Department of Digital Business
Journal of Artificial Intelligence and Digital Business (RIGGS)
Homepage: https://journal.ilmudata.co.id/index.php/RIGGS
Vol. 5 No. 1 (2026) pp: 5744-5751
P-ISSN: 2963-9298, e-ISSN: 2963-914X

Literature Review: Ethical Perspectives in the Development of Artificial Intelligence and Recommender Systems

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Abstract

The development of Artificial Intelligence (AI) and recommendation systems has had a major impact on various digital service sectors, including social media, e-commerce, and healthcare. Although this technology offers efficiency and personalised services, its implementation also raises complex ethical challenges, such as privacy protection, algorithmic bias, and system accountability. This study aims to analyse ethical perspectives in the development of AI and recommendation systems through a literature review approach. The methods used include analysis of various scientific articles classified into several main ethical dimensions, namely data privacy and security, algorithmic fairness, social media and recommendation systems, digital communication, and educational and publication ethics. The results of the study show that issues of privacy, transparency, and the potential for user behaviour manipulation are dominant issues. Ethics in AI no longer functions solely as an individual value, but as the foundation of responsible and sustainable institutional governance.

Keywords: Ethic, Artificial Intelegence, Data Privacy, Recommendation System

1. Introduction

The development of Artificial Intelligence (AI) and recommendation system technology over the past decade has brought significant changes to various sectors, from digital services and e-commerce to social media and healthcare and education. AI-based systems are now able to understand user preferences, predict needs, and provide personalized recommendations through processing large amounts of data. This transformation has made AI not just a technical tool but also an entity that has a direct influence on human thought patterns, decisions, and behavior in the digital space.

However, behind the innovative potential offered, there are also various ethical issues that require serious attention. The use of personal data in recommendation systems raises questions about privacy and information security. Furthermore, opaque algorithms have the potential to create bias, discrimination, and inequity in the distribution of information and opportunities. This situation demonstrates that AI development is no longer simply a technical issue, but is closely linked to moral values, social norms, and broader legal frameworks.

Numerous studies show that issues such as the right to explanation, accountability, fairness, and the potential for behavioral manipulation are dominant themes in the discourse on the ethics of AI technology. On many digital platforms, automated algorithms can even create filter bubbles, narrowing users' perspectives and impacting mental health and freedom of thought. This situation reinforces the urgency of an ethical approach in the design and implementation of AI systems to ensure their use remains in line with the principles of justice, transparency, and the protection of human dignity.

Considering the increasingly broad and complex scope of the debate, this research is structured as a literature review to understand how ethical perspectives have evolved in the context of AI and recommendation system development. Through an analysis of various scientific sources, this research aims to identify key ethical issues, understand the dynamics of the discourse, and provide a comprehensive overview of the role of ethics as a foundation for responsible technological innovation.

2. Research Methods

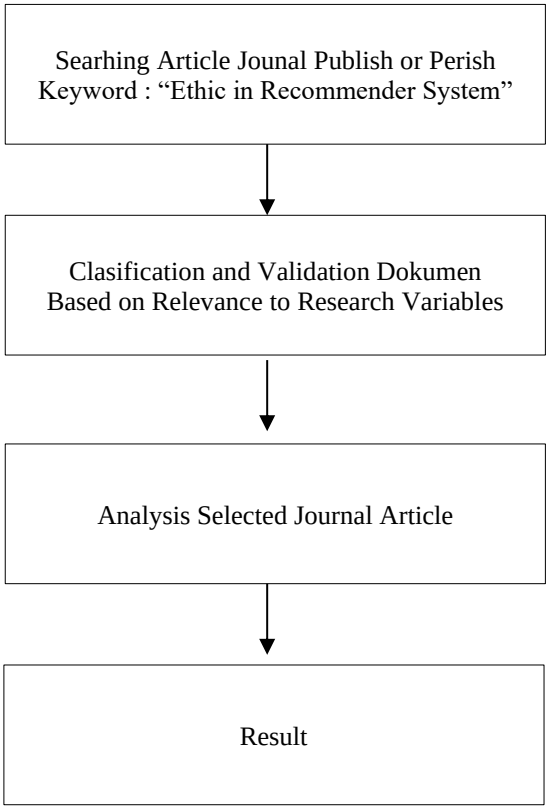
This research employed a literature review method with a document analysis approach. Information sources were collected through scientific journals relevant to the topics of Artificial Intelligence and recommendation systems, as well as those related to ethics. References were obtained from the publish-or-perish database. All documents found were then classified based on their relevance to the research variables.

