

Human Interaction with Smart Technology in Media: "A Philosophical Critique of Human-Machine Communication"

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ABSTRACT: *This study aims to provide a philosophical analysis of the interaction between humans and intelligent machines in the field of media, focusing on concepts such as perception, mind, smart technology, artificial intelligence, and ethics. Utilizing the analytical philosophical method, which emphasizes the systematic and critical analysis of philosophical texts and concepts, the study explores the impact of smart technology on cognitive and perceptual processes. The findings indicate that artificial intelligence significantly affects how individuals process information and make decisions, enhancing cognitive abilities while also raising ethical challenges related to bias and privacy. Phenomenology highlights the importance of direct sensory experiences with technology, whereas theories of superintelligence point to potential risks of losing human control. The study recommends developing ethical and legal frameworks to ensure responsible use of technology in media, emphasizing transparency, accountability, and privacy protection. These frameworks contribute to building trust between the public and media outlets and ensure the delivery of fair and balanced media content.*

Keywords: *Artificial intelligence, ethics, mind, perception, phenomenology, smart technology*

1. Introduction:

In the current digital era, artificial intelligence (AI) and smart machines have become integral parts of the media industry, causing fundamental shifts in how news is gathered, analyzed, and presented to the public. These technological advancements raise profound philosophical

questions about the nature of human-machine interaction, its impact on human perception, media credibility, and professional ethics. On one hand, AI technologies offer numerous benefits, such as improving the efficiency of news gathering and analysis processes and providing new interactive means to engage with audiences. However, on the other hand, these technologies also raise concerns about algorithmic biases, privacy violations, and ethical responsibility for the content provided. Additionally, the use of smart machines affects the cognitive processes of journalists and audiences, necessitating an exploration of how AI impacts human perception. Based on these issues, several questions arise that need precise and comprehensive answers.

Main Research Question: How does the interaction between humans and smart technology in the media field affect human perception, credibility, and professional ethics from a philosophical perspective?

Sub-questions:

- a. How can the philosophy of mind explain the relationship between AI and human perception in the media context?
- b. What are the ethical challenges that arise from the use of AI in media?
- c. How does human-machine interaction affect concepts of credibility and responsibility in media?
- d. What are the criticisms directed at philosophical theories in interpreting the interaction between humans and smart technology, and how can they be addressed?

2. Study Objectives: This study aims to conduct a philosophical analysis of human-machine interaction in the media field to understand the impact of AI on media processes. It seeks to explore the differences between human perception and AI in news gathering and analysis, and to identify ethical and philosophical challenges such as data privacy, bias, and responsibility. The study also discusses how to address these issues to ensure responsible and ethical use of technology. Additionally, it aims to provide a philosophical perspective on the future of human-machine interaction, analyzing its impact on concepts of credibility and

responsibility in media, and offering recommendations to enhance philosophical and ethical understanding of this interaction.

3. Significance of the Study: This study is significant in understanding human interaction with smart technology in media by providing a deep philosophical analysis of technology's impact on human perception and media practices. It addresses the ethical challenges arising from AI use, such as bias, privacy, and responsibility, and offers recommendations for developing new ethical frameworks. The study also contributes to improving media practices and enhancing transparency and credibility. Additionally, it provides future insights into the evolution of human-smart technology interaction and enriches academic literature while raising awareness among the public and decision-makers about the challenges and opportunities associated with AI use in media.

4. Methodology: This research employs the analytical philosophical method, which focuses on analyzing texts and philosophical concepts systematically and critically (Badawi, 1982, p. 42). This method aims to deconstruct philosophical texts and study their fundamental concepts, helping to gain a deeper understanding of philosophical ideas and analyze them in their historical and cultural context. The analytical philosophical method is characterized by its ability to delve into fine details and explore relationships between different concepts.

4.1. Steps to Apply the Analytical Philosophical Method in the Study:

a. Text Collection: A sample of classical and contemporary philosophical texts related to the philosophy of mind, technology, and ethics will be collected, along with a review of scientific and philosophical literature on AI applications in media. This will help build a knowledge base for understanding the impact of these technologies on media processes from a philosophical perspective.

b. Literature Review and Analysis: Careful and systematic reading of texts will help comprehend the impact of technology on perception and the mind in the media context. Interpreting texts in their philosophical and historical contexts will provide a comprehensive view of technological developments and their impact on media.

c. Conceptual Analysis: Key concepts such as perception, mind, technology, and ethics will be identified, and their relationships examined to clarify how these concepts intersect in the media context. This will aid in understanding AI's impact on media processes.

d. Discussion of Results: Philosophical analysis of perception and the mind will help understand AI's impact on journalists' and audiences' cognitive processes. Studying the impact of technology on perception and society will identify social and cultural transformations resulting from the use of smart technology in media. Analyzing ethical issues such as bias, privacy, and responsibility will guide the discussion on the ethical use of AI in media processes.

