

Language, Identity, and Ethics in AI-Driven Art: Perspectives from Human Artists in Digital Environments

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Abstract

The rise of artificial intelligence (AI) in the creative industries has sparked significant debates on its ethical, economic, and sociocultural implications. This study delves into the narratives of human artists grappling with the advent of AI-generated art, focusing on its impact on creativity, cultural identity, and the artistic community. Employing a qualitative phenomenological approach, the research gathered insights from eight artists through in-depth semi-structured interviews. Thematic analysis revealed three key concerns: economic challenges such as job displacement and income instability, ethical dilemmas surrounding originality and copyright, and the devaluation of human creativity. Despite these challenges, artists expressed diverse responses to AI, ranging from fear of obsolescence to embracing AI as a tool for collaboration and innovation. Further, the study examines the role of AI in reshaping digital communication patterns and how it influences the sociocultural dimensions of art in digital media environments. Findings highlight the duality of AI as both a threat and a creative partner, underscoring the urgent need for ethical guidelines and regulatory frameworks to address these challenges. This research contributes to the broader discourse on AI's role in shaping creative industries and cultural authenticity, advocating for a balanced integration of AI that preserves the irreplaceable value of human creativity and identity.

Keywords: Artificial Intelligence; Digital Media; Ethical Implications; Human Creativity; Sociocultural Impact; Digital Art; Technology

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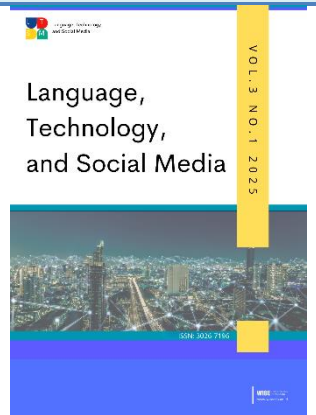
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INTRODUCTION

The emergence of artificial intelligence (AI) onto the creative scene formed varying perspectives regarding its economic and ethical considerations. Today, AI has seen tremendous popularity as a tool to easily create and generate work like literature as an artistic form, allowing faster and more efficient work. The rapid development of technology paved the way for innovations that brought significant changes in individuals' quality of life [1], [2], showcasing the possibility of replacing human labor, and drastically reshaping employment [3]. One of the most renowned applications of generative AI is the production of high-quality literature, animation, visual media, and music [4]. With these AI tools, the generative capabilities are likely to alter the creative processes and have posed a challenge to human artists and their positions within the industry [4], [5], [6].

Creative works have shown to be profitable and growing global market, dealing in cross-border transactions with numerous artists making a living off of it [7]. Digital works took the largest hit from the sudden rise of AI, with numerous companies that laid off artists, which affected their livelihood [5], [8]; the reason for this research to explore the ramifications of AI on human artists. Specifically, this research aims (a) to ascertain the economic and ethical AI concerns of artists AI and (b) to unveil the artists' views and experiences in the AI influx. Topics on AI ethics generated debates as these works were created through AI, fed with pre-existing creative works made by humans [9]. With ongoing technological advancements, AI becomes capable of performing human jobs [10], leading to an irreversible marks on employment levels and creative industries [11], [12], [13]. Today, creative works are positioned where human artists use AI as a tool and guide. With this current trend, artists hold concerns on job displacement, loss of creative control, and devaluation of human craftsmanship, which challenge the role of human creativity and undermine the traditional industry.

Certain professions require human touch; hence, jobs that need emotionally intelligence, creativity, empathy, and critical thinking are considered to be less capable of automation [14]. The fear of dehumanization states that increase on technology dependence leads to reduced human connection [15]; thus, raises significant concerns on moral consequences of AI integration into various industries [16]. Such fear correlates with concerns of creative works, being a form of human expression, losing its humanity and creativity. Nevertheless, it has become a tool to enhance work productivity and creativity [17], [3], [50]. However, AI's impact on artists and their community has major effects ranging from economic loss to destroyed reputations [18], [19], [20], with the most recent development to mimic human creative works. Some studies showed that creative works constantly change and stand without material qualities [21] because humans place value on the important presence of experiences and involvement of humans in creative works, believing that they are exclusive to humans to express emotions and articulate solitary [22], [23].

