

AI ETHICS, DEBATES AND VIEWS ON THE USE OF ARTIFICIAL INTELLIGENCE IN THE CONTEXT OF ETHICS AND MORALITY

Ahmad Fadhil¹, Fitri Cahyana Lusia², Sofia Lestari Siregar³, Susi Susanti⁴, Yelti Nurma Yenti⁵

¹²³⁴⁵UIN Sjech M. Djamil Djambek Bukittinggi, adbiilltipi@gmail.com

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Abstract

Artificial intelligence (AI) is an experiment on the intelligence of people who are created on machines and programmed to act like ordinary people. As we all know, the development of AI technology is increasingly rapid every day. The introduction of AI in various fields of real life has many positive impacts. However, this development must continue to be accompanied by the ideal application of AI ethics to ensure that existing technology does not exceed reasonable limits in the future and does not cause negative impacts on society. It should be noted that AI Ethics is a field that studies how to develop and use artificial intelligence in a way that is fair, accountable, transparent, and respects human values. Therefore, debates and views arise regarding the use of AI within the scope of existing ethics and morality. This article aims to find out the form of debate and views regarding the use of AI in the context of ethics and morality. The author will create an article by implementing the literature study method, namely collecting data by finding sources from articles, books and other references related to the topic. this discussion.

Keywords: Artificial intelligence, AI Ethics, Ethics and Morality

1. Introduction

Do you know about artificial intelligence technology or the cool term AI (Artificial Intelligence) which is currently popular and is applied in many aspects? Artificial intelligence is also found in your living environment, for example in virtual assistants such as Google and Siri. Artificial intelligence is not a new thing, but improvements continue to attract attention (Bartneck et al., 2021). Apart from helping humans, many science fiction films about artificial intelligence can support the development of artificial intelligence. The goal is to increase public interest in artificial intelligence. You also understand that AI is not a virtual assistant like Jarvis in Iron Man, and does not always take the form of a robot. But artificial intelligence is broader and can be applied in many ways, highlighting the intelligence of machines that react like humans. Almost all modern computers and technical devices are now equipped with artificial intelligence. As mentioned before, by using a smartphone, you can experience artificial intelligence in the virtual assistant Google or Siri. The assumption is that AI will expand and become smarter, and this cannot be avoided.



AI ethics can be understood as a set of guidelines, values, and unwritten rules that can guide the development and performance of AI technology itself. Values are the fundamental basis for assessing whether the development and use of AI is moving in the right or wrong direction. As living creatures, humans naturally have many shortcomings. Technology aims to make many things easier so that human tasks can be carried out more optimally.

However, if the technology used is beyond human ability to learn, an evaluation needs to be carried out. AI will always utilize big data as a place of "life" and "learning". Therefore, from an ethical point of view, humans must be able to maintain control over these activities so that this technology, which can be developed independently, remains under control. The purpose of writing this article is to examine the views and opinions of the public regarding the use of AI in the context of ethics and morality.

AI's capabilities are shaped by the data it is trained on. This data may include historical information, codes of ethics, and other elements that may reflect societal biases or prejudices. If such biases exist, AI can replicate or even amplify those biases in its output. Therefore, prioritizing ethical considerations in AI development is critical. Let's consider the use of AI in analyzing patient data. By identifying patterns, AI can generate valuable insights that help healthcare professionals. This can significantly improve review time and accuracy, resulting in faster diagnoses, more effective treatment plans, and, ultimately, better patient outcomes with reduced stress.

2. Method

The method used in writing this article uses literature study. Literature study is a data collection technique by examining books, literature, notes and various reports related to the problem you want to solve. (Fisher & Kennedy, 2017) The literature study is taken from various literature relevant to AI ethical issues, debates and views on the use of AI. Data collection was carried out by studying literature from journals, articles and literature books that were relevant to the problems discussed.