These steps will enable the collection and analysis of philosophical and scientific texts to understand the comprehensive impact of smart technology on media processes. Textual analysis will be used to understand technology's impact on perception and the mind, focusing on how news gathering, analysis, and presentation are altered. Conceptual analysis will elucidate key concepts and their intersections in the media context, and discussing the results will help apply philosophical ideas to practical cases to provide critical insights into ethical challenges and social changes arising from the use of smart technology in media.

5. Review and Analysis of Philosophical Literature:

5.1. Philosophy of Mind and Perception: The philosophy of mind studies human understanding, including investigations into the nature of the mind, consciousness, and perception. In this context, theories such as Cartesian dualism, proposed by René Descartes, posit a separation between mind and body, considering the mind an independent substance (Chalmers, 2019, p. 32). This theory lays the foundation for understanding how human minds interact with technology by focusing on mental processes as sources of knowledge. Descartes emphasizes the mind as an independent essence with cognitive abilities that transcend physical influences, allowing for a deeper understanding of how the human mind processes and responds to technical information.

In contrast, Immanuel Kant presents a different approach by integrating sensory experience and mental comprehension to explain that knowledge results from continuous interaction between sensory experiences and mental conceptions (Miller, 2017, p. 54). Kant's theories help explain how technological sensory experiences, such as interaction with AI, can reshape human understanding. Kant views the mind as not operating in isolation from sensory experience but as integrating with it, suggesting that technological tools can enhance our cognitive abilities by providing new sensory experiences that integrate with mental comprehension.

Phenomenology, introduced by Edmund Husserl, deepens the discussion by focusing on direct perceptual experiences as lived (Zahavi, 2020, p. 76). This philosophical approach seeks to understand consciousness and perception without preconceived assumptions, enabling an analysis of how individuals perceive technology and AI in their daily lives. Phenomenology allows us to explore how AI affects human perception by focusing on individual sensory and mental experiences with technology. In this context, we can ask how daily interactions with smart machines influence individuals' awareness and knowledge and how these interactions reshape our perceptual experiences.

Theories of mind and perception are not limited to Western philosophy but also include perspectives from Eastern and Islamic philosophies, which address consciousness and mind differently. Muslim philosophers such as Avicenna and Al-Ghazali provided advanced insights into the nature of the mind and the relationship between mind and body, which can contribute to enhancing our understanding of human-machine interaction in modern media contexts (Rizvi, 2019, p. 112). Avicenna, for instance, presented an integrated theory of the soul and mind, viewing the human mind as capable of interacting with divine knowledge and the material world comprehensively. Al-Ghazali, on the other hand, offered a critique of strict rationalism, emphasizing the importance of spiritual experience in shaping knowledge.

These multiple theories offer a rich framework for analyzing how technology shapes our perception and knowledge. Using these frameworks, we can study how technology affects various mental

processes, such as perception, memory, and critical thinking. Technology can provide new sensory experiences that enhance our understanding and learning capabilities, but it may also pose new challenges requiring a deep understanding of human nature and how it interacts with virtual and technological worlds.

5.2. Analysis of How These Theories Explain Human-Machine Interaction: Human-machine interaction in media opens the door to profound philosophical questions about how technology affects mental and perceptual processes. Phenomenology, for example, provides a framework for understanding how individuals directly experience technology (Dreyfus, 2019, p. 45). This approach allows us to analyze how journalists and audiences interact with AI in news gathering and analysis. By focusing on immediate sensory and mental experiences, we can understand how technology changes the way people interact with information. Phenomenology enables us to consider how daily experiences with AI affect individuals' sensory and cognitive perception, making them interact with news and information in new and complex ways.

For instance, when journalists use AI tools to analyze large amounts of data quickly and accurately, this can enhance their ability to provide more detailed and precise reports. However, excessive reliance on these tools can diminish the role of critical and creative thinking played by human journalists. Phenomenology allows us to examine how these tools affect journalists' and audiences' sensory and mental experiences and how direct experiences with technology reshape human understanding of reality.

