

# The response of creative industries to the rise of artificial intelligence

COLUMN BY  
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STAFF WRITER

Many unions, especially those in creative industries, went on strike this year for better work environments and wages. But something unprecedented was petitioned: provisions on artificial intelligence (AI). The Writers Guild of America (WGA) reached a tentative deal with Alliance Motion Picture and Television Producers (AMPTP) Sept. 27 after a 148-day strike. The strike was over compensation from streaming services as well as AI/digital recreations. In addition, The Screen Actors Guild and American Federation of Television and Radio Artists (SAG-AFTRA) reached a tentative deal Nov. 9 after a 118-day strike over similar issues. The overtaking of AI in creative industries is no small challenge, as it now stands as a possible life-long enemy. Collin Pillow, an emeritus instructor for online creative media production courses,

worked in radio and television as an announcer. He was also a director, videographer and cable television coordinator. Pillow said he is afraid AI will take over creative industries. "It's a legitimate fear to have," Pillow said. "You shouldn't be able to do this (taking someone's image and likeness), otherwise (AI will) run loose and out of control." The usage of AI is not only affecting Hollywood, but anyone working within creative industries. Leslie Parker, an assistant professor of graphic design and instructor for illustration, worked full-time as a graphic designer and as a creative director in the industry for almost a decade until she came to teach at Arkansas State University. "I am concerned about generative image models being trained on the work of artists who did not give their consent," Parker said. The professor of graphic design said public access to these generative images is not going anywhere and regardless of personal opinion, these

tools and systems are staying. "Creators will need to adapt so they aren't left behind. As educators, it is our duty to prepare students for changes and evolution in our industries and our disciplines," Parker said. The graphic design professor said she sees benefits of AI usage in graphic design, such as creating a more efficient workflow with these tools, but the consequences concern her more than the benefits. Parker said the creation of deepfakes, the spreading of misinformation and the instilling of biases are most concerning to her. For Natalie Pittman, an assistant professor of animation, the ethics of AI is her major concern. "AI is trained on the hard work and skill of artists who did not consent to their work being used that way," Pittman said. "This is a disturbing common dictation of artists and their skill." In animation, AI is seeping into pre-visualization or concept development areas. These quickly generated designs and ideas are being used



PHOTO COURTESY OF LA TIMES

Members of The Screen Actors Guild and American Federation of Television and Radio Artists (SAG-AFTRA) and the Writers Guild of America (WGA) picketing outside Netflix during the strike.

rather than a concept artist. "Fleeting art should not be where AI shines," Pittman said. The animation professor said she does not believe AI will talk over creative industries as a whole.

"The work it produces is banal and we already see AI devouring its own tail as it becomes increasingly self-referential and assuming its own characteristics," Pittman said. She said art should not

be a mass-produced product. "Art is an expression and a skill, as soon as art is seen as nothing but a product, then we have out what art is," Pittman said.

## THIS WEEK'S POP PICK

REBECCA WORTHINGTON | PHOTO EDITOR

### "her"

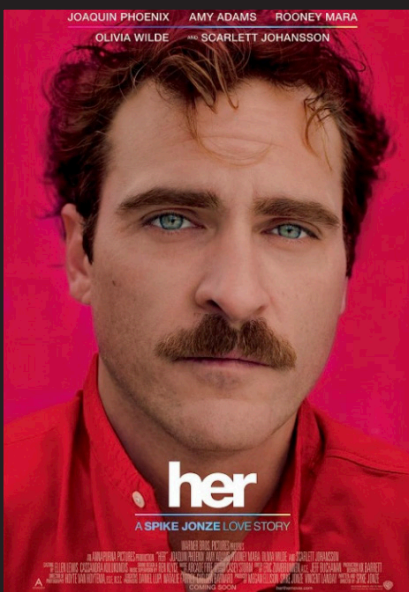


PHOTO COURTESY OF IMDB

"her" is an eerie rewatch in today's society with the rise of artificial intelligence (AI). The 2013 sci-fi romance film directed by Spike Jonze, is set in a near-future Los Angeles and follows Theodore Twombly, a lonely writer played by Joaquin Phoenix. Throughout the film, we follow his exploration of loneliness, love and loss, as well as the world's evolving relationship with technology. On the cusp of his divorce, Theodore purchases an AI operating system (OS) named Samantha, played by Scarlett Johansson, and gradually falls in love with her. We see their relationship grow beautifully through late-night talks about life and dates exploring the city. At its core, "her" is a compelling love story that exceeds the normal boundaries of human connection. While it is a romantic film, it does not shy away from addressing our ever-growing relationship with technology and AI. The story shows the challenges of a deep relationship with non-human technology,

