

The circle of influence of Culture and Technology in Latin American regional balance

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The current research is based on a system analysis of the role of AI and Culture in the international security sphere. The use of socio-cybernetic and anthropology approaches for strategic communication analysis contributed to understand main Malicious Use of Artificial Intelligence (MUAI) scenarios in Latin American regional balance beyond ethical dilemmas in AI systems from Russian reality experience.

The emergence of the big data paradigm has drawn even great attention to computational social science. Data is creating a global cross-cultural society, supporting the idea of cultural competency as a mechanism of social influence, and setting the distribution of power as an indication of security from a socio-cultural perspective. Disruptive technologies are also shaping a new world order and democratic institutions are witnessing the rise of a new way of governance. The data revolution is pushing the information-based society to a cognitive new era. AI-based technologies interact with people cognitive assumptions and provide any individual, group, organization or nation-state to influence on public consciousness as a new kind of weapon in the global system [1, 2].

Cultures drive technological development and technologies are absorbed into the lives of people, affecting their culture and way of life. However, perceptions and understandings of AI are likely to be profoundly shaped by local cultural and social contexts. The rise of fake news, cyber-attacks, and social media manipulation in Latin American politics and national economies are changing the regional balance. The critical role of culture in digital transformation allows one to understand how AI-driven technologies are used as geopolitical weapons targeting culture to influence regional political stability. Culture is essential for creating a sense of belonging and identity for every human being [3, 5].

Research results look also at how behavior, self-efficacy and privacy attitude are affected by culture compared to other psychological and demographics variables. Cognitive automation and robotics are modelling people assumptions, affecting cognition and handle cultural models [6, 7]. IA-driven chatbots are related to cyber security threats in Latin American regional balance. The personalization of phishing attacks is achieved by AI-driven chatbots applying sentiment analysis-AI mechanisms and machine learning techniques [8, 9]. Research results help for analysis of the global cyber security threats of surveillance, persuasion, and physical target identification of cyber-attacks using AI-driven chatbots to stimulate or shape swarm behaviors (Fig. 1). Computational swarm intelligence is based in natural multi-agent systems like bird flocking, ant foraging, and fish schooling [4].

The comprehension of cross-cultural approach of MUAI lead to formulate large-scale strategies to protect the sovereignty and enforce Latin America regional role.

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Illustrations

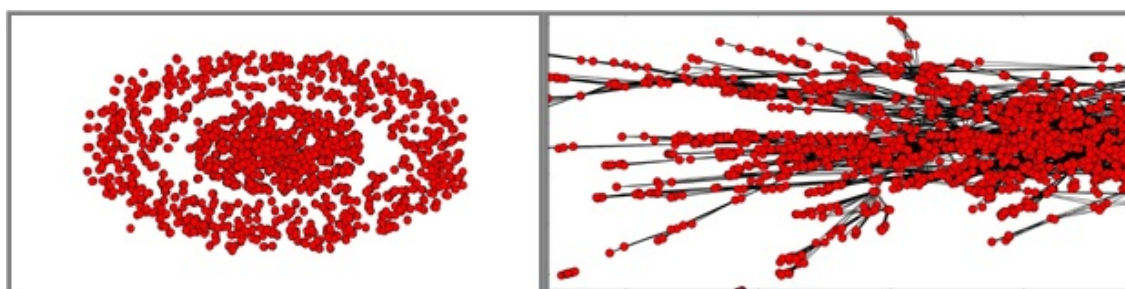


Рис. 1. Swarm-bots behavior representation