The Implications of Artificial Intelligence on Social, Ethics, and Industry: An Exploration of AI's Potential in Healthcare, Banking, and Transportation

Fasih ur Rehman^{1*}, Hafiz Muhammad Attaullah²

Abstract: Artificial intelligence (AI) is a rapidly evolving technology with the potential to revolutionize various sectors, including healthcare, banking, and transportation. AI's impact on society is substantial, introducing advancements that enhance numerous aspects of daily life. While AI offers remarkable advancements, it also raises concerns about privacy, accountability, and bias. This paper explores AI's potential in improving patient care, fraud detection, risk management, and traffic optimization. The research's implications are vital for policymakers, industry leaders, and researchers, emphasizing the need for responsible and ethical AI frameworks. As AI's impact grows, careful consideration is essential to harness its .benefits while addressing potential risks

INTRODUCTION:

In recent years, artificial intelligence (AI) has become a more common topic of conversation. This is because AI has had a big effect on many different parts of our daily lives. "Artificial intelligence" (AI) is a branch of computer science that focuses on making computer programs that can do tasks that have traditionally required the intelligence of a human. Some examples of these tasks include language translation, decisionmaking, and speech recognition [1]. Many different industries, such as the medical field, the financial sector, and the transportation industry, have benefited from artificial Artificial intelligence has helped many different fields, such as the medical field, the financial sector, and the transportation field. ntelligence (AI). For example, in the field of medicine, artificial intelligence has been used for disease diagnosis, image analysis, and the discovery of new medications [2]. In the field of finance, artificial intelligence has been used to spot fraudulent behavior and create trading algorithms [3, 4]. The use of artificial intelligence in the transportation industry has led to the creation of cars that don't need drivers, better ways to control traffic, and more efficient ways to move goods [4].

But the use of AI does raise ethical questions about things like bias, responsibility, and privacy. For instance, the use of artificial intelligence (AI) in the processing of personal data raises concerns regarding privacy and the security of data [5], whereas the application of AI algorithms in decision-making raises problems regarding accountability and transparency [6, 7]. Concerns about fairness and justice at work have been raised by the idea that AI algorithms could reinforce and make cultural biases worse.

This study will look into the future of AI and how it will affect society, as well as the possible pros and cons of AI. The goal of this paper is to look into where AI is going and how it will affect society. The article will also look at the pros and cons of AI. An overview of recent advancements in artificial intelligence technology is provided in this article. Some examples of how AI is used in different industries are shown, as well as new trends in AI research and development. This study looks at how artificial intelligence could be used in the future in industries like entertainment, education, and social media. Additionally, the study investigates the ways in which AI has the potential to revolutionize many aspects of society, such as the economy, workforce, and education. In addition to this, the article investigates the ethical issues that are brought up by AI as well as the possible solutions to these issues.

As artificial intelligence (AI) continues to improve and change our lives in new ways, it is important to look at how it might affect society as a whole and deal with ethical concerns. As a result of this, the purpose of this study is to provide insights and understanding into the future of artificial intelligence and the impact that it will have on society. Specifically, the purpose of this study is to examine the impact that artificial intelligence will have on society.

Advantages and disadvantages of AI technology in emerging fields:

NED University of Engineering and Technology Karachi, Pakistan¹⁻² Email: fasih@ieee.org

Field	Advantages of AI	Disadvantages of AI
Healthcare	Improved accuracy in diagnosis and treatment, increased efficiency in administrative tasks, improved patient outcomes	Limited ability to incorporate emotional and social factors, potential for errors or bias, concerns about data privacy and security
Finance	Increased efficiency in fraud detection and risk management, improved customer service through chatbots and virtual assistants, improved investment decision-making Improved safety	Concerns about job displacement, potential for errors or bias, ethical concerns surrounding the use of AI in financial decision-making
	Improved safety through driver assistance technologies and autonomous vehicles, increased efficiency in logistics and route optimization, reduced environmental impact through improved energy efficiency	job displacement, potential for accidents or malfunctions, ethical concerns surrounding the use of AI in decision-making in potentially life-threatening situations
Education	Improved personalization of learning experiences, increased efficiency in administrative tasks, improved accessibility for students with disabilities	Limited ability to replicate the human connection and emotional support provided by teachers, potential for reinforcement of bias or discrimination, concerns about data privacy and security

