Ethical Implications of Generative AI in Art and the Media

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Abstract

With the emergence of the use of Artificial Intelligence (AI), ethics in Art and the Media has become more of a concern. The debate on the use of AI in Art and Media has reached its peak. It has been witnessed that several agents of AI in the field of Art can assist large-scale highly refined content without detection and seems like human-created content. However, the discussion hasn't been enough on the issues and the moral dilemma of ethics which covers the blending of work of a human and a machine. AI Art and media are transforming the way artists and a design creates because generative AI is capable to create artistic content, audio, video and text. This paper explains the expressive and ethical layers of AI art and media with reference to AI research and art contemporary. This conceptual paper aims to draw some critical framework of AI art and media. This paper also challenges the current debate on the ethics of AI by focusing on the studies that are developed around three challenges raised by the AI text agents: disinformation and mass manipulation, a lot of poor-quality content production and the development of a rising barrier among stakeholders for the communication. The paper highlights the relevance of understanding AI art's existential conditions and its potential to inform both artistic and scientific AI research while guiding its cultural handling.

Introduction

The escalation of AI resources for automated text generation (ATG) has opened the doors to many challenges allied to it. These resources have the capability to create very fine content that seems more like a human which is why their use has become more common at various levels in educational and business organizations and created various social ramifications: What would the situation be if we silence the human voice? And what is the possible way to regulate its use for responsible deployment in public discussion? Through an examination of discussed advancements in AI technologies for ATG, these questions are addressed. Three main challenges are identified in this paper: (1) This hasn't been decided yet which AI is good and which ATG is bad; (2) Being a new concept no social media platform has developed policies on ATG; and (3) the prevailing policies do not cater the need of regulation sufficiently with risks allied to ATG. It summarizes that further research is a need of time according to the varying nature of text generated by AI agents prior to the establishment of any universal rules regarding the valid use of AI. Moreover, it discusses that social media organizations are required to form policies about acceptable uses of these agents, and the governments must revisit the legislation that deals with the use of AI.

GPT-3 is 'a third-generation, autoregressive language model that uses deep learning to produce human-like text' acquired by Microsoft recently and accessible for the use of any company and individuals to generate text on higher scales GPT-3 APIs at the cost of approx. $0.06 per token. Text created by GPT -3's not only mimicked human-written text, but it is also not easy to differentiate it from human-written text. Though traditional bots can be easily recognized by individuals as fake. Besides this anecdotal proof, recent

hypothetical research has demonstrated that for the same event, the content generated by AI was perceived as credible as human-generated

Marcua and Davis (2019) defined the art creativity, authorship, AI's impact on visual arts and culture, ethical implications, post humanist values, cognitive aspects, and the integration of AI art into culture. These works collectively contribute to a comprehensive exploration of AI art within broader societal and cultural contexts Miller (2020).

This Paper highlights the importance of examining AI art within a broader cultural, societal, and technological context. It emphasizes the need to analyze AI art not only for its creative attributes but also for its ethical implications and socio-political impact. The paper advocates for a comprehensive examination of AI art that doesn't just celebrate its creative potential but critically evaluates its ethical dimensions, recognizing its role in shaping cultural values and norms within society.

In this paper, first, we will go into the development of AIs and also the emergence of the moral dilemmas they raise. Secondly, we talk about the new ethical problems that AI agents have brought the paper will shed some light on the problems related to AI art and design. The ethical ramifications of our study are then discussed, along with useful recommendations for handling them in the business and societal spheres and future research objectives.

2. Artificial Intelligence Rise with Sources of their Ethical Issues

AI has expanded significantly over the past 10 years, demonstrating enormous promise for a variety of sectors and businesses. Some of the main streams of the rise of AI and the sources are discussed below:

2.1 Commoditization of user data

An AI agent is created by giving it vast amounts of unstructured data, from which it extracts trends buried in the data and uses a machine learning method to repeat them. For example, when an AI agent is given a lot of discussions from a football fan club, it will learn the common topics of debate in this group and will likely talk about how unjust the past week's match outcome was the AI agent cannot distinguish between good and poor topics, likely, the talks it has will likely likewise mirror the stereotypes that are frequently present in the material it has been given. The primary thing to remember is that the AI agent will reflect the material that is given to it; therefore, the more content there is, the more subjects it can debate. Because of this reliance on data, a whole industry has emerged to gather and profit from the data that consumers share through their electronic activities. Few authors assert that a new type of capitalism known as surveillance capitalism, which transforms 'data into a core commodity of the internet age' because they are unable to manage the information that is shared about them that people's privacy is at risk

