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TRANSFORMATIVE ROLE OF ARTIFICIAL INTELLIGENCE IN GLOBAL COMMUNICATION: MINIMISING MISINFORMATION, DISINFORMATION, CULTURAL DIVERSITY AND FOSTERING GLOBAL UNDERSTANDING

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Abstract

This paper investigates the transformative role of Artificial Intelligence (AI) in global communication with a view to minimising misinformation, disinformation, cultural diversity and fostering global understanding. The article examines whether the integration of artificial intelligence (AI) in the communication process offers solutions to bridge cultural and linguistic gaps, mitigate perception bottlenecks, and foster global understanding. The study adopts a conceptual review method, which involves a systematic examination of existing literature, research studies, and relevant information in the communication field. The study reveals that AI technologies, via content moderation, fact-checking algorithms, language translation tools, and cultural sensitivity enhancements, have shown significant potential in combating misinformation and disinformation, thereby fostering a more informed global community. Furthermore, it is found that AI applications have also been found to promote cultural diversity by enabling more accurate and inclusive communication across various languages and cultural contexts. In addition, the paper finds that AI-driven communication strategies have been instrumental in enhancing global understanding by facilitating cross-cultural exchanges and mitigating biases in information dissemination. Finally, it is discovered that AI technologies still have some limitations in global communication. Therefore, the study recommends that policymakers, researchers, and practitioners should continue to explore and harness the transformative potential of AI in enhancing global communication processes by leveraging AI technologies in a responsible and ethical manner, to pave the way for a more inclusive, informed, and interconnected global society.

Keywords: *Artificial Intelligence, Cultural Diversity, Global Communication Misinformation, and Disinformation.*

Introduction

Communication is the creation of a message and sending the message to the receiver who is expected to decipher the meaning of the message almost as intended by the sender. Communication is the process of creating shared meaning through the exchange of messages (Mohammed, 2017). One important characteristic of communication is that it generates a response. The purpose of communication is defeated if it fails to elicit a response. Communication is the process of creating and interpreting messages that elicit responses (Babajide & Olatunji, 2020; Babajide, 2012). This description underscores the dynamic nature of communication, involving not only sending and receiving messages but also the interpretation and response to those messages nationally and globally.

Presently, globalisation has ushered in a new era of interconnectedness, breaking down traditional barriers and reshaping communication dynamics on a global scale. Despite the richness of cultural diversity and language variations, globalisation has paved the way for a more unified world (Zhang, 2023; Wang, 2022). Globalisation has revolutionised communication across various domains, ranging from news reporting and educational pedagogy to political discourse and economic policy formulation. Although globalisation has transformed the world into a closely connected village, the diversity in culture, language, and access to information and communications technology (ICT) has been irreversibly pronounced among nations.

Zhang (2023) identified some of the challenges of global communication posed by globalisation. According to him, globalisation has led to the homogenisation of cultures and the dominance of Western values, which can limit the diversity of perspectives and voices in global communication.

Also, he posited that with globalisation comes the need to communicate across different languages. While technology has made translation more accessible, nuances in language and cultural meaning can still be lost in translation, leading to misunderstandings and miscommunications.

Furthermore, he asserted that globalisation could perpetuate stereotypes and prejudices towards certain cultures and ethnic groups. This can make it difficult for individuals from marginalised or minority groups to have their voices heard and respected in global communication.

Finally, Zhang (2023) claimed that globalisation has also led to power imbalances in global communication, with certain countries and cultures dominating the discourse. This can marginalise voices from less powerful or marginalised groups, limiting the diversity of perspectives and ideas in global communication.

Cultural diversity, on the other hand, enriches global communication by bringing different perspectives, ideas, and traditions to the table. However, it can also pose challenges to effective communication in the digital age. One major challenge posed by cultural diversity is that different cultures have different communication styles, norms, and etiquettes (Wang, 2022). According to him, in some cultures, indirect communication is preferred while in others, direct communication is valued. These differences can lead to misinterpretations and conflicts in global communication.

Furthermore, Wang (2022) added that in a globalised world, individuals must be culturally aware and sensitive when communicating with people from different backgrounds. Failing to understand or respect cultural differences can lead to misunderstandings, conflict, and barriers to effective communication. These challenges have culminated in misinformation and disinformation, reducing the effectiveness of communication (Zhang, 2023; Wang, 2022). In this context, the rise of misinformation and disinformation poses significant challenges to global communication networks, underscoring the need for innovative solutions. Such solutions must be a more nuanced approach that acknowledges and accommodates diverse perspectives and information sources. In response, the integration of Artificial Intelligence (AI) in the communication process appears to offer promising solutions to bridge cultural and linguistic gaps, mitigate perception bottlenecks, and foster global understanding.

