

ABSTRACT

This thesis explores the divergence between China's Ethical Code for the New Generation of Artificial Intelligence and UNESCO's Recommendation on the Ethics of Artificial Intelligence, aiming to understand how China navigates global AI norms while reinforcing its national identity and governance model. Employing constructivist theory, the research investigates how international norms are interpreted and adapted within domestic political, cultural, and institutional frameworks. By comparing the normative structures of both documents, the study finds that while China endorses UNESCO's multilateral recommendations, it selectively internalizes ethical principles—such as privacy, sustainability, and human oversight—through a state-centric lens shaped by Confucian collectivism and Marxist-Leninist developmentalism. These adaptations reflect China's desire to uphold sovereignty and social stability, positioning itself not as a challenger but as a re-interpreter of global AI ethics. The research argues that China's approach offers an alternative model to Western-centric AI governance, revealing a complex interplay between norm socialization, domestic identity, and international engagement. Ultimately, this thesis contributes to the broader discussion on global AI governance by highlighting how international ethical norms are neither universally applied nor uniformly understood, but are instead shaped by the domestic contexts of participating states.

Keywords : Artificial Intelligence, Ethics, UNESCO Recommendation, China AI Governance, Global AI Norms, Constructivist Theory, Sovereignty and Ethics Comparative AI Policy Human Rights and AI Global Governance