Evaluating AI-generated creative works involves unique challenges because ambiguity, context dependency, and absence of emotional resonance in AI creative works are factors that contribute to prejudice and subjectivity in evaluation [24]. Artists typically find it challenging to strike a balance between traditional aesthetic standards and the novel forms of expression made possible by AI; hence, the hostility and scepticism towards AI creative works. Research showed cultural prejudices impacted the views and assessments on AI creative works [25]; some argued that because it was artificially created, it lacked uniqueness and aesthetic value [26], [27]. These ideas support the stigmatization and marginalization of AI-generated content in the industry.

Studies explored the complex dynamics of this coexistence, looking at how AI tools can enhance and complement human artistic abilities [28]. When guided by the preferences and inputs of humans, AI algorithms create unique works. Instead of viewing AI as a rival and replacement for human artists, consider it as a creative partner [29], [30]. Incorporating AI into creative endeavor enables artists to explore new frontiers and experiment with new forms of expression; thus, extending human capabilities and creativities. The advancement of these machines can contest apprehensions on the notion of creative works [13]. One remarkable example was the work of renowned artist, Mario Klingemann. His collaboration with Generative Adversarial Networks (GANs), produced mesmerizing pieces. Photorealistic photos produced utilizing GANs were often exact replicas of real-world photographs [31]. Klingemann's creations highlighted the potential of AI to inspire and provoke emotions, demonstrating how technology elicits a visceral reaction when directed by human intention.

The way our lives work around and interact with technology could be radically altered by this mutual coexistence [32], [33], [34]. Beyond getting the task done, there is a synergy that encompasses the realms of creativity, decision-making, and problem-solving, fostering a dynamic partnership that brings together the best aspects of AI tools and humans [35]. To improve the creative process, AI generates ideas, arts, literatures, music, and contents, in collaboration with human creators as they add subjective and emotional depths to creative outputs, giving them distinct perspectives that AI lacks. In delving into the collaboration between AI and humans, it becomes evident that this is not merely about machines automating activities but also amplifying human capabilities and creativities. Although the link between AI and humanity is a beacon of advancement in the future, it should be used responsibly [36]. Through this synergy, an unparalleled new phase of creativity, effectiveness, and social progress spreads [37]. The outcomes of this study bring attention to human artists and their industries to actively support and guide them to recognize what AI means for human artists and their platforms today.

METHODS

Research Design

This qualitative research utilized a phenomenological approach for an in-depth exploration of human artists' lived experiences and the AI's economic and ethical concerns. Through a series of combined face-to-face semi-structured interviews and zoom online teleconferencing with eight (8) identified human artists, the interview data analyzed thematically, enlightened the multifaceted challenges, emotions, and ethical dilemmas in the evolving landscape, which enriched the understanding of creative works done through AI and underscored the importance of promoting responsible use and ethical practices.

Population and Sample

Through convenience sampling, this research covered eight (8) human artists with varying backgrounds, experiences, and statuses who make creative works their livelihood. In this research, the selected respondents of legal age (18 years old), from the province of Nueva Ecija, in the Philippines, were identified R1, R2, R3, R4, R5, R6, R7.

Research Instrument

This research utilized a validated 10-self-developed guide questions on (1) economic and ethical concerns of human artists regarding creative works done through AI; and (2) the human artists' views and experiences in the influx of AI. The instrument contains letter of information with data privacy clause, consent form, and the guide questions, reviewed and validated by digital artist, language specialist, and psychologist.

Data Collection Procedures

For this research, the data collection spanned a total of four (4) weeks. After obtaining the ethics clearance from the Central Luzon State University (CLSU) Ethics Research Committee (ERC), semi-structured interviews were scheduled with the eight (8) respondents based on their availability, convenience, and willingness to participate. Both face-to-face and zoom interviews were set according to the requests of the respondents. Each interview ranged from an hour to two. All interviews were recorded (audio and video) and transcribed with consent of all respondents.

Data Analysis Procedures

In examining the narratives of eight (8) human artists in the ascendance of AI, this phenomenological qualitative research analyzed the significant statements determined from the experiences and problems faced. The human artists' responses were recorded, transcribed, categorized, tagged, examined, explained, and thematically interpreted based on the conducted semi-structured interviews. In order to guarantee the precision, dependability, and legitimacy of results, data cross-referencing was observed with (a) another group of researchers, (b) qualitative research adviser, (c) psychologist and psychometrician, and (d) the respondents.

