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**The Advancement of Artificial Intelligence and Its Effect On Our Daily Lives**

# Abstract

This paper explores artificial intelligence's (AI) impact on modern society, examining its current applications and potential future implications. AI reshapes governance, communication, and sustainability efforts, offering unprecedented opportunities while raising critical challenges such as privacy, equity, and accountability. Drawing on speculative scenarios and interdisciplinary research insights, this study reflects AI's capacity to empower individuals and reinforce systemic disparities. By engaging thoughtfully with AI's integration into daily life, this paper highlights the importance of balancing innovation with ethical responsibility. It aims to provide a reflective framework for understanding AI’s evolving role in shaping a more equitable and inclusive future.

# 1. Introduction

Artificial Intelligence (AI as it will most often be referred to from now on) has rapidly evolved from a niche area of research to a force that shapes many aspects of modern life. From corporate governance to mass communication to sustainability efforts, AI is now embedded in the technologies that affect our daily routines and global systems. As Haenlein and Kaplan note, AI is a “general purpose technology” whose potential extends beyond specialized applications to address broad challenges. Yet, as its capabilities expand, so too do the questions about its ethical and societal impacts.

AI operates at the intersection of efficiency and complexity. It enables personalized marketing, automates tasks, and enhances decision-making with predictive analysis, yet raises ethical concerns such as biases, privacy issues, and accountability. Erik Hermann highlights this duality, showing how AI-driven marketing improves consumer engagement while potentially exacerbating social inequalities. Similarly, Liliana Iosif demonstrates how AI enhances managerial communication but introduces dilemmas around transparency and fairness.

AI also addresses global challenges like sustainability, as illustrated by Peter Seele’s “Digital Sustainability Panopticon.” This concept envisions AI and Big Data enforcing sustainable practices through real-time accountability systems. While offering solutions to pressing environmental issues, it raises concerns about surveillance, privacy, and the risk of misuse.

This paper aims to explore AI’s current impact deeply by presenting a picture of its capabilities and the challenges it presents. By examining its present applications, we can better understand how AI influences—and is influenced by—human values, systems, and decisions. This understanding lays the groundwork for imagining AI’s potential futures and reflecting on how those possibilities reshape our relationship with an ever-changing world.

# 2. What Is?

## 2.1 AI’s Role in Governance and Decision-Making

AI’s integration into governance and decision-making processes significantly shifts how organizations and societies operate. From boardroom decisions to public policy implementations, AI technologies are being used to enhance efficiency, transparency, and accountability. However, as Michael Hilb’s work highlights, this evolution introduces complex scenarios that demand careful consideration of feasibility, desirability, and responsibility.

At the core of AI’s role in governance is its ability to process vast amounts of data, identify patterns, and provide recommendations. Hilb outlines five scenarios for "artificial governance," ranging from assisted intelligence, where AI supports human decision-makers, to autonomous intelligence, where AI systems make decisions independently. These models showcase AI's potential to mitigate biases, identify risks, and optimize outcomes, as seen in its ability to improve resource allocation and risk management in corporate governance.

Despite its potential benefits, integrating AI into governance raises significant questions. How should AI balance efficiency with accountability? Can decision-making systems that rely heavily on algorithms maintain transparency and fairness? These challenges are highlighted by Iosif’s exploration of AI in managerial communication, such as a case where predictive analytics improved efficiency by identifying productivity trends. However, this raised ethical concerns when employees discovered that their private communications were being monitored without explicit consent.

Governance must also align decisions with societal values. Seele’s paper exemplifies this tension, proposing AI-driven systems for sustainability enforcement. Seele observes that “the extraordinary challenges the planet faces need treatment from information technology experts,” but these solutions must be pursued without “opening Pandora’s Box of oppression and totalitarianism.” This underscores the need for careful oversight to ensure AI-driven governance systems promote collective well-being without compromising individual rights.

AI's role in governance extends beyond technology, touching on critical ethical and societal dimensions. As systems become increasingly autonomous, responsibility and accountability become urgent concerns. Hilb stresses the importance of human oversight and advocates for ethical frameworks that balance innovation with societal trust.

## 2.2 AI in Communication

AI’s role in communication transforms how individuals, organizations, and societies interact. AI has become a cornerstone in communication systems by automating processes, personalizing interactions, and enabling real-time responses. However, as this change unfolds, it introduces opportunities and oppositions that redefine traditional communication frameworks.

AI technologies like virtual assistants and predictive analytics streamline communication in organizational contexts. Liliana Iosif’s research highlights how AI enhances managerial communication by automating repetitive tasks and personalizing employee experiences. For example, AI systems can analyze vast datasets to provide insights into team dynamics and optimize workflows, enabling human managers to focus on strategic initiatives and fostering innovation. These advancements greatly enhance operational efficiency but also introduce complex ethical challenges.

