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The Impact of Artificial Intelligence from Vietnam Social Structure Approach

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Abstract:

This research points out some fluctuations in the uses of artificial intelligence (AI) in Vietnam, through approaching impacts of AI from the perspective of social structure and simultaneously using case study analysis and general evaluation. These mentioned fluctuations are seen in terms of language, social structure, and ethical consideration. By evaluating the role of language, this research captures the process of decreasing communication distance between the people and the government in many countries when linguistic boundaries are minimized. In terms of social structure, we elaborate changes in the role of family, marriage, and sexual life as well as transformations in women's social role when AI takes place in our everyday lives. In terms of ethics and social responsibility, this research analyzes how the replacement of AI towards humans will erase ethical boundaries and social accountability in our society. This paper contributes a fresh look at the impact of AI in contemporary Vietnamese society through different lenses of social structure; hence, points out implications and alerts of social problems that affect real human lives.

Keywords: artificial intelligence, social structure, linguistic boundary, social transformation.

越南社会结构方法对人工智能的影响

摘要:

本研究通过从社会结构的角度探讨人工智能的影响,同时使用案例研究分析和一般评估,指出越南使用人工智能(人工智能)的一些波动。这些提到的波动体现在语言、社会结构和伦理考虑方面。通过评估语言的作用,本研究捕捉到在语言边界最小化的情况下,许多国家的人民与政府之间的沟通距离缩短的过程。在社会结构方面,我们详细阐述了当人工智能出现在我们的日常生活中时家庭、婚姻和性生活的角色变化以及女性社会角色的转变。在道德和社会责任方面,本研究分析了人工智能取代人类将如何消除我们社会的

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道德界限和社会责任。本文通过不同的社会结构视角，重新审视人工智能对当代越南社会的影响；因此，指出影响现实人类生活的社会问题的影响和警报。

关键词：人工智能、社会结构、语言边界、社会转型。

1. Introduction

The fourth industrial revolution is creating tremendous transformation in modern social life. Besides the diffusion of internet in all bricks and walls of everyday life, AI technology is also establishing significant changes in all facets of our time.

In one of the research corporates with Oxford University, the Nomura Research Institute (NRI) releases a shocking number. It predicts that in the next 10-20 years, the proportion of human jobs completely replaced by robots will be up to 49%. Robots will succeed in many kinds of occupations, for example, reception, bank accounting, security, assembly works, shopping mall works, shipping service, train operation, sanitary works, and so on.

Intellectual laborers such as health doctors, nurses, artists, critics, lawyers, teachers, journalists, photographers, creative writers can also be replaced by AI in the future digital singularity.

If this information were to be released 20 years ago, it would be a dramatic shock to human kinds, those who are self-confident in their brain capacities. In the contemporary world, nonetheless, it is not a distant prediction anymore since robots take the place of humans in countless sectors of life.

In the realm of journalism and communication, people use robots to write automatic news. In the realm of creative writing, the first and foremost AI-generated novel has been released and advertised to consumers (Thùy, 2021). This novel even surpasses a creative writing competition (Kim Thoa, 2016). It will not be an obscure vision when many auto-generated scripts are compiled for AI to construct articles in terms of collecting raw data from all over the world. Satellites and space stations will supply breathtaking images of areas where natural disasters and wars are taking place, meanwhile, robots will accomplish in writing articles without the need for a day off. Full-time working robots will not miss out on any chances of producing news with the best quality and the least in price tag.

In June 2016, Michael Ferro, the chairman of Tronc corporation (specialized for producing journalism services) in the US told CNBC that AI will help Tronc produce up to 2000 videos per day. “Nowadays, we are assembling hundreds of videos per day. We think our productivity will be up to 2000 per day” (DeJarnette, 2016).

In 2015, Associated Press (AP) used AI in co-operation with Automated Insights to accomplish business quarterly reports. This co-operation pushed the amount of productivity report of AP from 300 to more than 3000 per business quarter. Furthermore, AI-generated stories seemed to make fewer mistakes than human-generated ones.

It is a matter of fact that AI takes part in those among the most important sectors in modern life. In this research, we would like to discuss AI consequences for humanity: How will the social structure be affected when AI is popularized in society? Within the limitation of a conference, this research mentions the three most vivid consequences of AI takeover: Language, social structure, and ethical consideration.

