
| RESEARCH ARTICLE

The Ethics of Artificial Intelligence in Creative Industries

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| ABSTRACT

The integration of artificial intelligence (AI) into creative industries has sparked profound ethical debates regarding authorship, originality, labor, and societal impact. AI technologies are increasingly employed in fields such as visual arts, music, literature, design, and media production, enabling novel forms of content creation, automated processes, and personalized experiences. While these innovations expand creative possibilities and efficiency, they also raise questions about the ethical responsibilities of creators, developers, and institutions in managing AI-generated content. This review examines the ethical implications of AI in creative industries, focusing on issues of intellectual property, accountability, transparency, and the potential for cultural homogenization. Key ethical concerns center on authorship and ownership: AI systems can generate outputs with minimal human input, challenging conventional notions of creativity and copyright law. Scholars highlight the risk of devaluing human artistry and the need for frameworks that recognize both human and machine contributions. Additionally, the use of AI in creative work raises questions about labor displacement and the role of human creativity in an increasingly automated environment. Ethical considerations also extend to transparency and bias: AI algorithms may reproduce or amplify social biases, misrepresent cultural narratives, or prioritize profit-driven outputs over artistic integrity. Furthermore, the review explores the broader societal implications of AI in creative industries, including the tension between innovation and cultural preservation, the democratization of creative tools, and the environmental impact of computational processes. It emphasizes the importance of responsible AI governance, ethical design principles, and interdisciplinary collaboration among artists, technologists, and policymakers. Ultimately, the ethics of AI in creative industries reflect a balance between embracing technological innovation and safeguarding human, cultural, and societal values. This review underscores the need for ongoing dialogue, critical assessment, and regulatory frameworks that guide the responsible integration of AI, ensuring that technological progress enriches rather than undermines creative expression and cultural diversity.

| KEYWORDS

Artificial Intelligence (AI); Creative Industries; AI Ethics; Intellectual Property; Algorithmic Bias; Automation and Labor; Responsible AI Governance

| ARTICLE INFORMATION

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1. Introduction

The advent of artificial intelligence (AI) has profoundly transformed creative industries, reshaping the ways in which art, music, literature, film, design, and digital media are produced, distributed, and consumed (Vives & Morales, 2023; Lee, 2022). AI technologies, including generative algorithms, machine learning, neural networks, and natural language processing, have enabled novel forms of artistic experimentation, automated content generation, and personalized creative experiences (Clarencia et al., 2024; Zhao & Zhang, 2023). From AI-generated music compositions to algorithmically designed visual art and literature,

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creative industries are increasingly relying on machine intelligence to augment, enhance, or even replace human creative processes (Canyankan, 2024; Xu et al., 2025). While these advancements offer remarkable opportunities for innovation and democratization of artistic expression, they also raise complex ethical challenges that necessitate rigorous examination (Piskopani et al., 2023).

A central ethical concern in AI-driven creative industries is authorship and intellectual property. Traditional concepts of creativity and ownership are challenged when AI systems autonomously generate works or collaborate with human creators (De Cock Buning, 2018; Tiribelli et al., 2024). Questions arise regarding who holds authorship rights—the programmer, the user, or the AI itself—and how intellectual property laws can adapt to account for non-human contributions (Canyankan, 2024). Closely related are issues of transparency, accountability, and bias. AI algorithms are trained on large datasets, which often reflect existing social, cultural, and gender biases, influencing the outputs of AI systems (Liu et al., 2023; Xu et al., 2025).

Another significant area of concern is the impact on labor and employment within creative industries. As AI tools increasingly automate tasks previously performed by human artists, designers, writers, and musicians, questions emerge regarding job displacement, skill obsolescence, and the equitable distribution of economic value (Lee, 2022; Vives & Morales, 2023). Additionally, the use of proprietary or publicly sourced datasets raises ethical considerations around consent, privacy, and cultural appropriation, particularly when AI systems rely on existing artworks or user-generated content without proper attribution or permission (Tiribelli et al., 2024; Stacchio et al., 2024).