3. Results and Discussion.

3.1. Deepening Artificial Intelligence (AI)

Artificial intelligence (AI) is an experiment where a person's brain is transformed into a machine and made to act like a living person. According to McLeod and Shell, artificial intelligence is the activity of giving machines, such as PCs, the ability to perform actions that are considered intelligent, as if they were performed by a person. More specifically, AI is a PC system that can carry out tasks that usually require human strength or intelligence.

AI itself is a technology that is the same as humans, requiring data as knowledge. For AI to become smarter, it needs experience and data. The main points in AI performance are learning, inference, and self-correction. AI must study to expand its knowledge. AI learning may not be

under people's control; AI demands knowledge about itself from AI expertise when people use it. The cool thing about artificial intelligence is that it is capable of self-correcting and self-correcting. If you often hear the saying "If you can't win, at least you can't lose", AI sounds very scary. Artificial intelligence is designed to learn from mistakes and continually improve.

If you don't know about AI performance, take a look at AlphaGo's implementation. First introduced, 100,000 Go game data was provided for research. AlphaGo then plays Go with you, improving your playing style with each loss, and the game's performance is replayed many times. An example of AI's superiority over real people is that AlphaGo's AI allows people to play one game at the same time. AI can now simulate multiple games simultaneously. So the process of trial and error and implementation can go beyond real people. This was seen in 2016 when AlphaGo competed against the World Go Champion and was able to emerge victorious.

3.2. Ethics in Artificial Intelligence (AI) Development

Ethics and morality are human behavior that is regulated by a set of applicable principles and regulations, such as an understanding of right and wrong, right and wrong, what a person can and cannot do. Morality is about understanding what is good and what is not. Ethics itself, on the other hand, is about people acting in accordance with their morality. Ethics is also defined as a moral philosophy that regulates how people should behave.

There are three principles that guide AI development today. This principle applies to the research process of AI technology, its development, and related experiments. The three are as follows.

a. Respect for others.

This principle aims to protect the autonomy of society, especially social groups whose autonomy is limited by AI developments. Restrictions on this autonomy can be caused by certain circumstances such as illness, mental disorders, age restrictions, and so on. At the heart of this principle is the concept of consent. This means everyone needs to fully understand the benefits and risks associated with using this technology. A person can choose to participate in or withdraw from the research or experiment being conducted.

b. Beneficence

This principle is based on health protection values where doctors promise to "do no harm" or do no harm. Because AI development should ideally always aim for the common good, this principle is very useful in overcoming the threat of bias caused by existing differences such as race, gender, and political attitudes.

c. Justice

This principle is applied to address issues such as justice and equality. There are at least five main channels for sharing the burdens and benefits of this development. These are equality, individual needs, individual effort, social contribution, and achievement.

Meanwhile, the article (Rahman et al., 2022) reveals six ethical principles as core in the development and implementation of AI-powered solutions.

a. Privacy and security

As with other cloud technologies, AI systems must comply with privacy laws governing data collection, use, and storage, and ensure that personal information used complies with privacy standards and is protected from misuse or theft.

b. Transparency

As AI increasingly impacts everyone's lives, it must be provided contextual information about how AI systems operate so that people can understand how decisions are made and more easily identify potential biases, errors, and undesirable outcomes.

c. equality,

When AI systems make decisions about medical care or employment, they should make the same recommendations to all people with similar symptoms or qualifications. To ensure this principle of fairness, it must be understood how bias can affect AI systems.

d. Reliability

AI systems must be designed to operate within clear parameters and undergo rigorous testing to ensure that they respond safely in unexpected situations, and do not evolve in ways that do not meet expectations.

e. inclusive,

AI findings maximize accommodating a variety of overcoming obstacles as well as human expertise through inclusive design practices to be able to anticipate potential obstacles in the external product and environment that may inadvertently exclude humans.

f. Accountability

Those who design and install AI systems must take responsibility for how those systems function.