Manufacturing	Increased efficiency and accuracy in production processes, improved maintenance and quality control, improved worker safety	Concerns about job displacement, potential for errors or bias, ethical concerns surrounding the use of AI in decision-making in potentially hazardous situations
Retail	Improved customer experience through personalized recommendations and chatbots, increased efficiency in inventory management and supply chain optimization, improved fraud detection	Concerns about job displacement, potential for errors or bias, ethical concerns surrounding the use of AI in decision-making in potentially discriminatory situations

One of the most important developments in artificial intelligence (AI) is machine learning, a method that lets computers learn from data and get better over time without having to be explicitly programmed. Goodfellow, Bengio, and Courville (2016) say that the development of this technology has made a huge difference in natural language processing, computer vision, and speech recognition. For example, Google's language translation tool and Amazon's Alexa both use machine learning algorithms to accurately respond to users' questions and requests [10, 11].

Deep learning is a branch of machine learning that uses computer programs called artificial neural networks to simulate how the brain works. LeCun, Bengio, and Hinton (2015) say that the development of deep learning is another big step forward for AI. It has led to a lot of progress in speech and image recognition, as well as the creation of very advanced systems for self-driving cars. It has also led to an increase in the number of people working in the field [12].

The advancement of artificial intelligence has resulted in the development of a wide variety of applications that can be put to work in a wide variety of settings. These applications can be utilized in a range of different domains. In the field of medicine, artificial intelligence is used to process medical images in order to diagnose and treat diseases like cancer [13]. Artificial intelligence is starting to be used in the

financial sector to find fraud and make portfolios work better. [14] The automotive Industry is working on self-driving cars that are optimized and controlled by artificial intelligence (AI), with the goal of making roads safer and increasing overall productivity [15].

As these technologies continue to improve, it is expected that more and more creative uses and applications will come up, which will be good for society and the economy as a whole. Artificial Intelligence has the potential to change a lot of different industries and make the future both smarter and more automated. This can be accomplished through the use of machine learning and deep learning techniques.

New Developments and Uses of AI:

The study of artificial intelligence is an area that is always getting better and has a lot of potential for the present and the near future. Deep learning is one of the most exciting areas of research in artificial intelligence (AI) right now because it lets neural networks look at and learn from very large amounts of data [16]. Deep learning has been used in the past to make AI tools for processing natural language, systems for recognizing images and sounds, and other similar things. In addition to that, the use of this mode of education has occurred.

IoT Analytics recently published the Industrial AI Market Report 2020–20255. As part of the research, the analyst team found a total of 33 use cases that use artificial intelligence tools and techniques on (mostly) industrial enterprises' IoTconnected data sources and assets. cases have been grouped into 10 broader use case categories which make up the majority of the almost \$15B Industrial AI market in the year, fig 1, highlighted [15] the top 10 ranked by size;

1 🔀	Predictive Maintenance	24.3%
2 🕯	Quality inspection & assurance	20.5%
3 🔛	Manufacturing process optimization	16.3%
4 🕾	Supply chain optimization	8.4%
5 🔋	Al-driven cybersecurity & privacy	6.8%
A, 🗿	Automated physical security	6.8%
7 🛞	Resource optimization	4.7%
8 🔂	Automated data management	3.0%
9	Smart assistant	1.7%
10 🌒	Al-driven research & development	1.6%

Fig. 1: AI industrial use cases

Artificial intelligence research is focusing on a number of new topics. One of these is the creation of new algorithms, which are meant to make AI systems more accurate and efficient (Russell & Norvig, 2010). Artificial intelligence has a wide variety of potential applications. If artificial intelligence is used to power virtual reality, users could be given immersive and interesting digital environments. This would open up new possibilities for gaming, education, and other uses in the entertainment industry (Slater & Wilbur, 1997; 17). Artificial intelligence could be used in education to tailor lessons to the needs of each student. This would give each student a more personalized learning experience. This could be accomplished through the use of adaptive learning [18, 19]. Also, artificial intelligence could be helpful in the field of social media by making it possible for chatbots to provide efficient and personalized customer service and by making it possible to find and delete unwanted information on social media platforms [20, 21].

There is a chance that as the technology behind artificial intelligence (AI) keeps getting better, it will be able to help many different industries in many different ways. Some of the possible benefits include energy systems that work better and are better for the environment; better medical outcomes; and more security. As online research is done and more advanced technologies are made, AI's potential will only continue to grow.

