AI can be more consistent than humans, quickly adapt to changing inputs and free humans from tedious or repetitive tasks (Stahl, 2021). No doubt there are several benefits of AI for the human world but the question of concern is that what are those benefits that can be counted ethically as beneficial? Though the procedures and outcomes of the artificial intelligence can be counted as beneficially good, yet the major concerns like privacy, trust, physical integrity, security, data protection, safety (especially in automated cars) and human decision making approaches are the matter of apprehension while we are actively taking the help of AI. AI is capable of interfering the autonomy of individuals (Floridi et al., 2018) like it has an impact on human decision making, particularly when it intentionally forces individuals to make choices (Thaler & Sunstein, 2008).

In one of the study conducted on smart phones, it was revealed that such phones (having an embedded AI), if are being used to an extreme (by the problematic smart phone users) may lead to symptoms of generalized anxiety disorders and fear of missing out symptoms (Williams et al., 2023) which will ultimately keep the individual’s health at risk and is a key challenge for the health related ethics and policies. Infact, dependency on AI also restricts the human decision making process as well as cognitive processes e.g. it has been found that mere existence of smart phone with an individual, influence their attention and performance by effecting their cognitive mechanism of reduced work memory capacity (Schwaiger & Tahir, 2022; Cain et al., 2016; Lee et al., 2017). Okun and Nimrod in 2020 found that the online religious counseling appears to promote the wellbeing among older adults. They suggested that such digital sources help the older adults to cope up with health and other related difficulties as well as help them to enjoy their life. No doubt such findings

reveal the beneficial aspects of AI and digital platform on human life, yet, such platforms have the data of different sections of our society which surely drives attention towards privacy and related ethical concerns. AI is capable to access personal data, which may be misused for tracking individuals or groups as well as for predicting their behavior (Feldstein, 2019)

**Fig 1: Ethical Principles towards Usage of AI** (Source:

<https://documents1.worldbank.org/curated/en/746721616045333426/pdf/Artificial-Intelligence-in-the-Public-Sector-Summary-Note.pdf>)

- Privacy and data protection
- Accountability
- Safety and security
- Transparency and explainability
- Fairness
- Human control of technology
- Professional responsibility
- Promotion of human values

Halliama and Kalliokoski (2022) proposed that the AI ethics should be more methodological and influential in order to improvise upon the quality of human actions and safeguard their desired outcomes. Such proposals can definitely act as guideline to safeguard us from cyber frauds and digital misuse that puts the usage of AI at stake. Though several guidelines and checklists have been already written by several government agencies and non profitable organizations towards the ethical use of AI (e.g. IIEE Global Initiative on Ethics of Autonomous Intelligent Systems, 2017), yet the bias in face recognition systems, discrimination, gender neutrality and geographical security still needs to be safeguarded. The existing guidelines throughout the world focuses on proper designing, ethical development and implementation of AI, yet there is still a requirement of linking such ethics with the accepted moral principles across the existing cultures in the world (Rességuier and Rodrigues, 2020). In a similar context Siau and Wang (2020) emphasized that the ethics of AI should be developed and designed in such a way that it becomes an ethical AI for the humans and the society. The AI technologies also pose risks towards the credit worthiness of individuals (O'Neil, 2016). Marda (2018) in a similar context proposed a framework to explain the implications of AI, by focusing on the machine learning '(the most popular subset of AI techniques) to deployment—the data, model and application stage', with a focus the AI policies in Indian context. She argues that there is a need to work upon the development policies related to AI that are leading to exterminate certain technical limitations that have paved way to societal and ethical concerns. Therefore, the researches across the world still reckon the need of addressing moral and ethical issues related to AI. Based on the above reviews, *it is suggested that framing and updating of ethical*

*guidelines should be an ongoing and continuous process.* The process of framing of guidelines should take the cultural sensitive context also in to consideration. The above findings and the suggestions make it necessary for us to understand, the extent to which the AI soft-wares and technologies have the capacity to consider cultural diversity, while responding to human instructions.

