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THE CONQUERING CHASE OF ARTIFICIAL INTELLIGENCE (AI) OVER ARTISTIC WORK

AUTHORED BY: NEERAJ CHAUHAN & TRAPTI VARSHNEY

ABSTRACT

AI has been positioned and qualified through massive amounts of data sets and generative algorithms to produce realistic and aesthetically pleasing digital art, this research examines the images which are generated by Artificial Intelligence with utmost perfection, due care, and accuracy. All these advancements and digital creations have gained popularity, causing controversy within the art community. Even most individuals view artificial intelligence (AI)-)-generated art as a thrilling new medium for artistic expression, but some regard it as a danger to their jobs. This research is going to talk about why some artists are concerned about AI-generated art and how it could impact their carrier and livelihoods. This research will also look at how AI art generators violate the rights of end numbers of artists by consuming massive amounts of futuristic online photos and then producing replicas of the originals that already exist in the market. Many artisans believe that AI-generated art lacks the genuineness and human touch that comes with human creativity. One way or another it is lowering the value of human artistic ability and weakening the market for original works of art created by humans. This research investigates the ingression of AI-generated art into the contemporary art culture and will also understand its impact and how this changes the current artform by referring to current debates and opinions in academia. To control such situations where this AI-generated art is getting undue advantage and potential benefits of image generators, this research offers to provide suggestions like regulations which should instruct organizations just to provide access to its training resources, and equipment which will surely help the artists to remove and obey their guidelines while using their content as training resources without prior of their consent. This regulation would be recommended by comprehending the artwork and current art culture that can address the debate on a global level.

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INTRODUCTION

Artificial Intelligence creates machines that have learning capabilities that will think for us instead of helping us to reason the world, this is a main concern. – Anonymous

The AI industry is becoming mainstream in every sector, recent figures have been shown in the market that the generative AI industry, which is currently the most using AI feature is valued at an estimated $48B industry cost[1]. Websites like Midjourney[2], DALL-E[3], and Stable Diffusion[4], they take texts as input and output images as well as image to image based websites like Lensa

Artificial Intelligence (hereinafter AI) includes a body of codes, techniques, algorithms, and data sets that provide and enhance the computer's capability to understand, learn, and copy or mimic human behaviour and intellect. In the world of AI, sometimes AI after analysing certain situations makes better decisions which sometimes are even superior to those which are made by people.

There are various terms we use to describe AI that as “General AI” or “Strong AI”, usually we use these terms when the machine or computer shows the complete human intellect. However, when it comes to today’s situation the technologies, computers, and machines are typically able to operate in a much narrower domain to perform particular tasks.

AI has three main stages:
ANI: Artificial Narrow/Weak Intelligence
AGI: Artificial General Intelligence
ASI: Artificial Super/Smart Intelligence

ARTIFICIAL NARROW INTELLIGENCE

Artificial Narrow Intelligence (hereinafter ANI) popularly comes with the name of Weak AI/Narrow AI. ANI is the only AI that has been able to be implemented successfully in today’s world as if now.

[1] Writer, S. (2023, March 4). *Generative AI mania brings billions of dollars to developers*. Nikkei Asia. https://asia.nikkei.com/Spotlight/Datawatch/Generative-AI-mania-brings-billions-of-dollars-to-developers.
[2] *Midjourney*. (n.d.). Midjourney. https://www.midjourney.com/home.
[3] Mostaque, E. (2023, November 8). *Stable Diffusion launch announcement — Stability AI*. Stability AI. https://stability.ai/news/stable-diffusion-announcement.
[4] *DALL·E 2*. (n.d.). https://openai.com/dall-e-2.

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The activities that an Artificial Narrow Intelligence (ANI) can accomplish are goal-oriented, narrowly focused tasks with perspective holding; it is not capable of self-expanding mechanisms (functionality). The AI which is Generative in nature is the sub-set of narrow intelligence[5].

All those types of equipment or computers that can focus and perform a single, specific task while adhering to a narrow number of rules and restrictions, is why we generally call or refer to them as WEAK AI. ANI's inability to accurately copy human intelligence is a drawback; instead, it mostly replicates or simulates human behavior based on a limited set of characteristics.

Some of the examples of Narrow AI

- Facial/ Image recognition[6]
- Interpretation Software
- Data sets that help to bring out the best recommendations images and search results

Artificial General Intelligence

Artificial General Intelligence (hereinafter AGI), is a more advanced form or version of ANI that excels in a variety of tasks. AGI's primary task is to perform all the tasks that a human intellect is capable of doing [6]. AGI will be able to easily identify the problem's answer thanks to its representation of human cognitive ability. AGI should be capable of and understand:

- Background Knowledge
- Abstract Thinking
- Good Sense
- Causing and resulting

Artificial Smart Intelligence (ASI)

Artificial Smart Intelligence (ASI) can beat the performance or capabilities of human intellect, and intelligence by showing its multi-tasking cognitive abilities and at the same time developing its intellectual abilities. ASI is an imaginary phenomenon or hypothetical situation, so far we have not been able to succeed in creating it, but we all are aware of the consequences of doing so[7].

