

The Ethics of AI-Powered Conversations: Exploring the Controversions Surrounding Chatbot AI

**Azka Nur Khalila¹, Shakira Azizah², Laillan Nurcahyaningih³, Hanna Monalisa⁴,
Musdalifah⁵, Rina Juwita⁶**

¹Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: nurkhalilaazka@gmail.com

²Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: shakiraazizah0@gmail.com

³Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: laiikulia99@gmail.com

⁴Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: hannamonalisabrginting@gmail.com

⁵Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: musdalifah12014@gmail.com

⁶Communication Science Study Program, Faculty of Social and Political Science,
Mulawarman University, Samarinda, East Kalimantan, Indonesia

Email: rinajuwita@fisip.unmul.ac.id

*Corresponding Author: nurkhalilaazka@gmail.com

ABSTRACT

Platforms based on artificial intelligence, such as chatbots, are evolving as technology grows. Regarding the legitimacy of communication in human-AI interactions, the platform presents important issues that need to be addressed. With character.ai, users can have dynamic discussions with human-built AI personalities, resulting in realistic dialogues. The ethical implications of AI-driven conversations are investigated in this study, with a particular emphasis on how conversations blur the lines between human and AI communication. Among the most significant issues are the potential for users to develop an emotional connection with AI characters, the maintenance of prejudice in AI-created dialogues, and the lack of transparency in the platform's use of data. The study investigates how the use of such technology affects users' views of trust, authenticity, and control over their own relationships with others. This study uses a systematic review method to analyze how artificial intelligence (AI) affects personal communication, especially from an ethical perspective. The main focus of this research is on issues such as privacy, bias, trust, and changes in communication styles due to the use of AI. The results highlight the importance of striking a balance between technical innovation and

ethical responsibility to avoid communication driven by AI chatbots so as not to jeopardize interpersonal relationships.

1 Introduction

The profound transformation in digital communication, particularly in conversational agents, is the result of rapid advances in Artificial Intelligence (AI). This has changed the way humans interact with machines. It was originally developed to improve the convenience and accessibility of customer service and support. Then as technology advances, AI-powered chatbots have expanded their applications to various sectors, including healthcare, personal assistance, and education. This research will explore the impacts, challenges, and solutions to solve problems regarding the use of AI chatbots.

The potential for misrepresentation in AI-driven interactions presents significant ethical challenges. Users may not always realize that they are talking to a machine and not a human, as conversational agents are increasingly engineered to seamlessly mimic human language and behavior. This ambiguity has the potential to deceive users into believing that the interaction is genuine, which raises ethical issues regarding user autonomy and consent. The ethical principle of transparency requires developers to explicitly disclose the AI nature of these chatbots, thereby equipping users with the necessary information to engage with informed awareness. Research shows that revealing AI identities in conversations can reduce feelings of betrayal and increase trust, thus emphasizing the importance of transparency in AI design (Hohenstein & Jung, 2018; Rosenberg, 2023).

The ethical implications of this widespread integration have sparked fierce debate, particularly as the distinction between human interaction and AI-generated responses becomes increasingly blurred. The transparency, accountability, and social-emotional consequences of these systems are ethical issues that require a more thorough investigation into AI's capabilities and constraints in simulating human-like conversations (Endacott & Leonardi, 2022). Additionally, conversations with AI present additional ethical challenges when it comes to data privacy and security, as systems often access and process users' personal data. This triggers far-reaching consequences such as the erosion of user trust and exposing them to the risks associated with misuse of their data (Hohenstein & Jung, 2018). The need for strict and ethical data protection measures is needed to ensure data privacy and security.

AI is created by humans, so it is likely to be exposed to bias. Therefore, it is important to address algorithmic issues in AI systems. Trained conversational agents often contain biases resulting from training the system based on the values espoused by the developer. This can then affect the AI response. Biases in AI training data can result in discriminatory outcomes during interactions, marginalize certain groups, and perpetuate stereotypes automatically and unintentionally (Raharjo, 2023). It's crucial to address this bias, as AI-driven decisions and responses must be fair and respectful of all demographic categories. Initiatives to reduce bias and fairness in AI training can mitigate these risks and build a more inclusive experience for users from diverse backgrounds (Kuss & Leenes, 2020) (Wambsganss et al., 2021).