In general, the benefits obtained from the application of these ethics, both in experiments and in practical application as a solution, are:

- a. Always maintain control over existing AI developments and activities
- b. Get AI technology that is completely focused on solving problems rather than adding new ones
- c. AI powered
- d. Development and implementation of AI that facilitates many human tasks in various systems
- e. AI can always be held liable under applicable law
- f. Strict regulations are in place to prevent abuse for unilateral gain

3.3. Benefits and Ethical Risks of AI

Benefit in this AI ethic is to determine high accuracy for repetitive tasks, lower operating costs, reduce processing errors compared to standards, monitor processes almost instantly for quality assurance, and reduce cycles from product design to sales, achieving faster ROI. Within sales and marketing, personalization of products and services is increasing, identifying user behavior patterns, and quickly generating text and images for promotions. With the condition of human resources, saving work time because machine learning algorithms can automate tasks, complete tasks accuracy, and foster creativity and innovation. In management and business, this contributes to the improvement of decision-making processes, to the innovation of business models, and to the attraction of talent from anywhere in the world. These benefits aim not only to replace physical work with AI algorithms but also enable closer contact with customers and

understand their preferences thereby offering value at lower costs. AI improves productivity and performance of all activities, ensuring a company's competitive advantage in the market.

Although AI offers tremendous potential for solving complex problems, its development and use raise ethical considerations. These concerns can be broadly categorized into short-term and long-term risks. Are as follows:

a. Short-Term AI Ethical Risks

1) Biased

To ensure AI models are fair and unbiased, training data must be representative of the entire population the model will be used on, with particular attention to minority groups. If training data does not accurately reflect marginalized communities, AI systems can produce biased output, further widening gaps in training results. oy Buolamwini, Artist-in-Chief and President of The Algorithmic Justice League experienced one such incident of a biased facial recognition system when he ran his profile picture through an online demo: "Some people didn't detect my face like the white mask failed. And then other people who detect my face, they label me as male even though I'm not. That's when I said, yeah, maybe there's something to explore here regarding the gender aspect and looking at gender and skin type. With the rapid integration of AI into business processes, especially processes that drive high-impact decision making, unchecked bias can lead to the denial of service and assistance to those in need. For example, one of the AI systems reportedly rejecting health insurance claims for seniors.

2) Data security & privacy risks

Biased input training data is just one of the many data challenges AI systems face. Another important concern arises when training data includes sensitive information such as PII, health records, or financial details. A breach could expose this sensitive data, potentially leading to identity theft, financial fraud, and other malicious uses. Additionally, malicious actors can cause malicious data input attacks to manipulate the responses of AI systems.

3) Misinformation & disinformation

While long-standing data issues such as misrepresentation and privacy still exist, the emergence of generative AI applications has raised new concerns, particularly regarding misinformation and disinformation. The novelty of Generative AI in generating human-like output has surprised everyone. However, these unmatched text generation capabilities, if used with malicious intent, can proliferate false content on a large scale and amplify misinformation.

b. Long-Term AI Ethical Risks

1) Job transfer

One of the core benefits of AI is that it brings efficiency by improving processes through automation. However, the harsh reality of automation is causing job losses, especially those involving low-skill, repetitive, or routine work, such as customer service and administrative support. Worse yet, marginalized or vulnerable groups whose jobs are threatened often do not have sufficient resources and access to opportunities to upgrade or enhance their skills in a timely manner for new roles. While advances in AI have created new jobs, the end result is significant job displacement driven by the automated benefits of AI.

2) Erosion of privacy & human autonomy

AI-powered facial and audio systems can analyze incoming feeds from surveillance devices to identify and track individuals in real time. However, such mass monitoring is often carried out without consent, raising concerns about reduced privacy. Additionally, such predictive policing capabilities, when used to detect crime, can perpetuate and reinforce existing social biases resulting from over-policing of minority groups. Although the EU's AI law violates the use of facial recognition algorithms, it may not be enforced in less democratic countries, raising broad ethical and human rights issues.