[5] G. (2022, October 2). *What is Artificial Narrow Intelligence (ANI)?* GeeksforGeeks. https://www.geeksforgeeks.org/what-is-artificial-narrow-intelligence-ani/.

[6] Hashemi-Pour, C., & Lutkevich, B. (2023, November 13). *artificial general intelligence (AGI)*. Enterprise AI. https://www.techtarget.com/searchenterpriseai/definition/artificial-general-intelligence-AGI.

[7] Keary, (2024, February 7) *ARTIFICIAL SUPERINTELLIGENCE (ASI),* https://www.techopedia.com/definition/31619/artificial-superintelligence-asi.

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ASI is that AI where it will not only interpret human behaviour or understand their actions rather it will represent the point at which a robot or computer will develop sufficient self-awareness and self-vigilance to outperform human ability in intelligence and behavioural sense. The most advanced awaiting task of AI is the development of Smart AI, where it would perform all the tasks that a human can do and much more.

We all know that AI is developing constantly and about to surpass the first stage of AI. We all are aware of the fact that ANI has already affected human artists, professional artists, and the whole art industry. AI art and AI art generators are becoming increasingly sophisticated and there is a chance that the market for human artists and employment related to this industry could drop, this will lead to financial instability and unemployment in this sector.

When we talk about the regulations that can control the AI system as if now there are no governing bodies or laws that talk about regulating AI work. AI technology in the art industry is rapidly expanding, its uses will also expand. Therefore, India needs AI regulation or legislation to prevent data misuse, unfair advantage, and other activities that could harm other people's interests.

Research Hypothesis: **Artificial Intelligence threaten to artists, the art industry, and their employment.**

LITERATURE REVIEW

IMAGE GENERATION BY AI

There are multiple ways to create an image or an art and for that, we have different means. Few artists use their own experience to create something out of it, few of them use their natural and constructed environment in which they are living, on the other hand, few of them use their inner feelings and imagination) which can go beyond to any dimensions of the world[8].

Now, when it comes to AI, the images which are by generated AI neither use the natural source nor the inner feelings and imagination. AI needs help to create or generate an image and for that, AI needs data sets. When we talk about data sets the literal meaning of data set by Oxford

[8] C. (2020, February 12). *Ask the Art Prof: How Do Visual Artists Come Up with Ideas for their Art?* Clara Lieu. https://claralieu.wordpress.com/2013/07/11/ask-the-art-professor-how-do-you-come-up-with-ideas/.

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Dictionary is that a collection of related sets of information that is composed of separate elements but can be manipulated as a unit by a computer[9]. The dataset serves as the foundation for all operations, methods, and models that developers utilize to interpret them. A dataset is a collection of many data points arranged in a single table. Nowadays, datasets are utilized for a variety of purposes in practically every industry[10].

Now, in these data sets, there will be an end number of images probably in billions, which includes those images also are protected under copyright protection and photographs as well of which we have given protection. Most of the time AI uses these data sets to create the outcome for the user and due to that process, many photographs and images that are protected under intellectual property rights are taken without the consent of their legit owners. Sometimes our creations or artwork which we generally share on any of the social media platforms is in our name account work has also been taken to establish and train AI models. There are many guaranteed chances that whatever the images, work, environment, or house you have shared online might have been part or included in these data sets[11].

The main concern of artists is that any artwork on which they have spent a huge amount of time, at any particular moment if they share it online in any of the means, it means they are opting into the system. In today's world if we look around us we will realize that everything is connected to these data sets via the internet that means if any work exists online it will be easily found in the data sets and this data will be used to send in pieces to create an AI art. Now artists who fall into this category and their work is not at all protected. Big companies who are producing these images on an industry scale are violating the rights of all these artists and should be held accountable. There is a company called Stability AI, which works through diffusion models, these models are prone to overfitting and memorizing. It might be illegal to release a model that has been trained on copyrighted data. We have seen the fact that these model directly use the content that is copyrighted and most of the images that are generated by AI tend to look almost identical to their original counterparts. There is a practice called data mining. In this process, we search and

[9] *data set noun - Definition, pictures, pronunciation and usage notes | Oxford Advanced American Dictionary at Oxford Learners Dictionaries.com*.(n.d.). https://www.oxfordlearnersdictionaries.com/definition/american_english/data-set#:~:text=data%20set-,noun,single%20unit%20by%20a%20computer.

