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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON A PERSON'S VALUE SYSTEM: A SOCIO-PSYCHOLOGICAL ANALYSIS

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Abstract
This article analyzes the socio-psychological impact of artificial intelligence (AI) technologies on personal value systems. Based on international and local experience, the study examines both the positive and negative consequences of AI implementation in education, culture, and social relations. In addition, issues related to AI ethics, algorithmic fairness, privacy protection, and technological dependence are evaluated using scientific sources, and practical recommendations are proposed.

Keywords: Artificial intellect, values system, ethics, education, algorithmic justice, AI ethics.

Introduction

In the 21st century, the rapid development of artificial intelligence technologies has penetrated almost all spheres of human life. The widespread use of AI in the fields of education, healthcare, economics and culture has a direct and indirect impact on the value system of a person. The value system is an important psychological factor that determines a person's life poAItion, decision-making process and behavior [6].

The purpose of this article is to scientifically analyze the positive and negative effects of artificial intelligence technologies on the system of personal values and develop proposals aimed at balancing them [8].

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Values system concept and theoretical basics

In psychology, a value system is interpreted as a fundamental psychological construct that governs a person's life position, decision-making processes, goals, and behavior. It is formed through social environment, upbringing, education, and personal experience [24].

According to Schwartz's theory, values are divided into ten categories and analyzed along two main dimensions: openness to change and the desire for stability. Artificial intelligence technologies can significantly affect both of these dimensions [13].

Dependency between artificial intellect and values system

AI impacts value systems through several key mechanisms:

- Information flow control - algorithms determine the volume and content of information presented to the user [4].

- Decision automation - AI systems make decisions by prioritizing certain values [5].

- Cultural transmission - cultural values are disseminated or transformed globally through digital platforms [13].

The concept of Value Alignment, widely used in research on AI ethics, emphasizes the need to align AI systems with human values. [2].

Positive Impact of Artificial Intelligence on Values

1. Expanding Access to Knowledge

AI based platforms (Google Scholar, ChatGPT and others) scientific knowledge democratize and educate aspiration and critical thinking values strengthens [1].

2. Social equality and inclusiveness

AI-based assistive technologies designed for people with disabilities foster values of inclusion, empathy, and collaboration. According to the Microsoft Inclusive Tech Lab, such technologies can improve the quality of life for billions of people. [27].

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3. Moral consciousness development
Educational platforms like 'Moral Machine' increase young people's ability to analyze moral dilemmas and develop values of responsibility and justice [6].

4. Intercultural communication
Automatic translation systems enhance intercultural understanding, foster tolerance and international cooperation [9].

The negative impact of artificial intelligence on values
1. Global algorithmic content can crowd out local cultures. According to UNESCO reports, this process is leading to cultural unification [13].

2. Moral relativism
The weakening of moral constraints in virtual environments negatively affects the values of responsibility in real life [30].

3. Algorithmic discrimination
Improperly trained algorithms can exacerbate social inequality and discrimination [3].

4. Privacy violations
Surveillance capitalism poses a serious threat to the values of personal freedom and privacy [14].

5. Technological addiction
Recommendation systems developed using AI (Netflix, TikTok, Amazon) algorithmically shape the behavior of users. This process reduces the value of independent will and increases technological dependence [22].

Foreign and local experience analysis
Internationally, UNESCO recommendations [12], the European Union's SI Act [5], the Japanese "Society 5.0" concept [9], and educational programs in the United States have developed special courses on AI ethics, teaching students to

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use AI technologies in compliance with the principles of algorithmic discrimination, privacy, moral responsibility, and social justice.

In Uzbekistan, within the framework of the "Digital Uzbekistan-2030" strategy, special attention is paid to the development of ethical and legal norms along with the development of AI [25].

Conclusion

The results of the study show that AI technologies have a dual impact on the value system of an individual. When used rationally and based on ethical norms, they support social development and knowledge acquisition, but otherwise they can increase moral and cultural risks. Therefore, human values should be a priority in the implementation of AI.

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