

## **ARTIFICIAL INTELLIGENCE: ETHICS AND MISINFORMATION**

### SUMMARY

There are approximately 4.66 billion internet users around the world and this number is growing rapidly as technology, both software and hardware, finds its way into all our pockets by becoming more affordable and accessible. This analysis employs the idea of digital craft, which is an encompassing term suggested for the skill and craftsmanship required to work with data and code, to explore the development of ethical technology, specifically automated programs. With this in mind, consider that newer and faster computational capabilities are allowing us to create increasingly complex automated systems. And research and development in the areas of AI and machine learning, especially projects that could lead to easily weaponizable systems of misinformation and surveillance — facial recognition, location tracking, ethnic or gendered categorization, automated weapons research, fake news generation and so forth — are not well regulated, with the conversation, understanding and regulation of ethics and AI in the context of misinformation in its nascency. Therefore this study finds it useful to understand what researchers, developers and policy makers in the area of AI think about the ethics that go into creating such powerful systems and their potential for misuse and exploitation, particularly in the arena of fake news and misinformation. The main research question is: how do researchers and or developers experience and mitigate the potential for misinformation within their AI development? with a sub question focusing on the theme of ethics and technology: how do these researchers and developers perceive the ethical landscape of AI development? This research was conducted using the qualitative methods of interviews. The main findings of this analysis are that researchers and developers experience ethical concerns both individually and institutionally during the course of their work. While they understand the need for individual awareness they do not perceive a response as an individual responsibility and more as desired collective action. The inner conflict between the individual and society, thereby its economic system of capitalism was found to be central to the discussion of AI development in the context of misinformation.

KEYWORDS: *Data, Ethics, AI, Misinformation*