Fall 2023 | COM 110 | Homework 10 | Derin Gezgin

[Read these three online articles]

https://www.latimes.com/business/technology/story/2023-09-25/column-sag-aftra-strike-writers-victory-humans-over-ai

https://time.com/5774723/ai-music/

https://www.science.org/doi/10.1126/science.adh0575

[1 25pts] How exactly are the professions of script writing, musical making, and visual art being challenged today by what the industry terms AI? How does the AI generate these things?

In the scriptwriting industry, managers consider replacing writers with AI to generate scripts or replace a part of the writing process. According to the article, AI is in the generative form, which uses already existing data to create new outputs.

With AI tools, music of infinite length can be created in the music industry with special parameters such as genre, mood, tempo, etc. So, the creativity of an artist is in danger of being replaced by an AI. In this case, AI generates these tracks generatively, too. It was trained by past songs/lyrics.

In visual art, a generative AI trained from a large dataset -in the article's case, works from the Museum of Modern Art-produces imagery that stuns the audience. This threatens the industry in general because of the method of training, which creates artwork that is the average of the training set.

[2 25pts] Take a position after reading the articles and side either with the writers/musicians/artist or the technology companies that promise to make infinite creative work for pennies on the dollar.

I think that AI is a very important asset for all areas of art in general. As the article about making music with AI says, in the 70s, synthesizers had a negative initial reaction for similar reasons. Also, as stated in the article about AI and art, the invention of photography had a negative initial reaction. I think that the reaction that we have towards AI is very similar to those cases. People tend to fear the unknown, and right now, we don't know what AI can do or how powerful it is.

I'm more on the technology companies' side than the creators themselves. I think that AI is an essential tool in art creation and can spark any artist's creativity. However, I slightly agree with the writers about how companies can use AI to reduce costs rather than a goal of creativity. But my final decision is in the favor of AI.

[3 25pts] What ethical issues are at work here?

In the articles, the main ethical issue stated in common is the "owner" of the AI-generated works. There's a dispute about whether the work is owned by the artists who own the works used to generate the AI, the creator/programmer of the AI, or the AI itself. As stated in the article about music creation, existing copyright laws can't address this issue. This is an ethical issue, also mentioned in the article about Art and AI. Another ethical issue mentioned is, in the writer's case, the fact that studios consider replacing writers with AI to lower costs is challenged and found unethical.

[4 25pts] What about legal issues, are there any? For example the AI companies claim they can use any online material because they claim it is fair use. Do you agree? (click the hyperlink to read about what **fair use** is defined as)

As I explained in the previous question, one of the main issues is the "ownership" of the outputted work. It's questioned if the work created by AI belongs to the AI, AI creator, or owners of works that are used to train the AI. In this case, using others' works to train the AI raises the question of Fair use. When I click the hyperlink, I see that there are four factors to consider a work as fair use: Purpose of use, nature of the copyrighted work, the amount of work used, and the effect the use has on the value of the work.

In my opinion, from a general perspective, the usage of AI-created works is mostly non-profit and educational, which favors fair use. Considering the nature of the work, I think that even with creative works, their usage with AI favors fair use because a work of art is meant to be experienced, and using this to create new experiences is acceptable, in my opinion. The usage of any work by AI would increase its value because of the publicity it'd gain during the promotion of AI. Lastly, I think sampling whole works of art or a part of them won't make any difference in the fair use argument because AI takes an "average" of the works rather than using them.

Considering these, I think that AI companies can claim that using any online material can be regarded as fair use.