

Ethical Artificial Intelligence And Sustainable Marketing: A Study Of Artificial Intelligence (Ai) In Media Marketing

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ABSTRACT

Artificial Intelligence (AI) is transforming the media landscape, raising significant ethical concerns. This research seeks to examine the impact of AI technologies on media. By employing machine learning algorithms, this study examines the functions of AI in automating content generation, enhancing audience engagement, and personalizing user experiences. This paper investigates the ethical issues faced by the media with the use of AI. Data was generated using primary data and secondary data. It explores the ethical issues related to AI-generated content, investigates the influence of AI on media employment and job displacement, and analyzes the impact of AI on the future media industry. The application of AI in media raises ethical issues such as misinformation, bias, and discrimination, and leaves negative impacts on society. The findings imply that these issues can be mitigated by implementing strict regulations on AI-generated content and ensuring transparency and accountability.

Keywords:: Artificial intelligence (AI), ethical issues, machine learning, job displacement, bias and discrimination, misinformation.

INTRODUCTION:

“Ethical artificial intelligence is concerned with benefiting humanity, doing no harm to humanity, and respecting human values and preferences.” – Sri Amit Ray. Let’s explore whether this is true.

Artificial intelligence is revolutionizing nearly every industry, and media is no exception. From content creation to personalized consumption, AI has become a powerful force reshaping how media is produced, distributed, and experienced. As per the report compiled by Vishwa Gaul, The Global generative AI in media and entertainment markets size is expected to be worth around USD 2.3 Billion by 2033, from USD 1.3 Billion in 2023, accelerating at a CAGR of 6.1% during the forecast period from 2024 to 2033 (report ID 38069). The integration of AI in media has not come without challenges, the spread of misinformation, biased content, and job displacement have raised concerns. This study investigates the ethical issues related to AI-generated content and the potential future of AI in media. By analysing these concerns, this research seeks to contribute to developing AI applications in the media industry by ensuring proper regulations, transparency, accountability, and ethical integrity. AI is

been advancing towards the growth in all the sector which may created, distributed and leads to more consumed towards media industry. It’s a Big data revolution that took place in computing capabilities which has been revival over the past few years and now is present all over the research industry. Early adopters of AI technologies and this continues to be the case. In a phase of technological development the boundaries of intelligent systems is increasing in creative application n all the field like education, Science, Laboratory and other development. AI has the power of techniques to be accurate under the limited data resources it develops the “Big Data” approach (Amato, 2019).

Theory Pinned for the Study

Technological Determination Theory:- Societies and Individuals may suffer from negative impact in which the media has profounded the changes in the landscape. The proliferation and misinformation of the data can be threatening the democratic values in which promoting political extremism and uninformed debate. (Trattnner, 2021)

A key consequences of digitalization and new business model has become the competition emerged to the

industry. Large platform are using with this improvised technology which may lead to affecting towards the societal development.

Diffusion theory provides the data that new technologies are spreading over time in which the society are interested in learning the outcomes through the various study in which there is a human communication and societies structure were influenced through the study. (Rogger, 2023)

Review of literature:

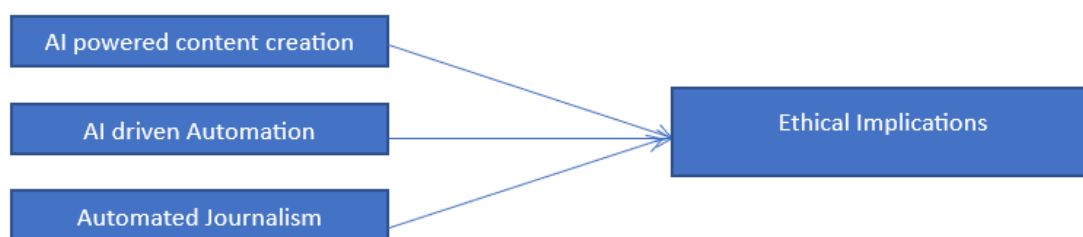
Artificial intelligence has been advancing and consolidated into various sectors of the media industry. This has helped in transforming how content is created, distributed, and consumed. This review evaluates the existing body of literature on the ethical implications of AI-generated media content, focusing on issues such as bias, misinformation and disinformation, job displacement, and privacy.