2.2 Algorithmic amplification of biases

Machine learning techniques are required to convert the ingested data into meaningful input for an AI agent to produce an output. There are two primary categories: supervised approaches, where the algorithm is fed with labelled data, and the second one is unsupervised techniques. In both scenarios, there are ethical concerns if the algorithm reproduces biases in the ingested data due to pre-filtering by the data scientist or from the data itself, and amplifies them. Even in supervised learning bias still exists while it contains a labelling process that frequently includes data pre-filtering. The decision is likely to reflect the data curator's view of reality, which may over-represent some categories in favor of others, reinforcing bias against minorities based on gender, race, and other factors (West et al., 2019). AI agents are assumed to replicate societal fractures and inequalities if not adequately controlled. Such as Angwin et al. (2016), demonstrated

an algorithm that used race as one of its features which flagged black defendants falsely for committing future offenses (at a higher risk) the white defendants were marked at low risk twice.

2.3 Dense responsibility for artificial intelligence agents and its outputs

The primary goal of an AI agent is to get better gradually by optimization of redundant parameters (Burrell, 2016; Martin, 2019), because it is beyond human capabilities to comprehend the AI agents converge that came in result from multiple functions. However, opacity in AI is not just from complex machine learning. Shared responsibility across many people involved in design also obscures accountability. When an AI output is unacceptable, it may be unclear who is at fault. Networks of humans, computer programs, and collaborative groups using software blur contributed to an AI agent's creation. The distributed nature of developing these systems complicates determining shared social standards for ethical conduct. Some believe more accountability rests with corporations and designers. As one scholar wrote, companies producing tools with the agency must ensure proper functioning aligned with intentions (Martin, 2019). When generating AI systems aimed at addressing social justice, cultural, and individual needs, several ethical considerations come to the forefront as describe below graph.
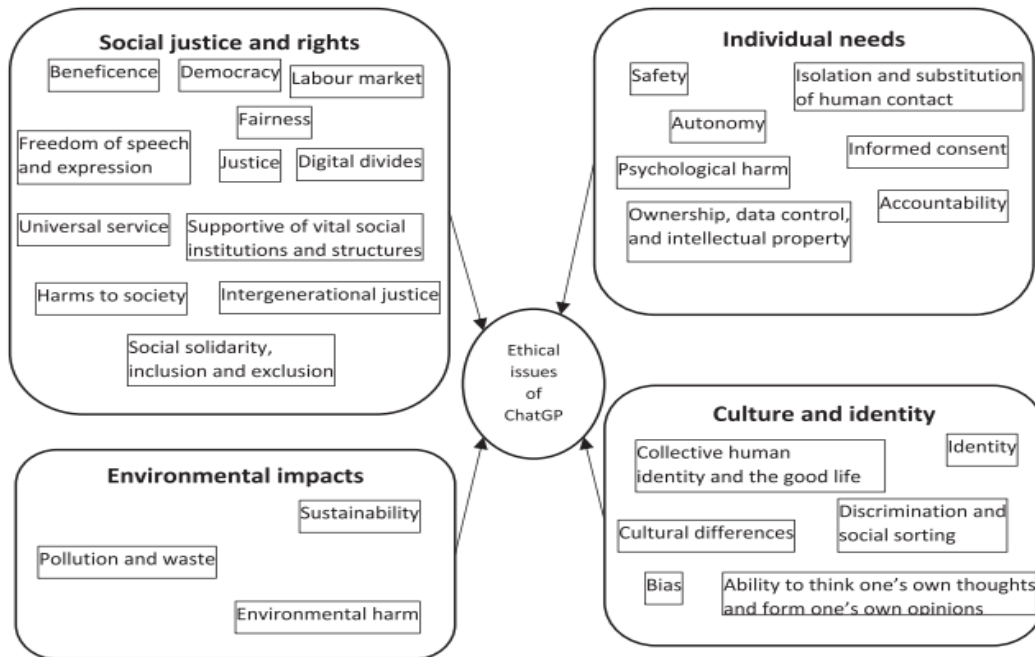

Fig. 1. Ethical issues with highest negative impacts of ChatGPT.

Source: Stahl, B. C., & Eke, D. (2024). The ethics of ChatGPT–Exploring the ethical issues of an emerging technology. *International Journal of Information Management*, *74*, 102700.

3. A Critical Framework for AI Art and Media

3.1 History of AI Art and Media

Over the years, artists have engaged with AI, starting from the 1970s with pioneers like Cohen, H. (1970), Elsenaar, A., & Scha, R. (1994), Cope, D. (1992), Beyls, P. (1985) and Tosa, N. (2005). The period also saw a decline in AI research funding and interest, known as the AI "winters."

