**The revived importance of ethical awareness for accepting Artificial Intelligence**

Google and Facebook are amongst the five companies with the highest revenues globally, including Amazon, Microsoft, and Apple (Daho, 2021). Nevertheless, most of their revenues are generated via advertisements and the users’ interactions on their online platforms, including YouTube (for Google) and Instagram (for Facebook) (Krutka et al., 2021). Such interactions are quantified via key performance indicators (KPIs) that are sought to be maximised to generate higher revenues (Haji & Stock, 2021), such as the user’s action of clicking on an advertisement, the time they spend on it, and whether they make any purchases further to that event, and how much these are worth.

Therefore, such companies have used AI for maximising user engagement on their social media without any ethical considerations (Haji & Stock, 2021). Although both Google and Facebook marketed themselves as stewards of sharing well-validated information, they allowed fake news to spread on their platforms during the US presidential elections (Morris, 2021) and the pandemic (Balakrishnan & Rahim, 2021; Fernández-Torres et al., 2021) to maximise their revenues. These two companies are the living evidence of the negative impact that leadership teams, which solely seek to increase profits, can have on society, such as by spreading disinformation (Balakrishnan & Rahim, 2021; Fernández-Torres et al., 2021) and hate (Morris, 2021).

Biased data can maximise the spread of ads despite their falsity or lack of ethical considerations and, technically, bias can be quantified and mitigated both retrospectively for accurate model training and prospectively for reliable inference via data cleansing and appropriate transformations (Liu et al., 2021). Moreover, and most importantly, in business, such AI-based systems should be monitored and adjusted based on domain information and ethical principles (Tomalin et al., 2021). Thus, Google and Facebook could apply human ethics-related rules to act as moderators of their AI-driven predictions before they become visible to their users as recommendations. Therefore, this ethical conundrum could be fixed from an operational standpoint (Tomalin et al., 2021), if the leadership and executive teams of such organisations were willing to do so, at the cost of reducing their revenues but for the common good and, indeed, their long-term sustainability. Formal regulations lag such AI-related technological developments (Taeihagh, 2021); nevertheless, progressively, they should seek to mitigate such societal consequences by enforcing specific ethical and operational standards.

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