

301. THE ETHICAL DILEMMAS OF ARTIFICIAL INTELLIGENCE

Sharubov K.A.

*Belarusian State University of Informatics and Radioelectronics
Minsk, Republic of Belarus*

Ladyjenko M.V. – Senior Lecturer

This article examines the ethical and societal implications of the ubiquitous integration of artificial intelligence into daily life. The article also analyzes how AI functions not merely as a neutral tool but as a mirror reflecting and amplifying human biases, raising critical concerns about privacy in the digital age, and presenting new threats through the malicious use of deepfake technology.

Artificial intelligence has become an important tool in our lives over the past couple of years. With each passing day, people turn to it more often, and their requests become increasingly specific. AI can solve problems, write code, help with hairstyles, simulate communication with a character/hero, act as a psychologist, analyze global trends, and generate content. This article explores the ethical issues associated with the development of artificial intelligence.

The first problem is discrimination and inequality among candidates submitting resumes to jobs where artificial intelligence initially processes them. Artificial intelligence, learned from historical records of the past, can reflect the prejudices and biases of that era. In such cases, an algorithm that was supposed to be impartial and screen people only for their skills, work experience, and company benefits can take into account gender, skin color, and physique. Judicial sentencing algorithms show a tendency to impose harsher punishments on marginalized communities. The difficulty of solving this problem is due to the fact that all calculations and decision-making processes take place in a so-called "black box", which makes it difficult to verify their correctness. Regular ethical audits, a reassessment of the approach to technological design, and filtering data on which artificial intelligence is trained are needed [1]. This issue should be viewed not as a technical shortcoming, but as an issue that affects one of the most fundamental human rights.

The modern world is characterized by the pervasive collection and analysis of information. Video surveillance is installed everywhere: workplaces, educational institutions, and public places. Personal data, such as voice, images, text messages, etc., are constantly analyzed, and users may not always be notified. Artificial intelligence is an ideal tool for analyzing the vast amount of information obtained from electronic devices. It can be used for targeted advertising, changing consumer preferences, and, in some cases, political views. It is difficult to resist this because of the very deep entrenchment of data collection in our lives. The right to privacy should be viewed as a fundamental need, not an unsustainable luxury.

Several high-profile cases raised critical questions about accountability and responsibility of AI. This question becomes even more difficult in automated systems with multiple modules that operate with minimal human intervention. Responsible AI development requires thorough testing and evaluation of all systems in all situations before deployment. Developers must consider the various challenges that may arise during operation and take measures to prevent and address them.

Artificial intelligence can generate synthetic content called "Deepfakes", which represents a distinct category of ethical problems. Such content looks believable, even though it is completely fabricated. Deepfakes can be used for blackmail, extortion, bullying, manipulation, and disinformation. The spread of such technology undermines the irrefutability of audio and video evidence, helps scammers exploit the older generation's ignorance about the possibilities of new technologies. Addressing this problem requires developing reliable countermeasures, legislative reform, and limiting the use of this technology to simulate voices, explicit imagery, and violent content.

Another ethical issue that has emerged with the development of artificial intelligence is the question of jobs. Artificial intelligence already performs a large amount of work and will perform more tasks in the future. Millions of jobs are threatened by automation. The state and companies should provide retraining courses and new jobs to workers laid off due to the widespread use of artificial intelligence [3].

In conclusion, artificial intelligence, by itself, without a person at the keyboard, is incapable of doing anything wrong and is merely a tool. Everything that artificial intelligence is currently capable of is based on the data that humans have uploaded and that it has processed. So, who is to blame for a murder: the gun, or the one who pulled the trigger?

References:

1. *The Toronto Declaration: Protecting the right to equality and non-discrimination in machine learning systems* – 2018. – URL: https://www.accessnow.org/wp-content/uploads/2018/08/The-Toronto-Declaration_ENG_08-2018.pdf (date of access: 27.03.2026).
2. *AI's Ethical Issues: Getting Around the Moral Maze* – 2023. – URL: <https://www.linkedin.com/pulse/ais-ethical-issues-getting-around-moral-maze-techcurators-ucfte/> (date of access: 26.03.2026).
3. *The ethical dilemmas of AI* – 2024. – URL: <https://annenberg.usc.edu/research/center-public-relations/usc-annenberg-relevance-report/ethical-dilemmas-ai> (date of access: 28.03.2026).