

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL VALUES: AN ANALYTICAL STUDY

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Abstract:

Artificial intelligence represents a rapidly evolving technical domain with wide-ranging effects on various aspects of daily life. However, this technological advancement also raises concerns regarding its social and ethical implications.

Hence, alongside the undeniable technological benefits of artificial intelligence, it is essential to engage in a thoughtful discussion of the values and ethical principles that should govern its use. This ensures that technological development contributes to sustainable and responsible social progress.

Keywords: Artificial intelligence, social values, applications of artificial intelligence.

الملخص:

الذكاء الاصطناعي يمثل مجالا تقنيا سريع التطور ، له آثار واسعة النطاق على مختلف جوانب الحياة اليومية ، ولكن هذا التقدم التكنولوجي يثير أيضا القلق بشأن آثاره الاجتماعية والأخلاقية. وبالتوازي مع الفوائد التكنولوجية للذكاء الاصطناعي التي لا يمكن إنكارها ، من الضروري اجراء مناقشة مدروسة للقيم والمبادئ الأخلاقية التي ينبغي ان تحكم استخدامه ، مما يضمن أن تسهم التنمية التكنولوجية في تحقيق تقدم اجتماعي مستدام وذو مسؤولية.

الكلمات المفتاحية: الذكاء الاصطناعي، القيم الاجتماعية، تطبيقات الذكاء الاصطناعي.

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1. INTRODUCTION

Artificial intelligence (AI) has become a major revolution in the field of technology, especially in recent years. Its influence has extended across multiple domains, including social values. Technological advancements in AI contribute to reinforcing ethical and social principles in individuals, ultimately serving the broader interest of humanity.

This article explores the impact of AI on social values by addressing the following main question:

To what extent does artificial intelligence affect social values, and what are its applications in this field?

To answer this question, the article follows this structure:

1. Definition of Artificial Intelligence

Artificial intelligence is considered the study of intelligent behavior and the attempt to design systems capable of exhibiting such behavior in artificial machines. It remains one of the most complex and debated topics in science and humanity at large.

AI is defined as a subfield of computer science concerned with designing and constructing systems that exhibit certain aspects of intelligence. These systems possess reasoning abilities and can draw conclusions.

It is also described as efforts to develop computer-based systems capable of performing functions that mimic those of the human mind, such as language acquisition, administrative task execution, reasoning, learning, understanding, and applying meaning.

Moreover, AI refers to the ability of machines to simulate the human mind and its operations, including thinking, discovering, and learning from prior experiences.

Since the development of computers in the 20th century, it has been discovered that machines are capable of performing tasks far more complex than initially expected. Despite advantages such as processing speed and storage capacity, no system has yet matched the

human brain's ability to make intuitive, real-time decisions based on situational awareness (Al-Najjar, 2010, p. 168).

Therefore, artificial intelligence can be summarized as:

- A subfield of computer science that aims to understand and apply technologies that simulate human intelligence.
- A scientific advancement that allows machines to perform tasks traditionally associated with human intelligence, such as learning and teaching.
- The computer's ability to execute a set of functions.
- The study of cognitive and mental abilities using computational models.
- Artificial intelligence is the field of computer science that focuses on creating systems capable of performing tasks that normally require human intelligence, such as understanding language, recognizing patterns, solving problems, and making decisions (Russel, s, Norvig, 2021p03.)

2. Values

Values are a set of perceptions and concepts that form the framework for personal beliefs, judgments, and preferences. These values emerge from an individual's interaction with personal and social experiences and play a vital role in shaping goals, directing behavior, and reflecting interests—both directly and indirectly (Khalil, p. 34).

2.1 Value System:

A value system refers to the hierarchical arrangement of values adopted by an individual, group, or society, which unconsciously shapes behavior and social interaction (Hamdaoui, 2004, p. 25).

Values are also defined as acquired judgments derived from social conditions that influence an individual's thinking, behavior, and education. They include:

- **Moral values**, which define standards of good and evil;
- **Logical or rational values**, which determine correctness or error in actions and beliefs (Zahran, p. 74).

