

أثر الاعتماد على روبوتات الدردشة ومساعدتي الذكاء الاصطناعي على حياة مالكي الأعمال والطلاب

The Influence of Relying on AI Chatbots and Virtual Assistants on Business Owners and
students' lives

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Technology in the past few years has witnessed an impressive improvement, and an astonishing shift that highly influenced the world in many different areas. Especially, with the invention of Artificial Intelligence.

Artificial Intelligence affected multiple aspects of life. That includes: Life style management, Health care, Communication, Knowledge improvement, Education, Decisions making, and a lot of other aspects that enhanced human life in general.

Since Artificial Intelligence became such a distinguish part of life, a lot of large companies in multiple fields developed their own bots that serve as Artificial Intelligence Assistants. Such as: Alexa for Amazon, Siri for Apple, Gemini for Google, ChatGPT for OpenAI, and Meta AI for Meta.

Each and every one of these bots helped improve their companies in different ways. Both practically and financially. Starting from the Automated responses that saved both customers and Owners' time, to help making decisions, and provide a positive easy experience that benefited business owners raise their profits and guarantee customers satisfaction.

Lately, the researcher noticed that the reliance on Artificial Intelligence was not exclusive on business owners only. Nowadays, even students use Artificial Intelligence on daily basis through their educational process. Whether it was for help with homework and projects, or just for simply checking facts.

The researcher finds it interesting how Artificial Intelligence became such an essential assist almost to every one of society's members, and wondering if there is a downside of using ai that will result a kind of overreliance which will affect their practical and scientific lives in anyway.

مشكلة الدراسة:

This research discusses the impact of using Artificial Intelligence bots on businesses and study field. It mainly studies to what extent does reliance on Artificial Intelligence Bots affect business owners and students' experiences, satisfaction, and success rate.

- Is Artificial Intelligence good or bad in general?
- Does over reliance on Artificial Intelligence affect people?
- Does Artificial Intelligence make people reliable and lazy in some way?
- Do business owners' profit or lose because of reliance on Artificial Intelligence?
- To what extent are people willing to rely on Artificial Intelligence?
- To what extent are students willing to rely on Artificial Intelligence in their educational process?
- Are there any downsides of using Artificial Intelligence in business or education?

أهمية الدراسة:

This research shows how significantly relevant the usage of Artificial Intelligence bots has become.

It slightly shows how they might be able to transform a small business into big one, how they can help students grow in the same way, and how they can help improve peoples' experiences and lives in general.

On the other hand, it may also show how over reliance on Artificial Intelligence can be detrimental on business owners and students, and can affect them negatively.

أهداف الدراسة:

أهداف الدراسة النظرية:

- Explore the reason why business owners and student tend to use Artificial Intelligence in the first place.
- Point out some of the positive and negative effects of using Artificial Intelligence.
- Show how Artificial Intelligence assistant can make educational experience much easier and efficient.
- Show how Artificial Intelligence can provide much easier customer service, and how it impacted positively or otherwise on businesses -big or small-.
- Show some of the bad effects as well.

أهداف الدراسة التطبيقية:

The results of this research may help both business owners and students consider and manage their reliance on Artificial Intelligence rate, and avoid falling into over reliance. In addition, it may provide a number of advices on how to do such management.

تساؤلات الدراسة:

- Is Artificial Intelligence good or bad in general?
- Why do people rely on Artificial Intelligence?
- Do people actually benefit from Artificial Intelligence bots?
- How did Artificial Intelligence impact the business owners and students experience positively?
- How did Artificial Intelligence impact the business owners and students experience negatively?
- Does Artificial Intelligence impact companies' profits and losses?
- Do smaller businesses also benefit from Artificial Intelligence services?
- Does Artificial Intelligence have any impact on success rate?
- Do students rely on Artificial Intelligence too much?
- Does over reliance on Artificial Intelligence affect people?

Artificial Intelligence bots became essential in business and study equivalently, and they impact both highly. However, they might have their own downsides.

- Artificial Intelligence bots became a reliable source according to both.
- Artificial Intelligence bots do in fact help both.
- Artificial Intelligence assistants may cause over reliance.
- Over reliance on Artificial Intelligence bots may result negative results.

الدراسات السابقة:

الدراسات العربية:

دراسة (د.محمد السيد، 2024):

تناولت هذه الدراسة موضوع الذكاء الاصطناعي بشكل عام وتأثيره على عملية التعليم، وأثره في مستقبل المؤسسات الخدمية في العالم.

وأوضحت إحدى نتائج هذه الدراسة منظوراً مهماً يتمثل في أن دور الذكاء الاصطناعي في عملية التعليم يعتبر دوراً إيجابياً، فهو يوظف الخبرة المعرفية للمعلمين والتربويين في عمليتي التعليم والتعلم ويساهم في تسريع بعض متطلبات العملية التعليمية، مما يساهم بدوره في منفعة الطالب والمعلم على حد سواء.

