Philosophical Thinking on "AI Face Changing" has Challenged the Highest Value Goal of Human's Activities

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Abstract: In current world, the development of artificial intelligence is in the ascendant, which also has had a profound and extensive impact on human's living and development. Among many artificial intelligence, "AI Face Changing" is a relatively new and cutting-edge one in the world. From the perspective of pure technical professionalism, this technology is very powerful. However, from a philosophical point of view, this kind of artificial intelligence seriously has challenged the highest value goal of human's activities. The highest value goals of human's activities mainly include three, that is, seeking truth, goodness and beauty. The "AI Face Changing" can be said to bring a serious challenge to the three highest goals of human's activities. From the perspective of philosophy, according to some basic principles of Marxist philosophy and combined with social reality, this paper mainly analyzed the challenge of "AI Face Changing" to the above-mentioned highest value goal of human's activities.

1. Introduction

In current world, the development of artificial intelligence not only has brought convenience to human's living and development, but also has brought risks and hazards to human's living and development. Among many emerging artificial intelligence, "AI Face Changing" is a very prominent one. At present, domestic scholars mainly have studied the harm of "AI Face Changing" to human's living and development from the specific perspectives of ethics [1, 2], communication [3, 4], law [5, 6]. However, in order to comprehensively and deeply study the harm of "AI Face Changing" to human's living and development, it is also necessary to be studied from a more abstract and macro perspective. In view of this, this paper mainly analyzed the harm of "AI Face Changing" to human's living and development from the perspective of philosophy, so as to realize that this artificial intelligence seriously challenges the highest value goal of human's activities.

2. Philosophical Analysis of the Highest Value goal of Human's Activities

From the perspective of philosophy, human's activities can be divided into two categories: understanding the world and transforming the world. In the whole process of human's

understanding and transforming the world, there are always three highest value goals: truth, goodness and beauty. It can be said that since the birth of human, these three highest value goals have always guided and led all human's activities to understand and transform the world.

2.1.   Seeking Truth

Seeking truth is mainly from the perspective of cognitive value or knowledge value. As far as its connotation is concerned, the specific connotation of seeking truth mainly lies in the pursuit of truth. The core connotation of truth lies in the conformity between human subjective cognition and the original true appearance of objective things. In short, that is, subjective and objective are consistent. Since the birth of human, human has continuously carried out activities to understand and transform the world. In the process of carrying out these basic activities, on the one hand, human are constantly carrying out practical activities to transform nature, human society and human themselves, as well as practical activities to deal with the relationship between human and nature, human and society, human and human themselves. While carrying out these practical activities, human has been deepening and expanding the understanding of nature, human society and human themselves. In this process of deepening and expanding understanding, human are also constantly exploring the laws of the development of nature, human's society and human's thinking, and constantly deepening, expanding, updating and improving the truth understanding of these laws. In other words, human has been constantly pursuing truth in the process of understanding and transforming the world. In short, the pursuit of truth is the pursuit of truth. The pursuit of truth is always run through and reflected in all human's activities to understand and transform the world. Thus, seeking truth is one of the highest value goals of human's activities.

2.2.   Seeking Goodness

Seeking goodness is mainly from the perspective of moral value or ethical value. As far as its connotation is concerned, the specific connotation of seeking truth mainly lies in the pursuit of lofty moral value or beautiful moral state. Since the birth of human, in the process of human's understanding and transforming the world, in addition to constantly pursuing the truth understanding of the development law of nature, human's society and human's thinking, human has also been constantly pursuing lofty moral values or beautiful moral states. In terms of historical facts and actual conditions, this pursuit not only has been pointing to human themselves, but also externalizing and extending to nature and human's society. Specifically, in all human's activities to understand and transform the world, on the one hand, human has been constantly carrying out their own moral training and cultivation, and constantly pursuing their own noble moral cultivation and good moral conduct. On the other hand, at the same time, human has been constantly pursuing the lofty moral values and beautiful moral state of nature and human's society. For example, in the process of human's activities, human has been pursuing the ecological balance of nature, the harmonious coexistence of species, and the fairness, justice, harmony, prosperity and strength of human's society.

