

# THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON COMMUNICATION

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## ABSTRACT

*In an increasingly dependent society on emerging technologies, artificial intelligence (AI) is reshaping communication, human identity, and social structure. This paper explores the impact of AI on the formation of interpersonal, social, and political dialogues, emphasizing how algorithms and virtual assistants influence both the facilitation of communication and possible negative effects on empathy and mutual understanding. The accountability of automated systems, the transparency of algorithms, as well as the risks of information manipulation are examined from an ethical perspective. The impact of AI on society is ambivalent: digital technologies may foster innovation and inclusion, and also exacerbate social inequality and polarize public discourse through “echo chambers” and misinformation. The methodological approach is empirical and qualitative, based on discourse analysis and a review of the academic literature. Findings highlight the need for development of skills and strategies to balance technological progress, ethics of AI use, and protection of democratic values in contemporary communication spaces.*

## Keywords:

*AI, communication, emerging technologies, interpersonal, social and political dialogue*

## 1. Introduction

Today's social environment is becoming more and more dependent on new and emerging technologies, while artificial intelligence is becoming an integral part of people's lives. These technologies are transforming identity, ethics, communication, and society, and have an increasing impact on communication and the human condition. Human connections and relationships are being reconfigured under the influence of artificial intelligence. The way individuals interact with the outside world is constantly changing. For example, automated messaging apps, virtual assistants, and social networks based on deep learning algorithms are influencing the way we communicate, facilitating faster interactions. At the same time, they risk eroding deeper aspects of

human relationships such as empathy and mutual understanding.

Individual identity is also being redefined as a result of the creation of new digital selves online. Online profiles and behaviors in the digital space have a direct impact on how individuals are perceived and how they perceive themselves. This can lead to a few psychological challenges, such as self-image anxiety and the need for social validation. At the same time, artificial intelligence is helping to personalize experiences and services. However, it can also create a form of isolation, where people are more in touch with intelligent technologies than with other people. In this context, ethics faces new dilemmas, such as accountability for actions taken by an automated system, ensuring fairness and

transparency in decisions made by algorithms that affect people's daily lives, and using artificial intelligence to manipulate information, public opinion, and freedom of thought.

Society itself is undergoing a profound and changing process. New technologies can foster innovation and economic development, but they can also exacerbate social inequalities, creating a gap between those who have access to these technologies and those who are excluded. Social groups or nations without the necessary infrastructure to cope with this new technological reality can be marginalized by this digital divide. The impact of artificial intelligence on society is therefore ambivalent: while it can bring significant benefits, these advances also pose challenges. This transformation is also profoundly affecting communication. It is changing the paradigm of interpersonal, social, and political dialogue. On the one hand, digital technologies facilitate rapid connections between people, provide platforms for exchanging ideas, and promote freedom of expression. On the other, the personalized algorithms of social networks can create echo chambers, reducing exposure to diverse perspectives and contributing to polarized public discourse. These echo chambers are described as ecosystems in which participants are predominantly exposed to opinions that reinforce their existing beliefs by repeating and validating each other in a closed environment isolated from opposing perspectives. In addition, the rapid spread of misinformation and "*hate speech*" can distort democratic dialogue. This can affect perceptions of reality and trust in social and political institutions. It is therefore essential to develop skills and strategies to maintain a balance between innovation, social inclusion and the protection of democratic values, as technology shapes a new era of communication and human interaction.

## **2. Research Methodology**

This research is an empirical and qualitative approach. It analyzes the impact of artificial intelligence on interpersonal,

social, and political communication through a literature review and discourse analysis. It examines academic sources and reports on the use of AI in communication processes, highlighting both the benefits and the challenges involved. The aim of the paper is to provide an in-depth understanding of how AI shapes human dialogue and interaction, influences public opinion formation, and raises ethical dilemmas in the field of modern communication.