#### *AI and the Cultural Differences*

The artificial intelligence is undoubtedly enhancing the productivity, economy, growth and several facilities to the societies. Due to its tremendous use in organizational setups, it has also improvised the collective learning, collaboration, role clarity and morale of individuals at all levels. Not only that, several digital applications have been programmed for providing tutoring, coaching, training and several types of sessions that can be joined by people from any part of the world. However, the learners have different learning responses due to their differences in expectancies, motivation and ethnic cultural back grounds (Tsai, et al., 2022). Tsai, et al. (2022) found significant differences in learning motivation, expectancy, emotions, values and social expectations among the selected participants (Han Chinese and Indigenous students) in their study. Studies have also shown that lack of cultural education and living resources leads to difficulty in cultivating related scientific and IT literacy (Perso and Hayward, 2020) among individuals. In one of the followup study by GLOBE group, it was reported that those societies who have high level of uncertainty avoidance culture, they are more likely to invest in technologies (de Luque & Javidan, 2004). Hoffmann et. al (2016) emphasized that in order to avoid a disparity between attitude and behavior among individuals, 'privacy cynicism' should be taken in to consideration, in order to avoid the misuse or the advantages being taken by the service providers within a society. Further, the social and digital media should contribute towards the identity formation and social development among adolescents (boyd & Ellison, 2008); the intensity and degree of acceptance of which might vary across cultures. In such circumstances, it is crucial for the developers to consider the cultural sensitivity while working on the AI related technologies.

In fact the use of digital media and AI in school systems should notably contribute towards the growth of a child's self esteem and competencies. Further, it has been opined that there is an ardent need to promote awareness among teachers, regarding the significant link between personal emotional world and emotion-related educational practices adopted toward students. Therefore, the teachers should use AI applications in classes (e.g. smart board, soft-wares etc) for students, while should also serve as 'emotional socializers' (Ciucci and Baroncelli, 2024). With reference to the context of ecological micro-techno system and peer culture, it has been found that

the home environment as well as the preschool environment contributes significantly towards the formation of young children's new media preferences (Vinter, 2012). There has been a significant contribution of the new media towards shaping the social, cultural and political relationships (Kaposi, 2014). It can be concluded that, no doubt AI has significant potentials towards development of individuals across different societies, having diverse values and beliefs yet; the components of diversity and inclusion have somehow been neglected in the field. Ignorance of diversity and inclusion in the AI systems might lead to discrimination, oppression, lack of trust and partial approach (Shams et al, 2023). Further, they opined that such ignorance might also lead to negligence of language, customs, and nationality within the AI ecosystem, where AI ecosystem comprises of humans, system, data, process and governance (Zowghi, 2023). According to a report of World's Economic Forum (2022), equity as well as inclusion should be essentially considered while designing an AI ecosystem. Further, AI has been tuned in such a way that it readily analyzes the data and is capable to predict the user's behavior. Then, *it is crucial that AI should also be culture sensitive and is capable to meet the users' requirement giving equal attention to their cultural context.* This might yield more personalized involvement of users providing them more customized attention. One of the study suggested that beyond updating the technologies, AI should also be behavioral and cultural friendly, like it should be trustable, should have openness to change and possess a culture of information sharing (Cadden et al, 2022). Though AI is being used for cross cultural communication and learning of foreign languages (Karakas, 2023), yet it has to go a long way in developing competence towards understanding cultural differences. *Therefore, the findings of above studies highlight the ardent requirement of culturally sensitive AI programs and applications for societies throughout the world.* In addition to the relevance of cultural context, it is a moral responsibility of the AI designers and developers to embed emotional sensitivity among the related soft-wares and programs on the basis of cultural context and ethics of different nations. The following subsection tries to understand the extent to which AI understands the subjective nature of human emotions and also the extent to which it influences human emotions, with the help of related research studies.

### **AI and Emotions**

Since the emotions felt by humans are subjective in nature and current researches are trying out ways to convert the artificial intelligence in to emotional artificial intelligence with help of emotion sensing technologies, it becomes necessary to understand the sensitivity of the capacity of AI to replicate the subjectivity of human emotions as well as the effect of AI on the human emotions. As it has already been

suggested that, if AI is capable to imitate human behaviour, then it should not only think and reason, but it should also be capable of showing emotions. Keeping the research objective in to focus, it is essential to analyze both the aspects (Miranda & Aldea, 2005).

