

ARTIFICIAL INTELLIGENCE AND INFORMATION BUBBLES: CHALLENGING POLITICAL DECISION-MAKING IN THE DIGITAL AGE

Siriphat Lapchit¹, Wanchai Suktam¹, Jirayu Supsin¹ and Sanya Kenaphoom²

¹Surindra Rajabhat University, THAILAND

²Rajabhat Maha Sarakham University, THAILAND
zumsa_17@hotmail.com (Corresponding author)

ARTICLE HISTORY

Received: 15 August 2024

Revised: 23 August 2024

Accepted: 23 August 2024

ABSTRACT

Given that AI and information bubbles can amplify polarization and shape public perceptions, research on these technologies is essential to comprehending their influence on political decision-making. In the digital age, addressing these issues is essential to advancing democratic processes and encouraging informed decision-making. Thus, the purpose of this essay is to examine how artificial intelligence and information bubbles complicate political decision-making in the digital age. The finding found that the impact of artificial intelligence on information bubbles presents noteworthy obstacles to democratic institutions, public discourse, and political decision-making. Artificial intelligence algorithms that create and maintain these bubbles have the potential to worsen political division, undermine confidence, and aid in the dissemination of false information. A comprehensive strategy that includes flexible regulatory frameworks, moral AI development, improved media literacy, and proactive public involvement is needed to address these problems. Policymakers, tech firms, and the general public can work together to reduce the risks posed by AI-driven information bubbles and advance a more democratic, informed future.

Keywords: Artificial Intelligence, Information Bubbles, Challenging Political Decision-Making

CITATION INFORMATION: Lapchit, S., Suktam, W., Supsin, J., & Kenaphoom, S., (2024). Digital Authoritarianism: Artificial Intelligence and Information Bubbles: Challenging Political Decision-Making in the Digital Age. *Procedia of Multidisciplinary Research*, 2(8), 26.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2024 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).