Next, the theory validation process is carried out by comparing findings from various literature discussing the concepts of data privacy, responsible AI, algorithmic bias, and transparency in recommendation systems. The analysis of the relationships between these concepts focuses on how recommendation algorithm mechanisms impact user data protection, digital system accountability, and ethical implications in the context of AI utilization on digital platforms.

The analysis process not only examines technical aspects but also examines the implementation of recommendation systems on various platforms such as social media, marketplaces, and content-based services. This study covers the impact of this technology on user behavior, algorithm-based decisions, and the potential for information manipulation. Furthermore, issues surrounding privacy policies, ethics-by-design principles, and data governance are analyzed to understand how regulations and ethical frameworks are applied in the development of AI-based recommendation technology.

Based on this review process, this study selected and analyzed several journals deemed most relevant to the study's focus. This selection was based on criteria such as topic suitability, novelty, and contribution to ethical aspects of recommendation systems. An in-depth analysis of these sources helps build a comprehensive understanding of the challenges and opportunities for ethical AI applications.

Workstep Methode



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3. Results and Discussions

Table 1. Literacy Source

No	Researcher	Title	Year	Method	Research Description	Relevance of Research to Ethics
1.	Loso Judijanto & Rabith M. K. Harsya [1]	Ethics and Law in the Use of Artificial Intelligence on Digital Privacy in Indonesia.	2025	Regulatory study with a normative juridical approach	AI is developing rapidly but privacy regulations and algorithm accountability are inadequate.	Emphasizes the need for transparency, algorithm accountability, and user rights—critical for recommendation systems.
2.	Ahmad Munir Al Mubarak [2]	Analysis of AI Technology Implementation in TikTok's Recommendation System (FYP)	2025	Qualitative descriptive, interviews, observations, and literature review.	TikTok uses AI for personalization but poses privacy risks, bias, and content addiction.	Highlighting the risks of filter bubbles, behavioral manipulation, and the need for user control in recommendations.
3.	I Wayan Suarjana [3]	Business Ethics and Consumer Protection in Marketplace Algorithms	2025	Normative legal research with interdisciplinary critical analysis.	Marketplace recommendation systems have the potential to be biased towards large businesses or sponsors	Highly relevant to issues of fairness, algorithmic manipulation, and sponsored content disclosure.
4.	Zainka Khairunnisha & Agnes I. Silitonga [4]	Implementation of AI in Optimizing Facebook Services	2025	Descriptive qualitative with literature study and content analysis.	Facebook uses AI for content recommendations, moderation, and facial recognition, but there are bias and privacy issues.	It is a real-life example of a large-scale recommendation system and the importance of responsible AI.
5.	Indah M. Putri & Eka F. Qurniawati [5]	Public Relations Strategy in the AI Era	2025	Literature study with a qualitative approach.	AI drives the automation of public communication and analysis but raises ethical challenges in communication.	Emphasizes the importance of transparency and human oversight of AI as a recommendation and communication technology.
6.	Rizka Wahyudi (2024) [6]	Implementation of Ethics in Hospital Social Media Marketing	2024	Qualitative Study (Observation + SWOT)	Hospital digital marketing ethics through CARDIAC values and digital health regulations.	Digital communication ethics & patient data confidentiality.
7.	Hendy Juni Ar Rasyid dkk. (2023) [7]	Exploring Ethics: Principles, Moral Conflicts, and Challenges	2023	Literature Review	Modern ethical theory and moral dynamics in the contemporary era.	Modern ethical theory and moral dynamics in the contemporary era.
8.	Arnold Jeremi Foanoita dkk. (2025) [8]	Challenges and Opportunities of Business Ethics in the Digital Era	2025	Literature Review	Digital transformation raises challenges such as data privacy and algorithmic bias.	Digital transformation raises challenges such as data privacy and algorithmic bias.

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9.	Zhafran dkk. (2025) [9]	The Impact of AI Use on Healthcare Systems and Ethics	2025	Systematic Literature Review (PRISMA)	AI supports diagnosis and healthcare, but threatens privacy & algorithmic bias.	AI ethics in medical services and patient privacy.
10.	Jasirwan, Faisal & Yunihastuti (2024) [10]	Publication Ethics in the Medical Field	2024	Literature Review	Ethical risks such as plagiarism, article duplication, predatory journals.	Ethics of scientific publication and research integrity.
11.	Jerry dkk. (2023) [11]	Ethics of Using Pirated Software in the Digital World	2023	Analytical Literature	Study of ethical violations of illegal software use.	Ethics of software legality and digital rights.
12.	Librianty & Prawiroharjo (2023) [12]	Ethical Review of the Use of AI in Medicine	2023	Literature Review	Potential and risks of AI in diagnosis, privacy, data accuracy.	Clinical ethics & AI governance.