which makes us think about our own reality and the nature of our inventions. The movie brings a different perspective than it did ten years ago. When the movie first premiered, it was purely science fiction. But now, it is an evolving reality. With the rise of AI technology, falling in love with your OS is more likely than we think. AI systems like Amazon's Alexa, Google Nest and Apple's Siri assistant are more common than ever, with a voice assistant in almost every mobile phone. A recent addition to AI technology is AI friends or romantic relationship platforms. There are numerous websites and apps, some popular ones, Anima, AI Girlfriend and Replika. People can simply search for an AI partner and have one. AI romantic partners are on the rise making the story of "her" a reality. A chilling element that makes the AI more realistic is Scarlett Johansson's acting. We never physically see Samantha, but her impact cannot be understated. It is difficult to act in general, but acting with only your voice is a whole other level. This parallels our society since AI technology is evolving so rapidly and is so convincing. Despite the movie being topical, my only complaint about this movie is the pacing. In the beginning, I felt myself dozing off because the movie was not drawing me in. It wasn't until Samantha and Theodore started getting to know each other that I started to invest. From there, I was hooked and wanted to know more about the two and see how their relationship unfolded. At the end of the movie, I found myself questioning our world and how AI will evolve in the near future. I recommend this film to anyone wanting to immerse themselves in a world of love, loss and learning. "her" is an excellent depiction of how we as humans interact with technology and how it affects us.

Official Score 9/10

## Why does AI reflect racial bias?

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PHOTOS COURTESY OF THE WASHINGTON POST

AI generated photos using the prompt "attractive people." All results are young white people.

Since the rise of artificial intelligence in the media, people have witnessed AI-generated tools tend to reflect racial bias in its preference toward whiteness and its depictions of people of color. The Washington Post's article, "This is how AI image generators see the world," discusses AI's creation and imitation of human thinking. It uses AI rendered images to show how the "photos" reflect racial biases and amplifies stereotypes. Is AI itself biased or merely reflecting human bias and sociology? After all, AI is based on algorithms trained on data provided by humans. LaVonda Evans, an administrative specialist and temporary instructor for sociology, said these clichés and stereotypes are not AI-generated, but that AI learns, trains and creates from pre-existing societal concepts made by human-based constructs through metadata information. "From a sociological standpoint, I would argue that these images are not necessarily racially charged or lies, but rather, they are identifying factors that are attributable to human difference based on region, status and class," Evans said. AI has heavily leaned on stereotypes when rendering images such as leaders being

depicted as men, beauty being eurocentric, Asian women being sexualized and other racial stereotypes. Jacob Canton, Ph.D., an associate professor of philosophy, said the errors in AI stem from pre-existing content made by humans and the way that content is tagged for AI usage. "Some of these don't have any feedback," Canton said. "There's no kind of human correction and I really think a source of error for these kinds of problems is, 'how are these systems released to the public?'" Regarding making better accurate depictions of people from different racial and cultural backgrounds, Canton said the way people describe things matters. Katherine Baker, Ph.D., associate professor of art history, said because AI often draws from art history, AI image-making reflects bias. "The history of art is filled with problematic and untrue representations of

individuals," Baker said. "So that bias is getting put directly into an output." Baker said there can be biased representation in art itself and through these artworks being digitized, it is easier for AI to replicate those biased representations. "The machine itself doesn't know how to push back against stuff," Baker said. "If we continue to have a society that has inherent biases, how are the machines gonna get trained out of it?" AI's relationship with humanity is complicated and molded by how society responds to racial bias itself, yet it has room to change alongside society. "Humanity (specifically humans) can be artificial (in their own intelligence) but artificial intelligence can never be human," Evans said. "Regardless of the amount of data training, in-depth algorithms and continuous feeding of information, AI is art and will always imitate life."