[10] G. (2023, September 8). *What is a Dataset Types, Features, and Examples*. GeeksforGeeks. https://www.geeksforgeeks.org/what-is-dataset/.

[11] Solyom, (2019) *AI created works – creative or just sweat of the brow* https://cms.law/en/media/local/cms-cmno/files/publications/publications/ai-created-works-creative-original-or-just-sweat-off-the-brow.

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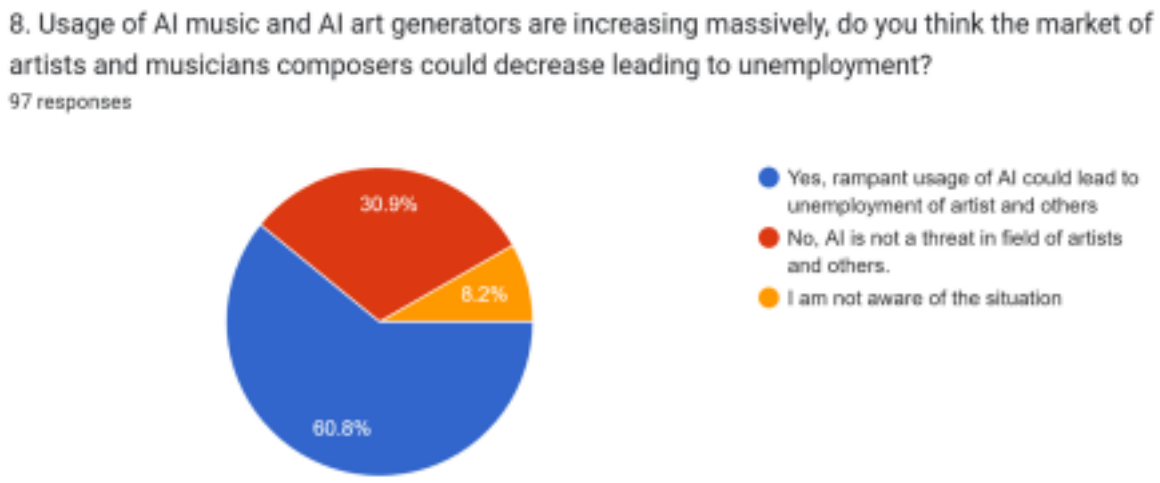
analyze a large batch of raw data to identify patterns and extract useful information[12].

This process can help the user with the outcome through data analysis. With the help of data mining, big corporations and companies store huge amounts of data and deliberately target legal loopholes to allow data mining. The website Stability AI has 5.8 billion of text and image data including private and copyrighted information. It is generally known as "LAION 5B". This type of practice where copyrighted data is used to generate the commercial product is egregious abuse of copyright protection.[13]

EMPIRICAL METHOD

1. TO ENQUIRE ABOUT THE CURRENT USAGE OF AI IN THE IELD OF ARTISTIC WORK



According to the survey above, AI may be ahead of its time in terms of artistic creation.
It demonstrates how the widespread application of AI would lead to a rise in unemployment among creative workers like composers and artists. According to the graph above, 60% of respondents believe AI would soon lead to a rise in unemployment among creative professionals.

[12] Twin, A. (2024, February 23). *What Is Data Mining? How It Works, Benefits, Techniques, and Examples*. Investopedia. https://www.investopedia.com/terms/d/datamining.asp.

[13] https://www.businesstoday.in/technology/news/story/no-regulations-for-artificial-intelligence-in-india-it-minister ashwini-vaishnaw-376298- last modified on 06.04.2023.