Significant concerns also arise in questions about accountability and responsibility associated with AI actions. AI chatbot errors and crashes are triggered from various sides due to the autonomous nature of this system. This ambiguity raises ethical dilemmas regarding liability and reparations and challenges conventional accountability frameworks. Academics advocate the implementation of more transparent accountability measures that will ensure that developers and companies are accountable for the impact of AI chatbot actions, thereby encouraging a higher level of public trust in this technology (Wambsganss et al., 2021). This problem is exacerbated by the fact that AI restricts users so that it cannot judge whether the data used to train it is fair or representative. This makes bias difficult to detect and handle. Therefore, research that runs machine learning is fair, accountable, and transparent (Raharjo, 2023).

The affective impact of AI interactions on users is a very nuanced ethical concern. Emotionally intelligent chatbots have the potential to drive emotional attachment or dependence on these systems, potentially affecting users' emotional well-being and interpersonal relationships. This is due to the fact that they can simulate empathy and friendship. This phenomenon is particularly worrisome for vulnerable populations, including the elderly and those in need of mental health support, who may be trapped in interaction with AI in the absence of human interaction (Kot & Leszczyński, 2022).

The uniqueness of this study is its focus on how the ethical framework needed to solve various problems related to conversations with AI. The study also sheds light on what efforts

can improve understanding of the moral, social, and legal components that govern AI interactions by emphasizing the ethical implications of AI-driven conversations. As well as the importance of establishing strong ethical guidelines and regulatory measures to encourage innovation and protect user data. This research contributes to opening discussions and providing new perspectives on things that were previously questioned (Michael, 2022)

2 Method

This study uses the Systematic Literature Review (SLR) method to study in depth how AI technology affects personal communication, with a particular focus on its ethical impact. The SLR method was chosen because of its advantages in compiling data in a structured, complete, and easy-to-understand manner, so that it can provide a clear picture of the latest trends and research results. The research process follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guideline and begins by identifying the main problem, namely the influence of AI on personal communication, especially related to issues such as privacy, bias, trust, and changes in communication styles. Keywords such as "AI chatbot," "communication ethics," "privacy concerns," "bias in AI," and "trust in AI systems" are used to search for articles in trusted databases, such as Elsevier, Semantic Scholar, and Google Scholar. The selected articles are publications from the last 10 years (2013–2023) so that the results remain relevant to the latest developments.

All articles found are selected based on certain criteria. Selected articles must be peer-reviewed, relevant to the topic of the impact of AI on personal communication, and address ethical aspects such as privacy, bias, or trust. Articles that are incomplete, of poor quality, or do not fit the topic are excluded from the analysis. The selection process is carried out in stages, starting with reading the title and abstract to filter out irrelevant articles, then continuing by reading the entire content of the articles that passed the initial stage. The quality of articles is assessed using tools such as the Critical Appraisal Skills Programme (CASP) to ensure that only valid and useful articles are used. Data from the articles, such as research objectives, methods, results, and conclusions, were collected and analyzed based on key themes, such as the impact of AI on communication styles, ethics in AI development, and privacy and bias issues. Researchers also compare results between articles to find patterns, differences, or shortcomings in previous studies. The entire process is meticulous and involves more than one researcher to ensure the results are accurate and reliable. With this method, the research is expected to provide a better understanding of the influence of AI in personal communication, as well as uncover the ethical challenges that arise from the influence of AI use.

3 Results and Discussion

a. Positive Impact on Communication Efficiency and Reach

Communication efficiency has been significantly improved by chatbots powered by artificial intelligence. These chatbots provide fast and reliable interactions, which in turn shortens response times and speeds up the distribution of information. Users have been able to get help and information with a level of speed and ease that has never been seen before because of this technology. According to (Endacott & Leonardi, 2022), chatbots incorporated into customer service platforms show a high level of flexibility. These chatbots respond to user queries with information specifically tailored to their needs and encourage real-time problem-solving. According to (Kot & Leszczyński, 2022), this technical capacity has significantly expanded the scope of communication, especially in areas where scalability and round-the-clock availability are critical, such as in the areas of healthcare consulting and educational assistance solutions.