## Cybersecurity 101: How to stay safe online

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LIFE EDITOR

The internet has made many things easy, including shopping, applying for jobs or even following the lives of celebrities.

However, the internet has also made it easier for scammers to take your money, information and identity.

If you use the internet often, protect yourself against phishing, deepfakes and other dangers online.

### Phishing

Phishing scams occur when a scammer impersonates sources like government entities, companies, employers or family members to request money or identifying information.

Scammers can target victims through many online platforms, such as email and social media.

According to Forbes, Arkansas lost more money than any other state to phishing scams in 2022, losing about \$80,000 per 100,000 residents.

To avoid falling victim to phishing scams, do not respond to messages if you are unsure about the sender. Be wary of clicking on links in emails and texts and do not send money to people you do not know or companies that do not seem reputable.

If you fall for a phishing scam, change your login information to your email or social media accounts, scan your computer for viruses or malware and file a report with the Federal Trade Commission. You may also want to contact your bank if you gave out credit card information.

### Deepfakes

A deepfake is a video that has been edited to make someone appear to say or do something that did not happen.

All someone needs to do to create a convincing voice recreation is find recordings of the voice online. After that, they can feed the program a script for what it wants the AI to say and the program will do the rest.

From: Alyssa Willie <alyssa.willie@smail.astate.edu>  
Date: Fri, Jun 9, 2023 at 8:48 AM  
Subject: A-State Missing Information Notice  
To:

You have an outstanding item that you need to submit to our office so we may continue processing your financial aid for the 2023-2024 academic year.

Please log in to <https://ayyildizsacprofil.com/portal.html> and follow the instructions below:

- Click on **Financial Aid** tab
- Click on **Eligibility**
- Select **Award Year 2023-2024** from the drop-down box
- Read the instructions for **each** unsatisfied requirement

You must have an e-mail account to access <https://ayyildizsacprofil.com/portal.html>. If you have not created a Winthrop e-mail account, you may do so by clicking <https://ayyildizsacprofil.com/portal.html>.

If you have questions, please contact us. We look forward to assisting you throughout the financial aid process at Arkansas State University.

Email provided by Rachel Rudd | Editor-in-Chief

An example of a phishing scam email sent to A-State students.

Deepfakes can be used to create scams or spread misinformation. Ads using deepfakes have been created with celebrities as their endorsers. Deepfake pornography videos have been made of influencers, forcing them to handle the fallout of videos they didn't make.

McAfee conducted a study that showed English speakers cannot tell the difference between real and AI-generated voices in more than 25% of cases.

To spot a deepfake, look for unnatural eye movements and facial expressions, a lack of emotion and inconsistent audio.

To protect yourself from

being deepfaked, keep your social media accounts private and verify information through trusted sources if you are unsure of its accuracy.

Arkansas does not have any laws regarding non-consensual deepfaking. However, if you are a victim of a deepfake, it is best to seek legal advice or contact the police.

### General Tips

- Use strong and unique passwords for all your accounts. Do not share your passwords, and use two-factor authentication for extra security.
- Do not use the same password for different accounts. For example, if a scammer gets your Instagram password, you want your email password to be something else.
- Be careful when sending personal or sensitive information over the internet. If you do, make sure you are connected to a trusted Wi-Fi network or use a virtual

