

## Session report: AI & Digital Media Arts

The IPILM conference 2024, which took place in an university and intercultural setting, presented the results of collaborative work between students. Five topics in the field of artificial intelligence (AI) were presented. The last item on the conference program dealt with the topic of "AI & Digital Media Arts". AI is playing an increasingly important role in the film industry and the art world in the context of digital media. Generative AI in particular is crucial, as it is able to create new image and video media. The presentation began by looking at the history and development of AI. In addition, a case study was presented that deals with the problems of artificial intelligence and deepfake in actors. Challenges such as unethical working conditions due to the replacement of actors were also addressed. The introduction of new rules to regulate working conditions and protect copyright was also included. In addition, the survey conducted by students on the level of knowledge about generative AI among peers was presented. Finally, various AI tools (Leonardo, DALL-E 2, etc.) for generating images from prompts were presented.

In summary, the following findings emerged:

1. Generative AI lacks independent thought and must therefore be distinguished from individual human action and artistic creation.
2. The data sources for training AI are used without recognition and compensation of the authors.
3. There is an urgent need for legislation on data ownership and intellectual property in connection with generative artificial intelligence.

The conference highlighted the multi-layered debate about the artistic potential of generative AI which challenges a fundamental definition of art. While AI can serve as a creative tool there are discussions about its limitations in creating true innovation and emotional depth. The question of whether generative AI can be considered an artistic medium in its own right remains intriguing and controversial. The discussion also included practical approaches to differentiating AI and human-generated content in social media, with a particular focus on language, consistency and image quality of the generated media. Transparent licensing agreements and revenue sharing were emphasized as key aspects to ensure fair recognition and compensation for artists contributing to the development of AI. The establishment of databases to monitor individual contributions could help with this. In addition, the disruptive nature of AI was discussed in relation to potential changes in the workplace. The challenge is to find a balance that leverages the efficiency gains from AI without devaluing the human workforce, and instead creates space for human uniqueness, creativity and innovation.