

Influence of Digitalisation, Artificial Intelligence and the Development of Core Values in an International and Intercultural Context

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General Aspects

Globalisation and growing international integration are leading to an increasing convergence of value systems and a harmonisation of cultural spheres. This is accompanied by the loss of regional and national characteristics of specific basic values and cultures. However, special value systems and cultural forms are fertilised by other value systems and cultures in their further development.

Inevitably, this results in competition between those old and new value systems and cultures, which can either lead to global improvement and further development or to conflicts of different kinds. Unfortunately, the discussion about core values in the international and intercultural context is not only conducted on a factual, emotional, and rational level, but is often overshadowed by individual interests, political calculations, and ideology.

It seems sensible to promote regional developments while preserving specific core values and cultural characteristics in the context of alignment through growing internationalisation, digitalisation, and globalisation. The world community could promote the further development of general, globally applicable basic values, whose non-compliance is appropriately sanctioned. However, greater care must be taken to avoid over-regulation that unnecessarily restricts the interests of individuals or groups of individuals, thereby disadvantaging or hindering them in their development. (van Deth, 2002)

Specific Aspects linked to Digitalisation and Artificial Intelligence

Digitisation and Artificial Intelligence (AI) are promoting the genesis and design of systems with an ever-higher degree of interconnectedness, smartness and thus growing complexity.

In particular, the growing influence of machine intelligence on human development through AI must be considered. So far, digitisation has led in unison to greater unification and standardisation worldwide, shaping the change of core values in the international and intercultural context towards a more globalised view. However, digitalisation reinforced by the application of AI can also promote individualisation to previously unattainable degrees.

On the one hand, a group of individuals who are directly involved in globalisation developed, especially in worldwide networking, mechanisation, automation, and industrialisation in the context of digitalised and smart systems. This group is shaped by the globalised view of the world with an alignment of values but can also make increasingly extensive use of the opportunities to expand individual developments. On the other hand, a larger part of humanity has been disconnected from many of these international developments, including the corresponding value developments and discussions, especially in complex digitalisation, knowledge transfer, information literacy and the application of AI.

The effects of digitalisation and the support of smart applications include that the provision and dissemination of information has been massively opened and accelerated in terms of communication and media. This resulted in a wave of enlightenment about the actual state of development as well as the challenges and risks of globalization. This is particularly apparent in the context of digital and smart systems progressing, including the intensifying conflicts in a now worldwide discussion of fundamental values. Furthermore, as digital transformations and applied AI have initiated extraordinarily complex transformations and impairments of many areas of society, more and more complex systems are emerging that are becoming increasingly difficult to understand and control. (Sauer, 2020)

Future Scenarios

The growing demand for opening education, innovation, science, etc. testifies to a growing need and increasing requirements for access to data, information, knowledge, and competences in all areas of society as well in a global context. On the one hand, this demand must be taken into account more seriously; on the other hand, it can be used to conduct a factual, global dialogue on core values and changing values in the context of internationalisation, digitalisation, applied AI, and intercultural trends.

Scientists and professionals who are connected to globally networked smart systems of automation, digitalisation and communication should act as ambassadors of an enlightened world. They could thus initiate a new wave of enlightenment, informing and discussing worldwide about the real opportunities and risks of business processes, technology, technically driven and technology-dependent issues, especially digitalisation, quantum technology, blockchains, AI, etc.

Open Science and Engineering in the context of Open Innovation and Open Education creates the conditions for worldwide information and a global discourse on fundamental values and further serves itself the purpose of informing and learning about contexts of societal developments in the digital age and their relations to core values, which are to be redefined on an international scale, considering regional and intercultural aspects.

Scholars and practitioners should be interested in and, where appropriate, use a globalised, community perspective to complement the public mainstream in the discussion of basic values in an international and intercultural context, and an individualised, region- and culture-specific perspective in the context of regional specificities. (Lorentschitsch, 2016; Stifteverband, n.d.)

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