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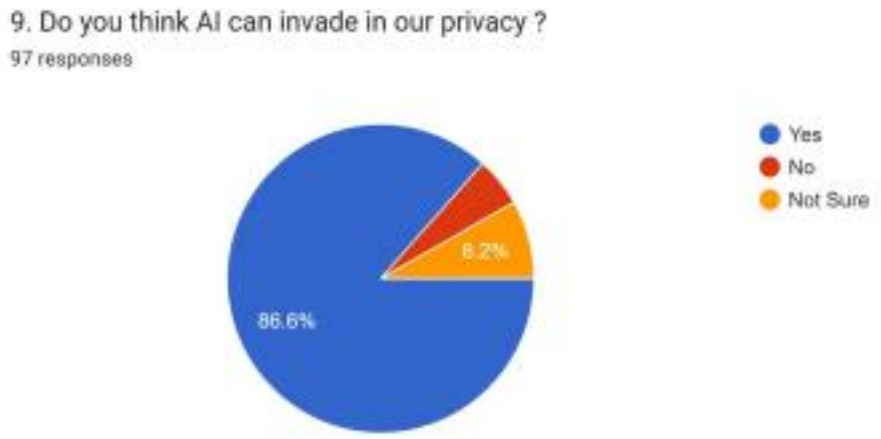
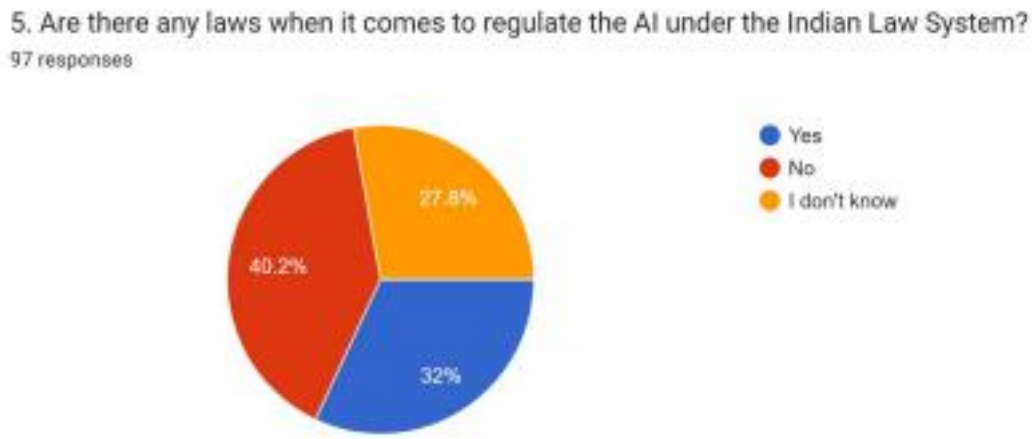
2.TO INVESTIGATE THE IINVASION IN OUR PRIVACY



The above response about the invasion of our privacy is quite high that is 86.6 percent. Majoritarian think that AI can invade our privacy, which is a critical threat not to just our artistic creators but also to artistic lovers as well. Everybody has a right when it comes to their privacy, and if in that case, anyone comes up with their creation.

3. Do we have any laws to regulate AI under Indian laws?



The replies I received caught me off guard since they were so similar to those of others. According to the results I obtained, 39.8% of individuals believe that there are no rules to govern artificial intelligence, while 32.7% believe that there are laws that can do so, and 27.6% are unsure. Therefore, it can be concluded that the majority of people are unaware of the current situation in which there is no particular rule governing the use of AI. The government is

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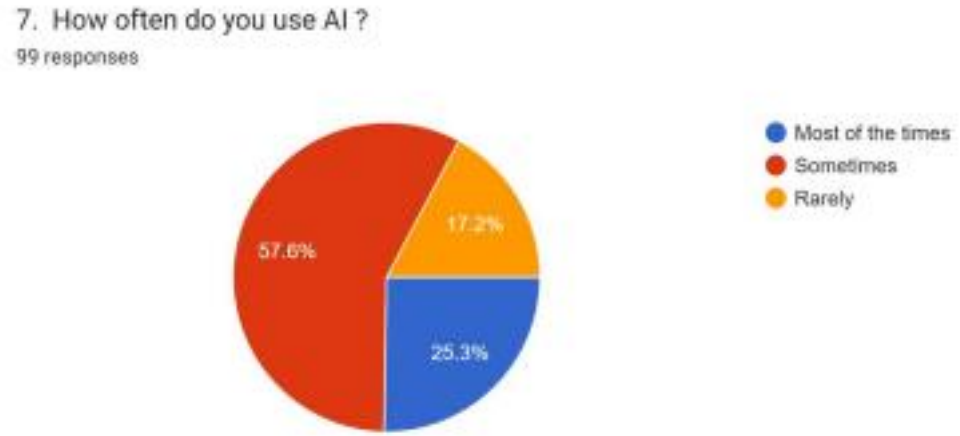
not considering passing legislation or restricting the development of artificial intelligence in the nation, according to IT and Telecom Minister Ashwini Vaishnaw.

Vaishnaw recognized that there are hazards and ethical questions associated with AI and that the government has already begun working to standardize responsible AI and even encourage the use of best practices. In a statement, Vaishanaw said, “NITI Aayog has published a series of papers on the subject of responsible AI for All[14]. However, the government is not considering bringing a law or regulating the growth of artificial intelligence in the country."

