

APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE DIGITAL MEDIA ENVIRONMENT: ETHICAL RISKS AND REGULATORY MECHANISMS

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Abstract: This article analyzes the ethical risks associated with the introduction of artificial intelligence (AI) technologies in the digital media environment and examines regulatory mechanisms aimed at mitigating these issues. Based on the analysis of events observed in international and domestic media, key ethical problems were identified, such as the capabilities and limitations of algorithms in decision-making processes, the spread of false information, and breaches of personal data privacy. The study qualitatively analyzed ethical codes, legislative acts, and examples of recent journalistic practices. The results show that while artificial intelligence enhances efficiency in media production and distribution processes, the complex ethical dilemmas associated with it require a balance between technological advancement and social responsibility. The article concludes with proposals to strengthen ethical oversight, ensure transparency, and establish international cooperation.

Keywords: Artificial intelligence, media ethics, digital transformation, algorithmic fairness, misinformation, media regulation, Uzbekistan, journalistic professional ethics

1. Introduction

Digital transformation has radically changed the processes of creating, editing, and disseminating information in modern journalism. Algorithms and artificial intelligence (AI) technologies, while increasing the efficiency of content creation, have given rise to new types of ethical dilemmas (Diakopoulos, 2023). These technologies have made processes such as automatic news generation, fact-checking, content recommendation, and moderation faster and more comprehensive, but issues of transparency, accountability, and human oversight remain. The rapid development of artificial intelligence (AI) technologies is fundamentally transforming the modern media landscape. The use of algorithms in journalism enables rapid information delivery, automatic data analysis, and the creation of content tailored to audience needs. However, this process is also inextricably linked with ethical challenges and legal risks. In particular, issues such as the spread of misinformation, breaches of personal data privacy, and a lack of algorithmic fairness are causing serious debate in the media sphere (Diakopoulos, 2019). Global experience shows that when AI tools are used without ethical and legal regulation, the risk of spreading disinformation, creating fake content through deepfake technologies, the “filter bubble” effect, and personal data breaches increases sharply (West & Allen, 2018). For example, in 2024, deepfake videos of Prime Minister candidates were circulated in Great Britain before the elections, negatively impacting public discourse (Call, 2024). In Uzbekistan, the use of

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AI and algorithms in the media sphere has been increasing from 2022 to 2025. In particular, automatic posting systems, Telegram bots, and algorithmic content recommendation methods are widely used. However, due to the lack of fully developed ethical codes and legal norms for these processes, instances of spreading unverified information, privacy violations, and creation of manipulative content have been observed (Yuldashev, 2024). Therefore, the main goal of this study is to analyze the ethical problems arising from the application of AI and algorithms in online journalism, and to develop recommendations for addressing them based on international and national practices. Professional codes and legislation adopted worldwide on media ethics are primarily aimed at regulating the activities of human journalists, and the increasing role of AI in information production necessitates their revision (Floridi & Cowls, 2022).

Along with the advantages of using AI technologies in journalism, the issue of assessing their ethical implications and social impact is of particular importance. In Uzbekistan, a trend towards the use of AI elements in the media sphere is also observed in the process of digital transformation. At the same time, issues of ensuring ethical standards and combating misinformation should be addressed at the legal and institutional levels. The purpose of this study is to analyze the ethical risks associated with the use of AI in the digital media environment and to assess the mechanisms for their regulation based on international and domestic experience.

2. Literature review

At the international level, scholars such as S. J. Ward, G. Christians, Roy Peter Clark, and A. White have conducted in-depth research on theoretical paradigms in media ethics. They recognize principles such as a journalist's professional responsibility, objectivity, commitment to truth, and protection of audience interests as integral parts of journalistic practice (Ward, 2021; Christians, 2020; Clark, 2005; White, 2018).

