

The Human Intelligence: Creativity, Communication and Culture in Crises

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Abstract—Machines, which have complete control over humanity's creative and mass communication activities, pose a significant challenge to human intelligence. Creativity and communication play crucial roles in shaping a society's cultural sphere. Political and corporate organizations heavily exploit technological advancements to maintain their power. The influence of new technologies, managed by political leaders, undermines independent thinking, cultural and religious practices, participation in democratic processes, and even personal relationships and mental well-being. The current global political landscape presents various threats, as the ideals of democracy and a welfare state appear to be failing. Governments view public protests as threats, and cultural diversity is discouraged in favor of achieving a strong nation-state. Social media sites (SNSs) have become platforms for deliberating on almost all political, cultural, and economic ideas, aiming to sway the general public. By making common citizens apathetic, self-centered, and preoccupied with trivial matters, they become easy targets. These competitive capitalist SNS ventures prioritize profits and seek to dominate other similar entities. Consequently, they collude with

political parties, governments, corporations, cultural leaders, self-proclaimed individuals, fame-seeking celebrities, and players to manipulate data and control the public narrative. The emergence of new technologies such as quantum computing, genetic engineering, the metaverse, machine learning, artificial intelligence, and brain chips further endanger human intelligence. This paper seeks to analyze three complex dimensions of this situation: (1) the role of technology, (2) the entities in control, and (3) the impact on human intelligence. The intricate relationships among individuals, democratic institutions, cultural and creative processes, communication, artificial intelligence (AI), machine learning (ML) advancements, and SNS platforms pose potential challenges for humans in the contemporary global arena. As large language models (LLMs) like ChatGPT, BARD gain popularity, this paper also aims to assess the importance and necessity of human intelligence and the challenges it faces. Language-based human communication faces significant threats from LLMs, which nourished by artificial intelligence, have become capable of imitating human intelligence. They utilize statistical models to analyze vast amounts of data, learning grammatical patterns and word connections similar to humans. Additionally, the development in area of artificial brain studies by Neuralink, Deepmind and Anthropic raise serious concerns about human intelligence. Such a project poses a direct threat to the very existence of humankind. This research explores the future of human civilization, culture, communication, understanding, and thinking in the new technological landscape.

Keywords—AI, Communication, Creativity, Culture, Language

I. INTRODUCTION

Humans created God, and now they are protected, cared for, and controlled by it. Machines, another human invention, are indispensable in today's world. OpenAI, an independent company supported by Microsoft, recently developed ChatGPT (with BARD as its competitor), an online software device capable of writing songs, poems, stories, short novels, and even research papers, like the one you are reading. It can generate content in major global languages within seconds, under the user's direction. This means traditional roles like 'author,' 'lyricist,' 'novelist,' or 'researcher' may no longer be required, as users can do the work themselves. Cultural and political discourses can also be handled by these users in many situations, potentially rendering the roles of activists, thinkers, media persons, professors, counsels, etc., limited and later on redundant. These professions heavily rely on language skills (both written and spoken) and communicational techniques, drawing from knowledge of social, cultural, political, and economic discourses and narratives circulating on social media platforms or disseminated through similar tools.

Throughout history, humans needed each other initially for survival and hunting together during the early years of civilization. As socio-political systems developed, they became interdependent based on their expertise and professional skills, like lawyers and judges fulfilling the judicial needs of states. With the invention of scripts, ink, and papers, writing systems emerged, gaining dominance over verbal communication. 'Writings' became more trustworthy, visible, retainable, legal, and binding, serving as a tool to run modern administrations based on democracy, nation-state, industrialization, and later on, globalization, market economy, and liberalization. 'Written languages' became an integral part of daily life for entertainment (literature), scientific studies, administrative work, official communications, media publications, record-keeping, etc., and the new society became accustomed to it. However, newly developed AI tools are now taking over these tasks with less dependency on human skills. The emotional requirements of human societies have undergone tremendous changes. From verbal communication and rock paintings to written and printed contents, and then to photographic, filmic, radio, and televised broadcasting, direct contact among mankind is gradually diminishing. The emergence and continuous improvement of Social Networking Services (SNSs) have further reduced the need for physical meetings. The recent Covid-19 pandemic fueled the expansion of these technologies, successfully enabling online classes, exams, meetings, inaugurations, election campaigns, family

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gatherings, etc., without physical presence. This illustrates that most of our emotional requirements are now met in the virtual world.