Possible Good and Bad Effects of AI on Society:

There is a chance that artificial intelligence will completely change many different industries and even society as a whole. This will bring with it a number of potential advantages as well as risks that will need to be managed.

One of the advantages of artificial intelligence is that it frees up employees' time, allowing them to focus their attention and energy on tasks that are both more challenging and more creative. This, in turn, leads to increased levels of productivity and efficiency across a wide variety of the business sectors [21]. Data entry, inventory management, and work on an assembly line are all examples of jobs that can be done by AIpowered machines, which means fewer mistakes and more work done. These are just a few of the many tasks that can be performed by these machines. AI can also improve healthcare by simplifying medical diagnosis and treatment. For example, AI can look at medical images to find signs of possible health problems. For example, AI can look at medical images to find possible health problems, which can help doctors figure out what's wrong [26]. AI can make it easier for doctors to diagnose and treat patients, which can also improve healthcare. Artificial intelligence can be used to analyze medical data and predict possible health problems. Both types of AI can also be used to look at medical data and predict possible health problems. and virtual assistants can also give personalized advice and help, which improves the overall quality of the customer experience.

On the other hand, artificial intelligence is linked to a number of significant risks that need to be addressed. These risks should not be ignored. One of the most significant problems associated with artificial intelligence is job displacement. This is due to the fact that AI automates processes, which can lead to the loss of jobs and an increase in the income gap. Even so, AI could lead to new job openings in fields like data analysis and computer programming, where there aren't enough people with AI-related skills. Another risk associated with artificial intelligence is the possibility of it displaying bias. There is a chance that the algorithms used in artificial intelligence will reinforce and even increase the biases that already exist in society. This could result in discrimination against and unfair treatment of certain groups of people. It has been shown that facial recognition software is less accurate when used on people with darker skin tones, for example, which could lead to discrimination. AI is a big threat to people's privacy because it can collect and analyze a lot of personal information about them. It could also lead to inappropriate uses of personal of situations, such as identity theft or unauthorized access to sensitive data. This is a significant risk to people's privacy. Another significant danger that comes with using artificial intelligence is the one described here.

It is possible that artificial intelligence may fundamentally impact many aspects of society, including the economy, by increasing production and efficiency, which would ultimately lead to economic expansion. One way that artificial intelligence may have this effect is through the use of robots. It's possible that AI will create new jobs in industries that need people with AI skills while at the same time putting people out of work in jobs that are easier to automate. AI could also create jobs in fields that need people with skills related to AI. In the field of education, artificial intelligence could make learning more personalized for each student, which would help them do better in school. But if it isn't put in place in a fair way, it could make educational differences worse. For example, students from lower-income families might not have access to the same technology as their peers from wealthier families, creating a "digital divide." If it isn't put into place in a fair way, it could make existing differences in education even worse. Figure 2 summarizes potential risks and describes how to mitigate their negative impact. For those who would like a compact view, here's an overview of it.



Fig 2. AI Risks Dimensions

To sum up, the influence that artificial intelligence will have on society will be complicated and multifaceted, bringing with it the possibility of both benefits and threats, both of which will need to be handled. It is very important to think carefully about AI's possible effects and come up with ways to get the most out of its benefits while minimizing its risks. It is also extremely important to make certain that the implementation of artificial intelligence is egalitarian and does not worsen the disparities that already exist in society. To make AI a force for good in society, we need to protect against risks like job loss, bias, and invasion of privacy.

Ethical Considerations for Artificial Intelligence (AI):

AI is having a big impact on many parts of our lives, such as healthcare, transportation, law enforcement, and the financial sector. But as AI is used more and more, it raises important ethical questions that need to be talked about in depth. Artificial intelligence can collect and analyze a huge amount of personal data, make decisions without the help of a person, and have an effect on a wide range of socioeconomic areas, such as jobs and the economy. In this light, it is absolutely necessary to do research on the ethical concerns raised by artificial intelligence (AI), which include issues of privacy, accountability, bias, autonomy, and decision-making, in addition to the implications for jobs and the economy.

Concerns have been raised about privacy violations and power abuses that could happen when artificial intelligence (AI) is used. This is because AI usually involves collecting and analyzing personal data. As a result, privacy is a crucial problem in the use of AI. For example, the use of facial recognition technology by law enforcement agencies has led to worries about possible privacy breaches and the wrong use of the information that is gathered. In response to these worries, the governments of some nations, like those in the European Union, have adopted legislation and standards for the moral and responsible application of AI, such as the General Data Protection Regulation (GDPR).