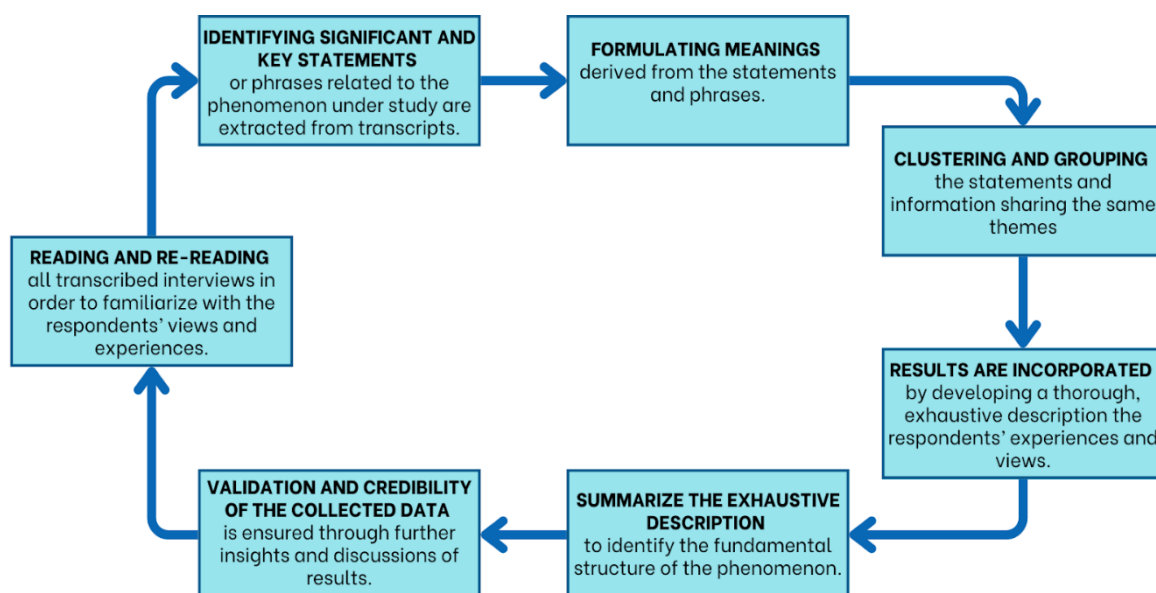


Figure 1. Adapted Data Analysis Procedures from Colaizzi's Method (1978)

RESULTS AND DISCUSSION

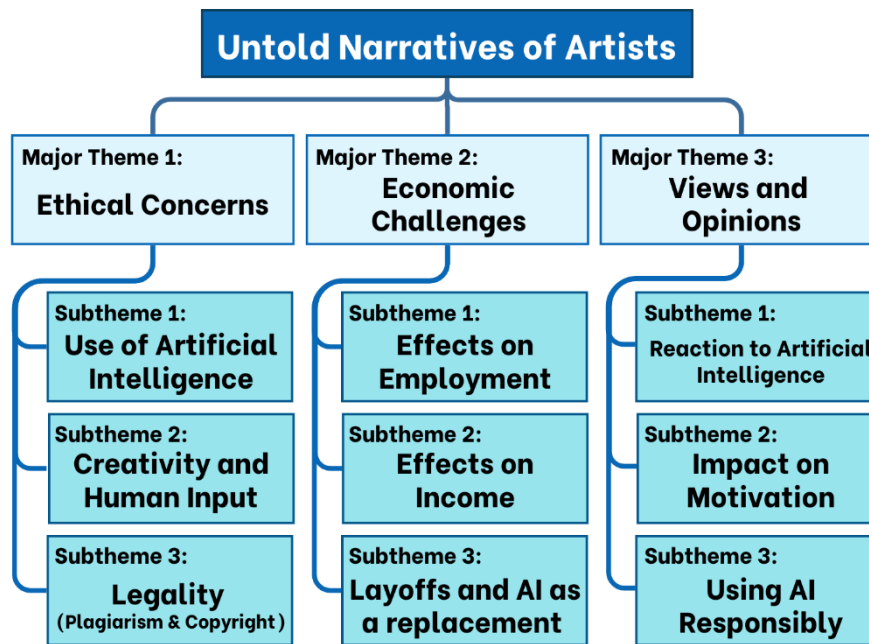


Figure 2. Untold Narratives of Artists

Ethical Concerns: Problems Arising with Artificial Intelligence (AI)

In today's society, technological advancements, particularly AI, allow people to do everything from homework to creating an entire book with the click of a button. However, the widespread adoption of AI poses significant challenges within the art community, impacting the balance between AI-generated output, human creativity, and the legal framework surrounding plagiarism and copyright.

