

## 24. ETHICAL PROS AND CONS OF ARTIFICIAL INTELLIGENCE ART GENERATION

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The paper addresses the moral dilemmas associated with applying AI to an area of art that was previously thought to be exclusively accessible to humans.

With a history spanning over 30,000 years, art is one of the greatest achievements of human awareness. It is a unique means of expressing human thought and creativity. And recently, technology has started to be included into this process, in the form of artificial intelligence, or AI.

AI is a system that replicates human thought by creating a constant stream of original images, words, music and even animation. The notion of creativity and the methods by which art might be produced are being challenged by this new medium of digital art.

When people consider how this technology is changing the art industry, creating art using AI engines is fascinating and enjoyable, but there are also a lot of issues to take into account. Several AI art tools became available to the general public in 2022. Even though these programs represented decades of development, it felt like there were dozens of them operating at once. This sparked a great deal of discussion. Some have thrown up their hands and said that graphic design and illustration are the two professions that will no longer exist, along with the artist. However, some people have adopted these resources to support their artistic endeavors. This gave rise to discussions regarding copyright and practical methods of making money off of such works.

Here are the advantages and disadvantages of artificial intelligence from an ethical and legal perspective.

At first it is necessary to consider the benefits of using AI art generators. Relative accessibility comes first. These days, you may use a variety of tools on PC, iOS, and Android to produce content using AI. To utilise AI, all that people need is a functional device with Internet access. AI art technologies allow even non-artistic people to produce visually stunning artwork. Also, AI-generated art can improve inclusivity for people with visual impairments by offering written or audio descriptions, for instance.

Second, AI allows everyone to create, even those who are not artistic. Find the right AI for your needs, provide guidance, and reap the rewards. It is simple to make changes to the outcome. People can do the task without relying on costly and time-consuming experts. An important ethical benefit is leveling the artistic playing field. Also, experienced designers, artists, and content creators can rapidly iterate images that can supplement and support their projects. They can alleviate many of the inherent time pressures that persist when creating assets from scratch to tight deadlines, not to mention the time-consuming editing and refining processes.

Third, art doesn't have to be extremely expensive. The fact that AI generators are primarily free to use is another fantastic benefit of being able to make your own ideas using them. More specifically, this is morally tempting because some suppliers provide you free local cash on a daily basis. An effective AI image generator is therefore useful if people are short on cash or require more artwork than they can pay for.

Innovation comes in fourth. AI art generation can support innovation among all artists offering new tools and methods for artistic expression. This may enable the production of one-of-a-kind works that were previously unattainable.

AI is having a profound impact on the future of art, but there are still many issues with the technology that need to be resolved, particularly with regard to its moral applications. The main problem, in addition to the continuous discussion about whether AI-generated images can be considered real art at all, is copyright infringement.

There are some cons to using artificial intelligence to create artwork. First, without the consent of the artist, AI generators learn from artwork. An AI art generator learns from pre-existing photographs, videos, text, and other materials, all of which are taken from the Internet, regardless of whether the software uses diffusion models or generative adversarial networks. Some people discover pieces of art that appear to be their own yet were never made by them. Artists are powerless to recover their property and prevent engines from stealing more, aside than informing the public that their work is being stolen.

Second, while still unsatisfactory, copyright laws prohibiting AI generators are improving. Official protections for artists will have gaps that anybody can take advantage of unless we create precise legal

boundaries that take into consideration all creative aspects. Legislators are unsure about how to handle the complex and nascent technology of artificial intelligence in the creation of art and other materials, and they are also unsure about how to adequately safeguard the copyright of artists. Even major brands that fall victim to it are hesitant to act, but this is slowly beginning to change.

In November 2022, the GitHub Copilot litigation began, filing a lawsuit against the engine's users—including Microsoft, GitHub, and OpenAI - for violating creators' legal rights. The same legal team that brought the first case teamed up with three artists in January 2023 to sue Stability AI, Midjourney, and DeviantArt for the same offense - illegally training generative AI algorithms utilising billions of copyrighted works [1].

Another example of struggle is the strike that began in May 2023. The American Writers Guild went on strike on May 2, 2023, requesting a new contract from the Alliance of Motion Picture and Television Producers. Specifically, the authors demanded a pay raise and explicit guidelines for the application of AI in the business. The Screenwriters Guild union joined the Writers Guild strike on July 14. Their prior three-year contract with the Producers Alliance had also expired, and they endorsed the demands of their colleagues. After a lengthy strike, an agreement was reached, and the writers were rewarded with large salary increases and bonuses for achieving high streaming service viewership. Regulations and limitations on the use of AI for scriptwriting have been agreed upon. Currently, artificial intelligence is prohibited from writing or editing manuscripts. Furthermore, if a tool of this kind were to produce a script, it would not be regarded as source material [2].

These examples show that the applications of AI are subject to an increasing number of restrictions each year. The US Copyright Office now declares that AI-generated art is not protected by copyright. That being said, if people use AI tools, there is still a way to protect your work. Published at the end of February 2023, their revised regulations centered around Kris Kashtanova's comic novel *Zarya of the Dawn*. The AI image generator Midjourney was used to create the actual images. Because the pictures were not made by humans, the US Copyright Office determined that they could not be protected by copyright. But since Kashtanova added the text and arranged the pictures, those parts might be protected by copyright [3].

However, more work needs to be done to precisely define the characteristics, limitations, and behavior of AI generators - as well as what constitutes a crime and who is responsible for it, but this is slowly beginning to change. But artists will continue to be limited by the terms that each platform sets.

Because more people are using AI generators, specialists in the creative industry lose money. Artists must contend with free and user-friendly art-generating software that encourages potential clients to choose AI over human artists, in addition to AI engines and their creators abusing protected art without consequence. Thus, hiring AI-generated graphics for your projects rather than hiring an artist costs them more money and further restricts an already fiercely competitive sector.

Also, there is a lack of emotion and creativity. While AI systems can create artistic works, it is often argued that they lack the "human emotion and experience" required for really unique works of art. Detail is usually overlooked because AI cannot understand colors, forms, lines, or other visual cues. Its ignorance of textures and the tactile sensations they arouse is the cause of this. Artificial intelligence is built on previously created art. It could look artificial or lifeless since it lacks the emotional nuance and richness of human effort. However, the field of artificial intelligence-generated art is rapidly growing, and more study will surely be conducted in the years to come to fully grasp its potential.

The use of AI is greatly promoting human development. However, AI also raises a number of other challenges, including ethical ones, which highlights the need for regulation in this field. As a result, in November 2021, UNESCO released the first ever global standard on AI ethics, the "Recommendation on the Ethical Aspects of Artificial Intelligence" [4]. The framework has been adopted by all 193 Member States. It demonstrates that despite its flaws, AI is still of interest to humans and will continue to be developed.

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