The ethical implications of AI in media have been widely debated. Research conducted by (Vyas, Ethical Implications of Generative AI in Art and, 2022) Has highlighted the likelihood of AI-generated spread of mass manipulation and disinformation. This paper poses ethical questions about the standard and value of AI-generated content compared to human-created work.

Papers by (Alexa Hagerty, 2019) Have spoken about social inequality and global perspectives on AI and underscored the necessity of meaningful regulation of AI technologies, informed by a thorough understanding of their social impacts.

(Toyin Segun Onayinka, 2024) Studied the widespread misinformation in Nigeria's digital media and examined the ethical implications and policy frameworks of using AI. Key challenges identified include algorithmic bias, privacy concerns, and the non-transparent nature of AI-driven decision-making. This study underscores the need for developing ethical and effective AI systems tailored to Nigeria's Socio-political realities.

Proposed Model for the study:



Research Problem:

1. To identify public perceptions regarding the ethical implications of AI in media.
2. To investigate the influence of AI in media, focusing on disinformation, privacy, bias, job displacement, and fairness.
3. To assess the efficiency of regulations in addressing ethical issues within the challenges within the media.
4. To examine the influence of AI on the advancement of the media industry, specifically regarding productivity and efficiency.

Challenges Faced by Media using AI:-

1. There may be discrimination in the content.
2. The information disclosed might not be true and fair view.
3. There might be miscommunication of information.
4. Some set of data can be edited using AI which may result in losing of trust and confidence.

Research Methodology:

In this paper, the data is collected based on both primary and secondary data sources. Primary data involves the method of quantitative methods, such as conducting a survey using a questionnaire through Google Forms. This data provides numerical data that could be analysed statistically.

Secondary data involves the use of qualitative approaches. This helps in reviewing existing literature, articles, and conference papers to gather insights and understand context. Qualitative data is descriptive and used to provide a deeper understanding of the subject matter.

Research Design

In this study, the survey design approach was adopted, given the structured questionnaire method was used for collecting data in which the direct population cannot be observed. The aim of the study is to find out the objectives of the study.

Area of the Study:

The main aim of the research is to set and evaluate the ethical implications in media. The study focuses on customer value towards maintenance of ethical implications towards the study on media.

Population of the study:

The target population of the study consists of AI users in Bangalore to access the usage of Media during the AI application.

Sampling Techniques:- The sample size have been determines, the researcher proceeded by sharing the data obtained among the selected online users .To achieve this, the simple random sampling technique was to ensure that the sample size was (104) and this constitutes as a basic figure for the data analysis of the study.

Instruments for data collection:

The instrument used for data collection is structured questionnaires which has been section wise assortment of questionnaire which is determining the customer response. The instrument is a closed ended structure, while a modified five point likert scale was used.

Research objective:

The major objective of this study is to examine customer opinion towards understanding the ethical consideration of AI in media. To explore the significant ethical issues linked with AI-generated content in media.

1. To identify ethical concerns associated with AI in media.
2. To investigate ethical issues related to AI-generated content, such as bias, misinformation, and disinformation.
3. To identify the public opinion on AI in media towards AI-generated content.
4. To analyze the impact of AI on job displacements.
5. To understand the sentiments about the future use of AI in media.
6. To develop and evaluate methods to make AI-generated content more transparent and accountable.

Research Questions

Drawing from the above research objectives, the following research questions were obtained.

- 1.What are the major ethical consideration raised by the integration of AI in media?
2. How can bias and misinformation in AI-generated content be detected and minimized?
3. What is the public perception of AI-generated media content in terms of trustworthiness and reliability?
4. How has the adoption of AI in media impacted employment opportunities for journalists and media professionals?

