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Generative IA and Sustainable Development: Psychology Applications, Challenges and Innovations

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Keywords
Generative IA, Sustainable Development, Psychology Applications, Challenges, Innovation

Abstract: Generative AI is a branch of artificial intelligence that has the ability to independently generate new content, such as text, images, audio, and video. Some popular generative AI models include GPT-3, GPT-4, and DALL-E. One of the pressing issues is mental health, where more than 1 billion people worldwide have mental health disorders. In Indonesia, only 2% of patients receive professional treatment, reflecting a large mental health service gap. Furthermore, gender equality still faces significant barriers, with the World Economic Forum predicting that global gender equality will be achieved in 135 years. The main objective of this research is to identify and analyze previous studies related to generative AI and sustainable development, as well as how psychology applications can be used in these contexts, identify challenges, and discover innovations emerging from the use of AI in the fields of mental health, education and gender equality. This research used a descriptive qualitative approach, utilizing a literature review. The findings of this study explain that in the mental health sector, AI can improve access to care through remote diagnosis despite concerns regarding privacy and potential bias. In education, AI can improve student learning outcomes by up to 30% and expand access to quality education, especially for those living in remote areas. In gender equality, AI can play a role in detecting and reducing gender bias in hiring and promotions, as well as fighting discrimination against the LGBTQ+ community. It can also enrich gender diversity education, improving students' understanding of diversity and inclusion. However, challenges related to data privacy, bias, and potential misuse of the technology still need serious attention to ensure its fair and beneficial use.

Vol. 2, No. 2, (2025)
DOI: https://doi.org/10.47352/3032-503x.150

INTRODUCTION

Generative AI is a branch of artificial intelligence that focuses on the creation or generation of new content such as text, images, video or audio, based on patterns and data that have been learned from large databases. This type of AI uses algorithms and mathematical models to understand the structure and relationships in the data and then generate creative and novel outputs that resemble the original data. Some of the commonly used methods in generative AI are Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs) (Kingma, & Welling, M. 2013). Examples of applications of generative AI include the generation of realistic images from text descriptions (e.g., using models such as DALL-E), the automatic writing of articles or stories (such as with GPT-3), and the creation of music and videos. Generative AI is often used in the fields of art, entertainment, and design, but also has great potential in other sectors, such as drug research, product development, and content personalization (Radford, A., Metz, L., & Chintala, S. 2015). Generative AI has brought significant innovations in many sectors, including mental health,

education, and gender equality. Generative AI technology can generate new content based on the data patterns it learns, and has been shown to have a major positive impact, although there are some challenges and risks that must be managed.

In recent years, the development of Artificial Intelligence (IA), particularly in the field of Generative IA, has presented great potential for various sectors, including in the fields of psychology and sustainable development. Generative IA, which involves the ability of systems to create new data such as text, images, and sounds, enables a wide range of innovations in support of various social and economic goals. Applications of generative IA in psychology can help diagnose mental disorders, design more effective therapies, and support the development of more efficient psychological aids. Meanwhile, in the context of sustainable development, generative IA has the potential to optimize resource utilization, design innovative solutions to environmental problems, and facilitate better urban planning and natural resource management (Goodfellow, I., et al. 2014).

However, despite its enormous potential, the application of generative IA in psychology and sustainable development also faces several challenges. Some of these are related to ethical issues, data security, and influence on human work. In psychology, for example, the use of IA to diagnose or provide therapy raises questions about accuracy, reliability, and whether this technology can replace the human interaction that is needed in the psychological healing process. In sustainable development, the use of IA to optimize urban planning or environmental management can be risky if IA models are not trained with sufficiently representative data or if there are biases in the algorithms used (Goodfellow, I., et al. 2014).

In the context of mental health, Generative AI has the potential to provide support through AI-based therapeutic applications that can help individuals overcome anxiety, depression, or stress. Generative AI in Education serves as an adaptive learning tool, providing personalized learning experiences to meet the unique needs of each individual). In the field of gender equality, Generative AI can be used to address inequalities by creating content that promotes inclusivity and reduces gender stereotypes in various media (Radford, A., et al. 2021).

