Journal of Science Research International (JSRI)
ISSN: 2456-6365 (Online)

OPEN ACCESS

AI-DRIVEN DATA COLLECTION AND ITS IMPACT ON PRIVACY AND HUMAN BEHAVIOR

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Received: 11 December 2025	Revised: 15 January 2026	Accepted: 17 February 2026	Published: 28 February 2026

DOI: **https://doi.org/10.5281/zenodo.19021080**

Abstract:

Artificial Intelligence (AI) is widely used in digital platforms such as social media, e-commerce websites, and streaming services. These platforms analyze large amounts of user data—including search history, browsing behavior, and location data—to personalize content and increase user engagement. This study examines how AI-driven data collection may influence personal privacy and human behavior. Continuous exposure to algorithmically recommended content and targeted advertisements can shape users' perceptions and decision-making processes. Survey responses indicate that many users accept platform policies without fully understanding how their data is collected and used. This enables platforms to build behavioral profiles and deliver highly personalized content. The study concludes that although AI improves efficiency and convenience, the misuse of personal data can threaten privacy and psychological autonomy. Greater transparency, ethical AI practices, and stronger data protection policies are necessary for responsible technology use.

Keywords: *AI, Data Collection, Impact on Privacy, Human Behavior.*

1. Introduction

1.1 Background of the study

Artificial Intelligence has rapidly expanded from research environments into everyday digital platforms. AI systems now operate behind services such as social media networks, search engines, and online marketplaces. Every interaction online, including clicks, likes, searches, and viewing time, creates data that AI systems analyze to understand user preferences. Over time, algorithms develop behavioral profiles that help platforms recommend content and advertisements.

Although personalization improves convenience, it also raises concerns about privacy and behavioral influence. AI-driven systems may guide attention, shape opinions, and influence online behavior without users being fully aware of these effects.

1.2 Importance of the study

In today's digital economy, personal data has become a valuable asset. Online platforms rely on AI technologies to analyze user data and deliver personalized experiences.

Because algorithms determine much of the information users see online, they can gradually influence opinions, emotions, and decision-making. Understanding how AI systems collect and use personal data is therefore essential for protecting privacy and promoting responsible technology use.

1.3 Purpose of the study

This research aims to examine how AI-driven data collection affects user privacy and behavior in digital environments. The study also seeks to raise awareness about algorithmic influence and emphasize the need for ethical AI practices and stronger data protection measures.

1.4 Scope of the research

The study focuses on AI technologies used in online platforms that collect user data during regular internet usage. It examines areas such as personalized recommendations, behavioral tracking, and targeted advertisements.

The research does not explore the technical development of AI systems but instead focuses on their social and behavioral impact on users.

2. Literature review

2.1 Surveillance and data exploitation

Artificial Intelligence has significantly changed how companies collect and use personal data. Zuboff described this phenomenon as surveillance capitalism, where digital platforms collect and analyze large amounts of user data to predict and influence behavior (1).

Researchers studying algorithmic governance argue that predictive algorithms are not neutral tools; instead, they influence user decisions by controlling the type of information presented online (2).

2.2 Deepfakes and image misuse

Another growing concern related to AI technologies is the emergence of synthetic media and deepfakes. Deepfake technology allows the creation of highly realistic manipulated images or videos.

Chesney and Citron highlight the ethical risks of deepfakes, including reputation damage, misinformation, and identity misuse (3). Facial recognition systems also raise privacy concerns because biometric data such as facial images cannot easily be changed once compromised (4).

2.3 Behavioral influence and trust

AI recommendation systems continuously analyze user behavior to personalize content. Research suggests that repeated exposure to certain types of information can influence beliefs and preferences over time (5).

The rise of AI-generated media has also weakened trust in digital information. Vaccari and Chadwick describe this issue as the "liar's dividend," where the existence of deepfakes allows people to question the authenticity of real content (6).

2.4 Research gap

While previous studies examine AI surveillance and deepfake technologies, fewer studies investigate how these developments affect everyday user behavior. In particular, there is limited empirical research on:

- Limited studies on user awareness of AI image manipulation
- Lack of research on facial data privacy concerns

- Insufficient studies on trust in digital media in the age of AI
- Limited understanding of behavioral changes in social media usage

  This study attempts to address this gap using survey-based research.

3. Objectives of the study

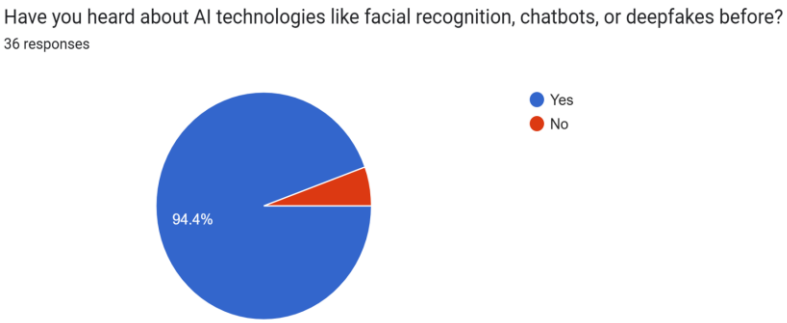
The objectives of this research are:

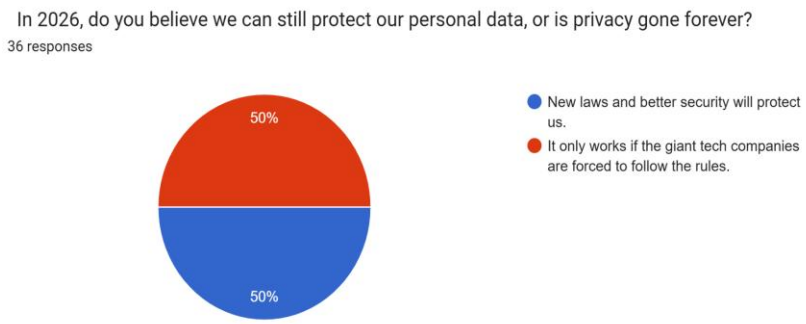
1. To assess awareness of AI technologies such as facial recognition and deepfakes.
2. To examine perceptions of image misuse on digital platforms.
3. To analyze public concerns regarding facial data collection and misuse.
4. To evaluate whether AI-generated media affects trust in online content.
5. To understand public attitudes toward responsibility for protecting digital privacy.

