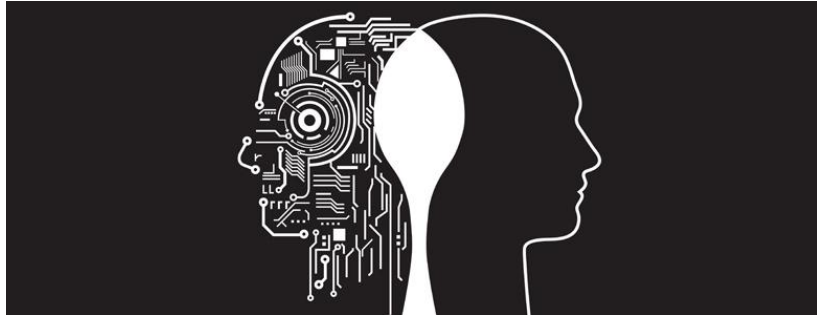


# What Could Go Wrong?

## The Ethical Implications of Creative AI



Now that you know what creative artificial intelligence is and what it can do, it's crucial to understand some unintended consequences of its use.

This pamphlet poses important questions about the topic, inviting you to consider them on your own or with others. Big data is not going away any time soon, these conversations are necessary to decide what we as a society believe in and want.

We hope you find these conversations informative and inspirational.

## Who owns the art?

For centuries, artists have wanted to maintain certain rights to their own work. When an artificial intelligence makes an image, though, who gets these rights?

Copyright laws and patent offices will need to think of answers to this question, but the tradeoff is significant. Without copyright protection, creative artificial intelligence will not be a profitable or secure method of producing artistic works. With this protection, though, it will become infinitely easier to mass produce art on an unimaginable scale.

## What if this technology is misused?

As much as creative artificial intelligence can produce beautiful, meaningful works of art, it may also be used for more nefarious purposes. Deepfakes, defined as artificial videos that make someone appear to do or say something, will become a major problem in the future. AI-generated videos of political figures making outrageous statements may go viral, which could lead to conflict and instability. How can we as a society recognize and regulate this misuse of technology?