

MAPÙA MALAYAN COLLEGES MINDANAO

AI-Generated Content's Ethical Consequences: Issues with Truth, Bias, and  
Intellectual Property

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## I. Introduction

AI has transformed the landscape of digital content creation at lightning speed with the likes of ChatGPT, DALL·E, and deepfake technologies generating human-sounding text, images, and videos. Efficient and accessible AI-generated content has become a very good friend to journalism, marketing, entertainment, and education. But such widespread adoption gives rise to various ethical concerns, including:

- Disinformation and correspondence with untruths via deepfakes and AI-generated fake news.
- Bias and discrimination in the technosocial media created by AI, furthering stereotypes.
- Intellectual property raids, questioning the old premise of ownership of works created by AI.
- Financial ramifications in that AI disrupts traditional creative enterprises.

These ethical concerns call for some real ethical scrutiny, requiring that AI content is generated in a responsible and fair manner. This paper studies the significant ethical dilemmas in AI content generation through the lenses of Utilitarianism, Deontology, and Virtue Ethics in order to outline its impact on society. To do so, it provides a real-world case study, statistical evidence, and recommended policy for guiding responsible governance of AI.

## AI-Generated Content Growth Trends

The boom in AI-generated content is a call for rigorous rethinking of ethics. While hard-to-obtain data will show the actual numbers for AI-generated content from 2015 to 2025, wider market growth for applications of AI gives insight to the growing mark on AI.

AI generated content has grown exponentially over the past 10 years, like everything else in AI moving into the digital media space. The Tractica AI Software Market Forecast (2018-2025) predict growth from \$10.1 billion in 2018 to \$126.0 billion by 2025, with a CAGR of more than 43% over these seven years.

