DATA PRIVACY RISKS AND AI – A BIBLIOMETRIC ANALYSIS OF FIVE FORMS OF AI FROM A CONSUMER PERSPECTIVE

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Abstract
Privacy has become one of the central concerns in the relationship between consumers and artificial intelligence, yet the notion of artificial intelligence covers technologies that differ considerably in the way they handle personal data. This paper examines how the academic literature connects five forms of artificial intelligence, namely artificial intelligence in the broad sense, service robots, chatbots, virtual assistants and generative artificial intelligence, with privacy risks. The academic literature on each of these technologies was identified through separate searches in the Web of Science database, combining the terms privacy risks and consumer with the corresponding technology, and subsequently analyzed using VOSviewer to identify the most frequently associated terms and the main themes emerging from the literature. The results indicate a substantial increase in research interest over recent years, together with growing attention to the privacy implications of generative artificial intelligence in particular. Across the five categories, the associated terms consistently gather around trust, acceptance, technology adoption and data confidentiality, while the specific privacy risks differ from one technology to another. These findings support the treatment of each form of artificial intelligence separately when studying consumer privacy concerns and offer a conceptual basis for future research on consumer attitudes towards artificial intelligence.

Keywords
Artificial intelligence, privacy risks, consumers, robots, chatbots, virtual assistants, generative artificial intelligence.

JEL Classification
M10, M15, M30

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