DIGITAL LEADERSHIP

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Abstract

This project is about digital leadership, technology and effective use of digital tools. In this article, "Who is the digital leader?" and "what are the characteristics of a digital leader?" the possible biases in the answers given by artificial intelligence to the questions have been tried to be analyzed.

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1 Introduction

First of all, we ask the following questions to chatGPT:

1.1 Who is a digital leader?

A digital leader is an individual who effectively leverages digital technologies to drive innovation, transformation, and business success within an organization. They embrace emerging technologies, foster a digital culture, and ensure that their teams are equipped to navigate the rapidly evolving digital landscape. Digital leaders are often visionary, adaptable, and proactive in identifying opportunities to integrate technology into business strategies.

1.2 What are the Characteristics of a Digital Leader?

Visionary Thinking: Ability to foresee digital trends and implement forward-thinking strategies.
Adaptability: Quickly adjusting to technological changes and disruptions.
Innovation-Driven: Encouraging experimentation and leveraging emerging technologies.
Data-Driven Decision Making: Utilizing analytics and data insights to guide decisions.
Strong Communication Skills: Effectively conveying digital strategies to diverse teams.
Empathy and Inclusivity: Fostering a culture of collaboration and diversity.
Cybersecurity Awareness: Understanding digital risks and ensuring data protection.

2 Bias Analysis in AI-Generated Responses

The responses generated by artificial intelligence may contain biases. These biases can be as follows: Gender Bias: Even if the response does not specify a gender, leadership roles have historically been more associated with men. AI-generated responses may not highlight female digital leaders or explicitly emphasize gender diversity. Cultural Bias: The concept of a digital leader reflects Western institutional values and may ignore community-oriented or more decentralized approaches to leadership in different cultures.

The responses generated by artificial intelligence may exhibit certain biases that are compatible with social perspectives. Below are some areas where these biases are evident:

Gender Representation: Although the response generated by artificial intelligence does not attribute a specific gender to digital leaders, leadership roles have often been associated with men. This can lead to gender diversity not being emphasized enough or not being accepted enough.

Cultural Perspective: The definition of a digital leader is mostly shaped by the values that are prevalent in Western environments. Leadership approaches that prioritize community-oriented decision-making, which are common in various other cultures, may not be reflected equally. Although community-based or collective decision-making-based leadership approaches are more common in non-Western cultures, such models may not be adequately represented in responses.

Socioeconomic factors: The answers assume that digital leaders have access to modern technology, infrastructure, and educational opportunitiesnities. However, in some regions, digital transformation is still in its infancy, and this perspective may overlook the leaders who are driving innovation in low-resource environments..

Age-Related Assumptions: Digital leadership is frequently linked with younger individuals who are well-versed in technology. However, experienced leaders with extensive industry knowledge can also effectively navigate digital transformation, even if they are not inherently tech-oriented.

3 Sources of Bias in Artificial Intelligence Responses:

Taining Data: Artificial intelligence models are trained with large-scale data sets. But these datasets can often include more Western perspectives, male figures, and corporate leadership styles. Current Social Frameworks (Social Norms): Artificial intelligence reflects the norms that are dominant in the business and technology sectors. Since it is often driven by Western countries and male leaders, artificial intelligence can reflect these views.That is, it reflects the leadership norms in today's business and technology environment, where men and Western companies dominate discussions of digital transformation.

Algorithmic Limitations: Artificial intelligence tends to identify and present the most common themes from educational data, which may inadvertently reinforce common assumptions instead of offering alternative perspectives. In other words, it creates its responses by identifying the most common themes in the training data. This may reinforce common assumptions and may not sufficiently emphasize alternative points of view.

These biases can contribute to maintaining traditional understandings by excluding certain groups and prevent digital leadership from including different perspectives. It is of great importance to address these problems in order to create a more inclusive leadership approach.

4 Recommendations for Improving the Objectivity of Artificial Intelligence

The following measures can be taken to create a more inclusive and accurate representation of digital leadership:

Different Educational Data: Artificial intelligence models should be trained with data sets that include leaders from different genders, cultural backgrounds, and socioeconomic conditions.

Bias Checks: It is necessary to regularly evaluate the responses produced by AI and reduce bias. Cultural Awareness: AI should be designed to understand and include other leadership approaches, not just Western.

5 Conclusion and Evaluation

The responses generated by artificial intelligence provided useful information about digital leadership, but also revealed inherent biases. These biases shape our understanding of leadership by reinforcing dominant

viewpoints while ignoring alternative viewpoints. Instead of putting digital leadership in a narrow mold, it is necessary to adopt a more diverse and inclusive understanding.

Artificial intelligence can be a valuable tool in leadership discussions, but work needs to be done to evaluate its outputs from a critical point of view and ensure a more balanced representation. As the digital transformation continues, a more inclusive approach to digital leadership will ensure that different perspectives are recognized and valued.