HOW ARTIFICIAL INTELLIGENCE WILL DRIVE SOCIAL POLICY ACTIONS?

Roumate F.

PhD, Dr. Honoris Causa, President of the International Institute of Scientific Research

(Marrakech, Morocco)

iisr.institute@gmail.com

Abstract:

Artificial intelligence (AI) ensures alternative solutions to global issues, ranging from food security to economic development and the development of health services. However, the innovative tools bring new challenges. This paper deals with the Ethics of AI and social policy. Three points are discussed in this paper. First, AI opportunities and challenges related to social policy. The second is the importance of the ethics of AI, and the third point is the new strategies and policy actions needed to ensure social development. As concluded in this paper, optimal actions are needed since AI is strengthening the role of the transnational corporation in societies at the expense of Governments and States' roles. While companies' investments in AI are purely motivated by economic profits, States are left with the responsibility of guaranteeing social development and fundamental human rights. Rethinking public policies becomes thus an obligation rather than a choice.

Keywords: Artificial Intelligence, ethics, social policy, policy actions, strategies

Introduction

Artificial Intelligence (AI) is changing the world and its impact on social policies is unlimited. International, regional, and national strategies on ethics on AI related to social issues are an important and urgent condition to manage all the changes which characterize this new world order announced by COVID-19 and the massive use of AI. Political, legal, and financial response to these challenges depends on suitable strategies and new rules able to ensure global governance of AI and to find ways to manage the current and future challenges imposed by AI considering human and universal values and principles.

There are several key questions that could guide us:

- How is AI influencing social policy?
- What are the tangible and intangible impacts of AI on social development, in other words, what are the opportunities and risks imposed by AI on social policy?
- What is the ethics of AI?
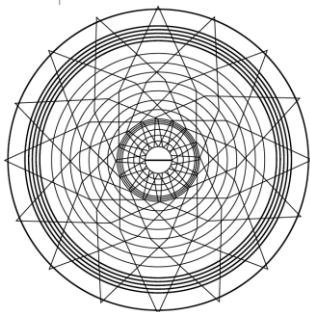
- What is the importance of ethics in AI and social policy?
- UNESCO adopted the first international instrument on ethics of AI in November 2021, what are the innovative solutions contained in this recommendation related to social policy?

In this paper, we will discuss three main points:
1. AI opportunities and challenges related to social policy.
2. The importance of Ethics of AI.
3. International mechanisms on ethics of AI.

Method

This paper addresses the ethics of AI and social policy actions through a combination of political and legal approaches. In terms of scientific analysis, there are two approaches. The first is the legal approach, in other words, new international instruments and new international initiatives on AI ethics. The Second, the political approach considering that the subject is linked to public policy considering the importance of AI governance and new strategies that could assure social development for all people. Statistics are used to explain the risk of AI and its implications on social sectors such as education, work, and health services.

1. AI impact on social sectors

AI is changing international society and societies. They are influencing all actors and sectors. These changes are significant and will be increased during the future decade. AI has a dual impact (positive and negative) on social policy. This duality is observed both in social fields and societal values.

With growing automation, digital performance, teleworking, e-learning, etc., artificial intelligence propels society towards a new era of history. According to the OECD, artificial intelligence transforms people's lives and has an impact across all sectors as it was stated by OECD (OECD, 2020 a).

Under the pretext of safeguarding health security, COVID-19 offers a valid rationale for escalating the usage of these intelligent systems to monitor and track people's whereabouts. According to Freedom House, these applications are tracking people while being used by several nations to ensure information access and track COVID-19 cases. In the same context, World Health Organization stated that "Member States are obliged under the International Health Regulations, to develop public health surveillance systems that capture critical data for their COVID-19 response, while ensuring that such systems are transparent, responsive to the concerns of communities, and do not impose unnecessary burdens, for example, infringements on privacy" (WHO, 2020, p. 1).
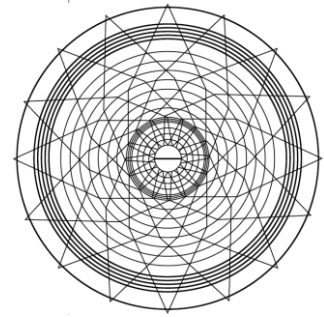
Artificial intelligence is a fundamental condition for social development and individual rights enshrined in the Universal Declaration of Human Rights, the International Covenants, the Declaration of the Right to Development, and other international human rights conventions.

