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Yaso Hang Rai [1]
Riyaz Ahmed
Budha Hang Limboo
Somang Subba
Rahul Shah

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ETHICAL CONCERNS AND LEGAL IMPLICATIONS OF GENERATIVE AI IN CONTENT CREATION

Abstract: *The emergence of Generative Artificial Intelligence (AI) as a new content paradigm is reshaping a variety of fields such as journalism, education, entertainment and digital communications. GPT-4, DALL·E, Deepfake and Generative Adversarial Networks (GANs) produced incredibly complex text, imagery, music and video — generally so good they were indistinguishable from human Content Creators. The moral and legal dimensions of these technologies are immense potential for creation however they also pose important challenges.*

This review specially focuses on the importance of generative AI and how it changes our understanding of the creativity, responsibility & human agency through different examples. It also highlights gaps in existing regulatory frameworks and the necessity for ethical guidelines and interdisciplinary work as well as forward looking policy making. Using these issues in a societal and cultural framework the review seeks to aid more responsible and human centred embedding of AI technologies throughout creative practices.

Keywords: *generative artificial intelligence, ethical guidelines, content creation, deepfake, generative adversarial networks.*

1. Introduction

Generative Artificial Intelligence (AI) has invaded creative practice via laboratories to daily life in recent years. Now, Tools like GPT-4, DALL·E and Generative Adversarial Networks (GANs) can make text, images, music, code, and more — with only modest human-overhead on occasion. Journalism and education to marketing, digital art, these are not just changing the way content is created however by whom (or what) can be author.

On the other hand, this snowballing innovation carries deep complex ethical concerns in tow. Who gets to be the author of a machine? When machine learning is trained on unfair or proprietary data, how do we make AI fair and transparent? What is the purpose of creators, developers and institutions to supervise the risks of tall tale, creative copycats or cultural thievery?

The rise of Generative Artificial Intelligence (GenAI), especially Large Language Models (LLM) such as Chat-GPT and Dall-E, has changed the formation of material in media, law, education and journalism. These technologies produce human-like lessons, pictures and videos, providing powerful tools for creativity, automation and productivity. However, this innovation introduces significant moral, legal and social concerns. Major challenges encompass Misinformation, Disintegration, and Malignancy (MDM), erosion of authenticity, and the spread of problems in source interest and copyright rule. The democratization of GenAI tools increases

[1] Corresponding author: Yaso Hang Rai
Email: yasohangrai1902@gmail.com

risks, enabling irregular material production such as deepfake and biased narratives.

The immediate need for transparency, accountability, human inspection and regulatory standards that focus on the moral framework. Prejudices, privacy, fairness, and misinformation such as moral dimensions are reference-dependent and are often less-infected in current strategies. A multi-disciplinary approach is recommended, a combination of insights from technology, behavioral science, media morality and law. The goal is to promote digital flexibility, restore confidence and ensure responsible AI integration that aligns with social values. These insights set the platform to create a strong, reliable AI system capable of balanced innovation with integrity in the rapidly developed digital scenario.

A Critical Analysis of Ethics and Law in Generative AI Content-creation this paper uses a broad intersectional literature review to illuminate not only what we should be concerned about (authorship, originality and bias, misinformation, intellectual property); but how prepared our current legal and institutional frames are handling these items. The review is designed to arm the dialogue on the future of creative human-AI partnerships with more and deeper discussion & acknowledgment.

2. Literature Review

(Huang et al., 2025) This paper focuses on big language models (LLM) like chat and Bard, conducted a systematic mapping study to examine moral concerns and mitigation strategies related to individual AI. 39 Analyzing primary studies, the authors identified five major moral dimensions: security, privacy, transparency, bias and accountability. These concerns range from misinformation and data secrecy risk to biased output and vague responsibility in case of loss. While various mitigation strategies-as prejudice detection equipment, lecturers' methods, and privacy-conservation techniques-promoted, only 13% of studies provided empirical evaluation, with most remaining theoretical. Implementation includes technical complexity, lack of standardized ethical structure, developing rules, moral trade-closing, data quality issues and unexpected user behavior. The need for adaptable, domain-specific and empirically valid moral outlines is highlighted to ensure LLM deployment responsible in study sectors.

