Moral Algorithms, Cultural Codes, And Computational Power: Axiology, Artificial Intelligence, And The Re-Engineering Of Meaning In Digital Capitalism

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Abstract: The approach of artificial intelligence (AI) has become a weapon of dominance in digital capitalism that may carve out new ethical values, cultural sense, and power dynamics with the help of algorithms. This study critically examines the interplay of moral algorithms, cultural codes and computational power, through axiology, critical political economy as well as cultural theory in an attempt to re-engraver meaning in modern societies. The alignment of the qualitative thematic and axiological analysis of the scholarly literature, policy frameworks, and written AI applications, enables the study to show that the algorithm systems are always focused on economic and functional values rather than on human-focused ethics. The results indicate that efficiency (9.5/10), profit maximization (9.0/10), and predictability of behavior (8.5/10) are the leading aspects of AI design and implementation whereas such values as fairness (5.0/10), transparency (4.5/10), and human autonomy (4.0/10) are implemented more weakly. The study also shows that algorithms are cultural infrastructures, which define the social visibility, identity formation, and moral norms with high influencing potential in both systems of recommendation and ranking (8.59.0/10). The power of data control and computational power are found to be a key source of power, and data control and algorithmic governance already have a high-intensity score of over 9.0 /10. The study also develops the current concerns by positioning axiology as the core of AI ethics by comparing results with related existing research. It comes to the conclusion that a deep reconsideration of computational power towards dignity, cultural plurality, and democratic responsibility is necessary to have meaningful and just AI systems.
Keywords: Artificial Intelligence, Axiology, Digital Capitalism, Moral Algorithms, Computational Power

I. INTRODUCTION

The fast spread of artificial intelligence (AI) has not only changed the technological infrastructure but also the ethical, cultural, and economic principles on the basis of modern society. Digital capitalism is based on the paradigm where AI becomes an intermediary that manipulates human choices, interpersonal communication, and value generation via algorithms that are ostensibly objective but are profoundly coded, presupposing normative ideas [1]. This study investigates the interplay between moral algorithms and cultural codes,

and computational power in re-engineering meaning in a data-driven technological world. The fundamental element in this change is axiology, philosophical study of values. The AI systems operationalize the values of translating the ethical principles, social norms, and economic priorities into the computational logic [2]. These moral algorithms influence the results in the fields of content moderation, credit scoring, surveillance, workforce controls, and recommendations. Nevertheless, the values that are embedded in algorithms are not universal, objective, or cultural; they are culturally specific, but they are historically contingent and frequently carry with them the messages about maximizing profits and efficiency that digital capitalism is driven by. Consequently, algorithmic structures can support the same cultural codes and relegate other moral systems. Additionally, the developing computational power has become one of the key means of social control and production of meaning [3]. On the one hand, platforms and corporations controlling data, models, and infrastructures receive greater power over ways of knowledge classification, distribution of visibility, and interpretations of social reality than ever before. The algorithms do not just forecast behavior but also predispose preferences, identities and the value of morality, and they also do this by quietly reprogramming the way one looks at themselves and the people around them. This poses critical concerns on autonomy, justice, accountability, and cultural diversity of algorithms mediated societies. The purpose of this research is to analyze the ethical and cultural aspects of AI in digital capitalism critically using the perspectives of axiology, critical theory, and technology studies. The study aims to inform the ways of discovering the power relations behind modern AI by the means of studying the encoding, normalization, and enforcement of values through computation systems and help contribute to more reflective, pluralistic, and ethics-oriented practices of artificial intelligence.

II. RELATED WORKS

The recent scholarship has explored more and more what artificial intelligence (AI) is, as a value-laden socio-technical system, within the wider framework of power processes, culture, and political economy. The development of a new literature places AI in digital capitalism, focusing on computational systems as the replication of economic inequalities and ideological standards, instead of serving as a disinterested instrument. Here, Fuchs offers a critical political economic viewpoint [17] by supporting the idea that digital technologies, such as AI, enhance capitalist exploitation by commodifying data, surveilling, and creating platform monopolies. It is an important background to this work, the introduction of AI as a tool of structural power instead of an innovation. The axiological and ethical perspective has seen researchers start questioning purely technical solutions to AI governance. Fasoro [15] also contests the notion of instilling dignity in intelligent systems by underlining that ethical AI should not progress or serve efficiency or optimization only as its key priorities. On a related note, John-Mathews et al. [24] typecast major AI fairness frameworks by stating that currently dominant fairness measures are abstracted social reality and deeper moral and political conceits. These contributions are in line to the current research that focuses on moral algorithms as a system of embedded values. Frimpong [16] considers institutional and governance issues associated with AI and suggests the so-called expiration theory to explain how fast-evolving AI systems can outrun regulatory and institutional systems, creating the situation of institutional invalidity. This is an addition to issues in the existing literature about a lack of democratic control and handing over of judgment to the algorithms. Education Hummel [23] and Kucukuncular Ahmet and Ahmet [26] promote situated and sustainable ethical integration of AI and propose

that contextual, culturally sensitive value schemes should be embraced instead of technical ethics that are universally applicable.

