

AI IN THE POSTMODERNIST WORLD

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Artificial Intelligence has become one of the most characteristic technologies of the 21st century, upturning conventional patterns of knowledge production, communication, and governance. In a postmodern world, defined by the deconstruction of big narratives, power decentralization, and the dissolution of conventional epistemologies, AI holds revolutionary potential and poses substantial challenges. The postmodern deconstruction of grand narratives has produced in society a more fragmented but more pluralistic consciousness. Postmodernism rejects the idea of one great, authoritative truth and instead subscribes to diverse views and decentralized knowledge structures. This philosophical structure offers an interesting prism from which to interpret AI. Technologies used in AI are transforming the way information gets comprehended and used, providing a way to make data more democratically accessible to all but these technologies can perpetuate present disparities and centralize power within the possession of data and algorithmic process controllers. The duality in AI reflects the postmodern ambivalence between freedom and control, decentralization, and hyper-concentration of power.

The difference between reality and simulation is getting increasingly obscured, challenging the conventional epistemology. Therefore, the need to question the authenticity and reality-construction arises. More recent attempts at legislating, like Spain's fine for unlabeled AI-created content, highlight the necessity of dealing with these challeng-

es from a regulatory angle. Yet, experts argue regulation alone cannot be the solution to ward off the insidious reach of AI-fueled hyperreality, rather, a more sophisticated solution that incentivizes high-quality, accessible data as a public good is called for.

Towards the same approach, a joint statement on 'Inclusive and Sustainable Artificial Intelligence for People and the Planet' was signed by 58 countries including India, China, and the EU, except the US and the UK (expressing concerns related to excessive regulations on AI) in recently held Artificial Intelligence Action Summit, at the Grand Palais in Paris, France, from 10th to 11th February 2025. The decentralization of knowledge is yet another defining feature of the postmodern age that is perfectly illustrated through AI. Today, AI-driven platforms have de-gatekept knowledge creation and knowledge propagation, and ordinary people and groups can contribute to the production of data-informed narratives. While this decentralization promises a wider public sphere, at the same time it also creates huge challenges. The spread of misinformation, the loss of expertise, and the danger of algorithmic bias all serve to create an environment where the quality and reliability of information are ever more subject to question. Since AI systems are based on large sets of data to train on, the issue of data quality takes on an ever-greater significance. One of the most fundamental issues in the debate over the future of AI is that there needs to be an even-handed approach that includes regulation with policies directed towards ensuring quality data provision. The argument

here is not just that AI must be regulated to prevent abuse, rather, regulation must be followed by active measures making data a public good. These policies would help make sure that all members of society will benefit from AI technologies and are important in times of rapid technological advancement because the monopolistic accumulation of information by a few powerful corporations can worsen social inequalities.

For Government and public policy, the opportunity AI brings us to transform it is staggering. For example, AI programs are being used more and more to streamline resource allocation within government services, enhance medical diagnostics, and even forecast economic patterns. These uses illustrate the way data-driven decision-making can result in more streamlined, fact-based policymaking. Without robust datasets that capture and mirror diverse populations and geographies, AI can risk reinforcing and strengthening biases and inequality. This problem is particularly challenging in developing nations, where a digital divide and thin technological infrastructure can hinder the proper collection and leveraging of high-quality data.

With the vision of the revolutionizing potential of AI, the Indian government has taken significant strides to put the country at the forefront of this new field of activity. Initiatives such as the India AI (INDIAai) Mission with an allocation of over ₹10,000 crore for 5 years demonstrate a move towards nurturing indigenous AI research and development. Also, the recent establishment of the AI Safety Institute (AISi) by the Ministry of Electronics and Information Technology indicates the focus laid on ethical considerations in the application of AI systems. Even with these encouraging trends, India has a few special challenges ahead of it if it is to realize the full potential of AI.

One of the most significant challenges is a lack of adequate numbers of well-trained professionals in AI and data science, such skill shortages disable both the private and public sectors to apply AI-based solutions to bring innovations efficiently. In this case, In-

dia should invest in relevant education and training courses aimed at serving a dynamic digital economy in high demand. Partnerships with industry and educational institutions may close this gap and ensure that a new generation of AI professionals can master the intricacies of this technology. Another essential challenge is data security and privacy. With AI systems depending more on big data, there are rising concerns about the security of individual data and data abuse.

