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Understanding the Human-AI Interaction: Psychological and Social Impacts of AI Integration in Daily Life

Fauziah Ani[1], Shahidah Hamzah[1]*, Zahrul Akmal Damin[1], Norizan Rameli[1], Sumera Farid[2]

[1] *Department of Social Sciences, Universiti Tun Hussein Onn Malaysia, Parit Raja, Batu Pahat, Johor,86400, MALAYSIA*
[2] *Department of Social Work, University of Peshwar, University Rd, Rahat Abad, Peshawar, 25120, PAKISTAN*

*Corresponding Author: fauziaha@uthm.edu.my
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The rapid advancement of Artificial Intelligence (AI) is reshaping how individuals think, feel and interact in daily life. AI technologies now play a central role in supporting decision-making, offering emotional assistance and shaping digital communication. However, the long-term psychological and ethical effects of AI use remain underexplored, particularly in non-technical contexts. This study aims to examine the psychological and social impacts of AI integration through a systematic literature review (SLR) of 68 peer-reviewed articles published between 2013 and 2024. Articles were retrieved from key academic databases including PubMed, Scopus and Google Scholar. The review employed thematic analysis to identify patterns and gaps across studies related to human cognition, emotional behaviour and social dynamics. Findings reveal four major concerns. AI usage often leads to cognitive offloading, where users become less reliant on their own judgment. Emotionally, users may form attachments to AI systems despite their lack of true empathy. On a social level, AI algorithms can reinforce selective exposure, limit diverse viewpoints and contribute to echo chambers. Ethical issues also persist, especially involving bias and unequal access to AI resources. This review offers a novel, human-centred perspective by linking psychological theory with technological impacts which is an angle often overlooked in AI discourse. It calls for more inclusive and ethically guided AI development, as well as interdisciplinary and longitudinal research that can better inform policy and system design. Ultimately, the study contributes strategic insight for ensuring AI enhances human well-being without undermining autonomy, equity or social trust.

1. Introduction

Artificial Intelligence (AI) has become deeply embedded in everyday life, from virtual assistants like Siri and Alexa to personalized recommendation systems on platforms such as Netflix and Shopee. Its integration is transforming how individuals communicate, make decisions, and form relationships. As AI technologies continue to evolve,

there is a growing need to critically examine their psychological and social implications-particularly how they influence human thought patterns, emotional responses, and behaviours in subtle but far-reaching ways. Beyond boosting efficiency, AI is increasingly shaping cognitive engagement, interpersonal interactions, and overall emotional well-being (Shneiderman, 2020; Kaplan & Haenlein, 2019).

At the global level, countries such as China and the United States are making significant investments in AI research and development across various sectors. Much of the existing literature focuses on AI's technical achievements and economic potential. However, there is a growing interest in understanding how AI affects people on a deeper and more personal level. This includes exploring its impact on mental health, changes in human behaviour, and broader concerns related to fairness and equality in society (Cave et al., 2019). As AI systems evolve to become more emotionally responsive and capable of influencing human feelings, new concerns have emerged. These include the risk of algorithmic bias, emotional dependence on AI, and unequal access to AI technologies across different communities. Although these concerns are beginning to receive attention, many of the discussions remain confined within specific academic disciplines. To fully understand the wider impact of AI on society, researchers must adopt a more integrated and collaborative approach that combines technical knowledge with insights from the social sciences, humanities, and public policy (Eubanks, 2018; Whittlestone et al., 2019).

These global developments provide an important context for examining AI's progression within Malaysia. In alignment with international trends, Malaysia has introduced national frameworks such as the Malaysia Digital Economy Blueprint (MyDIGITAL) and the National Artificial Intelligence Roadmap (2021). These initiatives aim to strengthen the country's competitiveness by embedding AI into critical sectors such as education, healthcare, and urban planning. Applications already in place include traffic optimization in Kuala Lumpur and AI-powered diagnostics in public healthcare (MAMPU, 2021; MOSTI, 2021). However, while Malaysia's technical infrastructure continues to advance, there remains a significant gap in research concerning the psychological and social consequences of AI integration. This gap underscores the urgent need for localized studies that investigate how AI affects mental health, behavioural norms and social relationships within the Malaysian context (Nordin et al., 2022).

