



ARTIFICIAL INTELLIGENCE AND HUMAN VALUES IN THE PROCESS OF GLOBAL TRANSFORMATION

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Abstract

This article analyzes the impact of artificial intelligence on social life, human thinking, and spiritual and moral relations during the process of global transformation. The study substantiates that artificial intelligence is not only a tool for technological progress but also a crucial factor testing human values. The article highlights the role of values such as human honor and dignity, freedom, justice, responsibility, transparency, and solidarity in the process of creating and applying artificial intelligence.

Keywords: Artificial intelligence, global transformation, human values, ethical paradigm, digital society, justice, transparency, responsibility, human dignity, digital inequality, spiritual progress, technological development.

Introduction

In today's global space, the flow of information has accelerated significantly. This situation also has a strong impact on human decision-making methods. Artificial intelligence provides recommendations, analyzes behavior, predicts consumption habits, and even makes choices for a person in certain situations. From this perspective, the issue of a person's free will and independent thinking is of great importance. If a person relies entirely on automated systems for most of their daily life, their critical thinking will likely weaken, and their sense of responsibility for decisions will decrease. This can negatively affect the principle of conscious choice, which is one of the central elements of human values. Another important issue is justice and equality. Artificial intelligence often operates based on large volumes of data. If this data contains elements of historical discrimination, social stereotypes, or inequality, the algorithm will also repeat these shortcomings. As a result, unfair



outcomes may arise in areas such as recruitment, credit allocation, student assessment, medical diagnostics, or law enforcement. In such a situation, the problem is not the speed of artificial intelligence, but the lack of control mechanisms that ensure its fair and impartial operation. Human values require a fair approach before any technological system. In addition, the issue of personal privacy is becoming acute in the context of global transformation. Artificial intelligence systems can analyze a user's interests, location, shopping habits, communication style, and even emotional state. This, on the one hand, creates convenience and personalizes services, and on the other hand, leads to increased control over a person's private life. If the process of collecting and using data is not transparent and the consent and interests of citizens are not taken into account, human dignity will be at risk. Since the inviolability of private life is one of the fundamental conditions of humanity, the development of artificial intelligence should not weaken this criterion, but rather strengthen it.

Literature review on the topic

Changes related to the labor market also require a deep analysis from the perspective of human values. Artificial intelligence and automation are reshaping many professions, reducing some traditional jobs, and requiring new skills and abilities. Although such a process increases economic efficiency, it may not yield the same positive result for all segments of the population. Segments of the population that lack the opportunity for professional adaptation, especially vulnerable groups, face the risk of being left behind [1]. Therefore, human values require that technological progress be seen in harmony not only with productivity but also with social protection, retraining, fair distribution, and decent working conditions. The emergence of artificial intelligence in the field of education creates both broad opportunities and new responsibilities. Modern intelligent systems can shape individual educational directions, recommend materials tailored to the student's interests and level of mastery, and provide analytical information to teachers. This process contributes to improving the quality of education. But education is not just about transmitting information. It also includes complex tasks such as educating a person, shaping their worldview, developing a culture of communication, and instilling moral criteria. Artificial intelligence can be an auxiliary tool in this regard, but it cannot fully replace the educational role of the teacher, the influence of human communication and the



spiritual environment. Therefore, a humane approach should be a priority in the implementation of technology in education.

In the field of medicine, artificial intelligence raises even more delicate ethical questions because it is directly related to human life. Artificial intelligence is of great help in matters such as diagnosis, analysis of X-ray and tomography results, early assessment of disease risks, and the selection of medicines. However, trust, empathy, psychological support, and an individual approach between the patient and the doctor are not measured solely by technical precision [2]. The essence of medicine is not only to find a disease, but also to understand a person, feel their condition and give hope. Therefore, it is advisable to view artificial intelligence not as a substitute for a doctor in medicine, but as a tool that supports their humanitarian activities. When focusing on the issue of culture and spirituality, the impact of artificial intelligence appears even more complex. On the one hand, it can analyze works of art, facilitate translation work, digitalize cultural heritage, and assist in creative processes. On the other hand, mass content based on algorithms can unify human tastes and aesthetic views and strengthen a superficial consumer culture. The true power of culture lies in its influence on the human heart, enriching spiritual thinking, and preserving the value continuity between generations. If artificial intelligence supports this process, it becomes a positive tool. But if it stereotypes human creativity or reduces spiritual depth, it can harm human values.

Research methodology

The method of comparative analysis also plays an important role during the study. Through it, traditional humanitarian principles and modern technological approaches are compared. On this basis, new interpretations of concepts such as human dignity, freedom, justice, responsibility, and transparency related to artificial intelligence are revealed. This method allows for the comparison of views found in various scientific sources and the identification of commonalities and differences between them. A systematic approach is also used in the study. This is because artificial intelligence is not only a technical phenomenon but also a complex process inextricably linked to social, political, economic, and spiritual factors. Through a systems approach, the role of artificial intelligence in human life is considered as a whole, and its impact on various fields is analyzed in connection with each other. This ensures the depth and scientific consistency of the research.