Use of AI

The use of AI in creative works raises significant ethical challenges, particularly in terms of authorship and originality. AI systems are prompted on existing works, which can lead to concerns about plagiarism and intellectual property theft [38]. This has sparked debates within the community about the value and integrity of AI-generated works, with some suggesting that it diminishes the human element of creation [39].

Creativity and Human Input

AI's role in the creative process also raises concerns about its impact on human creativity. Many artists and scholars argue that AI-generated creative works lacks the emotional depth and intentionality found in human-made works [40]. The fear is that as AI becomes more advanced, it could replace human artists in some domains, leading to a loss of jobs and reduced opportunities for creative expression [41].

Legality: Plagiarism & Copyright

Another ethical issue is the legal implications of AI-generated works. Most AI systems learn from large datasets of existing creative works, which often include works by human artists. This raises

concerns about copyright infringement, as the works generated by AI may closely resemble those created by humans, without permission or compensation [39]. The current legal framework is struggling to address these issues, as traditional copyright laws were not designed with AI in mind. As a result, many artists and legal experts are calling for updated laws to protect creators' and/or artists' rights in the age of AI [42].

Economic Effects of AI on Artists

Artists rely on their creative works as a means of work and income, certain artists find work in freelancing and there are those who rely on employment from larger industries and/or companies. Whichever it may be, AI has had significant economic impacts on artists, in terms of their income and employment.

Effects on Employment

Many freelance artists have difficulty acquiring new clients and numerous have failed to find employment within larger industries and/or companies. Employment rates for artists have plummeted since the pandemic. AI affects almost every aspect of life and work [13], and with creative works done through AI on the horizon have since then continuously lowered a significant amount.

Effects on Income

AI has had positive and negative effects on artists' income. While some report an increase and others a decrease, most respondents note no significant change. This stability is due to the client's preference for human-generated creative works, which they value for its emotional depth and meaningful experience [43].

Layoffs and AI as a Replacement

Artists express concerns about layoffs in the industry, driven by cost-cutting and AI's availability. AI software can complete tasks faster and cheaper than human artists, potentially replacing them in pattern-based tasks [44]. Advanced AI may take over repetitive roles like character animation and rendering, raising questions about the future of human creativity in the industry [45].

Views and Perceptions of Artists in the Influx of AI

At present, a myriad of technologies is being widely used, one of which is AI that goes beyond the use in education and media, as it is also being used in creative works like arts and literature. Artists find themselves navigating their space where AI-generated creations coexist with traditional ones, eliciting a broad spectrum of views and perceptions. Due to the continuous progression of AI, artists sparked debate on it, including their reactions, its effect on their motivation, and how it can be used responsibly.

Reaction to AI

Respondents initially expressed amazement and curiosity about AI, recognizing its ability to streamline workflows and generate creative outputs at an unprecedented scale. Many artists found AI's capacity to mimic styles and create highly detailed works intriguing, viewing it as a potential collaborator in the creative process. However, this initial enthusiasm quickly diminished as

concerns about originality, authenticity, and job security emerged. Respondents highlighted that AI-generated works often rely on existing human-created datasets, which, while technically impressive, lack the emotional depth and intentionality that define human artistry [46].

Artists also expressed apprehension about AI's role in shaping digital communication patterns within the arts. For instance, they observed that AI tools tend to prioritize replicable trends over unique expressions, potentially reducing the diversity of artistic languages and narratives in digital media. This homogenization threatens to overshadow the cultural and contextual nuances inherent in human-generated works, creating a tension between efficiency and authenticity [47]. Moreover, the integration of AI into artistic communication has raised questions about the evolving language of digital art. Respondents noted that AI systems often struggle to interpret or replicate the subtle symbolism, metaphors, and cultural references that are central to human communication. These limitations underscore the need for critical digital literacy among audiences to distinguish between AI-generated and human-created works, preserving the integrity of artistic dialogue and cultural narratives.

