

Social Synergy Perspective of Digital Transformation of Education Ecosystems: Ethical and Human-Centred AI

Rethinking AI through Discourse and Ethics

Prof. Dr. Marja Nesterova

“Discourse of Data Ethics” (DDE) project

**AI does not just process data.
It defines reality.**

The Real Set of Problems

- Fragmentation
- Loss of trust (erosion of trust)
- Epistemic inequality
- Invisible exclusion
- Ethics as service not principle

How to solve:

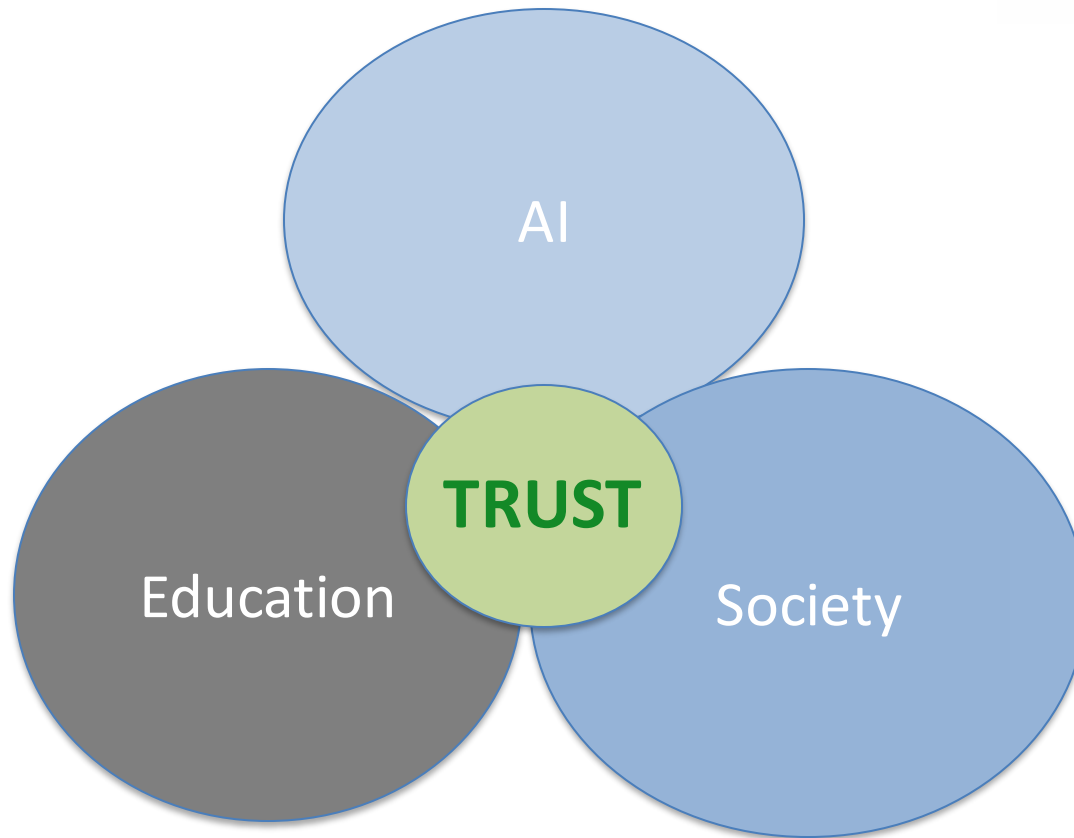
High-level frameworks (the Ethical Guidelines on AI in education, EU, 2022)

?????

Discourse of Data Ethics

- Ethics as a process in “liquid reality”
- AI is not neutral
- Data constructs reality
- Narratives shape legitimacy
- Power defines meaning
- Decision-making as value-based process

AI – Education – Society



AI as an Epistemic Actor

- Defines knowledge
- Filters information
- Shapes decisions
- Influences perception

Risks of non-human oriented AI

- Bias (shift of algorithms)
- Loss of agency
- Opacity (explainability and clarity)
- Digital exclusion
- Erosion of trust

The future of digital education depends not on AI, but on how we govern meaning.



Individual level: ethical awareness & digital competence

Institutional level: governance & inclusive design

Ecosystem level: trust networks & civic engagement

Social Synergy

as a Missing Dimension

- Trust
- Inclusion
- Shared meaning (senses)
- Interaction

Ethical AI for Social Synergy

Who controls AI controls knowledge.
Who controls knowledge controls society.

**Thank you very much
for your attention!**

marja@nesterova.eu