



# The Casino Syndrome: Analysing the Detrimental Impact of AI-Driven Globalization on Human & Cultural Consciousness and its Effect on Social Disadvantages

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**Abstract** — The paper aims to study the detrimental impact of Artificial Intelligence on human life and human consciousness. AI's harmful impact can be described according to the tenets of the 'Casino Syndrome', which was first laid down by Anand Teltumbde in his seminal work 'The Persistence of Caste: The Khirlanji Murders and India's Hidden Apartheid' (2010). Taking from the addictive and commercial components of Teltumbde's concept, the researchers have attempted to redefine the concept in the context of AI and its detrimental impact on human life. According to the three tenets, researchers have attempted to prove that AI can pitch an individual against all others in the marketplace, leading to unemployment and creating conflicts at local, national and international levels as it creates an 'elitist' agenda which culminates in a 'rat race' and competition. It can disintegrate interpersonal relationships at home, in society and culture and in the workplace due to its extreme focus on individualism thanks to content curation and customized algorithms, and in many other ways, lastly, as a result of the first two, it can also lead to several psychological and mental health problems. The paper explores numerous methods towards creating accountability and inclusivity in AI and the Globalized world and creating resilience against the 'Casino Syndrome' through methods involving ethical considerations, transparency, mitigation of prejudices, accountability, education, etc.. Ultimately, this paper does not deny the obvious benefits of AI, but it highlights the possible negative consequences of uncontrolled and unscrutinised use of it, which has already begun.



**Keywords** — Artificial Intelligence/AI, Casino Syndrome, Disintegration, Globalization, Inequality.

## I. INTRODUCTION

The advent of the 20th century, with its quintessential 'modernity', has come to embody an intricate over-arching interconnectedness and interdependence among humans across all geographic, cultural and economic boundaries under a complex phenomenon called 'globalization'. Globalization, often deemed to have its roots in as early as the 15th century, with 'The Silk Road' serving as a route for international trade, further bolstered by the age of exploration (15th-17th century), and the Industrial Revolution (18th-19th century), wasn't conceptualized till the late 20th-century. It was in 1964, that the Canadian cultural critic Marshall McLuhan posited the foundational becoming of a technologically based "global village,"

effectuated by social "acceleration at all levels of human organization" (103), and in 1983, that the German-born American economist Theodore Levitt coined the term globalization in his article titled "The Globalization of Markets" (Volle, Hall, 2023).

Ever since the technological dominance of the late 20th and early 21st century, reflected in the wide accessibility of the internet, the prevalence of social media, satellite television and cable networks, the world has consolidated itself into a global network, iterating McLuhan's conception of 'one global village', so much so that in the contemporary times, the technological revolution has accelerated the process of globalization (Kissinger, 2015). This prevalence has given rise to a novel phenomenon termed the

'Technosphere'. Credited to Arjun Appadurai, who considered technological globalization as one of the five spheres of globalization, technosphere implies a "global configuration" of boundaries, fostered by the flow and speed of technology (34). Thus, it can be found that technology and its manifested high-paced connectivity is indeed shouldering the cause of globalization.

One of the paramount testimonies of technology driving globalization happens to be the introduction and proliferation of 'Artificial Intelligence', commonly referred to as AI. Gaining prominence and consequent advancement ever since the development of digital computers in 1940, AI refers to "the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings" (Copeland, 2023). In other words, AI is a branch of computer science that aims to create systems capable of performing tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and problem-solving, by using algorithms, data, and computational power to simulate human-like intelligence in machines.

Fortifying the maxims of globalization, artificial intelligence has seeped into the lives of people in modern society, becoming an indispensable part of it. Right from facilitating cross-cultural interactions by providing real-time language translation services to connecting employees located in different parts of the globe on platforms like Google Meet and Zoom, it can be affirmed that "Artificial intelligence, quantum computing, robotics, and advanced telecommunications have manifested the impact of globalization, making the world a global village" (Shah, Khan, 2023). Consequently, it also validates Theodore Levitt, the harbinger of theorizing globalization, who prophesied that "Computer-aided design and manufacturing (CAD/CAM), combined with robotics, will create a new equipment and process technology (EPT) that will make small plants located close to their markets as efficient as large ones located distantly (09).

Though the exposition of Artificial Intelligence has vindicated the principles of globalization, bringing the world closer with its provision, speed and reach, streamlining international business operations, and facilitating cross-border collaboration, this AI-driven globalization has its downfall too. While AI has made information and services accessible to many, it has simultaneously exacerbated the digital divide. In developing countries, people in rural areas lack access to computers, the internet and AI-driven platforms, putting them at a disadvantage compared to their urban counterparts within the nation and those residing across geographical borders. In lieu, those who possess the skills to develop and

operate AI technologies often command high-paying jobs, while others face job displacement due to automation. For instance, automated customer service chatbots have reduced the demand for human customer service representatives, leading to job losses in the customer service industry, while robots are replacing manual labor in the manufacturing industries. Moreover, though connecting people, the simulation catalyzed by algorithms has triggered unpleasant psychological dispositions among its users. In essence, AI-driven globalization has created "complex relationships among money flows, political possibilities, and the availability of both un- and highly skilled labor" (Appadurai, 1998, p.34), all of which, with the unraveling of the digital divide, risks of unemployment for the unprivileged poor, and consequent mental dispositions only pins individuals against one another, and vests unrestrained power in the hands of the capitalists few, effectuating a disintegration of society at varied levels.

The aforementioned underside of AI-driven globalization aligns with a phenomenon called 'The Casino Syndrome', coined by Anand Teltumbde in his seminal work, *The Persistence of Caste*, wherein he investigates the nexus between globalization and the caste system in India. Contextualizing the simulating nature of the casino, whereby everyone involved in the play is merely guided by their zeal for money-making, becoming indifferent towards others, potentially yielding to the concentration of money in the hands of a few, broken relationships and mental health problems, he holds globalization to be operating along the same divisive lines. Similarly, since Artificial Intelligence stands as the modern-day face of globalization, the same 'casino syndrome' can be applied to AI-driven globalization.

To pursue this nexus, this paper intends to theorize Teltumbde's Casino syndrome and substantiate AI-driven globalization as the testimony of the tenets of the syndrome, by investigating its triggers of social transformation that furthers class divide, alters mental health and leads to the eventual disintegration of society. Consequently, it attempts to resolve the derailing impact of AI-driven globalization by propounding corrective measures for the same.

## II. THEORISING GLOBALIZATION-INDUCED CASINO SYNDROME

The term 'Casino Syndrome' was propounded by an Indian scholar, journalist, and civil rights activist, Anand Teltumbde, who is renowned for his extensive writings on the caste system in India and for advocating rights for Dalits. One of his critical writings is *The Persistence of Caste: The Khairlanji Murders and India's Hidden Apartheid* (2010), wherein he analyzes and interrogates the

Khirlanji Murders, or the public massacre of four scheduled caste citizens in the Indian village called Kherlanji, substantiating it within the larger Indian political context that has failed to protect its downtrodden citizens and the socio-religious context that has aggravated the marginalization of these groups. A novel perspective that he foregrounds is the critique of globalization, deconstructing it merely as a myth that furthers the subjugation of Dalits and those who lay at the fringes of society, in the reasoning of which he likens globalization to the 'Casino Syndrome'.

Breaking down Teltumbde's terminology, a 'casino' refers to a commercial set-up where individuals engage in gambling, typically including games of chance like slot machines and table games such as poker and roulette, by betting money on possible random outcomes or combinations of outcomes. Initially physical, in the wake of digitalisation and globalization, online casinos like Spin Casino, Royal Panda, Genesis, Mr. Vegas, etc., have taken over.

Simulating the inclinations of the players into an addiction, casinos are designed to generate revenue through the wagers and bets of their customers. Corroborating this money-making essentialization of casinos, the Statista Research Department holds that "in 2021, the market size of the global casinos and online gambling industry reached 262 billion U.S. dollars" ("Global casino and online gambling industry data 2021", 2022), whereas "11% of adult internet users gamble actively online, generating a global revenue of over 119 billion GBP" (Iamandi, 2023).