There are various types of values, including:

- **Ethical values**: Related to standards of good and evil, guiding ethical behavior (e.g., honesty, integrity, justice);
- **Personal values**: Associated with individual principles used in decision-making (e.g., ambition, independence, success);
- **Economic values**: Linked to concepts such as efficiency, productivity, and profitability;
- **Cultural values**: Reflect specific traditions and beliefs of a culture, including holidays, rituals, and accepted norms.

Each type of value shapes how individuals think and act in different areas of life.

2.2. Social Values

There are many definitions of social values, among which are:

“Social values are a set of principles and beliefs that define how individuals behave within a society. They serve as guidelines for actions and practices and stem from the traditions and cultures of a particular group. These values are powerful and influential, considered essential and binding for individuals. Deviation from them is often seen as a violation of the group’s fundamental principles.” (Barakat, p. 4)

They are also understood as beliefs that exhibit relative continuity and guide individuals toward specific goals or the means to achieve them.

These values help individuals choose and prefer specific behaviors over others, thereby influencing how they interact with others within their communities.

From a sociological perspective, social values are seen as criteria or levels of selection that assist individuals in choosing between available options in a given social context. In other words, values provide a guiding framework for decision-making and behavior selection in accordance with the norms of one's society. They serve as a basis for evaluating and directing actions in line with prevailing social standards (Zakaria, 2002, p. 29).

Thus, social values can be seen as standards adopted by individuals to achieve their goals using means aligned with their society's values. In this way, social values guide individuals in making choices that conform to the social and cultural fabric of their environment.

3. Objectives of Artificial Intelligence

The primary goal of AI is to understand human intelligence by developing computer programs capable of simulating intelligent human behavior.

This includes enabling a computer program to solve a problem or make a decision based on a description of a situation. The program must determine the steps required to reach a solution or make a decision by referring to a variety of pre-fed inferential processes. This marks a pivotal advancement beyond traditional information processing, which relies on human reasoning.

The main objectives of AI systems include:

1. Storing, analyzing, and managing knowledge systematically to derive insights;
2. Acquiring, updating, and preserving accumulated human knowledge for problem-solving;
3. Optimally utilizing scientific and practical expertise, while overcoming issues like loss, damage, or forgetfulness;
4. Generating or developing new knowledge and utilizing computerized intelligence for effective decision-making (Bonnet, 1993, p. 11).

4. Types of Values

4.1. Values from a Philosophical Perspective

Philosophers generally fall into two broad categories regarding the concept of values:

- **Idealists** regard values as absolute and unchanging, unaffected by time or place. They view values as stemming from a metaphysical world of ideals.
- **Realists, pragmatists, and existentialists**, on the other hand, argue that values are relative, shaped by human experience, intelligence, and life circumstances. They assess the importance of values based on their utility and role in human development.

Islamic philosophy strikes a balance between these two perspectives. It affirms the existence of absolute, unchanging values based on explicit religious texts, while also recognizing the existence of relative values that may vary with individuals' lived experiences (Diyaa, 1996).

4.2. Values as a Matter of Belief

A value is also seen as a belief system that guides human behavior toward what is desirable or preferred. According to Limos, values are abstract concepts embedded in individuals' thoughts and beliefs, such as justice, altruism, cooperation, sincerity, and sacrifice.

4.3. Values as Normative Standards

From a normative standpoint, values are powerful social standards with strong emotional resonance. They are closely tied to the ethical levels defined by a given community. Individuals internalize these values through socialization and use them to justify their actions and guide their behavior. These standards also influence social relationships, helping define one's allies and adversaries (Khalil, *Islamic Values and Education*, p. 34).

Ali Al-Tarrah defines values as socially transmitted standards for desirable and undesirable behavior and attitudes. These are conveyed through various socialization agents such as the family, schools, media (radio, television, cinema, theatre, newspapers), and religious institutions like mosques. These socializing forces are central to shaping both individual and collective behavior and play a crucial role in organizing social relationships—whether among individuals or between individuals and the broader societal system—while maintaining relative stability within the value system (Al-Tarrah, 2001, p. 84).

