

# Ethics and regulation of artificial intelligence and its benefits for society

We live in a world where it is increasingly difficult to tell whether there is a real person or a virtual assistant on the other side of the conversation. Society is increasingly finding itself in a world which artificial intelligence is a common part of. Those who work with AI declare that its introduction into the business or public sphere brings new values and solutions. Those who have not yet had real experience with AI are afraid of it.

What boundaries will we want, how will society face artificial intelligence in order to define, from the position of a regulator, a space in which artificial intelligence will unprecedentedly transform and streamline our productivity? More than 40 experts from the academy, business and public administration, as well as representatives of the values and cultural spectrum of our society, discussed this topic.

The American Chamber of Commerce in the Slovak Republic in cooperation with Microsoft Czech Republic and Slovakia within the discussion platform Digital Sustainability Forum (DSF) opened an important topic of ethics and regulation of artificial intelligence

in Slovakia to try to define ethical principles and regulatory environment for artificial intelligence in three key areas: health care, public administration and the fight against disinformation media.

Artificial intelligence and its technological solutions are currently on the rise and offer a way to help in everyday areas of our lives. Slovakia also has the opportunity to embark on a wave of “responsible” artificial intelligence and gain not only GDP growth of 25% to 30%, but also specific solutions for many sectors and areas of our lives. However, AI needs its regulation and a defined ethical framework.

Since January, a permanent commission for ethics and regulation of AI, established by the Ministry of Investment, Regional Development and Innovation in the Slovak Republic, has been operating in Slovakia in order to analyze the impacts of AI on society in an effort to define ethical and regulatory boundaries of AI. It is therefore right to create space for innovative environments and ideas, but at the same time to protect the people at the heart of the action as well as their human rights.

## HEALTHCARE

Artificial intelligence plays a major role in the healthcare field. Today, it is clear that this technology can help us not only in rapid diagnosis, but also in the current fight against pandemics through systems that provide better testing and effective vaccination management.

We already perceive the term “Explainable AI” in the healthcare sector, which means that the doctor has direct and transparent supervision and overview of the conduct of AI, but also of the final result of its analysis. The possibilities of AI in medicine are almost endless. It can be argued that

existing AI solutions in healthcare are very safe today and that is why we should try to make full use of AI in Slovakia to help as many people as possible.

It is important to emphasize that the presence of a physician in AI solutions in future health centers will still be needed. The goal is not for AI to replace a doctor, on the contrary, AI will never replace a doctor. AI should be a partner and help physicians in areas where the physician does not have the additional skills and time required. The near future is therefore likely to look like there will be two groups of

doctors. Those who will use certified technologies based on artificial intelligence and will have excellent results, and then those who will not use AI, and therefore will not be so sought after by patients.

Although AI is demonized today because it has entered our lives very fast in a short time, people should be more concerned about human error and avoid prejudice to new technologies aimed at making the treatment of patients more efficient. We have not even heard of many topics in the context of human health in Slovakia. For example, AI may have gigantic potential in the field of neuroprosthetics,

ritual pharmacy, or in the treatment of cerebral computer interfaces. All of these are new topics that do not yet have any social consensus in Slovakia and the Czech Republic.

That is why today Slovakia has the opportunity to be inspired by Asia and its positive attitude towards AI, as a solution for a better and longer-term future of citizens. It must not be forgotten that, from an ethical point of view, it is paramount to preserve and protect human dignity, to prevent systems that lead to discrimination and the polarization of human society. Among other things, the protection of personal data is important, which should always remain anonymous.

## GOVERNMENT

In the field of public administration, the European Union is coming up with new regulation in the use of public sector data. Humanity is on the threshold of a huge leap in robotics, technology and AI. From this moment on, the company will be constantly evolving rapidly, and with it the ethics of technology and AI should be adjusted in an area such as public administration. Today, Slovakia is lagging behind the EU countries in terms of digitization and the introduction of AI into our daily lives. From the point of view of public administration and the public sector, which will be important to focus on in the context of AI, there are three pillars, namely the protection of democratic principles and human rights, the regulatory role of the state and preparation and knowledge of AI possibilities and risks.

It is necessary to prepare and understand every part of public administration and AI, so that we can properly implement AI and at the same time prevent potential negative consequences. We must not forget the "human-centric" approach in the context of AI, in order to preserve the protection of the people who will be at the heart of future AI. AI can be very dangerous for democratic values if it falls into the wrong hands, especially because of the leakage of information and data from citizens.

Any services that the state provides, any regulation that is created on the basis of analyzes and data, is only as good

as the data that enters it. Setting up quality algorithms and systems is really very important for higher quality outputs and services. However, setting the correct data that will travel to the AI settings is key to the proper functioning of the applied AIs. The priority today is to create an environment that will be ready for the full implementation of AI in the current state of public administration in Slovakia or the Czech Republic. If we want to introduce AI into the field of public administration as well, it is crucial that competent authorities and ministries have competent and reliable experts. Today, we need completely new AI regulation tools that will regulate the platforms on which AI will operate. It is important to ask whether the public administration in Slovakia is centralized enough for the correct and functional operation and regulation of AI technology.

