Task 1: Research & Summarize

What is Sora?

Sora is OpenAI's text-to-video generative AI model launched publicly in December 2024, available to ChatGPT Plus and Pro users [WikipediaBusiness Insider](). It generates short video clips—up to 20 s at 720p for Plus, and up to 20 s at 1080p for Pro (Sora Turbo)—from text prompts, and can remix or extend existing images or video clips [OpenAIBusiness InsiderZapier](). Sora leverages diffusion techniques, akin to DALL·E, and grants users creative control through features like Remix, Storyboard, Loop, and Blend [DataCampOpenAI](). Its cinematic realism and nuanced details have made it a valuable tool for filmmakers, although limitations remain with complex dynamics and uncanny valley artifacts [Business InsiderNew York Post]().

Comparison Summary

- **Sora** – Text-to-video, cinematic realism, strong editing tools (Remix, Storyboard), but no audio and max 20 s clips.

- **DALL·E** – Text-to-image, highly detailed stills, no video capability.

- **Pika Labs** – Text-to-video, user-friendly, dynamic motion control, free beta, shorter clips.

- **RunwayML** – Text/image-to-video, photorealism, keyframe & stylization control, short duration (10–16 s).

- **Key Difference** – Sora excels in realistic video from text, DALL·E is for images, Pika Labs prioritizes ease of use, and RunwayML offers production-grade control.

Ethical Considerations in AI Video Generation

- **Bias & Stereotyping** – Models can reinforce sexist, racist, and ableist stereotypes in how people are portrayed.

- **Misinformation Risk** – Realistic fake videos could mislead audiences, affect public trust, or influence politics.

- **Copyright & Labor Impact** – Potential infringement on creators' work and displacement of creative industry jobs.

- **Content Safety** – Need safeguards to prevent harmful, violent, or exploitative outputs.

- **Transparency & Governance** – Clear disclosure of AI-generated content and ethical oversight are essential.

Task 2: Prompt Engineering Practice

Education – "A 15-second video showing the solar system in motion, with planets orbiting the sun, their names appearing in glowing text as they pass by."

Entertainment – "A whimsical 10-second clip of a street magician in Paris pulling glowing butterflies out of his hat, with the Eiffel Tower in the twilight background."

Environment – "A cinematic 12-second video of a lush rainforest transitioning to a barren, deforested landscape, then back to green after replanting, all in a seamless time-lapse."

Technology – "A 15-second futuristic cityscape with flying cars, holographic billboards, and AI-powered robots interacting with humans on neon-lit streets."

Culture & Heritage – "A 10-second slow-motion shot of a traditional Indian dancer performing Bharatanatyam in a temple courtyard, with flower petals drifting in the air."