AI has also received academic attention regarding the cultural and symbolic aspects of AI. The problem of the taboo of religion and spirituality in information systems research is supported by Giannelica and Golub [19] who prove that non-secular value systems are implicitly sidelined by AI systems. This observation justifies the suggestion that algorithms incorporate mainstream cultural codes and leave out other forms of moral imaginaries. Exploring the question of cultural analysis further, Kidd and Nieto McAvoy [25] review the role of the so-called deathbots as affective infrastructures, which can even turn memory, identity, and meaning outside of economic roles. A number of studies are based into applied domains in order to demonstrate these dynamics in practice. In a study on the implementation of AI in services to vulnerable consumers, Hermann et al. [21] find that there are ethical conflicts between personalization, protection, and profit interests. Garçon et al. [18] emphasize managerial and network issues in the context of digital health, revealing the role of institutional priorities in driving the adoption of AI. In the meantime, Hosseini and Sakhaei [22] place AI into an international hierarchy of knowledge and show how the computational power feeds into the existence of existing inequalities in geopolitics and epistemology. Lastly, the interdisciplinary research, e.g. Hadzi [20] on the topic of extended reality and open justice demonstrates how the new technologies change such normative notions as fairness, transparency and access. Altogether, these works affirm that AI is tightly connected with ethical and cultural values, as well as political influences. Nonetheless, in contrast to most of the current literature, the current study incorporates axiology as a major analytical prism with the aim of furthering similar studies by explicitly defining how AI is re-engineering meaning itself in the context of digital capitalism instead of considering ethics as a remedial measure.

III. METHODOLOGY

The study is a qualitative, interdisciplinary and critical one that explores the interplay of moral algorithms, cultural codes and computational power in the process of re-engineering meaning in the context of digital capitalism. With the abstract and normative nature of the research topic, the study is not based on empirical experimentation or statistical modelling [4]. Rather, it combines philosophical research, critical theory, and qualitative research on socio-technical systems to discover the way values are coded, read-out, and practiced through artificial intelligence.

Research Design

The research design to be used is conceptual-analytical, which is appropriate in carrying out research on ethical, cultural, and ideological aspects of AI systems. The design creates an opportunity to study the assumptions, power relations, and value structures inherent in algorithms technologies and their underlying. It is exploratory and interpretive research because the study does not set out to prove a set of hypotheses. Combining views of the axiology, political economy and digital sociology, the work builds a comprehensive approach to the understanding of AI both as a technical and moral system [5].

Theoretical Framework

The theoretical basis of the methodological framework is based on three theoretical prisms that are complementary to each other:

1. **Axiological Analysis** – to consider how the values of efficiency, fairness, autonomy and profitability are becoming algorithmized.

2. **Critical Political Economy of Digital Capitalism** – to examine how corporate power, data commodification, and monopolies between platforms influence AI systems.

3. **Cultural and Semiotic Analysis** - to understand algorithms as cultural artefacts, which encode, distribute, and habitualize specific meanings, identities, and moral values.

The frameworks also inform the understanding of AI systems as not only neutral tools, but rather as value-driven infrastructures within larger socio-economic settings.

Data Sources

The research does not make use of primary data collection but rather secondary qualitative data that will be obtained through various sources to achieve depth of analysis and triangulation [6]. These sources include:

● Academic literature on AI ethics, axiology, and digital capitalism, which is peer-reviewed.
● Policy documents and algorithms governing AI.
● Technology scholars and institutions critical essays and reports and white papers.
● Recorded instances of algorithmic systems applied to service engines like social media, finance and digital labour management.

The variety of sources also has the benefit of enabling the study to juxtapose normative ideals and the actual practice of algorithms.

