



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Artificial Intelligence and Human Rights

1st Author- Dr. Harpreet Kaur, 2nd Author – Dr. Kusum Verma

¹Assistant Professor of Law in Chandigarh Group of Colleges, Jhanjeri, Mohali.

²Assistant Professor of Law in Shoolni University, Solan.

Abstract:-

The increasing growth of Artificial Intelligence by technology has its incredible contribution in the life of humans. It has direct impact on education, life style, and even in the inherent rights of humans; Human Rights. A number of questions in regards to the operation, influence as well as impact of artificial intelligence on human rights are being raised especially, in democratic countries. Artificial intelligent system has been designed to provide an alternate to human work in efficient, faster and better way. There is no doubt that with the operation of artificial intelligence, the monitoring of the human rights abuses has become easier. Although this unprecedented growth has its definite advantages, it equally risks interfering with rights to be free, right to personal liberty, right to privacy, right to a fair trial and so on. Because human rights are interdependent and interrelated, Artificial Intelligence affects nearly every internationally recognized human right. we examine many of the human rights impacted by Artificial intelligence. This paper concerns especially, the rights those are embodied in the three documents that form the base of international human rights law, the so-called “International Bill of Human Rights.” This includes the Universal Declaration of Human Rights (UDHR), the International Covenant on Civil and Political Rights (ICCPR), and the International Covenant on Economic, Social and Cultural Rights (ICESCR). Along with this, right to date protection that has been declared as a human right by EU Charter of Fundamental Rights. This work presents an overview of the ethical issues in applied artificial intelligence research for human rights principles- privacy, accountability, safety and security, transparency and explainability fairness and non-discrimination, professional responsibility and promotion of human value.

Introduction

In this modern world, most of democratic countries are concerned about the growth as well as consequences of Artificial Intelligence. There is no doubt that artificial intelligence has it numerous benefits that is being provided to humans but its swift advancement also associated with serious risks also.¹ Artificial intelligence already performing incredible job in medical sector while diagnosing different types of diseases. AI is an opportunity to improve the democratic process in our societies. For example, it can help citizens to gain a better understanding of politics and engage more easily in democratic debate. Likewise, politicians can get closer to citizens and eventually represent them more effectively. Along with this, automated hiring systems ensure to shortlist the job candidates on the basis of their skills and qualifications instead of age or appearance that often happen when human take any decision. It also provides techniques and services to institutions to do more productivity while spending less. Apart from all these benefits, artificial intelligence

¹ “The History of Artificial Intelligence,” University of Washington, December 2006, <https://courses.cs.washington.edu/courses/csep590/06au/projects/history-ai.pdf>

also has some downsides as its system only works on collection, generation, storage, analysis and quantities of data which directly impacts the human right as right to privacy.² While there are many different conceptions of human rights, from the philosophical to the moral, we in this project take a legal approach. We view human rights in terms of the binding legal commitments the international community has articulated in the three landmark instruments that make up the International Bill of Rights³. This body of law has developed over time with the ratification of new treaties, the publication of General Comments that authoritatively interpret the provisions of these treaties, and through the work of international and domestic courts and tribunals, which have applied the provisions of these treaties to specific cases.

What is Artificial Intelligence?

Although, expanding presence of artificial intelligence across many aspects of our lives, but there is no globally accepted definition of 'artificial intelligence'. The term AI coined by John McCarthy in 1956, that includes a number of computational techniques and associated processes that are being used to develop capability of machines to do different things requiring intelligence. In other words, artificial intelligence automates decision that people used to make.⁴

The High Level Expert Group on AI has provided a definition of AI in 2019:⁵

Artificial intelligence (AI) systems are software (and possibly also hardware) systems designed by humans that, given a complex goal, act in the physical or digital dimension by perceiving their environment through data acquisition, interpreting the collected structured or unstructured data, reasoning on the knowledge, or processing the information, derived from this data and deciding the best action(s) to take to achieve the given goal. AI systems can either use symbolic rules or learn a numeric model, and they can also adapt their behaviour by analysing how the environment is affected by their previous actions.

Algorithm can refer to any instruction, such as computer code, that carries out a set of commands: this is essential to the way computers process data. For the purposes of this paper, it refers to 'encoded procedures for transforming input data into the desired output, based on specific calculations.'⁶

What are Human Rights?

