Initial Post

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by Fahad Abdallah - Tuesday, 30 September 2025, 4:43 PM

Deep learning has transformed the creative sectors as it is now possible to generate entirely new content. Ranging from AI-based art to chatterbots composed in prose, these devices blur the distinctions between human creative abilities and machine-generated content. Although the opportunities appear almost limitless, new ethical issues that cannot be overlooked are also raised. Among these, one pressing issue is ownership (Mazzei & Ramjattan, 2022). When an AI model produces a work of art or writing, it relies on massive datasets created by human authors and artists. Nevertheless, such individuals hardly get their due or reward. This brings up the issue of intellectual property rights and the justice of commercialising AI-generated content (Zhou et al., 2023).

Authenticity is another problem. Viewers will be unable to distinguish between content created by humans and that created by machines, which may erode the credibility of the media and communication. One of the most apparent manifestations of this threat is deepfakes, which can be used to disseminate fake news or influence the population (Saberironaghi & Ren, 2023). Simultaneously, questions on bias are also ethically debatable. When the data used for training these models is biased or stereotypical, the output it generates will replicate and possibly exacerbate this bias (Khalil et al., 2021). This has far-reaching consequences in delicate situations, such as journalism, education, or medical practice.

Although these concerns are there, the opportunities should also be taken into consideration. Deep learning enables individuals who lack classical skills in art or writing to express themselves creatively. In its responsible utilisation, it can help to democratise creativity and increase access to innovation. To summarise, deep learning-based technologies raise ethical concerns that require attention (Elsisi et al., 2021). The necessary control, transparency, and accountability systems would help ensure that these instruments benefit society and are not turned into tools of destruction. In the absence of these protections, the boundary between innovation and exploitation can be easily crossed.

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