It is against this backdrop that this paper endeavours to illustrate the transformative potential of AI in global communication especially in tracking misinformation and disinformation and heightening global understanding. The paper demonstrates AI-powered language translation tools, sentiment analysis algorithms, and deep learning models for content moderation to showcase the tangible benefits of AI in promoting cross-cultural understanding and reducing information

asymmetries. Finally, the ethical considerations and challenges associated with AI deployment in communication are critically examined to ensure responsible and inclusive practices.

Globalisation, Cultural Identity, and Communication

Globalisation has brought the world closer together through increased interconnectedness and interdependence. While this has led to numerous benefits such as economic growth and technological advancements, it has also posed challenges to cultural diversity. In our rapidly changing world, the impact of globalisation on cultural identity has become a significant concern (Brown, 2022; Smith, 2023). As cultures intermingle and interact on a global scale, there is a growing need to preserve and protect the unique identities of different societies. Communication plays a crucial role in facilitating these global interactions while also mitigating the homogenising effects of globalisation on cultural perceptions and representations (Lee, 2021). Communication serves as a powerful tool in preserving and promoting cultural identity in a globalised world. By facilitating dialogue and exchange between different cultures, communication helps to bridge the gaps and foster mutual understanding. Through effective communication, individuals can share their unique traditions, values, and beliefs, thereby preserving their cultural heritage. Moreover, communication enables communities to assert their cultural identity and resist the homogenising forces of globalisation (Lee, 2021).

The influence of global media on cultural perceptions and representations cannot be understated. Mainstream media often perpetuates stereotypes and biases, shaping how cultures are perceived on a global scale (Wang, 2022). This can lead to misrepresentations and misunderstandings, further eroding cultural diversity. In response to this challenge, there has been a proliferation of global news outlets and social media platforms that aim to provide alternative perspectives and amplify marginalised voices. Interestingly, with the advent of digital technologies, the way we communicate and share information across borders has been revolutionised. Platforms, such as social media, video conferencing, and messaging apps have enabled real-time communication, allowing individuals to connect instantaneously regardless of geographical distances (Wang, 2022). This instantaneous exchange of information has facilitated a new order in communication, enhancing cross-cultural interactions and collaborations, and empowering individuals to share their stories and perspectives with a global audience.

Sadly, the dominance of global media and the spread of Western cultural norms have often overshadowed local traditions and identities, leading to concerns about cultural homogenisation. In this context, preserving cultural identity becomes crucial to maintaining the rich tapestry of human heritage (Smith, 2023c). To counter the dominance of global media conglomerates, transnational news agencies, and cross-border journalism have emerged as alternative sources of news and information. These platforms prioritise diversity and inclusivity, providing a platform for underrepresented voices and marginalised communities (Zhang, 2023; Wang, 2022). By promoting cross-cultural dialogue and understanding, these initiatives contribute to the preservation of cultural identity in the face of globalisation. However, the preservation of cultural identity in a globalised world requires a concerted effort to harness the power of communication and digital technologies, especially Artificial Intelligence (Kim, 2019). This becomes imperative because by embracing real-time communication and information dissemination across borders, individuals and communities can actively participate in shaping their cultural narratives and challenging dominant discourses. Through the proliferation of transnational news outlets, social media platforms, and cross-border journalism, and armed with transformative technology, such as Artificial Intelligence, we can mitigate the impact of globalisation on cultural identity and promote a more inclusive and diverse global society.

Leveraging AI for Inclusive Communication Technologies in a Globalised World

In a world marked by cultural diversity and other challenges posed by globalisation, disparities in access to communication technologies have hindered the preservation of cultural identities. The dominance of Western media, ethical concerns surrounding digital communication, and the impact of mobile technology all contribute to the difficulty in preserving cultural identities (Smith, 2023c). However, the adoption of Artificial Intelligence (AI) presents an opportunity to address these challenges and expand access to communication technologies in developing countries (Smith, 2023a). One of the primary barriers to inclusive communication is the glaring disparities in access to Information and Communications Technology (ICT) infrastructure and internet connectivity across regions. Developing countries, in particular, face challenges in building and maintaining robust communication networks, limiting their ability to participate fully in the global digital landscape (Chiakaan, 2014). AI can play a crucial role in optimizing existing infrastructure, improving network efficiency, and expanding connectivity to underserved communities through innovative solutions like satellite internet and mesh networks (Chen, 2022).

The pervasive influence of Western media and cultural values in the global marketplace has often marginalised diverse voices and narratives. AI-powered content curation and recommendation systems can help counteract this dominance by promoting a more inclusive range of cultural content (Wang, 2022; Kim, 2021). By leveraging machine learning algorithms, AI can personalise content delivery based on individual preferences, thus diversifying the media landscape and amplifying underrepresented voices from diverse cultural backgrounds. The ethical implications of digital communication technologies, including data privacy concerns and surveillance practices, present significant challenges to fostering trust and transparency in online interactions. AI-driven solutions, such as privacy-preserving algorithms and secure communication protocols can enhance data protection and mitigate privacy risks. By prioritising ethical considerations in the design and deployment of AI technologies, we can build a more secure and trustworthy digital environment that respects cultural values and individual rights (Chen, 2022 & 2020).