Classical theories in the philosophy of mind offer a different perspective, highlighting the fundamental differences between human perception and machine processing. Human perception, unlike AI, involves the ability to understand context and engage in critical thinking, skills that rely on diverse sensory and cognitive experiences (Clark, 2016, p. 89). AI, on the other hand, relies on specific algorithms to process data and make decisions, making it a powerful but limited tool in understanding human complexities.

For example, in the context of editorial decision-making, AI may face challenges in understanding the social, cultural, and political dimensions that human journalists can address better. Humans can analyze complex contexts and understand nuances that can affect news coverage, while AI may lack this ability due to its reliance on fixed algorithms and specific criteria.

Additionally, the philosophy of mind can shed light on how interaction with smart machines shapes general perception (Sebastian, 2018, p. 102). If smart machines contribute to disseminating information quickly and efficiently, this can change how the public receives and understands news. AI can help provide customized media content based on user preferences, enhancing audience interaction with news and information. However, this can also lead to the formation of "information bubbles," where content is provided based solely on previous preferences, reducing the public's exposure to a variety of ideas and information.

Philosophy also allows us to think about the ethical aspects of using AI in media. From an ethical standpoint, philosophical theories emphasize the need for standards and regulations to ensure ethical and responsible AI use in media. Interaction between humans and machines should be managed in a way that respects human values and ethics, such as privacy, justice, and credibility. For example, there should be clear standards to ensure algorithms do not reinforce social biases or discrimination and contribute to providing accurate and unbiased information.

These ethical dimensions raise questions about how to establish policies and regulations that ensure responsible and ethical technology use in news gathering and analysis. These policies should include regular reviews of the algorithms used and ensure they operate transparently and fairly. This requires cooperation between developers, media institutions, and legislators to ensure technology is used in ways that enhance the public interest and respect individual rights.

Ultimately, these philosophical analyses reflect the necessity of adopting a comprehensive perspective that combines a deep understanding of human perception and technology to ensure a credible and ethical media future. We should focus on developing smart technologies that enhance

human capabilities rather than restrict them and ensure that human values remain at the heart of human-machine interaction. Philosophy provides us with the tools necessary to understand the profound impacts of AI on human perception and guide us toward using technology in ways that enhance knowledge and understanding while maintaining ethical principles that ensure fair and responsible technology use in media.

5.3. Philosophy of Technology: Review of Philosophical Frameworks Addressing Technology's Impact on Society and Humans:

Philosophy of technology aims to understand how technology affects human life and society in general. Martin Heidegger is one of the prominent philosophers who addressed the impact of technology on humans, presenting in his work "The Question Concerning Technology" a critical view of technology as a system that dominates humans and nature (Heidegger, 1977, p. 28). This technological dominance raises questions about how to reconsider our relationship with the world through technology use. Heidegger considers technology not just as tools but as a specific way of revealing reality, and this revealing may lead to forgetting the true essence of human existence and the world.

On the other hand, Herbert Marcuse, in "One-Dimensional Man," discussed how technology affects human thinking by turning it into one-dimensional thinking, limiting the capacity for critical and free thinking (Marcuse, 1964, p. 12). Marcuse explains that technology, in the capitalist context, is used as a means of control and subjugation rather than liberation and progress. This view offers a sharp critique of the prevailing use of technology and calls for rethinking how technological advancements are directed to serve humans rather than the other way around.

Modern technologies, including AI, are part of the digital transformation that significantly impacts all aspects of life. The French philosopher Bernard Stiegler views technology as a central factor in shaping human consciousness and culture (Stiegler, 2011, p. 15). Stiegler considers technology not just as physical tools but as an integral part of shaping human and cultural identity. He explains that technology changes not only the tools we use but also the ways we think and communicate,

raising questions about how these transformations affect individual and collective identity.

Meanwhile, the Arab scholar Zaki Naguib Mahmoud presented philosophical insights on the impact of technology on Arab societies, explaining how technology can be a double-edged sword, contributing to development and progress but also posing social and cultural challenges (Mahmoud, 1987, p. 44). Mahmoud points out that technological dependency in Arab societies can lead to losing cultural and traditional identity if these challenges are not addressed consciously and responsibly.