In the field of national journalism, several scholars have applied theoretical and practical approaches related to this topic to the scientific community. Notably, the publicist, scholar, writer, and journalist Kh. Dustmukhammedov emphasizes that media ethics and law are interconnected and complementary concepts. He scientifically substantiates that in mass media activities, adherence to ethical norms, along with the rule of law, is a decisive factor in ensuring public trust in information (Dustmukhammedov, 2007): the renowned statesman and public figure, Professor Sh. Kudratkhodja, analyzing the professional and ethical problems associated with the introduction of artificial intelligence technologies in the media sphere, notes that issues such as source

accuracy of algorithm-generated content, intellectual property rights, and avoiding audience deception have become pressing ethical concerns (Qudratkhodja, 2024). Professor F. Muminov, in his work “Journalism as a Social Institution,” theoretically substantiates the process of journalism’s formation as a distinct social institution. He emphasizes that from the second half of the 17th century, journalism emerged as a separate regulatory and information dissemination mechanism in public life, with its activities becoming closely intertwined with systems of legislation, morality, and social responsibility (Muminov, 2015).

3. Research Methodology

The study employed mixed research methods. First, content analysis was used to examine events related to AI use in international and national media from 2021 to 2025 (Krippendorff, 2019). Second, comparative analysis was applied to compare legislative and ethical norms on AI application in Germany, Canada, Japan, and Uzbekistan (Huber, 2025; The Canon, 2023). Third, case studies were conducted to analyze examples of deepfake videos, automatic analysis errors on Reuters, and TikTok algorithms (Call, 2024; Johnson, 2023; Thomson Reuters, 2022). Fourthly, the legal analysis was used to study the Resolution of the Republic of Uzbekistan No. PQ-358 and the national approach to artificial intelligence (Mirziyoyev, 2024).

4. Results

Based on the research of S. Vlăduțescu and G. Stănescu (2025), the main ethical problems in the application of AI in journalism are: lack of transparency, risk of manipulative content, issues of objectivity and impartiality, violation of personal data privacy, and decreased human oversight. Among international examples, the deepfake videos preceding the 2024 UK elections (BBC News, 2024), the automatic analysis error at Reuters in 2022 (Thomson Reuters, 2022), and criticisms of TikTok's political content recommendations in 2023 (Johnson, 2023) are particularly significant. In Uzbekistan, from 2022 to 2025, there were instances of unverified information dissemination through Telegram bots, cyberbullying cases involving decontextualized videos, and uncertainties regarding accountability in AI-based analysis of court decisions (Yuldashev, 2024). The analysis identified the following categories of ethical risks associated with AI use in the digital media environment:

Problems of information authenticity and reliability. In international media practice, the cases of Janet Cooke (1980) and Stephen Glass (1998) demonstrated how weak fact-checking in journalism can undermine public trust. Janet Cooke case: After it

was discovered that the protagonist in the article “Jimm’s World” did not exist, the article was retracted, and the author was stripped of the Pulitzer Prize (Cunningham, 1981). The Stephen Glass case: In the article “Hack Heaven,” he provided fabricated information about a brilliant young hacker, which was later exposed as false by the Forbes editorial team (Penenberg, 1998).

1. Rapid spread of unverified information.

In Uzbekistan, the “Akhangaron incident” of 2023 exemplifies how video material shared on social networks caused a significant public uproar despite not corresponding to reality. Official investigations revealed that these women were only engaged in the sale of insecticides.

2. The influence of algorithms and information manipulation.

International studies (Kaluža, 2021; Helberger, 2021) show that content recommendation systems using algorithms intensify the “filter bubble” and “echo chamber” effects, resulting in audiences receiving only information that aligns with certain viewpoints.

3. Deepfakes and visual manipulations.

Video and audio materials created using deepfake technologies increase the risk of falsifying journalistic information and damaging personal reputations. According to a 2024 BBC analysis, deepfake materials are often used for political and economic manipulation (Chesney & Citron, 2024).