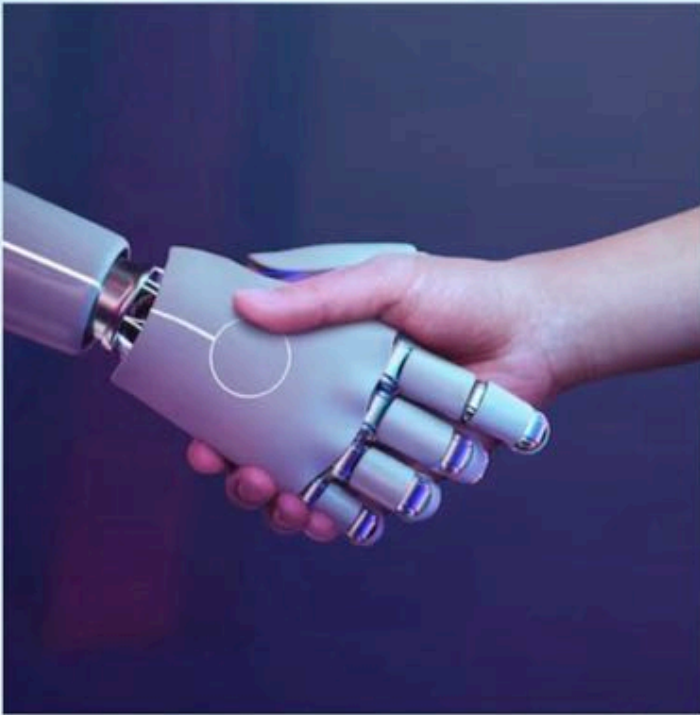
In India, with digitalization gathering speed in the past few years, having robust data protection arrangements in place is vital to winning public trust in AI technologies. The creation of robust data protection legislation and setting up guidelines for the ethical application of AI are important steps in this regard. Digital Personal Data Protection Rules, 2025 aims to protect citizens' digital personal data while fostering India's digital economy and innovation. Infrastructure bottlenecks are another hurdle to the effective use of AI in India. India's digital divide complicates it further. Urban cities have extensive internet access and high-tech facilities, but rural and poor regions remain often left behind. That gap not only narrows the field of AI uses but threatens to further escalate already existing socio-economic inequalities. Bridging the digital divide depends on a three-pronged strategy of enhancing digital literacy, increasing internet penetration to rural islands, and constructing AI applications attuned to local language and culture. By making data, and thus the dividends of AI, accessible to all sections of society, India can move towards a more inclusive digital world.

Apart from these country-specific issues, more universal ethical issues still dominate the AI debate. Algorithmic bias is one of these questions, that is when AI systems generate outputs that disproportionately impact specific groups of people based on unbalanced or unrepresentative data. The problem is exacerbated by the reality that most AI systems are "black boxes" and not necessarily understandable decision processes or auditable. Algorithmic bias consequences

of so far as it entrenches social injustices as well as destabilizes the faith of the populace in AI decision-making.

Surveillance and loss of personal autonomy are a second primary concern. The application of AI for surveillance, especially in the realms of law enforcement and nation-

poses serious threats to democratic processes. Ultimately, secure and reliable AI for all will not emerge through regulation alone. It involves an integrated effort with robust control being complemented by policies to regulate data as a public good. It is only by building a culture where good-quality, open data drives AI innovation that we can hope to realize the full promise of this game-changing technology and see its benefits fairly shared across society. The challenge, then, is not merely to build cutting-edge AI systems but to build the societal scaffolding of ethical standards, regulatory regimes, and policies of inclusion, that will underpin their responsible and equitable deployment.



al security, has raised eyebrows regarding privacy and civil liberties. As one contends that AI-powered surveillance will enhance public safety and make law enforcement less cumbersome, others caution that it can easily lead to a “panoptic” society where the subject is constantly surveilled and regulated. This struggle between security and liberty is representative of the larger postmodern criticism of technology, a critique that sees the very technologies designed to free society used as instruments of control.

Finally, the use of AI content as a tool of manipulation is another major postmodern challenge. The more advanced that AI becomes in generating realistic-looking and credible content, the greater the risk of propaganda and misinformation. The capacity of AI to generate realistic narratives that confuse fact and fiction not only erodes public confidence in the media but also