

ETHICAL AND SOCIETAL IMPLICATIONS OF ADVANCED ARTIFICIAL INTELLIGENCE (AI) ADOPTION

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Artificial Intelligence (AI), the ability of digital computers and computer-controlled robots to perform tasks associated with intelligent beings, has a history dating back to Alan Turing's pioneering work. Within recent years, AI has seen widespread applications across various industries and has transformed many aspects of our lives. The background of this study is based on the rapid growth and adoption of AI technology worldwide, while also acknowledging the several ethical, social, and practical concerns that it presents. However, as AI continues to advance, it has become evident that it brings a range of challenges and drawbacks that require careful consideration. This study aims to delve into these negative consequences associated with AI technology and raise public awareness about them. The methodology of this study involves an analysis of existing literature and research on AI-related issues. It includes a review of case studies, surveys done by experts, and opinions to gather insights into the impact of AI on job displacement, privacy, security, development costs, ethical dilemmas, and its limitations in understanding human emotions and social interactions. This study highlights the critical need for a balanced approach to the integration of AI technology into our society. While AI holds immense potential to enhance various aspects of our lives, it is essential to address and mitigate the associated challenges and drawbacks. Based on the findings of this research, can indicate several key recommendations to minimize its negative consequences. Those are, implementing responsible AI practices, enhancing data quality and diversity, promoting transparency and accountability, and establishing robust regulatory frameworks. By giving careful consideration to these ethical concerns and adopting a collaborative approach involving technology developers, policymakers, and the public, we can harness the full potential of AI while minimizing the negative consequences it may bring to society.

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