4. Protection of personal data.

In Europe, the GDPR (General Data Protection Regulation) and in Canada, PIPEDA laws have established clear restrictions and transparency requirements for processing personal data in journalism. In Uzbekistan, the Law “On Personal Data,” adopted in 2020, defines requirements for legal and responsible data processing in media activities. During the analysis, ethical risks associated with the use of AI in the digital media environment were categorized into several main groups. Although these categories manifest differently in international and local practices, they share a common threat to the fundamental principles of journalistic activity – reliability, objectivity, respect for human rights, and responsibility.

Problems of information authenticity and reliability. The cases of Janet Cooke (1980) and Stephen Glass (1998) in international practice demonstrated how insufficient fact-checking and editorial control can damage the institutional reputation of the media. The Janet Cooke case – although the article “Jimmy’s World” was written about an eight-year-old drug addict, it later turned out that the character did not exist at all. In 1981, The Washington Post retracted the article, and Cooke was stripped of her Pulitzer Prize

(Cunningham, 1981). The Stephen Glass case – The fact that the information about the talented young hacker in the article “Hack Heaven” was fabricated was revealed after a Forbes editorial investigation (Penenberg, 1998). These cases showed that the dissemination of false information often stems from the pursuit of sensationalism and the personal interests of the journalist.

Rapid spread of unverified information. In Uzbekistan's practice, ethical problems are more often manifested through information disseminated on social networks without fact-checking. “The Ohangaron Incident” (2023) – a video distributed on Facebook and Telegram platforms with the headline “Child kidnappers caught in Ohangaron” caused a stir among the public. Later, the Tashkent Regional Department of Internal Affairs reported that the incident did not correspond to reality, and the women depicted in the video were engaged in selling insecticides (Bo‘ronov, 2023). This example showed that unverified information can cause concern in society and undermine trust in law enforcement agencies and the media.

The influence of algorithms and information manipulation. Recommendation algorithms based on artificial intelligence serve as the primary tool for automatically sorting and presenting content to the audience on media platforms. These algorithms personalize the news feed based on materials that the user has previously viewed, searched for, or liked. This creates a certain level of convenience in information consumption, but also gives rise to several ethical and social risks.

Firstly, the phenomenon of “filter bubble” (mental capsule) – the formation of a closed information environment in which users see only information corresponding to their views – is widely discussed in media analyses. As Eli Pariser (2011) points out, in such an environment, people may become isolated from opposing opinions and alternative viewpoints, which intensifies social polarization. Thus, the “filter bubble” phenomenon – a closed environment where users see only information consistent with their views – creates a risk of isolation from diverse perspectives and increased social polarization (Pariser, 2011).

Secondly, the “echo chamber” effect – where users receive only information that confirms their existing opinions – can have a significant impact on political processes and public opinion. This situation is particularly conducive to media manipulations during elections, mass protests, or crises (Flaxman et al., 2016).

Thirdly, there is a lack of transparency in the dissemination of information through algorithms. Users are not given sufficient explanation of how content is selected, sorted, or why specific information is presented to them. Algorithms often function as closed systems, meaning their operating rules, priority criteria, or

reasons for promoting certain types of content are not publicly disclosed. Consequently, this can limit consumers' choices and lead to the formation of a one-sided perception of reality. Such a lack of transparency significantly increases the potential for manipulation, as platforms can redirect users' attention to specific goals without their awareness. For example, Facebook's internal documents disclosed in 2021 ("Facebook Papers," by Frances Haugen) indicate that the platform's algorithms often prioritize content that evokes strong emotional reactions and enhances polarization. This not only affects the audience's emotional state but also creates a foundation for deepening social divisions and conflicts in society.

Additionally, since the internal workings of algorithms are not entirely transparent, users may not realize what kind of information environment they are in. This amplifies effects like "echo chambers" and "filter bubbles" – where individuals are only provided with information that confirms their existing views. As a result, communication between different viewpoints diminishes, and opportunities for critical reassessment are eliminated.