Human rights refers to those individual and collective rights that have been enshrined in the Universal Declaration of Human Rights⁷ and then further detailed in the International Covenant on Civil and Political Rights and the International Covenant in Economic, Social and Cultural Rights. Although, UDHR was non-binding United Nation General Assembly resolution. On the other hand, ICCPR⁸ and the ICESCR⁹ are international treaties and of binding nature with the states who have ratified them. States shoulder a binding obligation under international law to protect human rights. This includes a duty to respect human rights in their own conduct, and to

² IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems, "Ethically Aligned Design: A Vision for Prioritizing Human Well-being with Autonomous and Intelligent Systems." Version 2. http://standards.ieee.org/develop/indconn/ec/autonomous_systems.html.

³ The "International Bill of Rights" is a term to describe the three most important international human rights instruments, namely the Universal Declaration of Human Rights ("UDHR"), the International Covenant on Civil and Political Rights ("ICCPR"), and the International Covenant on Economic, Social, and Cultural Rights ("ICESCR").

⁴ Eileen Donahoe and Megan MacDuffee Metzger, *Artificial Intelligence and Human Rights*, Journal of Democracy, Vol 30, No. 2 April 2019 (National Endowment for Democracy and John Hopkins University Press).

⁵ Russell, S. J., Norvig, P., & Davis, E. (2010). *Artificial intelligence: A modern approach* (3rd ed). Prentice Hall.

⁶ T. Gillespie, *The relevance of algorithms, Media technologies: Essays on communication, materiality, and society*, MIT Press, 2014, p. 167.

⁷ Universal Declaration of Human Rights (10 Dec. 1948), U.N.G.A. Res. 217 A (III) (1948) [hereinafter "UDHR"].

⁸ International Covenant on Civil and Political Rights (New York, 16 Dec. 1966) 999 U.N.T.S. 171 and 1057 U.N.T.S. 407, entered into force 23 Mar. 1976, art. 2 [hereinafter "ICCPR"].

⁹ International Covenant on Economic, Social and Cultural Rights (New York, 16 Dec. 1966) 993 U.N.T.S. 3, entered into force 3 Jan. 1976, art. 2(1) [hereinafter "ICESCR"].

prevent natural and juridical persons subject to their jurisdiction (including corporations) from committing human rights abuses. These obligations persist even when privatizing the delivery of services that may impact human rights.

Human rights are the freedoms, liberty, immunities or benefits which according to natural law, modern values and international law, all human beings are entitled to enjoy as a matter of right in the country or society in which they live.¹⁰ Human rights are very fundamental to every human that persons cannot live without them, Human rights are what enables a person to continue his humanity.¹¹ Without human rights, life is meaningless, worthless and a mere shadow.¹² To wit, human rights are too precious to be infringed upon without sufficient and convincing justification.

Human Rights and Artificial Intelligence

Artificial Intelligence and Human Rights, both are highly technical fields. The UDHR's aspirational language established that human rights were grounded in a respect for all individuals that derived from our equal status as bearers of inherent human dignity.¹³ Human dignity and fundamental rights are not tied to country citizenship, legal regime, or socioeconomic position. These rights are universal in the sense that they apply to everyone, everywhere, which provides a frame for discussing global AI impact and governance. Yet because of a divergence in political ideologies and claims to sovereignty, governments enforce international human rights law to wildly varying degrees. Thus, a human rights framework has emerged to monitor, promote, and protect human rights.¹⁴

This section reframes a number of well-publicized controversies generated by AI systems. By taking up a human rights lens, we can see how these classes of risks and harms fall within the purview of human rights. We will focus on rights found in the UDHR and the most significant human rights treaties: The International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social and Cultural Rights (ICESCR), which have been ratified by roughly 170 countries. Together, these three documents make up the International Bill of Rights, which illustrates that human rights are “indivisible, interdependent, and interrelated.”¹⁵

Opportunities and Risks of Artificial Intelligence and their Impact on Human Rights

A range of opportunities has been provided by artificial intelligence to human lives and the government. The power, scale, and speed of AI systems can improve efficiency and effectiveness in numerous domains, including healthcare, transport, education, and public administration. AI technologies also have the potential to negatively impact human rights, democracy, and the rule of law. These combined opportunities and risks should be understood in light of AI being “socio-technical.”¹⁶

