

**Title:**

# AI and the Collective Unconscious: Tapping into Shared Intelligence

**Abstract:**

*This work investigates the correlation between Carl Jung's concept of the collective unconscious and modern artificial intelligence (AI) systems. According to Jungian psychology, the collective unconscious is perceived as a pool of shared human archetypes and experiences that transcend individual consciousness. Comparably, enormous reservoirs of information from various sources are accumulated in AI models in a variety of forms. We explore how AI technologies could possibly mirror Jung's theory by processing collective knowledge and forming distributed representations of the world. We also discuss the interrelation between neural networks, swarm intelligence, and the transmission of cultural knowledge in AI, arguing that the evolution of AI systems may contribute to deeper understanding of human cognition and culture. Ultimately, this study suggests that AI is more than just a tool for processing information, but also a mirror of humanity's shared unconscious processes, making significant contribution in understanding the interplay between collective intelligence and individual agency.*

**Author bios:**

Dr. Dr. Barbara Gabriella Renzi is a psychologist, philosopher, researcher, and academic. With over 20 years of interdisciplinary experience, she has contributed extensively to mental health, decision-making psychology, epistemology and leadership development. Holding PhDs in Culture, Education, Communication (Roma Tre University) and Philosophy and Cognitive Sciences (Queen's University Belfast), she combines psychological theory with practical applications in therapy and corporate settings. Barbara has lectured at a variety of institutions, including BSBI, Freud University, and Macromedia University, and has worked as a psychologist and therapist for organizations across Europe. She is a prolific author, with numerous peer-reviewed publications and books covering psychology, philosophy, and social

sciences. Her expertise spans cognitive behavioural therapy (CBT), psychological resilience, and cross-cultural counselling. Barbara is a registered psychologist in Italy and a member of the British Association for Counselling & Psychotherapy, and continues to shape the fields of psychology and education through research, teaching, and public engagement.

Sahar Shekaliu is a lecturer at BSBI. She obtained her undergraduate degree in Communication and Media Management from University of South Australia. She received her first Master degree in Media Studies with focus on Social Media from University of Malaya and her second Master degree in Sustainability with focus on Circular Economy from University of Kiel, Germany. She started her teaching career as volunteer teacher and school coordinator of UNHCR and later she worked as a Business English trainer for many years. After Master graduation, she took on different roles such as Marketing Executive of London Speaker Bureau and Sustainability Manager in Germany. Her areas of expertise include Circular Economy, Corporate Sustainability, Communication and Social Media. She is presently pursuing a Doctor of Philosophy (PhD) in Sustainable Management.

Dr. Giulio Napolitano is an academic and computer science professional, with an extensive background in artificial intelligence and natural language processing, medical and biomedical informatics, and life sciences. A native of Italy, where he completed his initial education in Philosophy and Mathematical Logic, Giulio continued his professional and academic careers in Belfast, UK, where he completed degrees in Physics, Bioinformatics and Applied Mathematics with Machine Learning. He then researched at the Bonn University Hospital and lead research groups at the IAIS institute of Fraunhofer Gesellschaft, the largest applied research organisation in Europe. He eventually settled in Berlin, where he led an AI team at a multinational rare disease diagnostics company and is now lecturing in AI and robotics subject at BSBI. An interdisciplinary researcher and author, he received an Excellence in Innovation Award and an Innovation in Oncology Award and was the recipient or contributed to the award of a total of around 2M€ in research and industry funding.