

[The Lovable Machine. Social Implications of Implementing Artificial Intelligence: A Cultural Studies Perspective]

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[Abstract] *Humankind is entering a period in which it will share its formerly exclusive domain of the intellect with an entity which has the potential to outperform current human abilities, skills, and intellectual achievements. The objective of this paper is to consider the specific consequences of the introduction of technologies employing artificial intelligence in the domains of culture, education, family life and work and to evaluate its impact on the cohesive powers that allow for the creation, maintenance, and development of human communities. The authors argue that certain features embedded in fiction and non-fiction films depicting the effects of this technology can be considered primitive behavioural experiments, and that their analysis allows for the possibility to make informed judgements about the nature and potential impact of artificial intelligence on human collective behaviour.*

[Keywords] *artificial intelligence; society; film; science fiction*