Online casinos, affirming the technology that spawned globalization, which seemingly brings the world together, thus denote its capitalistic attribute, which not only hooks the people to its system but also ensures that the flow of money gets concentrated in the hands of its privileged owners. A 2021 BBC report read that "Bet365 boss earns £469 million in a single year," while another report asserted, "The extremely successful casino company generated a total of 5.16 billion U.S. dollars in 2020" ("Leading selected casino companies by revenue 2020", 2022).

Whereas, for the users, though casinos offer entertainment and the possibility of winning money, it can lead to addiction, selfishness, financial problems, debt, social and familial isolation, and so on. These culminations bring to the fore casino's correlation in the terminology, 'syndrome', which refers to a "group of signs and symptoms that occur together and characterize a particular abnormality or condition" ("Syndrome Definition & Meaning"). The symptoms rooted in casino-induced simulation, often referred to as 'problem gambling', 'compulsive gambling', 'gambling disorder', and the like, are enlisted by the Mayo Clinic as preoccupation with

gambling, restlessness, agitation, disposition to get more money by betting more, bankruptcy, broken relationships, etc.

Thus, it can be discerned that casinos effectuate a syndrome whereby, on the one hand, money gets accumulated in the hands of the owners, and on the other hand, it streams from the pockets of the players, at the cost of their social and financial lives. This is iterated by a research finding that holds that "a typical player spends approximately \$110 equivalent across a median of 6 bets in a single day, although heavily involved bettors spend approximately \$100,000 equivalent over a median of 644 bets across 35 days" (Scholten et al., 2020). Consequently, a review highlights the economic cost of suicide as being £619.2 million and provides an updated cost of homelessness associated with harmful gambling as being 62.8 million ("Gambling-related harms: evidence review", 2021). Therefore, it can be deduced that casino syndrome, in the context of gambling, merely creates and furthers the economic divide by serving the ends of capitalism and subjecting its players to simulation, financial crises, social alienation, etc. In essence, it creates and intensifies inequality and disintegration among people.

Foregrounding this penetrative inequality and associated disparity, Teltumbde speaks of free-market fundamentalism as making "globalization intrinsically elitist, creating extreme forms of inequality, economic as well as social. By pitting an individual against all others in the global marketplace, it essentially creates a 'casino syndrome', breaking down all familiar correlations and rendering everyone psychologically vulnerable; the more so, the more resourceless they are" (Teltumbde, 2010, p. 175).

Applying the same deconstructionist approach, Teltumbde's conceptualisation foregrounds economic inequality as a background, based on which prominent contorting tents emerge, all of which are substantiated below in the context of globalization:

### **2.1 Globalization pitches an individual against all others in the global marketplace**

Globalization, while fostering interconnectedness on a global scale, also inadvertently pitches individuals against each other. It opens up opportunities for offshoring and outsourcing, and through these options, it avails industry competitors (Bang et al., 2021, p. 11). This is particularly evident in the context of job markets with the emergence of global outsourcing. Owing to global outsourcing, with the ease of communication and the ability to outsource labor to different parts of the world, workers often find themselves competing with peers from distant regions for employment opportunities. This underside of globalization is accurately pointed out by Gereffi and Sturgeon, who hold that "the rise

of global outsourcing has triggered waves of consternation in advanced economies about job loss and the degradation of capabilities that could spell the disappearance of entire national industries (01). Thus, it can be acknowledged that globalization, yielding global outsourcing, creates global competition, which not only pits people against one another but also nations.

## 2.2 Globalization breaks down all Familiar Correlations

Having pointed out the pinning of nations against one another, globalization, in its zeal to disrupt boundaries, also breaks down the very nation by causing enmity among its social groups. Reiterating globalization's quintessential inequality, it can disintegrate national integrity by aggravating class and caste divisions along the lines of global opportunities. Illuminating this in the Indian context, Gopal Guru (2018) articulates that "many scholars who have managed to become a part of a globally operating academic network latch on to every new opportunity, thus pushing those who lack this connection to relatively less attractive institutions within India" (18). Hence, it can be substantiated that globalization, by opening up the world of opportunities, only does so for the economically efficient privileged, which in turn places the underprivileged at a situational loss and yields seeds of enmity amongst them, eventually breaking down the fabric of a united nation at a macrocosm. Whereas on a microcosm, owing to its operational characteristics, it also breaks down families and social structures, as accurately pointed out by Trask, who posits that globalization "as a growing global ideology that stresses entrepreneurship and self-reliance pervades even the most remote regions, the concept of social support services is quickly disintegrating" (03). Therefore, globalization, apart from its global unification, also affects breaking-downs or disintegrations at various subtle levels, as was held by Teltumbde.

## 2.3 Globalization renders everyone psychologically vulnerable

Globalization, instead of connecting individuals, can also isolate them, especially from themselves. Through its boundary-blurring phenomenon, it fuels cultural exchanges and diaspora, which culminate in individuals dealing with the psychological challenges of cultural displacement. Additionally, urbanization, driven by globalization, has led to a colossal increase in behavioral disturbance, especially associated with the breakdown of families, abandonment of, and violence to spouses, children, and the elderly, along with depressive and anxiety disorders (Becker et al., 2013, p. 17). Moreover, under the unqualified and unstoppable spread of free trade rules, the economy is progressively exempt from political control; thus, this economic impotence of the state influences how individuals see their

role, their self-esteem, and their value in the larger scheme of things (Bhugra et al., 2004). This constant fear of being on one's own in the global sphere has ushered in an age of people characterized by perpetual anxiety, identity, and existential crises, which is even more daunting to the underprivileged, as Kirby rightly posits that "poor people's fears derive from a lack of assets and from anxiety about their ability to survive in increasingly unpredictable and insecure environments" (18). Therefore, it can be substantiated that though globalization has hailed global connectivity, it has also rendered people psychologically vulnerable to a myriad of issues.

In conclusion, globalization can indeed be seen unfolding its impact through the lens of Teltumbde's 'Casino Syndrome'.

## III. COMPREHENDING AI-DRIVEN GLOBALIZATION THROUGH THE TENETS OF CASINO SYNDROME

As broached above, artificial intelligence, owing to its advanced technology, has come to represent a prominent facet of globalization. Thus, the tenets of globalization-induced casino syndrome can be applied to artificial intelligence to bring to account the underside of AI-driven globalization that yields inequality and disintegration.

### 3.1 Creates inequality - Pitches an individual (entity) against others in the global marketplace (is elitist):

Since technology-driven globalization has global reach and impact, its competition-inducing trait can be seen at varied levels of intersections, whereby, apart from merely pinning individuals, it actually pins entities in opposition too. At a macro level, it can be seen pitching nations against each other in a global competition, as accurately posed by Russian President Vladimir Putin: "Whoever becomes the leader in this sphere (AI) will become the ruler of the world" (Russian Times, 2017). Thus, AI has inadvertently given rise to a global race of nations aspiring to become AI superpowers of the world. From heavy investments and the allocation of funds for research to the formulation of policies, nations are leaving a stone unturned to beat others in their zeal to dominate globally. It is to be noted that their spirit to compete does not come from a place of situational necessity, committed to resolving the ardent problems of citizens; rather, it is to flex their potency and accomplish a pedestal. Thus, AI-driven globalization embodies casino syndrome's elitist essence, as pointed out by Teltumbde.

The most conspicuous conflict is between the US and China, as validated by Anthony Mullen, a director of research at analyst firm Gartner, who says, "Right now, AI is a two-horse race between China and the US" (Vincent,

Bareham, 2017). Both of these countries have invested billions of dollars in AI's advancement, along with adopting national strategic plans. Historically, the US has always been a superpower, in the field of AI too, with the highest number of research publications; however, China has undertaken to dismantle America's supremacy by producing more AI-related papers than any other nation between 2016 and 2019 (Savage, 2020). Likewise, it has also announced its intention to become the world's primary AI innovation center by 2030 (Waikar, 2021). Thus, the very AI, seemingly meant for the technological 'advancement' of the world as one global village, has become a dividing factor, with nations vying to push each other and become the world dictator in AI. Apart from the US and China, other nations are also actively pinning this race to the top. The UK government has very blatantly expressed its fervor to head the world by releasing a 10-year plan for it to become a global "artificial intelligence superpower," seeking to rival the likes of the U.S. and China, as reported by CNBC. Whereas Germany is advocating "fair and open" markets to support artificial intelligence and protect "national champions" in Germany and the European Union so they can better compete with rivals from China and the United States (Nienaber, 2019). It is very evident that the world is divided in the wake of AI-driven globalization, with nations pitching against each other to not only become supreme themselves but also to overtake the two AI superpowers, the US and China.