4.4. Values as Behavioral Preferences

Charles Morris defines values as “preferential behavior.” He developed a scale based on thirteen life approaches, asking participants to evaluate each on a 7-point scale ranging from “I like this lifestyle very much” to “I dislike it very much.” Through these preferences, it is possible to infer the values an individual holds in life (Hussein, p. 36).

4.5. Values and Orientation

A value represents an organized experience formed in a comparative context, evolving into a quasi-stable normative unit in an individual’s social conscience. In contrast, attitude is a specific type of organized experience that influences individual behavior and gives it a distinctive tone (Saad Abdulrahman, p. 156).

Individuals are not born with fixed values regarding external objects; rather, they acquire them through interactions with varied social situations. These interactions shape individual attitudes, which later consolidate into structured value systems (Sayed Mahmoud Youssef, 1991, p. 33).

Murray affirms that people and things are associated with attitudes, which are key indicators of underlying values. These attitudes are shaped by the relationship between the individual and the experiences he or she encounters in specific social contexts.

5. Characteristics of Social Values

Social values exhibit a number of key characteristics that define their role in shaping individual and collective behavior. These characteristics include:

5.1. Subjectivity and Individuality

Values are deeply tied to the individual's identity and personality. They are reflected in personal preferences, interests, choices, attitudes, and judgments. Because of this, values are inherently subjective and vary among individuals based on how they assess and prioritize different matters.

5.2. Relative Stability

Social values tend to remain relatively stable over time. While they may evolve gradually, they generally provide consistency in social expectations and norms across generations.

5.3. Abstraction

Values are abstract, objective, and independent concepts. Their real meaning becomes evident through the behaviors and situations in which they are expressed.

5.4. Hierarchical Structure

Values are organized hierarchically within individuals. Some values are more dominant and occupy the top of the value hierarchy, while others are of lesser importance. Individuals prioritize and organize their values based on perceived importance and personal context.

5.5. Human-Centered Nature

Values are specific to human beings. While animals may possess instinctual preferences or behaviors, they do not experience social values as humans do.

5.6. Polarity

Each positive social value is typically accompanied by a corresponding negative or opposing value. For example, cooperation is opposed by selfishness, individualism, or self-interest.

5.7. Learnability

Social values are transmitted across generations through role models, direct teaching, and various educational methods. They are learned through social interaction and cultural exposure.

5.8. Social Commitment

Societies impose certain values on their members depending on their importance and position within the value hierarchy. This imposition serves as a form of social regulation, ensuring shared expectations and norms.

5.9. Interconnectedness

Each society maintains an interconnected system of values. These values are organized according to the culture and surrounding conditions of that society. Because they are deeply interwoven, substituting one value for another requires complex and sustained social processes—this phenomenon is often referred to as value conflict (Zakaria, 2002, p. 43).

These characteristics help explain how social values influence both individuals and societies, and how they evolve and function over time.

6. Functions of Social Values in Society

Social values play a vital role in any society. They act as the driving force behind individuals' actions and interactions and aim to instill positive values that promote a sense of belonging and identity. These functions include:

6.1. Enhancing Social Cohesion

Social values are essential for ensuring social cohesion. They regulate relationships among individuals by moderating aggressive impulses and selfish desires. Values and

customs provide behavioral and cognitive norms that facilitate consistent and predictable interactions among people.

They also contribute to societal stability by countering deviant behaviors and external threats, such as those posed by the media and globalization. By holding firmly to core values, societies can resist these challenges and maintain unity and continuity in the face of change. This helps preserve the integrity and coherence of the social structure within a unified framework.

6.2. Regulating Relationships and Internal Control

As a form of **internal control**, values regulate the behavior of individuals and the standards by which they act. They contribute to social balance and stability by establishing shared norms and expectations. This shared framework fosters harmony and cohesion within the group.