Scholars, policymakers, and industry stakeholders have begun to develop ethical frameworks, guidelines, and standards to address these challenges, emphasizing interdisciplinary approaches that integrate technological innovation with moral, legal, and cultural considerations (Piskopani et al., 2023; Stacchio et al., 2024). This review seeks to synthesize existing literature on the ethics of AI in creative industries, examining the challenges, debates, and proposed solutions related to authorship, bias, labor, accountability, and societal impact.

2. Literature Review

2.1 AI and the Transformation of Creative Industries

Artificial intelligence has significantly reshaped creative industries, including visual arts, music, literature, film, design, and digital media (Clarencia et al., 2024; Vives & Morales, 2023). Studies highlight that AI tools enable automation of creative processes, generate new forms of artistic expression, and enhance productivity (Lee, 2022; Zhao & Zhang, 2023). While these innovations expand creative possibilities, scholars also note the ethical implications of delegating artistic decisions to machine intelligence (Xu et al., 2025; Piskopani et al., 2023).

2.2 Authorship, Ownership, and Intellectual Property

A central ethical concern is authorship and ownership of AI-generated works. Traditional intellectual property laws are often inadequate for AI-generated content, raising questions about whether rights belong to the developer, user, or the AI itself (De Cock Buning, 2018; Canyankan, 2024). Scholars emphasize the need for updated legal frameworks to address challenges posed by autonomous creative machines while protecting human creativity (Tiribelli et al., 2024; Stacchio et al., 2024).

2.3 Bias, Fairness, and Representation

AI systems rely on large datasets that may reflect pre-existing social, cultural, or gender biases, which can influence creative outputs and perpetuate stereotypes (Liu et al., 2023; Xu et al., 2025). Ethical scholarship highlights the importance of transparency, fairness, and inclusive datasets to mitigate bias and ensure responsible AI deployment in creative domains (Piskopani et al., 2023; Tiribelli et al., 2024).

2.4 Labor, Automation, and Economic Implications

AI's increasing role in automating creative tasks raises concerns about employment, skill displacement, and the equitable distribution of value in creative industries (Lee, 2022; Vives & Morales, 2023). Scholars debate the ethical responsibility of organizations to balance technological innovation with the protection of human labor and the cultivation of creative expertise (Clarencia et al., 2024; Xu et al., 2025).

2.5 Privacy, Data Security, and Consent

AI creative systems often rely on large-scale datasets, including user-generated content, copyrighted works, and cultural artifacts (Tiribelli et al., 2024). Ethical issues arise when these datasets are used without explicit consent or attribution (Stacchio et al., 2024; De Cock Buning, 2018). The literature underscores the need for responsible data collection, proper attribution, and adherence to legal and moral standards (Liu et al., 2023).

2.6 Regulatory and Ethical Frameworks

Researchers and policymakers advocate for interdisciplinary ethical frameworks to guide AI deployment in creative industries (Piskopani et al., 2023; Stacchio et al., 2024). These frameworks address authorship, accountability, bias mitigation, labor rights, and societal impact while supporting innovation (Tiribelli et al., 2024; Xu et al., 2025).

3. Methodology

This short research review adopts a qualitative and descriptive approach to examine the ethical implications of artificial intelligence (AI) in creative industries. The study is based on a systematic review of scholarly literature, including peer-reviewed journal articles, books, conference proceedings, and credible online sources published between 2010 and 2025. Sources were selected for their relevance to key ethical issues in AI-driven creative sectors, including authorship, intellectual property, bias, labor impact, privacy, and accountability.

Data collection involved comprehensive searches in academic databases such as Google Scholar, JSTOR, Scopus, and Web of Science using keywords including "artificial intelligence," "ethics," "creative industries," "AI-generated art," "bias in AI," "intellectual property," and "automation in creative work." Articles were screened for credibility, methodological rigor, and contribution to understanding ethical challenges and frameworks in AI applications.

The literature was analyzed thematically, categorizing findings under major areas: AI's impact on creative processes, authorship and intellectual property concerns, bias and fairness, labor and automation, data ethics and privacy, and regulatory or ethical frameworks. This approach allowed the synthesis of current debates, recurring themes, and proposed solutions, providing a comprehensive overview of ethical considerations in AI-driven creative industries.