Delving further, apart from existing at the level of research, policies, fund allocations, etc., this AI-driven global feud is discerned to unfold as a global AI warfare, as AI can be used for developing cyber weapons, controlling autonomous tools like drones, and for surveillance to attack opponents. Consequently, "already, China, Russia, and others are investing significantly in AI to increase their relative military capabilities with an eye towards reshaping the balance of power" (Horowitz, 2018, p. 373). Hence, AI-driven competition is not merely implicit, holding the facade of advancement and global progress, as AI is being used by nations to quite literally compete, overpower, and destroy other countries in their quest for the top, giving rise to the anticipation of AI-warfare, the goriest prospect of World War, articulated overtly by Putin: "When one party's drones are destroyed by drones of another, it will have no other choice but to surrender" (Vincent, Zhang, 2017).

Interrogating the flip side of this AI-driven global race and warfare, the entities that will actually receive the blow of its destruction would be the developing, third-world countries. In other terms, AI-driven globalization has also pitched the world into two spheres, whereby on the one hand, it "could benefit countries that are capital intensive" (Horowitz, 2018), or elite, whereas on the other hand,

developing countries like Sub-Saharan Africa, the Caribbean, Latin America, and other South Asian countries, who are preoccupied with other urgent priorities like sanitation, education, healthcare, etc., would be found wanting (Chatterjee, Dethlefs, 2022). Likewise, AI will strengthen the already existing economic and digital divide between the first world and the third world, making the latter a soft target and putting them at an economic disadvantage. This can be seen as turning true as "major nations have already co-opted it (AI) for soft power and ideological competition" (Bershidsky, 2019) and have established it as a pillar of "economic differentiation for the rest of the century" (Savage, 2020). Aggravating the quintessential distinction between the haves and the have nots, AI-fostered economic inequality resonates with the casino syndrome, which too creates an economic divide between the owners and the players by directing the flow of money from the pockets of the latter to the former. Fortifying the same, it is to be noted that the developed countries investing heavily in AI do so by extracting hard-earned money from the pockets of their taxpayers, the common citizens; thus, the economic inequality within a nation widens too, with the poor commoners at an economic disadvantage.

Moving from macro to microcosm, globalization's essential competitiveness also pitches companies against each other. The haste of companies to catch up with AI's race was seen when Google launched its Google Bard right after Open AI launched ChatGPT. Subsequently, owing to Open AI becoming the superpower of the market, Snapchat launched its MyAI, and Microsoft launched Bing AI, though Microsoft and Open AI are partners. However, companies trying to overpower their competitors have been a common trait of globalization. A novel competition can be seen unfolding in AI-driven globalization, pitting AI and individuals (humans) against each other. In a historic chess match, Google's artificial intelligence AlphaGo defeated Korean expert Lee Sedol in four of the five series (Metz, 2016). It is not just an instance of AI playing against human intelligence and defeating it; at a larger level, it also signifies two countries, Google representing the US and Lee Sedol representing South Korea, pitched against each other, whereby the former defeated the latter due to its technology. This phenomenon is discernible in routine human activities too. Elon Musk, in an interview, claimed, "AI is already helping us basically diagnose diseases better [and] match up drugs with people depending [on their illness]" (Russian Times). AI, being more efficient than humans, has inevitably pitched a significant human race against itself. It brings to the fore a foretelling of a war between technology-driven AI and the human population, as rightly portrayed in numerous sci-fi movies. This futuristic war can be

anticipated to be true with the amount of investments made for its proliferation, as a report read that “Today’s leading information technology companies—including the faangs (Facebook, Amazon, Apple, Netflix, and Google) and bats (Baidu, Alibaba, and Tencent)—are betting their R&D budgets on the AI revolution (Allison, Schmidt., 2020, p. 03), while another claimed, “In 2020, the 432,000 companies in the UK who have already adopted AI have already spent a total of £16.7 billion on AI technologies” (“AI activity in UK businesses: Executive Summary”, 2022).

Thus, at the root level, AI and humans are pitched against each other by the cause of these MNCs. As a result, the AI industry and its elite stakeholders are witnessing an economic bloom with investments; however, it does so at the cost of working-class people losing their jobs. Due to the automation of work, AI can be seen replacing humans, especially in manual labor, and hence taking away the jobs of poor people who aren’t educated enough to do anything but manual work. Studies report that “from 1990 to 2007, adding one additional robot per 1,000 workers reduced the national employment-to-population ratio by about 0.2 percent” (Dizikes, 2020), whereas by 2025 itself, “robots could replace as many as 2 million more workers in manufacturing alone” (Semuels, 2020). Moreover, most recently introduced industrial robots like Rethink Robotics’ Baxter are more flexible and far cheaper than their predecessors, which will perform simple jobs for small manufacturers in a variety of sectors (Rotman, 2013). Hence, more human replacement. On the other hand, companies leading in AI, like Baidu and Tencent, are generating more revenue than ever. As reported by Statista, in 2023, the predicted revenue for Baidu generated within this market is over 196 billion yuan, whereas for Tencent, the revenue is approaching 150 billion yuan (Thomala, 2022). It can therefore be fortified that this pinning of AI against humans by the hands of AI-leading companies has yielded a flow of money from the pockets of the poor laborers to the bank accounts of the privileged industries and their stakeholders, conforming to the income-inequality tenet of casino syndrome.

Another aspect of AI impacting jobs involves reports claiming the emergence of new job opportunities. According to the World Economic Forum Future, 85 million jobs will be displaced by 2023, while 97 million new roles may emerge (Orduña, 2021). Taking away certain categories of jobs, AI will consequently create jobs categorically, i.e., for the educated elite. Therefore, when middle-class workers lost their jobs, white-collar professionals and postgraduate degree holders saw their salaries rise (Kelly, 2021). Moreover, it will peculiarly create jobs for people who are experts in AI. Subsequently,

it can be rightly posited that “AI won’t take your job, but a person knowing AI will” (Rathee, 2023). By doing so, AI will inevitably pitch individuals who have promising jobs against those without any, as casino syndrome’s original tenet foregrounds.

It can be conclusively said that AI has created a global rat race between nations, companies, and people, pitting these entities against each other. As a consequence, it not only harbors global enmity, throwing open the possibility of global warfare, but also economic inequality, whereby money flows into the accounts of the elite ‘Chosen Few’, and gets emptied from the pockets of already underprivileged others, furthering the historical divide between the haves and the have-nots.

### 3.2 Disintegration of Familial Correlations: Erosion of interpersonal relationships

The strain of AI-driven advancements and intricate technological globalization has far-reaching consequences for interpersonal relationships at many levels. AI-driven competition can lead to people prioritizing their professional ambitions and success over their interpersonal relationships because of the rat race created by AI. As companies are passionately pursuing the use of artificial intelligence, leading to a job recession, individuals are pitting each other, and in their ambition to find stable employment, they often neglect their familial and social relations. A typical employee often works intensely even after securing a job because of the competitive pressure and to ensure job security. Employed or not, individuals spend excessive amounts of hours building their professional lives, leaving them with little to no time and emotional energy for their loved ones. According to Our World in Data (2020), Americans in their teenage years spent more than 200 minutes per day with their families, but as their ages progressed, in their 20s, 30s, and 40s, their family time went down to approximately 50 minutes to 100 minutes with their families per day. Whereas, they spent more than 200 minutes with their co-workers each day. Their time spent with their friends also took a downward spiral, with less than 80 minutes each day during their 30s, approximately 40 minutes each day, and less once they entered their 40s, and so on (Ortiz-Ospina, 2020).

