

# The Ethics of Applying Artificial Intelligence (AI) for Communication Governance

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**Abstract**— This research paper explores the ethical considerations and implementations surrounding the use of artificial intelligence (AI) in communication governance. In an era marked by the increasing reliance on AI-driven technologies for communication, this study investigates the ethical implementations, ethics, challenges, and potential benefits associated with AI's role in shaping and regulating information flow. Drawing upon a wide range of literature and discusses a comprehensive overview of applying AI in communication governance.

**Keywords**—communication, ethics, Artificial Intelligence, Communication Governance

## I. INTRODUCTION

Artificial Intelligence (AI) has become an essential part of communication governance in the modern digital era. Governments, organizations, and individuals are increasingly relying on AI-powered tools and systems to enhance communication processes. While AI offers many advantages in terms of efficient processes, it also raises significant ethical concerns [1]. The quick development of artificial intelligence (AI) technologies has developed various sectors, including communication governance. AI tools are increasingly being employed to manage, monitor, and standardize communication channels, and raise important ethical considerations [2].

AI refers to the process of simulating human intelligence in a computer system so that it can perform tasks that usually require human intelligence, such as problem-solving and learning from experience. It can also understand natural language, recognize patterns, and make decisions. The goal of AI technologies is to simulate human cognitive functions and allow machines to perform tasks independently or help humans in various areas [3]. It has speedily transformed various sectors, including communication governance, which encompasses the regulation and management of communication in society. AI technologies are being employed in areas such as content moderation, surveillance, data analysis, and decision-making processes related to communication. While these AI applications offer advantages in terms that request deep inspection. As AI technologies continue to play an ever-expanding role in various aspects of communication, from content moderation

to algorithmic news curation, it is essential to examine the ethical considerations associated with their use, to Balance the benefits of AI in communication governance, such as reducing harmful content and improving user experience, with these ethical considerations. It requires collaboration among governments, technology companies, civil society, and the public to develop and enforce responsible AI practices that protect individual rights and promote a safe and inclusive online environment [4].

The rise of AI in communication governance has brought promises and challenges. While AI can enhance efficiency and effectiveness in managing communication, it also presents significant ethical dilemmas. This research investigates the ethical dimensions of applying AI in communication governance.

## II. METHODOLOGY

A systematic literature review (SLR) approach was used to scrutinize articles focused on AI governance and ethics. This rigorous methodology ensures that the findings of this research are rigorous and trustworthy, as other scholars can follow the procedures that are clearly outlined in this SLR (Camilleri et al., 2023). Therefore, they could easily replicate and validate the results reported in this paper.

## III. IMPLEMENTATIONS OF AI FOR COMMUNICATION GOVERNANCE

Artificial Intelligence (AI) can be applied to communication governance in several styles to enhance efficiency. Communication governance includes regulating communication processes within an organization. there are some tactics AI can be used for communication governance such as Content **Monitoring and Moderation**: It refers to AI-powered content moderation systems that detect and filter out inappropriate or harmful content in emails, messages, social media, and other communication channels [5], it can also identify and flag potential compliance violations, such as sharing sensitive information or engaging in unethical behavior.

- **Email Security**: it means that AI can help ensure that email communications comply with legal and regulatory requirements. It can automatically classify emails and encrypt or quarantine emails that violate

policies. AI-driven threat detection can identify phishing, damaging attachments, and suspected email activity.

- Voice and Text Analytics: AI-driven voice and text analytics can monitor all calls, chats, and customer support interactions to ensure they line up with policies and standards. Sentiment analysis can measure customer satisfaction and identify potential issues. Localization: it supports translation tools that can facilitate effective communication across language challenges [6], ensuring that messages are accurate and culturally appropriate.
- Chabot's: AI Chabot's can improve customer experience and save time by handling routine inquiries and directing users to the proper resources, thus freeing up human agents for more complex issues. They can also assist employees in finding relevant information and documents within the organization.
- Improved Compliance: AI can generate automated compliance reports, providing insights into communication patterns, trends, and potential risks. This can simplify the process of audit trials and ensure businesses stay up to date with their compliance responsibilities.
- Real-time Alerts: AI can provide real-time alerts for communication governance violations, allowing organizations to take immediate action to mitigate risks. Training and Education: AI-powered e-learning platforms can deliver training modules on communication governance, ensuring that employees are aware of the policies and guidelines they need to follow [7].

Applying AI to communication governance requires a strategic approach and a clear understanding of regulatory requirements. It supports nonstop monitoring and updating AI systems to adapt to evolving communication trends and compliance standards. Additionally, organizations should be transparent with employees and customers about the use of AI in communication governance to build trust and ensure ethical practices.

