

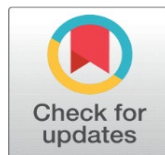
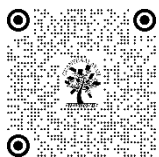


IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL CONTENT CREATION

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ABSTRACT

Artificial Intelligence is a significant player in the digital content industry. This article talks about how AI improves content and makes it look finer. The research focuses on how digital content has the potential to be both beneficial and harmful. The researcher examines the cruel aspects of AI if content creators have complete access to AI tools. By observing some of the recently viral digital content and identifying how risky it might be if content creators exploit digital content using AI where people will be entertained but no one will know who generated the specific content. The article looks further at how dangerous it would be if digital content creators used AI techniques to produce content that expresses their vengeance against a specific person and the traumas faced by the victim. The purpose of this article is to explore the potential for AI to cause someone to lose both respect and money. The research will give a complete view of how AI could be a threat to the creation of social content and also will give a detailed view of creating creative minds using AI.

Keywords: Artificial Intelligence, Digital Content Creators, A Threat to Society, Retribution, Creative Minds

1. INTRODUCTION

"Artificial intelligence is not a substitute for human intelligence; it is a tool to amplify human creativity and ingenuity."

-Fei-Fei Li, Co-Director of the Stanford Institute for Human-Centered Artificial Intelligence and IT Professor at the Graduate School of Business

AI plays a major role in the field of digital content creation. AI can curate the content. It can generate content from simple and normal news articles to critical

financial reports and sports summaries within seconds. There is an algorithm called NLG- Natural Language Generation which can generate human-like text-based input data in no matter of time. It cannot be recognized that it is AI-generated it will be as original as human-written as it collects data and personalizes it according to the wish of the creators. The AI algorithms observe human tastes and give personalized feeds according to their preferences. For instance, we can witness some of them in our regular lives, like we would have searched for sneakers in some online shopping apps later the generated AI will pop recommendations on sneaker purchases on Instagram, YouTube ads, and so on. It is tailored to the user's interests even the social media feeds will be based on our regular usage and interests. This content curation recommends products, aggregating news articles, and social media posts as well.

AI tools like GANS- Generative Adversarial Networks, create visual content like videos, photos, art, and graphics. This will be very useful in the fields like graphic designing, artwork, and even in filmmaking. All these AIs are very useful in the creative fields. Some people are called meme creators and content creators in social media like Instagram, YouTube, TikTok, and other platforms who create content and showcase it to the audiences. Meme creators create memes that mock or criticize a particular event or a particular famous person in a funny way which will make the audience laugh. They are using these AI tools to make it more funny and realistic nowadays. These other content creators usually do content like lip sinking to the songs and dancing to the songs, some of them do proper content creation like being a dietician and advising the audience about health consciousness making a bold statement about politics and criticizing the status of the economy. They do promote the products which they say is a paid promotion. The audience or their followers will trust them and invest themselves in the products. It becomes more from a business and money point of view where the influencer or content creator promotes products that seem to be unhealthy and not trustworthy.

The AI supports all the content creation and meme creation will all be fun and creative until it is used for the wrong and unethical purposes. The article will discuss the pros and cons of AI in digital content creation.

2. ADVANTAGES OF USING AI IN DIGITAL CONTENT CREATION

"We are not just using machines to mimic what we already do. We are using them to augment our creativity."

- Marcus Du Sautoy, "The Creativity Code: Art and Innovation in the Age of AI"

2.1. CONSUME LESS TIME AND EFFORT

According to the experts, there are a lot more benefits to using AI-generated tools in the social media content creation. The tool will eventually enrich the content and make it popular. As AI can generate anything in seconds firstly, it will save the user's time. Even when the topic or the task seems to be difficult for humans, AI will generate it without any time. While humans spend hours creating perfect digital content it makes it very simple and helpful to the creators of social media. The rapid results might be shocking as it will be everything neat and clear just like a human's hard work to create the particular thing for days.

2.2. COST-EFFECTIVE FOR DIGITAL MARKETING

For digital marketing, AI tools seem to be the best and most affordable ones. For instance, if the owner of a restaurant needs to have a perfect description and create a brochure for his restaurant, he needs to hire a copywriter and pay him separately for that. But now, the AI world made it very simple, it can generate content and give it at no cost. The AI would generate the relevant hashtags to make it trending and the algorithm of the social media obviously suggests the user the particular post. This hashtag trend seems to be the most advanced one. The AI will analyze the current trends and generate hashtags according to them. If one writes on his own, he will write brief notes, then a rough draft, and then a fair one. The main advantage of AI is it does nothing the above but just gives us the fair draft content. To avoid writer's block this AI helps a lot. When people run out of ideas AI will never run out of content as it generates answers from Google information.

