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ETHICS OF ARTIFICIAL INTELLIGENCE IN MODERN SOCIETY

In the modern era of science and technology, artificial intelligence (AI) is steadily emerging as a major force behind society's digital transformation. Its influence can already be seen across nearly every aspect of human life – from healthcare, education, and law to defense, the economy, and everyday activities.

However, alongside the undeniable benefits of technological progress, there arises a need for a deeper understanding of the ethical aspects of AI use. The main issues include responsibility for decisions made by autonomous systems, data protection, fairness, and avoiding bias in algorithms. All of these make the topic of AI ethics especially relevant for modern digital society. Studying it requires a comprehensive approach that combines technical, legal, and moral aspects of human–technology interaction.

In the 21st century, humanity is experiencing the fastest technological growth in history, and AI occupies a special position in this process. Its ability to analyze big data, learn, and make decisions transforms our daily lives – from medicine and transportation to economics and education. Owing to its capabilities, AI helps humans efficiently solve complex tasks that seemed impossible just a few decades ago.

Yet, the development of AI brings not only benefits but also serious ethical challenges. One of the most pressing questions is: who should be held accountable for system errors or possible harm caused by AI decisions – the developer, the user, or the state? Equally important is ensuring privacy protection, since most modern algorithms rely on the processing of massive amounts of personal data.

Another serious concern is algorithmic bias. Because AI systems are trained on data collected by humans, they may reproduce existing social stereotypes and even cause discrimination. Such cases can occur in employment, credit scoring, or judicial decision-making. Moreover, increasing automation of processes may lead to job losses, creating new challenges for education and employment systems.

To ensure the ethical use of AI, it is necessary to guarantee transparency, honesty, and accountability at every stage of its development and implementation. Developers must consider moral principles from the earliest stages of technological design, while governments should establish an effective regulatory framework for oversight and control. International cooperation also plays a key role. A notable example is the

UNESCO Recommendation on the Ethics of AI (2021), which emphasizes the importance of human rights, justice, safety, and accountability.

Examples of ethical AI applications include its use in medicine for early disease detection, in ecology for environmental monitoring, in law enforcement for analyzing court decisions, and in education for personalized learning. Conversely, unethical uses involve social media manipulation, illegal data collection, disinformation, and autonomous weapon systems.

In conclusion, the development of artificial intelligence must be based on the principles of moral responsibility, transparency, fairness, and humanity. Ethics should not be viewed merely as an addition to technology but as the foundation for its safe and just application. Only under these conditions will AI truly serve humanity, contributing to social progress rather than posing a threat to it.

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