

## SECTION 20.

### CULTURE AND ART

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## IMPACT OF ARTIFICIAL INTELLIGENCE ON ART AND CULTURE

### **Introduction.**

The rise of generative artificial intelligence (gen AI) and large language models (LLMs) at the beginning of this decade and its subsequent development throughout has already considerably transformed global operations. These developments have cleared the way for great strides in numerous fields, like research and, more importantly, healthcare, allowing for a promising future of expediting the detection of cancer and other pathologies in their early stages or accelerating the development of new revolutionary medicine [6]. These benefits cannot be understated.

However, the encroachment of Artificial Intelligence on artistic and cultural spheres raises significant concerns. Encompassing numerous complex issues, beginning with questionable ethical and legal practices concerning scraping (gathering) images, artworks, text, and music from the internet without informing the authors, let alone requesting permission, to train their models [1]. Which in turn led to the economic displacement of some human creators. And end with granting abilities for unprecedented levels of disseminating misinformation and even hate speech [5].

Furthermore, an increase in reliance on AI assistants and chatbots poses risks in eroding cognitive abilities, critical thinking, and media literacy, in particular, among frequent users [9].

### **Devaluation of art.**

The narrative surrounding gen AI's abilities to generate images is fairly often described as "democratizing art" [1], in an effort to establish its capabilities of empowering ordinary people with no significant artistic experience to create

competent visual, audio, and text-based content, without prior training, entirely through simple text prompts. A point made while entirely overlooking the availability of tools for creative expression, with a pen, pencil, piece of chalk, or any other writing utensil accessible in practically every household, is that the barrier to entry into creating art is remarkably low.

A big part of AI's allure in this context may not lie in "democratization" but in its capacity to deliver instant gratification. Aligning with a societal shift towards immediate results and effortless creation [8]. This pursuit of speed and convenience directly clashes with the creative process and its values, the ones that traditionally require effort, time, practice, and personal investment.

Although AI-generated art can achieve a high level of visual polish and aesthetic appeal, its generic quality and lack of adequate originality are often noted. This stems from the way AI creates the imagery. Using massive datasets of millions and even billions of images to then break them down, after which, based on text input, approximate something that resembles or even looks exactly like one or several of those images. This is in opposition to human-made art, with its deeply personal and often emotionally driven inspirations. Human artists do not merely replicate, nor do they often have the capability to replicate reference images exactly. Human-made art is a cultivation of life experiences, emotional states, cultural influences, and diverse media consumption. This imbues each man-made artwork with a uniqueness that is irreproducible by AI.

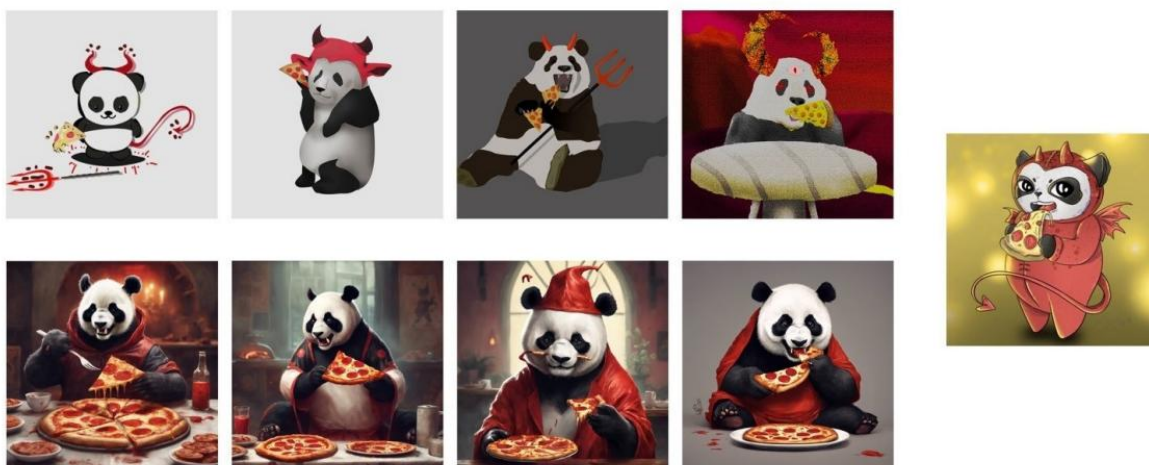


Image 1. AI-generated artworks counterposed to those made by humans [3]

Shown in the image above are five artworks made by beginner human artists vs. 4 AI-generated ones. As stated before, AI can produce highly polished images in a fraction of the time. But human-made artworks demonstrate a far greater variety

and creativity when faced with the same prompt: "an illustration of a panda bear (character) dressed as a devil (context) eating a slice of pizza (action)," even when matched against beginner artists [3]. Making the distinct lack of diversity in AI works all the more apparent.

Nevertheless, the sheer volume of content AI can produce in a brief period of time poses a significant challenge to the creative ecosystem. As one analysis highlights, "It is now possible for anyone to create hundreds of images in minutes, compile a children's book in an hour, and a project for a successful Kickstarter campaign in a fraction of the time it takes for an actual artist" [1]. This overwhelming output can significantly devalue human-created media.

### **Impact on artists.**

The steady push for AI integration into creative fields by corporations poses a notable threat to the livelihood and professional prospects of artists. The deployment of AI tools encourages the displacement of human workers, dramatically reducing opportunities for artists to be hired and earn a living from their passion. This is especially true for entry-level jobs, making the already difficult task of breaking into the industry even more problematic. "In China, AI-driven advancements in image generation have led to a 70% reduction in illustrator jobs within the video game art industry. According to a report from Rest of World, this decline is attributed to the efficiency and cost-effectiveness of AI tools, which have replaced many traditional roles in art creation" [4].