"Marketers can use artificial intelligence to better engage new customers who suit their existing customer profiles. Customer preferences, purchasing habits, and previous transactions can all be combined to create a vast quantity of data that the marketing team can study and filter based on future goals. This improves marketing efficiency by allowing companies to create highly successful email marketing, marketing content, social media marketing, and SEO campaigns which would not be possible without AI's processing power."(Kumar &Thilagavathy 2021)

2.3. AGILING THE SOCIAL MEDIA ACCOUNTS:

Social media content creators use AI to make their accounts active and maintain their constant presence in the media. As the app creates constant content and gives them regular content according to the audience's interests, it will engage people accordingly. Due to this the account and channel will be very active.

2.4. THE MEME CREATION WORLD

There is a society in social media called meme creation society. In which people create memes and mock people or particular events. At first, it was like criticism and that made people think about the event or a person. But later it became like spreading hatred towards people and they became like they are the influencers. For instance, if one of the meme creators shows love towards a person or something important event at the time, soon all the meme creators and content creators do the same thing. They all together show love and hatred to the extreme and by seeing the feed filled with hatred towards a particular person, the audience begins to hate the person without their consciousness. They promote movies these days, they promote products, and of course, they get paid for all these promotions and influence the audiences. With their memes, they can make a person so good among the audience and at the same time, they could even spoil one's life and career. The same meme creators and content creators would love a person for something and hate them later. So, this is how influential meme creators and social media content creators are. Recently Artificial intelligence has played a major role in meme creation, for instance, they morph people's faces and fix them to another person's head and create memes that would make it funny for the spectators. They morph voices and even create songs out of their voices. The meme pages trended the voice of the prime minister of India and generated songs. The point is everyone loves this sort of content. They love to see normal people with normal voices generate critically

complicated songs. AI gives that liberty to have that in their works. That is how the late actor, resurrection of Paul Walker was created for Fast & Furious 7. Not only in

Hollywood, but even Kollywood takes and joined the trend. Recently, after the demise of the actor Vijayakanth in Kollywood, the present actor Vijay wanted to include Vijayakanth's presence in his upcoming movie not with the dope but using AI, if this happens, obviously the audience and fans would be very happy to see the person on screen. Another incident is the late S. P. Bala Subramaniam, the great singer, people thought that they could never hear his voice in movies again. But, our meme creators and content creators made it possible. They brought SPB back and generated the trend songs in his voice. This made audiences feel better and they felt him alive. There are also some talks that the musician A. R. Rahman is going to make SPB sing using AI generation. The biggest advantage would be it can make people happy by bringing the dead person alive on screen.

3. DISADVANTAGES OF USING AI IN DIGITAL CONTENT CREATION:

"Success in creating AI would be the biggest event in human history. Unfortunately, it might also be the last, unless we learn how to avoid the risks."

-Stephen Hawking, Theoretical Physicist, Cosmologist, and Author

3.1. LANGUAGE AND CULTURAL BARRIERS

Creating content using AI might have some language barriers. As the AI creates the content using Google references it might put all the information together and this might cause some cultural-based problems for the content creators. AI might not be aware of the sensible religious aspects in that particular area. Content creators constantly use AI tools to enrich their content and some people might post it without cross-checking in X platform. This might create a controversy.

3.2. FALSE ALLEGATIONS AND ONLINE FRAUDS

As long as it is used properly, artificial intelligence (AI) may produce humorous and poignant digital entertainment. What happens if it ends up in the hands of wicked people?

They might make fictitious images and films using this potent and hazardous weapon, and then share them online. They can accomplish this with ease because they already have influence. There are many more examples such as this; for example, they can utilize someone's face to further their advertisements. Many additional cases about these online frauds and against them have been filed. The audience would like the content even if they were unable to identify the creators of the audio and video content. A few incidents occurred for Bollywood celebrities. A deeply fabricated film by actress Rashmika Mandana went viral and caused a lot of controversy on social media. The video was shared globally. Soon after, authorities started looking into the matter by figuring out all the IP addresses that the film had been posted from. Following a notice from the Delhi Commission for Women (DCW) to the city police, the Delhi Police's Intelligence Fusion and Strategic Operations (IFSO) filed a First Information Report (FIR) on November 11 against unnamed individuals in connection with the crime, to the Times of India. Another type of fraud involves content creators utilizing AI deepfake to create films featuring actors Anushka Sharma and Aishwarya Rai endorsing a specific product. Here, the content

provider produced the video like the actress promoting the product. The actresses would be in danger if the company fled by defrauding the customers.

They will be questioned by others. Emma Watson, the well-known Harry Potter actress, is among the victims of this global epidemic. She's been deep-faked and transformed with AI to produce porn. Deepfake films create images of events using photoshopping, artificial intelligence, and deep learning techniques to spread false information. Combining technologies like ML (Machine Learning) with GANs (Generative Adversarial Networks) allows for the creation of pictures. An AI voice scam cost a Keralan woman 1.4 lakhs when she fell victim to fraud. The crime has gotten worse even though there are laws made specifically to combat it and lawsuits that have been launched against it.

