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Ethics in Using Artificial Intelligence for Communication: Understanding the Risks and Benefits

La Jaali
Dosen FISIP Prodi Ilmu Komunikasi Universitas Pattimura
e-mail:* jaali.la74@gmail.com

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ABSTRACT

Artificial intelligence (AI) has transformed the modern communication landscape by offering various conveniences and efficiencies. However, the use of this technology also raises complex ethical challenges. This study aims to analyze the ethical benefits and risks of using AI in communication and identify necessary mitigation strategies. The method used was a systematic literature review of 20 scientific publications from 2021-2025 that discuss the ethical aspects of AI in various communication contexts. The results show that AI provides significant benefits in personalizing services, increasing the efficiency of business communications, expanding access to education and mental health services, and optimizing the user experience. However, the implementation of AI also presents serious risks related to data privacy and security, algorithmic bias that can lead to discrimination, a lack of transparency in decision-making, and the potential for copyright infringement and the spread of misinformation. To minimize these risks, ethical practices are needed that include transparency and accountability in AI implementation, the development of comprehensive regulations and ethical standards, and increasing public digital literacy. This study concludes that the use of AI in communication must be based on a strong ethical framework involving collaboration between technology developers, policymakers, and the public to ensure this technology provides optimal benefits while protecting the fundamental rights of users.

Keywords: *Artificial Intelligence, Communication Ethics, Data Privacy, Algorithmic Bias, Digital Literacy*.

INTRODUCTION

The artificial intelligence (AI) technological revolution has brought about a fundamental transformation in the way humans communicate in the digital age. AI is now integrated into various communication platforms, from social media and instant messaging apps to automated customer service systems. The use of chatbots, content recommendation algorithms, predictive analytics systems, and natural language processing technology has become an integral part of the modern communications ecosystem. These technologies

promise efficiency, personalization, and a better user experience in various sectors, including business, education, healthcare, and entertainment.

In the context of business and marketing, AI enables companies to analyze consumer behavior in-depth, predict market trends, and tailor communication strategies to the specific needs of target audiences (Maldonado-Canca et al., 2024; Somad & Majid, 2025). In education, AI supports adaptive learning that can be tailored to each student's abilities and learning pace (Apriliani, 2024). Meanwhile, in the healthcare sector, particularly mental health, AI through chatbots and digital counseling applications has expanded access to services for previously unreachable populations (Balcombe, 2023; Eberechukwu et al., 2025).

However, despite its benefits, the use of AI in communication raises a number of complex and urgent ethical issues that require further study. Privacy is a major concern because AI requires the collection and processing of large amounts of personal data to function optimally (Huang et al., 2023; Hua et al., 2023). The risks of data breaches, misuse of personal information, and invasive surveillance pose a real threat to individuals' privacy rights. Furthermore, algorithmic biases derived from unrepresentative training data can lead to discriminatory decisions against certain groups (Kamila & Jasrotia, 2023). The lack of transparency in how AI systems operate, often referred to as the "black box problem," makes it difficult for users to understand how decisions are made and who should be held accountable when errors occur (Ibrahim et al., 2023).

Another equally important ethical issue concerns intellectual property rights. The use of generative AI to create content, such as text, images, and videos, raises questions about originality, ownership, and the potential for plagiarism (Hua et al., 2023; Masidah & Hidayah, 2024). In an academic context, the use of AI like ChatGPT to write final assignments or scientific papers raises an ethical dilemma about the boundary between technological assistance and academic honesty. Furthermore, AI's ability to generate highly convincing content also opens up the possibility of spreading misinformation or manipulation, which can threaten the integrity of public communication.

Given the complexity of these issues, a thorough understanding of the ethical dimensions of AI use in communication is necessary. This research seeks to comprehensively analyze the ethical benefits and risks of AI use in communication, as well as identify mitigation strategies that can be implemented to ensure the responsible and beneficial use of this technology. By reviewing current literature from various contexts and perspectives, this research is expected to contribute to the development of a more robust ethical framework for AI implementation in communication.