Fourthly, the influence of algorithms is gradually becoming noticeable in Uzbekistan's media environment. Especially in recent years, the trend of prioritizing content that matches user interests has intensified on Telegram and YouTube platforms, which have become the primary sources of information for the local audience. For instance, if a user frequently watches videos on specific political topics, show business news, or religious issues, algorithms will recommend more materials in those directions. While this mechanism creates convenience for users, it can also confine them within specific topics or viewpoints. In this scenario, the audience does not encounter a comprehensive and diverse information environment but is limited to one-sided information. The "filter bubble" and "echo chamber" effects form in this way: individuals are surrounded only by information that supports their views, with contradictory ideas barely reaching them. The danger of this process in Uzbekistan lies in the fact that a large portion of the population has low media literacy, and skills for critically assessing content sources and their reliability are not sufficiently developed. Consequently, false information, manipulative posts, or interpretations not based on facts can spread quickly and widely. The audience is more likely to perceive the content recommended through algorithms as a complete reflection of reality.

Furthermore, local content creators, understanding the logic of algorithms, may prepare emotionally impactful, sensational, or controversial materials to maximize views and likes. This further reduces the quality of information and increases the risk of polarization in society. The influence of algorithms has gradually

begun to be felt in Uzbekistan's media environment. For example, local Telegram and YouTube channels prioritize content related to users' interests, potentially confining audiences to specific topics or viewpoints. This amplifies the impact of false or one-sided information in conditions of low media literacy.

Therefore, international experts propose implementing the following principles in the operation of algorithms:

Algorithm transparency – platforms should provide open information about content selection criteria.

Ensuring information diversity – presenting users with information from various perspectives.

Ethical audit – regularly assessing the impact of algorithms on society.

Deepfake and visual manipulations. Deepfake technologies allow for the realistic falsification of human voice, facial expressions, and even entire video footage using artificial intelligence and neural networks. Video and audio materials created through this significantly undermine confidence in the authenticity of information. While previously, photo or audio manipulation required complex and expensive equipment to falsify information, now it is possible to create high-quality fake content using a simple smartphone and open-source software. According to a 2024 BBC analysis, deepfake technology is often used for two primary purposes:

Political manipulation – during pre-election periods or political debates, videos are distributed that make rival candidates appear to have expressed shameful or contradictory opinions to discredit them.

Economic manipulation – false statements, conversations, and events are fabricated to manipulate stock prices or damage a company's reputation artificially.

As researchers Daniel Chesney and Daniel Citron (Chesney & Citron, 2024) emphasize, deepfake threatens not only personal reputation but also social stability. This is because people lose faith in the authenticity of information sources, further reinforcing a “post-truth” environment. Additionally, deepfake technologies can have negative impacts in the following areas:

- Criminal activity – extortion, blackmail, and false accusations through fake videos.

- Mass unrest – inciting provocation and distrust among social or ethnic groups.

- Privacy – creating and distributing intimate or obscene content without a person's consent.

In international practice, several approaches are being used to mitigate the risk of deepfakes:

- Implementing technical filters and media content

authentication technologies (e.g., Microsoft Video Authenticator or Adobe Content Authenticity Initiative).

- Strengthening legislative requirements for the rapid detection and removal of fake content on platforms.

- Increasing media and digital literacy among the population, especially young people, and teaching methods for verifying fake content.

Video and audio materials created by artificially altering human voice and facial expressions through deepfake technologies are significantly undermining confidence in the authenticity of information.

- According to a 2024 BBC analysis, deepfake technology is often used to discredit political opponents or for economic manipulation (Chesney & Citron, 2024).