Hypothesis

H1:- Adopting of AI in media has a significant impact on ethical implications in media.

H2:- Workflow automation is significantly associated with job displacement in media organization.

H3:- Does AI driven content creation is positively influenced with misinformation.

Scope of the Study:- Role of AI is leading to the transforming media landscape in which rapid integration may raises significant ethical concern. The research examines the impact of AI technologies on the media industry, focusing on their role in automating content generation, enhancing audience engagement. The scope of study is limited to analysing AI applications in digital media platform.

Limitations: - The study is confounded to the limited to 104 respondents within the Bangalore. The constraints of Demographic Factors were regarded as limited to the study.

Scale Table of variances and sources.

Items	Constructs/statements	Source
1.TechnologySupport	1.The speed of internet connection is important in decreasing the cyber harassment. 2.The internet makes cyber harassment easier. 3. The availability of technological materials makes cyber harassment easier.	(moafa, 2018)
2.Massmedia Influence	1.Do you think that the media is correctly doing role of increasing the awareness in the community. 2.Does AI integrates the media 3. Do you think that Customer are Concern about the ethical implications of AI in media	(D, 2021)

3.Technology and Social media uses	1. Does AI in media pose a threat to journalistic integrity. 2. Importance of media platforms to disclose the use of AI in content creation. 3.Does AI will democratize media creation and distribution	(Garico, 2019)
4.Customer Sentiments	1. Does Customer overall sentiments about the future use of AI in media. 2. Do you believe future AI regulations will be effective in addressing the ethical challenges of AI in media. 3. Does AI system may produce media that reinforces stereotypes related to race, gender, or other social groups.	(moafa, 2018)

Validation of Instrument: The content validity of the AI in media and its ethical implications in media were subject to collection of data instrument in Bangalore Questionnaire was established. The validation of the instrument is to make sure it measures what is intended to. The questionnaire and the relevance of the items in addressing the research questions considering the purpose of study.

Reliabilty of Instrument

The content reliability of the study was proved by using cronbach's alpha test. The relevance were measured and it proved the possibility of questionnaire were proved at its relevance.

Cronbach's Reliability

Variables	Reliability
AI powered Content creation	0.892
AI driven Automation	0.814
Automated Journalism	0.786
Ethical implications	0.764

Analysis and interpretation:

For the collection of data, a questionnaire was prepared. The questionnaire was in the Google Form. The Google

form was floated to many groups of people through e-mail and social media platforms. A questionnaire containing 12 questions was published and 104 respondents shared their responses accordingly.

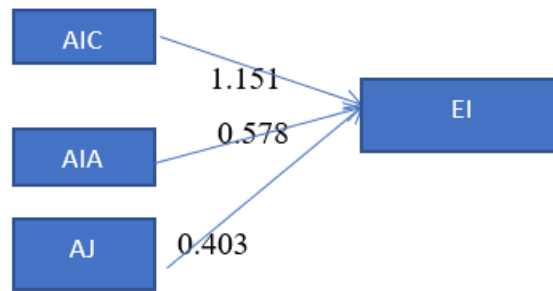
Table 1 :- Demographic Collection of Data

Count of Age	% of Respondents
15-20	82.7
20-25	14.4
25-30	1.9
Above 30	1

The chart illustrates that the majority of respondents are from the age group of 20- 25 years (82.7%), the rest of the respondents are from the age group of 15- 20 years

(14.4%), the age group of 25-30years (1.9%) and rest response are from above 30years.

Chart Showing the Correlated variables



The data set provides the results on Hypothesis 1 which shows the positive impact of 1.151 of coefficient of variables which has relatively significant impact on level of Hypothesis. Hypothesis 2 shows the positive impact of 0.578 which does not fits to the significance. Hypothesis3

shows the impact of 0.403 which has relatively significant impact on the significance.

