AI algorithms & human online community

Sardar, Z., Serra, J., & Jordan, S. (2019). Social Media and Artificial Intelligence. In *Muslim Societies in Postnormal Times: Foresights for Trends, Emerging Issues and Scenarios* (pp. 93–101). International Institute of Islamic Thought. https://doi.org/10.2307/j.ctv10kmcpb.21

This source mainly describes the tendency of social media toward. It contains a bunch of graphics and data to confirm its claims that social media is popularly used by almost all the global as well as the AI algorithms is affecting the social media shifting the economic natures of human societies. It well-related to my research topic, which intends to figure out the connection and implication between AI algorithms on online social media and human community. This source is with high reliability since it incorporates several statistics and clear references, also in an open form.

Haenlein, M., & Kaplan, A. (2019). A Brief History of Artificial Intelligence: On the Past, Present, and Future of Artificial Intelligence. *California Management Review*, *61*(4), 5–14. <https://doi.org/10.1177/0008125619864925>

We discover the history of AI development, especially for the spring & winter of AI as well as the future insights and concerns toward it. The argument is basically on a historical lens. It includes several claims including the origin, problems, difficulties, harvest, and regulations. However, it doesn’t apply much data to support, yet it does quote several famous arguments from the references. In my research, I’ d like to investigate into AI and then connect its future concerns with the impact on social community.

Al-Ghamdi , L. M. (2021). Towards adopting AI techniques for monitoring social media activities. *Sustainable Engineering and Innovation*, *3*(1), 15-22. <https://doi.org/10.37868/sei.v3i1.121>

This work shows the current application for AI on social media to monitor the activities of users or customers. They concluded that AI bundled social media generate several times more commercial benefits than the normal one. They suggest conducting more research on social media user. Their experiments are carefully based on statistical data and graphics, guaranteed the credibility. They concern about the good for customers as well as the privacy of users as one of the most imperative questions, as I believe, too. I’ m sure I can learn the logics from this discipline-specific research. It also clarifies the research gap in this specific topic.

Lefever, S., Dal, M., & Matthíasdóttir, Á. (2007). Online data collection in academic research: advantages and limitations. *British Journal Of Educational Technology*, *38*(4), 574-582. doi: 10.1111/j.1467-8535.2006.00638.x

This work put the method “online survey” in a position of beneficial but limited status. They conclude the online data collection enables to enhance quantity of data sizes, reduce research time consumption, and investigate among different types of participants. Also, they identified its limitations which are the need to give attention to the attendance stimulus and factors of participants’ characteristics. They put their numbers and references in their reasoning, so this source is basically credible. Since I need to do research, or survey, mainly based on the Internet, it teaches some techniques and risks to copy that process.

Norman, K. L. (2017). *Cyberpsychology: An introduction to human-computer interaction*. Cambridge university press.

This is a scientific book written by Kent L. Norman. He introduced the new conception “cyberpsychology” which focused on human’s psychological behavior related to online social community. People show typical performances under the online conditions. Especially, since the COVID-19 is reoccurring in many places, the cyber psychology is argued and explained much more frequently. In this book, the author developed arguments based on previous researchers - William James, Wilhelm Wundt, etc., who are also famous psychologists in history – and current dataset analysis, improving the credibility. In my mind, it can be a general discussion throughout my research discipline, but also confirms the gap, AI algorithms on online human behaviors, of my research.