AI is not a new subject. Recent research on AI tends to focus on algorithms, technics or discuss the future of jobs when AI participates in all facets of the market. Bostrom (2014) poses the question whether AI turns humans into paperclips. Other works also try to approach AI through three lenses: governance, mechanism, means of participation. From that, they see AI as sociotechnical systems – the combination of technical and social elements (Dignum, 2019).

Works in the field of sociology also try to make a different view when approaching the impact of AI; nonetheless, they mainly focus on the methodological sphere (Christin, 2020). AI's potential social impacts, as we identify in this article, are gaining less attention, even though AI is proved to influence production, circulation, exchange, consumption, popular opinion, and politics.

2. Findings and Discussion

2.1. Linguistic Consideration

Linguistic matters in this research are approached through two frames: (1) Linguistic and translation consideration under the influence of AI uses; (2) The appearance of a general language in the fourth industrial revolution – data language.

Since the beginning of history, linguistic boundaries has been a difficulty that human must face when taking part in encountering with others and new cultures. The globalization and international exchange are also affected by the issues of language. In Vietnam and Asian countries, foreign language matters have been considered for dozens of years. Nonetheless, boundaries are hard to surpass. Yet, language boundaries alter encountering and exchanging labor forces. Đỗ et al. (2005) point out that nearly 70 (6.3%) out of 433 companies in South Korea insist that foreign language limitation is the reason why Vietnamese laborers are the most underrated among all foreign laborers in this country.

Language boundary, besides forces of international integration context and the economic development, leads to the process of increasing exchanging in terms of education. As a result, the whole situation leads to the exalted trend of learning foreign languages in Vietnam. This process even includes the intervention of

the state's policymaking system. In 2009, the Ministry of Education established a foreign language learning movement in the public education system (Ministry of Education and Training, 2019). The focus on teaching and escalating the number of hours for teaching and learning foreign languages in schools, especially private sector schools, has been celebrated for years.

Along with the intention to learn foreign languages to surpass boundaries that different languages create, the invention of AI tools greatly impacts this process.

First and foremost, translation software should be in our consideration. Dozens of tech companies establish applications and software which job is to support users in automatic cross-language translation. Understanding ideas and conversations in different languages have never been easy and simple in today's world. Translation tools are now popular, and they are increasing the speed of doing tasks, the comfort in user experience, and the accuracy of the translation. Popular tools such as Google Translate, Bing translator, Linguee, Word Lens, and other dictionary applications have become popular equipment for individuals in communicating with foreign people as well as in educational and intellectual tasks. The advancement from print dictionaries of the 90s to the electric dictionaries for English and French learners of early 2000, to applications on smartphones is real nowadays, proving the importance of applying technology to linguistic life. Translation tools' inventions are becoming a giant shift in our lives due to their convenience, simplicity, and popularity, leading to a vision of the world of AI where everyone can use a general language, or all boundaries of linguistic differences are gone.

There are no exact statistics from governments of nations about the amount of "near-death" languages. However, according to the average statistics of linguists in Europe and Asia, there are 775 disappeared languages. According to a UNESCO report about endangered languages, published in recent May, there were 2464 endangered languages (5 more languages have been added to this list since July). It is a huge number according to the sum of all languages once existed in the history of mankind, especially in today's world, there are more than 7 billion people speak 6500 languages, and most of the people (80% of the population) speak just one or two languages. So, there's a great need to surpass the boundaries of language (Phan, 2017).

The vision of erasing language boundaries through the application of AI leads to no small impacts in different facets of everyday life. Enforcing the process of international value exchanging in scientific, cultural, and diplomatic disciplines as well as the process of social mobilization about labor, population, changes in education structure, and private training is a predictable phenomenon.

The second aspect of language in the sphere where AI intervenes is the emergence of an international "general language". We call it data language. In the

context of the 4.0 Industrial Revolution, data becomes an asset, power, and potentiality for those who own it. In this aspect, data can be seen as a common "language" that all countries, all economies, all cross-nation corporations, and all individuals pursue to master. "This language" is flat and empty in a situation where analytic applications are more than ever populous in technological life.

