

## **Anthropomorphism and Its Impact on the Implementation and Perception of AI**

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**Abstract :** Anthropomorphism is a technique used by humans to make sense of their surroundings. Anthropomorphism is a widely used technique used to influence consumers to purchase goods or services. These techniques can entice consumers into buying something to fulfill a gap or desire in their life, ranging from loneliness to the desire to be exclusive. By manipulating belief systems, consumer behaviour can be exploited. This paper examines a series of studies to show how anthropomorphism can be used as a basis for exploitation. The first set of studies in this paper examines how anthropomorphism is used in marketing and the effects on humans engaging with this technique. The second set of studies examines how humans can be potentially exploited by artificial agents. We then discuss the consequences of this type of activity within the context of dehumanisation. This research has found potential serious consequences for society and humanity, which indicate an urgent need for further research in this area.

**Keywords :** anthropomorphism, ethics, human-computer interaction, AI

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