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 CSC502: Ethical Leadership in Software Development  
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 2025

**Introduction**

According to cultural relativism, each culture’s ethical standards should be considered rather than relying on universal standards. These principles must be addressed in software engineering, given how powerful software has become. Biases can be unintentionally reinforced, computer models now influence historically significant decisions, and tasks are more efficient than ever before. While cultural relativism can complicate ethical discussions, I believe it is the best approach for enhancing our increasingly tech-driven civilization. Considering different cultures allows for necessary nuances when deploying powerful technology on a global scale. These nuances are essential in creating an ethical framework that promotes inclusivity, given the vast impact technology has on billions of people. This paper examines two key areas where cultural relativism influences software engineering: AI bias and improved efficiency for human progress through AI systems.

## **Using Cultural Relativism to Reduce AI Bias**

A huge ethical concern with AI models is systemic bias. This happens when AI models unintentionally reinforce biases within the data they are trained on. A lot of the issues come from Western countries’ data that has implications for world policies and deployments (Buolamwini & Gebru, 2018). Imagine training AI models on US heath data and expecting it to apply to Chinese citizens. The U.S. has strict anti-discrimination laws that govern decision-making based on race, gender, and/or socioeconomic status (Jobin et al., 2019). The world has different opinions. Every culture approaches AI ethics in a different manner.

These differences often make for a more powerful and inclusive framework. Silicon Valley should not be representative of the world when deploying AI models. Unintended consequences can be mitigated if algorithms are trained on diverse populations across the globe. Facial recognition software could be trained on each individual culture and error rates should match across all cultures so that biases aren’t found and extrapolated. This should also be true in the job application process, in criminal justice, and in healthcare. If cultural relativism is implemented within AI models, more diverse opinions and richer global culture will prevail and biases reduced.

**Cultural Relativism and AI Efficiency for Human Advancement**

Cultural relativism can also improve AI efficiency which leads to greater societal benefit. AI is commonly seen in the business world as a way to automate, create more profits, and reduce costs by eliminating inefficiencies. While this may be true, AI can also increase efficiency in scientific discovery, in education, and in human contentment.

Oppong (2019) highlights the importance of cultural context in ethical decision-making, especially when trying to balance individual rights with the needs of a larger community. This idea is especially important in AI development. In healthcare, AI can make more acute diagnoses by incorporating local and cultural data. In the western hemisphere AI models might improve pharmaceutical advancements. It could improve traditional and alternative medicine practices in African and Asian populations. This culture-centric approach would also be effective in education where different countries employ different learning techniques within their populations.

These more nuanced approaches to AI implementation are necessary and important. One culture is not representative of the world. AI should be culturally adaptive so that meaningful progress for humankind is made. It is already fast and scalable. Now it can be fast, scalable, and culturally respectable. When accepting all world views and implementing them in our technologies, our human experience becomes richer and more fulfilling.

**Conclusion: A Balanced Approach to AI and Cultural Relativism**

Cultural relativism may be complex, but it doesn’t have to be a challenge. If software engineers recognize the significance of their monumental role in this technological era, they have the power, and responsibility, to shape a future that is more inclusive, ethical, and fair. By designing systems that are adaptive rather than rigid and inclusive rather than exclusive, they can ensure that AI promotes more fairness across cultures. Taking the time to implement these considerations now will not only enhance efficiency but also drive meaningful human progress for generations to come.

**References**

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