Personal Data Protection. The GDPR (General Data Protection Regulation) in force in the European Union and the PIPEDA (Personal Information Protection and Electronic Documents Act) in Canada establish specific norms and restrictions on the collection, processing, and storage of personal data. These documents, along with protecting the privacy of citizens, also ensure freedom of information and the possibility of acting within the framework of the law in journalistic activity. For example, the GDPR contains notable exceptions for journalism, which mitigate certain restrictions in the process of disseminating information, taking into account the public interest. At the same time, these exceptions do not allow for the infringement of individual rights or the dissemination of unfounded information. In Uzbekistan, the Law "On Personal Data," adopted in 2020, defines the procedure for working with personal data at the national level. According to the law, the media are obliged to adhere to the principles of legality, expediency, and responsibility when processing personal data. These principles have the following content:

Legality – data collection and processing must be carried out only within the framework of the law, with the consent of the person or on grounds established by law.

Relevance – the collected data should be used only for designated journalistic or editorial purposes.

Responsibility – The media is responsible for any actions related to personal data and may be held administratively or criminally liable in case of violation of the law.

However, in practice, the full implementation of the norms of this law has not yet been sufficiently ensured. In particular, among journalists and bloggers, there is a low level of legal knowledge and practical skills related to the protection of personal data. In some cases, photos, addresses, or personal data of a person are published without their consent.

International experience shows that, along with legislation, the following measures are necessary to ensure the protection of personal data effectively:

Formation of independent control bodies and granting them broad powers.

Development of special manuals and training programs for journalists.

Informing citizens about methods of protecting their data.

In Europe, the GDPR, and in Canada, the PIPEDA laws establish explicit norms and restrictions on the processing of personal data. In journalism, these norms, along with protecting individual rights, also ensure freedom of information.

The Law on Personal Data, adopted in Uzbekistan in 2020. The Law on Personal Data, adopted in Uzbekistan in 2020, requires the media to adhere to the principles of legality, expediency, and responsibility when working with personal data.

Rapid spread of unverified information. The “Akhangan incident” in Uzbekistan in 2023 demonstrated how quickly and widely unverified information can spread on social networks. The video, which appeared on the Internet, was interpreted as a group of women allegedly engaged in illegal activities, which caused a great stir in the public. However, as a result of official investigations, it turned out that these women were engaged only in the trade of insecticides (Boronov, 2023). This situation showed what negative consequences can arise when the pursuit of speed and sensation in the dissemination of information exceeds the requirements of a journalistic investigation. Unverified reports can not only damage personal reputation but also evoke misconceptions and various sharp reactions in society.

The influence of algorithms and information manipulation. International studies (Kaluža, 2021; Helberger, 2021) have shown that content recommendation systems on social networks and media platforms often filter information based on user interests and previous activity. This process intensifies the “filter bubble” and “echo chamber” effects, meaning the audience only sees information that aligns with and reinforces their views. Such mechanisms limit media diversity and reduce exposure to opposing opinions. Although this process has not yet been thoroughly studied in Uzbekistan, similar recommendation systems actively operate on popular platforms such as Telegram and YouTube, and directly or indirectly shape the user's information environment.

Deepfakes and visual manipulations. Deepfake technologies are advanced tools that allow the realistic alteration of human voice and facial expressions using artificial intelligence. Video and audio materials created using this technology cast doubt on the authenticity of information, increasing the risk of falsifying

journalistic content or damaging personal reputations. As highlighted in a 2024 BBC analysis (Chesney & Citron, 2024), deepfake materials are often used to discredit political opponents or for economic manipulation. In international practice, they have been used to spread fake political statements, financial fraud, and videos inciting social conflicts. As the technology becomes cheaper and more widespread, the likelihood of its negative impact on the local media environment also increases.

Protection of personal data. The European Union's GDPR and Canada's PIPEDA laws establish clear restrictions on personal data processing, transparency requirements, and mechanisms to ensure citizen consent. In journalism, these norms balance protecting individual privacy with the right to disseminate information in the public interest. In Uzbekistan, the Law "On Personal Data," adopted in 2020, defines principles for legal, purposeful, and responsible data processing in media activities. However, in practice, the mechanism for fully implementing this law's provisions has not yet been sufficiently institutionalized. Particularly in the media sphere, instances of illegally disclosing personal information or violating ethical norms may weaken the audience's trust in the inviolability of private life.

