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Research Article

The Phenomenon of the Millennial Generation Choosing to Confide in AI: Analysis Through the Human Computer Interaction Model

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Abstract:

This article discusses the phenomenon of interaction between the millennial generation in Indonesia and artificial intelligence (AI) in the context of confiding in or sharing stories. This research uses the Human-Computer Interaction (HCI) model to analyze the motivations, experiences and challenges faced by users when interacting with AI systems. The theory used includes the concept of "digital natives" from Prensky (2001) and the HCI evaluation criteria developed by Nielsen (2019), which include learnability, efficiency, memorability, errors, and satisfaction.

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The research method applied is a qualitative descriptive approach, which aims to provide an in-depth picture of millennial preferences in using Al as a friend to confide in. The research results show that the millennial generation chooses to confide in Al because it offers anonymity, fast responses and comfort. However, challenges such as Al's limitations in understanding emotional context and concerns about data privacy were also identified. This research provides important insights into the role of AI in the social and emotional lives of the millennial generation in Indonesia. Keywords: Artificial Intelligence, Confide, Millennial Generation, Human-Computer Interaction, User Experience.

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1. Introduction

In the rapidly evolving digital age, the relationship between humans and computers has experienced a remarkable shift. A noteworthy trend that has surfaced is the inclination of the millennial generation to share personal narratives or "confide" in artificial intelligence (AI) systems. This trend is not limited to developed nations; it is also evident in Indonesia, where the adoption of digital technology and internet access is growing swiftly. According to the Indonesian Internet Service Providers Association (APJII), by 2023, over 70% of Indonesia's population is expected to be online, with a significant portion of users belonging to the millennial demographic (APJII, 2023).

The millennial generation, often referred to as digital natives, exhibits distinct traits in their engagement with technology. They generally display a greater openness to technological advancements and feel more at ease communicating through digital channels than earlier generations (Prensky, 2001).

In this regard, artificial intelligence presents an intriguing option for millennials seeking innovative ways to articulate their thoughts and receive emotional support. AI-driven chatbots, such as Replika and Woebot, have gained popularity as virtual companions that users can interact with at any time and from any location (Fadhilah, 2024). This trend can be examined through the Human-Computer Interaction (HCI) framework, which explores the dynamics of human interaction with computers and how system design can shape user experiences. When it comes to confiding in AI, factors such as user interface design, trust in the system, and perceptions of artificial intelligence play crucial roles in shaping these interactions (Dix et al., 2004).

A review of existing literature indicates several reasons why millennials in Indonesia prefer to confide in AI. Firstly, AI provides a level of anonymity and privacy that may not be achievable in human interactions. In a society where mental health issues are still stigmatized, AI serves as a secure alternative for individuals to express their feelings without the fear of judgment (Sari, 2023). Secondly, AI offers rapid responses and is accessible around the clock,

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which is highly valued by a generation accustomed to the immediacy and convenience of digital technology (Kusuma, 2024).

Nonetheless, this phenomenon presents several challenges and concerns. One significant issue is AI's limitations in comprehending intricate emotional contexts and delivering suitable support. While AI can simulate human dialogue, the capacity to offer genuine empathy and profound understanding remains a considerable obstacle (Nasution, 2024). Furthermore, there are apprehensions regarding data privacy and the potential use of personal information shared with AI (Putri, 2024).

This research seeks to examine the trend among the millennial generation in Indonesia who opt to confide in AI, utilizing the Human-Computer Interaction model. By exploring the motivations, experiences, and challenges encountered by users, the study aims to provide a more comprehensive understanding of AI's role in the social and emotional aspects of the millennial generation's lives.

2. Materials and methods

This research methodology employs a qualitative descriptive approach to examine the implementation of Artificial Intelligence (AI) as a tool in academic activities, particularly in the visualization of research data, reflecting a new digital culture within the academic community. The objective of this study is to offer a comprehensive overview of the qualitative descriptive research method in relation to the application of AI in academic settings, especially concerning the visualization of research data as part of the emerging digital culture among academics.

Recent considerations in qualitative research methods suggest that literature review is a suitable approach for this investigation (Creswell, 2014). The anticipated outcome of this research is to gain a deeper understanding of the motivations behind millennials' preference for AI as a confidant, as well as to identify the factors that influence user trust and comfort (Twenge, 2017).

In the comparative analysis, this study shares several similarities with existing literature, particularly in its focus on the millennial generation and the application of Human-Computer Interaction (HCI) models to analyze the interactions between humans and AI (Nielsen, 2019).

However, this research distinguishes itself by concentrating on the cultural context of Indonesia. Furthermore, this study delves more deeply into the emotional aspects and challenges faced by users compared to some broader references (Kuss & Griffiths, 2017). Consequently, this research makes a significant contribution to understanding the social and emotional interactions between millennials and AI in the Indonesian context.

