The Usage of Artificial Intelligence in Media: Benefits, Disadvantages, and Ethical Concerns

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Abstract

The purpose of this study is to examine the benefits and drawbacks of applying artificial intelligence in media. The research focuses on the evolution of artificial intelligence and the moral quandaries that it raises. To begin, a historical overview of artificial intelligence is offered. Then its use in the media is described. Following that, the benefits and drawbacks of artificial intelligence are discussed. Finally, the potential for future advancement and ethical consequences are examined. Artificial intelligence is a powerful tool with diverse applications, but it currently has severe disadvantages, particularly on an ethical level.

Keywords: artificial intelligence, AI, media, ethics

Introduction

In the modern world, it is impossible to picture life without a constant stream of news, and the amount of information that the typical person receives every day is measured in tens of gigabytes, which is equivalent to watching sixteen movies of average duration (Heim & Keil, 2017).

In today's digital age, the constant collection, analysis, and distribution of information underline the importance of intelligence in processing vast amounts of data. With the emergence of artificial intelligence (AI), machines are evolving into extensions of human capabilities, revolutionizing daily activities. This study explores AI's history, development, and application in the media, particularly the entertainment sector. It delves into the benefits, drawbacks, and ethical considerations of AI deployment, examining its current impact and future implications for the media landscape.

In this study, a systematic approach was employed to investigate the benefits and drawbacks of AI in the media and entertainment industry. The methodology encompassed a comprehensive review of existing literature, followed by an analysis of the identified sources to evaluate the implications of AI integration in media

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contexts. The literature review was conducted through electronic databases such as ResearchGate, ScienceDirect, Academia Edu and Google Scholar, using keywords such as *artificial intelligence, media, entertainment industry,* and related terms. Studies published throughout this century and previous century were included, with a focus on peer-reviewed articles and conference papers.

To clarify the criteria used to define and evaluate the advantages and disadvantages of AI in the context of media, we will assess factors such as performance metrics (content generation speed, recommendation accuracy), societal impact (job displacement, bias mitigation), and ethical considerations (privacy protection, transparency in algorithmic decision-making). By analyzing AI's impact through these lenses, we aim to provide a comprehensive understanding of its implications for the media industry.

The development of artificial intelligence

The origin of artificial intelligence, as well as the idea of intelligent machines, can be traced back to ancient Greek mythology.

Adrienne Mayor explores ancient myths of Greek, Roman, Indian, and Chinese cultures in her book *'Gods and Robots: Myths, Machines, and Ancient Dreams of Technology'* (Mayor, 2018) which envisioned a life imbued with artificial intelligence – automatons[3] and self-moving contraptions, referencing animated machines invented in antiquity:

> "The first robot to walk the earth was a bronze giant named Talos. This marvelous mechanism was not created in a robotics laboratory at MIT[4], but by Hephaestus, the Greek god of invention. Over 2,500 years ago, long before medieval automatons, and centuries before technology enabled self-moving devices, Greek mythology explored ideas about creating artificial life and grappled with still unresolved ethical questions about biotechnology – the so-called life through craft (Lamb, 2019)."

Greek narratives, beginning with Homer, included stories about robotic[5] assistance, animated monuments, and primitive kinds of AI. Indian traditions even featured robotic warriors defending Buddha's relics, modeled after Greco-Roman automaton designs. These legendary automatons appeared in myths about Jason and the Argonauts, Medea, Daedalus, Prometheus, and Pandora, and were frequently built with processes similar to those used by craftsmen to make tools and statues. Interestingly, very sophisticated animated devices were created in antiquity, peaking in Alexandria, an old center of learning and innovation (Lamb, 2019).