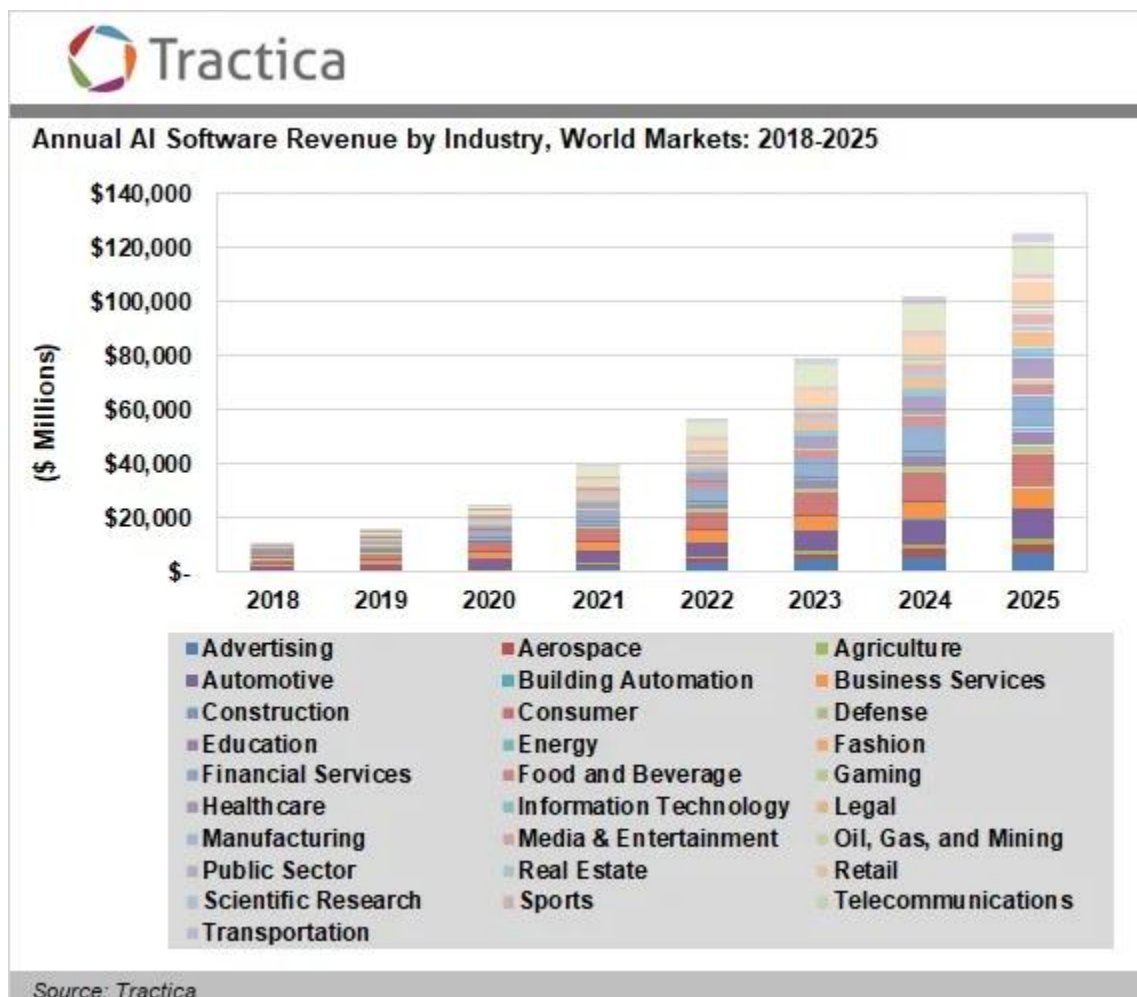


Figure 1. AI Market Growth 2018-2025

This great increase in AI software earnings shows that there is likely to be a concomitant rise in AI applications, including automated content generation, journalism powered by AI, and creative AI tools such as text generators and deepfakes. The ethical implications of this growth call for immediate debate and regulation to prevent misuse and ensure accountable AI governance.

## II. Ethical Issues

### 1. Misinformation of Truth

Generative AI brings considerable risk of inflicting misinformation in the society. So next, false stories will also be an outright possibility, like deepfake videos made by AI to portray some public character. This issue is especially acute in the areas of politics, cybersecurity, and journalism.



Figure 2. Deepfake in politics

## Case Study: Deepfake Misinformation in Elections

Deepfake videos fibbing about political candidates became viral on social media during the 2020 U.S. presidential election, creating an effect on public perception (Baum, 2024). Online platforms like Facebook, Twitter, and YouTube faced increasing challenges in marking and removing AI-generated misinformation.

### 2. Bias in AI-Generated Content

Classes of social, ethnic, or cultural stereotypes are too often reflected in the texts or images generated by artificial intelligence because AI models inherit the biases embedded in the training data, MIT Technology Review (2023).

The first picture is displayed when asking the AI for pictures of lawyers and the second picture displays when the AI is asked for flight attendants.



Figure 3. Gender and Racial bias in OpenAI



### **Case Study: Biases in OpenAI's DALL-E**

Doctors were almost always pictured male, while nurses were fancifully female in AI-generated illustrations studied by MIT Technology Review, reinforcing gender stereotypes.

### **3. Intellectual Property and Copyright Issues**

AI-generated content poses the tests for traditional copyright law as to whose property should AI-created works be?



### **Case Study: Copyright Issues Concerning AI-Generated Music**

Courts are already investigating how to handle illegalities caused by AI tools such as Jukebox, which generate music like famous artists and infringe on issues such as copyright. In 2024, IBM reported on some of the lawsuits initiated by standard artists against AI music generators about being misused intellectually.

### **III. Ethical Theories**

Utilitarianism, deontology, and virtue ethics are just some of the philosophical frameworks through which the ethical implications of AI-generated content have been analyzed. Such theories offer various viewpoints on how AI should be developed, used, and regulated.

#### **1. Utilitarianism:**

Developed by Jeremy Bentham and John Stuart Mill, utilitarianism is an ethical theory determining the morality of actions in view of their results. It stipulates that an action is ethical when it maximizes the general happiness and minimizes the suffering of people.

#### **Applications to AI-Generated Content**

Of course, from a utilitarian perspective, producing AI-generated content should aim at producing utilities to the most people possible, while at the same time diminishing the adverse effects of misinformation, bias, and job cabotage attached to AI-generated content.

- **Positive Impact:** if AI leads in efficiency and lowers the workload for people, it democratizes the production of premium text, images, and videos for a broader audience, reducing the number of people by whom they are produced.
- **Negative Impact:** Misinformation—spreading biases in AI-generated media. Job losses in creative industries can lead to societal harm.

#### **2. Deontology**

Deontology was propagated by Immanuel Kant and states that morality is determined by rules, duties, and principles rather than consequences. Hence, certain actions are correct or incorrect irrespective of their results.

