Ethical Concerns in Artificial Intelligence

By Viccini Fleurival

With the rise of Artificial Intelligence in the mid 10s and early 20s of the 21st century, it has shown immense promise. Stemming from the field of computer science in which the name suggests that machines or software constructed possesses high intelligence, similar to that of a human's, if not greater. Examples of high profile Artificial Intelligence programs include Siri, Alexa and Google Assistant (Apple, Samsung, Google) being able to understand human language to complete desired tasks. This is just one type of function in Artificial Intelligence, other functions include recommendation systems that are present in applications such as YouTube, Netflix or Amazon. Where products, videos or shows and movies are recommended and suggested to the user upon initial use of the applications and customized upon continuous use based on the users' interests and needs. Software that can generate media with creative expression or being involved in competitive or strategy games replicating play similar to that of a human, if not better. With such capabilities, promise and high usage in essential applications as of late, a question is to be asked. Are there any serious ethical concerns that could impact society negatively? Specifically by generative AI, where media, either pictures or videos can be generated upon text based language by the user. With the rise and massive promise of AI, serious ethical issues that can negatively impact society are a pose for concern and they must be addressed.

With ethical issues being a concern for the foreseeable future, what issues exactly at hand are to be the most concerning? Fraud and impersonation of individuals is a massive concern that's beginning to emerge with the rise of generative AI. Ranging from producing pictures, to videos to copying voices of individuals with live videos attached as well. With cybercriminals

using AI to scam individuals, they are taking every chance they can get to impersonate someone's voice for fraud/scamming purposes. Along with them being featured more recently and heavily on the news due to the rise of AI. According to *Axios*, a news media outlet, that it takes as little as three seconds of an individual's voice to be replicated and used for scam calls due to the tools of generative AI. Mentioned in *Axios* a lot of individuals have ended up losing money due to this, with 77 percent reporting that they had actually lost money being victims of the AI call scams. More than 33 percent of those 77 percent of victims reported losing over 1,000 dollars. These AI-call scams specifically target individuals who have loved ones and family. However, it doesn't stop there, there are programs that allow cybercriminals and scammers to respond in real time by typing out an input and having the replicated voice respond verbally as the output, making the scam even more believable to the targeted individual. A survey held by McAfee showed that of the adults who participated, about 45 percent of people (nearly half) mentioned that they would reply to a voicemail or voice message from a so-called relative asking for money. 48 percent stated that they would send money to a friend, family member or loved one if they received a message being told there was an accident that a companion was involved in or car issues were happening. Other people can be personated, such as celebrities or political figures. However, when these kinds of people are impersonated, it's directed to a larger audience as opposed to a singular individual with friends and family.

Impersonation and attempted fraud is a massive ethical concern for society that can negatively impact thousands, if not hundreds of thousands of people. Another ethical concern regarding AI is creativity and ownership, specifically pertaining to artwork. Ever seen a beautiful piece of art online? Wonder exactly who owns the art and is to be credited for it? It's a difficult and tricky realm to delve into, as AI uses history of past art, style and detail to generate new art.

Mentioned in a blog by Capitol Technology University (CPU), with Artificial Intelligence improving at a rapid pace, faster than those who regulate copyright and ownership can keep up. It is critical that copyright and ownership rights are specified and made clear, along with supporting an array of guidelines and rules to mitigate possible infringements. Make Us Of (MUO) goes into further detail stating that AI artwork isn't fit to meet the federal standards pertaining to copyright due to the fact that there isn't particularly an author when AI artwork is generated. Mentioning word for word "'Copyright law is 'limited to the original intellectual conceptions of the author'"". Going by this definition, the ethical concern of creativity and ownership goes into full effect as at this time AI art is not subject to meeting nor violating copyright standards.

There is definite promise with Artificial Intelligence due to how quickly it is growing and being used nearly by a large number of businesses, organizations, online platforms and social media. However, with promise comes a plethora of concerns and questions to go along. Particularly ethical concerns that could have a significant impact on society if not regulated properly. Some might argue that there are more positives than negative concerns that come with the bloom of Artificial Intelligence and the foreseeable future, but to completely overlook and undermine those potential negative concerns is absurd to say the least. From cybercriminals and scammers to copying the voices of individuals to scam people to creativity and ownership not being clear when art is generated by Artificial Intelligence due to the word for word description of copyright on federal standards. A few include the spread of misinformation and the massive loss of jobs. A call to action is necessary when looking at the ethical concerns of Artificial Intelligence. In order to mitigate falling for call scams by AI, asking certain information that the scammer or cybercriminal does not know of, but only the friend, loved one or family member

know themselves. This can easily prevent falling for a scam. As for creativity and ownership of

artwork, it becomes difficult. However, should AI art including an original character that an artist

has created, the artist should make it clear whether or not that original character is able to be

used freely by others.

Works Cited

Artificial Intelligence Explained

Generative AI Being Used In Payment Scams

Voice Impersonation via AI

Just What Are The Ethical Concerns of AI?

Artificial Intelligence and Copyright