Effect on Motivation

The effect of AI on human artists' motivation revealed a spectrum of contrasting responses, reflecting not only individual reactions but also broader sociocultural dynamics. Some artists reported a significant decline in motivation, primarily driven by fears that automated machines could overshadow their creative voices or render their skills obsolete. This anxiety was compounded by the perception that AI-generated works, often detached from cultural and emotional contexts, could commodify art into a sterile, trend-driven process, eroding the authenticity valued in traditional artistic expressions [22]. Such concerns highlight a sociocultural tension between technological efficiency and the preservation of human creativity as a form of cultural identity.

Conversely, many artists viewed AI as a catalyst for inspiration, using it to explore new forms of expression and break conventional creative boundaries. They perceived AI not merely as a tool but as a collaborative partner, enabling the fusion of technology with human ingenuity to produce hybrid cultural artifacts. This dual perspective aligns with findings that emphasize the potential of AI to act as a medium for cross-cultural dialogue, where artists integrate diverse influences to create innovative works [22].

Furthermore, the contrasting responses underscore the sociocultural role of art as both an individual and collective endeavor. While some artists saw AI as a threat to their identity, others embraced its potential to democratize art by broadening access and enabling collaborations across digital platforms. This reflects a shift in how cultural norms and creative values are negotiated within digital environments, where the boundaries between human and machine contributions are increasingly blurred.

Using AI to Shape Digital Communication

Some artists are open to using AI as a source of inspiration and idea consultation, viewing it as a creative collaborator rather than merely a tool. This shift in perspective reflects the ongoing debate over whether AI enhances or diminishes human involvement in the creative process [48]. For these artists, AI offers an opportunity to explore new forms of expression and expand their creative

boundaries, fostering innovation while preserving the unique emotional and cultural depth of human artistry.

However, this openness comes with an awareness of the ethical responsibilities tied to AI use. Artists emphasize the importance of understanding how AI systems function, including the data sources they rely on and the potential biases inherent in those datasets. This underscores the need for critical digital literacy, which enables artists and audiences to discern the origins, intentions, and implications of AI-generated works. By promoting such literacy, the art community can cultivate a more informed and ethical approach to integrating AI into creative practices [48].

Additionally, some artists are willing to engage with AI-generated works only under specific conditions, such as ensuring that creators do not profit unfairly from the reproduction of pre-existing works. This highlights a growing demand for transparency and accountability in the creative use of AI, as well as the need to establish clear ethical guidelines to protect the authenticity and integrity of artistic expression. Many artists advocate for labelling AI-generated content and developing educational initiatives to raise public awareness about the differences between human and machine-made art, thereby fostering a responsible and ethical digital environment [49].

Such perspectives reinforce the idea that while AI can act as a valuable creative partner, its use must be guided by principles that prioritize fairness, originality, and respect for the human element in art. This approach not only safeguards artistic authenticity but also aligns with broader goals of digital citizenship, promoting a culture of responsibility and informed decision-making in the digital age.

Discussion

The findings of this study reveal significant insights into the evolving relationship between AI-generated creative works and their impact on creativity, ethics, and the economy. As AI continues to permeate the creative industries, its dual role as both a disruptor and enabler becomes increasingly evident. Ethical concerns raised, particularly around authorship and originality, align closely with existing literature on AI's implications for human creativity and the authenticity of artistic expression. These concerns underscore the ongoing debate about the role of AI in preserving or undermining the human element in creative practices [13], [43]. While some artists expressed apprehension about AI's potential to diminish their unique voices, others embraced it as a tool for innovation and exploration. This dichotomy reflects prior findings suggesting that AI can either catalyze or inhibit creative expression, depending on how it is adopted by individuals and industries [46]. Moreover, AI's ability to generate ideas, simulate styles, and automate repetitive tasks has allowed some artists to expand their creative boundaries, transforming AI from a perceived threat into a collaborative partner.

Despite its creative potential, AI's integration raises critical ethical and economic questions. Issues surrounding plagiarism and copyright infringement were prominent, as many AI systems rely on datasets of pre-existing works, often without explicit permission. These findings echo existing research emphasizing the inadequacy of current legal frameworks to address such challenges, highlighting the need for updated intellectual property laws and ethical guidelines to ensure fairness and transparency in AI use [13], [43]. Economically, the impact of AI presents a complex picture. While AI's cost-effectiveness has resulted in income loss and job displacement for many freelance artists, some have adapted by incorporating AI into their workflows to enhance productivity and diversify their creative output. This duality underscores the transformative

potential of AI while highlighting the need for targeted interventions, such as training programs and digital literacy initiatives, to help artists navigate these changes.

