**Please Note:** The UK will move from British Summer Time (BST) to Greenwich Mean Time (GMT) at **02:00 (2am) on Sunday 26th**…

# Initial Post



**Initial Post**

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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**Re: Initial Post**

by Mohamed Khaled Eissa Almail Alzaabi - Saturday, 4 October 2025, 2:37 PM

You make a compelling case around ownership, authenticity, and bias. A practical preventive measure for ownership disputes is the implementation of licensing models for training data. By creating a system where datasets are curated with licensed contributions—similar to open-source software—creators could decide whether and how their works are used. This could reduce disputes and ensure fair recognition for contributors.
For authenticity, one safeguard could be the introduction of digital watermarking or “AI origin signatures” embedded in every generated work. These markers, ideally standardized at the international level, would help users identify machine-generated content and reduce the threat posed by deepfakes or manipulated media. In media contexts, this would protect journalistic integrity and prevent the erosion of public trust.
On bias, your point is critical. Preventive steps here include bias auditing and third-party oversight. AI models could be required to undergo regular external audits that measure how outputs treat sensitive topics, with results made publicly accessible. This ensures accountability and reduces the risk of reinforcing harmful stereotypes in contexts like healthcare, education, and news.
Your emphasis on transparency and accountability resonates strongly. With preventive systems such as licensed training data, watermarking, and regular bias audits, society could enjoy the benefits of AI creativity while safeguarding fairness, trust, and justice.

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**Peer Response**

by Ali Alzahmi - Sunday, 5 October 2025, 5:08 PM

I firmly believe in the ethical considerations of the deep-learning-based technologies within the craft industry. There are multiple ethical issues related to the notion of freedom of innovation existing along with these developments that need to be addressed in a responsible manner. One of them is the issue of ownership. Since AI models are writing/creating new art, a song or a work of prose based on large amount of human-generated data, the original creators are not frequently found and they are often not compensated. This brings forth some of rather primitive enquiries concerning intellectual property and the lawfulness of seeking profit off technologically created properties, which in actuality is nothing but an artificial creation of the human ability. Failing to properly credit creators may prove detrimental to the importance of originality and result into an unfair society where AIs devour the creations of human artists without rewarding them accordingly. The other smolder is authenticity. Deepfakes specifically are highly dangerous and can be utilised to disperse. distort information or influence society. The inability to identify the original to the fake news content will jeopardise the credibility of the digital media besides implicating the issuer in the production of the contents. The problem of deep learning models is an ethical issue. These models are estimated using large datasets that can be biased depending on the society, such a model may reinforce or even perpetuate stereotyping (Chotrani, 2021). This is especially dangerous in an area as sensitive as journalism, and in education and medicine where biased reporting could lead to a potentially dangerous result. In order to ensure that these technologies cannot revive the ideas of illicitness, information training must be fair and inclusive. Nevertheless, along with these difficulties, there are also some interesting opportunities related to deep learning technologies. they realise a creative democratisation, so that individuals who have never actually had formal education are able to communicate themselves, and can make something which was never seen before (Venkatasubbu & Krishnamoorthy, 2022).