In this context, we cite the Charter of Human Rights and Principles on the Internet, which includes 10 principles of human rights in cyberspace, the first one is the right to access the Internet, as it enables everyone to have access to fundamental rights of freedom of expression, equality, education, etc. The question is how developing countries can guarantee this right considered in the age of technological globalization as a prerequisite for ensuring the remaining fundamental rights of individuals, taking into account the number of individuals who has access to the Internet.

How can a country with a high illiteracy rate benefit from internet content to enjoy its basic rights? How can Arab countries benefit well from the Internet and artificial intelligence systems, taking into account poor content in Arabic and relying on most programs and applications in English? These questions lead us to ask the question of the impact of this technology on the right to education.

AI in education is growing from US$ 0.8 Billion to US$6.1Billion in 2025. Augmented and virtual reality is expected to grow from US$ 1.8 Billion in 2018 to US$ 12.6 Billion (Bradley, 2021).

Internet and artificial intelligence facilitate access to this right, and this is exactly what the United States of America, in the mid-1990s, wanted to achieve when the World Trade Organization's Agreement on the Liberalization of Services considered e-learning a service sold and bought as a product.

It should be noted that education is vulnerable to automation. Artificial intelligence has profoundly changed health security and it facilitates individual access to health services. AI is largely used to face the new challenges related to the complexity of the clinical encounter with the increasing number of patients with multimorbidity (Hazarika 2020, p. 241). According to Research and Market website, "AI in the healthcare market is expected to grow from US$6.9 billion in 2021 to US$67.4 billion by 2027" (Research and Markets, 2021).

AI systems are used on different levels from automation to intelligent drug design and AI-powered surgical robots (Hazarika, 2020, p. 241). The biggest part of the global AI in healthcare is dedicated to Clinical trials and robot-assisted surgery followed by connected machines and fraud detection (Grand View Research, 2022).

These opportunities are increasing with the higher frequency ensured by 5G and telemedicine accelerated with COVID-19. Therefore, AI and 5G are imposing new risks and
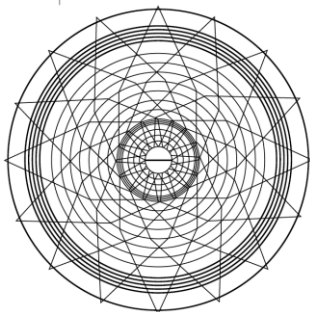
challenges related to commercial or political interests which can impede or thwart even the best of AI (Georgiou et al. 2021, p. 15).

Artificial intelligence also has implications for the labour market in general including the education sector, which is vulnerable to automation. A range of jobs will disappear and new ones will be created. The new labour market will require a high level of education and new skills based on innovation and creativity. This will have a significant impact not only on the right to work or access to higher education but also on the right to human dignity, which is the main goal of all international mechanisms related to human rights. Overall, estimates range from 20 to 25 percent for current jobs at risk of disappearing in 2030 in each country, such as Northern Europe and Southeast Asia, while in Eastern European economies it will reach 40 percent (Mckinsey Global Institute, 2018, p. 1).

AI is creating important changes in the labour market due to automation which is changing jobs and skills. AI and 5G will "transform the nature of work and the workplace itself" (McKinsey Global Institute, 2018, p. 1). According to Jonathan Grudin, principal researcher for Microsoft, AI imposes three scenarios, the first one is that an important number of jobs will disappear in the future. The second scenario is that new jobs will appear, and the third scenario is that unemployed people and they will need new policy actions to ensure human dignity (Smith & Anderson, 2014, p. 6).

AI will also create a breakdown in social order due to inequality and discrimination (Smith and Anderson, 2014, p. 6). Algorithms aren't neutral. Machines prefer white people more than black and male faces more than female. Some tech giants' error rates related to darker-skinned women soared to 35%, and they have failed to correctly classify the faces of Oprah Winfrey and Michelle Obama (Buolamwini, 2019, p. 1).

