

Ethics of AI: Digital Exploitation of Women

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Abstract: Artificial Intelligence has modified different aspects of modern life. It is being used in enhancing efficiency, automation and decision making across various fields. However, it introduced ethical challenges developed by rapid advancement of AI technologies, particularly concerning the digital exploitation of women through AI-generated deepfakes. This article examines the ethical implication of such misuse by exploring issues of consent, privacy, dignity, and accountability. It also examines the gender-based digital violence against women and children with serious psychological and social consequences for victims. The inadequacy of existing legal frameworks in managing these emerging threats has also been highlighted in this article. The article also emphasizes the need for stronger ethical standards and regulatory mechanisms, and platform responsibility. The article underscores that technological innovation must be guided by principles that protect fundamental rights and prevent the misuse of AI against vulnerable groups.

Keywords: Artificial Intelligence, AI Ethics, Deepfakes, Digital Exploitation, Women, Gender-Based Violence, Privacy, Consent, AI Governance.

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I. INTRODUCTION

Artificial Intelligence, an advanced technology which goes beyond problem solving and performing tasks which can learn from experiences and improve accordingly. AI is also considered a technology which can imitate human cognitive functions. The term Artificial Intelligence was coined by John McCarthy in 1955 in his proposal titled "A Proposal for the Dartmouth Summer Research Project on Artificial Intelligence". However, it was during 18th century when Jonathan Swift introduced the idea of The Engine, used to assist scholars in generating new ideas, sentences and books in his satire Gulliver's Travels (1726).

"Everyone knew how laborious the usual method of attaining arts and sciences; whereas, by his contrivance, the most ignorant person, at a reasonable charge and with a little bodily labour, might write books in philosophy, poetry, politics, laws, mathematics and theology, Without the least assistance from genius or study." (Gulliver's Travels, p.229)

Modern AI models are also able to produce coherent text by relying on algorithms that connect words and ideas, similar to the fictional engine introduced by Swift. It was only in 1958 that John McCarthy laid the foundation and developed the programming language Lisp. Up until then thinkers were addressing questions like "Can machine exhibit intelligent behaviour indistinguishable from that of a human?" which became reality in 2020, when a language model named GPT-3

was introduced by OpenAI with 175 billion parameters, capable of generating human-like text, coding, translating languages, and producing creative learning. Before 2021, AI applications were already present across multiple domains such as vision, speech and decision-making. But in 2021, Google developed a powerful AI model named MUM (Multitask Unified Model).

MUM can multitask, analysing text, images and videos simultaneously, allowing it to handle more complex queries. Day by day technology is getting more powerful. AI models can not only multitask but also can perform a complex task in a single prompt.

A prompt can be defined as an input given to AI, modelled to instruct it on what to do, providing context for generating a specific response or output. Ongoing innovations expand the use of AI-generated content. Users are able to create beyond static images, detailed video clips based on prompts. AI has now become the integral part of everyone's daily life. Users are using it for every possible task for instance food recipes, decision-making, writing research articles etc. This modern widespread technology is indeed very helpful but with its usefulness also comes the Consequences of use of AI and AI itself.

The use of AI is not only limited to problem-solving but among its ample usage there's one more use and that is creating images. Users are allowed to create wide range of media contents. However, it's not wrong to create images by using AI

but not every image created by AI is ethical or Justifiable. The ethics of AI is the field concerned with guiding the development and use of Artificial Intelligence so that it benefits society and upholds human values. It contributes to the regulation of AI in a manner that prevents harm across social, legal and ethical domains. Ethics of AI involves privacy and data protection, transparency and accountability. Prominent objective of AI should be of assisting humans, not replacing human values. The use of AI has become so dangerous that anyone can take control of anybody's image and body without their consent. Even if these images are synthetic, the ethical concerns remain the same.

Therefore, AI should take accountability for such misuse because preventing the misuse of data is one of the key responsibilities of AI. Creation of vulgar images of women with the help of AI has become a matter of serious concern. There are several documented cases where women's photos were deep-faked or morphed without their consent leading to emotional trauma, depression, Anxiety. The extreme use of AI for generating deepfakes of women is a part of gender-based violence. Due to easy access to such AIs, the percentage of these gendered-based violence has increased. In Canada, 61 percent of women and gender-diverse people have experienced gendered digital harm, including black, indigenous, 2SLGBTQIA+ people.

Recently, the UK technology secretary Liz Kendall addressed the issue of how Grok AI is being used to create the image of women and children with their clothes digitally removed. A new analysis showed that Grok generated nearly about 4.4 million sexualized images of women and children in just 9 days. Another case has been recorded where morphed obscene images of a female teacher were posted online and the accused were two minor students. The increasing no. of such cases reflects the unethical misuse of AI emphasizing the urgent need to address ethical responsibility of AI related to consent, privacy and data protection. Victims of deep-faked images often suffers depression, Anxiety and Trauma that lead to some serious life-threatening situations. Women, whose images are morphed have no control over how their identity is used because these deep-fake images are created without their consent which is a fundamental ethical issue of AI resulting into violation of women's dignity, autonomy and basic human rights. One of the major drawbacks of AI is that the digital content is difficult to erase permanently which results into life-long mental sufferings. Victims of these deepfake harassment often experience anxiety, depression, social withdrawal and fear of public scrutiny. Another major challenge is that these technologies has outpaced legal framework, also there are not enough laws to address AI-generated harassment. There are several illegal chatbots which allow to create such indecent images and the ethical responsibility should not only lie with user but also with AI developers and digital platforms. There should be some regulatory body that can act decisively.

The technology intended for national development of nation is increasingly being used for targeting and harassing women and it is high time that developers must design safeguards while social Media platforms must ensure prompt removal and accountability for harmful content AI. There should be enough ethical standards to guide the AI development. These standards can fill the gap where law is silent or slow, it includes the rapid take down rights, platforms must monitor the content being delivered.

There should be ethical responsibility enforced upon developers, platforms and policy makers in order to decrease the harm to humanity. Unless ethical safeguards, legal accountability and social awareness are enforced AI risks becoming a tool of digital violence rather than human progress.

II. CONCLUSION

Artificial Intelligence is now a widely used technology. The entire world relies on AI for day-to-day activities. AI was created to perform repetitive and time-consuming tasks more efficiently than human beings can do. The Objective of its creation was to support, enhance, and extend human capabilities. Although AI offers numerous advantages but the absence of ethical accountability is leading to serious misuses of AI and has become serious and threat to people's dignity, safety and privacy. Ethics is an essential factor in building ethical AI or making AI behave ethically. Ethics refers to moral principle that guide human behaviour by helping us distinguish between what is morally right and wrong. Isaac Asimov, a famous science fiction writer introduced the first ethical code of artificial Intelligence. He presented three laws of Robotics, later on added fourth law and called them zeroth law of Robotics. In first law he suggested that a robot may not injure a human being connecting it with his second law that a robot must obey order given to it but without violating the first law. In third law he suggests that a robot must protect its existence that too without violating the second law and for the fourth law Isaac Asimov states that a robot may not harm humanity. But with the increasing misuses of AI, it is clear that AI lacks ethical accountability. AI is increasingly being misused to harm humanity, with women as its primary target through the creation of vulgar images which can lead to anxiety and depression, can leave a life-long impact on victim's mental health.

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