

## **Criminal Justice in the Digital Age: AI's Role in Raising Awareness About Human Trafficking**

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### **Abstract**

Human trafficking remains a prominent subject within humanity's concerns since it is characterized by high incidences of complications. Despite efforts to eradicate this heinous crime from the world, it is heading towards a leading business as a transnational crime. AI has become a prominent tool in every field today and human trafficking is not an exception. Therefore, this study explored the challenges and prospects of using AI for human trafficking awareness. Thrusts such as data handling and the ability to recognize trafficking occurrences on social media, which are endowed in the AI platform, enhance the results of anti-trafficking campaigns. However, there are issues that people associate with the use of AI in public awareness such as privacy and security of individuals, and, some endorsements based on the skewed algorithm. Exploring the knowledge of AI case studies and categorizing the related literature and features of effective AI campaigns, the study identified several ways through which various communities could be made more conscious, sensitive, and proactive towards combating human trafficking with the help of AI.

**Keywords:** *artificial intelligence, public awareness, human trafficking*