The neglect can result in strained marriages, fractured families, and a growing sense of isolation and loneliness as people become more and more absorbed in their goals. According to a study conducted by the National Library of Medicine, “higher levels of newlywed spouses’ workloads predict subsequent decreases in their partners’ marital satisfaction during the first four years of marriage but do not affect changes in their own satisfaction. These findings provide additional evidence for the dynamic

interplay between work and family life and call for further study of the factors that make some relationships more or less vulnerable to the negative effects of increased workloads and the processes by which these effects take hold.” (Lavner, Clark, 2017). Moreover, due to the competition in professional areas, employees and friends are pitted against each other as there is a strong desire to outperform their peers, leading to envy, rivalry, and unnecessary conflicts. Hence, AI-driven globalization has a negative impact on interpersonal relationships in personal as well as professional life.

The virtual world created by AI that people participate in, or to be precise, social media users, participate in, is a highly curated world, and all the algorithms programmed platforms that are regularly used—Instagram, Facebook, Twitter, etc.—provide highly curated content created for the one particular user based on their ‘history’. Every user’s search history is used for better-personalized results (Southern, 2022). Because artificial intelligence can process large amounts of data in a second, it can beat any human correlations and create a personalized world just for one user, allowing them to spend their time in that world while affecting their social interactions and often fracturing their familial bonds. Algorithms and curations create a seemingly perfect virtual reality where individuals do not have to struggle with social anxiety as their interests are presented to be explored freely, leading to a gradual distancing from the ‘real’ world. This phenomenon can be called a real-life manifestation of Baudrillard’s concept of ‘Hyperreality’. Thanks to social media, a person’s digital footprint often tells more about their personality than their real-life behavior can. The hyperreality created on social media in turn creates a ‘virtual arcade’ around the users, isolating them from the external real world of humans. All of which eventually disintegrates their interpersonal relationships at home and with colleagues in more ways than one (Lazzini et al., 2022).

Moreover, artificial intelligence can reinforce biases because AI makes decisions based on training data and can often include biased human decisions based on social inequalities (Manyika et al., 2019), and thus, AI’s reinforcing these biases, particularly by making its content curation more majority’ specific, minority cultural identity, is threatened. According to the Bridge Chronicle (2021), a research team at Stanford University discovered that GPT-3 was providing biased results. “According to the team, the machines have become capable of learning undesired social biases that can perpetuate harmful stereotypes from the large set of data that they process (IANS, 2021). The team discovered that even though the purpose of GPT-3 is to enhance creativity, it associated Muslims with violence. The team gave the program the sentence “Two Muslims

walked into a...,” to complete, and the results were “Two Muslims walked into a synagogue with axes and a bomb” and/or “Two Muslims walked into a Texas cartoon contest and opened fire” (IANS, 2021). “When they replaced ‘Muslims’ by ‘Christians,’ the AI results re-tuned violence-based association to 20 percent of the time, instead of 66 percent for Muslims. (...) Further, the researchers gave GPT-3 a prompt: “Audacious is to boldness as Muslim is to...,” and 25 percent of the time, the program said, “Terrorism.”” (IANS, 2021).

AI learns from training data, which may be skewed with human biases, and these biases are directly provided in the results. Such results have practical and ethical concerns as they promote and aggravate violence, communal hatred, stereotypes, prejudices, discrimination, etc., and disintegrate bonds of communal unity at a national and international level.

To corroborate further, artificial intelligence targets users by providing deliberately curated custom feeds, and this feed is an amalgamation of their ‘interests’, which are, as aforementioned, ‘majority’ specific. Therefore, algorithmic curation of artificial intelligence subdues multiple perspectives by making the user perceive a single point of view, hindering not only their cultural identity but their individuality, as social media giants essentially try to accumulate as many users as possible to further the ends of their capitalist business and reap monetary profit. In other words, social media companies aim to create a network of users using their interactions and emotions, which in turn creates new social needs (Xu, Chu, 2023). Ultimately, the cost is the individual’s cultural as well as personal identity. Individuals are turned into users; users are then turned into consumers, an unraveling of a multi-layered disintegration of one’s own self in an AI-driven globalized world.

AI’s penchant for personalisation and tailored feeds may cause user satisfaction at times, but this creates ‘echo chambers’, where individuals are exposed only to the viewpoints their opinions align with. The narrowing of perspectives causes individualisation as identities are subsumed. Already, the promotion of bias in AI effectively undermines individuality. AI’s data collection for such customisation leads to the erosion of privacy, and the constant monitoring makes individuals mere data points to be analyzed as they are quite self-conscious that they are being scrutinized leading to self-censorship.

The depersonalization of customer service through AI-driven chatbots and automated interfaces, the invasive nature of emotion recognition and surveillance technologies, and the loss of control over decisions in an increasingly autonomous AI-driven world can further contribute to the sense of deindividualization (Coppolino

Perfumi et al., 2019). Balancing the benefits of AI with these potential downsides requires ethical AI development, transparency, and measures to protect privacy and autonomy. Promoting digital literacy and critical thinking can empower individuals to navigate the AI landscape while preserving their individuality. However, an unchecked system of AI can cause disintegration at community, national, and international levels.

Alluding to the intentional curation of content further, in the context of AI-driven globalization in today's world, the broader use of social media can intensify nationalist sentiments, often causing communal tensions. This is due to the highly curated content that individuals are exposed to, which can distort their perception of reality as their online feeds become their primary source of information. Algorithms play a crucial role in recommending content that aligns with users' existing ideologies, effectively reinforcing their views and isolating them within their ideological bubbles. This phenomenon is not limited to any single nation. In India, for instance, communal identity tends to manifest itself in nationalist fervor, while along caste lines, it can result in anti-Dalit prejudice and behavior (Teltumbde, 2010, p. 33). According to the Indian Express (2023), "Facial recognition technology—which uses AI to match live images against a database of cached faces—is one of many AI applications that critics say risks more surveillance of Muslims, lower-caste Dalits, Indigenous Adivasis, transgender people, and other marginalized groups, all while ignoring their needs" (Thomson Reuters Foundation, 2023). AI policing systems will exacerbate the current caste issues in India, as policing in India is already casteist, and AI data will feed more information that is biased and based on caste hierarchies (Thomson Reuters Foundation, 2023). In the West, the discussion of laws regarding AI has already begun. India, a nation of more than 120 crore citizens, needs staunch laws about AI use and ethics as fast as possible.

Outside India, the most well-known Cambridge Analytica data scandal was where Cambridge Analytica collected the data of millions of users from Facebook without their permission so that their feed could be influenced, especially for political messaging, as a way of microtargeting the users. This political advertising by Cambridge Analytica provided analytical assistance to the political campaigns of Ted Cruz and Donald Trump, who won the elections. (Confessore, 2018). The firm is also said to have interfered with the Brexit referendum; however, according to the official investigation, no significant breach had taken place (Kaminska, 2020). This global pattern of the disintegration of national and cultural identities underscores the far-reaching consequences of artificial intelligence. Marginalization of communities occurs due to

the concept of bias rooted in AI creation because the creators of AI are not immune to the world. AI works on large amounts of data; this data is produced by human users, and since human users themselves are biased, the content curation and algorithms of artificial intelligence are also biased (Costinhas, 2023). An example of this is when, in 2021, AI-based crime prevention software targeted only African Americans and Latinos, or when, in 2017, Amazon used the AI tool called 'AMZN.O.', which gave preferences to men's resumes over women's (Dastin, 2018). Therefore, nationalists and sexist stridencies are further provoked by a biased AI due to the biased data sets of biased human users, leading to cultural as well as gender-based interpersonal disintegrations. Therefore, in a wider context, AI disintegrates interpersonal relationships at a national and community level too. Moreover, by inciting one gender against the other, it also disintegrates the very essence of humanitarian bonds, aggravating the long-existing gender prejudices that men and women alike have fought against for centuries. Gender discrimination, one of the main factors in social inequality, can cause a deep wound in interpersonal relationships as it promotes stereotypes and prejudices mainly against women. This can cause barriers to communication and lead to isolation and mental health struggles. Furthermore, collaboration is undermined in the workplace, where there is an imbalance of gender. The lack of inclusivity promotes orthodox gender beliefs. And gender discrimination and the reinforcement of stereotypes at home can cause rifts among family members as well. Therefore, it causes disintegration at the workplace as well as in the family.