دراسة (أ.د.محمد الهادي، 2021):

تناولت هذه الدراسة تأثير الذكاء الاصطناعي على العمل والوظائف، وأوضحت بعض نتائج الدراسة ما يلي:

- أن الذكاء الاصطناعي قادر على تحويل طبيعة العمل ومكان العمل ذاته عن طريق إكمال وأداء بعض المهام البشرية، وبالرغم من أن ذلك قد يؤثر سلباً على فرص الوظائف والعاملين إلا أنه بمقدوره أيضاً خلق فرص عمل جديدة.
- وجود الذكاء الاصطناعي في الشركات والحكومات أصبح إلزامياً، وبالتالي أصبح إلزامياً أيضاً تسخير فوائد الآلية والذكاء الاصطناعي للاستفادة منه اقتصادياً ومجتمعياً.
- للذكاء الاصطناعي فوائد ومنافع عديدة على العمل لمن أجاد استخدامه وتوظيفه بالطريقة المثلى.

الدراسات الأجنبية:

A study (Mahra, and others, 2024):

This research studies the influence of ChatGPT usage on students in Ajman, UAE.

In addition to the first Arabic study, this study shows how ChatGPT can be a very useful tool in the educational process. It positively motivates students and helps them achieve their academic achievements by meeting their needs and expectations when they understood its influence correctly, and maintain their ability to learn after gaining improved results.

A study (Orso, Aiden & Da silva, Kevin, 2024):

This study discusses the effect of implementation of Artificial Intelligence chatbots on brands and customers' satisfaction. The researchers found out the following results:

- Artificial Intelligence helps small businesses create a unique brand logo that leads to attracting customers and therefore slightly affect their satisfaction.
- Small businesses owners that got interviewed by the researchers declared that satisfaction got higher after they used Artificial Intelligence in their businesses.
- Big businesses owners on the other hand, said that Artificial Intelligence was necessary but did not influence their satisfaction.
- Customers' satisfaction and brand success can be improved by understanding the customers' demands and the benefits that Artificial Intelligence can add to the nature of the business itself.

ما يميز هذه الدراسة:

This research aims to possibly find out both sides of Artificial Intelligence regarding only positive ones. It will try to focus that possibility precisely on business owners and students. The objective will possibly be achievable through collecting data from a subject containing Taif University female students, and Mid Oscan University students by answering a questionnaire/survey. Hopefully the result will benefit researchers with further researches about similar topics in the future.

المنهجية وطرق البحث:

Since the innovation of Artificial Intelligence created a revolution in our current time, a lot of researchers have already discussed the subject in a way. However, there are so many related topics yet to be discussed in the future.

Therefore, this research will follow a combination of descriptive methodology and inductive methodology. The former to describe the implications and findings of pervious studies about the Artificial Intelligence usage and its effects, and the latter to display the results of gathered data on the research stated sample via questionnaires or survey.

أدوات الدراسة:

As declared above, the researcher is considering the utility of using an inductive methodology. Hence, a set of a questionnaire and/or survey might be used as well in order to achieve intended purposes of this study.

There are 2 main possible limitations regarding this research which might affect its results and effectiveness:

- Lack of previous studies on Artificial Intelligence in business field:

There are multiple studies and researches that discuss the implementations of Artificial Intelligence in the educational field in general, and its effect on students and the educational process itself. However, there are not as many studies in relation to implying Artificial Intelligence on business field. In spite of the fact that there are still quite a few issues to be discussed in the future. Yet, there are not enough at the moment to fulfill the requirements of the main topic.

- Insufficient sample size:

Although many businesses owners do in fact use Artificial Intelligence on their businesses, it might be difficult for the researcher to reach a large sample to apply the required collecting data method on.

A few the researcher might not be able to reach. Some of the companies won't consider responding due to privacy protection of their own data, and others might not even use Artificial Intelligence at all.

- The second limit is based on early-stage predictions and subjected to change in the future depending on the change of circumstances.

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الهادي ، محمد (2021) . تأثير الذكاء الاصطناعي وآثاره على العمل والوظائف . (ط 24) . مصر : مجلة الجمعية المصرية لتنظيم المعلومات وتكنولوجيا الحاسبات .

الأجنبية:

Enaam Youssef. , Mervat Medhat. , Soumaya Abdellatif. , Al Malek, Mahra. (2024) Examining The Effect of ChatGPT Usage on Students' Academic Learning and Achievement: A Survey-Based Study in Ajman, UAE . *Computers & Educational: Artificial Intelligence* , V(7) .
<https://doi.org/10.1016/j.caeai.2024.100316>

Orso , Aiden , Hansson da Silva , Kevin . (2024) How does the Implementation of ARTIFICIAL INTELLIGENCE Affect Brand Perception and Satisfaction in Micro-Businesses? . *Jonkoping University Publications* .

- There will be more references to be included later once the required research about the topic is done.