In short, in all activities of understanding and transforming the world, in addition to pursuing the truth about the law of the development of nature, human's society and human's thinking, human has also been constantly pursuing the lofty moral values or beautiful moral state of nature, human's society and human themselves. In short, that is to say, in all its activities, human has not only been constantly seeking truth, but also constantly seeking goodness. Seeking goodness also runs through and embodies in all human's activities. Thus, in addition to seeking truth, seeking goodness is also one of the highest value goals pursued by human's activities.

2.3. Seeking Beauty

Seeking beauty is mainly from the perspective of aesthetic value. As far as its connotation is concerned, the specific connotation of seeking beauty mainly lies in the pursuit of aesthetic value. Since the birth of human, in the process of all activities of understanding and transforming the world, in addition to seeking truth and goodness, human has also been constantly pursuing aesthetic value. As Marx once pointed out, "man is also constructed according to the law of beauty".[7] Based on this classic exposition, it can be known that in the process of production activities, human has also known how to carry out production activities consciously and consciously obey the law of aesthetics. In other words, in the process of production activities, human can consciously pursue certain aesthetic values. Production activity is an important and basic activity for human to transform the world by giving full play to their subjective initiative on the premise of obeying the development law of nature, human's society and human's thinking. Based on this understanding, human have consciously been pursuing certain aesthetic values in the process of production activities, which means that human has also been consciously pursuing certain aesthetic values in the activities of transforming the world. The activities of transforming the world are one of the two major types of human's activities. Therefore, it can also be said that in the process of all activities to understand and transform the world, human has been pursuing certain aesthetic values in addition to seeking truth and goodness. In short, the pursuit of aesthetic value is to seek beauty. Thus, seeking beauty is also one of the highest value goals of human's activities.

However, it is worth pointing out that while seeking beauty, human hasn't ignored or abandoned the pursuit of truth and goodness. In other words, the pursuit of beauty has also been carried out on the premise of seeking truth and goodness. In other words, the pursuit of beauty, truth and goodness are organically unified, not isolated, opposed and conflicting with each other. In the process of understanding and transforming the world, human's actions towards the three value goals of truth, goodness and beauty has been carried out in coordination. Just as Marx's argument quoted above expresses the meaning, human has know how to obey the law of beauty in production activities. Here, obeying the law of beauty has not only reflected the pursuit of certain aesthetic value, but also reflected the pursuit of truth about the law of beauty, that was, the pursuit of certain truth. In other words, through this discussion, it can also be seen that the pursuit of beauty and truth can be organically unified in the process of human production activities. In short, in the process of all activities to understand and transform the world, human's actions towards the three value goals of truth, goodness and beauty have been coordinated, and these three goals have organically been unified.

3. Philosophical Thinking on "AI Face Changing" Has Challenged the Highest Value Goal of Human's Activities

First, "AI Face Changing" has challenged the truth-seeking goal among the highest value goals of human's activities. The reasons of this above can be summarized as follows. The operation process of "AI Face Changing" means changing one person's real face to another person's real body through this technology. The result of this process has been to change the real face of the person who has accepted the face change. Or, more directly, it has given a real body a false face that didn't belong to its owner. In this way, the portrait picture formed by the final combination of the two has been still false. Based on this, the result of "AI Face Changing" has been to create some false portrait pictures. In other words, a concrete result of "AI Face Changing" has been to change one person's real face to another person's real body. In fact, when the two were viewed separately, they were both true. However, once they are combined to form a new portrait picture. This new portrait

can't be an objective real thing, but a false thing. Based on this, "AI Face Changing" has also violated the goal of seeking truth among the highest value goals of human's activities. Because this technology has created only some false things. In addition, once spread and disseminated through various traditional and new media, the false portrait pictures produced by the "AI Face Changing" technology will also cause great upset and trouble to the human or audience who has seen them, and mislead their understanding. [8] This is also a specific and more important reason why this technology has violated the goal of seeking truth in the highest value goal of human's activities. Because, once the false portrait pictures created by it are spread and spread, they will mislead the human or audience who has seen them, and make them form some understanding that isn't in line with the original true face of things, that is, false and wrong understanding. [9]