### ***Understanding of the Subjective Nature of Emotions by the AI***

AI is capable to take decisions, perceive, learn and simulate other cognitive processes. There exists a significant relationship between emotional intelligence and certain dimensions (e.g. comprehensiveness, format, and timeliness) of artificial intelligence (Kambur, 2021). "Emotional artificial intelligence (AI) is a narrow, weak form of an AI system that reads, classifies, and interacts with human emotions" (Ho et al, 2023). Several AI applications also are capable to understand various emojis. The only difference in humans and computers is that there are subjective differences in the intensity of understanding and feeling emotions among humans. Due to this subjective nature of emotion, AI might not be able to comprehend cultural differences in expressing and reading emotions, making it challenging to draw accurate conclusions. Even though, there are now models being proposed with reference to emotion based systems, yet the question related to extent to which the emotional phenomena can be abstracted and modeled in the structure needs to be answered (Spinola et al, 2005). Though the emotion sensing technology of AI can detect and evaluate psycho physical details (like respiration rate, heart beat and so on), yet designing it to understand and recognize the subjective nature of emotions needs to be done. The complex intersection between culture, psychology, and emotion-recognition technologies still needs to be explored (Mantello et al, 2023). It was further noticed that, the researches done in this context is thin and needs to be explored more.

### ***Effect of AI on Human Emotions:***

Researches done on social networking sites have revealed that, there exists a significant relationship between technology usage and transient emotional states, reflecting that the interface of human and technology might also affect interpersonal communications (Hu & Rui, 2023). Emotions are complicated process and technologies might not comprehend the emotional regulations, while researches show that there is a significant role of emotion regulation difficulties and attachment towards dealing with resentment and hostility among specific population (Guzmán-González et al., 2023). It is suggested that the dimensions of craving and emotion-driven impulsivity significantly contribute towards the problematic behaviors of video game users (Rivero et al, 2023). The research studies show that AI has a significant influence on human emotions. *Therefore, attempts should be made in such*

a way that AI programs can have a positive impact on human emotions and wellbeing.

With advancement in the technology, there has also been an increment in technology facilitated abuse (TFA) predominantly among women and LGBTQA+ (Mumford et al, 2023). Further, identifying and recognizing the psycho physical state of individuals are done even without their consent by the emotional AI applications. Such invasions might lead to legal, ethical, cultural, and scientific issues (Mantello et al, 2023). Social media usage affects the mental health of individuals and the social media fatigue might subjectively vary from individual to individual (Alfasi, 2022). Studies also show that there exists a non-suicidal self-injury tendency among university students (Guérin-Marion et al., 2023). In such situations, it is suggested that, the AI applications or soft-wares should be developed in such a way that they significantly contribute in sensitizing university level students. This may lead to a positive effect on development and awareness of self among students.

**Findings and Discussion**

The present study is an analytical review to understand the current position of AI in the global context. Studies have found that there is a positive association between competence motivation, attention/persistence and attitude toward learning among children with their learning goal orientation. Further, their attitude towards learning was found favorable to their level of attention (Zhu & Li, 2024). Therefore, the AI technologies being