Previous research on Generative AI and Sustainable Development, particularly in the context of psychology applications, challenges, and innovations, is a relatively new but increasingly important topic as artificial intelligence (AI) technology advances and global awareness of the need to achieve sustainable development. Research conducted by Luciano Floridi about (2019) the results emphasize the importance of data management, algorithm bias, and the social impact of technology. This phenomenon leads to an understanding of generative AI that is applied ethically in supporting sustainable development.

McAllister's (2020) research involves using AI algorithms to design energy-efficient and environmentally friendly structures, which can support sustainable development goals. Timothy McAllister's research provides invaluable insights into how generative AI can accelerate the transition to more sustainable design by optimizing resource use, reducing waste, and creating greener buildings. The use of AI in sustainable design paves the way for innovations in urban planning and architecture that prioritize not only aesthetics and functionality, but also long-term environmental sustainability. However, challenges such as the integration of these technologies into industry practices and awareness of the importance of sustainability remain to be addressed to achieve maximum impact.

The research focuses on understanding the use of generative AI and utilizing generative AI in an ethical, innovative and sustainable manner. Although the research as a whole focuses on generative AI that is applied sustainably, each has a different focus. Luciano Floridi's understanding of generative AI focuses on AI ethics, while McAllister's is about understanding AI in sustainable design such as Increased Energy and Resource Efficiency, Generative Design for More Environmentally Friendly Structures.

Research on generative AI in the context of sustainable development, with a focus on psychological applications, challenges, and innovations, offers a novel approach to integrating

artificial intelligence technology with social and environmental sustainability efforts. This research offers several novelty, namely 1). This research proposes the application of generative AI to support mental health in the context of sustainable development. 2) Generative AI can be used to create interactive content that can help increase environmental awareness through a psychological approach. 3) This research proposes the application of generative AI to support education and gender equality.

The main objective of this research is to identify and analyze previous research related to generative AI and sustainable development, as well as how psychology applications can be used in this context, identify the challenges, and discover innovations that arise from the use of AI in this field. The research is thus expected to make a significant contribution to the understanding of generative AI and sustainable development with psychology applications, challenges and innovations that are beneficial for improving mental health, education and gender equality.

METHODS

This research uses a qualitative method with a literature study design. Qualitative research methods with library research designs involve understanding phenomena holistically without relying on statistical procedures (Weyant, 2022). Qualitative research is descriptive, focusing on the subject's perspective through an inductive approach to analysis (Fadli, 2021). The purpose of the research is to provide a comprehensive picture and better understanding of existing findings, as well as to identify shortcomings, gaps, or areas that need further research. In this case, the research focus is on generative AI and sustainable development**,** with an emphasis on psychology applications, challenges, and innovations. The data used in this research are databases from Google Scholar, JSTOR, IEEE Xplore, SpringerLink, Scopus, and ScienceDirect.

RESULTS AND DISCUSSION

Generative AI

Generative AI is a form of AI that can independently generate new content such as text, images, audio, and video. It provides an innovative approach to content production in the metaverse and has the potential to improve the disbursement experience, reshape information generation and preservation methods, and become a new entry point for online traffic (Lv, 2023). Generative AI works by using deep neural networks to simulate Bayesian models and reveal the inverse Bayes map between parameters and data. This enables high-dimensional regression with reduced dimensionality and nonlinearity, which is equivalent to Bayesian computation. The advantage of generative AI is that it is density-free and avoids the need for Markov chain monte carlo (MCMC) simulation of the posterior. Deep quantile neural networks are proposed as a general framework for inference and decision making (Polson & Sokolov, 2023). Generative AI is a type of artificial intelligence that focuses on creating new content that resembles previously learned data. Unlike traditional artificial intelligence that works to classify or process data, generative AI is capable of generating text, images, sounds, music, and even videos that have similar characteristics to the training data. It uses various deep learning models such as Generative Adversarial Networks (GANs), Variational Autoencoders (VAEs), and transformer models (such as GPT) (Goodfellow, I., et al. 2014).

Generative AI can also be defined as a branch of artificial intelligence that can generate new data that is very similar to the training data used to train it. This technology enables the creation of new content or solutions that can be used for various purposes, including design development, planning, and optimization in sustainable development. Through algorithms such as Generative Adversarial Networks (GANs), Variational Autoencoders (VAEs), and Recurrent Neural Networks (RNNs). In the context of sustainable development, generative AI can have many relevant applications, including (Goodfellow, 2014). Some of the methods used in generative AI:

1. Generative Adversarial Networks (GANs), one of the most popular generative AI methods. GANs consist of two competing artificial neural networks: generator and discriminator**.** The generator is responsible for creating new data (e.g. images, text, or sounds), while the

discriminator is responsible for evaluating whether the data produced by the generator is similar to the original data or not (Goodfellow, 2014).