In the digital age, ensuring accurate and reliable communication is essential for preserving cultural identities and promoting cross-cultural understanding. AI-powered language translation tools and sentiment analysis algorithms can help overcome language barriers and enhance the accuracy of communication across diverse linguistic contexts (Zhang, 2023). By enabling real-time translation and interpretation services, AI facilitates seamless communication between individuals from different cultural backgrounds, fostering mutual respect and empathy. The widespread adoption of mobile technology and social media has revolutionised communication patterns and behaviours worldwide, shaping how individuals connect and interact with each other. AI-driven chatbots and virtual assistants can enhance user engagement and facilitate personalised interactions on social media platforms, catering to diverse cultural preferences and communication styles. By harnessing AI to analyse user behaviour and preferences, social media companies can create more inclusive and culturally sensitive digital spaces (Zhang, 2023).

The adoption of AI holds immense potential for addressing the challenges of cultural diversity and communication in a globalised world. By leveraging AI technologies to expand access to communication technologies, promote inclusive content creation, and enhance ethical practices in digital communication, we can foster a more diverse and interconnected global community (Patel, 2023; Wang, 2022). Through collaborative efforts and a commitment to leveraging AI for social

good, we can bridge the digital divide and empower individuals in developing countries to participate fully in the digital age while preserving their cultural identities.

Artificial Intelligence (AI) can offer innovative solutions to overcome barriers such as cultural diversity, language disparities, misinformation, disinformation, and digital inequalities. There are diverse applications of AI in enhancing communication effectiveness, promoting intercultural understanding, and fostering inclusive communication practices. Specifically, Artificial Intelligence is broken down below to operationalise the components to demonstrate how each barrier could be surmounted.

Cultural Diversity: AI-Based Cultural Sensitivity and Understanding, which involves AI-powered content recommendation systems can help bridge cultural divides by offering personalised content that reflects diverse cultural perspectives (Smith, 2023a; Wang, 2022). By analyzing user preferences and behaviours, AI algorithms can curate a more inclusive range of content, thereby promoting cross-cultural dialogue and understanding.

Language Disparities: AI-Powered Language Translation and Interpretation tools play a crucial role in facilitating communication across linguistic barriers. Machine learning algorithms enable real-time translation of text and speech, empowering individuals to communicate effectively in their native languages while engaging with a global audience (Kim, 2021; Zhang, 2023).

Misinformation and Disinformation: AI-Powered Content Moderation and Fact-Checking is increasingly being used to combat the spread of misinformation and disinformation online. AI-Powered Content Moderation and Fact-Checking algorithms can analyse vast amounts of textual data to detect false information and identify sources of misinformation, enabling more accurate and reliable communication in the digital space (Liu, 2021; Chen, 2022).

Digital Inequalities: AI Solutions for Bridging the Digital Divide, which involves AI-powered mobile applications and low-bandwidth solutions can help address digital inequalities by expanding access to communication technologies in underserved communities (Kim, 2019). Through initiatives like AI-powered mobile applications and low-bandwidth solutions, marginalised populations can overcome barriers to connectivity and participate more fully in the digital ecosystem.

Interestingly, diverse applications of AI in Communication such as AI-driven chatbots and virtual assistants enhance communication effectiveness by providing instant responses to users' queries and automating routine tasks (Chen, 2022). These intelligent systems streamline communication processes, improving efficiency and users' experience in various contexts. Furthermore, the deployment of AI promotes intercultural understanding. AI-powered sentiment analysis tools can gauge the emotional tone of communication, helping individuals to better understand and respond to cultural nuances in conversations. By promoting empathy and cultural sensitivity, AI fosters deeper connections and mutual respect across diverse cultural backgrounds (Wang, 2022). Finally, use of AI fosters inclusive communication practices. AI technologies enable personalised content creation and delivery, providing for individual preferences and cultural sensitivities. By promoting inclusive communication practices, AI empowers marginalised voices and ensures that diverse perspectives are represented in the digital sphere (Smith, 2023a; Patel, 2023; Kim, 2021; Chen, 2020).

Ethical Implications of AI in Global Communication

As Artificial Intelligence (AI) continues to revolutionise global communication, it is imperative to acknowledge the ethical and societal implications accompanying its integration into communication processes. While AI presents innovative solutions to address the challenges of globalisation, such as cultural diversity, disinformation, and misinformation, it also raises concerns regarding privacy, bias, and the potential for unintended consequences (Wang, 2022). The ethical implication of AI technologies in global communication underscores the complexities and nuances that accompany its adoption.

