



## **THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN SELF-KNOWLEDGE**

Askarova Gulrukh Orinbasarovna

PhD in Psychological Sciences, Acting Associate Professor of the Department of Practical Psychology, Faculty of Pedagogy, Psychology and Inclusive Education

Idiyeva Aziza Tolibovna

Kunnazarova Durdana Muratbayevna

2nd-Year Students of the Faculty of Pedagogy, Psychology and Inclusive Education National Pedagogical University of Uzbekistan named after Nizami

### **Abstract**

In the context of the rapid development of artificial intelligence technologies, the issue of their influence on human self-knowledge is becoming increasingly relevant. Artificial intelligence is gradually transforming the ways in which individuals perceive themselves, analyze their emotions, assess their abilities, and construct their personal identity. Intelligent systems, digital assistants, recommendation algorithms, and neural networks affect cognitive processes, self-reflection, communication, and value orientations. On the one hand, artificial intelligence expands opportunities for self-development, education, and psychological self-analysis. On the other hand, excessive dependence on digital technologies may weaken independent reflection, increase external influence on self-esteem, and transform mechanisms of personal self-awareness.

**Keywords:** Artificial intelligence, self-knowledge, personality, digital environment, self-reflection, consciousness, psychological influence.

### **Introduction**

In modern society, artificial intelligence is becoming an integral part of everyday life. Intelligent technologies are actively integrated into education, communication, professional activity, creativity, and interpersonal interaction. Artificial intelligence is no longer merely a technical innovation; it is gradually becoming a socio-psychological factor capable of influencing human consciousness, behavior, and processes of self-knowledge.



The problem of self-knowledge has traditionally occupied an important place in psychology and philosophy. Self-knowledge is understood as a process through which a person becomes aware of their own characteristics, emotions, motives, values, abilities, and place in society. Through self-knowledge, personality development occurs, self-esteem is formed, and an individual's worldview and life goals are shaped [1; 2; 3].

In the conditions of digitalization, the process of self-knowledge undergoes significant transformation. Modern individuals increasingly interact with artificial intelligence systems: chatbots, recommendation algorithms, virtual assistants, neural networks, and social media platforms. These technologies influence how people perceive themselves and how they evaluate their achievements, appearance, emotional state, and social significance.

From the point of view of a systematic approach to the study of personality, these changes can be explained through the concept of man as a holistic object of knowledge, developed by B.G. Ananiev. According to the author, personal development is determined by the totality of conditions of human life and the peculiarities of his interaction with the social environment. Ananyev emphasized that any significant changes in the environment - social, cultural or technological - have an impact on the development of cognitive processes, motivational sphere and self-awareness of the individual [1]. In this context, artificial intelligence can be considered as a new factor of the social environment that contributes to the transformation of personal development and the formation of new psychological characteristics of a person.

Developing the cultural and historical tradition of domestic psychology, A.G. Asmolov considers the development of personality as a process caused by the inclusion of a person in the system of social relations and cultural practices. Within the framework of the cultural and historical approach, personality is formed and changed in the course of mastering new forms of activity, means and symbols of culture. Asmolov emphasizes that changes in the socio-cultural environment inevitably lead to a restructuring of the meanings, values and life strategies of the individual [2]. In the context of digitalization and active implementation of artificial intelligence technologies, such changes are manifested in the transformation of methods of learning, communication and self-realization, which, in turn, affects the process of personal development.



Modern psychological research emphasizes that the digital environment is becoming a significant factor in personal development. According to A.G. Asmolova and G.U. Soldatova, digital technologies form a new socio-cultural space in which the socialization of the individual takes place. The authors note that human interaction with the digital environment leads to changes in cognitive processes, methods of communication and mechanisms of self-regulation. Particular importance is attached to the development of digital competence and critical thinking as conditions of psychological stability of the individual in the context of digitalization [3].

In the research of E.P. Belinsky emphasizes that digitalization has a significant impact on the process of forming the social identity of young people. The author points out that the expansion of digital forms of communication and self-presentation changes the person's ideas about himself and his social status. In the digital environment, identity becomes more flexible and dynamic, which is reflected in value orientations, self-esteem and social roles of young people [4]. These changes are considered an important aspect of the transformation of personal development in modern conditions. Within the framework of the activity approach of A.N. Leontiev considers personality development as a process inextricably linked to human activity. In his opinion, personality is formed and developed in a system of motives, goals and actions that are realized in the course of interaction with the outside world [5]. Consciousness and personal qualities do not exist outside of activity, but change along with the change of its structure, content and means. From this point of view, any changes in the conditions of activity - including those related to the introduction of digital technologies and artificial intelligence - inevitably affect the development of the individual. The use of intellectual systems changes the nature of activity, redistributes functions between a person and technologies, which leads to the transformation of the motivational sphere, the formation of new ways of thinking and self-regulation.

In modern research, N.V. Polyakov's personality is considered in the context of the digital transformation of society, which acts as a systemic factor of changes in personal development.

Modern researchers note that artificial intelligence significantly changes the structure of interaction between humans and information. Digital systems analyze user behavior, collect data about interests and preferences, predict actions, and generate personalized recommendations. As a result, individuals increasingly encounter algorithmically formed representations of reality.



From the perspective of the cultural-historical approach developed by Lev Vygotsky, personality development depends on social interaction and cultural tools. In the modern world, artificial intelligence becomes a new cultural instrument influencing thinking, communication, and self-awareness. The digital environment shapes new forms of reflection and self-presentation.

One of the most significant directions of AI influence is its impact on the cognitive sphere of personality. Intelligent technologies simplify access to information and accelerate processes of learning and self-education. People can quickly obtain answers to questions, analyze large amounts of information, and receive recommendations for personal growth and professional development.