4. Usage of AI



Only 25.3% of respondents to the poll said they used AI most of the time, which is concerning because so many people are not fully informed about the AI system. Although artificial intelligence has been used for many years and has been a part of our systems for a very long time, few people are familiar with it. If I use AI as an example, there are task-assistance tools like Siri and Google Assistant. We have been employing these features for a very long time, and this is the greatest and most basic example of AI. Currently, People are now making music, films, tales, and fiddling with photographs with the aid of AI.

[14] *Supra note* 13 at 6.

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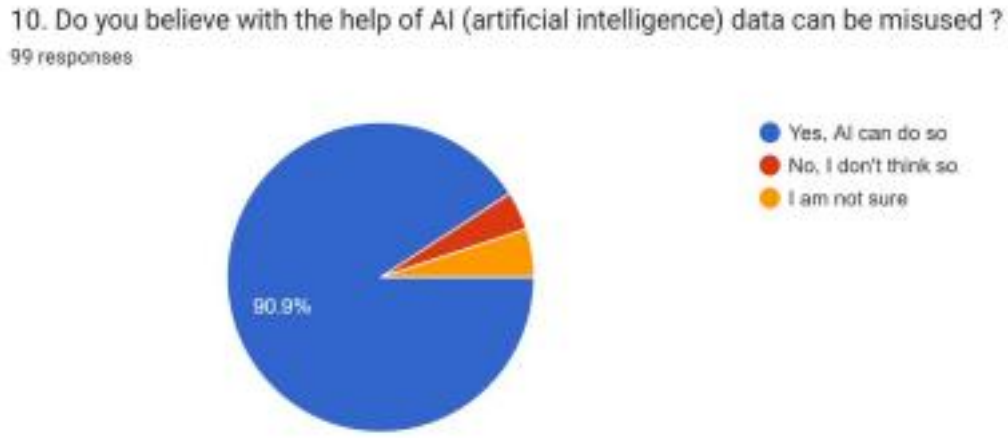
5. Can AI misuse the data?



This poll reveals the degree to which individuals believe that AI cannot be trusted with data. Nearly 90.8% of individuals believe that when personal data is collected and processed by AI, it is not at all safe. AI models may be used maliciously to carry out damaging tasks like phishing, hacking, or creating offensive material. Significant privacy problems are raised by AI systems' acquisition and processing of personal data. These data can be exploited, resulting in privacy breaches and identity theft, if managed improperly or if unauthorized parties gain access to them. To secure personal information, stricter data protection laws, open data policies, and powerful encryption techniques are essential. Furthermore, AI developers should follow privacy-by-design guidelines to incorporate privacy issues into the design.

Current Situation in India

India doesn't have any explicit laws governing the use of AI if we're talking about that country. The governing organization for AI in India is the Ministry of Electronics and Information Technology (MeiTY). It is accountable for the creation, administration, and management of AI legislation and regulations in India. As stated in U/S 43A and 72A of the IT Act of 2000[15], certain clauses under the Intellectual Property Law and other provisions imply that anyone who commits a crime using artificial intelligence will be held accountable under the IT Act, criminal law, and other cyber laws[16].

[15] *Information Technology Act, 2000*. (2000, June 9). https://www.indiacode.nic.in/handle/123456789/1999.
[16] *Ibid.*

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EMERGENCE OF NEW CO-AUTHOR IN COPYRIGHT LAWS:

The introduction of AI-generated authors has been a stunning and revolutionary development in the literary world in recent years. With its complex algorithms and advanced language models, artificial intelligence has started to make literary contributions.

Because of their extensive data sets and sophisticated learning algorithms, these AI-generated writers can create engaging stories, elaborate plots, and create a variety of characters. Novel approaches to storytelling have emerged from the combination of creativity, data analysis, and computing power, challenging traditional ideas about who is the author. We may anticipate an even bigger impact on literature as AI develops and expands its powers, stretching the bounds of imagination and creativity to unimaginable heights. The advent of AI as a writer offers an intriguing nexus between creativity and technology, igniting debates about the direction of creativity in the future and how machines will influence the canon of literature. The idea that artificial intelligence (AI) may write or create literature has evolved from a theoretical concept to a real-world possibility in the modern day. Artificial intelligence (AI)-driven language models and algorithms, like GPT-3 and its offspring, have proven to have an amazing ability to produce original and cohesive literature in a variety of genres. These artificial intelligence "authors" aren't sentient; instead, they're great at analyzing enormous volumes of data and finding patterns in it to produce content that seems like it was written by a human. AI has also been employed as a tool to help human writers, offering them concepts, recommendations, or even drafts that they can edit and expand upon. The distinction between traditional authorship and AI's function in the literary world is becoming more and hazier due to the synergy between human creativity and AI aid. Ethical questions like ownership, copyright, and the collaborative nature of human-AI literary production become crucial conversation points as we traverse this changing terrain.