3.1. Grouping based on Ethical Dimensions

1. Ethical Dimensions of Data Privacy & Security

Focus on personal data protection, information misuse and digital privacy rights

Table 2. Ethical Dimensions of Data Privacy & Security

No	Researcher	Title
1	Loso Judijanto & Rabith M. K. Harsya [1]	*Ethics and Law in the Use of AI for Digital Privacy in Indonesia*
2	Ahmad Munir Al Mubarak [2]	*Analysis of AI Implementation in TikTok's Recommendation System (FYP)*
4	Zainka Khairunnisha & Agnes I. Silitonga [4]	*Implementation of AI in Optimizing Facebook Services*
6	Rizka Wahyudi [6]	*Implementation of Ethics in Hospital Social Media Marketing*
9	Zhafran dkk. [9]	*The Impact of AI Use on Healthcare Systems and Ethics*
12	Librianty & Prawiroharjo [12]	*Ethical Review of the Use of AI in Medicine*

2. The Ethical Dimension of Algorithmic Bias and Consumer Protection

Table 3. The Ethical Dimension of Algorithmic Bias and Consumer Protection

No	Researcher	Title
3	I Wayan Suarjana [3]	*Business Ethics and Consumer Protection in Marketplace Algorithms*
4	Zainka Khairunnisha & Agnes Silitonga [4]	*AI in Facebook (bias & fairness issues)*
8	Arnold Jeremi Foanoita dkk. [8]	*Challenges and Opportunities of Business Ethics in the Digital Era*

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3. Ethical Dimensions of Social Media & Recommendation Systems

Table 4. Ethical Dimensions of Social Media & Recommendation Systems

No	Researcher	Title
2	Ahmad Munir Al Mubarak [2]	TikTok FYP
4	Zainka Khairunnisha & Agnes Silitonga [4]	Facebook & content recommendations
5	Indah M. Putri & Eka F. Qurniawati [5]	Public Relations Strategy in the AI Era

4. Ethical Dimensions of Digital Communication

Table 5. Ethical Dimensions of Digital Communication

No	Researcher	Title
5	Indah M. Putri & Eka Qurniawati [5]	*Public Relations Strategy in the AI Era*
6	Rizka Wahyudi [6]	*Hospital Marketing Ethics*
10	Jasirwan, Faisal & Yunihastuti [10]	*Medical Publication Ethics*

5. Dimensions of Educational Ethics & Development of Ethical Theory

Table 6. Dimensions of Educational Ethics & Development of Ethical Theory

No	Researcher	Title
7	Hendy Juni Ar Rasyid dkk. [7]	*Exploring Ethics: Moral Principles & Conflicts*
10	Jasirwan dkk. [10]	*Publication Ethics in the Medical Field*
11	Jerry dkk. [11]	*Ethics of Using Pirated Software in the Digital World*

3.2. Discussion

1. Ethical Perspective of Privacy and Data Security
   An ethical perspective on the privacy dimension emphasizes that every individual has the moral right to control their personal data, including how it is collected, analyzed, and used by artificial intelligence-based systems and digital platforms. In this context, privacy is seen as part of human dignity and autonomy that must be respected by technology service providers. Privacy violations, misuse of personal data, and data leaks are not only legally detrimental but also ethically detrimental, as they deny users' fundamental rights to identity protection and personal integrity. Therefore, technology practices must be based on the principles of informed consent, transparent data management, and adequate information security to prevent

2. Perspective of Algorithmic Justice and Fairness Ethics
   The ethical perspective on this dimension emphasizes that technology, especially those based on algorithms and machine learning, must operate fairly and non-discriminatory against certain individuals or groups. Algorithmic bias stemming from unrepresentative datasets or the interests of platform owners can result in unfair decisions, such as favoring large businesses in marketplaces or leading to discrimination in recommendation systems and facial recognition. In technology ethics, fairness is a moral principle that requires algorithmic results to be auditable, explainable, and accountable. Thus, digital justice is not merely a technical issue, but a moral responsibility to ensure equal access and treatment for all users.

3. Ethical Perspectives on Social Media and Recommendation Systems
   In this dimension, the ethical perspective focuses on how algorithms used in social media shape people's behavior, information consumption patterns, and social interactions. Recommendation systems have the potential to create psychological effects such as content addiction, preference manipulation, and filter bubbles

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that confine users to certain viewpoints. Ethically, these practices are considered problematic because they reduce the freedom of critical thinking, affect mental health, and increase the risk of social polarization. Therefore, the moral responsibility of digital platforms is to maintain a balance between content personalization and user well-being (digital well-being), provide user control, and develop algorithms that prioritize non-profit.

