

Keeping the Human at the Centre of the Digital Equation: Toward a Values-Based Vision for the Age of Artificial Intelligence

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ABSTRACT

The defining question of the artificial-intelligence era, this paper contends, is not how far the technology will advance but what conception of humanity societies wish to build alongside it. Technology has ceased to be a set of neutral instruments and has become a force reshaping economies, politics, culture, and human consciousness; as algorithms increasingly generate content, steer behaviour, and shape public opinion, keeping the human being at the centre of the digital equation becomes an urgent civilizational and ethical imperative. The paper frames the digital age not as a virtual realm detached from reality but as an extension of human life, and identifies a cluster of attendant challenges, including information disorder, digital polarization, hate speech, content manipulation, information sovereignty, and intellectual security, that resist purely technical solutions and instead demand an integrated vision uniting legislation, ethics, education, media, and international cooperation. It positions intercultural dialogue as a strategic necessity rather than a cultural option, drawing on the United Arab Emirates' model of coexistence as an established national project that treats tolerance as a strategic asset for development and stability. Distinguishing the computational from the moral, the paper observes that artificial intelligence can process data, predict trends, and simulate language yet cannot generate values or substitute for human conscience. It concludes by calling for a global ethical charter for emerging technologies, responsible-use partnerships, truth-anchored digital media, and value-grounded education, affirming that civilizations endure by the values they uphold, not the tools they possess.