In the complicated and developing field of laws and intellectual property, AI is becoming an author. When creative works were only ascribed to human producers, the conventional legal frameworks pertaining to authorship and copyright were formed. However, as AI-generated content becomes more prevalent, these frameworks are being tested and modified to fit this new paradigm. One of the main problems is figuring out who will be the copyright holder of works created by AI. Certain legal systems contend that since artificial intelligence (AI) is a tool or machine made by humans, the person or company that developed the AI should be granted copyright. Some, however, favor a more nuanced strategy that acknowledges the AI's

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contribution to the creative process and may even confer legal personality or treat it as a co-author. Another legal consideration is the duration of copyright protection for works produced by AI. The duration of protection specified by copyright laws is usually determined by adding a set number of years to the author's life. In the context of AI-generated works, there are particular difficulties in defining the "life" of an AI or figuring out how long it should be protected.

Furthermore, concerns about accountability for content produced by AI also surface. Determining accountability and culpability if AI produces content that violates copyright or other legal rights is a difficult task. While some legal systems may concentrate on the AI's activities, others may hold the AI's creators or operators accountable.

Legislators and legal scholars are actively involved in ongoing discussions and efforts to update existing laws and frameworks to provide clarity and fairness in recognizing AI as an author and addressing the associated legal implications.

Multiple Views by Multiple Nations

There is a multidisciplinary artist and lawyer called Ankit Sahni situated in India itself. Ankit Sahni with the help of an AI tool called Robust Artificially Intelligent Graphics and Art Visualizer "RAGHAV" generated an image called "SURYAST" in 2020. "RAGHAV" the AI tool got registered as co-author in India as we all know a work which is solely created by humans can be given protection under Copyright Act[17]. There is a grey area in these types of situations when a work is solely generated by AI algorithms. This is one of the main reasons where Copyright Act in India poses its own set of challenges in recognizing AI-generated works.

The USA has different point of view in case "RAGHAV", United States Copyright Office (USCO) has rejected the application given by Sahni to register this AI tool by saying that it AI tool is to robotic and too soulless to bear human touch of authorship. Furthermore, USCO has stated that the image created by AI tool is a derivative work and has resemblance with an image of famous masterpiece of Vincent Van Gogh "The Starry Night". Despite many reconsiderations from Sahni's side but still USCO rejected it by saying the photograph was a result of the model's training. The Canada has another opinion and it does recognize the Sahni's work. They even

[17] Kasiva, K. S. (2024, January 8). *Divergent Copyright Recognition: AI-Generated Works - Sahni's Case US vs India*. King Stubb & Kasiva. https://ksandk.com/intellectual-property/divergent-copyright-recognition-ai-generated-works-sahnis-case-us-vs-india/.

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recognized the Sahni's co-authorship with the AI tool. The Beijing Internet Court has also recognized the work generated by the AI tool by saying that it reflects the people's original intellectual investment[18].

Actual Work of AI

It has been famous that since the 1970s, computer-generated work of art has earned impressive intrigue. The software engineer who gives the input for the improvement of the piece is essentially dependent on the larger part of these computer-generated artworks. Be that as it may, as a result of specialized advancement, manufactured insights have come to a point where they can comprehend and deliver results or yields without the requirement for human mediation.
Concerning the security of counterfeit intelligence-created work, there are a few questions that have been raised. The idea of amplifying copyright assurance to counterfeit insights for works produced appears challenging given the current Indian IP rules, especially copyright.

There are two situations where we have to draw the line between them which is "work which is generated by AI tool with human interference " and "work generated by AI without any human interference" these two situations can be said that work generated by AI. In this situation, what can be the possible outcome let's attempt to respond to the questions below.

Who is the author of such works?

When human involvement is involved in any art which is generated by AI tool, the work's creativity can be inferred from that human involvement. In a few circumstances, a human being can be credited as the creator. When AI makes a piece of art completely on its claim, without any human association, it is hazy who is the genuine creator beneath the law. In such cases, the taking-after methodology may be utilized:
When AI makes a bit of work without any human association, the AI's creator—the individual who made the AI program—may claim the creation of the work. When AI produces work without human help, it can be expected that the AI was modified in such a way that it can come up with and recognize conditions to create comes about on its claim. In this case, the maker of the AI may hold imaginative control in case the AI is adequately modified.

[18] *AI生成图片著作权侵权第一案判决书.* (n.d.). Weixin Official Accounts Platform. https://mp.weixin.qq.com/s?__biz=MzAwNDE3MjA5NA==&mid=2677385275&idx=1&sn=a8ccdbb118604473d8fd198f82df7e30.