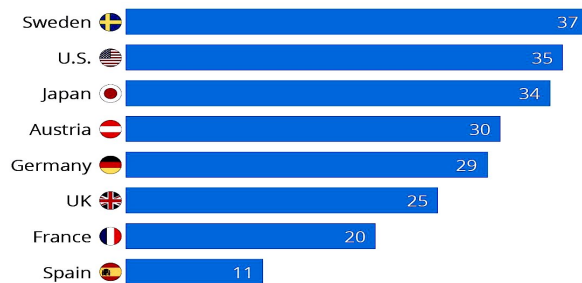
For a long time, languages have been the dominant tool for creating and communicating messages among human societies. However, with the invention of new tools, they are losing their significance. This paper considers the following major areas to weigh the importance of languages in day-to-day activities and how they are under siege from artificial intelligence and its allied techniques: Corporate, Culture, Communication, Constitutional, and Warfare. These areas encompass most of our daily life and emotional sphere. Surprisingly, all the above domains directly impact social narratives and have become a battlefield of words. The categories cited above are broad and can further be divided into sub-categories for more detailed study.

II. CORPORATE LANGUAGE AFFAIRS

According to Yuval Noah Harari, human civilization has evolved through a history marked by hegemony, dominance, and exploitation. Subsequently, democracy emerged, representing a societal advancement from the dark ages to the age of enlightenment. Democracy was depicted as a welfare state and the most humane form of governance, leveraging the industrial revolution and machine productions to improve human life. Presently, it continues to be viewed as a significant system of governance.

Where AI is Aiding Productivity

Projected increase in productivity due to AI in selected economies until 2035 (in percent)



Sources: Accenture, Frontier Economics



statista

Fig. 3 Source: Statista

As of the present moment, the promise of making life easier has proven to be a bitter failure. Corporations prioritize continuous profits and capitalization for their growth. To ensure this, they employ a language that appeals to emotions but is often dubious in presenting facts. Advertisements, slogans, offers, and promotions are carefully crafted with complex language by professional ad agencies and experts, aiming to deceive and exploit the human psyche. Neuralink, a company founded by Elon Musk, has made advancements in reading human brains to some extent and can influence

thought processes. Companies like Deepmind and Anthropic have achieved significant success in developing language models that rival human efficiency. As anticipated, these AI-based tools are expected to significantly reduce the need for human labor in economic development [4].

III. CULTURE INDUSTRY AND AI

Theodore Adorno[5] once famously remarked that culture has transformed into an industry. This raises significant questions about the role of AI in the production of cultural artifacts. AI technologies are now capable of easily creating paintings[6], composing music[7], writing poems and short novels[8], and generating visual content[9]. Large Language Models (LLMs) have demonstrated their potential in these areas, where individual talent[10] is no longer the dominant factor in cultural production. Throughout various stages of human civilization, cultural products have emerged.

Life 1.0, the earliest stage of civilization, was characterized by human life devoid of any culture. During this phase of evolution, primitive humans lived in a manner similar to animals, with no cultural "products" present in their society. Life 2.0 introduced technologically-produced products that shaped individuals' lives and behaviors, while also influencing social relationships. Judgments began to be made based on the cultural products utilized by individuals, families, or entire nations. This led to the establishment of a system of mass production and consumption through the use of technology and machines. Max Tegmark's proposition of Life 3.0 foresees a future where AI technologies will surpass human capabilities[11].

Economic growth is expected to be significantly boosted by AI technologies[12]. As a result, cultural productions such as cinema, music, and paintings may increasingly replace human creators to make the process more cost-effective.

IV. COMMUNICATIONS: PSEUDO-HUMANS

Automated responses are a primary concern in human communication, commonly observed in email customizations, bot-generated information, and now, with the emergence of Bard and ChatGPT, even office work can be handled by AI. Social media has sparked a desire for continuous communication, encouraging users to spend maximum time on these platforms. Many major platforms rely on 'unverified' human identities, which come in two forms: human-created identities and AI-generated bots. These fake identities are used to influence, express opinions, or raise issues that users may not confront directly.

Social media companies have indulged in creating and promoting such fake identities to achieve their goals, such as promoting advertisements and providing advertisers with false data and pseudo satisfaction [13]. However, this situation is expected to change soon, as machines equipped with artificial intelligence will become more efficient in handling tasks like creating and posting content, replying to customer queries, and engaging in interactive activities.

(a) Constitutional Manipulation and Political Espionage

Numerous examples exist to show that governments worldwide, regardless of their political system, engage in

espionage to control their own people and maintain 'law and order' both within and outside their countries [14]. Political leaders often interpret, manipulate, and compromise the spirit of the constitutions. The presence of divided democracies poses a challenge to the concept of the nation-state. As people increasingly rely on social media to form their opinions, they can be indirectly controlled by false narratives spread by political parties through financially-managed social media. These platforms employ various techniques to promote or hide messages, misleading innocent citizens, leaving them confused or emotionally charged, while leaders and parties navigate safely amidst the chaos.