3. Discussion

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Human-Computer Interaction (HCI) focuses on the dynamics between humans and computers, aiming to enhance user experience. Within this framework, Jacob Nielsen established five criteria for evaluating and designing effective interaction systems: learnability, efficiency, memorability, errors, and satisfaction.

The trend of the millennial generation opting to confide in AI can be examined through these criteria, offering valuable insights into how technology can address their emotional and practical needs. This study explores these five criteria in relation to the phenomenon of young individuals utilizing AI in this context. Firstly, learnability pertains to how easily new users can comprehend and navigate the system upon their initial interaction. The millennial generation, often referred to as digital natives, generally adapts swiftly to new technologies. Nevertheless, it remains crucial for AI systems to feature an intuitive interface.

A straightforward and clear design, along with the incorporation of natural language, is vital for enhancing learnability. For instance, an AI confiding application that offers interactive guides or brief tutorials can significantly boost new users' comfort and confidence when engaging with the system. Secondly, efficiency relates to the speed and effectiveness with which users can accomplish tasks. In a rapidly evolving environment, millennials prioritize systems that enable them to access information or support promptly.

AI that can deliver quick and pertinent responses will likely appeal more to this generation. Consequently, it is essential for developers to ensure that AI can swiftly process and respond to user inputs while minimizing the number of steps needed to achieve objectives. For example, if users can initiate a conversation immediately without extensive setup, they are more inclined to utilize the application. Thirdly, memorability pertains to a user's capacity to recall how to operate the system after a period of non-use. This aspect is crucial for enabling users to re-engage with the system without needing to relearn its functionalities. A consistent design that incorporates familiar visual elements can enhance memorability. Furthermore, if AI can retain user preferences or interaction history, it will foster a more personalized and memorable experience. For instance, when AI addresses users by their names and recalls previous discussions, it cultivates a sense of connection and comfort. Fourthly, errors encompass the mistakes that may arise during user interactions and the ease with which these errors can be rectified. In the context of relying on AI, it is vital to minimize user frustration stemming from such errors. The AI should implement clear mechanisms to assist users in resolving issues, such as offering constructive feedback when inputs are not comprehended. Effective design can also mitigate user errors; for example, if AI presents clear suggestions or options, users are less likely to make mistakes in their inputs. Finally, satisfaction reflects the degree to which users are pleased with their experience using the system. Ensuring user satisfaction is essential for encouraging

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continued use and recommendations to others. AI that offers relevant and empathetic emotional support can significantly enhance user satisfaction. For example, if AI provides responses that demonstrate understanding and empathy towards users' challenges, they will feel acknowledged and valued. Additionally, offering positive feedback after interactions, such as expressions of gratitude or encouragement, can lead to a more enjoyable experience and strengthen users' connection to the AI.

4. Results

This article emphasizes that in the rapidly advancing digital age, the interaction between humans and computers, particularly through artificial intelligence (AI), has emerged as a fascinating trend, especially among the millennial demographic. The research indicates that over 70% of Indonesia's population is online, with a significant portion of users being millennials, often referred to as digital natives.

This group tends to share their experiences or "vent" to AI systems, such as chatbots, which provide innovative avenues for self-expression and emotional support. Millennials exhibit distinct traits in their engagement with technology, demonstrating a greater openness to innovation and a preference for communication through digital channels. In this regard, AI offers a level of anonymity and privacy that is highly valued, particularly in Indonesia, where mental health issues are still stigmatized.

Additionally, AI's capability for rapid responses and round-the-clock availability aligns with the expectations of a generation that prioritizes speed and convenience in technology. Nonetheless, these interactions present certain challenges. A significant concern is AI's limited capacity to comprehend complex emotional nuances and deliver suitable support. While AI can simulate human conversation, the challenge of providing genuine empathy and deep understanding persists. Furthermore, issues surrounding data privacy and the handling of personal information shared with AI are critical matters that warrant attention. Utilizing the Human-Computer Interaction (HCI) model, this research examines the interactions of the millennial generation with AI through five criteria: learnability, efficiency, memorability, errors, and satisfaction. The findings reveal that an intuitive interface design, quick response times, and AI's ability to retain user preferences are essential for enhancing the user experience. Moreover, user satisfaction is significantly influenced by AI's capacity to offer relevant and responsive emotional support.

This study offers a comprehensive understanding of the impact of artificial intelligence on the social and emotional experiences of Indonesia's millennial generation. By exploring the motivations, experiences, and obstacles encountered by users, the aim is to create more effective AI systems that enhance user trust and comfort in engaging with technology. This trend

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illustrates that AI serves not merely as a tool but also as a virtual companion, assisting the millennial generation in navigating emotional challenges in today's digital landscape.

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