5.4. Discussion of Philosophical Ideas Related to AI and Smart Machines: AI and smart machines are among the most intriguing technological fields for contemporary philosophers. John Searle, in his article "Minds, Brains, and Programs," addresses the debate on whether AI can possess consciousness or merely simulate human intelligence (Searle, 1980, p. 417). Searle presents his famous Chinese Room argument to show that AI, despite its ability to process information, lacks true understanding and meaning. This argument highlights the fundamental differences between human and artificial intelligence, raising questions about the possibilities and limitations of smart machines.

Meanwhile, Nick Bostrom, in his book "Superintelligence," discusses the challenges and opportunities that may arise from developing AI surpassing human intelligence (Bostrom, 2014, p. 56). Bostrom warns of the potential risks of this technology, including the loss of human control over advanced AI systems, and emphasizes the necessity of developing ethical and legal frameworks to ensure the safe and responsible use of this technology. Bostrom suggests that it is essential to treat AI as a force that can radically alter human history, necessitating careful management.

Additionally, the Arab thinker Fouad Zakaria, in his book "Smart Machines and the Future of Humanity," addresses the impact of AI on society, explaining how this technology can reshape social and economic relationships (Zakaria, 1996, p. 67). Zakaria emphasizes the importance of critical thinking in technology use to ensure it serves humanity in general and avoids potential risks. Zakaria notes that technology, if not

managed wisely, can exacerbate economic and social gaps and make humans more dependent on machines.

5.6. Ethical Philosophy: Discussion of Ethical Challenges Arising from AI Use in Media: With the increasing use of AI in media, numerous ethical challenges emerge that require in-depth study. One of the main challenges is algorithmic bias, which may lead to the dissemination of inaccurate or unbalanced information. In her book "Weapons of Math Destruction," Cathy O'Neil discusses how algorithms can reinforce social biases and lead to unjust outcomes (O'Neil, 2016, p. 12). O'Neil explains that algorithms are not as neutral as believed; instead, they reflect the values and concepts programmed into them by humans. This necessitates reviewing and analyzing these algorithms to ensure the fairness of the information they produce. In the media context, biased algorithms can reinforce existing prejudices and deepen social gaps by providing biased content.

Moreover, AI use in media raises concerns about privacy and data protection. In his book "AI Ethics," Mark Coeckelbergh discusses how technology can violate personal privacy by collecting and analyzing data without user consent (Coeckelbergh, 2020, p. 45). Coeckelbergh explains that using personal data unethically can lead to privacy violations and undermine trust between the public and media. He points out the need for strict policies to protect data and ensure its ethical and responsible use. In media, using personal data unethically can lead to public distrust in media, threatening its credibility.

Another ethical challenge is the potential misuse of AI to influence or manipulate public opinion. Algorithms can manipulate information and provide biased or misleading content to achieve political or economic goals. This raises questions about transparency and accountability in AI use in media. Media institutions should be transparent about how they use AI and ensure mechanisms to hold smart systems accountable for their decisions and recommendations.

5.7. Analysis of Philosophical Literature on Responsibility, Privacy, and Bias in Technology Use:

a. Responsibility in Technology Use: Responsibility in technology use, especially AI, is an important topic in ethical philosophy. In his book "Ethics of Technology," Luc Van Loon discusses how responsibility is distributed among developers, users, and the technological systems themselves (Van Loon, 2017, p. 34). Van Loon raises questions about who should bear responsibility when errors result from AI use. He suggests that responsibility should be shared among all involved parties to ensure the responsible use of these technologies. In the media context, responsibility can include developers designing the algorithms, media institutions using them, and even the audience interacting with the content produced.

b. Privacy: Privacy is another significant aspect of philosophical literature related to AI. In his book "The Fourth Revolution," Luciano Floridi discusses how technology can change the concept of privacy in unprecedented ways (Floridi, 2014, p. 78). Floridi explains that protecting privacy requires a new approach that matches the unique challenges posed by modern technology. He notes that the traditional understanding of privacy needs to evolve to include new digital and technological dimensions to ensure effective protection of individual rights. In media, this can involve ensuring that personal data is not used in ways that violate privacy and providing transparent information to users about how their data is used.