List of Abbreviation

AIC	AI powered Content creation
AIA	AI Driven Automation
AJ	Automated Journalism
EI	Ethical Implications

Table 2:- Descriptive Statistics.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
05. Rate the following : [AI in media poses a threat to journalistic integrity]	104	1.0	5.0	2.346	.8564
05. Rate the following : [AI driven content personalization contributes to the spread of misinformation]	104	1.0	5.0	2.510	1.2227
05. Rate the following : [AI generated deepfakes could be used to manipulate or damage personal reputation]	104	1.0	5.0	2.077	1.0115
09. Rate the following : [AI will lead to significant job displacement in media]	104	1.0	5.0	2.240	.9190
09. Rate the following : [AI will lead to the development of new media business models]	104	1.0	5.0	2.212	.9314
09. Rate the following : [AI will enhance the productivity and efficiency of media professionals]	104	1.0	5.0	2.279	.9599
09. Rate the following : [AI in media is eroding your sense of personal privacy]	104	1.0	5.0	2.385	1.0078

09. Rate the following : [AI driven media may manipulate your opinions or believes without your knowledge]	104	1.0	5.0	2.346	1.0499
09. Rate the following : [The future AI advancement will make it possible to distinguish between real and fabricated media]	104	1.0	5.0	2.317	1.0359
05. Rate the following : [AI driven content recommendations can lead to the marginalization of certain social groups]	104	1.0	5.0	2.404	.9806
05. Rate the following : [AI generated news are better than human generated news]	104	1.0	5.0	2.769	1.1081
05. Rate the following : [AI generated media have potential negative impact on society]	104	1.0	5.0	2.510	1.1406
Valid N (listwise)	104				

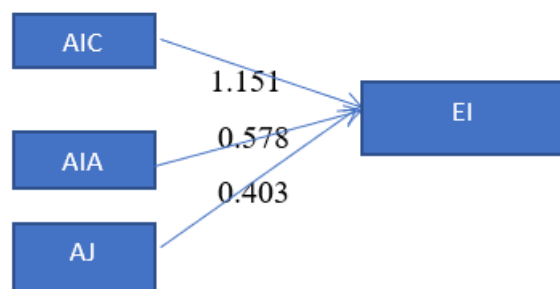
The table provides the data set of descriptive statistics under which the mean value is 2.7646 in which standard deviation 8.546 in which it is accepted meanwhile the mean value of 2.240 for the independent variable in which standard deviation 9.346 which provides the value

relationship. The AI has generated through the media shows the impact of society in which the variables has influenced mean 2.510 and standard deviation 1.1406 will be accepted. The value proves that the significance level of the test will be proven

.Table 3:- Table showing Correlation of the dataset.

Variables	Pearson Co-efficient	Sign 2 tailed test
1.AI powered content creation	1.151	.000
2.AI Driven Automation	0.578	.000
3.Automated Journalism	0.403	0.001
4.Ethical Implications	0.576	0.000

Chart Showing the Correlated variables



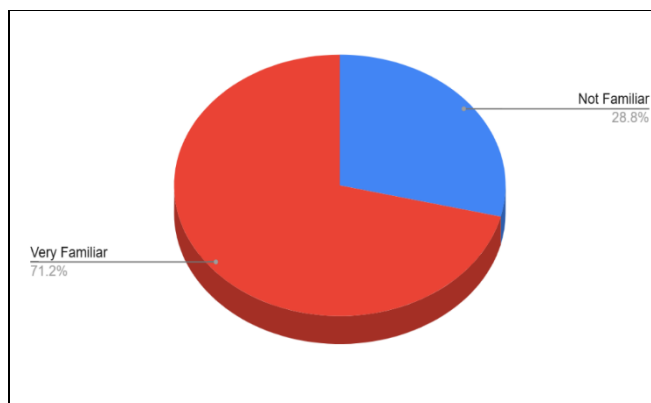
The data analyzed through the software provides that it is significant at 0.001 level at sign 2 tail test. The variables is intervening through the reliability towards dependent

activity. The hypothesis is fitting to the model propounded in the theory and it proves to be significant. The analysis provides that H1 hypothesis is supported through the

concern. H2 hypothesis is perceived as beneficial and it is accepted. H3 hypothesis proves to be ethical risk