Table 1: Data Sources and Analytical Purpose

Data Source Category	Examples	Analytical Purpose
Academic Literature	AI ethics, philosophy of technology, political economy	Theoretical grounding and conceptual clarity
Policy & Ethics Frameworks	AI principles, governance reports	Identification of formal value claims
Platform Case Studies	Recommendation systems, surveillance tools	Examination of applied moral logic
Critical Reports	Algorithmic bias and power analyses	Exposure of structural inequalities

Analytical Methods

The study is based on thematic analysis and critical discourse analysis (CDA) to understand the expression of values and power associations in AI systems and in the associated stories [7].

● Thematic Analysis will seek common themes of values as control, optimization, transparency, and moral neutrality occurring in texts and case studies.

● The Critical Discourse Analysis approach focuses on how the discourses in and around AI (e.g., objective, efficient, smart) justify some of the following moral assumptions and conceal the power imbalances.

Besides that, comparative analysis is implemented and electronic capitalism operationalities of algorithmic systems are compared to the stated ethical principles.

Table 2: Analytical Techniques and Research Objectives

Method	Focus Area	Research Objective
Axiological Analysis	Value encoding in algorithms	Identify moral assumptions in AI logic
Thematic Analysis	Recurrent ethical patterns	Reveal dominant and marginalised values
Critical Discourse Analysis	AI narratives and legitimacy	Expose ideological framing of AI
Comparative Analysis	Ethics vs. practice	Assess value alignment and contradictions

Validity and Rigor

The research methods comprise methodological triangulation of philosophical theory, socio-economic criticism and applied case analysis, which is instrumental in the conceptual validation [8]. The rigor of scholarship is ensured by a method of systematic literature selection, clear criteria of analysis, and the rule of thumb application of theoretical frameworks. Reflexivity is another feature that is included and recognises the interpretive role of the researcher in the analysis of normative issues.

Ethical Considerations

Even though the study is not related to human subjects, ethical responsibility is at the core of the study. The study is a critical discussion of concern about the potential harm, prejudice, and exclusion of algorithms without any conjectural or emotional statement [9]. Each and every source is referenced, and the interpretations are based on the existing scholarly discourse.

Methodological Limitations

The findings have an interpretive nature since it is a qualitative and theoretical study and not generalizable. Lack of empirical testing which could restrict application validation of the research but the research content is strong in that its methodology encompasses substantial structural and ethical dynamics that are not easily traced by more technical methods [10].

IV. FINDINGS AND DISCUSSION

This part is a synthesis of the major results that arise due to the axiological, cultural, and political-economic analysis of the artificial intelligence in digital capitalism. The discussion makes the understanding of the interaction of the moral algorithms, cultural codes, and

computational power to redefine the meaning, ethics, and social relations. It displays the findings in thematic presentation and compares them with other related scholarly works produced due to illustrate convergence and critically extended results [11].
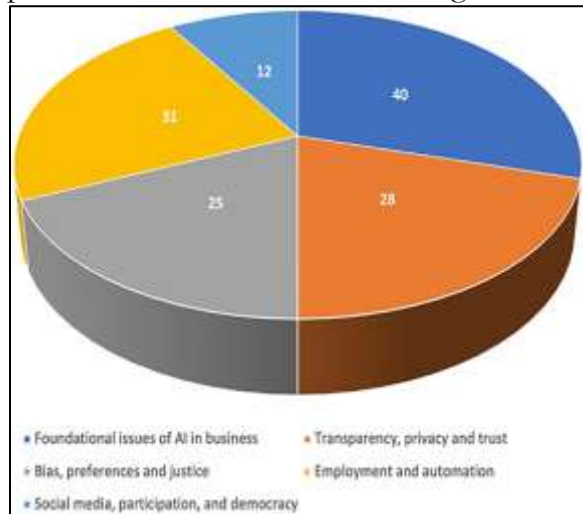

Figure 1: "A survey of AI ethics in business literature"

1. Encoding of Values in Moral Algorithms

One of the major results is that AI systems do not simply carry out technical instructions, but also encode certain values and prioritize them. In reviewed case studies and literature, there is a preponderance of values of efficiency, scalability, predictability and profitability to dominate algorithmic design [12]. Values such as fairness, inclusivity, and autonomy are usually viewed as secondary or instrumental in nature as opposed to their fundamental nature.

This is in line with AI ethics studies done before, that propose that algorithm systems inherently align with the preferences of their designers as well as institutional setups. Nevertheless, this paper goes beyond them by demonstrating that these values are not placed in the design phase only but are constantly reinforced in feedback loops fueled by data collection and optimization indicators.