Mayor's study explores humanity's early fascination with artificial life, revealing how ancient mythology foreshadowed modern robotics and AI

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[3] Automaton - a machine that operates by itself without the need for human control or a person who behaves like a machine, without thought or feeling. (Assessment, 2024)

[4] MIT (Massachusetts Institute of Technology)

[5] The term "robot" was first coined by Karel Čapek, a Czech writer and playwright, in his play "R.U.R. (Rossum's Universal Robots)" in 1921.

advancements. Historical documents and journalism from the last century document intelligent artifacts, such as the Fisk reading machine, exhibiting human-like traits. Science fiction in the early twentieth century introduced the concept of artificially intelligent robots, exemplified by characters like the Tin Man in 'The Wizard of Oz', leading to John McCarthy, who coined the term 'artificial intelligence' in 1955, defining it as the ability of machines to mimic human intelligence (McCarthy, 1955). Following World War II, technological advancements enabled the development of computers capable of executing complex tasks, with logic playing a crucial role in their progress. British scientist and mathematician Alan Turing's[6] pioneering research in logic laid the foundation for programmable digital computers that had better data processing power, faster operation and more memory, which contributed significantly to the study of AI (Turing, 1950).

Turing's insight proposed that machines, using symbols like 0 and 1, could replicate any mathematical operation. This, alongside advancements in fields like neurology, information theory, and cybernetics, sparked interest in developing electronic brains. However, pre-1949 computers lacked a critical aspect of intelligence: memory. They could execute commands but couldn't retain them. Initially accessible only to universities and corporations, computing required feasibility demonstrations and financial support. From 1957 to 1974, AI expanded as computer capabilities and machine learning improved. Despite optimism, major goals remained elusive, leading to funding declines and research setbacks.

The 1980s witnessed a resurgence of AI, driven by algorithmic advancements and increased funding. Despite limited government support, expert systems found widespread application across various industries. By the 1990s and 2000s, significant milestones were achieved. In 1997, IBM's Deep Blue defeated reigning world chess champion Garry Kasparov, marking the first victory by a machine over a human in the game. This breakthrough in decision-making systems surpassed limitations in computer storage, paving the way for further advancements.

Artificial Intelligence in the Media and Entertainment Industry

Artificial intelligence revolutionizes the media sector, enhancing content creation, delivery, and user engagement. By analyzing data, identifying patterns, and automating processes, AI elevates media experiences. Its impact spans entertainment and media industries, where organizations leverage AI to enhance operations, engage users, and tailor content. This surge of AI usage in media is enabled by three primary factors.

Firstly, there has been a notable increase in processing capacity, illustrated by the consistent doubling of transistors on a chip every two years (Sheikh, Prins, & Schrijvers, 2023), enhancing computational power while reducing costs. Graphics

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[6] Alan Turing, an English mathematician, logician, and cryptographer, proposed the Church-Turing thesis, asserting that any practical computational model is either equivalent to a Turing machine or a subset of its capabilities. Turing's eponymous test provocatively questioned whether machines could exhibit consciousness and thought, stirring ongoing debates in artificial intelligence.

processing units (GPUs)[7], initially designed for gaming graphics, now play a crucial role in parallel computations within AI systems. Today, companies like Netflix and Meta AI (including Facebook and Instagram) utilize GPUs to process data, delivering reliable recommendations to their vast user base exceeding 50 million members (Steck, et al., 2021). The landmark 2012 publication ImageNet Classification with Deep Convolutional Neural Networks demonstrated exceptional image classification results, emphasizing the potential of deep learning with GPUs for parallel processing (Krizhevsky, Sutskever, & Hinton, 2012).

Secondly, the rise of AI is fueled by the proliferation of data volumes, closely tied to Internet expansion. The abundance of digital information generated in recent decades significantly augments the database accessible for AI research. Online activity traces, termed digital breadcrumbs, serve as valuable training resources for AI algorithms, with social media platforms like Facebook and Instagram contributing labeled data points for facial recognition software through user-tagged personal names in images (Sheikh, Prins, & Schrijvers, 2023). Notably, AI-driven algorithms sift through vast data to generate personalized content, exemplified by Netflix's use of machine learning for tailored recommendations (Steck, et al., 2021).

Thirdly, digital neural networks, first proposed in the 1950s, have undergone hierarchical organization enhancements, paving the way for more efficient management. As AI becomes increasingly integrated into daily life through cloud-based services, concerns arise regarding the dominance of major commercial platforms. Cloud computing's exponential growth fosters enhanced AI capabilities through user interaction feedback, potentially shaping the future trajectory of artificial intelligence (Kelly, 2014). AI systems can operate entirely in software or be embedded in hardware, spanning virtual assistants, photo editing software, search engines, advanced robotics, autonomous vehicles, and drones.