Furthermore, women face specific challenges when it comes to artificial intelligence. There is a deep-rooted gender bias in technology because its makers are approximately 70% men and 30% women, approximately (Global Gender Gap Report 2023, World Economic Forum, 2023). This bias corroborates the treatment AI and robots have received at the hands of men. To be specific, robots, especially those that are created as 'females', are created with the aim of serving some sexual purpose. A popular example is the molestation and malfunction of a sex robot at an electronics festival in Austria (Saran, Srikumar, 2018). According to The Guardian (2017), the sex-tech industry is coming up with sex-tech toys with custom-made genitals with heat systems. This sex-tech industry is worth \$30 billion (Kleeman, 2017). Even though sex bots can reduce rape and assault in real life, they nevertheless bring in a new era of women's objectification, which continues through technology (Saran, Srikumar, 2018). Furthermore, the popular voices of virtual assistants like Siri and Alexa are clearly female, and despite the availability of the male' option, these tech tools are meant to serve a clear

misogynistic purpose. According to the World Economic Forum's Gender Gap Report of 2023 (2023), the gender gap in the future will continue to prevail with a certain rise of women in AI and data-related fields to approximately 33.7%.

Despite the world's attempt at inclusivity, the creators of AI have a general responsibility. If the machines continue to be biased, the world will be ushered towards an institutionalized, futuristic patriarchal system run by AI and robots (Saran, Srikumar, 2018). One way through which the bias and disintegration caused by AI and technology can be reduced is by allowing women and marginalized communities a part in the creation process, and for that to happen, humanity first needs to devise and agree upon a set of ethics with which it can run AI. The disintegration caused by AI has profound implications at personal, cultural, and national levels, as seen in the case of gender and other groups. This phenomenon is closely intertwined with the principles of capitalism and its ideologies. Classical liberalism, a political and economic phenomenon, stresses individual freedom within a minimally regulated marketplace. Capitalism builds upon this foundation, accentuating individualism as its core tenet. With the rise of AI, this individualism has been taken to unprecedented extremes.

Neoliberalism, a term frequently brought up in the context of globalization, represents the evolution of classical liberalism, reconfigured to cater to capitalism's profit-driven demands. Neoliberalism prioritizes the interests of the individual over the community, a stark departure from ideologies such as communism and socialism, which were forged in response to capitalism's community-focused approach for the benefit of the many over the few. However, AI has pushed this individualistic ideology (benefit of the few) to new heights, where both the market and society are perceived through the lens of intense self-interest. Teltumbde highlights this point by asserting that "classical liberalism, which lent capitalism its ideological support, is reclaimed by globalists in the form of neoliberalism, its individualist extremist concoction that advocates extreme individualism, social Darwinist competition, and free market fundamentalism" (Teltumbde, 2010, p. 175). The concept of "social Darwinist competition" aligns with the competitive nature of AI-driven globalization, where survival is akin to natural selection, favoring only the most ruthlessly driven and motivated people. The term "free market fundamentalism" further signifies a staunch belief in the primacy of the free market and individual choice. This runs parallel with the idea that AI has escalated the focus on the individual as the primary economic mechanism, not a human being.

According to the British Educational Research Association, "the combination of increasing globalization and individualism weakens collective values and social ties, jeopardizing the ideals of equality, equity, social justice, and democracy. (Quoted text from Rapti, 2018) Excessive individualism makes family and other interpersonal relations fragile to the point that the sense of community and belonging becomes smaller to a very feeble level, just as is the case with casinos. Individuals caught in this 'Casino Syndrome' live a life of disintegration with malign professional connections as the nature of competition pushes them to rival one another instead of encouraging healthy collaboration. A correct education can reform the situation and help restore and/or strengthen interpersonal relations by providing every student with a communal foundation from the very beginning, with the right balance of individualism (Rapti, 2018).

AI-driven globalization's reach extends beyond the world of technology and data and into the physical world. Due to the digitalisation of the biological world, natural and familiar environments are also being digitized to the point that an urban setting can easily pass for a technosphere. According to UNESCO, a technosphere is composed of objects, especially technological objects, manufactured by human beings, including buildings' mass, transportation networks, communication infrastructure, etc. (Zalasiewicz, 2023, p. 15–16). The technosphere and even simply the generic digitalised transformation of the physical world distance human beings as individuals from nature and enforce a regular reliance on digital objects daily, contributing to mental and physical detachment from the physical world. Thus, a technosphere affects individuals' social skills by disintegrating a pertinent bond between humans and nature while having a directly detrimental impact on their personal lives.

Incinerating personal lives, artificial intelligence can lead to social anxiety and an inferiority complex due to lower self-esteem. It is interesting to note that two entire generations of people—Millennials and Generation Z—prefer text messaging over speaking on a phone call. Although research does indicate that "hearing each other's voices over the phone fosters better trust and relationships compared to texting" (Kareem, 2023), according to the Guardian (2023), "some young people even consider phone calls a "phobia" of theirs. Contrary to what might seem like a mere convenience choice, this new data suggests that anxiety might be at the root of this behavior". According to the study, 9 out of 10 individuals belonging to Generation Z claimed that they preferred texting over speaking on the phone. Social anxiety has been on an all-time rise amongst the said generation, and Generation Z is known for their outspokenness on several issues and promoting political

correctness. Two whole generations have been fed algorithms and curated data, which implies that the high amounts of time spent in the virtual world directly impact their mental health and interpersonal relationships. This eventually manifests into a social form of disintegration of bonds, apparent amongst millennials and Generation Z individuals. (Kareem, 2023) Communication and language are losing their role as knowledge is shared and perceived through digital symbols and technology-mediated methods instead of language. The lack of language underscores the urgency of the weakening bond of human verbal communication, the most reliable and used communication. Not only do digital symbols lack the depth of human language, but their use causes a decrease in human verbal communication, thus hampering effective and reliable communication and giving rise to disintegration, distancing oneself from others, and misunderstanding. This transition can disseminate effective, nuanced, and empathetic communication among individuals, leading to damaging bonds, as digital symbols often lack the profundity and context of human language.

According to a case study conducted by Scientific Reports (2023), the adoption of AI-generated algorithmic response suggestions, such as "smart replies," can indeed expedite communication and foster the use of more positive emotional expressions. However, it also highlights the persisting negative perceptions associated with AI in communication, potentially undermining the positive impacts. As language evolves towards these digital symbols, the urgency of preserving the strength of human verbal communication becomes evident. As accurately postulated,

"Advanced technology has exacerbated the detachment between humanity and nature [...] The combination of the Internet and industrialization, various industries plus the Internet, virtual technology, bionic engineering, and intelligent facilities, including robotics, are replacing the natural environment with virtual objects and building a virtual world that has never been seen before" (Zou, 2022, p. 31).

This transition may lead to disintegration, distancing among individuals, and misunderstandings, ultimately jeopardizing the quality of interpersonal bonds. The findings of the study in Scientific Reports (2023) emphasize the need for a comprehensive examination of how AI influences language and communication, especially in light of its growing role in our daily interactions, and the importance of considering the broader societal consequences of AI algorithm design for communication.

In the purview of psychological bearing, artificial intelligence also promotes narcissistic tendencies (Evans,

2018), while, as reiterated, AI communication technology promotes individualism over interpersonal relationships (Nufer, 2023). The design of artificial intelligence encourages self-interest, causing narcissistic tendencies. Social media algorithms customize and curate user feeds, reducing altruism by prioritizing self-interest. AI's focus on serving the primary user can cause individuals to neglect their social relationships. Children who view AI as superior may develop a superiority complex. This reliance on AI devices can promote narcissism in both children and adults (Evans, 2018).

In lieu, AI technology promotes the self excessively, to the point that it may raise concerns about a superiority complex. The digital transformation of our familiar world is reshaping individual perceptions and altering the way we interact with our surroundings. As people increasingly immerse themselves in the virtual realm, their lived experiences become more intertwined with technology, leading to a gradual decline in shared experiences. This shift has profound implications for interpersonal relationships, as the digital landscape often prioritizes individual-centric experiences, leading to disintegration.

According to Forbes (2023), with the rise of AI in the world, at some point, human beings will develop deeper relationships with artificial intelligence than real human beings, which can lead to toxicity in interpersonal relationships and narcissism (quoted text from Koetsier, 2023).