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Prospects:

For writers and artists, the emergence of artificial intelligence (AI) presents both opportunities and risks to their creative endeavors. Although AI has the potential to improve creativity and expedite the creative process, it also presents risks and uncertainties that may influence these creative workers' ability to make a living. The idea that artificial intelligence (AI) will replace human creativity is one of the biggest worries for writers and artists. AI systems are getting better and better at producing content that looks a lot like stuff that was created by humans. AI algorithms can produce news articles, marketing material, and even story drafts with characters and a narrative for writers. Similar to this, AI-driven systems can produce graphics, music, and visual art with little to no human involvement. This calls into doubt the originality of creative works and the distinctiveness of artistic expression. There is concern that the market may become oversupplied with AI-generated content, making it harder for human authors and artists to compete.

Economic dislocation poses a significant threat to writers and artists. With AI's continued development, many creative tasks may become automated. For instance, AI software that can swiftly and affordably produce logos and branding materials may put graphic designers in competition. Similarly, AI-generated content, which can create articles, blog posts, and even novels at a fraction of the cost, may pose a serious threat to writers. This might lead to a decline in the market for human creativity, which would cause employment instability and economic challenges for artists and writers. Potential hazards might include copyright and intellectual property concerns. As AI develops creative content, concerns over authorship and ownership surface.

How should AI-generated literature and art be treated by copyright laws? When an AI algorithm composes music, who owns the rights? It will be essential to find solutions to these moral and legal conundrums to defend the rights of authors and artists and guarantee that they are fairly compensated for their contributions.

Furthermore, the authenticity and human connection that frequently characterize creative works are threatened by the monetization of AI-generated material. More and more listeners, viewers, and readers may be consuming information devoid of emotional nuance and human touch. Literature and other works of human creation frequently reflect the distinct experiences, viewpoints, and feelings of their authors. The danger is that content produced by AI might not

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have the same depth and genuineness as content produced by humans, which draws viewers in. The potential devaluation of creative skills is another danger posed by AI. As AI tools become more widely available and easier to use, creative expertise may be seen as having less value. It might be difficult for writers and artists to persuade audiences and clients to pay more for their work when AI can provide efficient and affordable substitutes. This could result in a pricing and pay race to the bottom, which would make it harder for creative workers to make a living. Artists and authors need to change and use AI as a weapon to their advantage to counter these possible dangers. Instead of being afraid of AI, they may leverage it to explore new avenues, gain insightful information, and expedite their creative processes. AI can help with data analysis, research, and even content creation, freeing up creatives like authors and painters to concentrate on the more intricate and distinctively human elements of their work. When humans and AI work together, amazing things that blend the best of both worlds can be created.

In conclusion, writers and artists face both opportunities and challenges from AI. Concerns regarding AI's ability to supplant human creativity, economic displacement, copyright concerns, and the devaluation of creative abilities notwithstanding, cooperation and the incorporation of AI as an invaluable instrument in the creative process are also legitimate. In a fast evolving creative scene, writers and artists that accept AI are more likely to succeed. Finding a balance between utilizing AI's capability and maintaining the individuality and authenticity that characterize the creative spirit of humans is a difficult task. Different approaches are being used by policy makers in different jurisdictions as they start the process of regulating AI.

Recently, European lawmakers in parliament voted with in favour of the Artificial Intelligence Act, putting the landmark legislation on track to take effect by the end of the year. While many governments across the world are moving to put up guardrails, including Japan, Brazil and the US, where on October 30, 2023, President Joe Biden signed an executive order on Al safety - the European Union's new law is the first comprehensive framework for governing a technology that has seen explosive growth in recent years, dominating headlines and stoking both excitement and fear about the future.

Taking a horizontal, risk-based approach that will apply across sectors of Al development, the EU AI Act classifies the technology into four categories: Prohibited, high-risk, limited-risk and minimal-risk. Systems that violate or threaten human rights through, for example, social scoring - creating "risk" profiles of people based on "desirable" or "undesirable" behaviour — or mass

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surveillance are banned outright. High-risk systems, which have a significant impact on people's lives and rights, such as those used for biometric identification or in education, health and law enforcement, will have to meet strict requirements, including human oversight and security and conformity assessment, before they can be put on the market. Systems involving user interaction, like chatbots and image generation programmes, are classified as limited-risk and are required to inform users that they are interacting with Al and allow them to opt out. The most widely used systems, which pose no or negligible risk, such as spam filters and smart appliances, are categorised as minimal-risk. They will be exempt from regulation, but will need to comply with existing laws.