c. Bias in Technology: Bias is another issue raised by philosophical literature. In his book "Technology and Justice," Philip Preston discusses how technology can enhance or reduce social biases (Preston, 2019, p. 102). Preston suggests that technological solutions should be designed consciously to achieve justice and avoid discrimination. He explains that technology has the potential to improve social justice if designed and implemented carefully, considering ethical and human values. In the media context, this can mean designing algorithms that provide balanced and fair content, avoiding reinforcing biased or discriminatory ideas.

d. Technology and Control: Philosophical literature also addresses the issue of control and management of technology. The German philosopher Jürgen Habermas discusses how technology can become a tool for social

and political control (Habermas, 1970, p. 54). He explains that technology, if not properly managed, can be used to control ideas and manipulate public opinion. In the media context, this can lead to questions about how to ensure that technology remains a tool to serve the public rather than becoming a means of controlling it.

Overall, philosophical literature indicates that AI use in media requires caution and attention to ethical values. Strict policies and regulations should be put in place to ensure technology is used in ways that respect privacy, enhance justice, and ensure transparency and accountability. These policies should be based on a deep understanding of ethical philosophy to ensure technology remains a tool to serve society and enhance human values.

6. Conceptual Analysis of Philosophical Literature:

6.1. Identifying Key Concepts:

a. Perception:

- **Philosophical Definition:** Refers to the mental process by which sensory information is interpreted to form an understanding of the surrounding world. Perception is a fundamental part of the philosophy of mind, dealing with how the mind interacts with sensory data to form mental images and knowledge (Schwitzgebel, 2011, p. 45).
- **Interaction with Technology:** In the context of smart technology, the process of perception can change in new ways, where technology offers simulated or enhanced sensory experiences that affect how individuals interpret and absorb information.

b. Mind:

- **Philosophical Definition:** Represents a set of mental processes that include thinking, feeling, and perception. In philosophy, the mind is studied to understand how ideas, consciousness, and knowledge interact with the external world (Gallagher, 2005, p. 123).
- **Interaction with Technology:** With the development of AI, questions about how the human mind interacts with artificial minds

become more important. Can the human mind remain superior in certain areas, such as creativity and ethics, or will technology reshape the boundaries of what the human mind can do?

c. Smart Technology:

- **Philosophical Definition:** Includes tools and technological applications that use AI to improve performance, such as smartphones, smart systems, and robots. We will analyze the impact of this technology on society and individuals in philosophical literature (Gunkel, 2012, p. 78).
- **Interaction with Philosophies:** Smart technology is interpreted in different ways according to philosophies; some view it as a tool to empower humans, while others see it as a source of threat and dominance over mental and cognitive processes.

d. Artificial Intelligence:

- **Philosophical Definition:** Refers to the ability of machines to perform tasks that typically require human intelligence, such as learning, understanding, and interaction. We will study AI philosophically to determine its capabilities and limitations and its impact on human perception (Russell & Norvig, 2020, p. 215).
- **Interaction with the Human Mind:** Philosophers question the extent to which AI can simulate or surpass human intelligence, especially regarding consciousness and true understanding.

e. Ethics:

- **Philosophical Definition:** Refers to principles that determine right and wrong behavior. In the context of smart technology, ethics includes issues of bias, privacy, and responsibility for decisions made by smart systems (Sandel, 2012, p. 88).
- **Interaction with Technology:** In the context of smart technology, ethics includes issues of bias, privacy, and responsibility for decisions made by smart systems.

6.2. Examining Relationships Between Different Concepts:

a. Perception and Technology:

- **Interaction:** Smart technology directly affects how individuals perceive the world. Virtual and augmented reality technologies, for example, change individuals' sensory experiences and reshape their understanding of the surrounding world.
- **Challenges:** How can human perception adapt to information derived from digital and smart environments? Do these changes enhance perception or distort true understanding?

b. Mind and AI:

- **Interaction:** AI reshapes the boundaries of what the human mind can do. AI can accomplish certain tasks faster and more accurately, raising questions about the future role of the human mind.
- **Challenges:** Can AI surpass the human mind in all areas? What are the ethical limits to developing and using AI?

c. Ethics and Technology:

- **Interaction:** Smart technology raises many ethical issues, such as bias in algorithms and privacy violations. Ethical philosophy provides a framework for analyzing these issues and offering solutions.
- **Challenges:** How can smart technology be developed to be fair and ethical? What standards should be set to ensure technology serves humanity rather than becoming a means of control or manipulation?