4. Digital Communication Ethics Perspective
   The ethical perspective in digital communication prioritizes the values of honesty, transparency, and accuracy of information in public interactions. In the era of communication automation by AI, ethics demands that messages delivered to the public must be objective and not misleading, especially in areas with broad social impacts such as health, business, and public policy. The delivery of information must be mindful of social responsibility and uphold professional integrity, as unethical communication can harm public trust and potentially create opinion manipulation. Therefore, the role of humans as oversight remains

5. Perspectives on Educational Ethics, Publication and Digital Legality
   In this dimension, an ethical perspective emphasizes the importance of moral and professional integrity in the learning process, research, and utilization of digital technology. Ethical violations such as plagiarism, predatory publication, the use of pirated software, or the manipulation of scientific papers are not only violations of academic rules but also violate the values of honesty and intellectual responsibility. In the digital context, educational ethics teaches that technology should be used as a tool for scientific development, not as a means to bypass academic norms. Therefore, academic morality is fundamental to building a trustworthy and dignified scientific culture.

Based on the analysis of the reviewed articles, it can be concluded that ethical perspectives emerging in academic and professional contexts, as well as in the development of digital technology, demonstrate increasingly complex dynamics. Many articles highlight that ethics is no longer limited to individual moral issues, but has evolved into a concept related to institutional responsibility, system governance, and the sustainability of scientific and professional practices. In the academic realm, ethics is understood as the foundation of scientific integrity, demanding honesty, transparency, and respect for intellectual property rights, particularly in efforts to prevent plagiarism, data fabrication, and manipulation of scientific publications.

On the other hand, articles discussing the health, education, and psychology professions emphasize the importance of ethics as a guideline for professional behavior to ensure safety, public trust, and respect for human dignity. In this context, professional ethics serves not only as a moral norm but also as an instrument of accountability and protection for service users, particularly when violations have the potential to cause physical or psychosocial impacts.

Modern technological developments such as Artificial Intelligence (AI), the Internet of Things (IoT), and digital information systems are broadening ethical perspectives on technology and data security. Articles discussing this topic demonstrate that the use of digital technology presents new challenges related to privacy, algorithmic bias, information confidentiality, and the risk of data misuse. Ethics in the digital era requires not only responsible user behavior but also the design of systems that are secure, transparent, and oriented toward the public good.

Based on the overall articles reviewed, it can be concluded that the current evolving ethical perspective is multidimensional, encompassing moral, legal, technological, and governance aspects. Thus, ethics is positioned not only as a personal value but also as a systemic foundation necessary to ensure fairness, security, and trust in educational environments, professions, and digital transformation. This shift emphasizes that ethical understanding must be adaptive to changing times, based on strong regulations, and implemented through consistent practices to create an ecosystem of integrity and responsibility.

4. Conclusion

Based on the literature reviewed, it can be concluded that the ethical perspective in the development of Artificial Intelligence (AI) and recommendation systems is multidimensional and reflects the complexity of social and technological dynamics in the digital era. Key issues raised in the discussion include data privacy, algorithm transparency, bias and fairness, social impact, and accountability in AI implementation. Privacy is a central concern because recommendation systems rely on user behavioral data. Therefore, the mechanisms for data collection, storage, and use require control, clarity, and informed consent that users fully understand. Similarly,

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transparency and the right to explanation are seen as important ethical principles so that users can understand how decisions or recommendations are generated by automated systems. The aspects of fairness and algorithmic bias demonstrate that AI is not merely technical but also has social consequences. Recommendation systems that are not designed fairly have the potential to reinforce inequality and provide excessive advantages to certain groups. AI development must ensure equal access to information and opportunities for all parties.

Furthermore, the use of AI in digital platforms also gives rise to social consequences such as the formation of filter bubbles and the potential manipulation of user behavior. In this context, ethics demands a balance between business objectives, user needs, and humanistic values, including the protection of mental health and freedom of thought. Accountability is a crucial dimension because AI cannot completely replace the role of humans. A human-in-the-loop approach is needed to ensure that decision-making with moral implications remains under human control. Overall, the literature findings indicate that the development of AI requires a robust, adaptive, and systemic ethical framework, encompassing not only individual moral norms but also institutional governance, legal regulations, technological security, and social awareness. With consistent ethical implementation, AI technology and recommendation systems can develop responsibly and provide equitable benefits to society.

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