3.3. PRIVACY IS NOT GENDER BIASED

These AI tools like Deepfake are not just affecting women around the world, men are also major victims of these dangerous tools. The person who is closest to them will be really happy that it can be utilized to recreate someone who has passed away. Some authors of digital content abuse these AIs. These Deepfake AI could be used more against women, but these creators never let men free from this. Starting from the Cricket star Sachin Tendulkar to the normal citizens, they scammed by using these AI tools. Sachin Tendulkar's face has been taken and kept for an online gaming app promotion, this might cost their status, reputation, their respect in society, and would affect them mentally. Imagine one gets a call from an unknown number and speaks in our closest one's voice and asking money for an emergency we love them so much and we send them money but the one who talked was not a real person but an AI-generated voice and you got scammed and lost all your money. The people who are involved in this crime are largely men, but it does not mean that men are not the victims here. Privacy and personal security are for everyone. It is not like that men can tolerate such things. So, scamming and these AI problems are not only for women but a lot of men who are suffering due to this left unspoken generally.

3.4. THE MENTAL STATE OF MISUSED AI VICTIMS

While discussing the mental state of the victim. They are traumatized and hurt by the sick society as well and they are afraid to socialize after that. The victim actress Rashmika Mandana stated that I felt "really hurt to share and talk about the video". "Something like this is honestly, incredibly troubling not only for me but also for each of us, who nowadays is subject to so much harm because of how technology is being abused," she is an actress in the biggest film industry, obviously many from the industry, as well as her fans, will stand and support her. But think about a normal woman who used to post some general content or posts, got into this problem, and got deepfaked. How will she and her family tackle the situation, yes we all are in a generation where people tackle the situations brilliantly, but we cannot say that everyone's mindset is the same. These manipulated videos are not only created but circulated by some unethical digital creators and users and this could make a victim to extreme emotional discomfort, which harms one's reputation and mental health. These AI technologies would cause people discomfort, and distrust people and make them not believe people.

3.5. POLITICS AND AI DIGITAL CONTENT CREATIONS

"AI also has the potential to destroy the world as we know it"

- India's Prime Minister Narendra Modi

There was a wide spread of trends on the internet even now. Creating songs and generating videos in which politician's faces were scanned and fixed to the other ones and the voices were morphed and made the politicians sing in their voices and memes always hit on social media. This went one step further and even politicians started creating content using AI technology. This election season, politicians and national parties began their campaign in India as always each party bashing one another. On February 20th, India's opposition party, INC parodied a video of Narendra Modi using AI technology, which went viral on social media and amazed people with 1.5 million views. The short video is about a thief and this is about how the prime minister of India tries to steal money. Meanwhile the same day the official Instagram handle of Bharatiya Janata Party (BJP) posted a video. In which it was real footage of Narendra Modi campaigning on roads and meeting people in person. The background score and music were reconstructed in an AI voice from an ancient patriotic Hindi song delivered by the iconic singer Mahendra Kapoor, who died in 2008. What if this escalates and people start making recordings of social party leaders disparaging a specific culture or religion? Consider how terrifying it would be to witness riots, fights, and destruction as a result of this technology known as AI.

"This is at the inflection point of an entirely new way of conducting visual politics and arguably one that will foundationally change the way we consume multimedia artifacts during political campaigns,"

-Said Joyojeet Pal, an associate professor at the University of Michigan

4. SOLUTIONS TO SAFEGUARD OURSELVES FROM THESE HARMFUL AI TOOL MISUSERS

Though the government makes lots of efforts to stop this online digital crime, there will always a rat leftovers. The only way to protect ourselves from them is to avoid posting everything on social media platforms. If it wanted to be posted and if you got morphed and used for something else using Deepfake AI, visit deepfakereoval.com and learn advanced comprehensive solutions for these crimes and be bold enough to raise a complaint against the video or photo editor. By using Deepfake removal, one can remove the content from the particular media as well.

5. CONCLUSION

AI engages the audience even better than real it makes work easier, enhances the work's quality, gives creative assistance, classifies and moderates content, gives proper edit assistance to make the digital content look finer, gives targeting advertisements, personalizes the content, and saves lots of human real-time. The benefits come along with lots of negative impacts on the society. Like stealing one's privacy, objectification, online fraud, sexualization, lack of diversity and representation, online harassment and cyberbullying, misinformation, and manipulation, have lots of ethical concerns and stereotypes.

To conclude, whatever technology human creates, and how the technology improves day by day, it cannot overtake a real human though there are many theories that it could take humans and be better than humans. If a man wants to stop the technology and think of putting an end to it then all the trends and services will come to an end. AI can be used for many purposes but all those AI have now is the input human stored it. Using it negatively will lead to a disaster. Digital content creators should use it to create meme templates, meme trends, and video editing in a good way. AI can augment and enhance human capabilities in many ways, but it is unlikely to completely replace humans in all tasks due to these inherent limitations. Instead, the most effective approach is often a collaboration between humans and AI, leveraging the strengths of each to achieve optimal results.

CONFLICT OF INTERESTS

None.

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