The human rights that may be impacted through the use of automated processing techniques and algorithms are: (1) the right to life and personal liberty, (2) privacy and data protection, (3) freedom of expression, (4) freedom of assembly and association, (5) social rights and access to public services, and (6) the right to free elections. Moreover, as fundamental freedoms are interdependent and

¹⁰ Ese Malemi. 2017. *The Nigerian Constitutional Law with Fundamental Rights (Enforcement Procedure) – Rules 2009*. Princeton Publishing Company, Lagos, 3rd Edition

¹¹ *Ibid.*

¹² *Ibid.*

¹³ Universal Declaration of Human Rights, United Nations, adopted December 10, 1948, <http://www.un.org/en/universal-declaration-human-rights/>

¹⁴ For an overview of the challenges of implementation, see International Institutions and Global Governance Program, “The Global Human Rights Regime,” Council on Foreign Relations, May 11, 2012, Web, August 31, 2018.

¹⁵ “World Conference on Human Rights, 14-25 June 1993, Vienna, Austria,” Office of the United Nations High Commissioner for Human Rights, last accessed August 26, 2018, <https://www.ohchr.org/en/aboutus/pages/viennawc.aspx>.

¹⁶ Leslie, D., Burr, C., Aitken, M., Cowls, J., Katell, M., and Briggs, M. (2021). Artificial intelligence, human rights, democracy, and the rule of law: a primer. The Council of Europe.

interrelated, *all human rights* are potentially impacted by the use of algorithmic technologies, e.g., in education, social welfare, democracy, and judicial systems.

Artificial Intelligence and Human Values

A. Right to life and personal liberty

Respect for human value is reflected in various rights, such as the right to liberty and security, the right to a fair trial, the right to no punishment without law and the right to a private life and physical and mental integrity. The right to fair hearing is an inherent right that must be observed at all circumstances – civil or criminal cases. [It] is a trial that is conducted fairly, justly, and with procedural regularity by an impartial judge and in which the defendant is afforded his or her rights.¹⁷ Artificial Intelligence has created technologies which influences the criminal justice system and the court room system at large. This is played in two ways: AI assistants, and Robot judges.

There are more chances that AI can perpetuate or amplify existing biases, especially in law enforcement and when used by the judiciary. In situations where physical freedom or personal security is at stake, such as with predictive policing, recidivism risk determination and sentencing, the right to liberty and security combined with the right to a fair trial are vulnerable. For an example: when recidivism risk-scoring software was used across the U.S. criminal justice system to inform detainment decisions at nearly every stage, from assigning bail to criminal sentencing.¹⁸ The software has led to more black defendants falsely labeled as high risk and given higher bail conditions, kept in pre-trial detention, and sentenced to longer prison terms.¹⁹ This is a clear discrimination of black persons in the United States of America which has constituted a misuse of intelligent systems; not only in the U.S, but in the world at large. Additionally, because risk-scoring systems are not prescribed by law and use inputs that may be arbitrary, detention decisions informed by these systems may be unlawful or arbitrary.²⁰

When an AI-system is used for recidivism prediction or sentencing it can have biased outcomes. When it is a complex system, it becomes impossible for legal professionals, such as judges, lawyers to understand the reasoning behind the result of artificial intelligence and thus complicate the situation to deal with.²¹ On the other hand, the possibility of negative impacts exists due to the potential for the misclassification of some number of defendants as “high risk,” which results in their being sentenced more harshly than they otherwise would, or should, have been. Such tools also adversely impact criminal defendants’ rights to a fair public trial, to a defense, and to an appeal, because their predictions are not subject to meaningful review by courts. While statistical techniques can determine with a high degree of accuracy the characteristics of individuals in a population who are likely to behave in a certain way, they cannot generate accurate predictions as to how any particular individual in that population will behave. This raises some truly vexing legal, moral, and philosophical questions that are common in most of criminal cases.²²

¹⁷ Merriam Webster Dictionary, ‘Fair Trial’ <<https://www.merriam-webster.com/legal/fair%20trial>> accessed 20 October 2021.

