



The Dark Side of AI Personalization: When Algorithms Know You Better Than You Do

The system shaping your thoughts, choices and identity—often without you realizing it

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Introduction

AI personalization is when **Artificial Intelligence** is used to make things for you. This means that messages, products and services are tailored to users like you. Artificial Intelligence tools do this by looking at data and learning from what you do. This makes your experience better. Makes you want to engage more with things.

For Example, you see news, you read something that make you worry, or you see some products that you were just thinking about to buying or purchasing. Then you see everything related to your interest; it is not a coincidence. Actually, **AI recommendation** system is working here. It shows you your interest-related things that forced you to buy or take some action according to them.

Behind every app, there is an **algorithm** that is quietly learning who you are and what will happen next. The algorithm is actually getting trained from the data that you provide, and also give you a response from the data on which they are trained, so it's very important that the data is accurate and reliable for a better response and get acknowledged, and can work exactly like a human.

"When algorithms learn your habits, your attention becomes their products."

How AI Personalization works

. It used different algorithm, machine learning, NLP (Natural Language Processing), and generative AI. It works with the collection of large amount of data. Data is all about you what you do, what you like and many other things like data. Actually this algorithm design in a way that they know about your interest so they provide things to you according, to your interest.

They collect your data from different sources, like when you log in or sign up to account, they save your information for later use, and also focus on your searches in your devices. The goal is to keep you engaged. By making you feel something strong.

The Problem is that models are not always fair. They learn from data, not from the situations just work on the given data, and the data has biases about things like race or gender. The **Artificial Intelligence** will pick up on those biases. This can cause problems. Data is collected from activity you perform, like what you search, where and how you use internet, what you buy and what u are interested in and what you say to the device, and how you use etc.



AI personalization needs a lot of data. This means it has to follow rules like **GDPR** and **CCPA**. Following these rules is necessary. It requires being careful with data and getting your consent. That's why we should be careful with the activities that we perform. This creates a version of you based on what you do not say.



Figure 1: AI-Based Personalization | Source: AI-generated image.

How Personalization Affects You

AI personalization can affect people and organizations completely in every aspect's like it means it can change preferences according to your activity like can change the recommendation, ads, and content according to your interests. It actually affect in you in both positive and negative ways because sometimes it's good to see a relevant response, but sometimes you want to change them.

AI personalization have some **effects** that's make this more useful and familiar like once people search something or perform something , AI saved the user activity and then show according to their interest , it also make people familiar with them like when people see recommendation according to their choice or interest they become more engage with the platform and it make them feels that it really understand them , it also good for the businesses like only the people who will the real buyer can see the sales and it will effect both the customer and the business which leads to the customer satisfaction , another major effect of AI personalization is with the use of chatbots user can get the fastest reply which helps to gain the user trust , it can also improve the learning and the productivity of the student by providing and helping them in every field and also give response according to their caliber and intelligence .

As we know that there are lots of effects of the AI personalization but as well as their, are also a **negative** effects and some are: the main and most common concern is privacy, many people are not fully comfortable to completely reply on the AI like some people not comfortable to enable the location, to send the pictures to the



AI and also with the activity that they perform should be saved. Sometimes people don't want to see the same kind of content; they want to see new opinions, explore new things, but the AI personalization forces them to see things according to their previous activity or data, so this can irritate the user. Sometimes the content and the response can affect the user's behavior, emotions, and their decisions, which is so alarming because this can lead to serious issues.

What's Next?

AI personalization is for the better experience of the user and to influence the user. Today, it has become more powerful and performs better than before, and it basically knows you better than you know about yourself, with your activity and data you provide to the AI. The problem here is only whether are you okay with it. That AI knows you better because the big question here is only this.

About the Author

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