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ITAI 2372

A.I. in Entertainment & Media

Use Cases

Entertainment: AI has assisted artists and creators.

* Providing support
* Enhancing artistic abilities
* Generates ideas
* Unique, innovative work.

Music creation

* AI creates Algorithms that compose original music.
* Machine learning techniques
* AI helps increase efficiency

AI-assisted design

* Creating generative AI
* Fashion design
* Natural language generator for writing.

Collaborative filtering: recommended items based on user similarities. It uses data collection and algorithms to figure out what you like and view.

Examples: Instagram, Netflix, YouTube, Facebook.

Responsible AI development: there are trying to be more transparent, inclusive, and they have created mechanism to hold creators responsible.

Cons- Abuse in AI

Deepfakes: synthetic media where a person's likeness is replaced with someone else’s.

* Can be used for education and history purposes; however, can also be used to spread misinformation and create non-consensual explicit content.

Ethical issues: It takes away from what art is. Privacy concerns, filter bubbles, and transparency.

* There should be regulations on how AI art should be used.

Quality/ Accuracy: The work may not be original or corrected. No originality or authenticity

Job displacement: Relying too much on AI may create displacement in workplaces as fewer people will be needed.

Privacy Concerns: Personal data fueling AI algorithms. There is a risk of information being exploited or used maliciously.