In the 1990s and 2000s, advancements in AI research provided artists with more accessible tools to explore human and mechanic behavior. Artists such as Feingold, K. (1998), Rinaldo, K. (2002), Philippe-Demers, L. (2007), and Tresset, P. (2012) created robotic works questioning agency, creativity, and expression, laying the groundwork for contemporary AI art's themes.

From the 2000s onwards, artists like DuBois, L. (2009), Lavigne, S. (2015), Konig, S. (2010), and others delved into generative and interactive works that intersected with AI technologies. They employed NLP, pattern recognition, CV algorithms, and interfaced human experiential learning with ML, exploring human perception and cognitive traits.

3.2. Contemporary AI art

Contemporary AI art encompasses diverse creative approaches and technical involvements with ML. Its topics, methodologies, and implications intersect with various disciplines engaged in AI research, facing challenges related to AI's epistemic uncertainties, ethical dilemmas, and socio-political issues. AI art has a complex relationship with the mainstream contemporary art world, experiencing to compromise their artistic values for commercial viability and ownership within the art market.

3.3 Critical Framework

The paper delves into the critical framework required for the appreciation of AI art, emphasizing the need for a sophisticated spectatorship attuned to the demands of AI artworks. It draws attention to Wilson's (1995), which recognized the broader implications of artists' engagement with AI beyond technical aspects, exploring themes related to humanity, intelligence, machine limitations, and our role as creators. The approach seeks to assess the main values of AI artworks by acknowledging both strengths and weaknesses, intending a respectful evaluation of creative endeavors while recognizing potential interpretational challenges that could arise from a critical stance. Particularly AI, the framework leverages understanding around the production, presentation, and reception of AI art. This critical platform aims to objectively engage with the discourse of AI art.

4. New Ethic Al Challenges created by the use of Artificial Intelligence

Discourse on AI ethics is active as challenges surrounding privacy, bias, and accountability in machine outputs continue seeking solutions, and new considerations have emerged alongside advances for autonomous technologies such as language models. (Floridi et al., 2018) has argued on 1) machines enabling widespread deception and misinformation at scale 2) AI aiding the mass generation of low-quality yet plausible content, and 3) technology lessening direct engagement between involved parties.

4.1 Disinformation and Mass Manipulation from AI agents

It is evident from research that during all these events disinformation was spread mainly by AI bots (Seele & Schultz, 2022). To analyze the AI art approach style transfer, deep fakers, miscellaneous, text and music has been used as components to get students response. The graph shows the students responses that were created by AI. The graph also shows that students can easily recognize art AI compare to deep fakers, text and music.
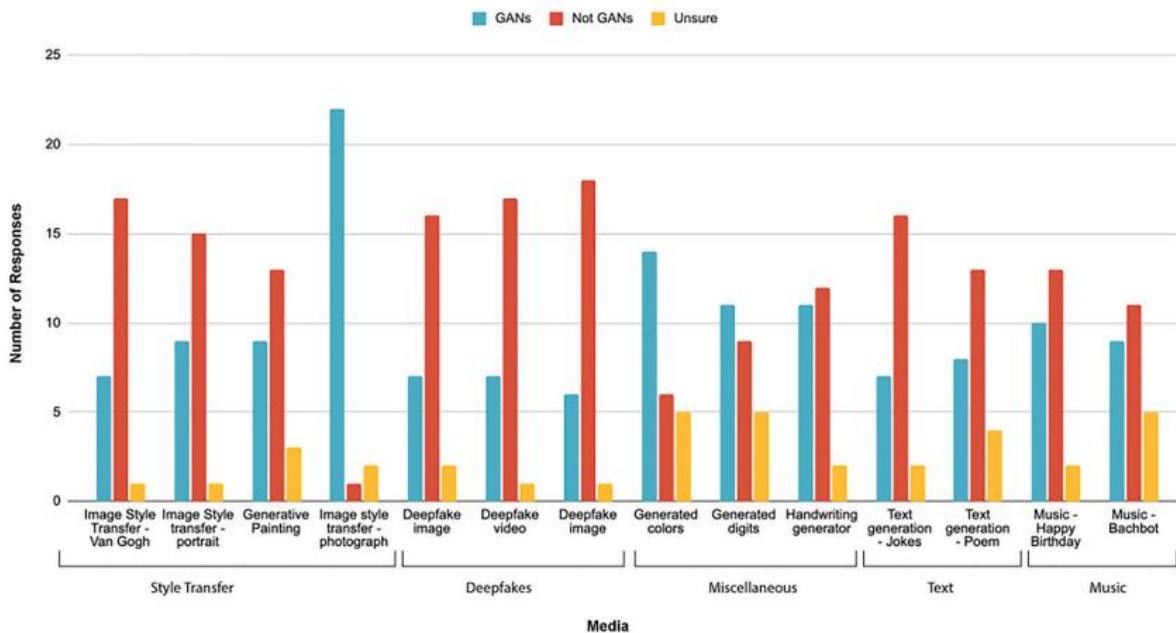

Fig. 4. Students' responses to the *Created by AI or Not* activity indicated that most students could not identify Deepfakes as created by AI but were better at recognizing image style transfer photographs and generated colors. (Ali et al., 2021a) (For interpretation of the references to color in this figure legend, the reader is referred to the Web version of this article.)