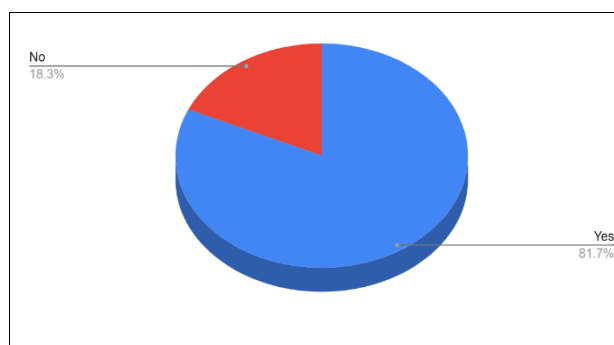
perception in which the data is supported and the hypothesis is accepted to all the variables

.Chart2 :- Use of AI in media



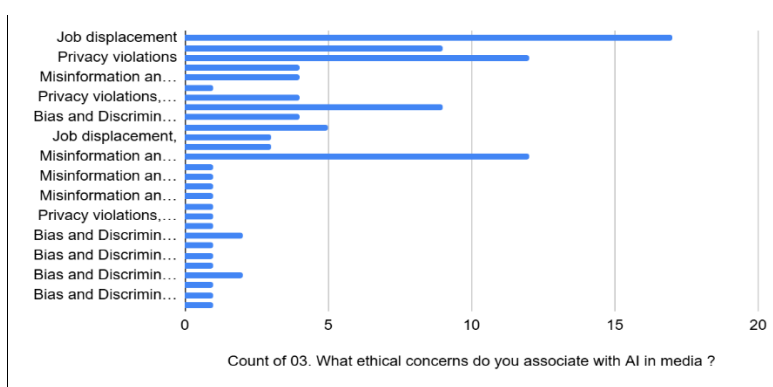
The chart displays that 71.2% of the respondents possess a high level of familiarity with AI in media and the rest 28.8% are not familiar with the use of AI in media.

Chart 3 :-AI-generated content in media



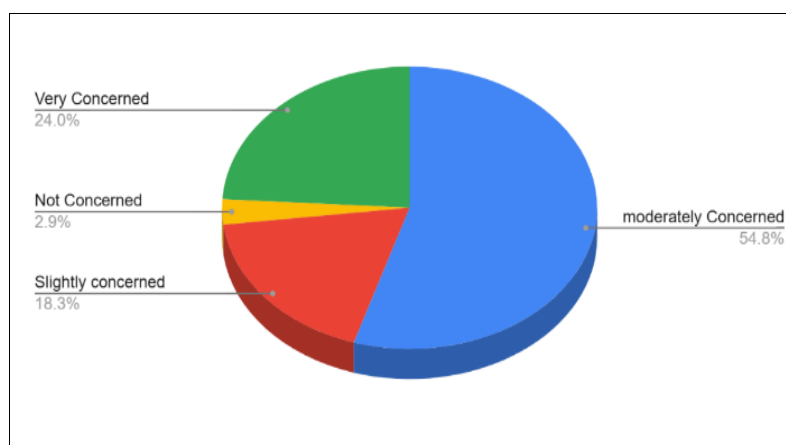
As the chart shows that 81.7% of respondents have encountered AI-generated content in media, and 18.3% have not.

Chart4:-Ethical Concern associate with AI in media



The chart presents that the respondents primarily express concerns over bias and discrimination, followed closely by misinformation, with job displacement and privacy violations also being significant but less frequently mentioned concerns.

Chart5:- Customer Concern about the ethical implications of AI in media



The chart data indicates that the majority of the respondents, 54.8%, are moderately concerned about the ethical implications of AI in media, 24% of the respondents are very concerned, 18.3% are slightly concerned, and 2.9% of the respondents express no concern regarding ethical implications.