In recent years, the idea of big data becomes well-known among all facets of life. From healthcare to education, from national security to cybersecurity, from climate change to digital trading witness the deep intervention of data. From now, due to the help of AI and big data application, people can access all information about their health status and medical record with a click on their smartphones. Online courses are becoming saviors for the national education system in the context of the COVID-19 pandemic. Surveillance service (through cameras) from a long distance becomes familiar and necessary for social security. Hacks happen in greater proportion and often lead to social sock when the public is revealed about "international scandals" such as WikiLeaks and the Pandora Papers.

Thanks to the gigantic amount of data on the internet, the operational process of modern journalists has a particular change. Journalists can use software and internet sources in the news collecting procedure. The combination between data information on the internet and journalistic sources (the government, the police, witnesses) discovered when journalists are on duty can propose immense news capacity one can hardly imagine of a journalistic article. Data journalism even processes a simple task of connecting dots between different sources to discover new things in the procedure of making an article.

In the realm of media and journalism, data journalism can help a journalist to tell a complicated story through non-text means such as infographics. Thus, in the system of modern journalism, designing work procedures takes a critical part. The combination of different channels and media tools to transmit information is apparent. Nonetheless, with data journalism, journalists can associate provided information sources and self-search ones on public data block to have a better, more general, and more objective vision.

"Years ago, graphic news was used popularly in newspapers, from the simple weather forecast to more complicated content which was carefully presented by graphic processing software. Results are huge simulations of a fight against terrorists, earthquake-tsunami disaster, and the preparation for a sporting event. These simulations are more vivid and intuitive than traditional text. Of course, graphic news cannot fully replace other pieces of information, but if it is used as an addition to the main article, the effect will be higher.

Recently, the procedure of making graphic news is becoming easier than the procedure of producing

internet programs in which services for journalists are charged at high prices so that they can access premium options, or they can be helped by specialists due to their needs. The higher level of graphic news is interactive graphics, which increases the intuition of news and attracts the participation of audiences. Instead of providing fixed images, audiences can follow the animative creation of a tsunami, the activity of a Mars space exploration ship, and the flight route of a vanished airplane.

Interactive graphic news is used at best in the realm of sport, for example, services that allow people to directly follow games, players' information, and automatic analysis of forecasting what the result of the game would be" (Quyên, 2015).

Why does data journalism become a new trend in modern journalistic articles? Simon Roger, an editor of *The Guardian*, implies 3 reasons that make data journalism become important:

First, the appearance and popularization of new data analysis tools (such as Excel, Numbers, OpenOffice) have made data inquiry with raw data and numbers not a monopolized gig of analysts. With convenient tools at hand, audiences can use basic tools provided by journalism to understand more about problems without the intellectual capability of professionals.

Second, the arrival of open data access of governments in the world has made the task of searching data sources become more comfortable and diverse. Data journalism can provide data for those who are searching for it. Of course, through data journalism, information is supplied for those who are in need with a small charge (directly and non-directly).

Third, public trust in news sources is decreasing day by day. Using data journalism with raw and open data will convince audiences in trusting more on information provided by journalists. By giving only raw data without analysis and orientation will make readers feel more assured when receiving journalistic information (Roger, 2014).

2.2. Social Structure

In this aspect, this research wants to emphasize the social impact of AI when robots do not stop at responding to the material needs of humans. When robots can become friends and advisors, many non-material needs become technologized. It will not be an illusion when we think that, one day, robots will replace our spouses and lovers.

In some economic-advanced countries, the phenomenon of a single family, or family with only one member, is becoming popular and even becomes a potential threat when the population aging process increases its speed.

In the middle of the 90s, only one in twenty women in Japan below the age of 50 had yet to get married. In 2015, this proportion increased to 1/7. To women from 35 to 39, this proportion was higher with 25% having yet to be in a marriage, compared to 10% of the last decade (Hùng, 2020).

In South Korea, the single-family phenomenon is probably becoming the most popular in the next 30 years. According to the Ministry of Internal Affairs and Safety in South Korea, there are 8.77 million people sign up as being single. This data occupies 39% of the sum of 22.7 million people of the population in this country. Data also shows that men seem to tend towards being alone more than women, with the proportion of 51.5% and 48.5% in a sequence (Hân, 2019).