Furthermore, the findings reveal varied motivational responses among artists, ranging from demoralization to renewed inspiration. Some artists viewed AI as a threat to their creative expression, while others found it a source of inspiration to push the boundaries of their craft. These diverse perspectives suggest that attitudes toward AI often depend on personal and professional contexts, as supported by prior studies [46]. Beyond individual responses, the findings suggest that AI not only affects artistic production but also reshapes sociocultural narratives within digital environments. By influencing how art is created, perceived, and consumed, AI contributes to a broader transformation of cultural identity and communication in the digital age. This highlights the importance of fostering critical digital literacy among creators and audiences to navigate these shifts responsibly.

This study makes a significant contribution to the discourse on AI and creativity by integrating ethical, economic, and sociocultural dimensions to provide a holistic understanding of AI's role in the creative industries. Unlike prior research that often focuses solely on technological or economic aspects, this study captures the lived experiences and adaptive strategies of human artists in a rapidly changing landscape. Furthermore, the findings emphasize the interplay between technology and cultural identity, offering fresh insights into how AI shapes digital communication patterns and artistic narratives. These results underscore the need for ethical frameworks and regulatory measures to ensure responsible AI integration, alongside educational initiatives to equip artists with the skills to adapt. Future research should explore the long-term effects of AI on creativity, particularly in diverse cultural contexts, and investigate how AI can enhance educational and collaborative opportunities in the arts. By situating these findings within broader debates on technology and society, this study reinforces the importance of balancing innovation with the preservation of the irreplaceable human element in creativity.

CONCLUSION

This study unveiled the multifaceted narratives of artists regarding AI, gaining valuable insights into its economic, ethical, and experiential dimensions. Findings revealed significant concerns on AI's impact on the balance between AI-generated outputs, human creativity, and the legal and ethical boundaries of its use, particularly issues on acceptability, copyright infringement, and plagiarism. Economically, AI posed challenges to artists' employment and income, with the majority of artists having apprehensions about the deprivation of job opportunities and the legality of AI. In examining human artists' experiences, a range of perspectives were uncovered, from their initial reactions to their actual experiences, and their opinions on how it can be used responsibly. Some viewed AI with curiosity and interest, while others were worried about its potential to overshadow human creativity. Many initially felt discouraged but later adapted, viewing AI as a challenge that reignited their motivation and creativity. The study underscores the need for clear regulations to ensure ethical and fair AI use while preserving the value of human creativity in the evolving art landscape. This research contributes to the advancement of creative works by offering original and authentic insights, promoting the responsible use of AI, and fostering a deeper understanding of the evolving relationship between creative works and technology. This research recommends developing robust ethical guidelines to ensure the responsible creation and consumption of AI creative works, as current ethical and legal boundaries remain ambiguous.

Expanding the scope of forms to include animations, film, music, and literature is also recommended to address unique challenges and opportunities faced by artists working in different branches. Conducting longitudinal studies is recommended to track AI's impact as it evolves and changes. By implementing these measures, this fosters a balanced and equitable integration of AI in creative works and other fields, ensuring that innovation complements, rather than compromises, the irreplaceable value of human creativity.

LIMITATIONS

This study is limited by its small sample size of eight artists from a single region, which may not represent broader global views. Additionally, the reliance on self-reported data could introduce biases. The rapid evolution of AI technology means the findings may not reflect future developments. Lastly, the study focused solely on artists' perspectives, excluding other key stakeholders like art buyers and policymakers.

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AUTHOR CONTRIBUTION

A.J.R.T. was responsible for conceptualizing the study, conducting data collection, performing the initial analysis, and drafting the manuscript. J.M.C.A. contributed to the development of the methodology, supervised the data analysis, and undertook the critical review and editing of the manuscript. A.P.J.G. provided theoretical guidance, validated the analysis, and led the final revision of the manuscript. A.D.R.P. and J.A.V. contributed to the methodology development, data analysis, and manuscript writing. All authors have read and approved the final version of the manuscript for publication.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

DECLARATION OF USE OF AI IN SCIENTIFIC WRITING

The authors used ProWritingAid during the preparation of this work to enhance grammar and language accuracy. After utilizing the tool, the authors thoroughly reviewed and edited the content as necessary and assumed full responsibility for the publication's content.

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