2. Variational Autoencoders (VAEs), a type of neural network used in generative learning, focus on recognizing probabilistic distributions from existing data. A VAE consists of two main parts: encoder and decoder. The encoder transforms the input data into a latent space, while the decoder is in charge of generating new data similar to the original training data based on the learned probabilistic distribution. VAE is often used in generating images, videos, and other sequential data with more control over the distribution to be generated, allowing for a wider exploration of the data space (Kingma, D. P., & Welling, M. 2014).

Generative AI Model

There are several generative AI models that we can recognize, including:

1. GPT-3 (Generative Pre-trained Transformer 3), GPT-3 is a large language model developed by OpenAI. It is the third version of the Generative Pre-trained Transformer (GPT) which uses transformer techniques to process and generate text. GPT-3 was trained on a large amount of text data from the internet and has 175 billion parameters, making it one of the largest models in existence at the time of its release. The model is very powerful in understanding and generating text that is coherent, contextual, and relevant to the given input, which makes it usable for various applications such as automatic writing, code generation, AI-based conversations, and others (Brown, T. B, 2020).
2. GPT-4 (Generative Pre-trained Transformer 4), GPT-4 is the successor to GPT-3 which is the largest and more advanced language model, with better processing capabilities in terms of context and deeper understanding. Introduced in 2023, GPT-4 has multimodal capabilities, which means it can process text and images as input, and produce output in the form of text, images, or both. While there is no exact information on the number of parameters of GPT-4, the model is expected to have more parameters than GPT-3, which enables its ability to provide more accurate, creative, and contextualized answers (OpenAI .2023)
3. DALL-E. DALL-E is an AI model also developed by OpenAI, designed to generate images from text descriptions. By combining concepts from GPT and other generative models, DALL-E can create unique and realistic images based on the given text input, even for objects that never existed before or unusual combinations of objects. The model is based on transformers and trained using a large amount of image and text data (Ramesh, 2021).

Overview of the Sustainable Development Goals (SDGs).

The United Nations (UN) introduced 17 Sustainable Development Goals (SDGs) to address global challenges such as poverty, health, education and gender equality. Based on the WHO 2020 report, more than 1 billion people suffer from some form of mental health problems worldwide (WHO 2020). The World Economic Forum notes that global gender equality will take 135 years to achieve (World Economic Forum 2021).

The Indonesian Ministry of Health reports that with a population of 270, Indonesia lacks adequate mental health resources. The Ministry of Health reports that only 2% of patients receive professional treatment (Indonesian Ministry of Health 2020). According to the vulnerability to stress model (Zubin & Spring 1977), social stressors such as economic hardship and natural disasters identify and intervene with high-risk individuals. A 2021 UNESCO report highlighted that more than 263 million children do not have access to basic education (UNESCO 2021).

AI systems can recognize emotions through voice, text, and facial expression analysis. According to research on affective computing, AI has achieved more than 85% accuracy in emotion recognition (Picard 2019). Woebot, an AI chatbot, assesses users' mental health through dialogue and offers real-time support based on cognitive behavioral therapy (CBT). Clinical trials showed a 70% improvement in users' emotional state (Fitzpatrick et al).

The Lancet Psychiatry 2021 report highlights a 30% increase in mental health problems during the COVID-19 pandemic, with AI playing a crucial role in addressing resource gaps (The Lancet

Psychiatry 2021). Platforms such as BetterHelp and Talkspace are using AI to provide remote mental health services, for example. Talkspace reported a 75% improvement in users' emotional well-being (Talkspace 2020). AI in US Europe, Platforms like Ginger.io use generative AI to help patients with anxiety and depression manage their emotions. Ginger.io reports a 35% reduction in anxiety symptoms (Ginger.io 2019). According to a 2020 WHO report, 264 million people suffer from anxiety disorders worldwide, and AI shows significant potential in mental health diagnosis and treatment (WHO 2020).

