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Generative AI: A Deterministic Destiny or a Socially Shaped Future Technology?

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This paper aims to compare the social and cultural implications of Generative Artificial Intelligence (AI) technology with the theoretical frameworks of technological determinism and the Social Construction of Technology (SCOT). Although this technology has the potential for accelerated product development and value creation in various sectors such as education, healthcare, and finance, it also raises concerns such as security issues and social inequalities.

Understanding the social and cultural impact of Generative AI is crucial for its positive integration into social and business life. This research fills a gap in the literature on societal impacts by addressing how this technology, which is closely followed by society and whose use is on the rise, affects social structures and ethical standards.

Using the theoretical frameworks of technological determinism and SCOT, the study evaluates the social adoption of Generative AI. It considers these aspects from an ethical and security perspective and analyzes their impact on social inequalities and social structures. The research employs a qualitative approach, using Twitter data analysis as the primary methodology. Tweets related to Generative AI were collected and analyzed to capture public sentiment and discourse around this technology. This analysis identifies prevailing attitudes, concerns, and debates, providing a comprehensive understanding of the societal impacts of Generative AI.

The findings show that Generative AI significantly affects social structures, ethical standards, and social inequalities. Inferences from Twitter data provide valuable insights into these impacts. This paper offers important insights for researchers, policymakers, and technologists working on Generative AI. It contributes to the field by comprehensively addressing the societal impacts of Generative AI through established theoretical frameworks in the science, technology, and society perspective and Twitter public sentiment analysis.

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