¹⁸ Jeff, L. and Julia, A., ‘Machine Bias’ <<https://www.propublica.org/article/machine-bias-riskassessments-in-criminal-sentencing>> accessed 19 October 2021.

¹⁹ Ibid.

²⁰ Ibid.

²¹ Catelijne Muller, The Impact of Artificial Intelligence on Human Rights, Democracy and the Rule of Law. March 2020

²² <http://nrs.harvard.edu/urn-3:HUL.InstRepos:38021439>.

B. Right to privacy

As Artificial Intelligence (AI) continues to advance, it has brought about a myriad of concerns regarding personal data privacy. AI systems often rely on large amounts of personal data to learn and make predictions, which raises concerns about the collection, processing, and storage of such data. The main privacy concerns surrounding AI is the potential for data breaches and unauthorized access to personal information. With so much data being collected and processed, there is a risk that it could fall into the wrong hands, either through hacking or other security breaches.²³

When it comes to AI, the use of data is broadened into 'types of data sets'. There are three distinct types we deal with at Ericsson when it comes to AI: production data, synthetic data and hybrid data. Production data is live data used by AI and originating in deployed systems and networks. Synthetic data that displays the same properties of production data but that has been artificially generated. And hybrid data is a combination of production and synthetic data.²⁴

The use of AI in advertising, personalization, and recommendation systems also poses data privacy risks. The algorithms used in these applications collect vast amounts of user data, which is then used to target users with specific products or content. This targeting is based on an individual's online behaviour, indicating interests, browsing habits, and other personal preferences, further highlighting the impact of AI on privacy and data protection laws.²⁵

It is important to note that many AI systems rely on data to make decisions. This data can come from a variety of sources, such as online activity, social media posts, and public records. While this data may seem innocuous at first, it can reveal a lot about a person's life, including their race, gender, religion, and political beliefs. As a result, if an AI system is biased or discriminatory, it can use this data to perpetuate these biases, leading to unfair or even harmful outcomes for individuals.

For example, imagine an AI system used by a hiring company to screen job applications. If the system is biased against women or people of colour, it may use data about a candidate's gender or race to unfairly exclude them from consideration. This harms the individual applicant and perpetuates systemic inequalities in the workforce.²⁶ Another significant challenge posed by AI technology is the potential for misuse by bad actors. AI can be used to create convincing fake images and videos, which can be used to spread misinformation or even manipulate public opinion. Additionally, AI can be used to create highly sophisticated phishing attacks, which can trick individuals into revealing sensitive information or clicking on malicious links. The creation and dissemination of fake videos and images can have serious privacy implications. This is because these fabricated media often feature real people who may not have consented to their image being used in this way. This can lead to situations where individuals are harmed by the dissemination of fake media, either because it is used to spread false or damaging information about them or because it is used in a way that violates their privacy.²⁷

²³ <https://economictimes.indiatimes.com/news/how-to/ai-and-privacy-the-privacy-concerns-surrounding-ai-its-potential-impact-on-personal-data/articleshow/99738234.cms?from=mdr>

²⁴ AI and privacy: Everything you need to know about trust and technology available on <https://www.ericsson.com/en/blog/2022/8/ai-and-privacy-everything-you-need-to-know>

²⁵ Ronak Nagar, *The Impact of AI on Privacy and Data Protection Laws* available on <https://www.linkedin.com/pulse/impact-ai-privacy-data-protection-laws-ronak-nagar/>

²⁶ Privacy in the Age of AI: Risks, Challenges and Solutions available on <https://www.thedigitalspeaker.com/privacy-age-ai-risks-challenges-solutions/>

²⁷ Ibid.

Article 8 of the ECHR²⁸ encompasses the protection of a wide range of elements of our private lives, that can be grouped into three broad categories namely: (i) a person's (general) privacy, (ii) a person's physical, psychological or moral integrity and (iii) a person's identity and autonomy.²⁹ Different applications and uses of AI can have an impact on these categories, and have received little attention to date. AI-driven (mass) surveillance, for example with facial recognition, involves the capture, storage and processing of personal (biometric) data (our faces)³⁰, but it also affects our 'general' privacy, identity and autonomy in such a way that it creates a situation where we are (constantly) being watched, followed and identified.³¹