Table 1: Dominant Values Encoded in AI Systems (Indicative Scale)

Value Dimension	Degree of Emphasis (0–10)	Primary Beneficiary
Efficiency	9.5	Platforms & Corporations
Profit Maximization	9.0	Shareholders
Predictability	8.5	System Governance
Fairness	5.0	Users (Limited)

Transparency	4.5	Regulators / Public
Human Autonomy	4.0	Users

2. Cultural Codes and the Normalization of Algorithmic Authority

This discussion demonstrates the analysis AI systems are cultural artifacts constructing specific worldviews as normal. It is through the use of recommendation algorithms, content moderation systems, and ranking mechanisms that what is visible, valuable, and legitimate in digital space are formed. Such systems favor hegemonic cultural codes, usually those that are Western, market-oriented, and individualistic, and other moral and cultural systems [13].
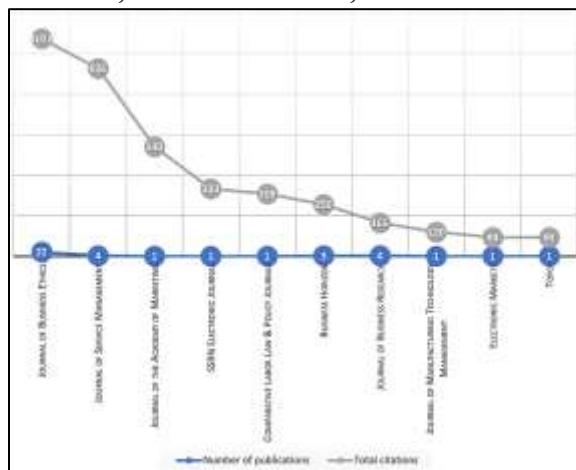

Figure 2: "AI ethics in business literature"

This study brings out a more fundamental change, contrasting other cultural analyses of media and technology, the way that algorithms are not simply a culture, but that they are culturally productive in their orientation of attention, the development of identities and the enforcement of behavioral norms. The re-engineering of meaning is, therefore, carried out by an iterative algorithmic mediation [14].

Table 2: Cultural Effects of Algorithmic Systems

Algorithmic Function	Cultural Impact	Level of Influence (0–10)
Content Recommendation	Shaping tastes and beliefs	9.0
Ranking & Visibility	Defining social relevance	8.7
Moderation Systems	Moral boundary-setting	8.2
Personalization	Identity reinforcement	8.5

Data Profiling	Cultural categorization	8.0

3. Computational Power as a Form of Structural Control

One more important observation is the appearance of computational power as one of the key processes of governance in digital capitalism. The data infrastructures, AI model, and control of computational resources provide corporations with an opportunity to exercise an influence similar to, and - in some cases - more powerful than that of the traditional institution. Although data ownership and surveillance capitalism have been considered related work in political economy, this study shows that power is also axiological: that is, through the power to decide what is regarded as ethical, normal or efficient [27]. Human deliberation and democratic control are minimized since moral authority is increasingly put into algorithms.

Table 3: Dimensions of Computational Power

Power Dimension	Description	Intensity (0–10)
Data Control	Ownership and access to data	9.5
Algorithmic Governance	Rule enforcement via AI	9.0
Value Definition	Setting ethical priorities	8.8
Behavioral Shaping	Influencing user actions	9.2
Institutional Influence	Policy and regulation shaping	8.5

4. Comparison with Related Work

Compared to the current literature regarding AI ethics and digital capitalism, a few convergence and divergence can be drawn. Similar to previous works, the current study establishes that AI systems are value-heavy and strengthen structural disparities. Nevertheless, it contributes to the advancement of the field by considering axiology as the central tool of analysis, unlike regarding ethics as the surrounding limitation. Other related work is done on the mitigation of bias or technical fairness [28]. Instead, the current paper focuses on the logic of re-engineering the meaning, which introduces the idea that the concept of algorithmic systems transforms not only the outcomes but moral imagination and cultural knowledge as well.
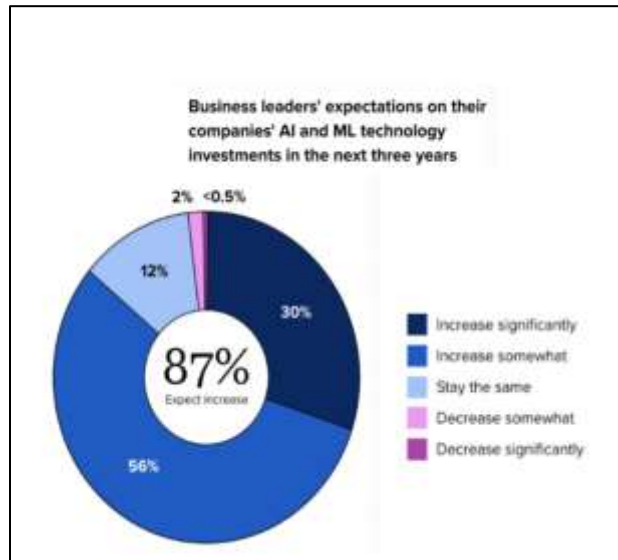
Figure 3: "The Crucial Intersection of AI Ethics and Marketing"