(Adedoyin, and Oluwafemi, 2025) This paper discusses how Generative AI applications such as GPT and DALL·E are transforming industries by autonomously generating content like text, images, and music. As these innovations promote creativity and productivity, they also pose severe ethical issues.

(Bekkar & Aarab, 2025) This article discusses the ethics and media content created through AI, and amongst the most significant concerns are misinformation, deep fakes, bias in AI, copyright, and user privacy. It discusses and considers the social threats from AI-based disinformation and deep fakes, and particularly in politics and journalism. Intrinsic bias in AI models is also studied, and its impact on unbiased representation by the media and the need for transparency and justice. Intellectual property issues—i.e., ownership of the content generated by AI—are considered, such as legal implications and regulatory issues.

(Begemann and Hutson, 2025) "explore the copyright implications—copyright, that is!" In AI video game design in creative sectors; they argue new conventions are needed to define authorship in the process of interwoven humans and machines.

(Ghiurău and Popescu, 2025) look into synthetic content spotting in particular from journalism: the publication and circulation of texts shown as fact but are AI-generated can potentially seriously harm public trust on the media.

Both together form a multi-faceted bedrock of thinking through some core ethical and legal issues around the generative AI. They even identify something of an agreed upon conclusion at this time, namely that the technology is advancing like hell but the

foundation underneath governing how to use it is barely keeping abreast.

(Lehtimäki, 2024) This paper investigates the pragmatic and ethical consequences of generative artificial intelligence (GAI) in visual and audio-visual content design for communications and marketing. The general purpose of the research is to investigate common ethical concerns in AI-generated content production and study how ethics, regulation, and industry standards influence the process. The framework draws on dominant ethical accounts in communication, emphasizing truthfulness, justification, honesty, and overall ethical obligations of organizations and professionals in AI-generated media. The framework synthesizes ideas from recent literature in AI ethics, new controversy in the sector, and regulatory issues to provide a comprehensive account of AI-facilitated content production. Some of the most important methodological instruments used by the research are nine semi-structured interviews of industry experts. Amongst these, there are established everyday practical issues such as copyright issues, visual biasness caused by AI-generated content, AI transparency, and changing skillset needed in the creation of visual content—most importantly, changing from being a "visualizer" to a "verbalizer" in an AI age.

(Billiris et al., 2024) This paper discusses how Generative AI systems like Chat-GPT and Dall · E materials raise legal and moral issues around ownership and copyright. To address this, the authors developed a web-based tool that helps GAI developers to assess copyright risks in training data and outputs. Depending on legal matters and AI rules from the US, UK, European Union and Australia, the equipment uses ten major questions to rate the risk level and give recommendations. Tested through a fictional startup landscape, the tool proves practical, easy to use, and helps to promote responsible and valid use of GAI.

(Jaidka et al., 2024) This paper examines the role of generative AI (Janei) in increasing the spread of misinformation, disintegration and malicious information (MDM). It presents the IGYRO project-a three-level structure that addresses regulatory reactions to consumer behavior, technical mechanisms and MDMs. Framework explains why individuals connect with false materials, how Genai enables his manufacture and spread, and can reduce its effects without compromising policy -free speech. Emphasizing an interdisciplinary approach, the study highlights the importance of combining technology, social science and law to strengthen digital flexibility and public belief in an AI-managed information environment.