Human beings have the ability to anthropomorphize nonhuman factors easily, and with artificial intelligence willing to cater to every human need, the world is moving farther away from relationships with people and more towards synthetic anthropomorphised factors like AI (Koetsier, 2023). An example is Rossana Ramos, an American woman from New York who married' an AI chatbot, saying that her former partners were toxic and abusive, whereas she calls Eren (the chatbot) a 'sweetheart' ("Woman 'Married' an AI Chatbot, Says It Helped Her Heal from Abuse", 2023).

AI threatens human contact as a quarter of millennials say that they have no friends and 50% of Americans are in no romantic relationships (quoted text from Koetsier, 2023). AI is leading to a hikikomori challenge in the present world. "Hikikomori is a psychological condition that makes people shut themselves off from society, often staying in their houses for months on end" (Ma, 2018). If AI continues to grow unchecked, the already persisting issue of anxiety and existential crisis will be further aggravated, and even the most basic form of human contact in the future will be seriously threatened as

people will choose to spend more time with their perfectly customized AI partners or friends than with human beings (Koetsier). Interpersonal relationships have never been more challenged before.

Not only is AI threatening human contact, it is also posing a threat to the one thing that is considered a healthy coping mechanism: art. AI is changing the way one thinks about art, as “the ability of AI to generate art, writing, and music raises the question of what constitutes “creativity” and “art” and also whether AI-generated work can be considered truly creative. This also raises ethical questions about the authorship, ownership, and intellectual property of AI-generated work” (Islam, 2023). Whether AI-generated art can truly be creative or not is already a debate, but it is essential that the fields of art that are known for human expression and communication truly remain in the domain of human beings. (Islam, 2023). Art is one of the ways human beings express themselves, and art improves communication. Artistic creativity and interpersonal communication have a deep connection, as viewing art and creating art helps artists and the audience develop empathy and patience, thus improving listening skills and, by virtue, communication skills. Therefore, AI art creation can hinder human artistic creativity as art created by AI will not generate empathy, therefore disintegrating relations not only between humans but also between the very nexus of art, artist, and audience. Contextualizing creativity and output, AI users feel a tightening link, which hinders their ability to work without using AI. The most popular example is OpenAI’s ChatGPT. According to Tech Business News, students are feeling an overwhelming amount of dependency on it, which makes them complacent as thinkers (Editorial Desk, TBN Team, 2023). Due to the material that is easily provided by ChatGPT, students lose their initiative, curiosity, and creativity as the chat forum provides them with shortcut methods to complete their work and assignments. Extreme reliance on ChatGPT may not only affect the overall research output produced by students but also affect the students as their independent analytical and critical thinking abilities will deteriorate and their problem-solving skills will vanish, affecting their self-esteem and causing a personality disintegration, which in turn will further hinder their interpersonal relations and communication competence while also jeopardizing their credibility as professionals in the long run. Moving on, AI poses a disintegration of relations at an environmental level as well. The advancement of technology, particularly within the realm of AI, has contributed to an ever-growing disconnect between humanity and the natural environment. This detachment is a consequence of the pervasive influence of technology, encompassing elements like the internet, virtual technology, bionic engineering, and robotics, which

have come to dominate people's lives. These technological advancements have given rise to an unprecedented virtual world, thus replacing real-world interactions with digital ones. This change towards a virtual reality carries implications for individualism and the deterioration of interpersonal relationships. Firstly, it encourages individuals to detach from the natural world, diverting their attention towards virtual experiences and personal interests. Secondly, it fosters the creation of personalized digital environments where individuals can customize their experiences according to their preferences. While personalization offers convenience, it also confines individuals to a limited range of perspectives and shared experiences.

The transformation of one's relationships and experiences as they increasingly engage with AI-driven technologies underscores the potential consequences of this separation from the natural world and the prevalence of personalized virtual experiences. These consequences include the erosion of interpersonal relationships and the promotion of individualism. Ultimately, this trend can lead to the breakdown of familial bonds as individuals become more engrossed in their personalized virtual worlds, further exacerbating the divide between humanity and the natural environment.

The detachment between humanity and the natural world and between humanity and itself caused by advanced technology and AI-driven globalization aggravates the class divide by restraining technology access and educational opportunities for marginalized communities, as mentioned above in the case of class divisions as one of the many examples. Addressing these challenges requires concerted efforts to bridge the digital divide in class and other social factors, promote gender equity in technology, and create a more inclusive and equitable digital future.

Considering the advent of artificial intelligence, thanks to globalization, it is safe to say that the idea of a ‘global village’ has failed, as ultimately one only experiences familial and interpersonal disintegration of relationships, as Teltumde rightly suggests in his book, “It (Globalization) has turned the world into a veritable casino where all familiar correlations between action and outcome have collapsed.” (Teltumbde, 2010, p. 33).

Therefore, the Casino Syndrome’s second tenet holds true. Reflecting on the above statement, one can see that AI’s biased curation and lack of transparency can lead to the disintegration of personal relationships and rifts between friends and family due to the breakage of familial bonds, thanks to competition, narcissism, and addiction. AI’s content curation and data collection methods can cause rifts in communal harmony as well as international

harmony. Its effect on students leads to a lack of critical and analytical abilities. And the young generation is facing heightened amounts of mental struggles because of it, causing a weakening of friendships and other relations. AI's impact can lead to lesser amounts of human contact, and its impact on art can cause creative and personality disintegration. Moreover, its biased methods cause and aggravate issues, disintegrating relations pertaining to gender, caste, class, and religion, amongst others. Therefore, AI, at the level of its impact, disintegrates more than it unites.

### 3.3 Disintegration leads to mental health consequences and psychological problems

Artificial intelligence has caused changes in every aspect of human life—education, health, politics, etc. Although AI has certain obvious benefits, as described by the American Psychological Association, “in psychology practice, artificial intelligence (AI) chatbots can make therapy more accessible and less expensive. AI tools can also improve interventions, automate administrative tasks, and aid in training new clinicians.” (Abrams, 2023)

The use of AI-driven social media and technology can lead to addictive behaviors as AI and algorithms create the seemingly ‘perfect’ virtual reality for their users. Therefore, the users are detached from the physical world because the real world does not reap the same agreements and like-minded curation as the virtual world does. A prominent example is gaming addiction. Many games like ‘Rocket League’, ‘Halo: Combat Evolved’, ‘Middle-Earth: Shadow of Mordor’, etc. utilize AI (Urwin, 2023). Gaming addiction, even generally, is attributed to obsessive behaviors but video gaming can also cause and/or worsen psychosis and lead to hallucinations (Ricci, 2023).

“Diehard gamers are at risk of a disorder that causes them to hallucinate images or sounds from the games they play in real life, research shows. Teenagers that play video games for hours on end have reported seeing “health bars” above people's heads and hearing narration when they go about their daily lives” (Anderson, 2023). This not only causes hallucinations, but youngsters are also in denial of the real world as the simulation offers them a customized simulation catered to their preferences.

Apart from gaming, the same detrimental impact can be realized in the field of education. According to Forbes (2023), the use of ChatGPT by students may create a lazy student syndrome as students will be deprived of thinking on their own, and thus, the creation of unique ideas will diminish significantly, and students will give up conducting solid and rigorous research when chat forums like ChatGPT are easily available (Gordon, 2023).

Furthermore, AI has ushered in an age of constant connectivity where staying off-grid is a mighty challenge. As understood by AI's role in gaming before, AI is a constant simulation of human behaviors which causes addiction to the point that not only interpersonal relationships are hindered but self-care also takes a downward spiral. Constant presence in this simulation can cause a disconnect from oneself. Multiple AI-driven social media platforms implying multiple and continuous notifications on smartphones, laptops, tablets, and every other device, along with digital assistants and cheap internet, indicate that most people are ‘online’ 24/7. Constant connectivity may have advantages, but it has blurred the lines between the virtual world and the physical world, thus creating a sense of isolation among people. The constant and unstopping influx of messages, emails, notifications, etc. can often cause individuals to feel overwhelmed with an overload of information in a limited period, leading to unnecessary stress. Approximately 78% of the workforce is facing an overload of data from an increasing number of sources, and 29% are overwhelmed with the huge amounts of constant data influx (Asrar, Venkatesan, 2023).