5. Discussion

While AI technologies increase efficiency, they can negatively impact public trust without ethical and legal oversight (Diakopoulos, 2023). Germany has a law on labeling AI content (Huber, 2025) and Japan has requirements for protecting human dignity (The Canon, 2023). Uzbekistan lacks a national ethical code, indicating the need for preventive measures (Yuldashev, 2024). Fact-checking tools are not yet fully automated, and human oversight remains crucial (Cazzamatta & Sarısakaloğlu, 2024).

The analysis results show that although ethical risks associated with AI use in digital media environments differ in international and local contexts, common core issues persist.

Firstly, insufficient fact-checking in journalism seriously undermines trust in the media. This is particularly evident in famous cases like Janet Cooke and Stephen Glass. Janet Cooke won the Pulitzer Prize in 1981 for an article based on a fabricated story she wrote for The Washington Post, but her information was later exposed as fiction. Stephen Glass damaged journalistic credibility by fabricating a series of articles for The New Republic. In both cases, the pursuit of personal gain, prestige, and sensation prevailed over professional duty and ethical standards. Such cases can occur not only abroad but also in local media environments. For instance, the "Akhangaron incident" in Uzbekistan is cited as a similar situation. In this case, unverified information was

rapidly disseminated to the public and widely spread on social networks. Consequently, unsubstantiated reports sparked various interpretations and strong reactions among the public. Such examples highlight two main risks in media activities:

The pursuit of speed and sensation – the desire to be the first to report leads journalists to shorten or entirely skip the fact-verification process.

Sidestepping ethical norms – excessively dramatizing events or adding fictional elements to attract audience attention.

In the Uzbek context, this problem is even more acute, as some journalists and bloggers prioritize speed and click counts amid high competition on social networks. Moreover, an audience with low media literacy is more likely to accept unverified information without critical analysis. Therefore, the fact-checking process should be viewed in journalism not just as a technical requirement, but as a central pillar of professional ethics.

Secondly, although the problem of information filtering through algorithms – namely, the “filter bubble” and “echo chamber” phenomena – has been widely studied in international research, this process has not yet been deeply analyzed in Uzbekistan’s media landscape. A filter bubble refers to algorithms narrowing the flow of information based on a user’s interests and past behaviors. The echo chamber is the socio-psychological consequence of this process, where the audience is surrounded only by opinions that confirm their views and no longer encounters opposing viewpoints. In global practice, this problem is considered a serious threat to civil society. For instance, studies conducted in the USA and European countries indicate that filter bubbles and echo chambers on social networks intensify political polarization, reduce opportunities for dialogue between conflicting groups in society, and decrease trust in information sources. In Uzbekistan’s media environment, this process has not yet been sufficiently examined. On the one hand, information about platform algorithms is not transparent.

On the other hand, editorial offices and platform operators lack precise accountability mechanisms for ensuring information diversity for their audience. As a result, users may remain in a one-sided information field, which further amplifies the impact of false or manipulative content in conditions of low media literacy. Moreover, ensuring information diversity on local platforms (e.g., large Telegram channels or YouTube content creators) is not defined as an ethical or legal requirement. In practice, this leads to content policy being automatically determined by algorithms with little active influence from editorial offices.