In addressing these gaps, this study presents a systematic review that focuses on the psychological and social dimensions of AI in everyday life. Unlike prior studies that mainly explore technical functionalities or economic impacts, this review takes a human-centered approach by investigating themes of cognition, emotion, social interaction, and ethics. It contributes to scholarly discourse by synthesising findings from over a decade of peer-reviewed literature, identifying underexplored issues such as emotional dependency, cognitive disempowerment, and social fragmentation. Furthermore, the review draws attention to ethical concerns, particularly algorithmic bias and digital inequality, that remain insufficiently incorporated into mainstream AI policy discussions. By bridging insights from psychology, ethics, and technology studies, this review offers a multidisciplinary foundation for future research and provides actionable recommendations to ensure that AI development advances in a way that aligns with human values, equity, and long-term societal well-being.

2. Literature Review

Artificial Intelligence (AI) has evolved from early systems that relied on fixed rules to sophisticated deep learning models, expanding its use across many areas of daily life and industry (Russell & Norvig, 2016; LeCun et al., 2015). These advancements bring major benefits, especially in terms of technical performance and economic growth. However, there is increasing awareness that the broader effects of AI, especially those related to human thinking, emotions, social interaction and ethical decision-making, require more focused attention. In response to this concern, research is gradually moving beyond evaluations based only on technical functionality. Scholars are now beginning to explore how AI technologies influence human experiences, shape social norms and affect the values that guide personal and collective behaviour.

One area that has received considerable attention is cognition. AI's decision-support capabilities have been praised for their potential to enhance analytical precision and reduce information overload. For instance, tools like IBM Watson assist medical professionals by delivering evidence-based recommendations that can improve diagnostic accuracy. However, this convenience may come with psychological costs. Hancock et al. (2019) draw attention to the phenomenon of cognitive offloading, whereby users begin to trust AI systems to the extent that they gradually relinquish their own judgment and critical reasoning abilities. This raises concerns about long-term cognitive dependence and calls for a balanced approach that recognises the value of AI augmentation while maintaining human agency and oversight.

The emotional dimensions of AI are similarly complex. Technologies such as AI companions and virtual assistants are designed to simulate empathy and provide emotional support. Research has shown that these tools can alleviate loneliness and anxiety, especially among individuals who are socially isolated (Kozar et al., 2017; Fitzgerald et al., 2021). Nevertheless, the authenticity of these interactions remains contested. Sherry et al. (2020)

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caution that emotional reliance on AI may distort expectations of human relationships, while Turkle (2017) warns of emotional deception, where users form attachments to systems incapable of genuine emotional reciprocity. These concerns point to a pressing need for longitudinal studies to evaluate the psychological effects of prolonged interaction with emotionally responsive AI.

AI's influence also extends into the social sphere. Social media platforms use AI-driven algorithms to personalise content and enhance user engagement, often by reinforcing existing preferences (Gonzalez et al., 2019). While this can foster online connectivity, it also contributes to the formation of echo chambers and ideological silos, which intensify social fragmentation (Tufekci, 2018). Furthermore, AI-mediated communication, ranging from automated customer service to AI-generated dating messages, raises questions about the authenticity and depth of human interaction in digital spaces. As these technologies continue to mediate social exchanges, it is crucial to examine their impact on civic dialogue, trust and digital citizenship.

Ethical considerations represent another vital component of the discourse surrounding AI integration. Empirical studies have demonstrated how AI systems can perpetuate and even amplify societal biases, particularly in sensitive contexts such as employment screening and criminal justice (Angwin et al., 2016; Dastin, 2018). These problems are often compounded by the opacity of machine learning algorithms which makes it difficult to trace accountability or verify fairness (Binns, 2018). Although principles such as transparency, fairness and accountability are frequently cited in AI ethics guidelines, their translation into enforceable practices is inconsistent. This has prompted a shift in the scholarly conversation from abstract ethical ideals to concrete governance mechanisms that include regulatory oversight and algorithmic audits.