(Aleessawi and Alzubi, 2024) This paper focuses on how increasing integration of Artificial Intelligence (AI) in journalism has greatly affected the quality and processes of media material manufacturing. A qualitative study associated with Jordan's journalists has shown that AI is mainly used in supporting visual design, large data processing and text reforms, efficiency and accuracy in media workflows. AI tools such as Chat-GPT, Grammarly, Quillbot, and designs.ai are often employed to assist with editing, material production and even drone-based reporting, especially on technical, educational, political and economic subjects. While benefits include increased data analysis, early production and skill development, literature also highlights moral concerns such as prejudice, intellectual property violations, privacy issues and corresponding erosion of human creativity and reliability. Especially underlines the risk of misinformation, moral structure and immediate requirement of human inspection through deepfake and unfolded material As a result, researchers advocate a deep discovery in AI-operated disintegration and recommend setting dedicated AI research centers within educational institutions to promote innovation responsible in media practices.

(Divya and Mirza 2024) This paper investigates how generative AI is transforming content creation in various industries, like marketing, education, entertainment, and research. Generative AI influences deep learning and neural networks to generate

content such as text, images, audio, and video automatically by minimizing time and effort form human creators. AI has the high ability to streamline the content creation process by learning patterns from large data sets, so it can produce high-quality, customized content at high scale by effectively improving productivity and user engagement.

(Caldwell, 2024) This article discuss how Generative AI has revolutionized digital content creation, enabling tailored and context-sensitive outputs across various domains like journalism, education, marketing, and entertainment. While offering significant benefits, this advancement raises critical ethical concerns, including data privacy, bias, authorship ambiguity, manipulation, misinformation, and user autonomy. This study examines these ethical dimensions, aiming to establish guiding principles for responsible AI deployment.

(Katamneni and Rattani, 2023) This paper focuses on the recent breakthroughs in deep generative models have created very realistic synthetic audio and visual content, which has brought immense societal and political danger. Conventional deepfake detection approaches mostly concentrate on unimodal analysis—either vision or sound—whereas multimodal detectors fall short in combining heterogeneous signals due to distributional modality gaps. Research has investigated multimodal deepfake detection using ensemble-based voting strategies, multimodal CNNs, and attention mechanisms to capture synchronization patterns, emotion-based embeddings, and modality differences. Current models tend to have marginal gains over unimodal detectors. The MIS-AVoiDD framework augments fusion by leveraging both modality-specific and modality-invariant characteristic representations in an end-to-end manner. Instead, by embedding each modality into distinct subspaces and preserving unshared common as well shared patterns the approach significantly enhances deepfakes detection performance which outperforms state-of-the-art in unimodal and multimodal techniques reported by upgrades on the benchmarks Fake-AV-Celeb and Ko-DF.

The work of (Liu, Kuo, and Wang, 2023) Also shows ethical and creative friction. For example, in (2023) they investigate the use of tools — such as Chat-GPT — in co-authored writing.

Their work poses important questions related to ownership and compensation, as well as the reality of creativity conducted with AI assistance. In parallel,

(Kumar Paul and Sarkar, 2023) This article discusses how generative AI has emerged as a powerful tool for creating realistic digital materials including text, paintings and videos. However, recent literature has raised important moral concerns about its use. Paul and the government (2023) emphasize that when generative AI provides innovation and efficiency, it also shows risks such as bias, misinformation, privacy violations, and erosion of public trusts. The paper highlights the need for a strong moral structure including transparency, accountability and human monitoring. U.S. Like the AI Bill of Rights, the existing framework, user supports moral AI development by promoting transparency and system transparency. Writers recommend practical steps such as watermarking AI-related materials, organizing regular audit, and aligning the AI system with moral policies and organizational values. The purpose of these measures is to ensure that generative AI developed and deployed in a responsible and reliable manner.

(Todd c. Helmus, 2022) This paper examines the increasing threat of AI-based disinformation, such as deepfake videos, voice cloning, AI-altered images, and AI-generated text. It highlights how technological advancements in AI enable the spread of highly realistic false information that can sway elections, undermine institution trust, and manipulate women, among others, through nefarious deepfake pornography. The study, based on literature reviews and interviews with experts, evaluates existing attempts to counter deepfakes, including detection techniques, authentication by provenance, and regulation.