7. Critical Analysis of the Effectiveness of Philosophical Theories in Explaining Human-Machine Communication:

7.1.Shortcomings of Classical Theories: Classical theories are often insufficient to explain the complex challenges posed by the use of smart technology. For example, Cartesian dualism, presented by René Descartes, focuses on the separation between mind and body, making it inadequate for explaining the integrated interaction between humans and machines. Cartesian dualism views the mind as an independent, immaterial entity and the body as a material machine. However, modern interaction with smart technology requires a deeper understanding that

includes the integration of mental and sensory processes. These traditional theories do not offer practical solutions for how humans can interact with smart machines in an integrated manner, especially in complex contexts like the use of AI in media. Smart technology requires theories that consider the mutual influence between humans and machines and how this relationship can shape and affect perception and knowledge. In this context, the need for modern, flexible theoretical frameworks becomes more urgent to explain and understand the complex interactions between humans and advanced technology.

7.2.Integration of Modern Theories: Modern theories such as phenomenology and superintelligence theories provide more comprehensive insights to explain the complex interaction between humans and technology. Phenomenology, introduced by Edmund Husserl, focuses on direct sensory experience from the perspective of the individual experiencing it, helping to understand how smart tools impact users' everyday perception. This approach provides a strong framework for analyzing how smart technology, such as AI and wearable devices, shapes our sensory and cognitive experiences.

On the other hand, superintelligence theories, developed by Nick Bostrom, focus on the potential risks and opportunities of advanced AI. Bostrom warns of scenarios where AI could significantly surpass human capabilities, raising important ethical issues about control and responsibility. These theories call for establishing strict ethical frameworks to ensure the safe and responsible use of this technology.

Integrating these theories helps provide practical frameworks for developing solutions to the ethical challenges associated with smart technology. Phenomenology allows us to analyze the direct impact of technology on perception and knowledge, while superintelligence theories help formulate preventive strategies to deal with potential risks. By combining these theories, a comprehensive and in-depth understanding of the human-technology relationship can be developed, enhancing the ability to design and use smart technologies in ways that respect human values and contribute to achieving justice and credibility in media.

7.3. The Need to Develop New Philosophical Frameworks:

Guiding Policies: There is a need to develop new philosophical frameworks that focus on addressing the ethical issues arising from the use of smart technology. These frameworks should be capable of providing clear guidance for developing policies and regulations that ensure the responsible and ethical use of technology.

Practical Application: Philosophical frameworks should be practically applicable, focusing on designing and implementing smart technologies that enhance justice and credibility in media and respect fundamental human values. This requires translating philosophical principles into clear policies and strategies that can be implemented in practical contexts. For example, algorithms can be developed based on transparent and unbiased criteria to ensure that the news and media content produced by these technologies is presented fairly and balanced. These frameworks should also focus on protecting user privacy and preventing the exploitation of their data in ways that violate their rights.

Applying philosophical frameworks also involves implementing training programs for developers and journalists on ethics in using AI, ensuring that everyone is aware of the required ethical standards. Additionally, these frameworks can include establishing independent regulatory bodies to review and evaluate the use of smart technologies in media, ensuring compliance with ethical principles.

Alongside this, philosophical frameworks should focus on fostering innovation in designing smart technologies in ways that support transparency and accountability. This can include developing tools that enable users to understand how the algorithms interacting with them work and providing mechanisms that allow them to control their personal data.

By practically applying philosophical frameworks, media can benefit from smart technology in ways that respect human values, enhance trust between the public and media, and contribute to achieving fairer and more credible media.

8. Discussion of Results:

8.1.Impact of AI on Perception and Knowledge: The results indicate that AI significantly affects human perception and knowledge by changing how individuals interact with and analyze information. Smart tools and advanced algorithms enable the collection and analysis of vast amounts of data quickly and accurately, enhancing individuals' ability to make informed decisions based on available information. However, over-reliance on AI can lead to changes in how individuals think and process information, as critical thinking may be avoided in favor of accepting the results generated by smart systems. Phenomenology highlights the importance of direct perceptual experiences and how technology can affect these experiences by providing interactive interfaces that influence the senses and mind.

8.2.Ethical Challenges: The results show that there are numerous ethical challenges associated with AI use in media. Among the most prominent challenges is algorithmic bias, which can lead to unfair outcomes and deepen social gaps. Additionally, AI use raises concerns about privacy and data protection, as large amounts of data can be collected and analyzed without user consent, leading to potential privacy violations and undermining trust between the public and media. The possibility of AI misuse to influence or manipulate public opinion also raises questions about transparency and accountability, emphasizing the need for strict policies to ensure ethical and responsible AI use.