Equity in access is another pressing issue highlighted in this review. Despite the proliferation of AI technologies, the benefits are unevenly distributed. Populations in rural areas, low-income households and digitally underserved communities often lack access to AI-driven innovations due to limitations in infrastructure, affordability or digital literacy (Van Dijk, 2020). This digital divide risks reinforcing existing social inequalities, particularly if AI technologies become essential tools in education, employment and healthcare. While certain policies have been developed to promote AI inclusivity, the review finds that there remains a gap between policy intent and actual implementation at the community level (Jackson et al., 2018). Bridging this gap requires systemic investment in digital equity strategies including public infrastructure, community-based training and culturally inclusive design (Mazlan & Nor, 2022).

Taken together, the findings illustrate that AI integration holds transformative potential. However, it also brings nuanced and far-reaching challenges. The literature consistently demonstrates that while AI can enhance decision-making, emotional support and connectivity, these gains must be carefully balanced against psychological risks, social fragmentation, and ethical vulnerabilities. Importantly, the review highlights the need for policies that are grounded in empirical evidence rather than driven by speculative optimism. Regulatory frameworks should be designed to anticipate challenges and establish safeguards in advance rather than reactively addressing harm after it occurs.

Finally, the review underscores the importance of sustained, interdisciplinary and longitudinal research. There is a critical need to understand how long-term exposure to AI technologies affects emotional resilience, decision-making capacity, cognitive autonomy and social behaviour across different cultures and age groups (Floridi et al., 2018; Mittelstadt et al., 2016). Addressing these questions will require collaborative efforts among psychologists, ethicists, technologists, educators and policy experts. This review calls upon policymakers, developers and researchers to work together proactively and ethically in shaping a future in which AI contributes meaningfully and equitably to human well-being and social progress.

3. Methodology

This study adopted the Systematic Literature Review (SLR) method to explore the psychological and social impacts of Artificial Intelligence (AI) integration in daily life. The review was guided by the PRISMA protocol (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), which provides a transparent and structured process for identifying, selecting and synthesising relevant studies (Page et al., 2021). PRISMA is widely used in social science and psychology research due to its ability to reduce bias and improve reproducibility (Haddaway et al., 2018).

In this review, a structured search was conducted across three academic databases: Scopus, Google Scholar, and PubMed in June 2024. These databases were selected for their broad disciplinary coverage and relevance to psychology, health, and technology-related social science research. The review was limited to studies published between 2013 and 2024. This period was deliberately selected to reflect a critical phase in the evolution of research on the psychological and social impact of Artificial Intelligence (AI). Although major global technology governance and ethical frameworks gained prominence after 2015, scholarly discourse on the human implications of AI began to shift earlier, around 2012–2013, alongside growing critiques of purely technology-centric approaches. Studies published from 2013 onwards demonstrate greater conceptual clarity and methodological rigor**.** These studies also show increased thematic diversification, with stronger integration of psychological, social and ethical dimensions that are central to techno-social research.

The search strategy was tailored to retrieve studies that examine the cognitive, emotional and social effects of AI integration. Boolean operators and truncation were used to capture a wide range of related terms and synonyms. For instance, keywords such as *"AI psychological impact"*, *"AI and mental health"*, *"human AI interaction"*, and *"AI social behaviour"* were employed to maximise sensitivity. The final search strings used in each database are presented in Table 1.