Still, the game of cat and mouse between developing and detecting deepfakes remains, with rapid technological advances making fake media increasingly difficult to detect. The study calls for more effective media literacy campaigns, better AI-driven detection, and global policy interventions to assist in combating the threat of manipulative synthetic content. The figures below show's how a person created a deepfake version of the actor Tom Cruise in 2022 when deepfake videos were on trend.

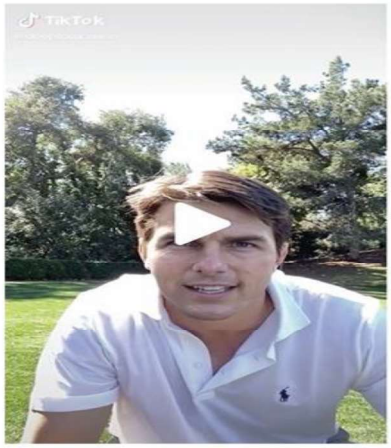

Figure 1. (Todd C. Helmus, 2022)A still image from a TikTok video product by @deeptomcruise

Figure 2. (Abrar Al-Heeti 2021)- actor Miles Fisher appears on the left, while the deepfake depicting him as Tom Cruise is on the right.

From a legal mandate, (Gordon, 2021) proposes we need a "General AI Law" (GAIL) to handle the ambiguity of ethics and law with increasingly autonomous technologies.

(Babuta, Oswald, and Janjeva, 2020) This paper highlights, Artificial Intelligence and UK National Security Policy Considerations explains the potential as well as risks of implementing AI within the UK national security policy. It has literature review and stakeholder input to support it. It further asserts that AI holds the potential for utilization in a bid to enhance efficiency in the analysis of intelligence, cybersecurity as well as organizational processes, particularly automation and powered intelligence solutions. It is, however, focused on ethical and legal issues such as violations of privacy, algorithmic discrimination, and open systems of responsibility. Industry-specific guidance, firm regulation, and ongoing policy-making are called for by the report to ensure technological innovation is ensured along with respect for human rights.

(Fernández-Martínez and Fernández, 2020) discuss the ethical shortcomings in AI-powered recruitment systems-the problem of bias, interpretability and unfair decision-making before us now when it comes to AI-generated media with content.

The fast progression of generative AI into both its creative use and ensuing ethical questions has facilitated a burgeoning interdisciplinary research field. Research methodology about the subject has been thru a different lens, spanning across legislations law, media technology and human expression.

Responding similarly (Khisamova, Begishev, and Sidorenko, 2019) raise the less savoury use of AI, i.e. Cybercrime in particular argue that AI system themselves may be of legal concern for potential legal risks if unrestrained since they argue "more and more will become AI controlled in the future".

(Henderson et al., 2017) This paper describes the ethical challenges of data-driven dialogue systems, in particular those using machine learning models learned from large datasets. It mentions some of the key challenges including implicit bias, adversarial attacks, privacy loopholes, safety hazards, special treatment for reinforcement learning-based systems, and reproducibility issues. The authors also mention reported cases where dialogue systems have output biased or offending content due to training data, which is raising concerns about their social impacts. In addition, the paper discusses model safety, i.e., unexpected harm caused by AI-generated talk, and adversarial vulnerabilities under which users take control of AI responses. IT also discusses privacy concerns, that is, ways in which dialog systems can unwittingly leak private user information reinforcement learning systems also come with extra threats from dynamic learning, requiring firm constraints to ensure ethical output. Lastly, the paper stresses that research must be made reproducible and demands open access to data sets, models, and methods for enabling fair evaluation and responsible AI development.