## **3. Definition of Terms and Basic Concepts**

Artificial Intelligence, also known as AI, is the ability of advanced systems to simulate complex thought processes and function as autonomous systems, making independent decisions similar to humans. The concept of this fascinating field is based on sophisticated use of algorithms and advanced technologies, with the main goal of enabling machines to learn like humans, solve various problems and interact intelligently with their environment. In the field of AI, the development has been rapid and impressive, laying the foundation for man-machine interactions that provide numerous benefits, including increased efficiency in sending and receiving information of all types. These technological advances are not only simplifying communication processes, but they are also changing the way people and machines work together effectively. AI has been a game-changer for communications, improving human-machine interaction, efficiency and collaboration. This evolution is driven by sophisticated algorithms and data processing techniques that enable machines to learn and adapt, ultimately changing the way information is transmitted and received. The ability of systems to perform tasks that require human intelligence, such as speech recognition, natural language processing, and decision making, is the basis for the definition of artificial intelligence. Machine learning, neural networks, and natural language processing are among the most

important fundamental concepts of AI. These concepts underpin the development of AI technologies and their interaction with human users and form the basis for its development in the field of communication.

Improved decision making, automation of communication tasks, and ethical challenges and considerations are the main aspects of communication affected by AI. AI uses deep learning and historical data analysis to improve decision-making processes, reduce human errors, and increase efficiency in various fields (Sadeghi et al., 2024). Advanced computational techniques like reinforcement learning and deep neural networks have improved real-time decision accuracy by 25% (Govardhan et al., 2024).

AI automates tasks that traditionally require human intelligence, like language processing and data analysis, providing faster and more intuitive solutions (Karmakar et al., 2024). The integration of AI into communication systems enables personalized user experiences that adapt to individual needs and preferences (Ahmad et al., 2024). Despite its benefits, there are also challenges associated with AI, including the need for transparency in the decision-making process (Sadeghi et al., 2024). Effective communication and collaboration can be hindered, as users often lack the necessary skills to fully utilize AI technologies (Raj, 2024). While AI offers transformative benefits in communication, it is imperative to address the ethical implications and ensure that users are equipped to effectively engage with these advanced systems.

#### **4. The Impact of Digital Communication**

Digital technologies have transformed communication, increasing accessibility and speed, but also posing challenges such as the digital divide (Mialkovska et al., 2024). Transparency of information is essential for the building of trust in digital interactions, which highlights the need for effective communication strategies in

online environments (Mialkovska et al., 2024). While effective communication is necessary, it is also important to recognize that barriers such as language differences and technological challenges can hinder communication efforts. The removal of these barriers is important for the advancement of understanding and collaboration in an increasingly interconnected world. Regardless of nature of the communication, it is influenced by interactivity (the constant exchange of information), context, background, code, feedback, encoding, and decoding. Other factors that influence communication include language, communication barriers, empathy, and active listening as people interact, build relationships, and seek to achieve goals.

The integration of artificial intelligence (AI) into interpersonal, social, and political dialogue is significantly reshaping the dynamics of communication. AI tools improve the quality of discussion, reduce divisiveness, and influence political engagement. At the same time, they pose a challenge in terms of identity and perception.

##### ***4.1. AI in Interpersonal Communication***

Interpersonal communication is the interaction with others and is characterized by direct, personal interaction, specific definition of the roles of each participant, and reciprocal exchange of information. Interpersonal communication is the process by which two or more people exchange information, ideas, emotions, and messages through a variety of channels, either verbal or nonverbal. This can be done face to face or using technological means (telephone, email, social networks). Artificial intelligence is having a profound impact on interpersonal dialogue, with both positive and negative effects.

According to Joseph DeVito's (1986) *Communication Dictionary*, there are five factors that contribute to effective interpersonal communication, each with specific recommendations. Openness includes clear

expression of opinions, honest response to messages, and focus on the main topic of discussion. Empathy involves communicating accessible messages that reflect understanding of others' perspectives. Being supportive involves objectively describing the other person's behavior, showing emotions authentically, and being flexible in changing one's perspective. The positive approach emphasizes the importance of finding common ground and maintaining a constructive attitude. Finally, the equality approach is about treating your interlocutor as an equal and an active listener. All these factors can be supported by artificial intelligence, which facilitates interactions in interpersonal communication through machine translation, chatbots, and virtual assistants, reducing language barriers and the accessibility of information, and thus effectively mediating the communication process. AI chat assistants can improve conversations on different topics by providing real-time recommendations, supported by arguments, which can lead to a better understanding (Argyle et al., 2023). Recommendation algorithms also personalize content consumption, creating certain filters for information that can influence users' opinions and perceptions. AI can also reduce the authenticity and depth of human relationships by taking over some aspects of communication, such as automated replies to emails or messages generated by chatbots.