#### A. Cases of applying artificial intelligence:

1) *Singapore's Smart Nation Initiative*: Introduced in late 2014, the "Smart Nation" initiative represents a large-scale effort by the Singapore government to apply data and information and communications technologies (ICTs) to resolve complex urban policy issues as well as explore potential emerging industries associated with these technological solutions (Lee 2014). Under the aegis of a newly formed Smart Nation Program Office (SNPO) under the Prime Minister's Office (PMO), the Smart Nation initiative was established to "support better living, stronger communities, and create more opportunities, for all" (Smart Nation Program Office 2016).

The government applied use of AI-driven chatbots and natural language processing (NLP) techniques to enhance communication between citizens and government agencies [8].

2) *The Use of AI During the COVID-19 Pandemic*: The COVID-19 pandemic posed unprecedented challenges in communication governance, requiring timely and accurate information dissemination to the public. Various governments and health organizations utilize AI to manage communication effectively. Examples include: The use of chatbots by the World Health Organization (WHO) and national health departments to provide real-time information and answer public queries about COVID-19. AI-driven data analysis tools to monitor social media and public forums for misinformation, enabling quicker responses to false claims [9].

3) *Media Communication - The Associated Press*: The Associated Press (AP) has adopted AI to streamline and enhance its news reporting processes, particularly for data-driven journalism.

The Associated Press and Newsday automated the coverage of 124 school districts in the Us, and The Washington Post published 850 automated articles in 2016. These examples highlight the potential that AI brings to news production since it allows newsrooms to produce more stories while using fewer human resources [10].

#### IV. THE ADVANTAGES OF USING AI INCLUDE:

Artificial intelligence (AI) is an ever-evolving technology that has impacted several sectors of society, including the operations of governments and the delivery of public services, here are many AI Advantages such as [11]:

- Automation: AI can automate repetitive and mundane tasks so that human workers can focus on more creative or strategic endeavors.
- Efficiency: AI systems can quickly and accurately process large amounts of data, resulting in increased efficiency in tasks such as data analysis, customer service, and logistics.
- Decision-Making: AI can analyze data and give insights that help with better decision-making in areas such as finance, healthcare, and marketing. Cost Savings: Automation reduces labor costs, minimizes errors, and optimizes resource allocation, leading to significant cost savings [12].
- Personalization: AI can provide users with tailored experiences, such as personalized product recommendations or content recommendations on e-commerce or streaming platforms.

AI can help improve customer service by providing 24/7 support and resolving issues quickly. It can also help with medical diagnostics, image analysis, and drug discovery, which could lead to discoveries in healthcare. AI can also help with predictive maintenance in industries such as manufacturing and utilities by predicting equipment failures. AI can also be used to improve environmental impact by optimizing energy consumption, predicting weather, and improving resource management, which can help with sustainability [13].

AI can also help with cybersecurity by providing real-time detection and response to threats, and by analyzing complex scientific data to speed up research and solve complex problems in various fields of science, and used to make video game characters look realistic, create music

artwork, and improve overall entertainment, Also AI has many advantages in various industries, such as increased productivity, cost reduction, better decision-making, and the potential to revolutionize industries such as healthcare and transportation. [14] The versatility of AI and its ability to solve complex problems make it a useful tool for improving many aspects of contemporary life.

Finally, AI can be used to improve education by providing personalized learning experiences and bridging educational gaps.

## V. THE ETHICAL PRINCIPLES IN COMMUNICATION GOVERNANCE

Topics, where Member States can advance ethical breakthroughs in AI, are made obvious by key policy topics.

Any ethical AI framework must be founded on values and principles, but recent developments in AI ethics have emphasized the need to move beyond abstract ideas and toward actionable plans.

By identifying eleven crucial areas for taking policy action, the recommendation achieves this exact goal.