Additionally, artificial intelligence chatbots empower interactions that are not limited by physical boundaries, so that geographically isolated or underserved users feel deeply cared for and understood. This in turn increases user satisfaction. Advanced algorithms make it possible to personalize the experience even further. According to research conducted by (Hohenstein & Jung, 2018), such systems have the potential to encourage digital inclusion by overcoming communication barriers. These studies show that the development of AI-based technology has experienced good development and is in great demand by various circles. AI can even adopt human thoughts, experiences, actions,

conversations so many consider that it is better to interact with AI because it tends to understand more and is always there because of its quick response.

b. Negative Impacts: Authenticity, Privacy, and Security Challenges

AI systems that work with a request and response framework make AI able to respond to requests, answer questions, provide suggestions, and even perform certain tasks according to user instructions even better than humans (Pramana et al, 2023). It's possible that AI-based conversations don't have the emotional depth that characterizes human communication, which would result in superficial interactions. Users who are used to interacting with artificial intelligence may have lower interpersonal and empathy skills. This phenomenon is related to a preference for having conversations mediated by technology rather than having conversations with humans. The persistent use of artificial intelligence has the potential to undermine the depth and sincerity of human interaction which suggests that this transition has an impact on social cohesiveness (Warwick & Shah, 2015). This is also very vulnerable if not addressed wisely, especially for people who lack literacy and lack the support of those around them by turning it into an AI scam that occurs due to the inability to filter information.

In addition, there are other negative impacts that are often questioned including the truth about significant privacy and security issues. Although in fact artificial intelligence offers a number of advantages. The data obtained by chatbots often includes sensitive information, which creates possible risks associated with data breaches and improper use of data. The results of a recent survey show that 85 percent of respondents have voiced concerns over the management of their personal data within artificial intelligence systems (Kuss & Leenes, 2020). AI has a large system commonly known as "big data" that is obtained through the Data Mining process and the machine learning process. The data obtained can be in the form of private data such as place and date of birth, name, address, gender, and many more. Then because of the massive amount of data that can be used and exchanged simultaneously by several companies that use different AIs (Handayani et al, 2024).

This has made public trust damaged due to data breaches that have been in the public spotlight which has highlighted the urgent need for a comprehensive data protection mechanism (Rosenberg, 2023). There needs to be a room for monitoring, evaluation and supervision of data security as well as testing and periodic reports by independent parties on the security of data used by companies that adopt AI.

c. Ethical Concerns: Bias and Fairness in AI Communication

Bias in artificial intelligence algorithms is a significant ethical issue that has the potential to reinforce existing imbalances and perpetuate stereotypes. The output of an artificial intelligence system may erroneously benefit some groups while marginalizing others. This is due to the fact that AI systems rely on training data that may reflect existing biases. This bias is often rooted in data that duplicates the differences that exist in the real world, resulting in uneven treatment shown during meetings. Examining the data collection process and ensuring that artificial intelligence systems are trained on varied and representative datasets are two of the steps taken to mitigate the impact of this bias (Wambsganss et al., 2021).

Additionally, the influence of artificial intelligence-powered communication tools on fairness remains a controversial topic, with some users reporting that they have experienced discriminatory results. According to (Hauptmann et al., 2020), biased replies in customer service can sometimes alienate customers who come from certain demographic backgrounds. This can affect users' trust in the system as well as their desire to interact with it. In order for this technology to work in an inclusive and equitable manner, continuous efforts are needed to improve the fairness of artificial intelligence. In addition, cooperation is needed between various parties ranging from developers, regulators, and the public so that AI can be used fairly and neutrally against all parties.

d. Implications for Human-Machine Interaction and Regulation

The ever-evolving role of artificial intelligence in interpersonal communication has sparked discussions about the long-term impact that technology will have on human

relationships. Users may find that dealing with chatbots provides them with a sense of comfort and ease, which can result in a reduced urge to engage in human conversations. The reliance on artificial intelligence (AI) increases the likelihood of social isolation as it reduces the number of face-to-face contacts and community connections that occur. At the same time as artificial intelligence agents are progressively taking over the responsibilities traditionally carried by humans, concerns arise regarding the long-term viability of this dependence and its impact on human social skills (Michael, 2022).