In societal contexts, AI-driven platforms facilitate rapid information dissemination and personalized engagement. Algorithms tailor content to individual preferences, making communication more relevant and impactful to the consumer of information. In his study of ethical AI in marketing, Erik Hermann emphasizes that “AI systems designed for personalized marketing can both empower consumers and subtly influence their behavior,” highlighting the double-edged nature of AI.

The transformative power of AI in communication also comes with significant ethical considerations. Iosif underscores data privacy and fairness concerns, mainly as AI systems collect and analyze personal information. While efficient, these systems can inadvertently reinforce biases or perpetuate inequalities if the underlying data is skewed. Furthermore, the opacity of AI algorithms often limits users' understanding of how decisions are made, raising questions about accountability and trust.

Peter Seele adds another layer to this discussion by illustrating how AI-driven transparency can enhance communication about sustainability. However, Seele also warns of the risks associated with pervasive surveillance. The tension between fostering open communication and maintaining individual privacy exemplifies the dual-edged nature of AI technologies in this domain.

AI’s role in communication also reshapes human interactions, affecting professional and personal relationships. This dynamic raises questions about the authenticity and depth of AI-facilitated interactions. For example, Iosif notes that while AI enhances efficiency, it can create dependency, where users increasingly rely on AI for choices or interpretations, thereby impacting autonomy in decision-making. She states, "The reliance on AI tools in managerial contexts often leads to a situation where decision-makers prioritize algorithmic recommendations over critical human judgment, potentially diminishing the role of human intuition and experience." This highlights the delicate balance between leveraging AI’s capabilities while preserving the human judgment necessary for nuanced decision-making.

AI in communication is not merely a tool but outlines a shift in how information is shared. AI can revolutionize communication by enhancing efficiency and personalization, but moral implications and response transparency must guide its integration. As these technologies continue to evolve, their impact will shape how we connect with one another and navigate the complexities of our increasingly digitized world.

## 2.3 Ethics of AI

Ethical concerns are a focal point as artificial intelligence becomes more deeply integrated into everyday life. The rapid adoption of AI technologies without moderation brings a range of ethical dilemmas, including privacy, algorithmic bias, transparency, accountability, and equity. These issues highlight the need for a robust ethical skeleton that guides AI development and application to ensure that technological advancements align with human values. Who develops this ethics system can also be called into question: would it be the government, corporations, or other groups?

As Erik Hermann underscores, ethical principles—beneficence, non-maleficence, justice, autonomy, and explicability—are critical for balancing AI’s potential benefits and risks. He emphasizes that beneficence maximizes societal well-being, while non-maleficence minimizes harm from biases or errors. Justice ensures equitable treatment across social groups, addressing discrimination and inequality. Explicability aims to make AI systems transparent and understandable despite their often opaque "black box" nature.

The challenges of data collection and use also present ethical concerns. As Liliana Iosif highlights, AI systems rely heavily on personal data, which can raise concerns about consent and ownership issues. Algorithms trained on biased datasets can perpetuate societal inequality, with real-world consequences like discriminatory hiring or inequitable resource access. Ariel López González underscores the importance of safeguards like encryption, consent-based data collection, and ongoing audits to maintain public trust and mitigate bias.

Surveillance amplifies ethical tensions between control and autonomy. Paul Dicken critiques systems like China’s Social Credit System, noting that they “prioritize conformity and efficiency over the nuanced individuality of human freedom.” These systems illustrate broader risks of AI-driven standardization eroding individual freedoms. Hermann similarly warns that AI-driven personalization in marketing can subtly manipulate behavior, narrowing user choices and impacting autonomy.

Ethics in AI is not static but evolves alongside technological advancements. Society can navigate these challenges by embedding transparency and accountability into AI design and fostering a culture of ethical responsibility. While the ethical dimensions ground our understanding of AI’s current impact, they also provoke critical questions about its future role in shaping human values and systems.

# 3. What If?

## 3.1 AI and Sustainability: A Potential Paradigm Shift

The intersection of artificial intelligence and sustainability represents an emerging frontier of possibility. Peter Seele’s "Digital Sustainability Panopticon" provides a speculative yet compelling vision of a world where AI and Big Data enforce sustainable practices. Imagine RFID tags (Radio-Frequency Identification devices that use electromagnetic fields to track and identify objects or individuals) and IoT (the Internet of Things, a network of interconnected devices that communicate and exchange data) monitoring real-time environmental metrics such as individual energy consumption and corporate carbon footprints. This data-driven system could empower governments, businesses, and individuals to make informed, accountable decisions. However, as Seele warns, such systems might erode personal freedoms by prioritizing collective environmental gains over privacy.

