
AI development and ethical issues: shifting from a static to a dynamic perspective

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Abstract

The ethical use of AI in organizations poses many challenges that require stakeholders to debate and express the values that underlie their ethical position. These debates give rise to tensions between the ideal inclusive deliberation from Habermas' discourse ethics, and the Bourdieuan conception of debates taking place in structured fields with power relations between competing and unequal stakeholders. By analyzing 127 documents from more than 20 countries, we were able to map the factors influencing the consideration of ethical business issues which arise during two main stages of AI system development, namely, the AI design stage and AI use stage. Then, we elaborate on three technical devices to solve ethical issues and discuss them in the light of the tension between the ideal and practical conceptions of debates required for an ethical use of AI.

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