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Ethical principles and social implications of generative AI

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Generative Artificial Intelligence has rapidly evolved, transforming numerous sectors. While its potential benefits are widely acknowledged, there are growing concerns about its ethical and societal implications. This paper presents a semi-systematic literature review aimed at identifying ethical principles and the social impacts of generative AI. This article synthesises key themes related to fairness, accountability, transparency, privacy, and plagiarism, as well as broader societal concerns including job displacement, misinformation, over-reliance and digital divide. The findings contribute to ongoing debates in AI governance, policy formulation, and ethical AI design, and offer a foundation for future research in managing the risks and reducing societal impact of generative AI.

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