### **Application to AI-Generated Content**

From the deontological view, AI developers and companies owe it to themselves to see that the AI-generated content is:

- True → AI should not wilfully lie or make any documentation of misleading information.
- Fair → AI should not promote any bias towards specific persons or groups.
- Respect for Rights → AI-generated documents should respect intellectual property and human labor rights.

### **3. Virtue Ethics**

Virtue ethics, rooted in the philosophy of Aristotle, emphasizes moral character rather than obedience to rules or any outcomes. In this view, ethical behavior is produced by the nourishment of virtues such as honesty, fairness, and responsibility.

### **Application to AI-Generated Content**

AI developers, corporations, and policymakers must be held to a standard of integrity and responsibility in the design and implementation of AI systems from a virtue ethics perspective.

- AI developers ought to be fair by ensuring training data that is diverse and inclusive in order to minimize bias.
- In disclosing the machine production of any content, companies should guard against unethical acts of omission.
- Policymakers must exercise foresight and establish ethical AI-enabling regulations that safeguard both creators and consumers.



#### **IV. Critical skills of reason and analysis**

Incorporation of AI-generated content in mainstream industries is accompanied by huge social-individual, economic-range, and ethical implications. Artificial intelligence increases the efficiency of tasks and further expands the creative possibilities but faces ethical dilemmas regarding truth, fairness, and accountability. This text focuses on the critical implications of AI-generated contents in terms of employment impact, ethical responsibility, and regulatory challenges.

##### **1. AI's Impact on Employment in Creative Industries**

It is all about AI-generated content that is changing the formats of job roles—from journalism, graphic design, and music to entertainment. For all this efficiency that AI provides, it poses a huge threat to employees engaged in occupations where most activities can be automated through repetitive, easy creative forms of work.

##### **Case Study: AI-Generated Journalism**

Many media companies now rely on AI for news article generation, which takes away the need for human journalists. Associated Press (AP) and Forbes utilize AI systems like Wordsmith to automatically generate earnings reports and sports summaries. According to IBM (2024), with the use of AI in journalism for fact-checking, personalized content generation, and automated news summaries, there are increasing concerns related to job displacement and ethical practices in journalism (IBM, 2024).

- AI increases productivity and efficiency, but the ethical implications are:
- Greater error-prone due to diminished human oversight-suspecting biases could erupt in AI-generated reports.
- Impairment in editorial integrity, since there are no checks and values an AI assigns to any story, flowing its thought process-keeping in mind ethical journalism practices-based critical thinking.
- Displacement of turf—from entry-level writers to editors.

## **2. Ethical Responsibility in AI Content Generation**

A critical area of concern deals with the lack of accountability when arbitrary AI machines produce biased and harmful content. AI-generated content often stands at the center of the spread of misinformation, reinforcement of stereotypes, and misattribution of ownership, thus raising some serious ethical questions as to who can be held responsible.

### **Case Study: The Use of Deepfake for Misinformation in Politics**

Deepfake technology has been mainly politicized to interfere in elections, ruin reputations, and mislead the public. A famous deepfake video, for instance, showed a European politician making objectionable comments concerning the favoring of the Hungarian government and was circulated virally before being discredited and mocked (Baum, 2023). However, this incident set huge alarm bells on the global stage regarding AI-generated disinformation.

## **3. Regulatory Challenges and the Future of AI Content**

The absence of regulations surrounding AI-generated content remains a challenge. No copyright laws consider AI its author, thereby complicating the question of legal ownership of AI-generated works (IBM, 2024).

### **Case Study: AI Copyright Lawsuits**

Various lawsuits have been initiated against AI companies for training their models on copyrighted data without proper consent. In 2024, a collective of artists sued an AI-generated art company on the grounds that its original works were used without consent (Villasenor, 2024).

## V. **Conclusion**

Much more than just the formulation of rapidly and efficiently generated copy, artificial intelligence raises serious ethical, social, and legal dilemmas. While AI mostly serves the enhancement of creativity with streamlined workflows, it introduces major risks in the realm of misinformation, bias, job dislocation, and ownership disputes. In fact, the future of AI-generated content depends heavily on tighter ethical guidelines, accountability measures, and universal laws concerning AI to guarantee future responsible development of AI.

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