(b) Mind Control and Data Breaching

Many corporations and government organizations are focused on taking control of consumer mindsets [15]. Citizens are continuously monitored for their involvement in commercial and human activities. By analyzing vast amounts of data on mass behavior, targeted individuals are motivated to become consumers of specific products, with the help of AI techniques employed by internet media platforms. Data breaches have become increasingly prevalent, facilitating the accomplishment of these tracking objectives (see Table-1).

TABLE I
BIGGEST DATA BREACH LIST

Year	Company	Human Population Affected
2013-16	Yahoo	3 Billion
2019	Collection#1-5	2.2 Billion
2018	Aadhaar	1.1 Billion
2019	First American Financial Corp	885 Million
2019	Verifications.io	800 Million
2017	Eqifax	605 Million
2019	Facebook	540 Million
2018	Marriot	500 Million
2016	Friend Finder Networks	412 Million
2017	US Voter Data	198 Million

Source: Dataprof.net

Fissures within nations are widening, and democratic parties are spending substantial sums on social media platforms to outmaneuver rival parties during elections. Several major democracies around the world, including the US, Brazil, Russia, Israel, Turkey, and Pakistan, have witnessed closely divided public mandates, leading to violent demonstrations in some instances. While studying the role of social media in inciting such incidents requires separate research, it is evident that political parties' competitiveness is fueling aggression and dehumanization among ordinary citizens. AI technologies can generate social media content that appears to be from real humans, thereby easily manipulating public opinion without the need for actual individuals involved in the process. Consequently, AI tools can effectively divert people's attention from genuine issues.

V. WARFARE: THE DEMISE OF HUMAN MARTYRDOM

The recent conflict between Russia and Ukraine (with support from the US and other Western Allies) heavily depends on advanced technologies such as satellites, drones,

TABLE 2
MILITARY SPENDING TOP COUNTRIES

Country	(In US \$ billions)
United States	876.9
China	292.0
Russia	86.4
India	81.4
Saudi Arabia	75.0
United Kingdom	68.5
Germany	55.8
France	53.6
South Korea	46.4
Japan	46.0

Source: The Spectator Index

internet-based communication systems, and military-based cyber intelligence. At the beginning of the war, Russia swiftly targeted and destroyed Ukraine's communication systems to hinder their counter-offensive capabilities. To address this challenge, Starlink, a company founded by Elon Musk, stepped in and offered free internet services to support the communication needs of the Ukrainian military [16]. The US military budget exceeds the combined spending of the top five other nations in the world (refer to Table 2). Consequently, the American government is now focusing on developing AI-based military strategies to maintain its supremacy.

VI. EVALUATING THE FUTURE OF HUMANS

Human civilization has advanced significantly with technology, and it appears unlikely to revert back. Humanity has embarked on a path that does not offer any U-turn or even a chance to bypass technological development. According to William Uricchio, AI and its related applications face three main challenges: rapid development driven by Moore's Law, development mainly controlled by a technological and economic elite, and development without the active participation of an informed and engaged public. Consequently, the public is reduced to mere consumers eagerly awaiting the next technological advancement, leaving questions about whose notion of 'progress' will ultimately prevail. There is ample evidence of AI being used for profit-driven purposes, often disregarding the implications it may have on long-held societal values. Additionally, AI is being utilized to enhance governmental control and even monitor citizens' 'social credit' without their input or consent. Like technologies before it, AI itself is neutral, and its deployment depends on the decisions made by society. However, without a public that is well-informed about AI, the decisions on how

best to use this technology may fall into the hands of special interests [17].

In addition to ChatGPT, numerous other AI tools are emerging that offer solutions to creators, writers, and media broadcasters [18]. AI-powered lawyers are also making their presence felt in courtrooms to handle legal cases [19]. It is likely that other domains will also embrace AI-based solutions, gradually replacing human intelligence in various tasks. As these tools and applications continue to refine and improve, they are bound to gain even greater control over human activities in the future.

CONCLUSION

According to several tech agencies' predictions, AI will progressively dominate a significant portion of human intelligence, leading to the creation of products and services that will enhance mankind's life by making it easier, more comfortable, and cost-effective. However, this advancement will also present challenges to independent and rational thinking. Emotions of individuals will also fall under the complete influence of developing AI technologies. Furthermore, human brains will be connected to AI-enabled computer devices to augment their capabilities, marking the end of the natural-human era. Consequently, two types of humans will emerge: 1. Those equipped with AI, and 2. Those, without AI enhancements. The second group of humans may be perceived as backward, useless, poor, outdated, redundant, non-progressive, and non-performing, yet they might experience greater happiness, less stress, and a sense of freedom. On the other hand, the first type of humans will take the lead in shaping the world order, determining civilizational agendas, propagating ideas, engaging in violence, celebrating war victories, and promoting false narratives of progress and prosperity.

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