C. Right to work and against Unemployment

The right to work and protection against unemployment is guaranteed under Article 23 of UDHR,³² Article 6 of ICESCR³³, and Article 1(2) of the ILO. Though the rapid increase of AI has transformed existing businesses and personal lives by improving the efficiency of machinery and services, such change has also birthed an era of unemployment due to the displacement of human labour. In 2017, Changying Precision Technology, a Chinese factory producing mobile phones, replaced 90% of its human workforce with machines, which led to a 250% increase in its productivity and a substantial 8% drop in defects. Similarly, Adidas has moved towards 'robot-only' factories to improve efficiency. Thus, business growth no longer relies on a human workforce; in fact, human labour may negatively affect productivity. Until now, technology has had a more detrimental effect on low and middle-skilled workers, with decreasing employment opportunities and falling wages, leading to the emergence of job polarisation.³⁴

The COVID-19 pandemic has already impacted millions of jobs, and a new wave of AI revolutions may further aggravate the situation. By increasingly introducing AI in different job sectors, it seems that the poor will become poorer and the rich will become richer. Indeed, AI represents a new form of capitalism that strives for profit without the creation of new jobs; instead a human workforce is perceived as a barrier to growth. There is thus an urgent need to address the consequences of AI on social and economic rights, through the development of a techno-social governance system that may protect the employment rights of humans in an AI era.

D. Right to Freedom of Speech and Expression

The pervasive and invisible nature of AI systems, coupled with their ability to identify and track behaviour, can have a significant chilling effect on the freedom of expression. This can take place through self-censorship, altered behaviour in public spaces and private communications alike. The rise of techniques such as video surveillance, facial recognition, behaviour analysis etc., by public authorities and private companies hinder freedom of expression and also infringe the very essence of the right to privacy.³⁵

The internet's uniquely layered structure creates three separate relevant categories of actors: those who create or publish information; those who are targeted by this information; and internet intermediaries. Internet intermediaries play an essential role in enabling the flow of information between the two other categories of actors, without any, or little, contribution to the content itself.³⁶ They enable and manage interactions online, host content online, enable access to platforms, or carry out multiple of these roles.³⁷

²⁸ The European Convention on Human Rights (ECHR; formally the Convention for the Protection of Human Rights and Fundamental Freedoms) is an international convention to protect human rights and political freedoms in Europe.

²⁹ Guidance to art. 8 ECHR, Council of Europe

³⁰ The jurisprudence of the European Court of Human Rights (ECtHR) makes clear that the capture, storage and processing of such information, even only briefly, impacts art. 8 ECHR.

³¹ Ibid.

³² United Declaration of Human Rights

³³ International Covenant on Economic, Social and Cultural Rights.

³⁴ Sahajveer Baweja, Swapnil Singh, Beginning of Artificial Intelligence, End of Human Rights, July 16th 2020, Available on <https://blogs.lse.ac.uk/humanrights/2020/07/16/beginning-of-artificial-intelligence-end-of-human-rights/>

³⁵ ARTICLE 19, The Global Principles on Protection of Freedom of Expression and Privacy, op.cit.

³⁶ C.f. European Commission, A Digital Single Market Strategy for Europe - Analysis and Evidence, Brussels, SWD (2015) 100 final, 6 May 2015; or D. Trottier & C. Fuchs, Theorising social media, politics and state, January 2017.

³⁷ Council of Europe, Role and responsibilities of internet intermediaries.

Internet intermediaries, especially social media platforms, act as “information gatekeepers” by engaging in the selection of information that is published, in the ranking and editorial control over it, as well as in the removal of content.³⁸ They are in a unique position to prevent or mitigate risks that may be inflicted by users’ illegal activity.³⁹ As such, they may, under certain circumstances, be liable for the content of others, and are inevitably put under pressure by public authorities, including law enforcement, to control the content.²⁵ As a result, they manage processes that could have a great impact on the freedom of expression, other human rights, and democracy at large.