In 2021, approximately 4.9 billion people worldwide use social media, offering an enormous data source for AI-based sentiment analysis (We Are Social & Hootsuite 2021). For example, Facebook used AI to analyze user posts to detect suicide risk, helping to prevent thousands of potential suicides in 2020 (Facebook 2020). AI is applied in mental health early warning systems. For example, the Dutch Suicide Prevention Hotline used AI to analyze conversation data and reduced the suicide rate by 25% (Dutch Suicide Prevention Hotline 2019). AI-based systems are rooted in stress theory (Lazarus & Folkman 1984), which states that long-term stress increases mental health risks. The Crisis Text Line example uses AI to analyze messages and identify high-risk individuals, with an accuracy rate exceeding 85% in detecting suicide risk (Crisis Text Line 2020). The AI identifies suicide risk by applying the stress vulnerability model (Zubin & Spring 1977), which suggests that individuals under high stress are more prone to suicidal tendencies. According to The Lancet Psychiatry 2020 report, the recurrence rates of depression and anxiety reached 40% and 30% respectively, highlighting the need for continuous monitoring (The Lancet Psychiatry 2020). Mindstrong Health uses AI to monitor mental health through smartphone data, reducing depression symptoms by 30% (Mindstrong Health 2019).

Applications of Generative AI in Mental Health

Global data shows that only 20% of people with mental disorders receive adequate care, with lower rates in developing countries (WHO 2018). India has started using AI for remote mental health diagnosis, helping more than 100,000 people access mental health care (Indian Ministry of Health 2020). AI's reliance on large data sets raises concerns about data privacy and security. According to a Nature report, 60% of respondents were concerned about misuse of mental health data (Nature 2020). AI systems can show bias based on training data, leading to unfair diagnoses, especially for minority groups (Obermeyer et al. 2019).

Application of Generative AI in education

Generative AI technology can create personalized learning experiences based on student learning data. A 2020 study from the Journal of Educational Technology Research and Development reported a 30% improvement in student learning outcomes when using AI for personalized learning (Journal of Educational Technology Research and Development 2020). Knewton, an adaptive learning platform, dynamically adjusts instructional content using generative AI, which significantly improves student learning efficiency (Knewton 2019). According to UNESCO data in 2021, approximately 263 million children do not have access to basic education, especially in remote and developing countries (UNESCO 2021). Online education platforms like Khan Academy leverage generative AI to customize learning content for each student, expanding access to quality education for students outside the traditional system (Khan Academy 2020).

AI Applications in Gender Equality

AI can detect gender bias through language and behavior analysis. A 2020 Harvard Business Review study highlights the role of AI in identifying implicit gender bias in hiring and promotion practices (Harvard Business Review 2020). IBM's Watson technology has been applied to diversity programs, helping organizations create more inclusive environments and reduce gender bias by 30% (IBM 2020). AI technology is being widely used to support the LGBTQ+ rights movement, identifying and countering hate speech and discrimination online. According to GLAAD, AI systems can automatically detect and flag over 80% of anti-LGBTQ+ comments (GLAAD 2020). GLAAD, in collaboration with AI companies, has developed automated tools to detect hate speech

online, protecting the LGBTQ+ community from cyber bullying (GLAAD 2020). AI technology can provide personalized gender diversity education, helping students understand gender diversity and challenge stereotypes. A 2020 report from EdTech Startups showed that AI-based gender education programs increased students' understanding of gender diversity by 40% (EdTech Startups 2020). EdTech companies are using generative AI to design gender diversity education programs that promote inclusion (EdTech Startups2020).

AI technology will increasingly be applied in mental health diagnosis, suicide prevention, and long-term health monitoring. A 2021 study predicts that the global mental health market will reach $50 billion in the next decade (Grand View Research 2021). As AI advances, more and more psychological theories, such as emotion regulation theory (Gross 1998), will be integrated into AI models to provide more precise, personalized mental health interventions.