A potential application of AI in sustainability is optimizing resource usage and encouraging circular economies. Advanced machine learning algorithms could enable precise monitoring of supply chains, reducing waste and increasing efficiency. For instance, predictive analytics could decrease overproduction in manufacturing, while real-time tracking could ensure materials are recycled or reused effectively.

AI could also become a driver of ethical decision-making in sustainability efforts. Erik Hermann shows the possible role of AI in promoting social good, suggesting it could help distribute resources more impartially. For example, AI might analyze global inequality data to recommend policies ensuring fair access to essentials like food, water, and energy. Yet, even in such optimistic scenarios, algorithmic bias remains a significant hurdle to overcome. Masanobu Fukuoka’s philosophy of simplicity offers a contrasting perspective. His idea of "do-nothing farming," which advocates for minimal interference with natural processes, raises the question of whether AI solutions risk over-complicating systems that might benefit from more simple, low-impact approaches. This contrast invites reflection on whether AI-driven sustainability aligns with broader societal values.

This contrast highlights a more impactful question about the values that should guide our pursuit of sustainability: Should we prioritize technological efficiency and optimization, or should we focus on fostering harmony with natural systems and simplicity in our solutions? Respect for human and ecological limits should also be considered. Aligning AI with these principles requires thoughtful consideration of what AI can achieve and how it can serve diverse communities and environments without further impacting ecological strain.

On an individual level, AI could seamlessly integrate into daily life to encourage sustainable habits. Drawing from the speculative approach of Sunok Lee et al., imagine smart homes equipped with ambient AI that optimize energy use, suggest eco-friendly dietary choices, or nudge residents toward environmentally conscious behaviors. For example, intelligent assistants might propose plant-based meals based on a household’s carbon footprint or automatically adjust energy consumption during peak hours. While these innovations could empower individuals to adopt greener lifestyles, they also provoke questions about autonomy. Would such systems feel empowering or intrusive? The balance between convenience and agency remains central to these imagined futures.

## 3.2 Ambient AI and the Future of Human-AI Interaction

Sunok Lee et al. envision a future where intelligent systems blend effortlessly into everyday routines, becoming nearly invisible yet profoundly impactful. Their illustrations, particularly Figure 6 (shown below), highlight how AI can adapt to the diverse needs of individuals and promote inclusivity in various societal contexts. For example, number 1 depicts “a hearing-impaired elderly woman using smart gloves to communicate with her AI assistant in sign language.” The assistant, designed with hands capable of sign language, demonstrates how AI systems can be tailored to specific communication abilities, fostering natural and seamless interactions.

Lee et al. also present the concept of a child carrying a favorite stuffed animal (number 2) “embedded with AI for location tracking, emotional support, and guidance.” Alongside the child, her grandfather (number 3) relies on a “smart cane to monitor his health” and send emergency alerts if necessary. Number 4 “depicts an AI embedded in a drone that informs the user about her running posture, heart rate, and distance while carrying the user’s towel and water bottle.” These examples show how personalized AI can bridge the gap between functionality and emotional comfort, enhancing accessibility and usability across different age groups and cultural contexts.

The success of ambient AI systems depends on thoughtful design and user-centered methodologies. As Lee et al. highlight, speculative design balances individual user needs with broader societal impacts. The interplay between designers and illustrators in Lee’s study demonstrates how detailed user-AI interactions can be integrated with a macroscopic view of societal changes, ensuring these systems effectively serve diverse populations. Would there be consequences if intelligent systems took over traditional human roles? How would we judge whether these changes were helping or harming? These risks highlight the challenge of maintaining user agency in environments where AI systems subtly shape decision-making under the guise of personalization.

While ambient AI offers vast potential, it raises ethical questions about autonomy and agency. Erik Hermann’s discussion on transparency in AI ethics underscores the risks of systems subtly influencing user decisions. For example, an AI system might nudge individuals toward specific products under the guise of personalization, which could erode trust. These risks show the importance of designing systems that empower users rather than manipulate them.

Data ownership and governance are additional challenges. Ambient AI relies on continuous data streams, raising critical questions about control and accountability. As López González argues, “Data protection is not merely a technical necessity but an ethical imperative, as the trustworthiness of AI systems fundamentally depends on transparent policies and robust safeguards against misuse or breaches.” Data misuse or breaches could undermine public trust in ambient AI without clear policies.