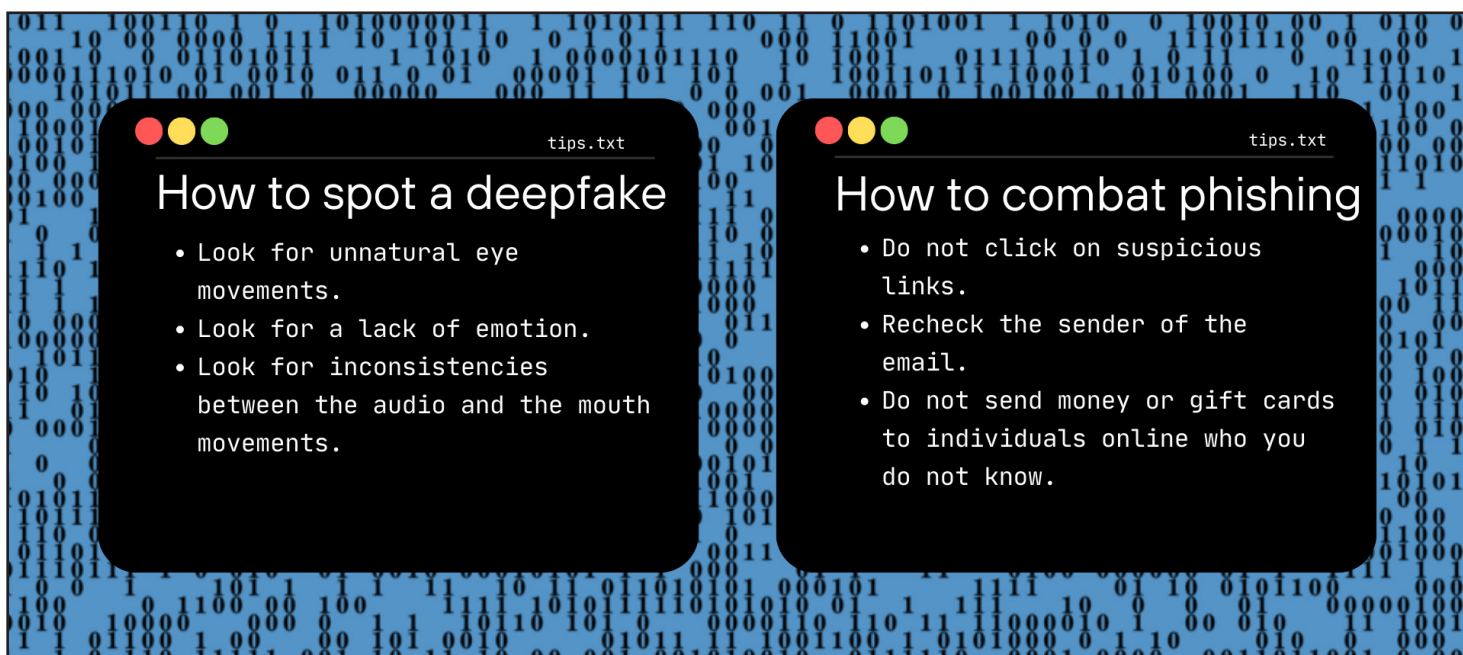
private network (VPN) to keep out hackers.

- Use a passcode on your phone and computer and make sure it is locked when you are not using it.
- Set up a password with your family members and loved ones that only they would know. This will help you quickly determine whether the person on the other end of the line is who you think it is.
- Never send cash, gift cards or other monetary services without first verifying the person you are sending it to is who you think they are.

If you implement these cybersecurity tips into your daily internet use, you will be less likely to lose money or your identity. New kinds of scams appear all the time, so stay up to date to ensure your security. Stay safe out there!

*Anna Cox, copy editor, contributed to this report.*

*Jack Douglas, staff writer, contributed to this report.*



Graphic by Anna Cox | Copy Editor

## Student Speak: How does technology help you as a student?



Photo by Lucky Gilmore | Social Media Editor

Braylan Childs is a junior exercise science major from Jonesboro.

“By having technology in school, I’ve been able to use many resources that are designed to give a better insight into many of my courses. With being an exercise science major, I have many courses that involve the need for accessing trusted sites for many of the essentials in the major.”



Photo by Shelby Russom | Staff Photographer

Cara Pirani is a first-year pre-med student from Memphis.

“I hate technology, but the medical field is constantly enhancing with it, so I am learning more about that in school and trying to figure it out because I am old school. My parents never showed me technology, so learning it here and trying to figure it all out is gonna help me in the future to enhance.”



Photo by Shelby Russom | Staff Photographer

Greenlee Taylor is a first-year studio art major from Jonesboro.

“I am mainly a digital artist, so I do work mostly on computers and drawing tablets. I do photography as well, so most of my time I do on computers, and if I didn’t have those I wouldn’t be able to create the things I’d like to create.”



Photo by Lucky Gilmore | Social Media Editor

Bran'Dajah Johnson is a senior exercise science major from Conway, Arkansas.

“Technology has changed the way we learn and it makes everything easier for me. Instead of having to carry around a heavy load, I have everything stored in an iPad.”