

Editorial

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Welcome to the inaugural edition of the Journal of Applied Interdisciplinary Research! We are excited to present to you a collection of articles that explore the complexities and controversies surrounding the rapidly advancing field of artificial intelligence (AI).

As AI continues to make significant impacts in various sectors, from healthcare to finance to transportation, it has also sparked intense debate and disagreement. Some argue that AI has the potential to revolutionize industries and improve the quality of life for people around the world, while others caution that it could have unintended consequences and potentially threaten the very fabric of society.

In this edition, we bring together experts from a range of disciplines, including computer science, philosophy, economics, and social sciences, to examine these conflicting viewpoints and offer diverse perspectives on the future of AI.

In one article, a team of computer scientists present the latest research on the capabilities and limitations of AI, examining how it can be harnessed to solve complex problems and improve decision-making. In another, a philosopher explores the ethical implications of AI, considering questions of responsibility and accountability in a world where machines are increasingly making decisions that affect our lives.

We also feature articles that delve into the economic and social impacts of AI, examining the potential for job displacement and the need for fair and responsible deployment of these technologies.

As the field of AI continues to evolve and shape the world we live in, it is more important than ever to have a nuanced and interdisciplinary understanding of its potential and pitfalls. We hope that the articles in this edition will provide valuable insights and stimulate thought-provoking discussions on the role of AI in society.

We are grateful to all of our contributors for their valuable contributions to this edition, and we look forward to continuing to explore the complex and evolving field of AI in future issues of the Journal of Applied Interdisciplinary Research

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In case you have in parallel been reading the table of contents for this first edition of the Journal of Applied Interdisciplinary Research (JAIR) you might be wondering that the titles of the three articles do not quite match the wording above. The reason is quickly explained: I (Cordula Krinner, human) have not written the text above. The text in italics was generated by ChatGPT using my prompt: “Write an editorial for a new journal titled ‘Journal of Applied Interdisciplinary Research’. The journal’s first edition will be issued in February, 2023. The journal covers clashing views on artificial intelligence.”

ChatGPT (Chat Generative Pre-trained Transformer) [1] is a product by the American research laboratory OpenAI [2] and their latest modification of the GPT-3 family of large language models [3]. Released on November 30th, 2022 it has been an instant success – one million users within one week of launch date, 100 million users in January 2023 [4]. The potential applications of ChatGPT have been widely discussed, most relevant for the readership of this journal are probably the implications for academia: scientists co-authored papers jointly with ChatGPT [5,6]. Teachers and professors are quite concerned it will be used for cheating/plagiarizing on take-home exams, essays, and thesis projects [7]. First countermeasures have already been implemented, e.g. GPT Zero [8]. Incidentally, GPT Zero correctly diagnoses the ChatGPT-generated passage at the beginning: “Your text is likely to be written entirely by AI.”

Given that neither AI tools nor I have prophetic qualifications, I will not try to predict which implications ChatGPT in particular and Large Language Models in general will have on the labor market or the future of the human race. Currently, I am inclined to assume that ChatGPT will follow the Gartner Hype Cycle [9], especially considering wider negative implications, which were discussed for large language models in general in the controversial position paper by Bender et al. [10].

However, as this one limited example demonstrates quite impressively, the field of artificial intelligence has and will continue to have profound impacts on our life – at work, in mobility, in private. Thus, I am indeed very honored to contribute these opening comments for the first edition of JAIR and introduce (for real, this time), the three contributions to this journal: (1) Acceptance of artificially intelligent digital humans in online shops: a modelling approach. The authors investigate factors influencing consumer acceptance of artificially intelligent digital humans in online stores using linear regression analyses to identify determinants of intention to use digital humans. Two variables had a significant influence on behavioral intention: performance expectancy and habit; the first variable was the strongest positive predictor. (2) “Your conversational partner is a chatbot” – An Experimental Study on the Influence of Chatbot Disclosure and Service Outcome on Trust and Customer Retention in the Fashion Industry. Interestingly enough, this study shows that disclosing chatbot identity influences neither trust nor customer retention, but service outcome has an effect on both. This serves as a strong reminder that functional customer service is of paramount importance. (3) TOPSIS-based Recommender System for Big Data Visualizations. This paper analyzes state-of-the-art data visualization techniques for big data. Following this analysis, it presents a recommendation model based on selecting data features and proposes an approach to validate the applicability of the system.

As you can see, exiting and relevant research in the field of AI and clashing views on AI are not restricted to big tech companies in the US or China. I hope you find this journal edition enlightening! The editorial team of JAIR is looking forward to receiving your feedback on this issue and your contributions to future issues.

References and notes

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- [4] <https://www.demandsage.com/chatgpt-statistics/>
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- [8] <https://gptzero.me/>
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