Table 1. Major contribution of review in Ethical and Legal Implication of Generative AI in Content Creation

Author (A)	Year	Title	Focus Area	Method Used	Key Findings/Outcome	Limitation	Relevance Of Review Topic
Tommy Fred et al.	2025	Ethical and Legal Considerations for Generative AI Tools	Legal frameworks, authorship, IP, privacy	Doctrinal legal analysis & policy review	Highlights gaps in IP rights, privacy risks, accountability dilemmas in GenAI outputs	Focus on Western legal systems; no empirical testing	Directly relevant— addresses foundational legal and ethical questions of GAI development and use
Huang et al.	2025	_ Ethical Concerns Of Generative AI & Mitigation Strategies - A Systematic Mapping Study	LLM Ethics and Mitigation Strategies	Systematic Mapping Study	Identified five ethical dimensions: privacy, bias, accountability, etc.	Only 13% of studies were empirical; many strategies untested	Offers a comprehensive moral landscape for LLM evaluation and control
Begemann & Hutson	2025	Navigating Copyright In AI-Enhanced Game Design - Legal Challenges In Multimodal & Dynamic Content Creation Challenges In Multimodal & Dynamic Content Creation	Copyright, Multimodal Content	Legal case analysis	There is legal uncertainty regarding copyright for dynamic AI-generated content.	Focused primarily on game design; limited generalizability	Provides legal insight into the protection of AI-generated multimedia.

Ghiurău & Popescu	2025	Distinguishing Reality from AI: Approaches for Detecting Synthetic Content	AI Detection, Misinformation	Literature review + technical comparison	AI detection tools, NLP models, benchmark tests	Reviews detection techniques for synthetic media and addresses associated ethical concerns.	Limited focus on regulatory or legal solutions
Bekkar Amina,Fatima Arab	2025	Ethical Challenges in AI-Generated Media Content	Misinformation, Bias, Copyright	Conceptual/ Theoretical Analysis	Academic literature	AI content poses risks of bias, IP conflict, privacy breaches	Lacks empirical validation
Elijah William et al.	2024	Ethical Implications of Generative AI in Personalized Content Creation	Data privacy, authorship, bias in personalized AI content	Qualitative, interdisciplinary analysis	Identifies risks like manipulation, bias, autonomy loss, and proposes ethical design principles (transparency, fairness, inclusivity)	Context-specific; lacks quantitative validation	Strong fit—covers all major ethical concerns in GAI-based content personalization
Atahan Karagöz	2024	Ethics & Technical Aspects Of Generative AI Models In Digital Content Creation	Technical performance & ethical risks in GenAI	Experimental (2 studies: technical and ethical)	GPT-4o and DALL-E 3 produces great results but with bias; authenticity and societal harm challenges	Small sample, simulation set- up no policy verification	2 Excellent dual focus: empirical ethics and AI performance of GenAI
Dr. V. Divya & Agha Urfi Mirza	2024	Transforming Content Creation-The Influence of Generative AI on a New Frontier	Cross-industry use of GenAI	Theoretical & application-based narrative review	GenAI enables scalable, personalized, creative content; issues include misinformation, copyright, authenticity	Broad approach; lacks experimental or case-based data	Useful overview of GenAI potentials and challenges across domains
MIS-AVoiDD Authors	2023	MIS-AVoiDD - Modality Invariant & Specific Representation For Audio-Visual Deepfake Detection	Deepfake Detection Models	Technical Experimentation	Multimodal detection improves accuracy but only marginally	Difficulties in data fusion; minimal performance gains	Highlights technical limitations in detecting unethical AI-generated media
Liu et al.	2023	Dialogues Of Creation - Collaborative Content Generation By Human Author & ChatGPT & Its Impact On The Evolving Intellectual Property Landscape	AI-Human Collaboration, IP	Qualitative interviews	Human–AI co-authorship blurs traditional IP and creativity boundaries.	Based on limited cases; artistic rather than legal resolution	Directly informs issues of legal authorship and intellectual property in AI-generated content.
Al-Khaldi	2022	Artificial Intelligence and the Dilemma of Ethics	Ethical AI Use	Ethical discourse analysis	AI decision-making in sensitive fields raises serious ethical concerns.	Lack of practical implementation strategies	Underlines the necessity for ethical constraints in content-generating AI tools.