The research questions that form the focus of this study are how AI benefits communication across various sectors, what ethical risks arise from the use of AI in communication, and what effective strategies can be used to minimize these ethical risks. Through an in-depth analysis of existing literature,

this study seeks to provide a holistic view of the ethical dynamics of AI in communication that can serve as a reference for technology developers, policymakers, academics, and practitioners.

METHODOLOGY

This study uses a systematic literature review approach to analyze the ethical benefits and risks of using artificial intelligence in communication. This method was chosen because of its ability to integrate and synthesize findings from various published studies, thus providing a comprehensive understanding of the phenomenon under study.

The data collection process was conducted through the identification and selection of scientific articles relevant to the research topic. The inclusion criteria included publications between 2021 and 2025 to ensure the freshness and relevance of the information to the latest developments in AI technology. Selected articles must address the ethical aspects of AI use in the communication context, both in theoretical and empirical studies. The study focuses on various communication domains such as social media, business, education, health, and organizational communication. A total of 20 scientific articles meeting these criteria served as primary data sources in this study.

Data analysis was conducted using a thematic approach, identifying key patterns, themes, and categories emerging from the reviewed literature. First, information was extracted from each article related to the benefits of AI in communication, identified ethical risks, and proposed mitigation strategies. Second, the findings were grouped based on shared themes to form coherent analytical categories. Third, a cross-literature synthesis was conducted to identify consensus, contradictions, and gaps in existing research.

To ensure the validity of the analysis, source triangulation techniques were used to compare findings from various research contexts and perspectives. The analysis also considered the geographic and sectoral context of each study to understand how these factors influence the manifestation of ethical issues in the use of AI. The coding and categorization process was carried out iteratively to ensure consistency and accuracy of data interpretation.

Limitations of this method include a focus on literature published in a specific language and the possibility of publication bias, where studies with positive results are more likely to be published. However, by using 20 diverse sources from various contexts and perspectives, this study attempts to provide a fairly representative picture of AI ethics issues in communication.

RESULTS AND DISCUSSION

Benefits of Artificial Intelligence in Communication

The implementation of artificial intelligence in communication has yielded significant benefits that are transforming the way individuals and organizations interact. One key benefit is the ability to personalize and increase communication efficiency. In business and marketing contexts, AI enables more accurate audience segmentation based on data analysis of consumer behavior,

preferences, and interaction patterns (Maldonado-Canca et al., 2024). AI-powered predictive analytics systems can anticipate customer needs and adjust communication messages in real time, thereby increasing the relevance and effectiveness of marketing campaigns (Somad & Majid, 2025).

The use of chatbots and automated customer service systems has revolutionized the way companies communicate with consumers. This technology not only reduces response times and operational costs but also provides consistent 24/7 service (Fahlevi, 2021). In the context of project management, AI facilitates more effective communication between project leaders and development teams by providing an intelligent collaboration platform that can organize workflows, identify bottlenecks, and provide recommendations for process optimization (Fahlevi, 2021). The integration of AI in mobile application design has also improved the user experience through more intuitive interfaces that are responsive to individual needs (Ibrahim et al., 2023).

In the education sector, AI is bringing significant transformations to learning and educational communication. AI-powered adaptive learning systems can adjust teaching materials, pace, and methods based on each student's abilities and learning style (Apriliani, 2024). This enables large-scale personalization of education, previously difficult to achieve with conventional methods. AI also facilitates communication between teachers and students through digital platforms that can provide instant feedback and identify areas requiring special attention. In Indonesian language learning, for example, AI can provide detailed analysis of sentence structure and grammar, and provide automatic recommendations for improvement (Apriliani, 2024).