These systems may also reshape human relationships and social dynamics. Ambient AI could foster workplace collaboration by analyzing team interactions and suggesting improvements. In smart cities, such systems enhance social cohesion by creating adaptable public spaces that meet the needs of diverse communities. However, as AI mediates more interactions, the spontaneity and authenticity of human connections might diminish, with people relying increasingly on AI-curated experiences.

## 3.3 Balancing AI Innovation and Ethical Responsibility

AI's rapid development often prioritizes efficiency and profitability. We see companies and governments heavily invest in AI systems to optimize processes as well as drive economic growth. Supervised and reinforcement learning models can be used to predict consumer behavior, streamline logistics, and enhance decision-making (Hilb). These advancements deliver tangible benefits, such as reduced costs and increased productivity, but endanger ethical considerations. Malaika Jabali’s critique of capitalism highlights systemic inequalities often embedded within economic and technological systems. This perspective raises critical questions about how AI might exacerbate these disparities unless designed with explicit safeguards to prioritize equity.

Ethical dilemmas associated with AI are multifaceted. Ariel López González et al. highlight concerns about algorithmic bias, data misuse, and the opacity of AI systems. For example, auditing or challenging AI-driven decisions in healthcare, hiring, or criminal justice could prove problematic in a hypothetical future where autonomous decision-making becomes the norm across industries. Marginalized communities, in particular, might disproportionately bear the brunt of such biases, underscoring the importance of embedding fairness and accountability into AI design.

Researchers advocate for integrating ethical principles with innovative practices to address these challenges. Hermann suggests a practical approach, balancing benefits and harms across stakeholders. Multidisciplinary teams comprising ethicists, engineers, and sociologists could oversee AI development, establishing transparency guidelines to make systems explainable and accessible to non-technical users. Dynamic regulatory models—adaptive policies that evolve alongside technological advancements—could allow governments to address emerging ethical concerns while fostering innovation.

Building public trust is essential to balancing innovation and ethics. One way to achieve this is to engage communities in co-design processes, where users contribute to developing systems directly affecting their lives. This aligns with Peter Seele’s "Digital Sustainability Panopticon," emphasizing data-driven accountability to promote well-being. Participatory models like these could enhance transparency and ensure AI systems reflect societal values.

At the same time, organizations must foster a culture of ethical responsibility. This might include mandatory training programs on AI ethics for professionals, helping developers understand the societal impacts of their work. Public trust also depends on companies and policymakers addressing the potential harms of widespread AI adoption, from surveillance overreach to algorithmic biases.

Balancing AI innovation and ethical responsibility requires ongoing dialogue and adaptation. By considering ethics at every stage of design and deployment, society can create systems that serve humanity for the better. This balance is not static; it matures as new challenges and opportunities emerge. As we consider the ethical frameworks guiding AI development, we must also reflect on how these principles shape our broader understanding of AI's role in society. This reflection asks how our choices today influence AI's future trajectories and impact human values and social systems.

# 4. What Now?

## 4.1 Reconsidering AI’s Role in Society

Historically, AI has been viewed primarily as a tool designed to augment human capabilities. It assists with tasks ranging from data processing to decision-making, creating efficiencies and offering new possibilities. However, as AI systems become more autonomous and integrated, they resemble partners rather than tools, raising questions about dependency and control.

The growing influence of AI also reshapes societal power dynamics. Michael Hilb’s discussion of artificial governance highlights AI's potential to redefine authority in decision-making processes. AI might optimize resource allocation and strategic planning in corporate contexts and centralize control within opaque algorithms. This raises important questions about the balance of power—between humans and machines and between those who develop AI systems and those who rely on them. Evaluating how these systems influence societal hierarchies becomes critical as AI becomes more integrated into governance and decision-making.

Thinking about AI’s societal role invites reviewing its potential to reinforce or bridge disparities. Malaika Jabali’s critique of capitalism highlights how technological systems often replicate existing inequities. Effectively tackling these challenges demands a deliberate focus on creating AI systems that uphold principles of fairness and inclusivity.

Masanobu Fukuoka’s philosophy, advocating harmony with natural systems, provides a thought-provoking counterpoint to AI-driven innovations. He asserts that “the ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings,” emphasizing that the pursuit of balance and simplicity should take precedence over excessive complexity. This perspective challenges us to ponder whether the increasing intricacy of AI truly serves broader societal goals or if it ends up straying from the fundamental values of cultivating well-being and harmony,

Reconsidering AI’s role in society extends beyond managing its risks or maximizing its benefits. It requires us to reflect on the world we want to create and how AI fits into that world. As AI reshapes interactions, governance, and communication, its usage urges us to remain mindful of its influence on fundamental values like equity, autonomy, and community.