Table 4: Comparison with Related Work

Aspect	Related Work Focus	This Study's Contribution
Ethics	Bias and fairness metrics	Axiological value analysis
Culture	Representation issues	Meaning production
Power	Surveillance and data control	Moral and symbolic power
Capitalism	Economic exploitation	Value normalization
Solutions	Technical fixes	Structural critique

5. Tensions Between Ethical Ideals and Algorithmic Practice

A common thread that is evident on results is the disjuration between proclaimed ethical values and the practicalities. Various AI models have encouraged openness, responsibility, and human design but the actual use is facilitated by hastens, scope, and market control. The ethical values are usually reduced to uncomplicated measures that do not reflect the complexity of cultural diversity or pluralism in morality. This observation is consistent with criticism found in AI governance literature but contributes more empirical detail by demonstrating that ethical language itself is a cultural code which can be deployed to justify systems without necessarily questioning the value structures which underlie those systems [29].

Table 5: Ethics vs. Practice in AI Systems

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Ethical Principle	Claimed Importance (0–10)	Actual Implementation (0–10)
Fairness	9.0	5.0
Transparency	8.5	4.5
Accountability	8.0	4.0
Inclusivity	7.5	4.2
Human Oversight	8.8	4.8

DISCUSSION SUMMARY

In general, the results indicate that AI in the digital form of capitalism is not just a technological system but a moral, cultural, and economic one. Moral algorithms code selective values, cultural codes make normal algorithmic power and computational power alters governance and meaning-making [30]. In comparison to related research, the given research provides a more profound axiological criticism, as the perspective of the view on AI must be re-educated, as it is necessary to challenge the question of whose values shape the future of digital society.
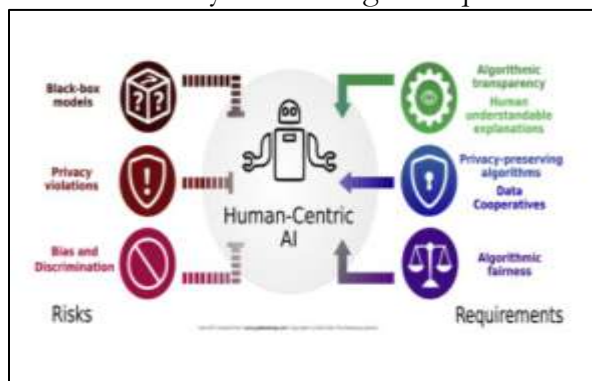

Figure 4: "Ethical machines: The human-centric use of artificial intelligence"

V. CONCLUSION

In this study, interrelations between moral algorithms, cultural codes and computational power have been critically discussed to show how artificial intelligence is a main drive in re-engineering meaning in digital capitalism. Going beyond the perception of AI as a neutral or a more technical system, the analysis has revealed that AI is actively coded to encode and prioritize certain values, the main ones being efficiency, profitability, and predictability, and tends to marginalize ethical values and principles, including autonomy, dignity, cultural plurality, and democratic accountability. In an axiological sense, the study underscored the way

these value decisions are entrenched in algorithmic design, normalized with the cultural discourses of objectivism and innovation, and strengthened by the accumulation of the computational power in corporate and institutional forces. The results also indicated that AI systems are also seen as cultural infrastructures that determine identities, moral judgments, and social visibility and impact not solely the behavior but also the common sense of the significance of what is deemed meaningful and fair as well as legitimate. This work, in contrast to the literature being reviewed, brought an added philosophical critique in that the axiology was combined with a critical political economy, culture analysis where ethical dilemmas in AI cannot be addressed using exclusively technical solutions or regulations. Rather, they need permanent contemplation of the value systems with which the algorithmic decision-making mode operates and the relations of power, which it promotes. Finally, the study states that the future of artificial intelligence lies in regaining an ethical and cultural agency in digital systems. Making AI more just and more pluralistic requires that there be a redirection of computational power towards human dignity, local ethics and local democracy. Lack of this change will result in AI enshrining all the current inequalities and genocide the meaning in a manner that puts capital above humanity.

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