Negative aspects of AI's impact on interpersonal communication include decreasing the quality of human interactions, depersonalizing relationships, and diminishing communication skills. There are specific challenges related to interpersonal communication in online interaction. One of the biggest difficulties is the lack of non-verbal feedback, such as facial expressions or body language. In face-to-face conversations, these cues provide important clues about the emotions and reactions of the interlocutor. To compensate for this deficit, it is important to develop communication skills adapted to the digital space, such as clear expression and the

clever use of emoticons or other visual elements to convey tone and emotion. The excessive use of AI (chatbots, virtual assistants) reduces authentic interactions between people, and AI-mediated digital communication (automatically generated messages, predefined responses) is superficial and lacks empathy. And this constant use of AI in communication can lead to a dependency and reduction of face-to-face interaction in the communication process, as well as difficulties in developing real relationships. The automation of communication through automated responses to emails or messages generated by AI reduces the authenticity and depth of human relationships. However, it streamlines feedback. Therefore, a new vision of cognition and a fundamental change in the character of interpersonal communication is being generated by the way the information society is reshaping human thinking.

#### ***4.2. AI Impact on Social Communication and Communitarian Dynamics***

Effective communication is important in today's society. It influences personal relationships, professional interactions, cultural exchanges, community development, and technological progress. The ability to convey information clearly and accurately is fundamental to success and collaboration in an increasingly interconnected world. The ability to communicate effectively has become a necessary skill as it shapes interactions across cultures and technologies. Effective communication fosters trust and understanding. These are necessary for strong personal and professional relationships (Addimando, 2024). The ability to listen to and understand the perspectives of others results in conflict avoidance and stronger emotional bonds. Expressing oneself clearly and empathetically is essential to avoid misunderstandings in the digital age, where communication often takes place through messaging and social networks.

Clear, concise, persuasive, and motivating communication is essential for

effective leadership and team coordination in a dynamic organizational environment. For informed decision-making and active participation in democratic life, accurate information is necessary. It also requires a critical mind and understanding of the communication process to combat disinformation and fake news.

The way people interact has been profoundly transformed by technological developments. Social networks, videoconferencing platforms and artificial intelligence facilitate global communication, but also pose challenges in terms of authenticity and information security. As a result, adaptability and digital literacy are becoming essential skills for effective communication.

Algorithmic response suggestions in communication increase the speed of interaction and the use of positive emotional language, which promotes perceptions of closeness and cooperation (Artificial intelligence in communication impacts language and social relationships, 2023). However, stigmatization of AI use may lead to negative evaluations of people perceived to use such tools, revealing complex social dynamics (Artificial intelligence in communication impacts language and social relationships, 2023). Conversely, while AI can enhance dialogue, it can also reinforce existing biases and stereotypes, making it more difficult to achieve genuine understanding in social interactions (Heimann & Hübener, 2023).

We can see the impact of AI on social networks shaping public discourse through algorithms that prioritize persuasive content, sometimes fostering polarization and misinformation (Lapchit et al., 2024). This type of content attracts many views, while viralizing posts and images by influencing users' perceptions of reality and shaping social narratives. AI plays a dual role in social media, as it can both spread and combat misinformation in public discourse. While AI systems can improve the detection of fake news, they also pose

challenges, including algorithmic bias and ethical issues (Shyam Swaroop, 2024). AI favors extreme or controversial content, thanks to algorithms that promote posts that generate strong reactions (anger, outrage), thus amplifying online conflicts and allowing false or sensational information to spread more quickly than verified facts.

The changes brought about by the information society are thus profoundly influencing the way people think, leading to a new perspective on knowledge and significantly changing communication between individuals. The development of technological communication has led to a profound change in individuality, as people are no longer just passive recipients, but also play the role of sending and receiving. This interactivity leads to fluctuating and multiple identities. In the past, senders were few and held a position of authority in the field of communication, while most individuals had only the option of accepting or rejecting a message. Interactions in the information environment have the capacity to reconfigure both the message and the identity of participants in digital communication. Anonymous, unassumed expression predominates and becomes a normal form of communication, undermining the identity of the individual through its multiplication.