This encroachment can force artists into seeking alternative professions for which they may not be trained or desired. A trend that is generally counterproductive to the humanistic goal of using technology to enhance, rather than replace, human creativity. This allows for a gateway to a bizarre world where people's passions are outsourced to machines, granting them more time to spend on the mundane.

### **Impact on consumers.**

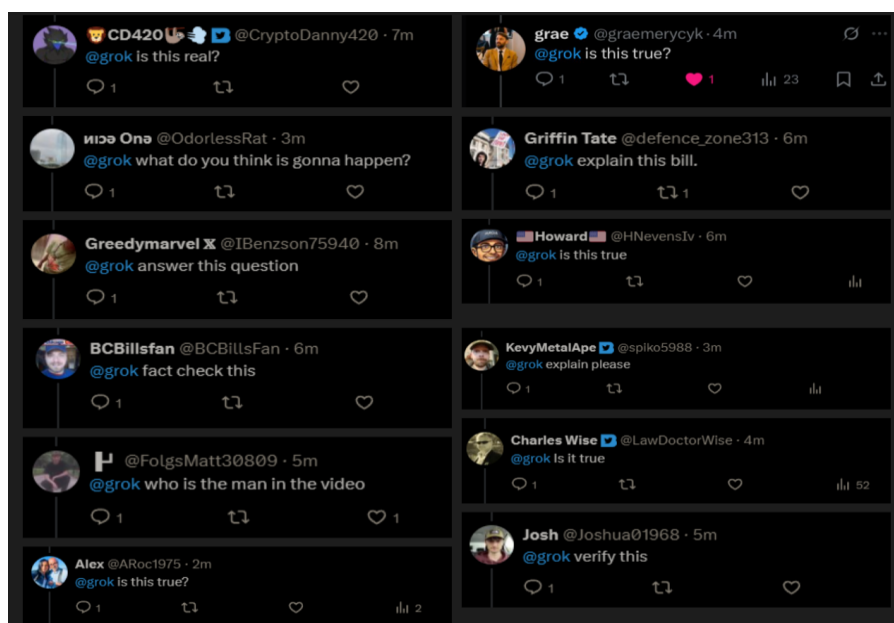
The potential harm isn't only limited to artists but also to people not affiliated with creative fields. A reliance on generative tools can strip individuals of the incentives to learn, explore new interests, and develop skills, especially those in the creative fields. This can lead to stagnation of personal growth since expressing oneself through art is yet another way for them to get to know themselves.

Moreover, the ease and visual appeal of AI-generated art can be intimidating to those considering delving into art, potentially discouraging them from pursuing it further.

### **AI-related decrease in media literacy and critical thinking skills.**

One of the most concerning prospects for the widespread adoption of AI is its potential for eroding human cognitive abilities. The constant exposure and usage of

AI assistants like ChatGPT, Gemini, Grok, and Copilot through their presence in every device, over time, would diminish individuals' capacity to discern subtle and even overt factual inaccuracies or manipulative narratives. Offloading analytical tasks to these platforms fosters a culture of intellectual passivity and a decline in intellectual curiosity, analytical capabilities, as well as capacity for independent evaluation of information, potentially cultivating a generation less equipped to navigate the complexities of our modern world and make informed decisions, as well as being more susceptible to manipulation [7].



**Image 2. People ask xAI's artificial intelligence Grok to explain various topics and fact-check information**

Another topic of concern is AI's expansive capabilities for misinformation, from generating images of politicians or celebrities in contexts far detached from reality to operating armies of reply bots in comment sections of social media platforms for the sheer purpose of propagating certain narratives or sewing discord, even by simply "hallucinating" and passing completely false information as facts. "It can be concluded that AI is a double-edged sword where it can be useful to make things easier to do but can also be misused to generate human-like misinformation text. This misinformation is spread throughout social media where information spreads very quickly" [2].

Although, as Erika Moravčíková claims in her article Human Downgrading - the Concept of Human Degradation on Social Media, these effects may not be unintentional side effects but deliberate features of what she identifies as "surveillance capitalism" and the "attention economy" that are carefully engineered to exploit psychological vulnerabilities in order to maximize user engagement [7].

### Suggestions for course correction.

To effectively mitigate the profound and potentially detrimental impacts of AI on art and culture, the implementation of robust regulations is profoundly important. Legislation must be passed to restrict the use of copyrighted works for the training of AI models without fair compensation to the affected artists. There are clear limitations to using AI as a direct substitute for human artists across various fields. Along with severe limitations on recreational AI use for everyday tasks to prevent a broader decline in cognitive abilities. A stance should be made, one that prioritizes human intelligence and creativity over corporate profits.

### Conclusion

In conclusion, while AI undeniably has vast potential for advancement in specific fields, if left unregulated, it poses an immense threat to creative and cultural spheres, as well as the intellectual development of our population. It is clear that stringent regulation is required, and ethical guidelines need to be put in place to make sure this tool serves humanity rather than undermining its development. Further research and public good faith discourse are indispensable to address these issues and pathways to dealing with them. "Image generators can still be a medium of artistic expression when their training data is not created from artists' unpaid labor, their proliferation is not meant to supplant humans, and when the speed of content creation is not what is prioritized" [1].

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