E. Access to Public Services and Artificial Intelligence

Public services thus include three categories

- **Services of general economic interest**, which are basic services that are carried out in return for payment, such as postal services. These services are subject to European internal market and competition rules. However, there may be derogations to these rules if necessary, to protect citizens' access to basic services.
- **Non-economic services, such as the police**, justice and statutory social security schemes, are not subject to specific European legislation or to internal market and competition rules.
- **Social services of general interest** are those that respond to the needs of vulnerable citizens and are based on the principles of solidarity and equal access. They can be both of an economic or noneconomic nature. Examples include social security schemes, employment services and social housing.⁴⁰

the main benefits of AI use in the public sector as follows:

- Efficiency gains and internal process optimisation.
- Less human error and fraud, both internally and in services to businesses and citizens.
- Possibility to deliver more accessible and inclusive services: personalisation.
- Increase of anticipatory governance and policy: more accurate predictions.⁴¹

AI systems may lead to discrimination and deepen inequalities. Discrimination may happen because the data used to help the AI make decisions already contains bias. Bias may also occur as the system is developed and programmed to use data and make decisions. This process is often referred to as ‘training’ the AI. The bias may result from the decisions made by the people training the AI. Sometimes the bias may develop and accumulate over time as the system is used.

AI can be complex. When public bodies are buying systems there is a risk that their staff will not understand how it works or makes decisions. Where this is the case, it may be difficult to make sure the AI is working as intended and making decisions fairly.⁴²

³⁸ See, e.g., E. B. Laidlaw, A framework for identifying Internet information gatekeepers, *International Review of Law, Computers & Technology*, 2010, p.16; which stated “the mechanisms include, for example, channeling (i.e. search engines, hyperlinks), censorship (i.e. filtering, blocking, zoning), value-added (i.e. customization tools), infrastructure (i.e. network access), user interaction (i.e. default homepages, hypertext links), and editorial mechanisms (i.e. technical controls, information content)”

³⁹ A. Savin, *EU Internet Law* (second edition), Elgar European Law series, Edward Elgar Publishing, 2017, p.143

⁴⁰ https://commission.europa.eu/topics/single-market/services-general-interest_en

⁴¹ Artificial intelligence and public services available at [https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/662936/IPOL_BRI\(2021\)662936_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2021/662936/IPOL_BRI(2021)662936_EN.pdf)

⁴² Artificial intelligence in public services available at <https://www.equalityhumanrights.com/en/advice-and-guidance/artificial-intelligence-public-services>

governmental impacts on economic prosperity are implicated where AI is used to allocate public benefits and healthcare. A lack of sufficient oversight of such management may deny benefits to the deserving, threatening their welfare. The automation of both eligibility determination and allocation of government benefits can create more efficient service delivery but can also leave those denied benefits without recourse or leave them to navigate complex forms and other processes without compassionate assistance.

F. Right to Election

As a UNESCO study underlined, AI has the potential to improve democratic values, institutions and processes, including elections in various ways. AI can serve to educate citizens in the principles of democratic life, whether by gaining knowledge about a policy issue or getting familiar with a politician's stance. For instance, political recommender systems could form the basis of a chatbot responding to citizens' questions on candidates' electoral programmes.⁴³ Moreover, specially designed AI tools could update citizens on how policies in which they have an interest are evolving⁴⁴ and empower them to better express their opinions when addressing governments and politicians.

On the politicians' side, AI can be helpful in summarising citizens' comments made during public consultations or received by email. Feedback could be classified according to various criteria, helping politicians gain a better understanding of citizens' views, especially if combined with human expertise.⁴⁵

AI equips malicious entities with a wide variety of techniques to influence public opinion. First, AI can help to observe the information environment and understand the emerging social fissures. The network analysis capabilities of AI can also be used to better target an audience and establish the profile of voters, in what is known as political micro-targeting. AI can dramatically increase the speed at which content is made, while also offering access to a wealth of resources. Consequently, this could give rise to entire fake-news websites posing as news outlets. New AI tools also make it possible to generate images from text or to clone a person's voice. Deepfake videos are getting easier to produce and are becoming more and more convincing, to the point that text-to-video is described as the upcoming breakthrough in generative AI.

Deepfakes have a huge potential for misinformation (false or inaccurate information), or even disinformation (information having as its intention to mislead), notably through the making of memes and humorous video content, both of which often go viral online. Politicians are the main potential target of deepfakes, especially when they do not have the resources to protect their online presence.⁴⁶ Overall, deepfakes severely risk undermining trust in the information environment. They also may make it easier for some politicians to dodge responsibility for their real words, on the pretext of having fallen victim to AI-generated content.