Artificial intelligence is separated into various subfields, which include:

1. Machine Learning – a branch of AI that deals with the development of algorithms and techniques enabling computers to learn from data and experiences, identify patterns, and make autonomous decisions (Soori, Arezoo, & Dastres, 2023).
2. Deep Learning – a subset of machine learning that uses deep neural networks with multiple layers to achieve high performance in pattern recognition and processing complex data such as images, sound, and text (Soori, Arezoo, & Dastres, 2023).

Cognitive Computing – techniques that enable computers to draw conclusions and solve problems using logical approaches and rules (Kulkarni & Jaiswal, 2023).

Natural Language Processing (NLP) – an area that deals with understanding, interpreting, and generating human language by computers, allowing them to interact with users in a natural way (Kulkarni & Jaiswal, 2023).

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[7] A GPU, Graphics Processing Unit, or graphical chip, is a processor specialized in rendering both basic and advanced computer graphics. The graphical chip is typically found on graphics cards or motherboards.

Computer Vision – a branch that deals with the development of systems capable of recognizing, analyzing, and interpreting visual information, such as images and video recordings (Kulkarni & Jaiswal, 2023).

Various approaches to AI enable the development of computer systems proficient in diverse tasks, facilitating applications across many fields. The ability to communicate with AI via text or audio, similar to communicating with humans, highlights its remarkable capabilities. ChatGPT 3.5 exemplifies this, utilizing machine learning or deep learning based on user preferences, though it may require human intervention for handling novel situations (Ray, 2023).

The advantages of artificial intelligence

Artificial intelligence technologies enable rapid decision-making and action execution, surpassing human capabilities in speed and efficiency. These benefits include precise personalization, enhanced production efficiency, audience analysis, targeted marketing, informed decision-making, and substantial cost savings (Sharma, 2024).

AI, akin to the labor force, serves as a cost-effective resource, enhancing efficiency and profitability by expediting tasks across various industries. Unlike human labor, AI operates flawlessly without breaks or fatigue, enabling prolonged work periods and maximizing production. By applying pre-determined algorithms based on acquired data, organizations can reduce human errors associated with manual processes, thereby enhancing decision-making accuracy and precision. Additionally, AI automates routine operations like email correspondence and document verification, freeing human resources for more creative endeavors (Bhosale, Pujari, & Multani, 2020).

Humans have qualities like curiosity, inventiveness (Pólya, 1945), perseverance (Duckworth, 2016), analytical and critical thinking (Dweck, 2006), communication skills, and the capacity to work in groups (Covey, 1989). Consequently, AI cannot replicate human skills due to its absence of creativity, emotional intelligence, and self-awareness. Unlike human cognition, which integrates thoughts, emotions, and mental representations, digital computers process symbols devoid of inherent meaning, relying on external semantic attributions (Broussard, 2018).

On the other hand, AI algorithms can detect performance issues early in development, aiding in timely adjustments, saving time and resources. Utilizing AI for performance testing offers a competitive advantage, delivering high-quality applications for enhanced user experiences, leading to increased satisfaction and revenue (Pulle, 2023).

In the entertainment industry, AI enhances user experiences. Chatbots streamline customer support, while voice recognition technology enables hands-free navigation. AI personal assistants like Amazon Alexa and Google Assistant seamlessly integrate into entertainment platforms, allowing voice-controlled navigation (McLean, Osei-Frimpong, & Barhorst, 2021).

AI tools for music composition enhance creative sound production efficiency. AI also automates tasks like video editing, proofreading, and ad copy creation,

driving cost savings and productivity (Zhang, 2023). In marketing and audience engagement, AI enables precise ad targeting and social media analysis, refining strategies by identifying trends and measuring online influence. AI's disruptive influence on media and entertainment fosters creativity, personalization, and efficiency, optimizing marketing for improved outcomes (Sivaraman, 2023).

