**A06 Notes**

**Active Use Cases**

**Content Creation and Production**

**Script-Writing**

AI Helps speed up the process of adjusting and adding in parts of scripts just based off a plot, names, genders, and a few other key pieces of information to make a script. Which can then be manually adjusted and tuned.

**Music Composition**

Allows online music composition to be possible through generating orchestration, lyrics, backing tracks, and more. One example of this is when Bo Burnham made a track about amazon using technology, only providing mainly his voice.

**Video and Audio Editing**

Simplified through AI just through text commands or a few clicks to manipulate audio, such as using deep-fakes to re-record a line or add in additional audio.

**Personalization/Recommendations**

Based off recent history, or conversations, chatbots are able to tailor your likes specifically to get relevant information like news.

**Streaming Devices/Services**

Netflix bases recommendations off what you watched, it’s categories and how engaged you got in it, as well as what you stopped watching for customized content.

**News Aggregation**

Recording your interests, and reading chat data can also bring up relevant news based off what you talked about.

**Audience Engagement/Laying Traps**

Able to show offers that it thinks you’re interested in, like if you click on a bitcoin ad, you’ll start getting bitcoin ads everywhere.

**Chatbots/Interactive Advertisements**

Random chatbots appearing on websites can farm engagement, such as harvesting cookies through a browser once you accept or interact with it.

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**Game Development**

AI is able to write entire portions of code, generate assets like models and audio, or write game ideas to build an app entirely on its own. AI can also just be used for instructions on helping with development, if you’re struggling to figure out certain mechanics.

**Dynamic Gaming Environment**

Able to develop a game within a game/engine easily through a given studio pre-built with AI tools, like roblox studio.

**VR/AR**

Overlaying ads and technology on existing maps or systems to stream them directly into your attention. Can grab interesting location in places like google maps vr, if you’re in a place for a long time it might recommend a trip there.

**Interactive Experiences Across the Globe**

**Unsolved Use Cases**

**Emotional Resonance in AI Generated Content**

Missing emotional connection, such as the lack of jamming sessions and figuring out pieces of music, connections to the songs or media being generated can be completely lost since it takes little effort. Also the audience may not be engaged as much since connections from the artist and audience through their music is lost.

**Originality/Authorship**

All AI is generated based off some source, like when art or video media is generated it’s taking sources or references form other artists. Same with music, it also questions who owns the music, is it the one who it was trained off of, the one who made the ai, or the ai itself.

**Bias/Repetitveness**

Ai is biased off the content it’s trained on, meaning it’s likely to give the same output some times over and have whatever bias was present in the training too.

**Problems Created by AI**

**IP/Copyright Infringement**

Lots of copyrighted content is used to train generative or AI engines, which violates lots of laws. It can be difficult to tell when copyrighted content is used in them as well, since its usually from an array of different sources.

**Job Displacement**

Since only one or two people with AI assistance can do these jobs now, it requires less people and means less job opportunities.

**Deepfakes**

Since there’s no consent given, many popular figures or people can be used to trick people into falling for scams, or falsifying evidence and accusations against others.