

ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY

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CHAPTER 3

ARTIFICIAL INTELLIGENCE AND SUSTAINABILITY IN THE CONTEXT OF MEDIA AND COMMUNICATIONS

THE ETHICAL DIMENSION OF ARTIFICIAL INTELLIGENCE IN TERMS OF ART

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INTRODUCTION

Art is a powerful tool that people use to express their emotions, thoughts, and imagination. While art manifests itself in many different disciplines, the ethical responsibilities of artists also emerge. Ethics in art includes issues such as balancing the creative freedom of expression of artists, respecting social values and considering their potential impact.

With the development of technology, it is possible to come across artificial intelligence and applications that make our lives easier and take their place in every field in daily life. At the stage of the creation of artificial intelligence, there are layers such as learning, planning, recognizing sounds and problem solving.

Edward Fredkin identifies three monumental significant occurrences in history: The first is the universe coming into existence, the second is life's inception, the third, just as important as the first two, is the advent of artificial intelligence (Balaban & Kartal, 2015: 20). Artificial intelligence is one of the most important research areas that determine the future of humanity today. As with the new technological developments, this rapid rise of artificial intelligence raises various concerns for those who have difficulty keeping up with technological changes. The fact that artificial intelligence develops itself by learning from the examples presented to it and the gains in this field cause the concerns of intelligent systems becoming independent of human control over time (Köse, 2018: 94). Therefore, studies have been started to take the behavior of intelligent machines into a certain framework in order to control them. The ethical dimension of artificial intelligence, the developing legal problems caused by artificial intelligence and the solutions created in this field are among these topics.

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