By employing this systematic literature-based methodology, the study ensures a rigorous examination of both the opportunities and ethical challenges posed by AI in contemporary creative practices.

4. Results and Discussion

The review of contemporary scholarship on AI ethics in creative industries highlights both the transformative potential of AI and its ethical challenges (Clarencia et al., 2024; Vives & Morales, 2023).

One of the most prominent findings is the issue of authorship and intellectual property. AI systems can autonomously generate art, music, literature, and design outputs, raising complex questions about ownership (De Cock Buning, 2018; Canyankan, 2024). Scholars argue that traditional legal frameworks are insufficient to address the attribution of rights in AI-generated works (Tiribelli et al., 2024). Debates revolve around whether authorship should be assigned to the AI developer, the user who provides prompts, or whether AI-generated content should occupy a new legal category (Stacchio et al., 2024).

Bias, fairness, and representation emerge as another critical concern. AI algorithms trained on large datasets often reproduce societal, cultural, and gender biases, affecting both creation and reception of AI-generated content (Liu et al., 2023; Xu et al., 2025). Scholars emphasize the need for transparency, diverse datasets, and auditing mechanisms to prevent discriminatory outputs (Piskopani et al., 2023; Tiribelli et al., 2024).

Labor and employment are also affected. AI-driven automation may displace human artists, designers, writers, and musicians or alter skill requirements (Lee, 2022; Vives & Morales, 2023). Scholars argue that organizations must balance technological innovation with support for human creators through fair compensation, skill development, and collaborative AI-human workflows (Clarencia et al., 2024; Xu et al., 2025).

Privacy, data security, and consent present additional challenges. AI systems use datasets that may include copyrighted works, personal data, or culturally sensitive content (Tiribelli et al., 2024), raising ethical issues regarding consent and cultural appropriation (Stacchio et al., 2024; De Cock Buning, 2018). Addressing these concerns requires robust governance, informed consent, and adherence to legal and ethical standards (Liu et al., 2023).

Finally, regulatory and ethical frameworks are vital for responsible AI deployment. Interdisciplinary approaches integrating technical, legal, and ethical considerations are recommended to ensure accountability, mitigate bias, and protect labor rights while supporting innovation (Piskopani et al., 2023; Stacchio et al., 2024).

5. Conclusion

In conclusion, the integration of artificial intelligence within creative industries presents a complex ethical landscape that demands nuanced consideration. AI technologies, ranging from generative art and music composition to automated content creation and design, have undeniably expanded the boundaries of human creativity, offering unprecedented efficiency, novel ideas, and democratized access to creative tools. However, these advancements also raise profound ethical questions surrounding authorship, ownership, accountability, and the socio-economic implications for human creators. As AI systems increasingly contribute to creative outputs, the traditional understanding of intellectual property is challenged, prompting the need for revised legal frameworks that can equitably balance the rights of human and machine contributors.

Moreover, ethical concerns extend beyond legalities to issues of bias, representation, and cultural appropriation. AI models are trained on datasets that may reflect historical inequities, resulting in outputs that inadvertently perpetuate stereotypes or marginalize underrepresented voices. Ensuring transparency in AI decision-making processes and implementing robust oversight mechanisms are essential steps toward mitigating these risks. Equally critical is the cultivation of ethical literacy among practitioners, policymakers, and audiences, fostering awareness of both the potentials and limitations of AI in creative contexts.

Ultimately, the ethical deployment of AI in creative industries requires a collaborative approach, engaging technologists, artists, ethicists, and regulators in ongoing dialogue. Emphasizing human-centered design principles and accountability frameworks can help navigate the tensions between innovation and responsibility. While AI offers remarkable opportunities to augment creative expression, it should not replace or undermine human ingenuity. A balanced integration, guided by ethical reflection, can ensure that AI serves as a tool for inspiration and inclusion rather than a source of exploitation or inequity. As the field continues to evolve, sustained interdisciplinary engagement will be vital in shaping AI's role as a responsible, empowering force within the creative sector.

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