Table 1 *Search string used in the review process*

Database	Search String
Scopus	TITLE-ABS-KEY (("Artificial Intelligence" OR "AI") AND ("emotion*" OR "cognitive" OR "psychological") AND ("social impact" OR "behaviour"))
Google Scholar	("human-AI interaction" OR "AI and psychology") AND ("social effects" OR "cognitive load" OR "emotional attachment" OR "ethical concerns")
PubMed	("AI" OR "Artificial Intelligence") AND ("psychology" OR "mental health" OR "emotional") AND ("interaction" OR "human")

In total, 422 articles were retrieved from the three databases. Following the PRISMA guidelines (Page et al., 2021), the review process followed four main stages: identification, screening, eligibility and inclusion. 61 duplicate records were removed, resulting in 361 articles subjected to title and abstract screening. A further 186 articles were excluded due to lack of relevance to the psychological or social aspects of AI. 175 full-text articles were then assessed for eligibility based on methodological quality, thematic relevance and indexing status. Of these, 68 articles met the inclusion criteria and were selected for thematic synthesis. The article screening and selection process is illustrated in Figure 1.

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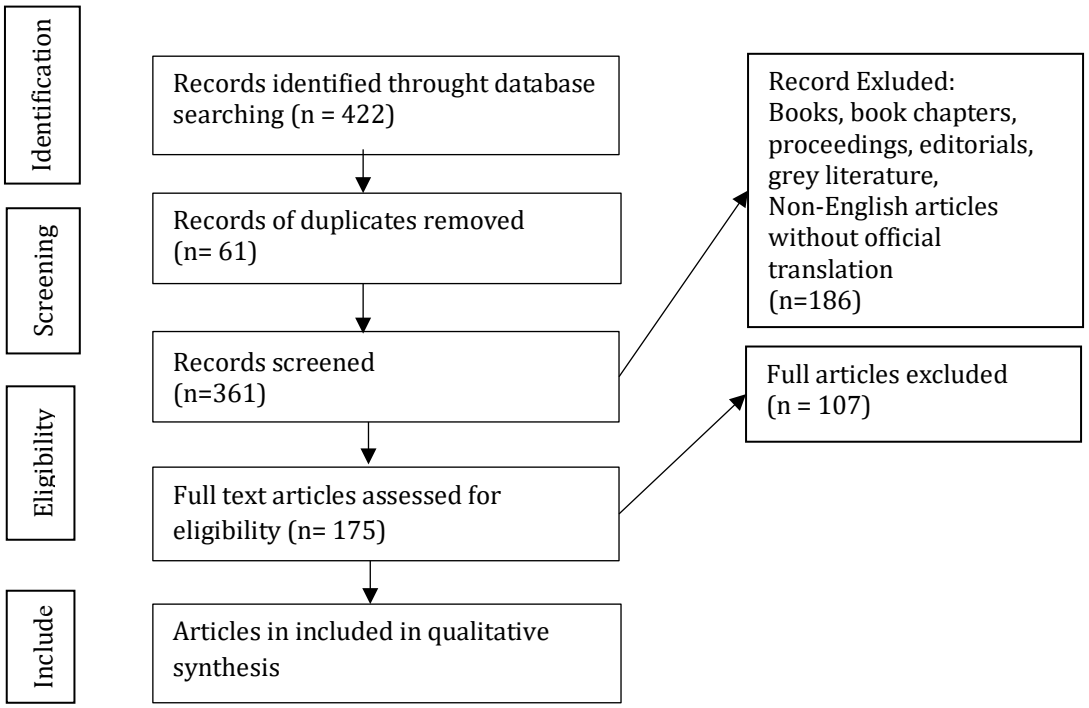

Fig. 1 *The flow diagram of systematic literature review process (adapted from Page et al., 2021). Details of the inclusion and exclusion criteria applied at each stage of the screening process are presented in Table 2*

Table 2 *Article filtering*

Filtering Criteria		
Literature Type	Peer-reviewed journal articles	Books, book chapters, proceedings, editorials, grey literature
Language	English	Non-English articles without official translation
Indexing	Scopus-indexed, PubMed-indexed, Google Scholar (peer-reviewed only)	Unverified or non-indexed sources
Relevance	Psychological, emotional or social impacts of AI on humans	Purely technical, engineering-based or unrelated algorithmic research
Publication Year	Articles published between 2013 and 2024	Articles published before 2013 or after 2024

To ensure methodological rigour, all selected articles underwent a quality assessment using a modified version of the Critical Appraisal Skills Programme (CASP) checklist. This tool evaluated the clarity of research objectives, appropriateness of methodology and relevance to the review questions. Only studies that met the minimum quality threshold were included in the thematic synthesis. The use of CASP enhanced the reliability of the review by ensuring that only methodologically sound and thematically relevant articles were analysed. Selected studies were then grouped according to key thematic categories such as cognitive effects, emotional impacts, social behaviour changes and ethical considerations. Special attention was given to recent developments and emerging trends to ensure the review captures the latest perspectives in AI research.