#### ***4.3. The Role of AI in Political Communication***

AI is transforming political language and user engagement strategies, influencing public opinion and participation in democratic processes (Battista & Petrone, 2024), facilitating new forms of communication, and potentially altering power dynamics within political discourse (Battista & Petrone, 2024). The use of AI in the generation of political memes is an example of how content can be tailored for specific audiences, often leading to partisan divisions (Chang et al., 2024). AI is being used in the creation of fake accounts (bots) that can manipulate opinion through massive commenting and

sharing. Recommendation systems have an impact on user engagement and can perpetuate misinformation, highlighting the need for regulatory action (Bojić, 2024). Manipulation of public opinion with AI affects media trust, elections, and electoral perceptions, and is realized through deepfakes (content falsified with the help of AI), digital propaganda, and disinformation campaigns.

While AI's role in shaping public discourse raises concerns about polarization and misinformation, it also offers opportunities to increase engagement and improve the quality of information by better identifying and regulating harmful content. Through political micro-targeting, AI is analyzing user behavior to customize political messages and influence voters' decisions through targeted campaigns.

The rapid spread of misinformation can undermine public health, democracy, and societal trust (Germani et al., 2024). Exposure to manipulated content can lead to anxiety, stress, and distrust of public information. The phenomenon of "*hate speech*" and coordinated attacks pose a significant threat to the freedom of expression. On the one hand, hate speech can intimidate and silence certain groups or individuals, thereby limiting the diversity of opinions in the public space. On the other hand, coordinated attacks, such as online harassment campaigns or "*brigading*", can create a climate of fear and self-censorship that can affect people's ability to freely express their ideas. In this context, without compromising the fundamental right to freedom of expression, artificial intelligence-based regulations and technologies play a key role in identifying and countering these phenomena.

The dual role of AI in spreading and countering misinformation on social media platforms has significant implications for society. While AI can generate misinformation, it also provides powerful tools for detecting and mitigating it. To develop effective strategies to harness the potential of AI

while mitigating its risks, it is necessary to understand this duality.

Advanced AI frameworks use machine learning and natural language processing for real-time misinformation detection and mitigation (Canpolat, 2024). These advances are made possible by deep convolutional neural networks (DCNNs), which have demonstrated the ability to match and even surpass human performance in various domains. These networks were originally developed for image recognition and classification in artificial vision. Later, they were adapted for complex tasks, including information analysis and verification (Vrejoiu, p. 91).

These deep convolutional neural networks (DCNNs) demonstrated high accuracy (98.98%) in distinguishing real from fake news (Sabera et al., 2024). Personalized interventions use large-scale linguistic models that significantly improve users' accuracy in identifying misinformation, thereby enhancing critical thinking (Gabriel et al., 2024). AI is being used to detect and remove extremist content, but it can also lead to excessive censorship or suppression of legitimate views. Despite these advances, ethical considerations remain paramount: AI's potential to inadvertently amplify misinformation requires continued scrutiny and the establishment of robust governance frameworks to ensure responsible use.

## **5. Skill Development in Digital Communication**

In an ever-changing environment, developing the ability to communicate is not just an advantage, but a necessity. Digital communication skills have become essential for personal and professional success in this increasingly digitally connected world. These skills go beyond using digital platforms to include communicating clear messages, analyzing critical information, and interacting ethically online. It is necessary to be aware of building an assumed behavior that reflects the tangible reality when manifested in the digital space.

It is important to develop these skills to prevent misinformation, to improve collaboration and to support digital inclusion (Ferrari, 2013).

Digital communication is more than just using technology. It involves critical thinking, adaptability, and effective management of online interactions. According to the European DigComp framework (Vuorikari et al., 2016), the essential skills for digital communication include the following:

- Digital and information literacy – the ability to access, gather, understand, and evaluate information on the Internet;
- Communication and collaboration – how to use digital platforms to interact in an effective and productive way;
- Digital content creation – developing relevant and ethical material for the online environment;
- Online safety – personal data protection and cyber threat detection.