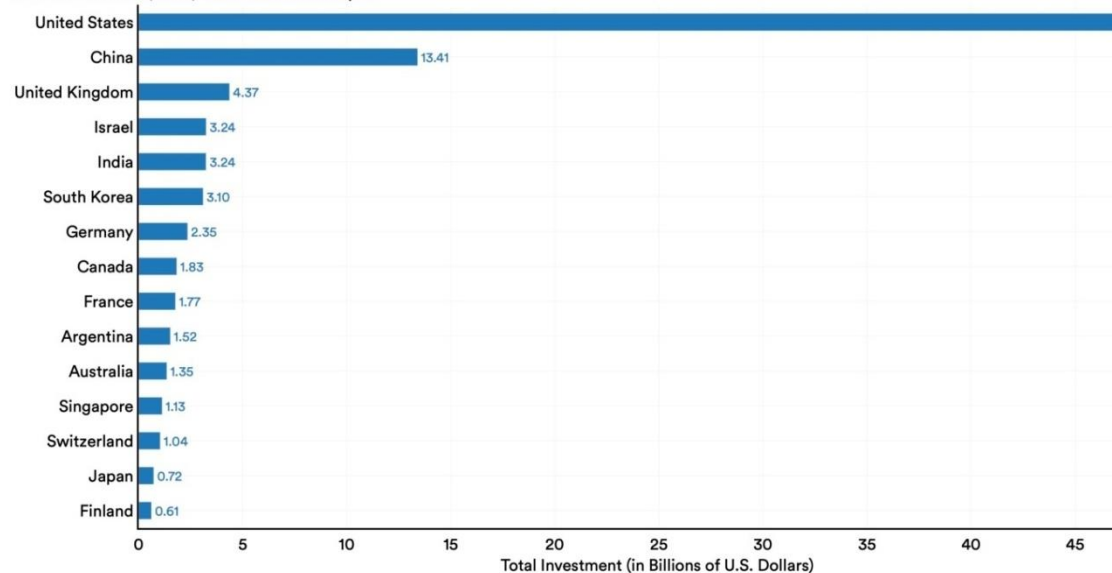
Undoubtedly, the researches revealed that there are several benefits and implications of AI in our day to day life. The present research aimed to find out certain aspects of AI related ethical issues; AI in the context of cultural differences and extent to which the AI has potent to understand the subjective nature of human emotions. The statistical data of nationwide investments in the field of AI in 2022, has shown an inclination of the countries towards adapting the latest AI technologies, where India happens to be the fifth nation for the same (Refer Fig. 2).

It is also interesting to find that the Government of India is actively allocating funds towards various schemes for promoting the usage of AI since 2019 (Refer Table. 1)

The data reflects that the implications and benefits of usage of AI is significantly higher and that is why it is gaining importance worldwide. This has also necessitated the government, NGO’s and several other bodies of various nations to come up with various ethical guidelines toward protecting and safeguarding people from cyber crime and maintaining data privacy. Despite such initiatives, the existing data reflects an increase in cyber crimes and fraud throughout the world (Ref. Fig 3), with the advancement in AI technologies. It takes years for the companies to realize that their data was already leaked by the hackers (Ghosh et al, 2000). Though across the global, the nations and governments are finding out ways for the AI systems and applications to identify and predict such crimes more precisely