Rate the following: Respondents were asked to indicate their level of agreement with the following statement, using a scale from strongly agree to strongly disagree.

AI in media poses a threat to journalistic integrity, most of the respondents have agreed on the statement.

AI-generated media has a potential negative impact on society - most of the respondents have agreed with the statement.

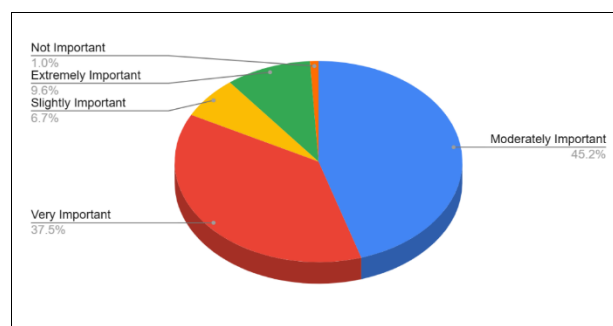
AI-driven content personalization contributes to the spread of misinformation - most of the respondents have a neutral opinion on the statement.

AI-generated news is better than human-generated news - most of the respondents have a neutral opinion on the statement.

AI generated deepfakes could be used to manipulate or damage personal reputation - most of the respondents agreed with the statement.

AI-driven content recommendations can lead to the marginalization of certain social groups. The majority of the respondents have agreed on the statement.

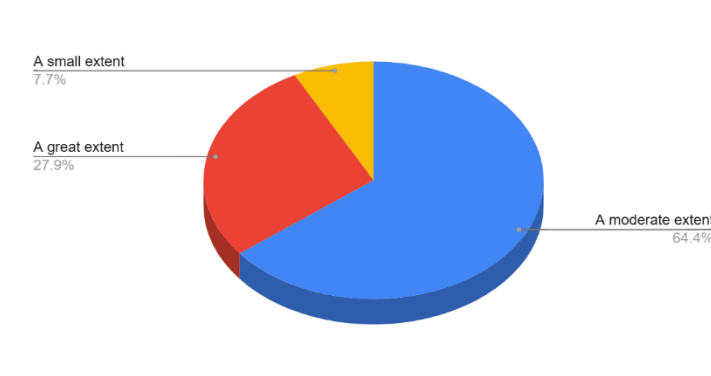
Chart6:- Importance of media platforms to disclose the use of AI in content creation



The pie chart shows that 45.2% of the respondents think it is moderately important to disclose the use of AI in content creation, 37.5% of the respondents think it is very important, 9.6% of the respondents think it is extremely

important, 6.7% of the respondents think it is slightly important and rest think it is not important to disclose the use of AI.

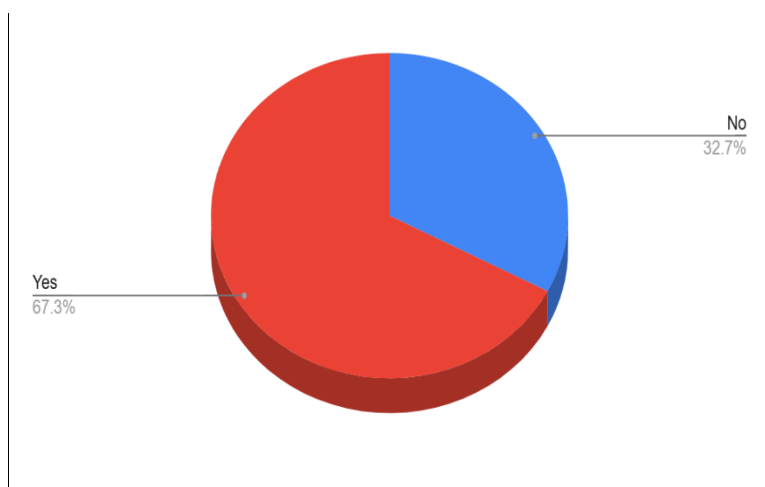
Chart7:- AI will democratize media creation and distribution



The pie chart presents that the majority of the respondents, that is 64.4%, believe AI will democratize media creation and distribution to a moderate extent, and the rest, that is

27.9% believe it to a great extent and 7.7% respondents believe AI will democratize media creation and distribution to a small extent.