One of the greatest challenges of the digital age is the ability to distinguish between true and false information. Studies show that people tend to distribute content based on appearance, instinct, and emotion rather than the relevance of the information (Vosoughi, Roy & Aral, 2018). To combat misinformation and develop responsible online behavior, digital education must include critical thinking training. Online interactions are influenced by anonymity and a lack of clear norms, sometimes leading to negative behaviors such as “hate speech” or cyberbullying (Palfrey & Gasser, 2016). To maintain a healthy digital environment, users must learn to communicate in a respectful and assertive manner, to avoid sharing harmful and unverified information, and to respect the rights of others. Technological advances require constant adaptation of communication skills. In addition to traditional email and social media platforms, users must be familiar with emerging trends such as augmented reality, artificial intelligence,

and remote collaboration technologies (Selwyn, 2020). Data is collected from trusted sources, where the information is relevant and validated by an authorized issuer in the field. The ability to dictate and gather information is necessary in the digital environment and must be continuously cultivated, practiced, and adapted.

Formal and informal education must support the development of digital communication skills. Educational institutions need to adapt to these new technologies and prepare students for a digital world by integrating digital literacy courses and online communication training (Redecker, 2017). Companies also need to invest in ongoing training programs for their employees. They need to adapt to new technological demands. Digital communication skills are essential in a knowledge-based and technologically innovative society. Developing them requires combining formal education, critical thinking, and ethical online practices. These technologies should be approached as tools that can make the process of communication more effective, rather than as techniques for manipulation and disinformation. Once acquired, these skills help to communicate more effectively, prevent misinformation, and create a safer and more inclusive digital environment.

## **6. Principles for the Responsible Use of AI in Communication**

One of the most important ethical principles in the use of AI is transparency, which is essential for maintaining public trust. According to Floridi and Cowls (2019), AI systems must be clear and provide users with access to information about how the algorithms work. Digital platforms, especially in the context of automated content generation, should clearly inform users when interacting with an AI system. AI plays a key role in detecting and countering fake news, but it can also be a vector for misinformation. Misinformation generated by models such as ChatGPT or deepfakes can distort public

perception (Hao, 2021). The implementation of source verification mechanisms and collaboration with independent fact-checkers are recommended to counter this phenomenon (Vosoughi, Roy & Aral, 2018).

Data privacy is imperative when using AI. Regulations such as GDPR emphasize the importance of protecting personal information and impose strict requirements on data collection and use (European Commission, 2018). Companies using AI in communications must implement data anonymization measures and give users more control over their own information.

In the datasets used for training, AI models can reflect and reinforce existing biases. Buolamwini and Gebru (2018) demonstrated that facial recognition systems have higher error rates for people of color, highlighting the need for diverse and balanced datasets. To prevent such problems, it is important to constantly test algorithms and include diverse teams in AI development.

The development of ethical and legal frameworks for AI is a collaborative effort between governments and international organizations. Initiatives such as the UNESCO Recommendation on the Ethics of AI (2021) propose global principles for the responsible use of AI, emphasizing the importance of human oversight and impact assessment. Increasing digital literacy is essential for users to be able to critically evaluate AI-generated information. The AI4Media program (2023) highlights the importance of training journalists and content creators to understand the implications of AI technologies in the media.

## 7. Conclusions

On a personal, social and political level, artificial intelligence is redefining human dialogue and shaping communication. Without AI, individuals may be less able to express complex thoughts and emotions. Reliance on technologies such as autocorrect and automatic response may have an impact on fluent writing and speaking. Information overload, which monopolizes individuals' attention or diverts it to other channels, can also invade the communication space and reduce interpersonal communication.

While AI brings benefits such as accessibility of information and efficiency of communication, it also raises challenges of authenticity, manipulation and ethics. The management of these implications is a matter of appropriate regulation and robust digital literacy to maintain a balance between innovation and accountability. While AI brings innovation to communication, its overuse can have a negative impact on interpersonal relationships, empathy and authenticity of dialogue. It is important to strike a balance between using AI and maintaining effective and human communication.

AI can improve communication, but its use must be responsible and fair. Transparency, privacy, anti-bias and appropriate regulation are essential to minimize risks and maximize benefits. AI can be a valuable tool for safer and more inclusive communication with an ethical approach and appropriate education.

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