Another important ethical consideration in the application of AI is accountability. When AI gets increasingly autonomous, it may become difficult to determine who is accountable for the decisions the system makes. This could lead to people not taking responsibility, which could have bad effects. In order to address these issues, a number of academics have developed the concept of explainable AI, which offers clear explanations for the decisions made by AI systems.

In artificial intelligence, bias is a frequent problem that can lead to discriminating results. This is due to the fact that many systems are trained on biased data. When it comes to those with darker skin tones, for instance, the error rate associated with facial recognition technology is higher. Several researchers have suggested using different data sets and algorithms that are more inclusive to solve these problems. In addition, there has been a push for greater diversity in the development and deployment of AI systems. This is being done in order to address any potential biases that may be present.

There is a concern that artificial intelligence systems, as they gain more autonomy, could make decisions that are either destructive or unethical, putting both their autonomy and their ability to make decisions in jeopardy. For example, a weapon system that can choose its targets and attack them on its own may violate both international law and general moral rules. Several researchers have said that ethical standards and principles should be used when AI is used in sensitive areas like the military and healthcare. These guidelines and principles would govern the use of AI in these sensitive domains.

The spread of artificial intelligence (AI) systems could have a big effect on jobs and the economy. This could mean that economic activity is disrupted and jobs are taken over by machines. To deal with these worries, a number of researchers have suggested putting in place new rules and regulations that will help reduce the negative effects AI will have on jobs and the economy. This can be done by putting in place social safety nets to help people who lose their jobs because of automation, as well as training and education programs to help workers find new jobs.

The Resolution of the European Parliament was based on research that was paid for, supervised, and published by the policy department for "Citizens' Rights and Constitutional Affairs" in response to a request from the Committee on Legal Affairs of the European Parliament. The report stresses how important it is to pass a resolution right away that calls for the creation of a law to govern robots and AI that can predict and adapt to any scientific breakthroughs expected in the next few years [26]. Figure 2 shows the different ethical and legal concerns that come with using AI in healthcare settings.



Figure 2. Various ethical and legal conundrums involved with the usage of artificial intelligence in healthcare [25]

Creating and using artificial intelligence raises a number of important ethical questions that need to be studied and looked into in depth. Issues of privacy, accountability, bias, autonomy, and decision-making are among those that fall into this category, as are employment and economic repercussions. To make sure that AI is used in a responsible and ethical way, these problems need to be solved through the creation of laws, guidelines, and ethical standards.

CONCLUSION:

AI technology has already changed the way we use technology in a wide range of fields. As algorithms for machine learning, natural language processing, and deep learning keep getting better, artificial intelligence is likely to be used more in entertainment, education, and social media.

Even though artificial intelligence has a lot of benefits, it is important to give careful thought to the ethical issues that come with it. It is very important to think about bias, invasions of privacy, questions of responsibility, and the possibility that AI-driven cars could cause harm. despite the fact that it is appropriate. While creating laws and ethical standards for AI is a step in the right direction and of the utmost importance to prevent destruction, these rules must be followed strictly all the time and kept up-to-to- date as technology changes. Also, it's important to talk about the effects AI could have on jobs and the economy. Artificial intelligence (AI) systems will continue to hurt workers and communities as they continue to automate more jobs. This is why we need laws and programs that work. This could mean giving workers education and training programs to help them find new jobs and helping people whose jobs have been cut.

The future of artificial intelligence looks bright, but we need to be careful and think about how it will affect society so that bad things don't happen. Artificial intelligence research and development must go on even as the ethical and social effects of AI are carefully looked into and dealt with. The potential for artificial intelligence to make society better won't be fully realized until then.

REFERENCES:

- Caliskan, A., Bryson, J. J., & Narayanan, A. (2017). Semantics is derived automatically from the Corporations' language contains human-like biases. Science, 356 (6334), 183–186.
- [2] Fuster, G. G., Barbeito, A., & Liang, H. (2018). Privacy in the age of artificial intelligence (computer, 51(9), 64– 69)
- [3] Lepri, B., Oliver, N., Letouzé, E., & Pentland, A. (2018). fair, transparent, and accountable algorithmic decisionmaking processes. 611-627 in Philosophy and Technology, 31(4)
- [4] Miotto, R., Wang, F., Wang, S., Jiang, X., & Dudley, J. T. (2018). Deep learning for healthcare: review, opportunities, and challenges Briefings in Bioinformatics, 19(6), 1236–1246,
- [5] Russell, S. J., & Norvig, P. (2010). Artificial intelligence: a modern approach (3rd ed.). Upper Saddle River, NJ: Prentice Hall.