Artificial intelligence offers new opportunities to promote human rights and individual well-being, but on the other hand, it presents a range of new risks and challenges that put the international community in the face of the need to rethink international human rights and international humanitarian law to bring them up to current and future challenges, as artificial intelligence imposes the need to rethink public policies and legislation within each country and develop future strategies to ensure human rights in the age of artificial intelligence with The need to involve all actors, especially civil society, which is supposed to play a major role in the next twenty years to balance wealth creation with economic development on the one hand and the protection of human rights on the other.
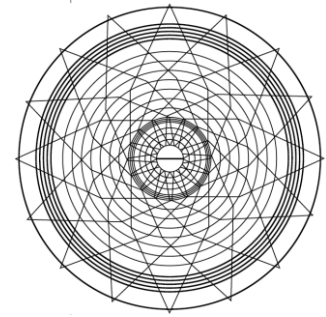
2. The importance of ethics on AI and social policy actions needed Ethics on AI

AI technologies are growing faster than international laws (WHO, 2020, p. 1). Thus, international laws need to be updated to consider all aspects of AI and its implications on social life, including automation, personhood, surveillance, and standardization. Burri

argued that international law must be reviewed as AI entities possess legal personalities (Burri, 2017, p. 95). The proliferation of AI entities demands that international law reassesses this topic, but "neither international law nor will the work of international lawyers be automated because the data remains too limited for AI to learn to give a sound legal assessment" (Abhivardhan, 2018, p. 5).

AI poses new challenges related to international law and international human rights law; these challenges are underscored by the prevalence of the phrase "the Age of AI" used in the development of international law regarding a variety of issues. For that reason, there is a need to rethink international law and include ethical concerns in AI, which is the only way to ensure security and well-being. The ethics of AI is a new dilemma that urges international society to give a legal response to the ethical challenges created by AI. International society needs now, more than at any previous time, to consider the ethics of AI. Several intergovernmental organizations are focusing on this topic. New strategies are needed at different levels; international, regional, and national.

2.1.   International strategy on Ethics of Artificial Intelligence

An international strategy on the ethics of AI aims to create a bridge between algorithms and law and to bring a solution to all challenges imposed by AI to all countries considering the gap between the Global North and the Global South. In this context, we underline the recommendation on the ethics in AI adopted by UNESCO in November 2021. Eleven policy areas set out in this international mechanism addressed to the Member States based on sovereignty and equality as it was included in international law. Even if the recommendation is not a banned document, it's the first instrument in this field and it could guide international society in the AI governance process. Since November 2019, UNESCO has started to elaborate on the first global standard-setting instrument on the ethics of artificial intelligence in the form of a recommendation. For that reason, it nominated an ad hoc expert group (AHEG) composed of 24 individuals from different disciplines, representing all the regions in the world. The process includes inclusive and multidisciplinary consultations with a wide range of stakeholders. According to this Recommendation ", a normative framework for AI technologies and its social implications finds its basis in international and national legal frameworks, human rights and fundamental freedoms, ethics, need for access to data, information and knowledge, the freedom of research and innovation, human and environmental and ecosystem well-being, and connects ethical values and principles to the challenges and opportunities linked to AI technologies, based on common understanding and shared aims," (UNESCO, 2022, p. 6). This recommendation underlines the importance of the right to life, freedom of expression, and privacy among other fundamental human rights and it recommends
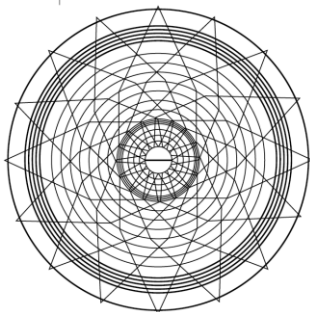
several policy actions. According to paragraph 50 "Member States should introduce frameworks for impact assessments, such as ethical impact assessment, to identify and assess benefits, concerns, and risks of AI systems, as well as appropriate risk prevention, mitigation, and monitoring measures, among other assurance mechanisms. Such impact assessments should identify impacts on human rights and fundamental freedoms, in particular, but not limited to the rights of marginalized and vulnerable people or people in vulnerable situations, labour rights, the environment and ecosystems, and ethical and social implications, and facilitate citizen participation in line with the values and principles outlined in this Recommendation" (UNESCO, 2022, p. 26).