Data extraction from the 68 selected articles was conducted using a coding sheet that captured key elements such as research objectives, sample populations, analytical frameworks and main findings. The extracted data were then analysed using Braun and Clarke's six-phase thematic analysis framework. This framework involved familiarisation with the data, generating initial codes, searching for themes, reviewing and refining themes, naming themes and final reporting. This process enabled the identification of recurring concepts and emerging debates. These included cognitive offloading, emotional dependency on AI, shifts in human social behaviour and concerns related to bias, surveillance and digital inequality. The synthesis integrates both positive and negative

narratives, offering a comprehensive view of the psychological and social impacts of AI. During this process, thematic saturation was determined using an iterative and inductive coding approach. Similar concepts and patterns appeared repeatedly after several rounds of coding, and no new major themes were identified in the later stages of analysis, indicating that conceptual redundancy had been reached.

4. The Findings and Discussion

The integration of Artificial Intelligence (AI) into everyday life changes how people think, feel and interact with their surroundings. This review identifies several key themes that help explain how AI affects both the psychological and social dimensions of human experience. At the most basic level, AI supports users in making decisions by reducing mental effort and improving accuracy. In sectors like healthcare and education, AI tools provide helpful feedback and act as digital assistants, especially when users face large volumes of information (Topol, 2019). While this can be beneficial, the constant presence of AI in daily tasks may lead people to rely too much on technology. Over time, this dependence may reduce one's confidence in their own thinking and limit the development of independent judgment (Hancock et al., 2019).

This psychological impact becomes more visible when we consider how people emotionally interact with AI. Mental health apps and AI companions are now being used to provide emotional support, particularly for people who feel isolated or anxious. These tools may help users regulate emotions and feel less lonely, especially among the elderly and teenagers (Fitzgerald et al., 2021). However, these emotional interactions are not truly human. AI systems cannot genuinely feel empathy or understand emotions in the way people do. As a result, users who become attached to AI tools may experience confusion, especially when they expect real emotional responses that the system cannot give (Sherry et al., 2020). This can lead to psychological discomfort and raise ethical questions about how far AI should be involved in emotional care.

The way AI changes social behaviour is also a major concern. On social media platforms like Facebook, TikTok and YouTube, AI controls what users see by filtering and personalising content. This might make the experience more enjoyable, but it also limits the variety of opinions users are exposed to. People often end up seeing only content that agrees with their views, which can create echo chambers and increase social division (Tufekci, 2018). In addition, while AI enables people to stay connected online, the quality of these interactions may decline. Conversations become more surface-level, empathy may decrease, and real human connection is harder to maintain (Gonzalez et al., 2019). These changes suggest that AI does not just affect what people say online, it also influences how communities' function and how relationships are built.

Another important issue is ethics. AI systems that are not properly designed can continue unfair practices by reflecting past data that contains bias. This has serious consequences in areas like job recruitment, banking and criminal justice, where automated decisions can shape people's lives (Angwin et al., 2016; Dastin, 2018). In many cases, it is difficult for users to understand how AI made a decision or how to question it (Binns, 2018). While ideas like fairness and transparency are often discussed in theory, putting them into action remains a challenge. The review calls for clearer rules and systems that ensure AI is used responsibly and fairly across all areas of society.