- [6] Weng, J., & Yang, H. (2018). Machine learning in finance applications is described in E. Benoit (Ed.), Encyclopedia of Information Science and Technology (4th ed., pp. 5134-5144). IGI Global.
- [7] Zhao, Q., Zhou, J., Chen, Q., & Jiang, Y. (2019). The impact of artificial intelligence on transportation: A review and future perspective IEEE Transactions on Intelligent Transportation Systems, 20(6), 2206–2225.
- [8] Bojarski, M., Del Testa, D., Dworakowski, D., Firner, B., Flepp, B., Goyal, P.,... End-to-end learning for selfdriving cars, arXiv preprint arXiv:1604.07316
- [9] Chen, D., Huang, L., Wu, J., Lu, X., & Liu, X. (2018). Zero-shot learning with semantic output codes is described in the Proceedings of the IEEE Conference on Computer Vision and Pattern Recognition (pp. 3464– 3473).
- [10] Deng, L., Hinton, G., & Kingsbury, B. (2013). An overview of the new ways that deep neural networks can learn to recognize speech and other things 2013 IEEE International Conference on Acoustics, Speech, and Signal Processing (pp. 8599–8603).
- [11] Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep learning. MIT Press.
- [12] Jordan, M. I., & Mitchell, T. M. (2015). Machine learning: trends, perspectives, and prospects Science, 349 (6245), 255–260.
- [13] Kuutti, S., Väätäjä, H., Ojala, J., & Kujala, T. (2019). User experience evaluation of autonomous vehicles: A review of current research and future directions Part F: Traffic Psychology and Behaviour, 732-749 in Transportation Research.
- [14] LeCun, Y., Bengio, Y., & Hinton, G. (2015). Deep learning. Nature, 521 (7553), 436-444.
- [15] Liu, X., & Zhang, J. (2019). "AI in the financial industry: A systematic literature review Information Processing & Management, 57(5), 102243
- [16] Litjens, G., Kooi, T., Bejnordi, B. E., Setio, A. A. A., Ciompi, F., Ghafoorian, M.,... & Sánchez, C. I. (2017). A survey on deep learning in medical image analysis Medical image analysis, 42, 60–88.
- [17] Baker, R. S. J. d. (2010). Data mining for education in The International Encyclopedia of Education (pp. 112-118). Elsevier.

- [18] Jaiswal, A. K., & Srivastava, A. (2020). Deep learning approaches for hate speech detection and classification: A review Artificial Intelligence Review, 53(8), 5961– 5989.
- [19] Koedinger, K. R., Corbett, A. T., & Perfetti, C. (2012). The knowledge-learning-instruction (KLI) framework: bridging the science-practice chasm to enhance robust student learning 757-798 in Cognitive Science.
- [20] LeCun, Y., Bengio, Y., & Hinton, G. (2015). Nature, (436–444).
- [21] Russell, S., & Norvig, P. (2010). Artificial intelligence: A modern approach Prentice Hall.
- [22] Slater, M., & Wilbur, S. (1997). A framework for immersive virtual environments (FIVE): Speculations on the role of presence in virtual environments Presence: Teleoperators and Virtual Environments, 6(6), 603-616
- [23] Thakur, R., Singh, A., & Tripathi, N. (2021). Social media analytics using machine learning: A review 12(2), 1785-1806, Journal of Ambient Intelligence and Humanized Computing.
- [24] Wang, R., Sliwinski, M., & Annavaram, M. (2019). Alenabled virtual reality: A survey. IEEE Transactions on Games, Vol. 11, No. 2, pp. 121-145.
- [25] Attaullah, Hafiz Muhammad, Rahat Ali Khan, and Shaheryar Mughal "Cyber "Security for Industrial Control Systems—A Survey." iKSP Journal of Emerging Trends in Basic and Applied Sciences 1.1 (2021): 15– 21.
- [26] Rehman, EU.; Attaullah, H.M.; Ahmed, E; Ali, S. Data Defense Examining Fintech's Security and Privacy Strategies. Eng. Proc 2023, 3.2 15–21.