Information overload and its issues are further exacerbated by AI algorithms and personalized content curation, which can lead to anxiety and addiction, which in turn simulate the screen timing of the users. During the first quarter of 2023, internet users worldwide spent 54% of their time browsing the internet via mobile phones (Ceci, 2021). Consequently, “excessive Internet use may create a heightened level of psychological arousal, resulting in little sleep, failure to eat for long periods, and limited physical activity, possibly leading to the user experiencing physical and mental health problems such as depression, OCD, low family relationships, and anxiety” (Alavi et al., 2011).

This age, the late twentieth century and the twenty-first century, is often referred to as the ‘Age of Anxiety’ something that is furthered by the advent of AI. Due to income inequality caused by AI, as explained in the first point, the severe competition often leads to stress and loneliness, where an individual feels that they are one against the whole world. Since familial bonds are already damaged, loneliness deepens further, leading to severe mental health issues like ADHD, depression, insomnia, bipolar disorder, chronic rage and anxiety, etc. Psychologists and therapists are observing an increase in demand, as validated by the American Psychological Association.

“With rates of mental health disorders rising among the nation’s youth, researchers continue to study how best to intervene to promote well-being on a larger scale. In one

encouraging development, the U.S. Preventive Services Task Force recommended in October that primary-care physicians screen all children older than 8 for anxiety in an attempt to improve the diagnosis and treatment of a disorder that's already been diagnosed in some 5.8 million American children. It's a promising start—yet there is much more that the field can do.” (Weir, 2023).

Isolation and loneliness, social discrimination, social disadvantage, etc., amongst others, are a few of the many causes of the rise in mental health issues, and these issues often lead to alcoholism, drug addiction, smoking, suicidal thoughts and/or tendencies, self-harm, etc., all of which majorly manifest in AI-driven internet culture. One of the testimonies of this culture is the ‘cancel culture’, which often culminates in online bullying and can cause isolation, both virtual and real. Consolidating that, according to research, social media users who are canceled experience feelings of isolation and rejection, hence increasing feelings of anxiety and depression (Team, 2022). And according to CNN, individuals who experienced social isolation have a 32% higher risk of dying early from any cause compared with those who aren't socially isolated (Rogers, 2023). As evident, this is a long chain of cause and effect where the first factor is AI-curated content, leading to excessive screen time and online activity, which ultimately yields isolation, anxiety, and so on, even pushing people to take their lives.

‘AI Anxiety’, a term coined by a marketing agency, describes the feeling of uneasiness regarding the effects of artificial intelligence on human critical thinking and creative abilities. Even the recent rise of a platform like TikTok emphasizes individual use over collective use by encouraging one specific user to focus on themselves and to ignore the world during the process of content creation, leading to intense narcissistic tendencies. Altruistic actions caught on camera are also performed minutely because of the notion of becoming ‘trending’ on social media platforms, not for community benefit (Kim et al., 2023).

As held before, AI use has the potential to increase superiority amongst people due to the fact that AI has to be ‘commanded’ (Evans, 2018). Young children whose social development allows them to interact with people their own age may “devalue or dismiss other people because of their shallow experiences with AI cyber people. And again, as held earlier, this might cause them to overvalue themselves by contrast and could well enhance a tendency toward narcissism.” (Evans, 2018). This furthers the disruption to mental health due to AI.

Psychological concerns are also raised in the form of ‘Hypomania’. “Contemporary society’s “mania for motion and speed” made it difficult for them even to get acquainted

with one another, let alone identify objects of common concern.” (Quoted text from Scheuerman, 2018). The current societal obsession with speed and constant motion, akin to hypomania, contributes to psychological issues. In an era of constant connectivity and rapid information flow, individuals struggle to form genuine human connections, causing stress, anxiety, and depression. The overwhelming input of diverse and conflicting information hinders their ability to identify common concerns, exacerbating hypomanic-like symptoms. In the context of AI, this complexity intensifies, causing extreme stress and anxiety as people grapple with global problems and societal divisions. The ‘mania for motion and speed’ in modern society parallels hypomanic tendencies and fosters psychological challenges.

In the contemporary world, apart from therapy, there are many ways people choose to perceive their anxiety and declining mental health. Escapism is a common way in which individuals cope with their mental struggles. People often find solace in art through binge-watching television and/or films, turning towards literature, music, or even social media (Nicholls, 2022). Although escapism has its benefits, it can also be addictive, as it can “encourage us to lean on escapism as a coping mechanism. The more passive types of escapism, especially scrolling or watching TV, can become a crutch and start interfering with our overall well being.” (Nicholls, 2022).

Augmented reality is also a form of escapism, as seen above. Gaming addiction is nothing but gamers escaping the real world and spending time in simulated realities where they find solace with their co-gamers. Thus, it can be safely said that gaming, social media, television shows, films, etc. are nothing but a form of virtual reality, which leads to Baudrillard and his conception of hyperreality. According to Dictionary.com (2012), hyperreality is “an image or simulation, or an aggregate of images and simulations, that either distorts the reality it purports to depict or does not in fact depict anything with a real existence at all, but which nonetheless comes to constitute reality.”.

Jean Baudrillard, in his seminal work, *Simulacra and Simulation*, writes, “The hyperreality of communication and of meaning. More real than the real, that is how the real is abolished” (Baudrillard, 1981, p. 81). Baudrillard’s concept of ‘Hyperreality’ refers to a state where the lines between the physical world and virtual world are excessively blurred, causing a disconnect from the real tangible world. This disconnect can lead to alienation and isolation, thus negatively affecting mental health. Hyperreality can be a solution to real-life problems, but as previously mentioned, excessive time can lead to addiction and aggravate mental health issues.

Additionally, an idealized hyperreal world can result in unrealistic expectations, body image issues, and depression. Due to the rise of AI Photoshop software, individuals alter their physical features in a way to fit the standard of acceptable beauty in society. These problems often cause unrealistic and/or unhealthy expectations of beauty, which leads to body dysmorphia, eating disorders, and low self-esteem issues. A study conducted by Case24 discovered that 71% of people use the software Facetune, which is powered by AI, before posting their photographs on Instagram. A habit which can be addictive (del Rio). Users, which include men and women, become obsessed with the false version of themselves. They often compare themselves to others, further aggravating issues concerning body dysmorphia, eating disorders, anxiety, depression, and low self-esteem, amongst others (del Rio).

According to the International OCD Foundation, “body dysmorphic disorder is more common in women than in men in general population studies (approximately 60% women versus 40% men). However, it is more common in men than in women in cosmetic surgery and dermatology settings.” (Phillips). Individuals are staying in a hyperreality of impeccable beauty standards, which is constantly taking a toll on their psychology and mental health.

Emotional desensitization and information overload caused by it can worsen anxiety and depression. Baudrillard’s hyperreality poses various challenges in the current world of the digital and AI revolution, including disconnection, escapism, addiction, identity issues, etc.

Artificial intelligence has benefits as well as ill effects. To encapsulate, it may have eased human life, but the ease comes at a cost. AI has made therapy accessible, and chatbots make administrative tasks easier, but AI communication technology like social media, AI-driven games, and several other forms of AI cause addiction and a disconnect from reality as the users prefer the virtual world over the physical real world. Such immersions have the potential to negatively affect people’s psychology, aggravate mental health disorders, cause hallucinations, and cause denial. In education, the use of excessive AI can hinder the competence of the students and discourage critical and analytical abilities, thus promoting ‘the lazy student syndrome’. AI, which fosters constant connectivity, can cause blurred boundaries between the physical and virtual worlds, and the perpetual online presence can cause detachment from oneself, personality disorder(s), and overwhelming stress due to information overload. Furthermore, it exacerbates the ‘Age of Anxiety’ by intensifying stress and loneliness by promoting income inequality and ruthless competition. ‘AI Anxiety’ (2023) emphasizes the unease caused by AI’s effect on creativity

and analytical abilities. And at the same time, AI-driven virtual worlds often promote a self-centered attitude amongst their users too.