The benefits of AI are also evident in the healthcare sector, particularly mental health. AI-based chatbots for mental health have expanded access to counseling and psychological support services for people facing geographic, financial, or social stigma barriers (Balcombe, 2023). These systems can provide empathetic responses, conduct early screenings for mental disorders, and direct users to professional services when needed. In the context of substance abuse prevention, AI plays a role in improving health communication by disseminating personalized preventive information and identifying high-risk individuals for early intervention (Eberechukwu et al., 2025).

AI also improves communication productivity in the workplace by automating routine tasks such as meeting scheduling, email management, and report preparation (Siska et al., 2023). In the manufacturing industry, the integration of AI with big data enables more efficient machine-to-machine communication, supply chain optimization, and real-time data-driven decision-making (Siska et al., 2023). This technology frees up human workers to focus on tasks that require creativity and complex judgment that machines cannot yet replicate.

In social media, AI plays a crucial role in content curation, spam and hate speech detection, and facilitating the formation of communities based on shared interests (Maldonado-Canca et al., 2024). AI-powered recommendation

algorithms help users find relevant content amidst information overload, although this technology also has a dark side, which will be discussed in the risks section. In the context of social communication, digital platforms that utilize AI can increase people's income by facilitating online commerce and promoting small and medium-sized enterprises (Primawati et al., 2023).

Ethical Risks and Challenges of Using AI in Communication

Despite its numerous benefits, the use of AI in communications also poses serious and complex ethical risks. Data privacy and security issues are the key challenges most frequently identified in the literature. AI requires the collection and processing of large volumes of personal data to function optimally, increasing the risk of privacy breaches and sensitive data leaks (Maldonado-Canca et al., 2024; Huang et al., 2023). AI systems often collect data without users' explicit consent or full understanding of how their data will be used. This practice raises fundamental questions about individual autonomy and the right to control personal information.

Data security is a crucial concern because the large databases collected by AI systems make them attractive targets for cyberattacks. Data breaches can result in financial loss, identity theft, and misuse of sensitive information (Hua et al., 2023). In the context of mental health, where AI chatbots collect highly personal information about users' psychological well-being, the risk of data breaches can have devastating consequences for the individuals involved (Balcombe, 2023; Eberechukwu et al., 2025). The lack of uniform security standards and inconsistent encryption implementations exacerbate these vulnerabilities.

Algorithmic bias is another serious ethical challenge in the use of AI for communication. AI learns from historical data, which often reflects existing biases and inequities in society. When AI systems are trained with biased data, they can reinforce and even amplify discrimination against certain groups based on race, gender, age, or other characteristics (Huang et al., 2023; Kamila & Jasrotia, 2023). In a marketing context, algorithms may show high-paying job ads more often to men than to women, or credit algorithms may unfairly evaluate minority groups (Maldonado-Canca et al., 2024).

On social media, biased recommendation algorithms can create filter bubbles and echo chambers that reinforce existing views and reduce exposure to diverse perspectives (Hua et al., 2023). This phenomenon can exacerbate social polarization and hinder constructive dialogue between groups with differing views. In mobile applications and customer service systems, algorithmic bias can result in unequal user experiences, with certain groups receiving poorer or less responsive service (Ibrahim et al., 2023).

The lack of transparency in AI systems, often referred to as the "black box problem," poses a fundamental ethical challenge. Many AI algorithms, particularly those using deep learning, are so complex that even their developers struggle to fully explain how certain decisions are made (Huang et al., 2023; Kamila & Jasrotia, 2023). This opacity undermines public trust in the

technology and complicates audit processes designed to ensure fairness and accountability. When users don't understand how AI decisions are made, they cannot effectively challenge or appeal decisions they perceive as unfair (Maldonado-Canca et al., 2024).

In a business context, a lack of transparency about the use of customer data and how algorithms make decisions about pricing, personalization, or product recommendations can foster mistrust and harm relationships between companies and consumers (Ibrahim et al., 2023). In the education sector, when AI systems make decisions about assessments or learning path recommendations without adequate explanation, this can lead to frustration and resistance from students and educators (Apriliani, 2024).