The quality of life of every human being should be enhanced throughout the life cycle of AI systems without any violation or abuse of human rights, or the dignity of humans (UNESCO, 2022, p. 18). Considering the digital divide between countries, the recommendation encourages "The Member States and international organizations, educational institutions and private and non-governmental entities to provide adequate AI literacy education to the public on all levels in all countries to empower people and reduce the digital divides and digital access inequalities resulting from the wide adoption of AI systems" (UNESCO, 2022, p. 33), Based on the gender approach, the recommendation includes three other values: environment and ecosystem flourishing, ensuring diversity and inclusiveness, living in harmony and peace. These values are linked to ten principles which are as follows: proportionality and do no harm, safety and security, fairness and non-discrimination, sustainability, privacy, human oversight and determination, transparency and explainability, responsibility and accountability, awareness, and literacy, multi-stakeholder, and adaptive governance and collabouration. To operationalize these values and principles, the draft described policy actions in eleven areas such as ethical impact assessment which is important to identify AI's impacts on social policy.

Recommendations concerning gender, education, research, labour, health and wellbeing, and other policy areas are included in this first international instrument for ethics in AI. Regional organizations are also focusing on this issue. This has led us to question the efficiency of some regional mechanisms, especially when the topic is as universal as AI and its implications on social policy.

2.2.   Regional strategies on the ethic of AI

Regional strategies are important to face AI challenges, and, in this context, several regional organizations are focusing on different regional instruments such as the effort made by the Council of Europe and OECD which focuses on the ethics of AI. European Union also adopted several measures aimed to gain technological sovereignty, for example, the single European data market by 2030 (Valero, 2020).
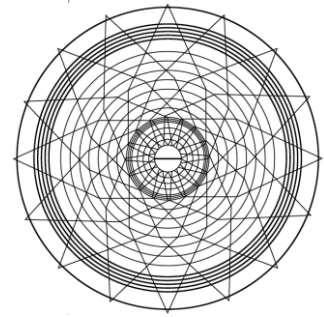
On 22 May 2019, the OECD adopted a recommendation on AI. The OECD's Recommendation identifies five value-based principles and human rights, well-being, democratic values, and respect for the rule of law are at the centre of these principles (OECD, 2020 a). These values are based on the international legal framework, especially international human rights law. But what OECD chooses only five? Every value contains more than one and the links between them are not clear and mixing them into five was not successful. For example, OECD prioritizes inclusive growth and sustainable development which are ways to ensure wellbeing. The first value is a combination of inclusive growth which is not a goal but a way to ensure wellbeing. It is required to rethink the organization of these values to clarify the difference between the values. Conversely, the OECD in this text only considers AI systems without any definition of this concept and one of the questions stakeholders can ask is if these values are linked only to the AI systems or AI technologies, in general, considering the difference between both concepts.

Consistent with these value-based principles, the OECD also provides five recommendations, which underline the importance to empower people with AI skills and supporting workers in jobs that will employ AI (OECD, 2020a). However, these five recommendations are limited to some topics such as fostering trustworthiness in AI and empowering the public and private partnerships, but these recommendations neglected other fields influenced by AI systems. Ambiguity characterizes the link and connexion between the five recommendations and values-based principles. These recommendations should be addressed first to member states and then throughout them to other stakeholders such as the public and or individuals. These recommendations are sometimes addressed to public/ private sectors and citizens and these entities are not members of OECD and they should not be addressed directly considering State's sovereignty. Only member states should be addressed by the recommendation (according to the international organization's constitutions) then it depends on their decision, they can choose to harmonize their national legislation and impose the respect of the recommendation to other actors (public and private sectors, civil society, academia, individuals, etc.). The last comment focus on the legal importance of this text considering that recommendations serve as non-binding guidelines and international society needs an international instrument with powerful legal value.

