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DESIGNING FOR DIGITAL ETHICS: BALANCING USER EXPERIENCE AND AI AUTONOMY

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ABSTRACT

The rapid development of artificial intelligence (AI) technologies has brought with it significant ethical challenges, especially within the context of user experience design. "Designing for Digital Ethics: Balancing User Experience and AI Autonomy" explores the delicate balance between creating intuitive, user-centered interfaces and the need for AI autonomy in digital platforms. As AI systems increasingly influence user decision-making and interaction, transparency, accountability, and bias are becoming a growing concern. It shows how designers can address these ethical dilemmas by considering principles of fairness, privacy, and inclusivity in their design processes. In addition, the importance of educating users to build trust in AI-driven systems and designing interfaces that allow users to understand and control their data is stressed. This paper further discusses the ethical implications of designing for AI autonomy, especially when AI systems operate without explicit human oversight. Through an analysis of existing frameworks, case studies, and design guidelines, this work provides practical insights into how design teams can balance these competing priorities. Ultimately, the paper argues that digital ethics should be a foundational aspect of AI development, ensuring that AI systems serve users' needs without compromising their rights or well-being. This research aims to contribute to the fast-evolving discourse on ethical AI by providing a roadmap for developing user experiences that are both innovative and responsible.

KEYWORDS: *Digital Ethics, AI Autonomy, User Experience Design, Transparency, Accountability, Fairness, Privacy, Inclusivity, Ethical AI, User Trust, Data Control, AI Systems, Human Oversight, Design Guidelines*

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