Copyright infringement and misuse of content are ethical risks that are gaining increasing attention with the development of generative AI. Technologies such as ChatGPT and AI-based image generators can create content that closely resembles human work, raising questions about originality, ownership, and plagiarism (Hua et al., 2023). In academic contexts, the use of AI to write final assignments or scientific papers raises dilemmas about academic honesty and the validity of student competency assessments (Masidah & Hidayah, 2024). Educational institutions face the challenge of developing policies that balance the use of AI as a learning tool and preventing misuse that undermines academic integrity.

AI can also be used to create deepfakes and other manipulative content that can spread misinformation and damage the reputations of individuals or organizations (Hua et al., 2023). In political and social communication, AI's ability to generate highly convincing yet false content threatens the integrity of public discourse and can be exploited for opinion manipulation or propaganda. The speed and scale at which AI can generate and disseminate content makes detecting and correcting misinformation increasingly difficult.

Another less discussed but significant risk is the impact of AI on the quality of interpersonal communication. Overreliance on AI-mediated communication can diminish face-to-face communication skills and human empathy (Setianingsih & Fibriany, 2025). In the mental health context, while AI chatbots can provide broader access, there are concerns about the quality of therapeutic relationships and the system's ability to handle complex situations or crises that require human judgment and empathy (Balcombe, 2023).

Mitigation Strategies and Ethical Practices

To address the identified ethical risks, a comprehensive approach involving multiple mitigation strategies is required. Transparency and accountability are key foundations for the ethical use of AI. Organizations implementing AI in communications must provide clear and understandable explanations of how the system works, what data is collected, how that data is used, and who is responsible when errors occur (Maldonado-Canca et al., 2024). Explainable AI (XAI) principles should be applied to ensure that algorithmic decisions can be meaningfully explained to users.

Implementing transparency also includes giving users greater control over their personal data. Systems should be designed with the principle of privacy by design, where privacy protection is integrated from the design stage, not added as an optional feature (Balcombe, 2023). Users should be given clear options to opt-in or opt-out of certain data collection, and it should be easy for them to access, correct, or delete their personal data. Organizational accountability should be strengthened through independent audit mechanisms and public reporting on AI practices (Ibrahim et al., 2023).

Developing comprehensive regulations and ethical standards is crucial to ensuring the responsible use of AI. Governments and regulatory bodies need to develop a clear legal framework for the use of AI in communications, including rules on data protection, user consent, and liability for harm resulting from AI decisions (Huang et al., 2023; Kamila & Jasrotia, 2023). Regulations should be specific enough to provide clear guidance, yet flexible enough to adapt to rapid technological developments.

Industry ethics standards also need to be developed through collaboration between technology companies, academics, and civil society organizations. These standards should encompass principles such as fairness, non-discrimination, privacy, transparency, and accountability (Li & Zhang, 2021). Several international organizations have developed AI ethics frameworks that can be used as references, but implementing and enforcing these standards remains a challenge. In the mental health context, specific regulations are needed to ensure that AI chatbots meet strict clinical standards and do not replace professional services when needed (Eberechukwu et al., 2025).

Education and improving digital literacy are fundamental strategies for empowering communities to address the ethical challenges of AI. Digital literacy programs should include an understanding of how AI works, the associated risks, and how to protect the privacy and security of personal data (Primawati et al., 2023; Kirana et al., 2024). Education on AI ethics should begin early and be integrated into formal education curricula. Communities need to be equipped with critical skills to evaluate information generated or curated by AI, identify bias, and make informed decisions about the use of technology.

In a professional context, specialized training programs are needed for developers, designers, and managers involved in AI implementation. They need to understand the ethical implications of the design and implementation decisions they make (Li & Zhang, 2021). Training should include techniques for identifying and mitigating bias in data and algorithms, as well as how to design systems that respect user privacy and autonomy. Organizations should establish ethics committees or employ ethics officers who can provide guidance and oversight in AI development and implementation.