6.3. Defining Desirable and Undesirable Behavior

Values serve as a basis for determining what is rewarded or punished within social relationships. Their influence is powerful in shaping individuals' perceptions of rights and responsibilities and ensuring commitment to societal norms and duties.

Social values provide members of society with a sense of meaning and a shared purpose that strengthens their cohesion. Through an integrated value system, individuals view their actions as contributing to greater goals rather than merely satisfying personal desires. Values thus help achieve societal objectives by offering clarity, unity, and specific criteria for implementing these values in daily life (Diyaa, 1996, p. 32).

7. Applications of Artificial Intelligence in the Field of Social Values

Artificial intelligence has a profound influence on social values, reshaping how people interact, communicate, and make ethical decisions.

On one hand, AI promotes efficiency, accessibility, and equality by providing innovative solutions in education, healthcare, and public service.

For instance, AI-powered tools can help reduce bias in decision-making, improve accessibility for people with disabilities, and foster global communication (Jobin, A, 2019p389.).

Artificial intelligence can be utilized in various ways that impact social values. Below are some of the key applications:

- **Healthcare:**

AI can significantly improve the accuracy of medical diagnoses and enable more effective treatment recommendations through precise analysis of medical data.

- **Education:**

AI can be used to develop personalized learning curricula and provide individualized guidance for students, adapting to their pace and needs.

- **Autonomous Vehicles:**

AI plays a crucial role in the development of self-driving cars, which can potentially reduce traffic accidents and improve road safety.

- **Customer Service Improvement:**

AI enhances the customer experience by offering instant, accurate responses, leading to improved service quality.

- **Social Analytics:**

AI can be employed to analyze social behavior and societal patterns to better understand the impact of technology on communities.

In light of these applications, it is evident that artificial intelligence can support the field of social values in various innovative ways. For instance, it can help analyze social behavior, inform the development of fairer and more effective public policies, and foster communication and understanding among different cultures (Applications of Artificial Intelligence in Social, 2020).

8. Analytical Perspective on the Impact of Artificial Intelligence on Social Values

In general, modern technologies have had a significant impact on societies—particularly on young people and adolescents—from various social dimensions. The misuse of media and modern digital technologies has, in many cases, negatively influenced moral values and distanced individuals from national, cultural, and religious values.

Accordingly, the media must adopt effective strategies and improve its performance in a way that avoids subjectivity, ideological manipulation, and cultural dependency on the West. It should strive to protect indigenous social values.

Some of the most critical risks associated with artificial intelligence in the social and cultural domains include:

- **Digital Risks:**

These include automated fraud using fake email accounts and phishing links aimed at stealing personal data. AI systems may also be manipulated through the exploitation of algorithmic vulnerabilities in how they interpret the world.

- **Psychological and Educational Risks:**

Total reliance on machines for computation and scientific research can undermine the human mind's ability to think, concentrate, and innovate.

- **Social Risks:**

Techniques such as personalized persuasion—based on publicly available personal data—can be used to influence individual opinions and manipulate decision-making (Ben Hamza, 2023, p. 460).

Conclusion

From the foregoing discussion, it is clear that artificial intelligence significantly affects social values. It can enhance individual efficiency and help develop human

capabilities. However, the primary objective of integrating AI into society should be to improve social and cultural standards.

Thus, it is essential to apply AI in ways that are reasonable and aligned with society's core values. To this end, we propose the following recommendations:

- AI applications and systems should be transparent in how they use data and make decisions. Legal and ethical frameworks must be established to govern the collection and use of data.
- Achieving diversity and inclusiveness in the development and use of AI is essential. This includes avoiding systems that promote discrimination—whether racial, gender-based, or otherwise—and ensuring that AI benefits are distributed equitably.
- Promote education and training programs in AI to ensure a balanced understanding of technology, its applications, and its potential social impacts.
- Ensure that AI-based systems are safe and fair, and avoid producing unexplained or unexpected outcomes due to algorithmic biases.
- Foster human-AI collaboration by designing interactive systems that are flexible and prioritize ethical and social values.
- Support innovation in AI technologies that promote significant social benefits and reinforce human values.

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