Thirdly, deepfake technologies – advanced methods that use artificial intelligence to realistically falsify human voices, facial expressions, and even entire video footage - are already

being actively used for political and economic manipulation in international practice. For example, in some countries, fake videos have been circulated during election campaigns to discredit rival politicians, and instances of financial fraud using deepfakes have been recorded in corporate environments. Although such cases are currently rare in the local context, this cannot be dismissed as a non-threat. In Uzbekistan, technological infrastructure and mobile internet coverage are rapidly developing, while the tools for creating digital content are becoming cheaper and more accessible. In these conditions, the number of individuals with the necessary technical knowledge to study and apply deepfake technologies will also increase. At the same time, in an environment with low media literacy, users are more likely to perceive fake audio and video materials as authentic. This can pose a serious threat not only to personal reputations but also to social stability. For instance, false videos could be used to provoke ethnic or political conflicts, sow distrust between different groups, or artificially manipulate company stock prices in the market. International experience shows that to mitigate the risk of deepfakes, it is necessary to work in two directions:

Technical measures – algorithms for detecting fake content, applying digital watermarks to media materials, and automatic filtering at the platform level.

Information and literacy – raising awareness among the population, especially youth, about deepfake technologies and their risks, and teaching methods for verifying the authenticity of content.

While deepfake technologies are being used for political and economic manipulations in international practice, such cases are still rarely observed in the local context. However, with the development of technological infrastructure, the probability of their negative impact is high.

Fourth, the protection of personal data is considered one of the fundamental rights of citizens in the digital age and is a legally and institutionally well-established area in global practice. For example, in the European Union, GDPR (General Data Protection Regulation) sets strict requirements for the collection, processing, and storage of personal data. PIPEDA (Personal Information Protection and Electronic Documents Act) in Canada also establishes precise mechanisms for data collection, the purpose of their use, and ensuring personal consent. In these countries, citizens have the right to request information about how their data was used and can appeal to independent regulatory bodies in case of law violations. In Uzbekistan, the Law “On Personal Data,” adopted in 2019, is an important step, but its implementation, especially in the media and digital platforms, has

not yet been sufficiently institutionalized. In practice, the norms of the law are often applied only to the databases of state bodies, and the mechanisms of responsibility for media and private media platforms in processing, storing, and disseminating citizens' data are not clearly defined. This situation poses several risks in terms of information security and privacy:

Illegal collection and dissemination of personal data – cases of publishing phone numbers, addresses, or personal photos on social networks without a person's consent.

Cyber threats – the risk of phishing, theft of personal data, and its use for fraudulent purposes in the event of insufficient data protection.

Violation of ethical norms in the media – the lack of straightforward implementation of legal restrictions on the disclosure of personal data in journalistic materials.

The experience of Europe and Canada shows that adopting a law on personal data protection is not enough – independent regulatory bodies that ensure its implementation, a system of fines and sanctions, as well as a mechanism for raising awareness among citizens and journalists, are necessary.

While legal norms in Europe and Canada regarding the protection of personal data are explicit and have effective implementation mechanisms, the implementation of the Law “On Personal Data” adopted in Uzbekistan and its practical application in the media have not yet been sufficiently institutionalized.

Overall, a comparative analysis of international and domestic experience recommends the following general directions for reducing ethical risks in the media sphere:

Establishing an independent and robust system of fact-checking and editorial control.

Ensuring transparency and accountability in the operation of algorithms.

Strengthening legal and technological measures against deepfakes and other visual manipulations.

Ensuring legislation is in line with international standards in the protection of personal data.

6. Conclusion

The results of the study showed that while artificial intelligence (AI) and algorithmic technologies are bringing greater speed and functional convenience to journalistic processes, they are also sharply intensifying ethical and legal risks. These risks include insufficient fact-checking, low transparency in content recommendations, the use of deepfake technologies for manipulative purposes, and inadequate protection of personal data privacy. International experiences (Huber, 2025; Responsible,

2025; The Canon, 2023; Chesney & Citron, 2024) indicate the need to implement parallel measures in several areas for the effective resolution of these problems: strengthening the regulatory and legal framework, engaging independent oversight bodies, and widely implementing technical safety measures. In the context of Uzbekistan, clearly defining journalistic ethical standards for the use of AI and algorithms, harmonizing them with legislation, as well as developing practical guidelines for media workers and content creators, stand out as urgent tasks (Yuldashev, 2024; Qudratkhoja, 2024).

