

Peer response – Noora

Noora and Marwa discussed the complex ethical implications associated with deep learning technologies such as DALL-E and ChatGPT. As they observe, the rapid proliferation of AI-generated content increasingly blurs the boundary between human creativity and algorithmically produced outputs, raising significant concerns around authenticity and trust. The potential misuse of deepfakes and AI-generated text introduces serious risks, including the spread of misinformation and reputational damage (Marr, 2024). Furthermore, the lingering uncertainty regarding copyright and intellectual property rights raises important questions about the legal status of original creators versus those who employ or develop AI tools for content production (Bracha, 2023).

Expanding on these concerns, it is crucial to consider the broader societal implications of generative AI within creative industries. While these technologies offer enhanced productivity and innovation, they simultaneously pose a threat to existing creative job ecosystems by prioritizing efficient output generation over human expression—potentially leading to widespread job displacement (Erickson, 2024). In this evolving landscape, education and training programs must adapt to equip the workforce with skills relevant to an AI-integrated creative economy. Moreover, fostering collaboration between AI systems and human creators could enable innovative synergies, amplifying artistic expression without compromising authenticity (Sharma, 2025). Ultimately, the timely establishment of ethical frameworks and regulatory measures tailored to AI-generated content is essential to safeguard foundational societal values — creativity, trust, independence, and ownership—in an increasingly automated creative landscape.

In conclusion, as generative AI capabilities continue to advance, addressing their associated ethical challenges is imperative. The development of clear regulatory frameworks, along with increased public awareness of AI's role in the creative process, will be essential to maximizing the benefits of these technologies while minimizing their risks.

References:

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Erickson, K. (2024) 'AI and Work in the Creative Industries: Digital Continuity or Discontinuity?' Rochester, NY: Social Science Research Network. Available at: <https://doi.org/10.1080/17510694.2024.2421135>.

Marr, B. (2024) *The Dark Side Of AI: How Deepfakes And Disinformation Are Becoming A Billion-Dollar Business Risk*, *Forbes*. Available at: <https://www.forbes.com/sites/bernardmarr/2024/11/06/the-dark-side-of-ai-how-deepfakes-and-disinformation-are-becoming-a-billion-dollar-business-risk/> (Accessed: 7 April 2025).

Sharma, D.L. (2025) 'The Role of Generative AI in Creative Industries: Transforming Art, Music, and Content Production', *International Journal of Machine Learning and Artificial Intelligence*, 6(6). Available at: <https://jmlai.in/index.php/ijmlai/article/view/65> (Accessed: 7 April 2025).