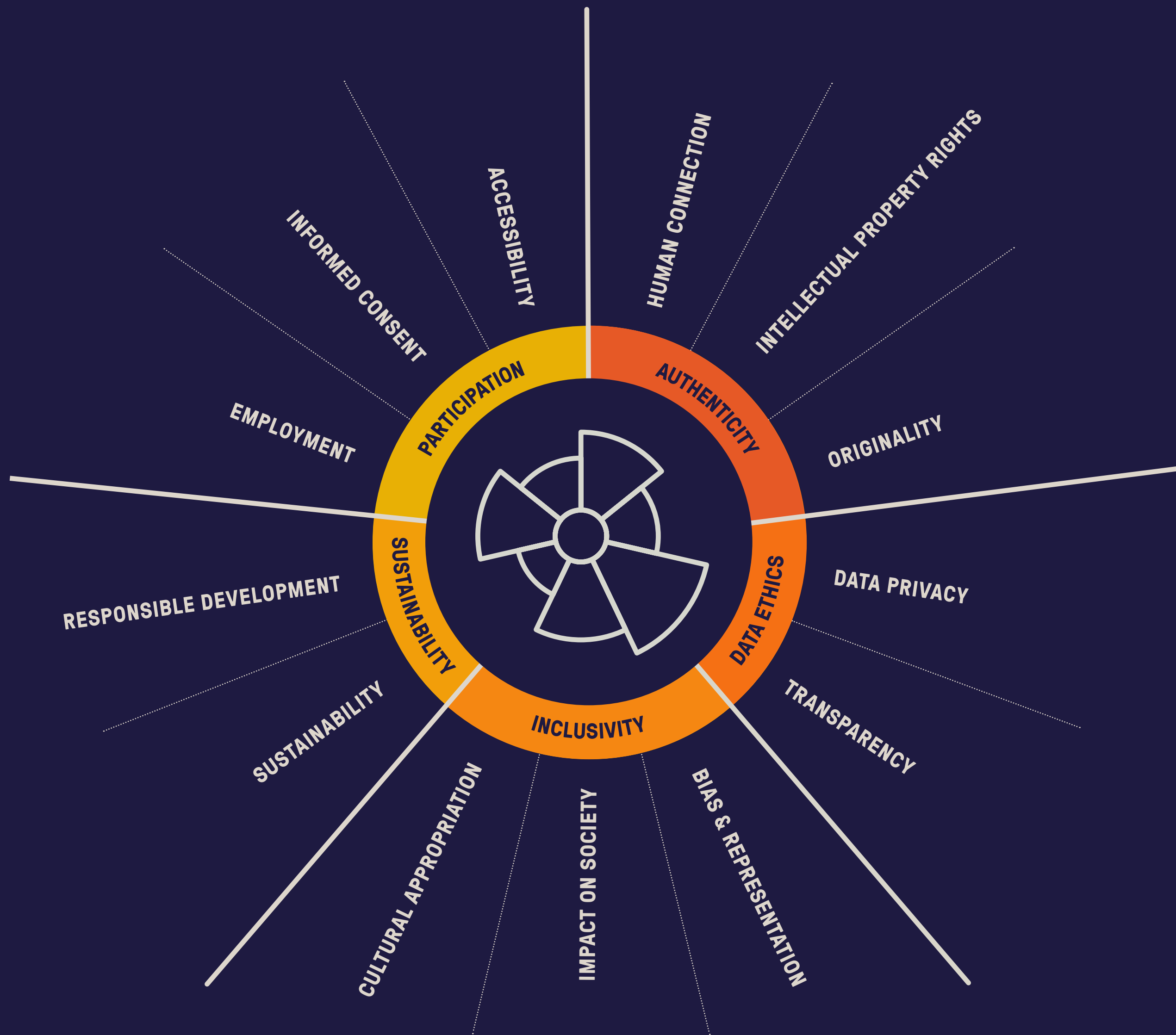# Creative AI Magnifier

What are the ethical implications of using generative AI in our creative process? The Creative AI Magnifier highlights some of the most pressing ethical concerns for creative communities to consider. Responding to each prompt on this tool part of a reflective process that can deepen our awareness of these issues and help us articulate our relationship to these tools. The resulting visualization can strengthen our opinions and communicate our relationship to creative AI tools. Learning more about each ethical topic by reading the descriptions below.

Radial diagram with inner wheel segments: PARTICIPATION, AUTHENTICITY, DATA ETHICS, INCLUSIVITY, SUSTAINABILITY. Outer spokes: ACCESSIBILITY, HUMAN CONNECTION, INTELLECTUAL PROPERTY RIGHTS, ORIGINALITY, DATA PRIVACY, TRANSPARENCY, BIAS & REPRESENTATION, IMPACT ON SOCIETY, CULTURAL APPROPRIATION, SUSTAINABILITY, RESPONSIBLE DEVELOPMENT, EMPLOYMENT, INFORMED CONSENT.

ETHICAL TOPICS IN CREATIVE AI

ACCESSIBILITY
Making creative AI tools available to a diverse range of people, including those with disabilities and those who from different backgrounds.

BIAS & REPRESENTATION
Highlighting AI-generated creative works that misrepresent people and cause harm.

CULTURAL APPROPRIATION
Addressing cultural appropriation in AI-generated creative works to not inadvertently or deliberately include sensitive cultural elements.

DATA PRIVACY
Using personal and sensitive data to generate AI-generated creative works that protects the information of individuals.

EMPLOYMENT
Exploring how creative AI tools will affect human roles and job opportunities currently and also in the future, for those who work in creative industries.

HUMAN CONNECTION
Identify emotional depth in AI-generated creative works so that it evokes genuine emotional responses from its audience.

IMPACT ON SOCIETY
Interrogating the implications that AI-generated creative works' may have on society in order to assess how they shift our values and ethics.

INFORMED CONSENT
Ensuring participants whose data is used to create and refine creative AI tools provided explicit permission to companies that produce these tools.

INTELLECTUAL PROPERTY RIGHTS
Investigating who holds the right to AI-generated creative works: individuals whose data was used to train the AI tool, those who use the AI tool, creators of the AI tool, or the AI tool itself.

ORIGINALITY
Attributing human contributions of AI-generated creative works to help human input to be recognized and credited in the process.

RESPONSIBLE DEVELOPMENT
Examining ways that new creative AI tools and technologies are developed to insure they reduce potential harm.

SUSTAINABILITY
Considering the environmental impact of creative AI tools to understand how much energy the creative AI tools use, and the carbon footprint associated with developing, operating, and using the tools

TRANSPARENCY
Considering whether and how to disclose AI's involvement in a creative process in order potentially cite its role in the creation of a project.

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