Personalization is a key aspect of AI's multifaceted impact on media and entertainment. It is enhanced by tailoring content suggestions and gaming experiences by adjusting difficulty levels dynamically to match players' skills and preferences (Bhuiyan, 2024). Moreover, AI-driven automation tools improve efficiency, particularly in animation and character modeling for films and video games, enhancing realism in 3D models for films and video games (Ghulam, Francillette, Gouaich, Michel, & Hocine, 2013).

AI-powered recommendation systems tailor music and content suggestions to individual preferences, boosting user satisfaction. AI algorithms analyze user data to offer personalized recommendations for movies, TV shows, and music, fostering interaction with entertainment content and online shopping based on past patterns and searches. By examining audience behavior and feedback, AI provides valuable insights for content refinement and enhanced engagement, improving the overall user experience (Sivaraman, 2023).

AI improves business decision-making by analyzing large data sets to predict customer behavior through predictive analytics, aiding in product development and marketing strategies (Ma, 2024). Additionally, sentiment analysis powered by AI offers valuable insights into brand perception, enabling businesses to refine branding and marketing approaches for improved outcomes. Moreover, AI automation reduces costs in the media and entertainment sectors by eliminating manual tasks, reducing human intervention, and subsequently lowering energy consumption and utility expenses.

Other than the entertainment industry, AI holds promise for reducing social inequalities as well. AI-driven healthcare diagnostics enhance access to quality medical services, especially in underserved regions. Personalized educational platforms tackle learning disparities by catering to individual student needs. Moreover, AI tools offer marginalized communities access to vital services and empower policymakers with data-driven insights for targeted interventions, fostering a more equitable society. Through examining AI's impact across various industries, including media, we aim to grasp its influence on digital experiences and anticipate future developments in this dynamic field.

The shortcomings of artificial intelligence and ethical issues

AI holds immense potential in transforming various aspects of society, yet its rapid development raises critical questions concerning safety and ethics (Martinović, 2021). In the media sector, AI's ability to derive valuable narratives from vast datasets revolutionizes industries, but ethical concerns persist regarding misinformation and employment impact (Walia & Jain, 2024). The concerns extend to AI's potential

negative impact on media employment, with fears of job losses across the industry. Robert Thomson, News Corporation's CEO, emphasizes the irreplaceable expertise human journalists bring to their work, expressing concerns about diminishing reporting quality with increased AI integration (Kanana, 2023).

AI-generated content, while transformative, often lacks empathy and contextual understanding, leading to biases and inaccuracies (Biswas, 2023). Maintaining quality and impartiality standards is crucial for AI-generated content to uphold societal responsibilities.

The EU Ethical Guidelines for Trustworthy AI emphasize that AI systems should be lawful, ethical, and robust, meaning they must comply with laws and regulations, adhere to ethical principles, and avoid causing unintentional harm (Díaz-Rodríguez, et al., 2023).

Sustainability and environmental friendliness are also imperative considerations in AI implementation to mitigate its ecological impact. In the evolving field of AI ethics, challenges persist in establishing universally adopted guidelines and integrating diverse ethical principles (Bostrom & Yudkowsky, The Ethics of Artificial Intelligence, 2014). Virtue ethics posits that the moral goodness of an action relies on the manifestation of virtuous qualities aligned with moral values. Yet, assessing the moral character of AI systems or agents proves challenging, as it requires elucidating their underlying motives, often obscure and elusive (Huang, Zhang, Mao, & Yao, 2022). This ambiguity presents a significant hurdle in implementing virtue ethics in AI design, as determining the specific virtuous traits an AI system should embody and how to effectively characterize and measure these traits remains daunting.

Existing AI systems are typically devoid of a moral component (Bostrom & Yudkowsky, The Ethics of Artificial Intelligence, 2014). We can modify, replicate, deactivate, delete, or utilize these systems without considering moral implications. Moral limitations in our interactions with AI stem from obligations to other entities, such as humans, rather than inherent duties to the systems themselves.

