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A06 Entertainment and Media Class Notes

<u>Active US Cases</u>
-Content creation and audio- AI is now a very popular tool in creating content and engaging users to promote and make money. These models are trained to create almost anything and answer anything although it may not be credible or consensual.
-Personalized recommendations
Streaming devices and services. Abuse in personal devices. Engines are working for each person based on what they like or are interested in.
News aggregation- This has to be personalized also because of what is watched on your device.
-Audience engagement
Engages the user to be interested in a topic that would benefit them and if the user engages, then the algorithm will continue from there. This will continue until the user falls into this 'trap'. Accepting the cookies from that website and user engagement will use the data from the user from their searches to the chat bot and any type of artificial assistance.
-Gendelman
Dynamic gaming environment- developing games inside the game.
(VR and AR) Virtual reality- soon there will be families around the world to play virtually in the game. Interactive performances around the globe. Augmented reality- overlay technology where they gain intelligence and recommendations based on the users' lifestyle.

<u>Unsolved US Cases</u>
-Emotional resonance and rationality
Emotional connection with others along with a song because there is a relation with it. Trying to introduce emotional resonance into the audience using AI with artists.
-Originality and rationality- No guarantee the author of the music will be the one who will get credit for the music created. Giving ownership
Bias and repetitiveness- People who are training the model will have biases so that bias will go into the model.
-IP and Copyright- AI chat bots like Open AI are using copyright information to train their models. The first amendment even though it is a right for everyone but most of the time it only applies for people that have money because they can buy it for whatever they are speaking for or against. This an unavoidable problem because AI only gives you the answer to the users question without credible sources.
-Job displacement- Many jobs are going to be replaced with AI because they can be easily trained to perform jobs and are faster and efficient and ultimately this benefits the company overall.

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-Deep Fake- Ethical concerns because there is no consent from the popular figures that are being utilized by AI to create a video. This turns into financial fraud, blackmails, child abduction and so on because of these AI videos created.