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Ethics of Artificial Intelligence in Marketing

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Abstract

This bachelor's thesis delves into the ethical implications posed by Artificial Intelligence. Firstly, it focuses on Artificial Intelligence itself. It goes briefly over the history, describes the different types of it and provides some examples. Chapter 2 centres around the future possibilities, mainly the Singularity and its effects. Chapter 3 then spotlights Artificial Intelligence in marketing itself. It dives into the rabbit hole that is "Curated/personalised content". How it can be used to form public opinion and highlights why it is extremely dangerous to a fair democracy. Chapters 4 explains on the methodology used in the research process, specifically it explains why a survey was used and provides a detailed breakdown. Chapter 5 presents the findings of the research conducted and offers recommendations for the future use of Artificial Intelligence. It concludes that it is absolutely vital to further educate the public on these issues, as to keep the pressure from an educated public on companies developing and deploying Artificial Intelligence technology.

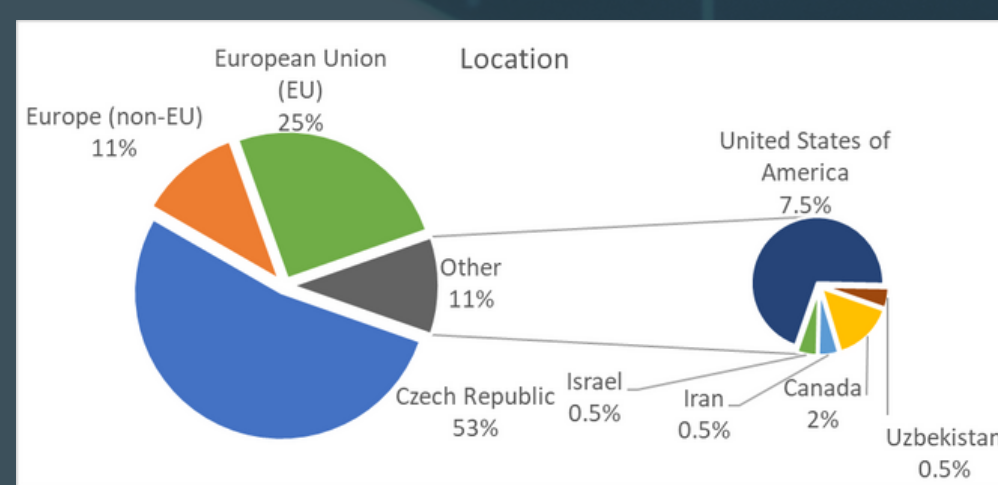
The Chinese Room Experiment

Today's AI works in a similar fashion to the like the Chinese room experiment. It indicates that AI only has instructions on how to manipulate symbols without understanding them. Despite advanced AIs, such as ChatGPT, giving the illusion of being advanced, they are not as much as they seem to be.



Survey

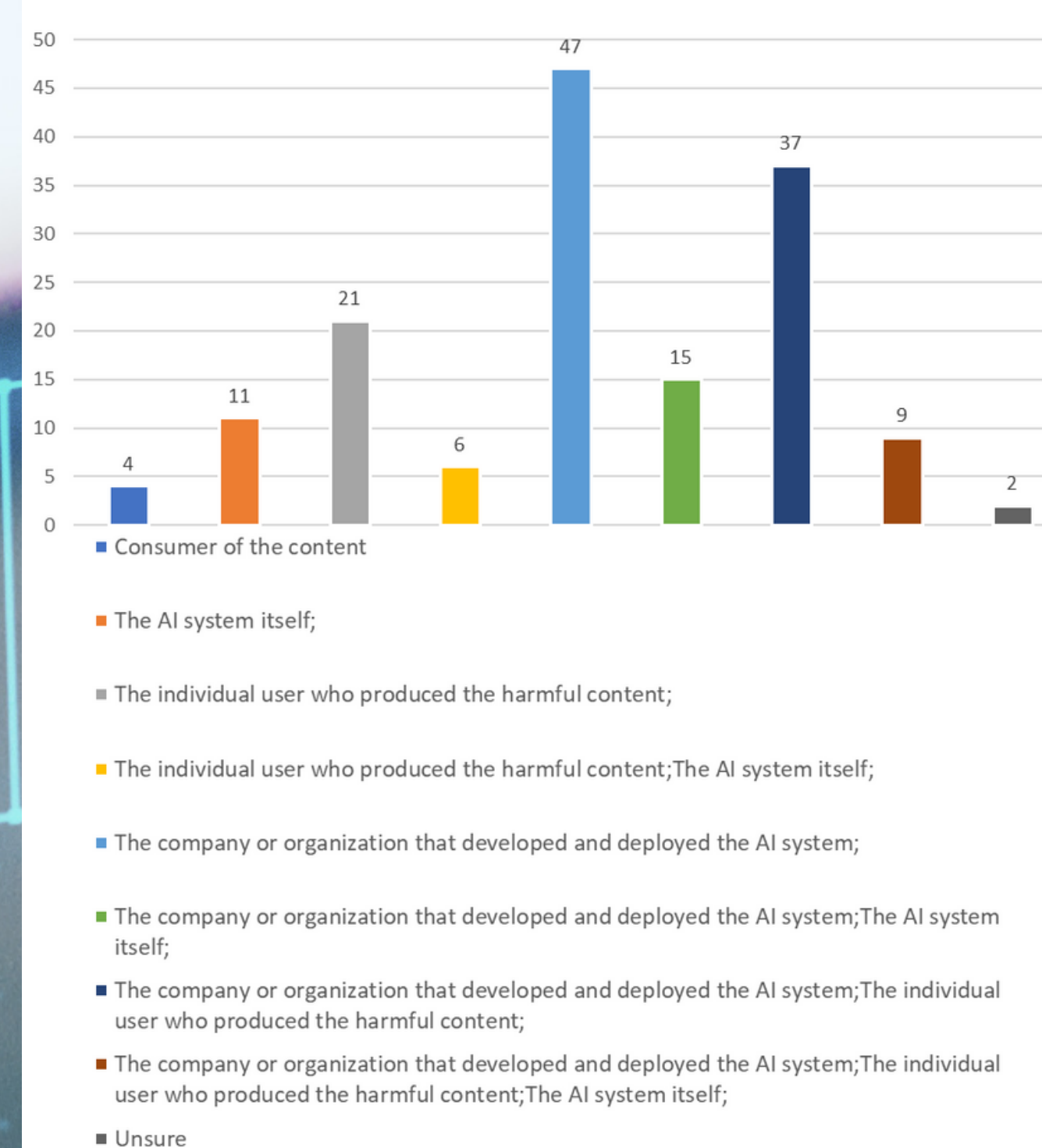
A total of 187 responses were gathered as a part of the research. 152 answers fit the desired demographic of Europeans under 30. The survey first established the respondents knowledge and then asked about ethics.



Responsibility

Respondents were asked who do they believe to be responsible should an AI system recommend harmful content to its user. They had the option to select multiple options, from which most would put the responsibility on the company.

Q17: Responsibility for harmful content recommended to user



The Technological Singularity

Once strong AI is created, it is going to make progress up until that point appear linear. Therefore, it is vitally important that AI is created to uphold ethical standards.