In addressing these ethical challenges, effective regulation and governance are indispensable (Kuss & Leenes, 2020). Current legislative frameworks often lag behind the pace of technological advancement, as a result, they do not adequately address complex issues such as data misuse, manipulation, and user autonomy. Therefore, it is crucial to implement a complete standard that includes user consent, accountability, and openness. Taking these steps will help strike a balance between innovation and ethical responsibility, as well as in building trust among users (Rosenberg, 2023).

There are important ethical issues that go beyond the simple functions and user convenience gained by incorporating artificial intelligence into everyday communication, despite the fact that artificial intelligence offers practical advantages. The theory of utilitarianism, which emphasizes the actions that produce the greatest benefits for the greatest number of people, is one of the theoretical methods that can be used to understand this complication. This approach suggests that the development of communication efficiency and user experience should be weighed against possible social harms, such as a decrease in empathy and actual human contact. This is especially relevant to conversational artificial intelligence (AI) settings. There is a significant ethical puzzle revealed by the possibility that people may become overly reliant on artificial intelligence, which will result in reduced social skills and weaker interpersonal bonds. According to (Warwick & Shah, 2015), despite the fact that this technology has the potential to help and enhance human talents, it should not be applied at the expense of basic human values and emotional intelligence.

On the other hand, deontological ethics that are based on task-based moral principles, emphasizes the fact that an action must be intrinsically right or bad, regardless of the consequences it may entail. When viewed from this perspective, the design and implementation of artificial intelligence systems need to emphasize openness and honesty. This will guarantee that users are fully aware of the fact that they are interacting with artificial beings. Through the use of this principle, the concept of respecting user autonomy and combating dishonesty is strengthened. The ethical obligations of developers and organizations extend to the creation of systems that do not mislead users into thinking that they are communicating with other humans. This helps to ensure that the communication process is not interrupted in any way. Based on a study conducted by (Wambsganss et al., 2021), it has been shown that openness in artificial intelligence design is not only in line with ethical values but also drives higher trust and long-term acceptance among users.

When considering the possible consequences and misuse of AI, questions arise such as, who is responsible for what AI does? Is it the developer, the manufacturer, the end user, the AI itself, or others? There is the potential to bridge the gap between technical growth and ethical responsibility through the application of value-sensitive design into artificial intelligence systems. In this method, human values are incorporated directly into the design process. This helps ensure that the system conforms to ethical standards and social norms that are often expected. The process of studying stakeholder demands and evaluating how technology interacts with social structures is a repetitive process necessary for value-sensitive design when applied. Developers can create artificial intelligence systems that respect user dignity, promote fairness, and limit the dangers associated with bias in AI output if they choose to include these factors. According to (Rosenberg, 2023), it is crucial to make a commitment to ethical AI design in order to minimize unforeseen consequences. One way for AI to work well is to implement a moral framework of distributed responsibility. That way all parties will be responsible for all the things done by AI.

The development of conversational artificial intelligence can be done responsibly by using a more comprehensive ethical framework that combines utilitarian and deontological perspectives, and that is supported by value-sensitive design concepts. Using this dual approach, the authors guarantee that the practical advantages of artificial intelligence, such as improved communication skills, are sought along with the

implementation of strict ethical protections. If this is done, artificial intelligence systems have the potential to become more aligned with human-centered ideals, opening the door to interactions that are not only effective but also moral. The development of comprehensive regulations that address these ethical challenges and foster the continued integration of artificial intelligence in communication will require interdisciplinary collaboration between technologists, ethicists, and policymakers in the future (Hauptmann et al., 2020) (Warwick & Shah, 2015). This collaboration is important to develop this regulation.

