

Arts and Media

Impact statement 1: The implications of generative AI in content creation, focusing on copyright issues and the ethical concerns of originality and the potential misuse of AI in creating deepfakes.

Audience

The audience are young and creative artists and content creators between the ages of 18 and 45 years old and like to share their creative work on social media platforms like Instagram, YouTube, and Facebook. These people rely on their creative output for both income and recognition. They understand little about AI's content generation abilities, however they do not understand the legal risks regarding copyright laws and unauthorized use of their art and content. Most importantly, they are concerned about protecting their intellectual property and receiving proper credit for their creative work.

Hook:

Who is the real artist? You or AI?

Arguments

Generative AI brings both opportunities and serious problems for artists and content creators. It uses human artwork to create content quickly without giving proper credit and making it difficult for original artists to be recognized (Lim, 2023) [3]. Serious issues about consent and ownership emerge as these models often use artists' content without their permission for training (Zhang et al., 2023) [5]. AI's advancement threatens the lives of artists who spend hours creating masterpieces, only for AI to copy their work in minutes (Lim, 2023) [3]. Copyright laws are outdated and fail to protect

artists from AI-generated works, leaving them unprotected, vulnerable and without compensation (Lucchi, 2023) [4].

Deepfakes are some very realistic videos generated by AI used to spread misinformation and manipulate political events causing very serious damage (Gambín et al., 2024) [2]. AI's ability to replicate artistic styles makes distinguishing between original and AI-generated content difficult which diminishes the value of authentic art (Elgammal et al., 2021)[1].

Call to Action

Don't let AI take control of your creativity. Fight for stronger copyright protections, demand transparency from AI companies, and stay informed about your rights. Take part in the conversation on ethical AI use to ensure your voice influences future policies. Help create a fair system where artists are recognized and compensated for their work. Let's ensure human creativity remains valued even in the digital age.

References:

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2. Gambín, Á.F., Yazidi, A., Vasilakos, A., Haugerud, H., & Djenouri, Y. (2024, February 19). *Deepfakes: Current and future trends - artificial intelligence review*. SpringerLink.
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3. Lim, D. (2023, October 27). *Generative AI and copyright: Principles, priorities and practicalities*. OUP Academic.
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5. Zhang, D., Xia, B., Liu, Y., Xu, X., Hoang, T., Xing, Z., Staples, M., Lu, Q., & Zhu, L. (2024, January 11). *Navigating privacy and copyright challenges across the data lifecycle of Generative AI*. arXiv.org. <https://arxiv.org/abs/2311.18252>