Second, "AI Face Changing" has challenged the goal of seeking goodness among the highest value goals of human's activities. This has been closely related to the first point. Specifically, these reasons can be summarized as follows. "AI Face Changing" has created many seemingly real but actually false portrait pictures. Once these photos are uploaded to the virtual cyberspace, they will first cause some trouble to those people whose "faces" have been stolen or falsely used. What's more, the spread of these false portrait pictures will cause irreparable huge losses to those people whose "faces" was stolen or falsely used in terms of social image, personal reputation, even personal safety and property safety.[10,11] The fundamental attribute of the individual is sociality. Everyone is an integral part and basic element of human's society. The living and development of individuals and society are closely linked. Therefore, generally speaking, in the whole society, once the total number and severity of the losses suffered by those people whose "faces" stolen or falsely used exceed a certain proportion and limit, maybe the fairness, justice, harmony and stability of the whole social order will inevitably be seriously challenged and destroyed. Based on the above understanding, the technology of "AI Face Changing" will lead to the damage of individual and society in moral value or moral state. It can be seen that "AI Face Changing" has also challenged the goal of seeking goodness among the highest value goals of human's activities.

Third, "AI Face Changing" has also challenged the goal of seeking beauty among the highest value goals of human's activities.

As mentioned above, the direct result of "AI Face Changing" has been to create some false portrait pictures, and the indirect result has been that once these false portrait pictures are spread through various media and used by human with ulterior motives or even unscrupulous criminals, they may cause some upset, trouble, even irreparable huge losses to human whose "face" has been stolen or falsely used. In addition, they may seriously challenge and destroy the fairness, justice, harmony and stability of the whole social order. In other words, "AI Face Changing" has challenged the goal of seeking truth and goodness among the highest value goals of human's activities. In the previous content, the author has clearly pointed out that in the process of all activities to understand and transform the world, human's actions towards the three value goals of truth, goodness and beauty has been carried out in coordination, and beauty, truth and goodness has organically been unified. In other words, the premise of seeking beauty lies in seeking truth and goodness. As the meaning of Marx's statement quoted above, the pursuit of beauty and truth has been organically unified in the process of human production activities. Based on the above understanding, "AI Face Changing" has challenged the goal of seeking truth and goodness in the highest value goal of human's activities, and it can't avoid challenging the goal of seeking beauty in the highest value goal of human's activities.

4. Conclusion

In current world, the development of artificial intelligence is in the ascendant. The development of artificial intelligence has had a profound and extensive impact on human's living and development. Among many artificial intelligence, "AI Face Changing" can be a relatively new and cutting-edge one in the world. From the perspective of pure technical professionalism, this technology is very powerful. However, from a philosophical point of view, this kind of artificial intelligence has seriously challenged the highest value goal of human's activities. The highest value goals of human's activities mainly include three, that is, seeking truth, goodness and beauty. The "AI Face Changing" can be said to bring a serious challenge to the three highest goals of human's activities. This paper mainly analyzed this problem according to some basic principles of Marxist philosophy and combined with social reality. Reflecting on the challenge of a new artificial intelligence "AI Face Changing" to the highest value goal of human's activities, it is not hard to draw two basic normative principles for the development of artificial intelligence, they are as follows. First, from the perspective of instrumental rationality, the development of artificial intelligence should comply with instrumental rationality and make continuous breakthroughs and progress in professional and technical functions. Second, from the perspective of value rationality, the development of artificial intelligence should also comply with value rationality, that is to say, to comply with the value goal pursued by human, and the highest value goal is to seek truth, goodness and beauty. The pursuit of truth, goodness and beauty ultimately serves human's living and development. Therefore, in the final analysis, the development of artificial intelligence should also serve human's living and development.

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