

Ethical Issues and Reflections

Chloe Kua - 22177783

Throughout the whole semester 1, I have learnt various things through the COMP 501 paper. This paper has given me more insight on the majors that I have chosen because more information regarding the majors available such as Data Science, Software Development, Network and Cybersecurity, and Digital Services were presented to me during lectures. Furthermore, I have also learnt about various technologies that are now being used in our society and how to utilise those technologies to create my own resources. Most importantly, I have also learnt the importance of ethics even in the field of technology. I have come to understand the responsibility that I have to uphold good conduct and values, and that I should always prioritise the public good by constantly reflecting the impact of work on society. Through these learnings, I am able to reflect on the research my group has made on our chosen topic which is “How Artificial Intelligence (AI) affects social media”, and ponder upon the ethical issues that AI can cause to our society.

Firstly, I would like to reflect on the opportunities that AI in social media can bring to society. Based on our research, we have found that AI in social media can help corporations or businesses with digital marketing. Due to this, I believe not only the businesses are able to benefit, but also the consumers. With the advancement of digital marketing, consumers from all around the world that use social media will more easily be exposed to items that meet their needs. Furthermore, consumers that need certain niche products with specific functions will be able to find those products that suit that easier if AI aids companies in digital marketing. Moreover, AI can also help companies lower their marketing costs with the usage of ‘chatbots.’ With ‘chatbots,’ companies are able to more efficiently reallocate their resources to other business aspects for maximum cost efficiency. In addition, this will also give employees of those companies an opportunity to work on other tasks instead of repetitive tasks which can turn boring really fast. Next, AI can help companies with decision-making by helping them pinpoint which social media influencer is the most suitable for the company to collaborate with in order to advertise their products or services to the right audience. With this, companies can reach their target audience with less effort and also boost the growth of the influencers that work with that company. Lastly, AI in social media can also help quickly and efficiently publish news. Several companies take advantage of the large amount of data online and utilise AI to research topics, create journalistic articles and also publish content on social media. Thus, users of social media that rely on it as their news source would be able to read the latest news as quickly as possible with the help of AI.

However, some ethical issues may arise due to these opportunities that are brought by AI in social media. First and foremost, one ethical issue that may arise is the unfair termination of employees by companies that are looking to cut costs and replace those employees with AI. Companies might be too focused on maximising profits that they greedily try to replace more employees that are still needed in the company with AI which then leads to an unjustifiable dismissal. Instead of just dismissing their employees, companies can help their employees by helping them transition into another role or offer training for them to utilise AI in their current role. Furthermore, another ethical issue that may arise is that AI may not always accurately filter and make decisions that align with ethical principles. Thus, companies that use AI to decide on which influencers to collaborate with may mistakenly contact or work with influencers that have done things that are deemed morally wrong by society.

Next up, I would like to reflect on the risks that we have investigated. One of the risks of AI in social media is privacy concerns. This is because companies collect data from consumers to create models that can make better predictions, which leads us to an ethical issue that may arise. The ethical issue regarding the information of the consumers is that sensitive information may be collected, misused, stored, or compromised. Furthermore, another risk that we have found is that the widespread use of AI and the reduction of human moderation can lead to cyberbullying and harassment. AI powered moderation may not be able to detect cyberbullying or hate speech due to human interactions being hard to decipher out of context, sarcasm, irony, abusive words, or derogatory slurs may be undetected by AI moderation. An ethical issue that arises from this is that users of social media might take advantage and abuse their knowledge of the weaknesses of AI moderation to continue to spread hate online. Lastly, another risk that was found was misinformation and fake news. AI systems have the potential to unintentionally propagate false information and deceptive news quickly. An ethical issue that can arise from these bots or AI algorithms can be abused or misused by certain parties in order to distribute misleading or inaccurate data, which can manipulate public sentiment, influence elections, incite violence, and intensify divisive content. This may cause the dissemination of disinformation, potentially causing social instability.

Finally, I would like to reflect on the choices regarding our topic. In this section, we have explored certain solutions that are able to improve the risks and the policy vacuums that AI in social media cause. In my opinion, everyone involved in the creation or usage of AI systems should act responsibly and professionally so that responsible AI practices can be implemented. These solutions can also solve some of the ethical issues that arise due to AI in social media. One of the actions we can carry out to combat ethical issues is through the implementation of strict AI practices. The development of a transparent AI moderation system will ease the removal of harmful or inappropriate content with fairness, and accuracy. This can then lead to less cyberbullying, harassment and hate spread online. It is also important to note that incorporating both human expertise and AI technologies is vital to implement responsible AI usage in social media platforms. Moreover, constantly revising and updating AI systems are crucial as a solution to combat the spread of misinformation. Although it is expected for people to use AI responsibly, AI systems that can detect and remove disinformation are equally important in reducing the distribution of false information which can cause social instability. This can lessen the severity of the ethical concerns regarding the misuse of AI to spread disinformation to manipulate public sentiment, and foster a better environment where accurate and reliable information prevails.

In conclusion, I have reflected on the findings of our research throughout this essay and have also given my insights on some of the ethical concerns or issues that may arise due to the policy vacuums caused by AI in social media. I have also discussed some solutions in relation to our choices regarding our topic that can lessen the severity of certain ethical issues. This whole assignment has brought me to a deeper level of understanding of the impacts of AI in social media and in our society which I believe can help me in my studies or work in the future.

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Peer Evaluation Form for Team Work [Private Page]

Team name: Team Yay – Group 0407**Due Date: With Final Individual Component Submission***(Student to upload this evaluation to Canvas)*

Write the name of each of your team members in a separate column. For each person, indicate the extent to which you agree with the statement on the left, using a scale of 1-4

1. *strongly disagree*
2. *disagree*
3. *agree*
4. *strongly agree*

Total the numbers in each column.

Evaluation Criteria	Team member: [name and id]	Team member: [name and id]	Team member: [name and id]
	Christian Peni Leo 15887491	Jose Laserna 22163817	N/A N/A
Attends team meetings regularly and arrives on time.	4	4	
Contributes meaningfully to team discussions.	4	4	
Completes team assignments on time.	4	4	
Prepares work in a quality manner.	4	4	
Demonstrates a cooperative and supportive attitude.	4	4	
Contributes significantly to the success of the project.	4	4	
Overall Contribution.	4	4	
Team Member Total.	28	28	

Student name: Chloe Kua**ID: 22177783****Signature:**

Note: the simplest option will be to fill in the sheet, and upload the site or a pdf of this page to Blackboard when completed.

As this is a static site without security features, it is not automated at this stage.[But usefully shows the limits of technology too]