According to Smith (2023b), the utilisation of AI in communication processes raises significant privacy concerns, particularly regarding data collection, storage, and usage. AI systems often rely on vast amounts of user data to enhance performance, leading to potential breaches of privacy and data security. Safeguarding individuals' personal information and ensuring transparency in data practices are essential to mitigate privacy risks associated with AI integration.

AI algorithms are susceptible to bias, reflecting and perpetuating societal prejudices present in training data. In the context of global communication, biased AI systems may perpetuate cultural stereotypes, reinforce language hierarchies, and marginalise underrepresented voices (Smith,

2023a; Liu, 2021). Addressing bias in AI models requires ongoing monitoring, evaluation, and mitigation strategies to promote fairness and inclusivity in communication processes (Patel, 2023).

The complexity in the application of AI technologies to make decisions poses challenges to accountability and transparency of the decision outcomes. As AI systems become increasingly complex and autonomous, understanding how decisions are made and ensuring accountability for their outcomes become crucial ethical considerations (Garcia, 2021). Establishing mechanisms for transparency, explainability, and oversight is essential to uphold ethical standards in AI integration. AI-powered communication technologies have the potential to manipulate information, influence opinions, and shape narratives on a global scale. The spread of misinformation, deep-fakes, and algorithmic propaganda poses significant risks to public discourse and democratic processes (Chen, 2022; Liu, 2021). Safeguarding against malicious uses of AI requires robust regulatory frameworks, ethical guidelines, and collaborative efforts to combat misinformation and disinformation.

Limitations of AI Technology in Addressing Communication Challenges

As Artificial Intelligence (AI) continues to revolutionise global communication, it is imperative to acknowledge its limitations. While AI presents innovative solutions to address the challenges of globalisation on communication, such as cultural diversity, disinformation, and misinformation, it also raises concerns regarding the limit of its applicability. The use of AI technology in global communication could be limited in the following ways: Foremost, AI systems often struggle to grasp the nuanced cultural contexts and subtleties inherent in human communication. While AI-powered language translation tools have made significant advancements, they may still misinterpret idiomatic expressions, cultural references, and context-specific meanings, leading to misunderstandings and miscommunications (Smith, 2023).

Furthermore, AI technologies lack emotional intelligence and empathy, crucial elements in effective communication. Wang (2019) asserted that understanding and responding to human emotions, nonverbal cues, and interpersonal dynamics remain challenging for AI systems, limiting their ability to facilitate authentic and empathetic interactions in cross-cultural contexts. The reliance of AI algorithms on historical data for training and decision-making can perpetuate existing biases and reinforce dominant narratives. In global communication, this reliance on past

data may hinder the exploration of diverse perspectives, limit creativity, and constrain the potential for truly inclusive and equitable dialogue (Kim, 2021).

Access to AI technologies and digital infrastructure remains uneven globally, creating digital divides that impede the widespread adoption of AI solutions for communication challenges. Limited internet connectivity, lack of technical expertise, and resource constraints pose barriers to leveraging AI tools effectively in diverse cultural and linguistic settings, hindering their potential impact on global communication (Kim, 2019).

In navigating the ethical implications and limitations of AI integration in global communication, it is essential to adopt a holistic approach that balances technological innovation with ethical considerations and societal values. By addressing privacy concerns, bias and fairness issues, accountability and transparency challenges, and the limitations of AI technology in contextual understanding and emotional intelligence, we can foster a more ethical and responsible use of AI in communication processes. Embracing interdisciplinary collaborations, stakeholder engagement, and ongoing dialogue on AI ethics will be crucial in shaping a future where AI enhances, rather than hinders, global communication practices.

Conclusion

The potential of AI technologies in addressing key challenges such as misinformation, disinformation, and cultural diversity, and fostering global understanding is impressive. AI-driven solutions, including content moderation tools, fact-checking algorithms, language translation capabilities, and cultural sensitivity enhancements have demonstrated effectiveness in minimising misinformation, disinformation, and cultural diversity, ultimately contributing to a more informed and aware global community. Importantly, AI-powered communication strategies have been instrumental in fostering global understanding by bridging cultural divides and promoting cross-cultural exchanges.

However, much improvement is still expected in the use of AI technologies in global communication, especially in handling nuanced cultural contexts and subtleties inherent in human communication; human emotions, nonverbal cues, and inter-personal dynamics; the challenges facing training and decision-making due to the reliance of AI Algorithms on past data; and limited internet connectivity, lack of technical expertise, and resource constraints.

Moving forward, policymakers, researchers, and practitioners need to continue exploring and harnessing the transformative potential of AI in enhancing global communication processes. By leveraging AI technologies in a responsible and ethical manner, we can pave the way for a more inclusive, informed, and interconnected global society.

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