## 4.2 Lessons from Speculative Futures

Speculative scenarios, such as those presented by Sunok Lee et al., offer a unique lens through which to view the future of AI. Lee’s work envisions a future where AI integrates seamlessly into our daily routines and serves as a mirror to reconsider the ethical and societal dimensions of such an integration. Section 3.2 explored how ambient AI could enhance accessibility and inclusivity while raising concerns about autonomy and privacy. Building on that, Lee’s scenarios offer deeper consideration of how these technologies might reshape human agency over time. The concept of AI systems anticipating our needs without explicit consent from the user prompts us to ask whether such advancements actually empower us. These speculative futures compel us to evaluate the balance between convenience and autonomy.

Seele’s paper exemplifies how speculative futures can inspire both innovation and caution. While real-time data and algorithmic surveillance could enforce sustainability goals globally, such systems pose risks of privacy erosion and authoritarian control. How does society balance technological potential with ethical safeguards to prevent unintended consequences?

Michael Hilb’s exploration of artificial governance reveals similar lessons. Fully autonomous decision-making systems could help streamline our lives but might also damage them. The fictitious future scenarios help us understand the risks of delegating critical decisions to AI, emphasizing the need for deliberate design and robust oversight.

Speculative futures also promote proactive ethical planning. Jabali’s analysis of capitalism shows the potential for technologies like AI to perpetuate systemic inequities or act as tools for meaningful reform. This duality challenges us to imagine futures where AI addresses disparities rather than deepening them.

Eileen Kane’s discussion of the trickster archetype offers a metaphor for navigating technological change. As Kane illustrates through their roles in multiple cultural contexts, Tricksters disrupt norms by challenging established rules and exposing contradictions. For example, Kane highlights how tricksters force societies to confront entrenched structures, ultimately fostering adaptation and resilience. Similarly, this perspective calls attention to the need for flexibility in approaching AI’s rapid evolution. It advocates iterative learning and open-mindedness over an unchanging approach to ensure that technological advancements align with shifting societal needs.

## 4.3 Broader Implications

Artificial intelligence profoundly reshapes society, prompting critical reflection on its implications for values, institutions, and the future. As AI permeates nearly every aspect of life, its impact extends beyond technical functionality.

One significant implication of AI is its ability to alter societal power dynamics. As Hilb highlights, AI systems can automate decision-making within hazy algorithms, redefining traditional power dynamics. For example, a person could be pushed to invest in a certain company by their AI assistant without realizing what the machine’s motives might be. This alteration leads us to question the distribution of power: Who controls these systems, who benefits from their integration, and how do we ensure transparency in a landscape increasingly controlled by machines? Such reflections emphasize the need to democratize access to AI technologies, ensuring they serve broad societal interests rather than entrench existing imbalances.

As society adds AI into critical systems, we must grapple with its role in shaping the future. Reflecting on AI's broader implications invites us to ask what AI can do and how it should be used to build a future aligned with shared aspirations. The choices we make today will have lasting effects on generations to come.

Ultimately, AI's role in society is both transformative and reflective. It mirrors the values, priorities, and biases of its creators. This raises a critical question: who shapes these systems, and what interests do they serve? Surely, we wouldn’t want the corporation making an AI virtual assistant to develop the laws around it. This consideration extends beyond the technical design of AI to the individuals, organizations, and power structures driving its development. A thoughtful examination of the broader implications of AI and the accountability of its creators needs to be considered to guarantee this new technology supports a brighter, shared future.

# 5. Conclusion

Artificial intelligence is at the forefront of societal transformation, offering profound opportunities and significant challenges. AI redefines how we interact with technology, one another, and the world. Yet, its integration raises essential questions about ethics, equity, and human agency. This exploration has sought to present AI as a technological tool and a dynamic force embedded within societal structures, capable of influencing and reflecting our collective values.

From understanding AI's current applications to imagining speculative futures, this paper outlined the importance of balancing innovation with ethical responsibility. Whether addressing AI’s role in fostering sustainability, reshaping governance, or enhancing inclusivity through ambient systems, the implications extend beyond technical functionality. They challenge us to reflect on fundamental autonomy, equity, and accountability, reconsidering how technology shapes our shared experience.

This paper has pursued to foster reflection rather than argumentation, creating space to explore how AI could transform society while emphasizing thoughtful and inclusive approaches. By engaging critically with AI's potential, we position ourselves to navigate its complexities with a clearer understanding of its risks and rewards, ensuring that AI’s evolution serves humanity’s highest aspirations.

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