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

This week's discussion centred around the ethical implications of deep learning technologies like DALL·E and ChatGPT within creative industries. My initial post highlighted key concerns, including authenticity, copyright ambiguity, and job displacement. As these tools increasingly generate content that is indistinguishable from human-created work, they pose a risk for spreading misinformation and misrepresentation, particularly through applications such as deepfakes (LaCroix and Prince, 2023). Furthermore, the legal ambiguity surrounding ownership of AI-generated outputs—given that many models are trained on copyrighted datasets—raises critical challenges for content creators (Cheong, 2024).

Marwa's thoughtful response expanded on these concerns, reinforcing the importance of transparency and public awareness. She emphasized the urgent need for responsible use of AI and robust detection mechanisms to safeguard against reputational harm and societal confusion. Her contribution underscored the legal and ethical tensions surrounding copyright, stressing that creatives rely on ownership to protect their livelihoods.

Guilherme added a broader perspective by exploring the implications for job ecosystems and intellectual property law. He argued that while generative AI brings productivity and innovation, it also risks devaluing human expression by emphasizing efficiency over authenticity (Marr, 2024; Bracha, 2023). Importantly, he advocated for rethinking education and fostering collaboration between humans and AI to mitigate job displacement while enhancing creativity (Erickson, 2024; Sharma, 2025).

Together, these contributions converge on the need for regulatory clarity, ethical frameworks, and public engagement. As generative AI evolves, balancing its benefits with potential societal costs will be essential to preserving creativity, fairness, and trust in digital content production.

References:

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