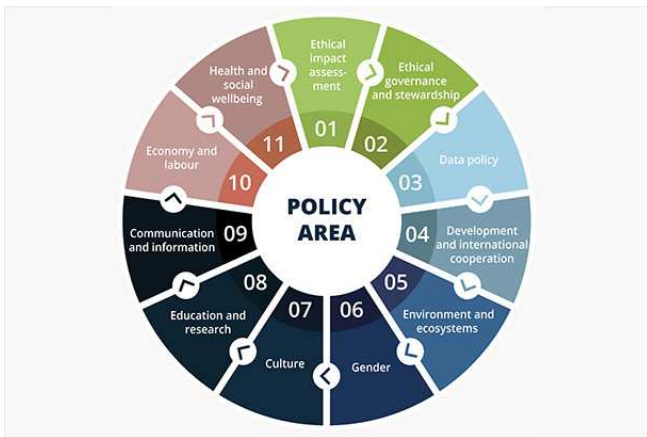


Fig. 1. Ethics of Artificial Intelligence | UNESCO

IEEE's AI ethics and governance standards, On the 17th of January 2023, IEEE introduced free access to AI Ethics and Governance standards. Currently, the IEEE Standards Association (IEEE SA) provides free access to its global socio-technical standards to guide practitioners to engage in trustworthy AI innovations. The standards advocate the importance of transparency (of autonomous systems and employer data governance) as well as data privacy. They address ethical issues of robotics and other AI systems. In addition, one of the IEEE standards is focused on evaluating the effects of autonomous and intelligent technologies on all citizens, including children. They refer to the United Nations Convention on the Rights of the Child.

### A. AI from the Islamic perspective

The jurisprudential ruling for artificial intelligence systems and their various technologies varies depending on the purpose for which they were created. If this purpose is permissible and serves a reasonable interest that sound minds do not reject, such as their use in strenuous, dangerous, or precise tasks then their use is permissible by the principle: "The original ruling for things is permissibility unless there is evidence of prohibition." This is supported by the general statement of Allah: "He has subjected to you

whatever is in the heavens and whatever is on the earth, all from Him." [Surah Al-Jathiyah, verse [13]. Islamic jurisprudence also considers the welfare of people and legislates accordingly, providing rules that lead to their benefit. Thus, any interest not explicitly addressed by Islamic law but is in line with the objectives of the Sharia, suitable for the actions of the people, and in line with the welfare of the people, without conflicting with any of its rules, is permissible. Anything harmful is prohibited, and the evidence for its prohibition is clear. This is a consistent and agreed-upon principle among Muslim jurists. All of Allah's rulings are responsible for the welfare of His servants in both worlds, and the objectives of the Sharia are nothing but the realization of true happiness for them.

However, if the purpose for which AI is created is not permissible in Islamic law or leads to corruption, then it is forbidden to use it for such purposes. For example, programs that use artificial intelligence algorithms with the intent to deceive, lie, and harm others, such as "deepfake" technology, are prohibited. Deepfake technology manipulates and forges images and video clips into highly realistic but fake videos that are difficult to detect. "Deepfake" is one of the most dangerous artificial intelligence techniques used to damage the reputation of others by fabricating visual or audio clips for extortion, material gain, or to tarnish their honor, and dignity, or push them into committing wrongful acts.

### B. The ethics of applying artificial intelligence

The ethics of applying artificial intelligence (AI) for communication governance include a complex interplay of principles and considerations, as AI technologies can have a great impact on freedom of speech, privacy, information flow, and societal values.

These are examples of what should be considered when applying AI for communication governance:

1) *Transparency and Accountability*: AI systems used in communication governance should be transparent in their operations, and the decision-making processes should be explainable and understandable. People should know how and why decisions are made by AI algorithms, and there should be mechanisms in place to hold organizations and individuals accountable for the actions taken by AI systems [15].

2) *Fairness and Bias*: AI algorithms can perpetuate and even amplify biases present in the data they are trained on. It is crucial to ensure that AI systems do not discriminate against certain individuals or groups based on factors such as race, gender, religion, or political beliefs. Regular audits and testing for bias should be conducted [16].

3) *Privacy and integrity*: AI in communication governance may involve monitoring and analyzing vast amounts of data. Protecting individuals' privacy is paramount. There should be strict adherence to data protection regulations and practices, and efforts should be made to anonymize and secure data used in AI systems to prevent misuse, in addition to mentioning the source of all the used information [17].

4) *Freedom of Expression*: Balancing AI governance with the principles of free speech and open discourse is challenging. Decisions about content moderation and

ensorship should be made with careful consideration of these principles, and clear guidelines should be established to prevent overreach and suppress legitimate expression [18].

5) *Human Rights*: AI governance should align with broader human rights principles, such as the right to access information and the right to privacy. Policies and practices should not infringe upon these fundamental rights [19].

6) *Accountability*: There should be clear lines of accountability when it comes to AI governance. This includes accountability for the decisions made by AI systems and the actions of those overseeing and implementing AI solutions [20].

7) *Community Involvement*: Engaging the community and stakeholders in decision-making processes related to AI in communication governance is essential. This can help ensure that diverse perspectives are considered and that decisions are made collectively rather than unilaterally. [21]

8) *Algorithmic Transparency*: AI algorithms used in communication governance should be open to public scrutiny to the extent possible without compromising security and privacy. This can help build trust in AI systems and allow for independent audits [22].