Artificial intelligence creates broad opportunities for self-analysis. Modern applications and digital platforms help individuals monitor emotional states, assess stress levels, analyze habits, and track productivity. Some intelligent systems are capable of simulating psychological dialogue, helping users reflect on their experiences and emotions. In this way, AI technologies may contribute to the development of self-reflection and awareness.

At the same time, researchers point to certain psychological risks associated with excessive reliance on intelligent systems. Continuous use of digital assistants may weaken independent analytical thinking and reduce the need for deep reflection. Individuals gradually become accustomed to receiving ready-made answers and external evaluations instead of engaging in personal introspection.

An important aspect of self-knowledge is the formation of self-esteem. In the digital environment, self-esteem increasingly depends on social approval expressed through likes, comments, views, and algorithmic popularity indicators. Artificial intelligence algorithms shape personalized content that influences perceptions of success, attractiveness, and social value.

The author emphasizes that the digital environment affects not only external forms of activity, but also internal psychological structures of personality [6]. In the context of digitalization, the ways of self-presentation, communication, professional and educational activities are changing, which is reflected in the self-esteem, identity and value orientations of a person. Polyakova notes that digital transformation requires a person to have high adaptability, readiness for continuous learning and the ability to consciously build interaction with the technological environment, including artificial intelligence systems.



In the works of G.U. Soldatova emphasizes that young people are one of the most sensitive social groups to digital changes. According to the author, the digital environment is an important space for socialization, in which the values, attitudes and behavioral strategies of young people are formed. The active use of digital technologies affects the cognitive and emotional development, communication and self-identification of young people [7]. Particular attention is paid to the formation of digital competence, psychological stability and the ability to consciously and safely interact with the digital environment, including intellectual technologies.

In the research of G.U. Soldatova and E.I. Storyteller [8] digital socialization is considered as the process of assimilation by a person of norms, values and patterns of behavior in the digital environment. The authors note that digital technologies, including elements of artificial intelligence, are becoming significant agents of socialization, affecting the development of self-regulation, responsibility and personal autonomy. At the same time, the dual nature of digital socialization is emphasized: on the one hand, it expands opportunities for learning, communication and self-realization, on the other hand, it can be accompanied by risks associated with addiction, reduced critical thinking and violation of the boundaries of personal space. In this regard, psychological support of young people in the context of digitalization becomes of particular importance.

As a result, many individuals begin comparing themselves with idealized digital images presented on social networks. Such comparison may contribute to dissatisfaction with oneself, increased anxiety, insecurity, and emotional tension. In some cases, dependence on external digital evaluation becomes stronger than internal self-assessment.

Artificial intelligence also affects emotional self-awareness. Communication in digital space often replaces live interpersonal interaction. People spend significant amounts of time in online environments where emotions are expressed through simplified symbols, reactions, and short messages. This may reduce the depth of emotional experience and complicate the development of empathy and emotional understanding.

At the same time, AI technologies can positively influence emotional support. Chatbots and intelligent psychological assistants are increasingly used in mental health support systems. Such technologies help users express emotions, discuss personal difficulties, and receive recommendations for stress management. In



situations where psychological assistance is inaccessible, digital systems may provide temporary emotional support.

The influence of artificial intelligence on value orientations is also becoming increasingly noticeable. Modern algorithms shape information flows according to user interests and behavior. As a result, individuals often remain within limited informational environments where certain opinions, values, and behavioral models are repeatedly reinforced.

Algorithmic filtering of information can significantly affect worldview formation and personal identity. A person may unconsciously adapt their opinions and interests to digital trends and recommendations. Under such conditions, the process of independent formation of beliefs becomes more complicated.

Particular attention should be paid to the transformation of identity in the digital environment. Social networks and intelligent technologies create opportunities for constructing virtual images of the self. Individuals can consciously manage self-presentation, edit personal information, and create desired online identities. In some cases, the difference between real personality and virtual self-image becomes increasingly significant.

Researchers emphasize that intensive interaction with digital technologies may contribute to fragmentation of identity and emotional instability. Constant switching between information flows, social roles, and virtual environments complicates the formation of a stable sense of self [8].

At the same time, artificial intelligence opens new possibilities for creativity and self-realization. Generative neural networks allow individuals to create texts, music, images, presentations, and videos. These technologies expand opportunities for expressing individuality and discovering personal abilities. AI can become a tool for creative development and intellectual growth. Artificial intelligence also influences professional self-determination. Modern intelligent systems assist people in identifying professional interests, selecting educational trajectories, and analyzing career opportunities. Digital platforms provide access to educational resources and support lifelong learning, which contributes to personal and professional self-development [10].

However, the growing role of AI raises concerns about the future of human individuality. Some researchers warn that excessive dependence on algorithms may weaken autonomy, responsibility, and independent decision-making. When intelligent



systems increasingly perform cognitive functions, there is a risk of transferring part of self-regulation mechanisms to the external digital environment.

In this regard, the development of critical thinking becomes especially important. Modern individuals need not only digital competencies but also the ability to consciously interact with information technologies. Critical analysis of information, independent reflection, emotional awareness, and responsible use of AI become necessary conditions for preserving psychological autonomy [3].

Thus, artificial intelligence exerts a complex and multifaceted influence on human self-knowledge. Intelligent technologies create broad opportunities for education, creativity, emotional support, and personal development. At the same time, they generate psychological risks associated with dependence on external evaluation, weakening of deep reflection, transformation of self-esteem, and changes in identity formation.

Under modern conditions, it is important to maintain a balance between the use of intelligent technologies and the preservation of independent thinking and self-awareness. Artificial intelligence should become a tool supporting personal development rather than replacing human reflection, emotional experience, and authentic self-knowledge.

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