**Private Investment in AI by Geographic Area, 2022**

Source: NetBase Quid, 2022 | Chart: 2023 AI Index Report



**Fig 2: Nation wise Investments done in AI in 2022 (Source: <https://aiindex.stanford.edu/report/>)**

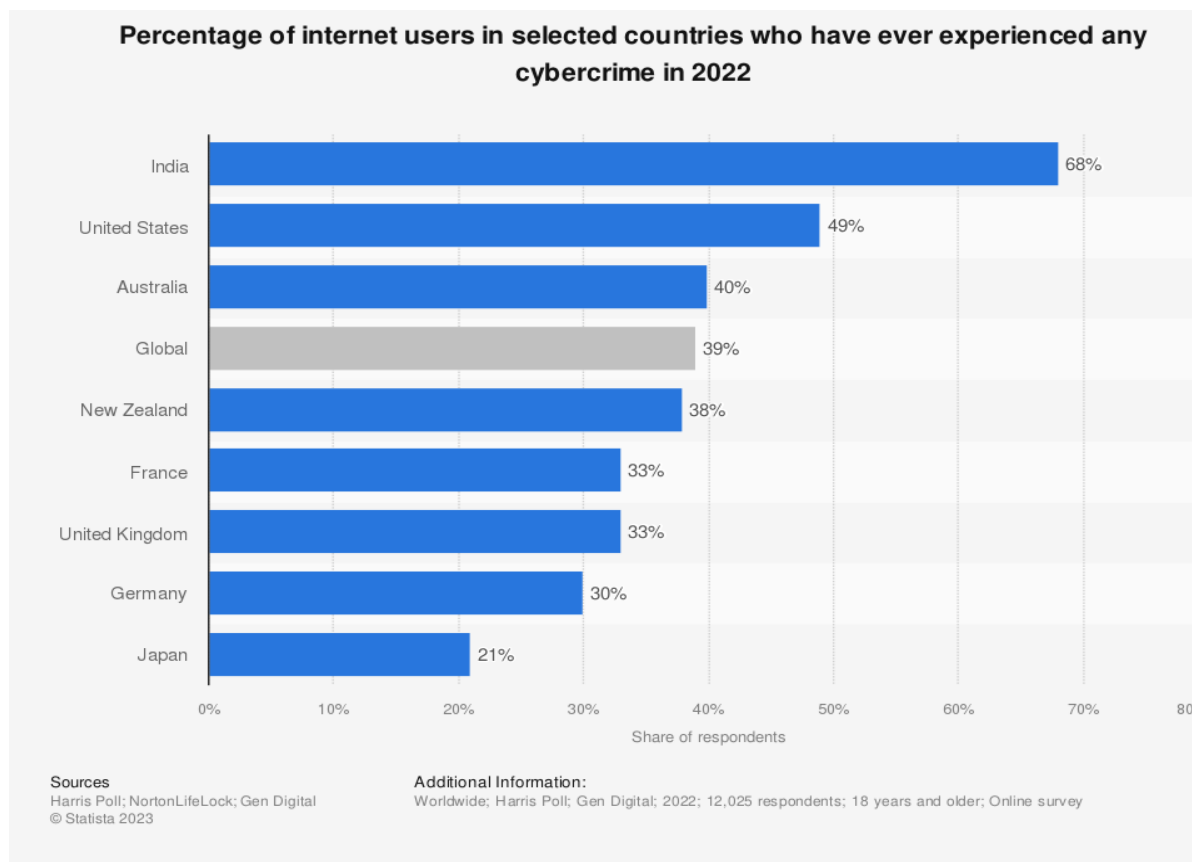
developed for students should also focus on sustaining the child’s level of attention for improvising their attitude to learn. It is suggested that such aspect can create a positive impact of AI as well as it will be beneficial for children as well.

(Burgess, 2022) yet such crimes are increasing. It is therefore necessary to continuously update the AI related ethical guidelines to curb such abuse and misuse of the technology.

Despite the framing of policies and ethical guidelines, a trend of increase in cyber crimes like phishing, criminals by the professionals well in advance, in order to protect the naïve citizens from being

**Table 1: 'Year-wise Details of the Funds Allocated and Released under various Schemes for Promoting Artificial Intelligence during 2019-20 and 2020-21' in India (Source: <https://data.gov.in>)**

Name of Programme /Scheme	Funds Allocated (in Rs. Cr)	Funds released in FY 2019-20 (in Rs. Cr)	Funds released in FY 2020-21 (in Rs. Cr)
1. Future Skills PRIME Programme	436.87	43.36	80
2. Visvesvaraya PhD Scheme	466	80	20



**Fig 3: Percentage of Internet users who experienced any cybercrime in 2022 (Source: <https://www.statista.com/statistics/194133/cybercrime-rate-in-selected-countries/>)**

ransomware, malware and other kinds of threats has been observed throughout the world. Infact, in one of the reports it was found that India ranked the first in 2022, where the percentage of internet users who experienced cyber crime was 68% followed by US (49%) (Refer Figure. 3). The use of digital platform and AI related technologies are also increasing the rate of cyber security threats by individuals across all ages. According to a recent National Crime Agency report of UK (2023), a teenager from London was sentenced for online campaigning of stalking and harassment against female internet users. Therefore, it is dovetail to visualize and understand the threats that can be posed by hackers and cyber

vulnerable to such cyber crimes. It is therefore recommended that the AI related guidelines should be continually updated in parallel to the technology. According to the twelfth session of UNESCO report (2018), in order to protect the AI users from exploitation, it is essential to develop strategies that go beyond a merely abstract code of ethics and frame certain policies which make the creative sectors more accountable and responsible. The report also emphasized on the inclusion of culture in the national AI strategies to protect the cultural expressions of different countries. Further, we need to understand and be aware of the geopolitical role of AI towards business as well as academic players and its societal

implications (Lynda, 2022). Differences in perception are a significant aspect of cultural community and though the technologists have tried to bring a same mechanism towards applying AI in the field of climate variations, health, home applications and education throughout the countries. Still, there exists a strong impact of culture towards the user's readiness to adopt, AI's recommendation patterns, and emerging usage pattern of the technology (Lee & Joshi, 2022). AI can have significant contribution in the process of transferring cultural values (Leshkevich & Motozhanets, 2022) as it provides a wide platform for discussion, digital information and inter-linkage between educational sectors. Therefore, it can be concluded that the relevance of cultural aspects cannot be subsided in the field of AI technologies.