8.3 Philosophy and Human-Machine Interaction: The results indicate that human-machine interaction opens new horizons for philosophical understanding of the nature of perception and mind. Philosophers have provided theoretical frameworks that help analyze how human minds interact with technology. These frameworks help understand how technology affects human perception and how AI can change the way we think and communicate. For example, phenomenology offers a means to understand direct perceptual experiences with technology and how these experiences shape awareness and knowledge.

8.4.Criticisms of Philosophical Theories: The results indicate that traditional philosophical theories often fall short in explaining the challenges arising from the use of smart technology in media. For

example, Cartesian dualism's focus on the separation between mind and body makes it unsuitable for explaining the integrated interaction between humans and machines. Additionally, traditional ethical theories struggle to address issues of privacy and bias in algorithms. Although phenomenology provides a deep understanding of direct sensory experiences, it needs to be integrated with modern theories to understand the complex impacts of smart technology.

8.5. Addressing Criticisms to Develop More Comprehensive and Effective Philosophical Frameworks: These criticisms can be addressed by developing new philosophical frameworks that focus on transparency, accountability, and privacy. For example, superintelligence theories provide clear warnings about the potential risks of AI and emphasize the need for ethical frameworks to ensure safe and responsible technology use. Similarly, ethical frameworks should be developed that focus on transparency in designing and using smart algorithms, emphasizing accountability to prevent bias and ensure fairness. Policies should also be developed to ensure the protection of personal data and privacy in using smart technology in media.

8.6. Integrative Philosophical Frameworks: Integrative philosophical research can offer clear guidelines for developing policies and regulations that ensure responsible and ethical technology use. Philosophical theories should be applicable in practice, focusing on designing and implementing smart technologies that enhance justice and credibility in media while respecting fundamental human values. This comprehensive approach can provide effective solutions to contemporary challenges and enhance our understanding of the complex interaction between humans and machines in media, contributing to improving the quality of modern media while respecting fundamental human values.

8.7. Philosophical Analysis: Through philosophical analysis, we find that AI use in media can lead to fundamental changes in how individuals perceive the world around them and process information. Phenomenological analysis highlights that sensory and mental experiences with technology can reshape human perception in ways previously impossible. This suggests that AI is not merely a tool for data

analysis but part of the perceptual experience that can influence how individuals understand the world.

On the other hand, the identified ethical challenges highlight the urgent need to develop ethical and legal frameworks to ensure responsible technology use. Philosophical analysis underscores the importance of reviewing algorithms to ensure the fairness of the information they produce. Additionally, the analysis discusses the need to develop new concepts of privacy that match modern digital challenges.

Human-machine interaction raises profound philosophical questions about the nature of mind and perception. Philosophers have provided different insights into the possibilities and limits of AI, raising questions about the fundamental differences between human and artificial intelligence. This requires in-depth philosophical study to understand the far-reaching impacts of AI on human perception and social relationships.

Overall, philosophical analysis indicates that AI use in media requires a comprehensive approach combining a deep understanding of human perception and technology to ensure a credible and ethical media future. Policies and applications should be based on strong philosophical foundations to ensure technology remains a tool to serve society and enhance human values.

9. Conclusion: The study indicates that artificial intelligence (AI) possesses immense potential to improve media operations and deliver more accurate and faster information to the public. However, it also highlights ethical and cognitive challenges that require in-depth study. The impact of AI on human cognition is evident in how information is processed and decisions are made, underscoring the importance of philosophy in providing theoretical frameworks to understand these changes.

The study addresses the ethical challenges associated with using AI in media, such as algorithmic bias, privacy violations, and manipulation of public opinion, which necessitate the development of ethical and legal frameworks to ensure responsible use of technology. The interaction between humans and machines opens new avenues for philosophical understanding and raises questions about the nature of cognition and the mind.

The study recommends developing ethical and legal frameworks, enhancing transparency and accountability, protecting privacy, educating the public, encouraging scientific research, and promoting international cooperation. In conclusion, it is clear that the use of AI in media requires a comprehensive approach that combines philosophical and technical understanding to ensure a media future characterized by credibility and ethics, with an emphasis on keeping technology a tool to serve society and promote human values.

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