Chart8:- AI system may produce media that reinforces stereotypes related to race, gender, or other social groups.



The above chart shows that 67.3% of 104 respondents agree that AI in media will reinforce stereotypes related to race, gender, or other social groups, and the rest of the respondents do not agree with the above statement.

Table 2:- Rate the following: Respondents were asked to indicate their level of agreement with the following statement, using a scale from strongly agree to strongly disagree

AI will lead to significant job displacement in media - most of the respondents have agreed with the statement.

AI will enhance the productivity and efficiency of media professionals - most of the respondents have agreed on the statement.

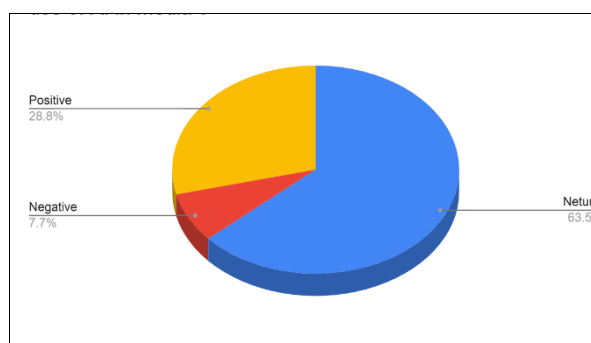
AI will lead to the development of new media business models - most of the respondents have agreed with the statement.

AI in media is eroding your sense of personal privacy - most of the respondents have agreed with the statement.

AI-driven media may manipulate your opinions or beliefs without your knowledge - most of the respondents have agreed with the statement.

The future AI advancement will make it possible to distinguish between real and fabricated media - most of the respondents agreed on the statement.

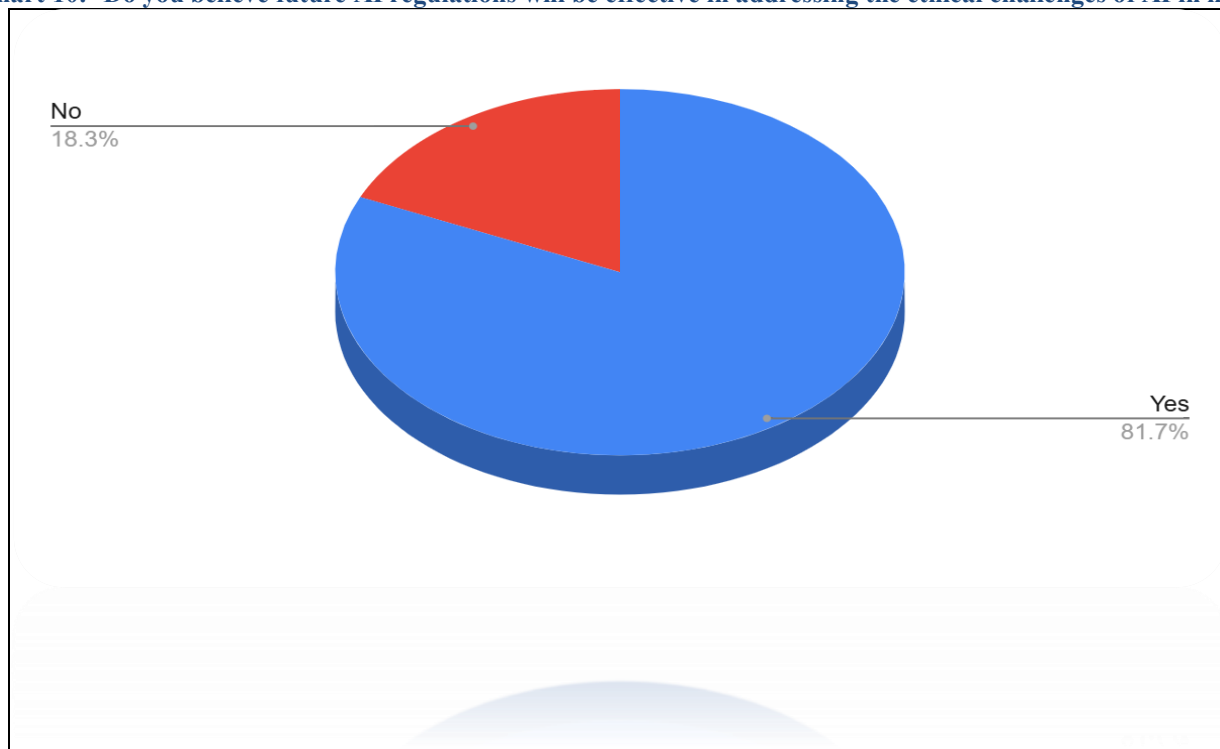
Chart 9:- Customer overall sentiments about the future use of AI in media.