Based on the research, the following recommendations were put forward:

Develop a national code of ethics that specifies criteria for identifying materials created using AI.

Integrate fact-checking standards into legal norms and support the activities of independent verification centers.

Introduce requirements for algorithmic transparency and accountability to users.

Create a harmonious system of technological and regulatory measures against deepfakes and visual manipulation.

Adapt personal data protection to meet international standards and ensure its practical implementation.

Thus, in an era when the role of AI and algorithms in journalism is increasingly growing, alongside the development of technological innovations, managing them based on ethical and legal norms is the most crucial condition for maintaining trust and responsibility towards society.

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ПРИМЕНЕНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА В ЦИФРОВОЙ МЕДИАСРЕДЕ: ЭТИЧЕСКИЕ РИСКИ И МЕХАНИЗ- МЫ РЕГУЛИРОВАНИЯ

Аннотация: В данной статье анализируются этические риски, связанные с внедрением технологий искусственного интеллекта (ИИ) в цифровой медиасреде, и изучаются регуляторные механизмы, направленные на снижение этих проблем. На основе анализа событий, наблюдавшихся в международных и местных СМИ, были выявлены основные этические проблемы, такие как возможности и ограничения в процессе принятия решений алгоритмами, распространение ложной информации, нарушение конфиденциальности персональных данных. В исследовании качественно проанализированы этические кодексы, законодательные акты и примеры журналистской практики последних лет. Результаты пока-

зывают, что, хотя искусственный интеллект повышает эффективность в процессе производства и распространения медиа, связанные с ним сложные этические дилеммы требуют баланса между технологическим прогрессом и ответственностью перед обществом. В заключение статьи представлены предложения по усилению этического контроля, обеспечению прозрачности и налаживанию международного сотрудничества.

Ключевые слова: искусственный интеллект, медиаэтика, цифровая трансформация, алгоритмическая справедливость, ложная информация, регулирование СМИ, Узбекистан, профессиональная этика журналиста

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RAQAMLI MEDIA MUHITIDA SUN'IY INTELLEKT
QO'LLANILISHI: AXLOQIY XATARLAR VA TARTIBGA SOLISH
MEXANIZMLARI

Annotatsiya: Ushbu maqolada raqamli media muhitida sun'iy intellekt (SI) texnologiyalarining joriy etilishi bilan bog'liq axloqiy xatarlar tahlil qilinadi va ushbu muammolarni kamaytirishga qaratilgan tartibga solish mexanizmlari o'rganiladi. Xalqaro va mahalliy ommaviy axborot vositalarida kuzatilgan voqealar tahlili asosida algoritmlar qaror qabul qilish jarayonidagi imkoniyatlar va cheklovlar, yolg'on axborot tarqatilishi, shaxsiy ma'lumotlar maxfiyligi buzilishi kabi asosiy axloqiy muammolar aniqlandi. Tadqiqotda axloqiy kodekslar, qonun hujjatlari va so'nggi yillardagi jurnalistik amaliyot misollari sifat jihatdan tahlil qilindi. Natijalar shuni ko'rsatadiki, sun'iy intellekt media ishlab chiqarish va tarqatish jarayonida samaradorlikni oshirsada, u bilan bog'liq murakkab axloqiy dilemmalar texnologik rivojlanish va jamiyat oldidagi mas'uliyat o'rtasidagi muvozanatni talab qiladi. Maqola yakunida axloqiy nazoratni kuchaytirish, shaffoflikni ta'minlash hamda xalqaro hamkorlikni yo'lga qo'yish bo'yicha takliflar berilgan.

Kalit so'zlar: Sun'iy intellekt, media etika, raqamli transformatsiya, algoritmik adolat, yolg'on axborot, mediani tartibga solish, O'zbekiston, jurnalist kasbiy etikasi

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