Deontologists argue that the morality of actions is determined by adherence to moral rules and duties. However, implementing a rule-based ethical framework faces challenges. Firstly, selecting which ethical rules to incorporate into design is daunting. Conflicts may also arise between rules, necessitating prioritization or weighting of ethical principles, a task often difficult to accomplish (Huang, Zhang, Mao, & Yao, 2022).

Subsequently, consequentialist ethics evaluates the morality of actions based solely on their outcomes, presenting two primary challenges during implementation (Huang, Zhang, Mao, & Yao, 2022). Firstly, determining the consequences of actions is problematic, especially in current AI systems where the outcomes are often unclear due to the lack of transparency or interpretability, particularly in artificial neural networks. Secondly, quantifying these consequences poses a challenge as consequentialism aims to maximize utility, necessitating the definition and calculation of utility, which varies across cultures, religions, and organizations.

The moral status of AI systems and respecting their rights present novel ethical concerns, necessitating coordination among diverse ethical standards. While AI

ethics research focuses on specific aspects like explainability and fairness, integrating multiple ethical principles remains challenging, with subjective elements hindering both research and practical applications.

Superintelligence

The ethical challenges of artificial intelligence are significant, especially when contemplating superintelligence. A. J. Good introduced the concept, suggesting that AI, capable of comprehending its design, could enhance itself or create a more intelligent successor (Good, 1965). This recursive process could lead to a continuous cycle of improvement, known as an intelligence explosion.

Recursive scenarios extend beyond AI; individuals with enhanced intellect via brain-computer interfaces may develop more sophisticated interfaces. Achieving superintelligence may require increased processing speed. Neurons transmit impulses at speeds up to 1,000 times per second, and the fastest axonal fibers at 150 meters per second, much slower than light speed, suggesting the potential to build brains capable of computing millions of times faster without altering size or software (Bostrom & Yudkowsky, The Ethics of Artificial Intelligence, 2014). If human minds were accelerated accordingly, they could complete a subjective year of thought in just 31 physical seconds and a millennium in eight and a half hours. This accelerated cognition, termed weak superintelligence by Vinge, mirrors human cognition but at an accelerated pace (Vinge, 1993).

Yudkowsky (Yudkowsky, 2008) identifies three types of metaphors used to describe the capabilities of AI smarter than humans:

1. AI entities can patent new innovations, publish groundbreaking research articles, participate in stock market transactions, or exert political influence, all of which are metaphors for differences in individual intellect among humans.
2. Metaphors based on knowledge gaps between previous and present human civilizations - powerful AI can develop powers akin to those predicted by futurists for human societies in the distant future, such as molecular nanotechnology or interstellar travel.
3. Metaphors generated from differences in brain architecture between humans and other biological animals.

Limiting our examination to historical parallels reveals that the advent of superhuman intellect raises unparalleled ethical dilemmas. Beyond individual concerns like unjust mortgage rejections or abuse by automated agents, the ramifications extend to global or cosmic implications, including humanity's extinction and replacement by entities deemed unworthy. However, if superintelligence is steered toward constructive purposes, it holds the potential to tackle myriad current problems that have stymied human-level intellects.

Superintelligence represents one of several existential risks outlined by Bostrom: "[...] hazards where an adverse outcome would either annihilate Earth-originating intelligent life or permanently and drastically curtail its potential future"

(Bostrom, Existential Risks: Analyzing Human Extinction Scenarios and Related Hazards, 2002).

In contrast, a positive consequence from superintelligence may protect intelligent life on Earth and help it reach its full potential. It is critical to note that, while more evolved intellects have great potential benefits, they also pose significant threats.

The future of artificial intelligence?

In the age of digital media, a quandary arises regarding the pursuit of ethically aligned AI amidst constraints faced by researchers. ChatGPT, for instance, lacks full autonomy presently and is unlikely to achieve complete independence based on current evidence. As AI capabilities expand, future advancements may grant it partial autonomy, enabling increased independence in specific tasks or domains (Biswas, 2023).

Achieving complete autonomy for AI demands comprehensive consideration, encompassing infrastructure, security, ethics, and responsibility (Bostrom & Yudkowsky, The Ethics of Artificial Intelligence, 2014). As linguistic capabilities advance rapidly, communication with AI systems becomes increasingly common, revolutionizing interactions with companies. Meanwhile, the integration of autonomous vehicles into daily life poses ethical challenges but promises advancements in universal intelligence (Anyoha, 2017).