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**Peer Response**

by Ali Alhammadi - Monday, 6 October 2025, 1:27 PM

I agree with the anxieties expressed about the ethical aspects related to deep learning technologies especially in ownership, authenticity, and bias. The ability of AI systems to produce new content, whether it is an art piece, a work of fiction, or a conversational agent, has been proved beyond doubt and has opened up new vistas of creative possibilities never previously imagined. However, with the evolution of those technologies, the ethical aspect of them still should be taken into account. Ownership is a pertinent matter. Due to the ability of AI models to create content using large amounts of information and, notably, data created by human contributors and creators, there is the question of copyright (Suri et al., 2024). This brings up the issue of equity and the commercialization of AI-generated content without due compensation to their original creators. Discussing these issues is crucial to provide an opportunity to secure the rights of creators within the legal framework and prevent situations when they can be taken away in the changing digital world. The question of authenticity is also important. As AIs advance to create content that moves closer to the appearance of a human creation, it becomes more challenging to distinguish between the creations of humans and machines (Rai, 2025). American culture is particularly arousing when it comes to journalism and politics, where truth and trust are these supporting structures. One more ethical issue raises bias within AI systems. Since the training data utilized in these models may be biased or stereotypical, the outputs thus reflect this bias, and may even compound it. There are serious consequences of this misrepresentation, particularly in sensitive areas like education, medicine, and criminal justice where bias decisions can lead to life changing events. Despite these fears, I still believe that deep learning can democratize creativity, granting those without creative or writing skills a voice (Kulkarni, 2022).

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**Peer Response**

by Rayyan Mohamed Abdalla Alshambeeli Alnaqbi - Monday, 13 October 2025, 12:12 AM

Dear Fahad,

Your response was clearly structured and highlighted critical aspects related to the ethics of deep learning technologies, specifically the issues of ownership, authenticity, and bias. I concur that these issues should be addressed immediately, given the rise of generative AI solutions like ChatGPT and DALL-E.

Your point about who owns something is very important. The laws we have now aren't always able to deal with the problems that come up with AI-generated content. It becomes hard to tell who should get credit or be paid when AI models learn from a lot of publicly available data, often without permission (Samuelson, 2023). A system for data provenance and licensing that is more open could help keep things fair and make sure that artists' rights are not ignored.

Deepfakes are a real threat to public trust and democratic processes when it comes to authenticity. Using digital provenance technologies like content credentials or metadata-based watermarks could help check where content came from and tell the difference between content made by people and AI (Adobe, 2023).

You are also right to say that bias is a serious moral problem. When bias isn't checked, it can unintentionally reinforce harmful stereotypes. Regular algorithmic audits and a wide range of training datasets are two practical ways to make AI more fair (Binns, 2018). But we also need to teach users how to critically evaluate AI content, not just audits.

You have made a very good point. I agree that AI is capable of democratizing creativity. As with everything t… …l, a great responsibility also ensues, and here, the ethics will need to catch up with the pace of technology advancement.


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**Peer Response**

by Abdullah Khalfan Rashid Abdullah Al-shibli - Thursday, 16 October 2025, 1:39 PM

Dear Fahad,

You have set out the ethical problems that deep learning brings to creative work in a clear way. I share your view that three issues - who owns a piece of work, whether the work is genuine and whether the data are biased - deserve urgent attention. A set of practical safeguards lowers the chance that any of those problems will cause harm.

On ownership and intellectual property, the rules must state plainly who holds the rights plus who gets paid. The World Intellectual Property Organization (WIPO, 2023) urges lawmakers to write copyright clauses that cover AI. Under such rules, any artist or writer whose material ends up in a training set receives credit and, if money flows from the final product, a share of that money. The rules would stop companies from earning revenue while the human source of the work stays unnamed.

On authenticity and the spread of false information, the industry needs agreed upon technical tools that trace where content comes from and mark whether a machine produced it. Adobe's Content Authenticity Initiative (Adobe, 2023) shows one way forward - it hides a small packet of verifiable facts inside an image, video or sound file. Anyone who opens the file sees at once whether a human or an algorithm created it - deepfakes but also other altered media lose much of their power to deceive.

On bias, the teams that build models must publish clear notes about the data they use and must submit their work to an ethics panel before release. Gebru et al. (2021) propose a form called "Datasheets for Datasets." The form asks the builders to list where the data came from, which groups are over represented or missing and what steps were taken to balance the set. The answers let outsiders spot unfair patterns early as well as force corrections before the model reaches the public.

If lawmakers, engineers and data stewards put those governance, technical and transparency steps into practice, the public will have solid reasons to trust creative applications of deep learning or the technology will move ahead in an ethical and responsible manner.

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