The OECD also implemented an AI Policy Observatory, which aims to offer the assistance needed by countries in enacting these principles and help them by encouraging, nurturing, and monitoring the responsible development of trustworthy AI systems for the benefit of society. Only 40 countries have adopted these principles: 36 OECD member countries, and six non-member countries (OECD, 2020 b).
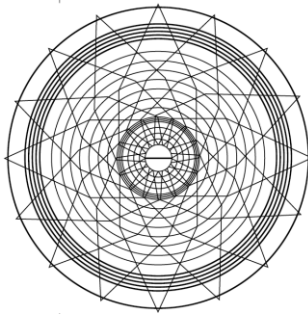
In 2019, the Council of Europe created an Ad Hoc Committee on AI (CAHAI), which is working on "the feasibility and potential elements based on broad multi-stakeholder consultations, of a legal framework for the development, design, and application of artificial intelligence, based on Council of Europe's standards on human rights, democracy and the rule of law" (Council of Europe, 2019, p. 1). Several international organizations are working on rules and legal frameworks related to the ethics of AI, such as the European Commission's High-Level Expert Group on AI (AI HLEG, 2018), which produced the DRAFT Ethical Guidelines for Trustworthy AI.

According to the AI ethics guidelines prepared by the AI HLEG, "ethical purpose is used to indicate the development, deployment, and use of AI which ensures compliance with fundamental rights and applicable regulation, as well as respecting core principles and values. This is one of the two core elements to achieve Trustworthy AI" (AI HLEG 2018: 7). The goal of this initiative is to prepare European countries for the tangible and intangible impact of artificial intelligence, including socioeconomic changes. Therefore, this goal is conditioned by respect for European values, which can only be ensured by an ethical and legal framework. Fundamental legal reforms and new policy actions are needed with the integration of all the stakeholders. The EU is based on a constitutional commitment to protect the fundamental and indivisible rights of human beings as cited in Articles 2 and 3 of the Treaty on the European Union and the Charter of Fundamental Rights of the European Union (European Union, 2017, p. 5).

Ethics in AI is reflected in their statements regarding principles and human and societal values. A starting point is education as a cornerstone to guarantee social development in the age of artificial intelligence. The COVID-19 pandemic has accelerated the use of AI in several fields, such as healthcare, manufacturing, and labour. This means that humans are not only being replaced by machines and losing their jobs, but they are also exposed to other threats linked to the safety of AI systems. Another example that increases the importance of the trustworthiness of AI is data science, which is now considered a key in combating COVID-19.
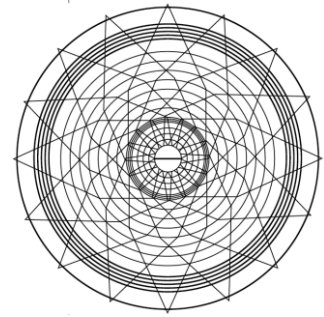
Other global and regional instruments focus on the application of AI in a human-centred approach, for example, the G20 AI Principles were adopted by the G20 Trade Ministers and Digital Economy in June 2019. The principles are drawn from the OECD recommendations on AI. The goal was to include a human-centric approach to AI, which is the only way to guarantee social development in the age of AI. According to these principles, trustworthiness in AI is at the centre, and it needs the contribution of all stakeholders. Trustworthiness is the first principle cited because it is considered a cornerstone to ensuring social and sustainable development. As stated in the principles, "AI actors should respect the rule of law, human rights, and democratic values, throughout

the AI system lifecycle. These include freedom, dignity and autonomy, privacy and data protection, non-discrimination and equality, diversity, fairness, social justice, and internationally recognized labour rights" (G20, 2019).

In the same context, G7's adopted a Common Vision for the Future of AI in Charlevoix in June 2018 by the leaders of Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States. It contains 12 commitments. This vision recognized that "AI that fosters economic growth, societal trust, gender equality, and inclusion depends on a predictable and stable policy environment that promotes innovation" (G7, 2018). Several actions are recommended to the state members based on "ethical and technologically neutral approaches" as was stated in the first commitment of this vision. The last example presented here is the African Union's (2019) Working Group on AI declaration as being adopted by African ministers responsible for communication and information and communication technologies (CICT) in Egypt on 26 October 2019 (African Union, 2019).

This important legal framework confirms that international society is convinced of the importance of ethics, which also means rules and strategic actions to face challenges imposed by AI, and the importance of updating international law in the age of AI.