In parallel, the entertainment industry is leveraging virtual and augmented reality (VR and AR) technologies to enrich viewer experiences across various mediums. As these technologies evolve, their integration into gaming, live events, film, and television is anticipated to expand, offering immersive experiences (Li & Li, 2022).

Moreover, personalization is a prevailing trend in the entertainment sector, driven by AI and machine learning algorithms (Sharma, 2024). Streaming platforms like Netflix and Amazon Prime exemplify this trend through tailored content recommendations based on user preferences (Steck, et al., 2021). Such advancements aim to enhance customer satisfaction and revenue generation.

Additionally, AI-powered avatars and content moderation solutions are expected to proliferate in digital media, offering realistic and safe online experiences (Takyar, n.d.). In live broadcasting, AI automation is set to enhance the quality and accessibility of content, including real-time captioning and dynamic overlays (Ashfaq, Nabi, & Rohit, 2022). Similarly, AI-driven media archives management ensures efficient retrieval and preservation of historical content.

As AI continues to reshape the media landscape, it is crucial to recognize its profound influence on societal beliefs and conventions. This necessitates upholding moral standards while fostering diverse cultural exchanges (Takyar, n.d.). Furthermore, the emergence of synthetic media powered by AI challenges conventional notions of reality and truth, emphasizing the importance of data annotations for accuracy and reliability (Kniazieva, 2022).

While AI holds immense potential across various fields, including aviation, medicine, and law, its specialization limits its versatility in business settings (Kelly, 2014). Nonetheless, AI's unique thinking style offers fresh perspectives, prompting continuous reevaluation of human cognition and intelligence. As we navigate the evolving landscape of AI, the study of artificial wisdom emerges as a critical avenue for further exploration.

As we redefine AI, we also redefine humanity itself. This is in line with the prediction that, in the coming century—and maybe even this decade—we will constantly be reevaluating the essence of what it means to be human (Kelly, 2014).

Conclusion

Since ancient times, humans have been fascinated by autonomous machines capable of independent thought. AI, stemming from electronics and technology advancements, allows vast data collection for personalized experiences in online shopping and multimedia content. It streamlines tasks, reducing human intervention, expenses, and energy usage. While AI enhances user interaction and content, surpassing humans in some aspects, it lacks imaginative thinking and moral reasoning. Without human involvement, service quality risks decline. Concerns persist over AI security and rogue behavior, emphasizing the importance of addressing ethical dilemmas with AI's assistance.

Artificial intelligence continues to expand rapidly but still lacks the autonomy to exist independently. While it cannot replace humans entirely, circumstances may change. The future of AI promises economic growth, productivity gains, and insights into human nature as it becomes more integrated into daily life. AI serves to improve our capabilities and illuminate our identity by reflecting on natural intellect. With its vast array of potential applications, AI is a very potent instrument that can have both beneficial and harmful effects. AI's future evolution is still unknown, though, as it is unclear how these possibilities will advance and what effects they will have on society and the wider globe. To maximize AI's benefits and minimize its risks, it is imperative to properly navigate this process.

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Upotreba veštačke inteligencije u medijima: prednosti, mane i etički izazovi

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Apstrakt

Cilj rada je analiza prednosti i mana upotrebe veštačke inteligencije u medijima. Predmet istraživanja je razvoj veštačke inteligencije i moralne dileme koje on nosi. Za početak je dat osvrt na istorijat veštačke inteligencije, a zatim i opisana njena primena u medijima. Potom se analiziraju prednosti i mane veštačke inteligencije. Na kraju se razmatraju mogućnosti njenog daljeg razvoja i etičke implikacije. Veštačka inteligencija je vrlo koristan alat sa širokim dijapazonom upotrebe, ali pored brojnih pogodnosti koje pruža, trenutno ima i velikih nedostataka, pogotovo na etičkom nivou.

Ključne reči: veštačka inteligencija, AI, mediji, etika