Source: Ali, S., DiPaola, D., Lee, I., Sindato, V., Kim, G., Blumofe, R., & Breazeal, C. (2021). Children as creators, thinkers and citizens in an AI-driven future. *Computers and Education: Artificial Intelligence*, *2*, 100040

Given the capacity that these AI agents have to generate texts that argue with the same ease, the ability to prepare an agenda via disinformation and false narrative building increases. Such as an organization can utilize AI agents to make people believe made-up stories about the positivity of their CSR by advertising their products as green and also the same agents are used by hostile organizations to run a negative campaign about competitors.

4.2 AIs as agents of massive low-quality but credible content production

AI agents are able to create write-ups, stories, and short essays, or imitate a different writing style (Elkins & Chun, 2020), which looks like well-crafted, and balanced content. While the same content if examined by an expert can turn out as inaccurate and of low quality. It occurs when AI text agents are trained to utilize large documents which are considered equally important, learn from the most frequent patterns in the data, and repeat them based on quantity rather than quality Just a specialist in business ethics would comprehend that the content is of poor quality, while another reader may be dazzled by the great composing look and feel, despite the bad quality argument. For instance, assuming that an AI agent was to compose a very elegantly composed piece, referring to a hypothesis and calculated system misattributed to a creator, just a specialist in business ethics who is familiar with that hypothesis and structure would see the misattribution.

4.3 Diminishing Role of Direct communication between stakeholders

As a consequence of this phenomenon of the generation of text by AI agents, it is assumed that the internal communication and trust of stakeholders will be diminished which is necessary at many phases. The quantity of work and simplification of the process will make it too direct that the communication of stakeholders for the creation of text might be outsourced, without considering the genuineness of the information and accountability. Recent research has proved that as AI agents become more ubiquitous and autonomous, there may be more chances of opacity of accountability between computers and humans. Similarly, AI text agents may make it ambiguous about the originator of the text. However, GPT-3 and some other AI agents are more than just conduits for communication between humans (Orr & Davis, 2020), they are swiftly changing the text generated utilizing our inputs. Another perception about human-machine communication that may not be discussed vastly is that the intentionality and responsibilities of a given action will so far stay in human hands (Murray et al., 2020).

There is another situation where the corporation uses an AI agent for its CSR communication. Thus, an indirect communication that took place earlier becomes a direct communication for which the text is generated by an AI agent. This is referred to as a 'mediation problem', and may have two aspects to create ethical problems in the business world. First, the chances of misunderstanding increase. Second, a decline in trust between stakeholders. The human voice gets restrained as AI agents create the response automatically and carry on the communication (Illia, 2022). This ultimately demands extending the current discourse on the ways AI bots take their part in shaping social realities (Wexler, 2017), specifically, when it comes to the media landscape nowadays through selective exposure of information and perception building, it increases polarisation and populist discourse.

5. Discussion, Recommendations and Future research

This is one approach that the developers of AI agents might pursue; it might prove as the first step to partially resolve false agendas. AI agents can successfully restrict polarizing and radicalize communication, at the very least. Zuboff (2019) refers to 'surveillance capitalism', where online search firms can accumulate the personal information of their users (Morgan, 2018). People perceptions could be easily manipulated through the discussion of polarization on social media and the risk of radicalization of political discussions. This concept is evident from different researchers also (Morgan, 2018).

However, there are more than one approach to integrating honesty with the AI agents. This might not solve the whole problem but at least minimize the issue. This might also lead the art and media into a right direction. A right direction and a path would be given to the children in the field of Art and the Media. School curriculum must be regulated that help in solving these concerns particularly in the field of Art and the media.

The paper highlights the intricate relationship between ethical integrity and professional success for artists engaged in AI art. It underscores how AI art reflects artists' ethical decisions within a landscape shaped by the convergence of art, science/technology, cultural trends, and socio-political influences.

As the content used by AI agents is hard to identify as being highly sophisticated (Schroeder, 2019), It will not be an easy task to manage by a single organization (i.e. government) at a specific platform. These issues will require a combination of actions and regulating multiple organizations and platforms as discussed in the paper.

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