Initial Post for **Collaborative Discussion 3: Deep Learning**

The rapid rise of deep learning technologies like DALL·E and ChatGPT has opened exciting creative possibilities—but they also come with ethical questions we shouldn't ignore.

One major concern is the authenticity of content. AI-generated text and images can look so real that it becomes hard to tell what's human-made and what's machine-made. This creates risks, especially when such tools are used to spread misinformation or impersonate others. Deepfakes, for example, can damage reputations or even manipulate public opinion (LaCroix and Prince, 2023).

Copyright and ownership also present tricky issues. Many deep learning models are trained on massive datasets that include copyrighted work. So, who owns the output? The original artist, the AI model developer, or the person who prompted it? There's still no clear legal consensus, which raises concerns for creatives and content owners (Cheong, 2024).

Another issue is the impact on jobs in creative fields. While AI can help speed up certain tasks, it may also reduce demand for human writers, illustrators, or voice actors—especially if businesses choose faster, cheaper AI options over hiring professionals.

To address these challenges, we need stronger ethical guidelines, transparency in how models are trained, and public awareness about how AI-generated content works. These technologies are powerful, but with power comes responsibility.

References:

Cheong, B.C. (2024) 'Transparency and Accountability in AI Systems: Safeguarding Wellbeing in the Age of Algorithmic Decision-Making', *Frontiers in Human Dynamics*, 6(1). Available at: **https://doi.org/10.3389/fhumd.2024.1421273** (Accessed: 22 March 2025).

LaCroix, T. and Prince, S.J.D. (2023) *Deep Learning and Ethics*. Available at: **https://arxiv.org/abs/2305.15239** (Accessed: 22 March 2025).