Access to AI is another factor that shapes its psychological and social impact. Not everyone has the same opportunity to benefit from AI. People in rural areas or those from low-income backgrounds may face barriers such as weak internet access or a lack of digital skills (Van Dijk, 2020). This creates a gap where some groups move ahead with technology while others are left behind. If AI becomes necessary in schools, healthcare, or job markets, this divide will only grow wider. Although some policies aim to make AI more inclusive, many of them do not fully reach the communities that need them most (Jackson et al., 2018). To make AI more socially fair, investments must be made in infrastructure, education, and tools that reflect local needs and cultures.

Looking at all the findings together, it is clear that AI integration brings both positive and negative effects. On one hand, it supports learning, emotional health, and communication. On the other hand, it may reduce mental independence, increase emotional confusion, and weaken social bonds. These psychological and social impacts are not side effects,they are central to how AI is changing human life. That is why AI must be designed and used with care, putting human values and well-being first, not just speed or convenience.

Finally, the review highlights the importance of long-term and collaborative research. We still do not fully understand how living with AI every day affects people's mental strength, decision-making, or social habits over time (Floridi et al., 2018; Mittelstadt et al., 2016). These questions can only be answered through joint efforts from different fields, including psychology, technology, education, and ethics. To make AI truly beneficial, researchers and policymakers must work together to ensure it helps society as a whole-without harming the individuals who use it every day.

5. Conclusion and Recommendations

This systematic review has demonstrated that the integration of Artificial Intelligence (AI) into daily life provides numerous benefits, including improved decision-making, emotional support and enhanced social connectivity. These advantages are particularly evident in areas where AI systems help reduce cognitive overload and deliver timely, data-driven assistance. However, these psychological and social gains are not without cost. The findings consistently show that AI adoption is accompanied by growing concerns related to excessive reliance on automated systems, diminished interpersonal engagement, and the weakening of human cognitive autonomy. Collectively, the evidence suggests that AI technologies are reshaping how people think, feel, and interact in both personal and societal contexts (Hamzah & Yusuf, 2023).

A key issue that emerged from the literature is the lack of longitudinal research tracking the long-term psychological and behavioural impacts of AI use. Without such studies, it is challenging to understand the cumulative effects of AI exposure, particularly among vulnerable groups such as children, older adults and marginalised communities. Ethical concerns are also consistently highlighted. Although values such as transparency, fairness and accountability are frequently promoted, their implementation varies widely across different AI systems and sectors. Moreover, the unequal distribution of AI access continues to widen the digital divide, restricting the ability of disadvantaged populations to fully benefit from technological progress.

Addressing these challenges requires a proactive and interdisciplinary approach. Future research should draw from behavioural sciences, ethics, sociology, and technology design to better understand the complex impacts of AI on human development. Longitudinal studies are particularly important to capture the evolving nature of human, AI interactions across diverse cultural and demographic settings. From a policy standpoint, there is an urgent need to strengthen regulatory frameworks. This includes ensuring algorithmic transparency, conducting regular fairness audits and establishing safeguards for individual autonomy and data privacy. In addition, efforts to expand equitable access to AI technologies should be prioritised. These efforts may involve investing in digital infrastructure, promoting inclusive digital literacy programmes and supporting community-level training initiatives.

The future of AI should not be shaped solely by its technical potential, but rather by its ability to promote human well-being, social equity and ethical responsibility. Collaboration among developers, researchers and policymakers is essential to ensure that AI systems are designed with a deep respect for human values and societal needs. Moving forward, it is imperative that all stakeholders work collectively to build an AI-enabled future that is inclusive, just, and aligned with the common good. The opportunity to act is now, and the decisions made today will determine whether AI becomes a tool for meaningful progress or a source of widening inequality.

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Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this paper.

Author Contribution

Fauziah Ani was responsible for the study conception and design and prepared the draft of the manuscript. Shahidah Hamzah, Zahrul Akmal Damin, Norizan Rameli, and Sumera Farid conducted the literature search and screening. Fauziah Ani, Shahidah Hamzah, and Zahrul Akmal Damin analysed and interpreted the results. All authors reviewed the results and approved the final version of the manuscript.

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