

Artificial intelligence as a driver of transformation in social media and its impact on state development

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In the contemporary era of the information society, characterized by the exponential growth of data and information, the principles of transparency, reliability, and veracity in information dissemination have emerged as issues of critical importance. The volume of data produced in the world is expected to grow from 33 zettabytes in 2018 to 175 zettabytes in 2025 [1].

Concurrently, advancements in artificial intelligence, digital platforms, and social networks, while enhancing the dissemination of valuable information, have simultaneously facilitated conditions conducive to manipulation and the proliferation of disinformation.

This problem is particularly relevant in the context of state development. Reliable information is the foundation for strategic decision-making, democratic governance, and public trust in institutions. While transparency of information contributes to the formation of an open society, disinformation undermines these processes, creating chaos, distrust and threats to national security.

Thus, in today's environment, the challenges of information transparency and combating disinformation are becoming an important component of development strategies for both society and the state. This requires the introduction of innovative approaches to regulating the information space, educating citizens, and developing effective mechanisms to counteract manipulation.

The rapid development of artificial intelligence (AI) has had a profound impact on news production, data analysis, and content personalization, and social media platforms have become key to shaping public opinion and disseminating information. These changes are forcing states to reconsider their information policies to protect national interests and promote transparent governance. However, the integration of artificial intelligence into these areas also poses significant challenges, especially for democratic values.

In addition, AI technologies allow for the creation of highly realistic fake audio, video, and images – so-called «deep fakes» – that can undermine trust, damage reputations, pose financial threats, and complicate decision-making. Such misuse can deepen the polarization of society, disrupt the public sphere, and manipulate electoral processes.

As well as affecting the information environment, AI can threaten fundamental rights such as freedom of assembly and protest by facilitating the surveillance and profiling of individuals based on their beliefs or activities. These possibilities

emphasize the dual nature of AI.

Technologies are never neutral, it is inherently shaped by the ideology and political structure of the state in which it is developed and applied. The same technological advancements can simultaneously serve to enhance or restrict human rights. Disturbingly, instances of totalitarian regimes exploiting cutting-edge technologies for mass surveillance and the suppression of fundamental freedoms highlight the potential risks. In contrast, democratic nations that uphold human rights are better positioned to foster a synergy between technological advancement and the protection of individual freedoms.

Achieving a balance between innovation and human rights is not only possible but imperative, necessitating immediate global dialogue and the establishment of regulatory frameworks at both national and international levels. Such measures will ensure that the benefits of technological progress are fully realized while minimizing the potential threats to human dignity.

Generative artificial intelligence tools have been used in at least 16 countries to spread fake information about political or social issues. Besides, governments around the world use AI to strengthen online censorship. This is stated in the Freedom on Net report by Freedom House [2].

With at least 65 national elections taking place this year, including in Indonesia, India, and the United States, disinformation can have particularly serious consequences.

For instance, Romanian authorities have formally requested the European Union to initiate an investigation into TikTok, citing alleged violations during the recent presidential election. The first round of voting yielded an unexpected outcome, with ultranationalist candidate Calin Georgescu securing a substantial victory, attributed in part to his significant support on the platform.

The European Commission, responsible for ensuring adherence to the Digital Services Act (DSA), is evaluating a request to launch an investigation. The DSA governs the operations of major online platforms, particularly concerning election campaigns. Nevertheless, addressing this case may be interpreted as intervention in domestic political processes [3].

The authors of the Freedom on Net report call on democratic states to strengthen the regulation of artificial intelligence, ensure its transparency, effective control mechanisms, and protect human rights [2].

As social media continues to play a decisive role in shaping the public sphere, state information policies are increasingly focused on fostering a secure digital environment that upholds both informational freedom and national security.

The rapid dissemination capabilities of social media challenge traditional state information policy frameworks, requiring the integration of real-time monitoring and adaptive regulatory practices to address both the opportunities and threats posed by digital communication. Governments need to develop policies and regulations to address the ethical and social implications of AI in media.

UNESCO's Recommendation on the Ethics of Artificial Intelligence is the first global policy framework for artificial intelligence (AI) and outlines different aspects

of this technology that directly impact political life [4].

To leverage artificial intelligence (AI) as a transformative tool in social media while addressing its risks, a balanced framework of innovation and ethical governance is essential. Governments must prioritize transparent AI policies and ensure accountability in content moderation. Collaboration among public agencies, private companies, and civil society is vital to align AI with democratic values and pluralistic discourse. Additionally, digital literacy programs are needed to help citizens critically engage with AI content. These measures can maximize AI's benefits in fostering social connections and information sharing while mitigating its potential to polarize, misinform, or erode democracy.

Ключові слова: ARTIFICIAL INTELLIGENCE, information environment, SOCIAL MEDIA.

Список використаних джерел

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