Challenges and Limitations of AI in Mental Health

Ethical Challenges, Data privacy and algorithmic bias remain key challenges in applying AI for mental health. A Nature report found that 60% of users are concerned about data privacy when using AI for mental health (Nature 2020). Mental health ethics emphasize respecting individual privacy and safeguarding personal data. Future applications of AI will require stricter regulations to address these challenges (APA Code of Ethics 2017). Generative AI can help students improve social-emotional learning (SEL). A 2020 study found that SEL programs improved students' academic performance and behavior (Durlak et al. 2020). Platforms like Happify use AI-powered games to help students improve self-regulation and social skills (Happify 2020). According to a 2020 Lancet report, 10% of children worldwide suffer from mental health problems. AI can facilitate emotional expression through interactive games and tools (The Lancet 2020). Woebot Kids, an AI-assisted platform, has supported more than 1 million children in managing their emotions and overcoming mental health issues (Woebot Kids 2021).

Challenges in cross-cultural applications, AI applications in mental health face challenges due to language and cultural differences. A study in 2020 found that emotion expression and language patterns across cultures affect the diagnostic accuracy of AI (Smith et al. 2020). Cultural psychology theories emphasize the role of culture in shaping emotions and behaviors. AI systems need to adapt different psychological models to improve accuracy across cultures (Markus & Kitayama 1991). AI-assisted Cognitive Behavioral Therapy (CBT) has shown significant effectiveness. A 2020 study revealed that AI-assisted CBT improved anxiety treatment outcomes by 20% (CBT Research 2020). The AI system simulates the core process of CBT (Beck 1976), helping patients restructure cognitive patterns and improve emotion regulation. The importance of early detection, the WHO 2020 report emphasizes that early detection and intervention are critical to managing mental health. AI can analyze individual data to detect mental health problems early (WHO 2020). AI diagnostic tools such as Ginger.io and Mindstrong have helped more than 5 million people identify mental health risks early (Mindstrong 2019). With the growth of global internet access and AI technology, remote mental health care will become more common. A 2020 report predicts that the remote mental health market will reach $10 billion by 2025 (Telemedicine 2020 Report). Remote mental health services are supported by the online therapy model, which provides a theoretical foundation for telehealth in underserved areas (Andersson 2016).

Challenging diagnostic bias, AI systems can reflect biases in mental health diagnoses, especially for minority groups. Obermeyer's research showed that AI had higher error rates when analyzing data from women and people of color (Obermeyer et al. 2019). Psychology emphasizes fairness in diagnosis and treatment. Future AI systems will require more diverse data sets to reduce diagnostic bias (APA Code of Ethics 2017). AI-assisted mental health professionals: AI helps professionals by automating data analysis, creating reports, and performing early diagnosis. A 2021 study showed that AI can reduce the workload of mental health professionals and increase efficiency (Mental Health AI Report 2021). AI's role in reducing professionals' workload aligns with job strain theory (Karasek 1979), helping mental health professionals reduce stress and improve performance.

CONCLUSIONS

Generative AI is a form of artificial intelligence that is capable of independently generating new content such as text, images, audio, and video. There are several generative AI models that we can recognize, namely GPT-3, GPT-4o and DALL-E. Overall, generative AI provides great potential in facilitating various sectors, including digital content creation in the virtual world and applications in sustainable development, through innovations that can improve user experience, accelerate information generation, and optimize technology-based solutions.

The Sustainable Development Goals (SDGs) introduced by the United Nations (UN) cover a range of crucial global challenges, such as poverty, health, education and gender equality. Mental health issues are a major concern, with more than 1 billion people experiencing mental health disorders worldwide, as reported by the WHO in 2020. In Indonesia, only 2% of patients receive professional treatment, indicating a huge gap in mental health services. In addition, gender equality also faces major obstacles, with the 2021 World Economic Forum predicting that global gender equality will be achieved within 135 years. AI plays an important role in overcoming these challenges, with its ability to analyze emotions through voice, text, and facial expressions, with over 85% accuracy.

Applications of generative AI show significant potential in areas such as mental health, education, and gender equality. In mental health, AI is helping to improve access to care with remote diagnosis, although there are concerns regarding data privacy and security, as well as potential biases that could affect diagnosis. In education, AI can customize learning experiences for students, improving learning outcomes by up to 30% and expanding access to quality education, especially for those living in remote areas. In gender equality, AI can detect and reduce gender bias in hiring and promotion, and fight discrimination against the LGBTQ+ community. It also helps in gender diversity education, improving students' understanding of diversity and inclusion. While AI applications promise various advancements, challenges such as data privacy, bias, and potential misuse still need to be addressed to ensure its fair and beneficial use.

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