Research published by the market research institute of Euromonitor shows that, in the contemporary world, there are more than 300 million people who live alone. This data has increased by 80% compared to that of 15 years ago. In European countries such as Sweden, Norway, England, the number of single families occupies 40% (Sweden – 47%, Norway – 40%, England – 34%). This phenomenon is on the rise in the U.S. and many countries in Asia (Hân, 2019).

In Vietnam, according to the General Statistics Office, the proportion of single families in urban areas has increased from 6.23% in 2004 to 9.1% in 2014, and 10.1% in 2019 (Mỹ, 2021).

Modern life with the full responsibility of material and immaterial needs has made the notion of family change at great speed. The economic development and the ever-quickening process of international integration impact the idea of marriage, homonormative marriage, cohabitation, co-living without getting married, a single parent of an adolescent. The single-family phenomenon can be more popular when a smart robot can play the role of a spouse in sharing housework, as well as the role of a lover when it is a sex doll/sex robot.

This process has a fundamental impact on contemporary social structure. Not only obfuscate the role of the traditional family, but it also impacts the structure of occupation, labor, and even impacts the sex market, and helps spread sexually transmitted diseases caused by unsafe sex.

"It can be said that the explosive number of smart devices leads to virtual world addiction and decreases the number of direct conversations in families, societies. It disorganizes our way of life, emotions, interactions, and human values. AI and automation, on the one hand, bring up gigantic potential in liberating human labor, on the other hand, create a virtual world where dating, relationships, and marriage are unreal. They pose a potential threat of creating a younger generation that undermines love, family, children. These phenomena directly threaten the existence and sustainability of family relationships in the real world" (Văn Hoá, 2021).

To women in some areas, especially in Asia, the bondage of gender prejudice, harsh traditional rules have made them suffer more than men. Under the socio-economic development and impact of new technologies, many women take the chance to liberate themselves. "When getting married, they have to sacrifice many things. They have to abandon their freedom and independence" – Mari Miura, Professor in political science, Sophia University, Tokyo, implies (Hùng,

2020).

The drawbacks of changing social structure and family structure are apparent. These pieces of information are not strange anymore when single-family become dominant all over the world.

In 2004, Natalie Wood, a woman who lived in an apartment in Sydney, Australia, passed away due to a fall in her bedroom without anyone recognized. Eight years later, the police found her corpse – a skeleton. In 2014, another woman in Oberursel, near Frankfurt, in the State of Hessen, Germany, died in her apartment, and it took 6 months for someone to learn about the incident. The situation only is recognized when people found her mailbox was full, and no one could contact her. The police said that she had no sign of being harmed. In 2015, a man's body was found on the top floor of an apartment on Easter Street, Edinburg of Scotland. When analyzing the scene, the police realized that he had died for 3 years (Nghĩa, 2015).

The single-family also leads to changes in social services. In South Korea, services such as single karaoke, single table, and even magazine for singles appear in the market. Essential goods for single families such as electric blankets for individuals, mini-radiant fans, electric cookers for one set, small fridges are produced. As expected, the need for these products will be escalated in the South Korean market due to the growth of the single in this country.

The elderly who live alone in many countries declare that smart speakers with artificial assistance, capable of receiving commands to play music, check weather conditions, and make a call, are best friends that improve their rough attitude towards lives due to loneliness. They can boost happiness and individual capacity in problem-solving (Tân, 2020).

In the World Economic Forum (WEF) held in January 2008, in Davos, Switzerland, the term “the single economy” became an intense topic to discuss when the proportion of adults with high diplomas who choose to live alone has broadened. This proportion was significant among women aged 20 to 30. This was the most important age range that involved societal culture and consumption.

2.3. Ethics and Social Responsibility

These are important aspects that are affected by the rise of AI from the perspective of social structure. In this research, we want to approach these aspects from three related compositions related to AI: (1) What will it be when AI is used for criminal purposes? And in situations that require the act of equality, is AI affected by prejudices and the will of those who create it in choosing between A and B options? (2) Will faith in AI lead to violation of human privacy? (3) Will AIgocracy cause bureaucracy?