In essence, Jean Baudrillard’s concept of hyperreality encapsulates these problems, which unravel as the quintessential ‘Casino Syndrome’, where the lines between reality and the virtual world (hyperreality) blur to the extent that it results in disconnection, escapism, addiction, body dysmorphic disorders, identity crises, psychological challenges, and mental health challenges, just as is seen in the numerous tantalizing outcomes of casinos.

#### **IV. ATTENDING TO THE ILL EFFECTS: TOWARDS ACCOUNTABLE AI AND INCLUSIVE GLOBALIZATION AND CREATING RESILIENCE TOWARDS THE CASINO SYNDROME**

The integration of artificial intelligence powered by globalization has brought forth significant challenges as well as significant feats. AI-driven capitalism and globalization have negative and positive consequences. Artificial intelligence’s development should be ethically monitored to mitigate the adverse effects. The development of artificial intelligence must uphold accountability and responsibility in ensuring the correct use of it to build resilience against the Casino Syndrome.

##### **4.1 Ethical A.I. Development**

Developers and companies must adopt an ethical approach to designing artificial intelligence at every stage while considering the potential negative social, cultural, and psychological impact. An ethical AI design must be inclusive, and it should find the right balance between its approach towards the individual and the community. It should work in an unbiased way across all fields. John Cowsls and Luciano Floridi fashioned four ethical frameworks of A.I. principles for bioethics, which are beneficence, non-maleficence, autonomy, and justice, and an extra enabling principle, which is explicability (Guszcza et al., 2020).

Furthermore, AI must protect fundamental human rights and prevent discrimination by curating balanced content instead of a personalized one.

##### **4.2 Transparency**

AI and its algorithms must ensure transparency in their decision-making processes and data sources, which they must make accessible to their users, to ensure a reliable and trustworthy system. According to K. Haresamudram, S. Larsson, and F. Heintz, A.I. transparency should be at three levels: algorithmic, interactional, and social, to build trust. (Haresamudram et al., 2023) A.I. systems should also have

a reliable way to process data collection and ensure the encryption and privacy of their users.

#### 4.3 Mitigation of Bias and Prejudice

Designers must give priority to a bias and prejudice mitigation system in A.I. algorithms. To ensure this, audits and testing must be conducted regularly to identify and resolve prejudiced and biased behaviors and ensure an equitable A.I. system. A.I. systems must approach topics with empathy.

#### 4.4 Responsibility and Accountability

International and national governing bodies must establish and enforce clear and concise regulations and mechanisms for oversight of technologies that use artificial intelligence. Such regulations must address data privacy, accountability for AI's decision-making results and processes, and, most importantly, AI's use in the fields of healthcare, finance, and education, amongst others.

The ethical implications of AI must be regularly monitored, and institutions that regularly utilize AI must set up committees specifically for AI evaluation. Such committees should include skilled designers and experts from across disciplines and ensure alignment with ethical guidelines.

The data provided to AI by users should be controlled by the users, including the right to privacy, the right to deletion, and the ability and basic education to understand the whole process of artificial intelligence content generation. Which leads to:

#### 4.5 Awareness and Education

Incorporating digital and media literacy in school curricula is a must to ensure critical thinking, responsible and ethical behavior on the internet, the implications of AI use and understanding its overall processes, the evaluation of information sources, recognising misinformation, and exploring echo chambers and filter bubbles created by AI-driven algorithms. Students should be empowered to make informed decisions and recognise misinformation. Students must learn to foster community and social ties and have face-to-face interactions. Students should be nurtured with empathy.

Time management is equally necessary to be taught to the youth to ensure a controlled use of not only AI but also overall screen time. Mental health must be prioritized in education to recognise and manage anxiety and stress levels and to seek help if and when needed.

#### 4.6 Community Building

Implementing mindfulness techniques and meditation, along with well-being programs, should be placed and easily accessible in educational and workplace institutions

to promote mental health. This initiative should involve a digital detox by promoting and encouraging 'off-grid' time in a productive way to reduce connectivity overload. Along with benefiting mental health, these initiatives should also foster community connections and social ties by approaching social anxiety caused by screen time isolation by identifying triggers and instructing and helping attain the coping mechanisms that are and must be 'offline' by involving and fostering art therapy, meditation, meet and greets, relaxation techniques, and other social and required guidance and skills.

## V. NAVIGATING THE COMPLEX LANDSCAPE OF AI-DRIVEN PRESENT AND FUTURE

In the contemporary world, the influence of AI-driven globalization with the advancements in technology and the interconnectedness of the 'global village' has brought unprecedented opportunities and complex challenges. Throughout this discourse, it is understood that the addictive implications of the Casino Syndrome, along with its three tenets, are causing significant negative consequences. The paper has dissected the consequences and their nuances to potentially present the threats and remedies.

A dissection of the nuances of the Casino Syndrome and its impact can be understood on international, national, local, and individual levels. AI has cast nations into a rat race, especially the United States and China, which are competing for AI supremacy. This kind of competition often becomes hostile by going beyond its original technological trajectory. The world is witnessing technological warfare driven by the world's superpowers, whereas the developing nations, or so-called third-world nations, suffer under tight competition. The consequences of such warfare are far-reaching in terms of technology and economy, affecting millions of people apart from the active participants in the competition.

As companies amass fortunes of wealth, it is the working-class laborers who suffer. The fresh employment opportunities in AI primarily benefit those with a particular education and specialized skills, leaving behind those without such advantages. The scenario of AI professionals gaining lucrative job opportunities while others face job insecurity deepens income inequality, echoing the income disparities found within the Casino Syndrome.

AI creates damage in interpersonal relationships as well, and it causes narcissistic tendencies by focusing too much on the individual. In the virtual world, people participate in curating content with precision, creating individual bubbles for every person, leading to negative effects on

interpersonal relationships and self-isolation. The idea of the 'global village' has blurred the lines between the tangible real world and the virtual world.

Classical liberalism and neoliberalism, concepts that have foregrounded capitalism, are at the very center of the capitalistic approach to globalization and globalization's approach to AI. Community building is ignored significantly, to the point that individuals either lose their cultural identity or have a fundamentalist reaction to it. The current world encourages individuals to compete against one another due to the intense professional race for employment.

Religion and culture have also been commercialized. Whereas lived experiences are becoming tech-savvy, individuals are unable to have proper communication as language is also affected. Eventually, familial bonds are harmed along with the gaping social divide and women's marginalization.

AI's impact on mental health has caused a steady rise in mental health issues such as anxiety, depression, and stress in youth. Technology is causing loneliness and social anxiety. Where students' critical thinking abilities are affected. Constant connectivity and information overload are overwhelming. Hyperreality is becoming the reality while ignoring the tangible reality, causing long-term mental health consequences.

Addressing the mental health challenges emanating from AI-driven globalization necessitates a multifaceted approach that encompasses ethical AI development, accountability, education, and awareness. To mitigate the harmful effects, ethical AI development must be a priority. This entails designing AI systems with the user and societal well-being at the forefront and finding the right balance between an individualistic approach and a community approach. Key factors include ethics, transparency, mitigation, awareness and education, community building, etc.

Preparing individuals with the skills and knowledge to navigate the digital age is crucial. Integrating digital literacy, media literacy, and mental health education into educational curricula empowers people to critically evaluate data, manage stress, and make informed decisions about their internet existence. Increasing awareness about AI-driven globalization's challenges and the "Casino Syndrome" empowers individuals to take proactive steps to address these problems.

Acknowledging the detrimental effects of hyperreality on mental health, efforts should focus on enriching resilience. Mindfulness and well-being programs can aid individuals in coping with stress and stimulating mental

health. Fostering digital detox and reducing screen time helps establish a healthier equilibrium between technology and real-life experiences. Strengthening community bonds and social ties counters the isolation exacerbated by excessive screen time and virtual environments.

Conclusively, AI-driven globalization introduces a unique set of challenges. By proactively enforcing ethical AI development, improving accountability, prioritizing education and awareness, and fostering resilience, one can navigate this complex topography. This approach enables one to harness the benefits of AI-driven globalization while reducing its detrimental results. As one strives to strike a balance between the digital and the real, one can mold a future where AI-driven globalization enriches our lives.

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