9) *Oversight and Regulation*: Governments and regulatory bodies should establish clear regulations and guidelines for the use of AI in communication governance. These regulations should address transparency, accountability, privacy, and fairness issues [23].

10) *Mitigating Harm*: AI systems should be designed with mechanisms to identify and mitigate potential harm, such as the spread of disinformation, hate speech, or extremist content. The focus should be on minimizing harm rather than simply removing content [24].

11) *Long-term Consequences*: Consider AI's long-term societal and ethical consequences in communication governance. Be mindful of the potential for unintended consequences and continuously evaluate and adapt AI systems accordingly [25].

So, the ethical application of AI for communication governance involves a delicate balance between preserving fundamental rights like freedom of expression and privacy in addition to integrity while also addressing the challenges posed by the spread of harmful content and disinformation. Striking this balance requires careful consideration, ongoing evaluation, and collaboration among stakeholders, including governments, tech companies, civil society, and the public.

By putting these concepts into practice as a framework, we may create social networks and soft regulatory frameworks to support the SDG-11 aims. Fig 2 is a summary of the framework.

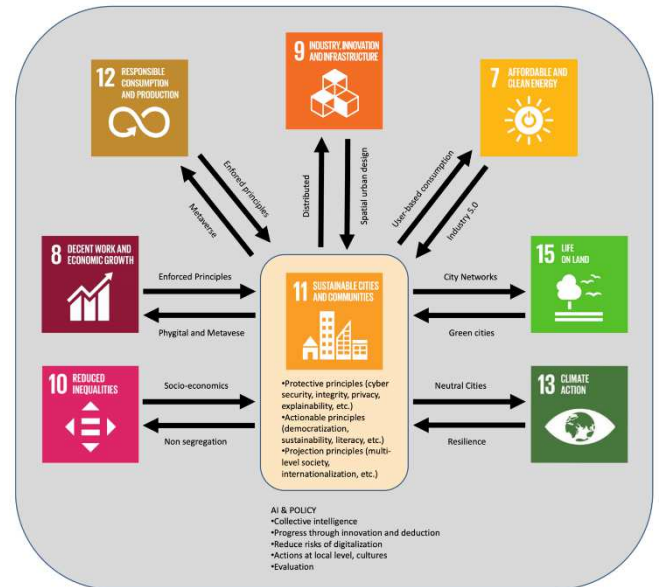


Fig. 2. Ethics of Artificial Intelligence | UNESCO [26]

## VI. CONCLUSION

This research paper highlights the principles and challenges associated with AI and provides a comprehensive overview of the ethical considerations about the use of artificial intelligence in communication governance. Displaying ethical frameworks on responsible AI use in shaping the future of communication governance ensures the importance of balancing technological advancement with ethical principles. In conclusion, AI is a critical tool in communication governance, allowing efficient, secure, and ethical communication in our digital age. Its ability to process huge amounts of data, enhance security, and improve accessibility makes it vital for shaping the way we communicate and interact in today's complex and interconnected world. However, it is important to strike a balance between harnessing the power of AI for communication governance and addressing potential ethical and privacy concerns to ensure that the benefits are realized while trying to minimize risks.

## RECOMMENDATIONS:

Regarding the rapid evolution of AI, the researchers believe that those recommendations serve as valuable guiding lights.

- **Prioritize Transparency:** Ensure that AI algorithms employed for communication governance are available for examination and transparent and that the public is informed of their decision-making processes.
- **Protect Free Speech:** Maintain Freedom of Speech while ethically regulating harmful content, avoiding excessive censorship and bias in AI-driven content moderation.
- **Encourage Accountability:** To address the moral ramifications of AI's use in communication governance, put in place procedures for accountability, human oversight, and restitution.
- **Promote Global Standards and collaboration:** Promote international standards and collaboration to



sustain ethical communication governance practices while respecting cultural and legal distinctions [27] [28].

#### FUTURE RESEARCH DIRECTIONS

By focusing on these research directions, researchers can contribute to the development of more effective and ethical AI for communication governance and improve communication practices in various domains. Also, it will help in address current challenges and discover new opportunities for using AI.

- **Algorithmic Transparency:** to show the Developing techniques for enhancing the transparency of AI systems in communication governance. and creating new methods for explaining AI decisions in an accessible manner.
- **Bias Detection and Mitigation:** to highlight Investigating methods for identifying and mitigating biases in AI algorithms used for communication.
- **Crisis Management and Communication:** for Enhancing AI capabilities to control communication during crises, such as pandemics, and studying the responsibility of AI in real-time decision-making and information broadcasting in emergency situations.
- **Human-AI Collaboration:** to Study the optimal integration of AI practices with human oversight in communication governance, and understand the responsibilities of humans in controlling AI decisions

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