In the first aspect, the potential threats caused by AI that society must face are complicated and multiple. Along with utilities, it is hard to imagine when a smart machine is used for a bad purpose. Dealing with a criminal with AI is a critical issue of modern

criminology. It is a great deal of non-traditional security.

The second aspect has been discussed widely in recent years. Two researchers, Tae Woo Kim (Indiana University, U.S.) and his collaborator Adam Duhachek, imply that, in communication and distribution, the proportion of accepting AI-generated ideas is higher than that of real humans. In other words, people believe that AI has no will under each decision delivered. Tae Woo Kim believes that it is since people have faith in Ai because it causes no harm and has no intention to exploit humans. To be specific, Ai-in-itself is only an algorithm without free will. It will be very complicated with a high stake of risk when approaching the angle that AI will become the slave of its owner's will.

“This phenomenon has wakened our conscience when we realize that Ai can be used for bad purposes. Real estate loan companies use AI to leverage higher interest rates. Factories use AI to hide from their crime of pressing labor's salary. We should be careful of AI threats if we truly want to protect consumers' rights. Surveillance department of the authority should use these arguments above as a reference for AI governance and regulation” (Luu, 2021).

The second aspect from the result of Tea Woo Kim's research poses that humans are not greatly affected by ethics and social responsibility when they give personal information to AI. This means that the feeling of shame and sensitive information protection are not considered when people work with AI. The result is that when approaching AI, humans lose their alert more than when they face their kind. Tea Woo Kim's team composed an experiment in which patients went to the hospital to see the doctor on genitals' issues. They had to imagine that they saw the doctor due to urethral disease. One group saw a real doctor, and one group saw an AI doctor. As a result, private information, such as the proportion of using sex toys, sexual behaviors, contraceptives, was easier for patients to discuss when it came to the AI doctor.

“It is seen that we are less awkward when talking to AI. The paradox is when people are willing to share their information with AI, the whole society is often worried about AI-related issues about leaking personal information” (Luu, 2021).

The third issue is bureaucracy due to the AI's over-deference of rules. This is an opinion of Sylvain Duranton from Boston Consulting Group. He says that the nature of bureaucracy is to respect rules and regulations more than to respect individual decisions. AI makes decisions purely based on rules. Many rules are based on data, nonetheless, they are only rules. If human decisions are not respected, AI will create a new kind of bureaucracy with a decision-making process not controlled by humans. Sylvain Duranton calls it “AIgocracy”.

Sylvain Duranton's opinion reveals a high risk when we combine the bureaucratic side of AI and the will of the AI's creator, mentioned in the first aspect of this part. Human life with all flexibility towards incidents

will be principled by the bureaucracy of AI when it pervades and occupies important positions in our society. In this aspect, it is seen that it is hard to identify whether AI will replace human beings in the future.

3. Conclusion

By approaching through three facets, language, social structure, and social ethics, this study identifies the positive and negative impacts of AI when it gains enough power to penetrate into actual human lives. Impacts in terms of language and social structure are an ongoing phenomenon that takes place in all human civilizations, not only in Vietnam. Alerts on problems regarding human ethics, especially the dependence of machines on the will of designers and controllers, are topics that need to be discussed more in later research.

While Google dissolved its AI ethical department in less than one week of establishment and the EU provided an exclusive guideline so that this technology can gain more trust, the EC announced more steps to maintain ethical elements of AI. In the context in which the 4.0 Industrial Revolution is becoming an irresistible reality in all countries and facets of lives, we are hard to turn our back to the application that AI brings to us. Nonetheless, issues indicated in this research are very important frameworks in the process of creating, operating, and using the utilities of AI. Thus, manufacturers must calculate most carefully. Two tendencies must be taken into great consideration: putting absolute faith in AI or radically rejecting it.

From our article, future research may have an interdisciplinary and multidisciplinary approach to AI, discussing the social impacts of AI. More research should be carried out in the fields of education, anthropology, and political science, such as on the inequality in AI beneficiaries, democratization, and jurisprudence in the relationships between the society and humans, AI and trust, hope and fear.

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