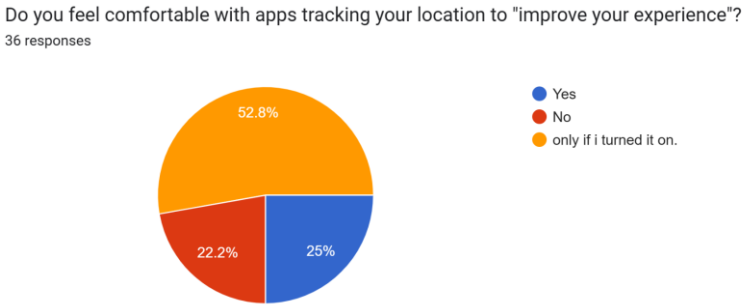
4. Research questions

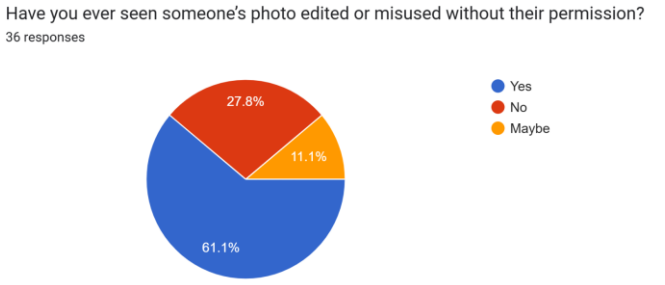
1. Have you heard about AI technologies like facial recognition, chatbots, or deepfakes before?
2. Do users believe that personal data can still be protected in the current digital environment?
3. Do you feel comfortable with apps tracking your location to "improve your experience"?
4. Have you ever seen someone's photo edited or misused without their permission?
5. Would you worry about your face data if an AI app offered you a free "perfect" headshot?
6. Where do you think image misuse happens most often?

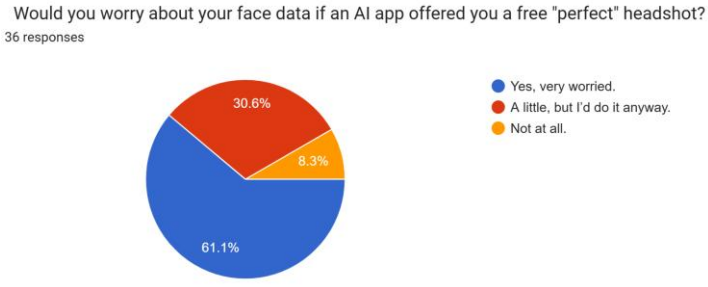
4.1 Graphical representation of survey responses

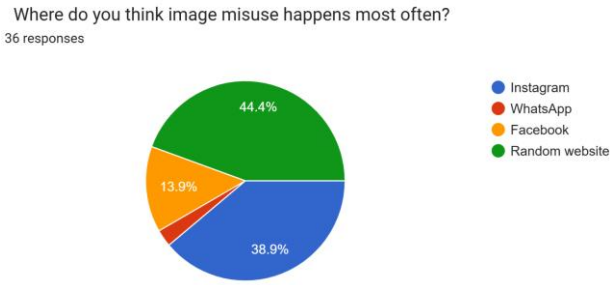












5. Research methodology

5.1 Research design

The study adopts a descriptive research design to examine user awareness and perceptions related to AI-driven data collection.

5.2 Sample size and sampling method

The research includes 36 participants selected using convenience sampling, including students and regular internet users.

5.3 Data collection methods

Data was collected through structured questionnaires distributed via Google Forms. Secondary data was obtained from academic journals and research articles.

5.4 Data analysis tools

The collected data was analyzed using pie charts, percentage analysis, and descriptive statistics.

6. Data analysis and interpretation

Survey responses show that most participants are aware that digital platforms collect personal data. However, many are uncertain about how AI systems analyze and use this information.

Approximately 72% of respondents expressed concern about privacy loss, targeted advertisements, and the misuse of personal images while about 28% showed moderate or low concern**.** Many participants also reported being more cautious when sharing photos online due to the risk of AI-based manipulation.

In addition, respondents indicated decreasing trust in digital news and media because AI technologies can generate realistic fake images and videos. These findings highlight the need for greater transparency and stronger privacy protections.

Conclusion

This study examined the impact of AI-driven data collection on personal privacy and human behavior in digital environments. The findings indicate that AI systems continuously collect and analyze user data to personalize online experiences.

While personalization provides convenience and improved user experience, it also raises significant concerns regarding privacy and behavioral influence. Many users unknowingly permit extensive data tracking by accepting platform policies without fully understanding how their information is collected and used.

Therefore, stronger data protection policies, ethical AI practices, and greater transparency in algorithmic systems are essential. Increasing public awareness about data privacy will enable individuals to make more informed decisions while using digital platforms.

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