Peer response – Georgios

Georgios provides a balanced overview of the ethical challenges surrounding deep learning applications, highlighting critical concerns such as lack of transparency, data privacy, and the difficulty of assigning accountability within complex AI systems (Cheong, 2024). Rodrigo's response further emphasizes the urgency of these issues in the context of generative AI, particularly as it amplifies risks related to bias and the misuse of synthesized content (Al-kfairy *et al.*, 2024). Their observations reflect the broader dilemma facing AI development—namely, how to ensure ethical responsibility and accountability in systems that often operate as "black boxes" (Siebert *et al.*, 2023).

Building on these insights, it is equally important to consider how generative AI challenges foundational principles in the creative industries. Recent tools such as DALL·E and ChatGPT introduce unprecedented opportunities for democratizing creativity, and preserving cultural heritage (in particular, the latest 4.5 model, and its dedicated tools such as Sora for video generation) (Anantrasirichai and Bull, 2022). Yet, they simultaneously risk displacing human creative labour and devaluing originality (Erickson, 2024). Furthermore, the use of training data containing copyrighted or personal content without clear consent exacerbates concerns about intellectual property and privacy rights (Bracha, 2023). Without clear ownership definitions or regulatory oversight, the line between inspiration and plagiarism becomes increasingly blurred, with potentially unpredictable consequences for both human wellbeing and economic activity.

In conclusion, while deep learning models offer transformative potential, their ethical implications must not be overlooked. A multidisciplinary approach combining legal, technical, and societal frameworks is essential to guide the responsible use of generative AI and to ensure its alignment with human values and societal norms (Feldman, 2017; Mammen *et al.*, 2024).

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