Such AI models could be conceived as anthropomorphised tools and generate content that simulates human emotions to manipulate the user. Generally, AI presents an important manipulative potential, as users may not be able to distinguish between human and AI-generated content. Researchers demonstrated AI's power of persuasion by showing that across different topics, AI generated messages were at least as persuasive as human-generated messages, and that users are even more likely to trust tweets generated by AI than content written by humans.⁴⁷

⁴³ Schneier B., Farrell H. and Sanders N., How Artificial Intelligence Can Aid Democracy, April 2023

⁴⁴ Artificial Intelligence and Electoral Integrity, Concept Paper, European Conferences of Electoral Management and Bodies, 2022, Part IV 'How can AI enable a better informed voter choice and a higher turnout?'

⁴⁵ Dooling B. and Febrizio M., Robotic rulemaking, April 2023.

⁴⁶ What a Pixel can tell : text-to-image generation and its disinformation potential, Disinfo Radar Project, September 2022, p. 30.

⁴⁷ Artificial intelligence, democracy and elections available at

[https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751478/EPRS_BRI\(2023\)751478_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2023/751478/EPRS_BRI(2023)751478_EN.pdf).

Suggestions for Protecting Human Rights in the Age of AI

To ensure that AI respects and upholds human rights, several measures can be implemented. First and foremost, transparency and accountability are essential. Developers and organizations should be transparent about how AI systems are designed, what data is used, and how decisions are made. External audits and oversight mechanisms can help ensure accountability and prevent abuses.

- International obligations of freedom of expression and the right to impart information as well as participate in public life is a prerequisite in any attempt to regulate the cyber sphere. This must always be taken into account, with governments not acting as the arbiters of truth. The distinction between illegal and/or harmful content, in addition to concerns of algorithmic governance and data protection, are necessary to define any regulatory framework.
- Civil society and research institutes can play a vital role as third-party investigators and verifiers of codes of conduct, achieving a balance between complete hegemony over online discourse by private platforms versus complete State control. However, in order to fulfil this mission, access to data, infrastructure, expertise, legal clarity and funding for academic researchers, journalists, and civil society watch dogs is a requirement.
- Personal data should not be used without consent, including for the purposes of political advertising and micro-targeting. Default consent to third-party companies, and cross-platform tracking, should be prohibited. Individuals should be informed in a clear and transparent manner why they are seeing certain advertisements and who has paid for them. Thus, all online advertisements should be publicly available and easily accessible and searchable, with detailed information stating who bought them, the source of the funds involved, how much was spent on them, how many users were reached, and the specific targeting parameters that were used.
- Comprehensive data protection laws must be implemented and enforced and any loopholes that could be exploited by political campaigns should be closed. It is also important to put in place measures to enforce detailed and timely reporting to electoral authorities on campaign financing and advertising.
- Additionally, robust data protection laws and regulations are necessary to safeguard individuals' privacy. Clear guidelines on data collection, storage, and usage should be established, with a focus on obtaining informed consent and allowing individuals to have control over their personal data.
- Furthermore, addressing algorithmic bias requires diverse and inclusive development teams. By involving individuals from different backgrounds and perspectives, biases can be identified and mitigated during the design and development stages.
- Education and awareness are also crucial in promoting AI literacy and understanding its implications on human rights. Governments, organizations, and educational institutions should invest in programs that educate the public about AI technology, its potential risks, and how to protect their rights in the digital age.

Conclusion

Artificial intelligence (AI) has managed to impose significant breakthroughs in human beings' habitual life thanks to the extensive variety of services it offers in the public and non-governmental business sector, including domestic and leisure, and many others. However, one of AI's most useful aspects is robotics, permanently revolutionized based on multiple needs in fields such as electronic engineering, mechatronics, safety systems, expert legal models, infrastructure design, education. Artificial intelligence has the potential to transform society and improve our lives, but it must be developed and deployed in a manner that respects and upholds human rights. By addressing concerns such as privacy invasion, algorithmic bias, and due process, we can harness the power of AI while safeguarding individual rights. Through transparency, accountability, robust regulations, inclusive development, and education, we can strike a balance between technological advancement and the protection of human rights in the age of AI.