According to a research study, emotion- recognition technologies, psychology and culture are highly inter related components and so it is essential for the policy makers to keep a check that these essential components are being taken care of, while designing and regulating the technology in accordance to the interests of society (Mantello et al. 2023). The research reviews reflected that emotions are subjective in nature and its expression varies from culture to culture. Artificial intelligence might not respond according to the intensity and subjectivity of emotions. Though, it has been found that the artificial intelligence has a moderating role on the employee performance in organizations, while emotional intelligence has a significant role on the performance as well as the retention of employees (Prentice et al, 2020). It is therefore a challenge as well as a required component for the AI to gain the aspects of emotional intelligence.

### **Conclusion and Suggestions**

The present research tried to understand the current status of the AI in global context with the help of available research reviews and data from official sources. The present review has relevant implications in the psycho social aspects of human behavior within societies. The present study tried to raise certain research questions that led to framing of proposed objectives and hypotheses for further analysis. *The first question* that was pondered upon was to analyze whether the current ethical principles are enough to deal with the potential ethical and moral issues related to AI? Research reviews reflected that the governments, NGOs and several other policy making bodies are trying their best to safeguard the information of end users from being misused and provision of best implication of the artificial intelligence technologies across the globe. Yet, there are several other findings (refer Figure 3), that still raise our concern towards the regular updating of ethical guidelines related to artificial intelligence. With an increase trend of cyber crime it is a crucial threat for the technologists to be visionary and alert while developing such applications and programs, in

order to prevent invasion of any data privacy. Further online modes of communication like emails are common trend of communication. Yet, such modes can lead to getting victimized through rude email communications (Bernuzzi et al, 2024) and suspected spams. It is suggested that the law makers, government and NGO's should emphasize upon the need of continuously framing and updating of AI related ethical guidelines in accordance with the updating of AI technologies.

*Secondly*, the present review also tried to understand whether the AI is capable to replicate human behavior on the basis of their cultural differences? The reviews suggested that there is still an ardent need for inclusion of cultural variances in AI applications, as culture has a significant influence on the perception of individuals across communities. In fact the present findings suggests that, the artificial intelligence technologies should fit in to the context that was proposed by proposed by Kastanakis and Voyer (2014), of framing the perceptual differences in various cultures as "culturally conditioned" perceptual and cognitive orientations. It is therefore suggested that the concept of cultural diversity should be an inclusion criteria while developing AI related applications and software because the researches show that the relevance of cultural aspects cannot be subsided in the field of AI technologies.

*The third research question* that was related to the capacity of understanding of subjective differences of emotion by the technologies related to AI revealed two different streams of findings. It was surprising to observe that it is not only humans (e.g. the technologists) who are updating the capacity of AI to understand and discriminate human emotions; the technologies are also influencing humans to feel and express certain kind of emotions (e.g. depression due to sadness, aggression due to gaming addiction). A similar finding has also suggested that, the digital resources provide a platform to the suicide-risk individuals who utilize information for suicide-related purposes (Harris et al., 2009). In such circumstances, it is suggested that the AI applications should be competent to understand well in advance about such ongoing thoughts and help the individual to be psychologically aware, get away from such consistent thoughts towards suicide and other risks. Research studies have also proposed to analyze the role of psychological maturity in modifying the link between such ongoing conscious thought and negative affectivity (Cremona et al, 2023). It is thereby suggested that, if artificial intelligence has a significant impact on human emotions, then efforts should be made in such a way that AI programs can have a positive impact on human emotions and wellbeing.

The above research review therefore concludes that the implications of AI is too beneficial for humans, so attempts should be made to enhance the AI related programs that can be ethically used, free from culture

biasness and also influences human emotions in a positive way.

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