The bridge between social policy and ethical values and principles related to AI need to be integrated also in national strategies which means also strategic independence in the economy, society (data privacy human rights, culture, language, etc), and policy, especially the protection of the democratic process from any foreign intervention using AI. AI infrastructure is a key to ensuring strategic independence but also, it'll facilitate the access of all social categories to human rights in the age of AI to not leave anyone behind.

Conclusion

In the era of AI, new reforms are needed at different levels considering the new identity of the international society with the emergence of new players, especially transnational corporations that have invested in AI more than in some states.

Great powers and small states should rethink the legal framework concerning their relations with transnational corporations, especially Big Tech to ensure peace and security, in all dimensions, for all. Governments should work with transnational corporations to build an enabling environment for data protection, transparency, and trustworthiness.

In the same context, international organizations should be, not only, a space of negotiation limited to the Member States, but it's time to create new tools which could facilitate all actors in the global governance of AI. National and international strategies need to be founded on three pillars: academia, companies, and governments. For that rethinking international law and national legislation is an obligation rather than a choice. In this sense, all fundamental notions linked to the state as a legal entity need to be reviewed,
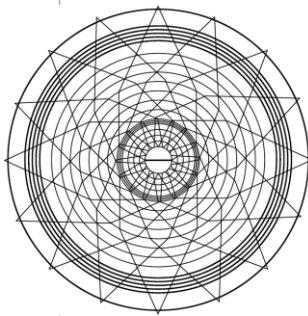
especially power and sovereignty. A new social contract needs to be established considering all social changes related to AI. New international conventions are necessary to reorganize international relations considering the new balance of power which ranges between geostrategic affairs and technological sovereignty.

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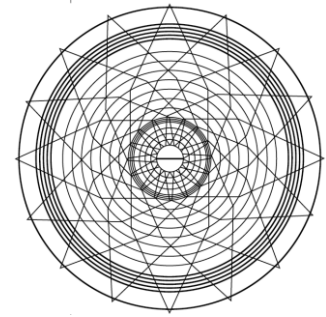
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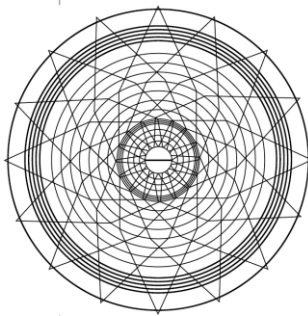
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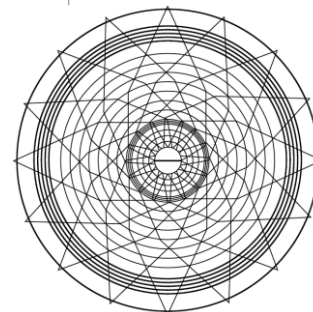
КАК ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ БУДЕТ УПРАВЛЯТЬ МЕРАМИ В ОБЛАСТИ СОЦИАЛЬНОЙ ПОЛИТИКИ?

Румате Ф.

PhD, почетный доктор, Президент Международного института научных исследований
(Марракеш, Марокко)
iisr.institute@gmail.com

Аннотация:

Искусственный интеллект (ИИ) обеспечивает альтернативные решения для широкого спектра мировых проблем, начиная от продовольственной безопасности и заканчивая экономическим развитием и развитием служб здравоохранения. Однако с появлением инновационных инструментов возникают и новые проблемы. В данной статье рассматриваются этика ИИ и социальная политика. В этом ключе мы хотели бы обсудить три момента. Во-первых, возможности и проблемы ИИ, применительно к социальной политике. Во-вторых, важность этики ИИ. В-третьих, новые стратегии и политические меры, необходимые для обеспечения социального развития. В данной статье мы делаем вывод о том, что меры должны быть оптимальными, поскольку ИИ усиливает роль транснациональных корпораций в обществе за счет роли правительств и государств в этом вопросе. В то время, как вложения компаний и корпораций в ИИ определяются исключительно целями извлечения экономической прибыли, государство несет ответственность за обеспечение социального развития и основных прав человека. Таким образом, у государства не остается другого выбора, кроме как заняться переосмыслением политики.

Ключевые слова: искусственный интеллект, этика, социальная политика, политические меры, стратегии