3) Debate on the Ethical Use of Artificial Intelligence (AI) in the World of Education

Artificial intelligence (AI) is a technology that plays a big role in our environment. It has the potential to transform many everyday areas, including education, where it facilitates personalized and adaptive learning (helping educators to assess and monitor students, as well as design more flexible learning plans) and offers learning support tools to students. However, the application of these tools in education raises certain challenges and debates, such as concerns regarding data privacy, misguided trust in the results provided by these tools, lack of critical thinking and empathy, and even the need to ensure equity and inclusion in access to this technology for all students, regardless of their origin and location (Yuguero et al., 2019)

Among other more obvious uses, artificial intelligence allows users to input large portions of data very quickly and extract conclusions, patterns, and results from that data. This makes it easier to analyze student data, including their academic records and assessment results, and leverage this information to make personalized recommendations about the subjects they need to strengthen or the activities they find most effective for learning. In the same way, such analysis makes it possible to determine the learning pace and behavior of students, including their learning patterns and preferences, and thus develop proposals for materials and resources that meet their individual needs, all in an effort to personalize the educational experience. . So, once materials and proposals are reviewed by educators to fit their curriculum and instruction, students can proceed at their own pace, thereby improving information retention and concept understanding (Hagerty & Rubinov, 2019).

While the previous point presents positive aspects of AI resources and tools, it also opens the door to difficulties and criticism regarding their use. There are concerns that the use of AI (e.g. chatbots) in education may limit students' ability to develop critical thinking and independent problem-solving skills. If students rely too much on these tools to quickly answer questions and investigate, as well as for decision making and problem solving, they may not develop critical and creative thinking skills. While these tools may be comparable to searching for information on classic search engines, such as Google or Bing, the fact that students are given one answer (and not many places to find it) may limit the need to read, compare, and practice critical thinking on the information received. . Additionally, we should not forget that chatbots and other tools are fallible, and in many cases, they do not contain all the relevant information necessary to cover a particular topic. Sam Altman himself, CEO of OpenAI, the company behind the popular tool Chat GPT, at the end of 2022 admitted that the tool is useful as a source of inspiration, but a bad idea as a source of real, verified data.

On the other hand, it is possible to design other tools that utilize artificial intelligence to simulate complex and challenging situations that require students to use creativity and problem-solving skills to find solutions, thereby encouraging critical thinking and logical reasoning. These tools can also provide instant, personalized feedback to help students assess their understanding of course material and correct mistakes in real-time, thereby improving their ability to learn independently.

4. Conclusion

Artificial intelligence (AI) is a simulation of human intelligence compiled in a machine and designed to think like humans. According to McLeod and Shell, artificial intelligence is the performance of giving machines, such as computers, the ability to exhibit behavior that is considered intelligent, as if normal people did it. In its family, AI is a PC performance that can carry out tasks that usually require human strength or intelligence.

Ethics and morality are human behavior that is regulated by a set of applicable principles and regulations, such as an understanding of right and wrong, right and wrong, what a person can and cannot do. Morality is about understanding what is good and what is not. Ethics itself, on the other hand, is about people acting in accordance with their morality. Ethics is also defined as a moral philosophy that regulates how people should behave. Several ethical principles are important in the development and implementation of AI-powered solutions: respect for others, charity, fairness, privacy and security, transparency, fairness, trustworthiness, inclusivity, and accountability.

Benefit in this AI ethic is to determine high accuracy for repetitive tasks, lower operating costs, reduce processing errors compared to standards, monitor processes almost instantly for quality assurance, and reduce cycles from product design to sales, achieving faster ROI. And one of the risks is: Data security & privacy risks. Biased input training data is just one of the many data challenges AI systems face. Another important concern arises when training data includes sensitive information such as PII, health records, or financial details. A breach could expose this sensitive data, potentially leading to identity theft, financial fraud, and other malicious uses. The debate on the ethical use of AI in the world of education triggers pros and cons. Some say that the development of AI will make it easier for students to seek knowledge without limited references, but there are also those who say that there are many negative impacts from using AI, one of which is that students will no longer think critically and rationally in completing their assignments.

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