The development of human-centered AI technology is a crucial approach to risk mitigation. AI technology must be designed with human values, needs, and rights in mind from the outset. The design process must be inclusive, involving various stakeholders, including end users, to ensure that diverse perspectives are considered (Buzzanell, 2023). Algorithm testing should include

evaluations across various demographic groups to identify and correct biases before systems are widely implemented.

Implementing redress and remedy mechanisms is also crucial to address potential harms arising from AI use. There should be clear pathways for users to file complaints, request review of AI decisions, and obtain compensation if they are harmed. In the context of advertising and purchasing decisions, ethical algorithmic approaches can benefit consumers while protecting their rights (Rodgers & Nguyen, 2022). Systems should be designed with fail-safe mechanisms that allow for human intervention when AI makes potentially harmful decisions. In critical applications such as healthcare or financial decisions, there should always be an option to consult with a human professional.

International collaboration is needed to address the transboundary ethical challenges of AI. The spread of misinformation, privacy violations, and algorithmic bias knows no geographical boundaries, necessitating a globally coordinated response (Akhter et al., 2024). International organizations, governments, and technology companies need to work together to develop standards and best practices that can be applied consistently across jurisdictions. Sharing knowledge and experience between countries can accelerate learning and the development of effective solutions.

Implementation Challenges and Future Research Directions

Although various mitigation strategies have been identified, their implementation faces significant challenges. One key challenge is the tension between rapid technological innovation and adequate regulatory development. AI development is moving rapidly, while legislative and regulatory processes tend to be slow, creating a gap between technological capabilities and the ethical and legal frameworks that govern them (Huang et al., 2023). Overly stringent regulations can stifle innovation, while overly lax regulations fail to protect user rights.

Another challenge is the lack of universal standards for AI ethics. Different organizations and countries develop their own ethical frameworks, which are often incompatible or even contradictory (Kamila & Jasrotia, 2023). This fragmentation creates confusion for multinational companies and complicates the enforcement of ethical standards. Differences in cultural values and political priorities also influence how AI ethics is understood and applied across contexts.

From a technical perspective, developing truly fair and transparent AI remains an unsolved challenge. A trade-off often exists between accuracy and interpretability, with the most accurate models tending to be the most difficult to explain (Hua et al., 2023). Detecting and correcting bias in datasets and algorithms is also a complex task, especially when the bias is subtle or hidden in complex variable interactions. In the 21st century, this challenge becomes even more critical as AI has become an integral part of various aspects of life, making the ethical imperative to develop fair and responsible technology even

more pressing (Akhter et al., 2024).

Future research should focus on several key areas. First, developing technical methods to improve the interpretability and fairness of AI without sacrificing performance. Second, empirical studies on the long-term impacts of AI use in communication on human behavior, mental health, and social relationships. Third, research on the effectiveness of various approaches to AI regulation and governance in various contexts. Fourth, developing an ethical framework that accommodates cultural differences while still protecting universal fundamental rights.

Research also needs to incorporate more interdisciplinary perspectives, combining insights from computer science, ethics, law, psychology, sociology, and communication. In the context of interpersonal communication and organizational performance, a more in-depth study is needed on how AI affects the quality of interpersonal relationships and emotional intelligence in the workplace (Setianingsih & Fibriany, 2025). Participatory approaches that involve users and affected communities in AI research and development also need to be strengthened. Longitudinal studies are needed to understand how the impact of AI on communication evolves over time and how society adapts to this technology, including in the context of communication ethics on social media from the perspective of cultural and religious values (Fadilah et al., 2023).