The above pie chart shows that 63.5% of the respondents, among 104, have a neutral sentiment about the future use of AI in media, 28.8% of respondents have positive thoughts, and the rest 7.7% have negative thoughts about the future use of AI in media. It proves that the respondents were positive towards the applicability in

which it results in the implacability of ethical consideration towards the media has been showing the positive impact towards the development and the influencing factors reflecting towards the growth and development factors. It represents the dataset of influencing the AI in media.

Chart 10:- Do you believe future AI regulations will be effective in addressing the ethical challenges of AI in media



In the above chart, 81.7% of respondents believe that the future AI regulations will be effective in addressing the ethical challenges of AI in media, and 18.3% of respondents believe that AI regulations will not be effective in addressing the ethical challenges.

RECOMMENDATIONS FOR AI-GENERATED MEDIA.

Here the respondents were asked to share their thoughts on how to deal with the ethical concerns of AI-generated content in media.

The majority of the respondents have no recommendation towards this, and few respondents recommend that AI must be operated under systematic rules and provisions, AI requires clear regulations, attribution, and fairness in training data.

FINDINGS AND IMPLICATIONS

By analyzing the responses, we can find that.

- The core ethical concerns associated with AI in media include misinformation, disinformation, bias, discrimination, privacy violations, and job displacement.
- AI in media can potentially harm society, leading to the marginalization of certain social groups.
- AI-generated content may reinforce stereotypes based on race, gender, or other social groups, as it often relies on biased data. This can result in discrimination, limited representation, and negative perspectives, potentially manipulating individuals' opinions and beliefs.
- Despite the negative aspects, AI in media also enhances productivity and efficiency in the

industry. It enables mass distribution of content, fosters creativity, and contributes to the development of new media business models.

- It is crucial for media to prioritize transparency and adhere to ethical considerations in their use of AI.

DISCUSSION:

Analysis provides the data that AI has potentially transforming the media industry into productivity, efficiency and creativity; it also brings significant ethical concerns. The result provides the analysis that nearly 71.02% of respondents know about the AI in media, 81.7% have encountered AI, 24.0% proves that respondents are about ethical implications, 37.5% disclose the use of AI in content creation, 64.4% democratize media creation and distribution, 67.3% reinforce media about future AI.

CONCLUSION

While AI has the potential to transform the media industry by enhancing productivity, efficiency, and creativity, it also brings significant ethical concerns. Ethical concerns faced by people in the media are misinformation, bias, discriminative content, job displacements, and privacy concerns. All these concerns can be addressed by implementing effective regulations and rules in training data. When AI is developed and trained under systematic regulations and provisions, it could significantly advance the future of media. When AI is trained under systematic regulations and provisions, the AI will contribute hugely to future media. By prioritizing transparency and ethical consideration, the media industry can support AI's capabilities to encourage more inclusive, fair content.

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