4 Conclusion

Research on AI-supported conversations highlights significant impacts on interpersonal communication. On one hand, this technology can enhance communication effectiveness by providing quick and structured interactions. This opens up various possibilities, such as customer service and personal assistants, and can increase user engagement. Additionally, efficient interactions and rapid feedback can help individuals improve their communication skills.

However, excessive reliance on AI can diminish the quality of human relationships, such as reducing empathy and emotional intelligence, which are essential in interpersonal communication. Therefore, it is important to strike a balance between the use of AI and meaningful human interaction to ensure that interpersonal relationships remain deep and authentic.

This study also highlights ethical challenges, such as privacy and data security issues, as well as the potential for AI to reinforce biases. These concerns are not only technical but also ethical, and they can affect user trust in digital communication. To address these, clear regulations and ethical design principles emphasizing transparency, fairness, and user consent are needed so that AI can be developed responsibly and inclusively.

Although this research provides a detailed analysis of ethical issues in the use of AI for communication, there are limitations as it is mostly theoretical. Therefore, further research is needed to explore how AI use impacts real-world communication experiences and long-term relationships. In-depth studies involving technologists, ethicists, and communication scholars could help find more comprehensive solutions and ensure that technological development respects human values while supporting ethical and user-centered communication.

Reference

- Endacott, CG, & Leonardi, PM (2022). Artificial intelligence and impression management: Consequences of autonomous conversational agents communicating on behalf of a person. *Human Communication Research*, 48(3), 462–490. <https://doi.org/10.1093/hcr/hqac009>
- Hauptmann, A., Magalhães, J., & Costeira, J. (2020). MuCAI'20: 1st International Workshop on Multimodal Conversational AI. *MM '20: Proceedings of the 28th ACM International Conference on Multimedia*. <https://dx.doi.org/10.1145/3394171.3421900>
- Hohenstein, J., & Jung, M. (2018). AI-powered messaging: Investigate AI-powered text conversations between humans. *Full Abstract from the 2018 CHI Conference on Human Factors in Computing Systems*, 1–6. <https://doi.org/10.1145/3170427.3188487>
- Kot, M., & Leszczyński, G. (2022). AI-Enabled Shared Value Creation. Conversational Agent Exploratory Study. *Industrial Marketing Management*, 107 (November), 287–299. <https://doi.org/10.1016/j.indmarman.2022.10.013>
- Kuss, P., & Leenes, R. (2020). Ghosts in Machines – Conversational Agents Emotional Intelligence and Failure Govern "Deception by Design." *Manuscript: Journal of Law, Technology & Society*, 17(2). <https://doi.org/10.2966/scrip.170220.320>
- Michael, J. B. (2022). Understanding conversational artificial intelligence. *Computer*. 55(9), 115–119. <https://dx.doi.org/10.1109/MC.2022.3187807>

- Rosenberg, L. (2023). The Manipulation Problem: Conversational AI as a Threat to Epistemic Agency. *Human Computer Interaction*. <https://doi.org/10.48550/arXiv.2306.11748>
- Wambsganss, T., Höch, A., Zierau, N., & Söllner, M. (2021). Ethical Design of Conversational Agents: Towards Principles for a Value-Sensitive Design. In F. Ahlemann, R. Schütte, & S. Stieglitz (eds.), *Innovation Through Information Systems* (Vol. 46). Springer. https://doi.org/10.1007/978-3-030-86790-4_37
- Warwick, K., & Shah, H. (2015). Intelligent Agents—Conversations from Human-agent Imitation Games. *Proceedings of the International Conference on Agents and Artificial Intelligence*, 2, 261–268. <https://dx.doi.org/10.5220/0005176702610268>.
- Raharjo, Budi (2023) *Ethical Theory in Artificial Intelligence (AI)*, Semarang, Agus Teknik Foundation
- Sulistyawati, Difha, Rezha (2024) *Benefits and Potential Problems of Using Artificial Intelligence (AI) in Public Communication*,
- Pramana, Chairunnisa, Prahastiwi (2023) *Adapting to Technological Changes:: Artificial Intelligence and the Evolution of Interpersonal Communicatio*