

Slepko Angelina Ivanivna
Student of academic group 102_SPS,
Institute of Law and Psychology, NAIA

Scientific supervisor:
Pakrysh Oleksandr Yevheniiiovych
Candidate of Technical Sciences,
Associate Professor, Associate Professor
of the Department of Information
Technologies,
Institute of Law and Psychology, NAIA

MANIPULATION OF PUBLIC CONSCIOUSNESS DURING WAR USING ARTIFICIAL INTELLIGENCE

In the modern world, artificial intelligence (AI) technologies are rapidly developing, penetrating various spheres of life, including military affairs and information warfare. During military conflicts, information becomes a powerful weapon capable of influencing the course of events, the moral state of the population, and international public opinion. The use of AI for creating and spreading disinformation opens new opportunities for manipulating public consciousness, which can have serious consequences for state security and stability.

The application of AI for manipulating public consciousness during war is an extremely relevant issue. Modern technologies allow the creation of realistic fake news, images, and videos that are difficult to distinguish from real ones. This complicates the process of detecting and debunking disinformation, undermines trust in the media and official sources, and contributes to the spread of panic and chaos among the population. Understanding the mechanisms of AI-driven information attacks is essential for developing effective countermeasures and protecting the information space.

The issue of using AI to manipulate public consciousness during war has been studied by many scientists and experts. In Ukraine, in particular, this issue has been analyzed by specialists from the Ukrainian Institute for the Future, who examined the potential of AI in analytical work and its impact on various spheres of life [1]. Additionally, experts from the Ukrainian Helsinki Human Rights Union have studied the influence of AI on society, considering the possible risks and challenges associated with its use during wartime. The experts of the Ukrainian Helsinki Human Rights Union emphasize: “The use of AI technologies must ensure compliance with fundamental human rights and adhere to certain principles that can mitigate potential risks associated with their application” [2].

AI technologies enable the automation of processes for creating and disseminating disinformation. In particular, generative neural networks can produce fake images and videos that are difficult to distinguish from real ones. Such materials can be used to discredit military leaders, spread panic among the population, or mislead the international community. Social networks, governed by AI algorithms, can facilitate the rapid spread of disinformation, amplifying its influence on public consciousness. Algorithms that analyze user behavior can select content that triggers strong emotional reactions, contributing to societal polarization and intensifying conflicts.

I believe that using AI to manipulate public consciousness during war is a serious threat that requires immediate attention. It is necessary to develop and implement technologies for detecting disinformation, enhance media literacy among the population, and establish ethical standards for AI usage. Only a comprehensive approach will minimize the negative impact of disinformation on society.

To minimize the risks associated with AI-driven manipulation of public consciousness, certain measures should be taken:

1. Increasing media literacy – conducting educational programs that teach critical evaluation of information and the identification of fake news.
2. Developing technologies for detecting disinformation – creating AI algorithms that can automatically identify and block fake content.
3. Implementing ethical standards for AI usage – developing international norms and regulations on the ethical use of AI, especially in the context of information warfare.
4. Cooperation between states and technology companies – joint efforts to detect and combat disinformation, as well as the exchange of experience and technologies.

The use of artificial intelligence to manipulate public consciousness during war is one of the greatest threats to the modern information space. AI technologies enable the creation of realistic fakes that affect people's emotional states, undermine trust in official sources, and exacerbate social conflicts. Social media algorithms contribute to the rapid dissemination of disinformation, shaping a distorted perception of reality and increasing psychological pressure on the population. The ability of AI to generate visual and textual content creates risks for military and political stability, as disinformation can be used for propaganda, demoralization of military personnel and civilians, and influencing the international community. Additionally, constant information overload leads to the phenomenon of "information fatigue," reducing people's ability to think critically and analyze incoming data. However, the increase in threats does not mean their inevitability. To counteract manipulations, it is necessary to develop media literacy among the population, create effective fake detection algorithms, and implement ethical standards for AI use. It is crucial that governments, civil organizations, and technology companies cooperate in the field of information security, preventing AI from being used as a tool for manipulation and information attacks.

Ultimately, artificial intelligence is merely a tool, and its impact on society depends on how it is utilized. If humanity learns to use AI responsibly, these technologies can become not only a means of disinformation but also a powerful mechanism for exposing falsehoods, contributing to the formation of a more resilient and aware society.

References:

1. “Battle of Approaches: Human Intelligence vs. Artificial Intelligence in Predicting the Future Until 2028” (29.01.25). Ukrainian Institute for the Future. URL: <https://uifuture.org/publications/lyudskyy-intelekt-proty-shtuchnogo-u-prognozuvanni-maybutnogo-do-2028-roku/>

2. “Artificial Intelligence and Human Rights: Guidelines and Restrictions in the Context of National Security and Defense” (14.05.24). Ukrainian Helsinki Human Rights Union. URL: <https://www.helsinki.org.ua/articles/shtuchnyy-intelekt-ta-prava-liudyny-orientyry-ta-obmezhennia-u-konteksti-natsionalnoi-bezpeky-ta-oborony/>