Today, the world needs to revolutionize the way we solve problems so that they can anticipate them and not solve them solely in the form of a response. Above all, it is important that AI regulation goes hand in hand with innovation. Artificial intelligence systems are statistical and we do not know what they will decide and why. It is therefore important to know how AI works and what algorithm and system it uses. The biggest challenge will be to find the right possible AI management mechanisms so as not to repeat historical moments such as the Financial Crisis in 2008, which was mainly a failure of statistics.

## DISINFORMATION MEDIA

AI today can create misinformation as well as fight it. Today, around the world, social networks do not help in any way to combat misinformation. On the contrary, they make us stupider and keep us on our toes, connected to the Internet, giving us tailor-made advertising and information. That is why it is extremely important that projects are set up to prevent and combat the spread of misinformation on the Internet.

Disinformation is not only dangerous for our critical thinking, but in the long run it can have a catastrophic impact on our country's innovative future. Despite many EU measures, regulation of online platforms fails because it severely

undermines companies' strategies and returns.

It is therefore crucial who will decide what a hoax is and what misinformation is. What we choose on the Internet as the ultimate truth, we will spread ourselves into the future as something on which there will be a general consensus. As something on which a new society will be built and built. It is therefore very important to be especially careful about the objectivity of controlling and regulating information on the Internet. AI is a proven and effective method for verifying and refuting misinformation, but it can also help us control and regulate the technology giants and platforms that disseminate misinformation.

# CONCLUSION

We live in a time that brings us many benefits in terms of technology and artificial intelligence. On the other hand, there are risks associated with technology. We have no answers to many questions today that the future will reveal. This is accompanied by the fear of the unknown, which is a natural defense mechanism for us humans. That is why it is important to learn and become acquainted with the digital skills of the future. Last but not least, we must not forget the important topic of the ethics of artificial intelligence, which should always come first. This is one of the reasons

why Microsoft Czech Republic and Slovakia have opted for 6 ethical principles based on the EU's ethical principles for AI which are: **FAIRNESS, RELIABILITY & SECURITY, PRIVACY & SECURITY, COMPANY INVOLVEMENT, TRANSPARENCY and RESPONSIBILITY.**

The future of artificial intelligence and its further development and use is primarily up to companies, societies, governments, individuals as well as our approach to this complex issue.

## KEY FINDINGS

Today we have the opportunity to look at artificial intelligence from two sides. From the point of view of regulation and from the point of view of education of the population in the field of AI. Namely, its possible insufficient and incomplete implementation may be impractical and its real potential untapped.

Artificial intelligence education and awareness is key to being able to gradually and, in particular, correctly introduce new AI-based technologies into our society in the future, without prejudice and fear of the possible risks of new artificial intelligence functions and features.

In this context, we must not forget the "Green AI", because AI will need a huge amount of data space to store all the information and algorithms. This data hardware consumes a huge amount of energy, which can be a really big problem for humanity in the future from an ecological point of view.

1. We already perceive the term "Explainable AI" in the healthcare sector, which means that the doctor has direct and transparent supervision and overview of the conduct of AI, but also of the final result of its analysis.
2. It is important to emphasize that the presence of a physician in AI solutions in future health centers will still be needed.
3. The near future is therefore likely to look like there will be two groups of doctors. Those who will use certified technologies based on artificial intelligence and will have excellent results, and then those who will not use AI, and therefore will not be so sought after by patients.
4. It must not be forgotten that, from an ethical point of view, it is paramount to preserve and protect human dignity, to prevent systems that lead to discrimination and the polarization of society. Among other things, the protection of personal data is important, which should always remain anonymous.
5. From the point of view of public administration and the public sector, which will be important to focus on in the context of AI, there are three pillars, namely the protection of democratic principles, and human rights, the regulatory role of the state and preparation and knowledge of AI possibilities and risks.
6. It is important that AI regulation goes hand in hand with innovation.
7. Artificial intelligence systems are statistical and we do not know what they will decide and why. It is therefore important to know how AI works and what algorithm and system it uses. The biggest challenge will be to find the right possible AI management mechanisms so that historical errors that were, above all, the failures of statistics do not repeat themselves.
8. Disinformation is not only dangerous for our critical thinking, but in the long run, it can have a catastrophic impact on our country's innovative future. Despite many EU measures, regulation of online platforms fails because it severely undermines companies' strategies and returns.
9. Artificial intelligence education and awareness are key to being able to gradually and, in particular, correctly introduce new AI-based technologies into our society in the future, without prejudice and fear of the possible risks of new artificial intelligence functions and features.
10. We should not forget the "Green AI", because AI will need a huge amount of data space to store all the information and algorithms, which requires a huge amount of energy.