This article also uses the descriptive method. Using this method, the stages of development of artificial intelligence in the context of global transformation, directions of application, and related ethical problems are consistently described. Descriptive analysis helps clarify the essence of the topic in an understandable form, connect theoretical considerations with practical cases, and formulate research results on a logical basis. In addition, the content analysis method is used to study scientific literature, conceptual approaches, and theoretical sources on artificial intelligence, ethics, humanism, and digital development. Through this method, the content of scientific views on the topic is sorted, the main ideas are identified, and the author's scientific position is formed. As a result, the theoretical basis of the research is strengthened.

The methodological basis of the research is the principles of objectivity, scientificity, consistency and objectivity. At the same time, prioritizing human interests, evaluating technological development through ethical criteria, and relying on the principles of social responsibility are important methodological directions of this research. Based on these approaches, the impact of artificial intelligence on human values in the process of global transformation is comprehensively covered.

Analysis and results

Ethical management principles play a decisive role in this matter. The main criteria for the development and implementation of artificial intelligence should be transparency, accountability, security, justice, inclusiveness, and the priority of human interests. Any system must be able to provide a clear explanation of who it was created by, what data it is based on, and which solutions it recommends and why. Otherwise, decisions affecting people's lives will remain in the form of a black box. This not only weakens trust but also obscures moral and legal responsibility. Human values, on the other hand, require the reduction of such uncertainty and the existence of specific subjects responsible for the content and consequences of decisions. At the same time, the issue of cooperation between the state, society, and the private sector should not be forgotten. It is not enough to manage AI solely from the perspective of a technological race or market dominance. Widespread public participation is necessary to assess its social consequences, moral risks, and moral impact. Civil society institutions, scientists, educators, lawyers, psychologists, representatives of the religious and cultural spheres should take an active part in this process [3]. This is



because human values are the common wealth of society as a whole, rather than a narrow circle. No matter how global technological solutions may be, they will yield sustainable results only when they are harmonized with local values, national culture, and social needs.

On the other hand, it is also incorrect to interpret artificial intelligence as a source of danger. It creates unique opportunities to solve many complex problems facing humanity. Artificial intelligence is useful in many areas, such as predicting climate change, increasing agricultural productivity, forecasting natural disasters, accelerating scientific research, and developing accessible solutions for people with disabilities. Thus, the issue is not about abandoning technology, but about using it for human purposes based on conscious, responsible, and ethical criteria. Human values are not an obstacle to the development of artificial intelligence, but rather serve as a compass that directs it correctly. The problem of numerical inequality also occupies a special place in this topic. In the process of global transformation, the issue of equitable use of technological opportunities remains relevant. While some societies have begun to use artificial intelligence widely, in other regions, its use may be much lower due to limitations in infrastructure, literacy, funding, or political will. As a result, the gap in access to knowledge, services, markets, and new opportunities deepens [4]. Human values require that the fruits of development should not be concentrated in a narrow circle, and that its results should be enjoyed by as wide a range of people as possible. Global development based on artificial intelligence must also be accompanied by criteria of social and regional justice.

Psychological and psychological influences should not be overlooked. At a time when humans are increasingly interacting with artificial intelligence, the value of real human connections is being reconsidered. Virtual assistants, conversational programs, and recommendation algorithms can reduce a person's sense of loneliness, but they cannot fully replace real human intimacy. Qualities such as kindness, sincerity, forgiveness, self-sacrifice, conscience, and empathy are formed not through technical responses, but through living experience and real relationships. If society begins to prioritize comfortable communication with artificial intelligence over human bonds, it could lead to spiritual alienation. Therefore, along with technological progress, it is necessary to preserve trust between people, family values, and a culture of lively communication in society. In modern conditions, it is also important to correctly shape the younger generation's attitude toward artificial intelligence [5]. Young people often



master new technologies quickly, yet they may not always think enough about the moral consequences of using them. Therefore, alongside digital literacy, it is necessary to develop moral literacy. Young people should know not only how to use artificial intelligence, but also why, within what limits, and with what responsibility to use it. This is formed through the education system, family upbringing, the media, and public dialogue. A generation that is technologically powerful but morally indifferent can pose a threat to the future. On the contrary, young people who combine scientific potential with spiritual responsibility will become the pillar of sustainable development.

Conclusions and suggestions

In conclusion, in the process of global transformation, the relationship between artificial intelligence and human values is becoming one of the most fundamental issues of modern civilization. Artificial intelligence is not only a source of great opportunities but, if mismanaged, can also pose a serious threat to human honor, freedom, justice, and spiritual life. Therefore, man must always be at the center of technological progress. Artificial intelligence will serve the development of society only when human interests, dignity, rights and spiritual needs become a priority principle. Thus, the true goal of global transformation is not to create intelligent machines, but to build a more just, kind, responsible, and spiritually harmonious society using technology.

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