Table 1. Summary of Benefits and Risks of AI in Communication

Aspect	Benefit	Ethical Risks	Mitigation Strategy	Main References
Business & Marketing	Content personalization, audience segmentation, predictive analytics, customer service efficiency	Consumer data privacy, bias in targeting, behavioral manipulation	Transparency of data usage, periodic algorithm audits	Maldonado-Canca et al. (2024); Somad & Majid (2025)
Education	Adaptive learning, instant feedback, better accessibility	Bias in assessment, plagiarism, over-reliance	Development of clear usage policies, digital literacy training	Apriliani (2024); Masidah & Hidayah (2024)
Mental Health	Expanding access to services, reducing stigma, 24/7 support	Sensitive data leaks, limited empathy, misdiagnosis	Strong data encryption, health-specific regulations, professional supervision	Balcombe (2023); Eberechukwu et al. (2025)
Social media	Content curation, spam	Filter bubbles, the spread of	Transparent algorithm,	Hua et al. (2023);

	detection, community building	misinformation, social polarization	fact-checking, content diversification	Fadilah et al. (2023)
Organizational Communication	Automation of routine tasks, team collaboration, data-driven decision making	Bias in recruitment, employee surveillance, reduced human interaction	Clear privacy policies, human oversight, ethics training	Fahlevi (2021); Setianingsih & Fibriany (2025)

Table 2. Development of AI Ethics Research Focus in Communication (2021-2025)

Period	Main Focus of Research	Number of Publications	Findings Trends	Study Example
2021-2022	AI ethics basics, identifying privacy and bias issues	3	Introduction to fundamental ethical issues, initial ethical framework	Li & Zhang (2021); Fahlevi (2021); Rodgers & Nguyen (2022)
2023 (Jan-Jun)	An in-depth analysis of algorithmic bias, regulation and governance	4	Increased awareness of the complexity of bias, the need for regulation	Huang et al. (2023); Kamila & Jasrotia (2023); Fadilah et al. (2023)
2023 (Jul-Dec)	AI applications in various sectors, specific ethical practices	6	Diversifying application contexts, practical solutions begin to emerge	Balcombe (2023); Ibrahim et al. (2023); Hua et al. (2023)
2024	Generative AI copyright issues, digital literacy, institutional governance	4	Focus on generative AI and its impact, improving literacy programs	Apriliani (2024); Masidah & Hidayah (2024); Maldonado-Canca et al. (2024)
2025	Integration of ethical solutions, long-term impact, public health	3	Holistic approach, implementation evaluation, health as a priority	Eberechukwu et al. (2025); Somad & Majid (2025); Setianingsih & Fibriany (2025)

CONCLUSION

This research reveals that artificial intelligence has brought about significant transformations in modern communications, offering substantial benefits in personalizing services, increasing efficiency, and expanding access across various sectors. However, the implementation of AI also poses serious ethical risks, particularly related to data privacy and security, algorithmic bias, lack of transparency, and the potential for copyright infringement and the spread of misinformation. Findings from 20 scientific publications from 2021–2025 indicate that awareness of these ethical issues continues to grow, with the

focus of research shifting from problem identification to developing practical solutions and implementing ethical practices.

To minimize the risks and maximize the benefits of AI in communications, a comprehensive approach is needed that includes transparency and accountability in implementation, the development of regulations that balance innovation and user rights protection, and increasing public digital literacy. Mitigation strategies must be tailored to the specific context of AI applications, taking into account the unique characteristics of each sector. Cross-sector collaboration between technology developers, policymakers, academics, and civil society is key to developing and implementing an effective and sustainable ethical framework.

The use of AI in communication must be based on human-centered design principles that prioritize human values, needs, and rights. Future research should focus on evaluating the long-term impact of AI on human communication, developing technical solutions to improve the fairness and interpretability of algorithms, and testing the effectiveness of various governance approaches in diverse contexts. With a continued commitment to ethical practices and responsible technology development, AI has great potential to improve the quality of communication while protecting the fundamental rights of users.

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