Like the 2016 General Data Protection Regulation (GDPR) law, which influenced data privacy regulation around the world, the impact of the EU's Al Act is expected to be felt globally. However, the history of EU technology legislation, including GDPR, which has been criticised for being regulation-heavy and stifling innovation, urges caution. For india, where the Ministry of Electronics and Information Technology has been working on a framework for responsible Al, the challenge would be to acknowledge and address the risks posed by the emerging technology, such as the proliferation of deep fakes, without hobbling its potential for improving lives or enhancing the promise of India's start-up ecosystem. In this regard, the ministry's replacement last week of its March 1 advisory. which required generative Al companies to seek government permission for deploying. Furthermore, regulatory frameworks are not self-contained. Since AI is not limited by physical locations, international cooperation will be necessary. The establishment of an international organization for the "development, standardization, and use of AI technology" is another topic covered in the TRAI paper.

CONCLUSION

The distinction between artificial intelligence-generated material and information created by humans is fast eroding in the world of modern technology. The effects of AI on authorship and ownership are a hotly debated and worrying topic as we stand at the nexus of creativity, automation, and intellectual property. This research study has dug into this complicated terrain, illuminating the complex problems surrounding the changing roles of AI in content production, the problems it poses to conventional ideas of authorship and ownership, and the consequences for the future.

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A new era in content creation has begun thanks to the development of AI, notably in the form of potent language models. These AI systems can create writing, photos, music, and even code that is almost unrecognizable from human-created material since they have been trained on enormous databases of human-generated information.

Production of material has been transformed by this capability, which has increased accessibility and efficiency. Today, AI is a useful tool for journalists, marketers, content providers, and artists alike, and it is expanding the parameters of human creativity.

Authorship is one of the major problems brought on by this technical advancement. Authorship has often been a crucial component of artistic and intellectual works. It expresses the creator's identity, motivation, and personality and is directly related to intellectual property rights. These established beliefs are called into question by AI-generated material. Who is the author of a poetry, a song, or a news item produced by an AI system? Is it the user who gives input and oversight, the programmer who developed the AI model, or the AI system itself?
The ethical and legal ramifications of authorship in artificial intelligence-generated work are complicated. Copyright laws provide writers some unique rights in many jurisdictions, including the ability to restrict how their work is used and to be paid for such usage. The distribution of these rights becomes a critical issue as AI-generated material becomes more common. To accommodate the use of AI in content production and protect the rights of human writers, the legal system must be revised.

Ownership is a crucial component of this topic that is directly related to authorship. Who owns the stuff that AI systems produce? Is it the user, the AI's creator, or the business that owns the AI model that started the AI from producing the content? The current legal system is unable to address these issues, and as instances involving AI-generated material have started to surface in courts throughout the globe, the requirement for legal clarity is further highlighted.

Beyond the realm of law, AI has effects on authorship and ownership. They affect the creative and cultural world in profound ways. The prevalence of AI-generated material calls into question how much importance we give to the distinctiveness of human innovation. Despite the fact that AI is capable of duplicating and even improving upon some creative jobs, it lacks the inherent human experiences, emotions, and cultural context that are frequently essential to creative works. The worry is that relying too much on artificial intelligence-generated material

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might result in a homogenized, sterile cultural environment devoid of the rich diversity that results from human expression.

Additionally, the democratization of content creation through AI has potential drawbacks. On the one hand, it gives people and groups the chance to produce content without specialized knowledge or equipment. On the other hand, it runs the danger of undervaluing the efforts of skilled artists who have spent years honing their trade. As AI continues to change the creative scene, it is challenging to strike a balance between accessibility and professional standards.

Concerns concerning false information and moral dilemmas have also been highlighted by the use of AI in authorship and ownership. Malicious material, false news stories, and deep fake movies produced by AI have the power to deceive and influence people on a large scale.

Technology firms, politicians, and the general public must work together to create systems for confirming the legitimacy of material and enforcing ethical norms in AI content development in order to combat these problems. In conclusion, there are many different ways that AI is encroaching on authorship and ownership. It is critical to address the legal, ethical, cultural, and social ramifications of the blending of human and AI authorship as AI technology develops. The building of a fair legal system that acknowledges AI's contribution to content production while safeguarding the rights and identities of human writers is crucial. In order to fully utilize AI while preserving the principles and diversity of human expression, it is also essential to promote a sophisticated knowledge of its role in creative and cultural contexts. The cohabitation of AI and human authorship, both with their own unique strengths and limits, is likely to influence the future of content production and ownership in this changing world. India is in a strong position to play a significant role in forming the international AI regulatory framework because of its robust technology ecosystem. Policymakers must be cautious and work to promote innovation rather than stifle it, even as they clearly define the regulatory boundaries.

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