Gordon	2021	AI and Law: Ethical, Legal, and Socio-Political Implications	AI Governance	Legal review	Advocates for a General AI Law (GAIL) to manage AI's growing societal role.	Broad scope with limited specific application	Supports the case for new legal frameworks to regulate generative AI.
Fernández-Martínez & Fernández	2020	AI and Recruiting Software: Ethical and Legal Implications	AI in HR, Discrimination	Case studies + legal review	AI systems can replicate and amplify bias in hiring processes.	Context limited to recruitment use case	Highlights ethical risks in AI data handling and decision-making.
Khisamova et al.	2019	Artificial Intelligence and Problems of Ensuring Cyber Security	Cybersecurity, Ethical Risks	Theoretical analysis	AI introduces new threats and regulatory challenges in cyberspace.	Lack of empirical data; mainly conceptual	Emphasizes ethical oversight in generative AI deployment.
Peter Henderson et al.	2017	Ethical Challenges in Data-Driven Dialogue Systems	AI Chat Systems, Bias & Privacy	Literature Review + Case Examples	Dialogue models can output biased or offensive content, risk privacy breaches	Lacks experimental validation	Essential for understanding risks in generative AI conversations

3. Ethical Challenges of Generative AI

(Ahmed et al.,2025) The arrival of more sophisticated and integrated generative AI technologies will reveal a number of ethical quandaries. These questions are fundamental to the very core theme of authorship, fairness equity authenticity privacy human-agency. E.g., below the major stress zones of ethical challenges are presented in following sections.

3.1 Authorship and Intellectual Property

A matter of great dispute revolves around the primary question concerning generative AI is authorship. Generally, traditional designs for intellectual property (IP) are human-centric and assume human creativity, ownership. In an age where AI systems begin to author original text, images, music -- it becomes less and less clear who is the author and who gets the credit or payment. (Liu et al. 2023) The tool and co-creator blur (2023): In connected contexts where humans as well as AI contribute heavily to what is made it is often hard to tell this apart in practice, especially when we delegate significant parts of the process, we are doing ourselves. Andrew Begemann and James Hutson (2025) contend that current copyright laws may not be enough to help navigate this dynamic space between human and machine co-creation over time.

3.2 Bias and Discrimination

They are only as unbiased as the data that trained them; and these datasets will often encode biases from society at large, be they racial, gender-based, cultural or ideational, meaning that AI outputs could easily be used to rehash old train of thought stereotypes or filter many voices out. Carmen Fernández-Martínez and Alberto Fernández (2020): An example of biased outcomes amplifying systematic discrimination is taken from the AI-powered recruitment literature (e.g.). Embarking from the hard to soft computational facets in text generation (albeit in creative domains) would leave similar biases echoing from the realm of tone article writing to what an image generated by AI looks like which misshapes public narratives in some rather freakish manner.

3.3 Misleading and Manipulative/ Misinformation and Manipulation.

The capacity to generate realistic and influence able content using generative AI details on the increased risk of misinformation coming. AI-produced Fake News, Deep-fakes and

Synthetic Ids: the Societal Risks That David Ghiurău and Daniela Elena Popescu (2025) introduce in the world where such content is indistinguishable from actual human created media it erodes public trust, erodes journalism and sets the stage for manipulation, propaganda and post-modern deceit on the internet

3.4 Creative Autonomy and the Human in the Loop (or So)

AI Tools are great tools of assistance for creative work, but make us worry how machine will take over human agency. (Nasser Al-Khaldi, 2022) and (Krishna, 2023) feel that if there is a heavy reliance in generative systems, it will make us unable to think for ourselves and engage critically. If too many creative folks start trusting algorithmic suggestions the human creativity and its essential spontaneity and depth can get slowly eroded.

3.5 Data Privacy and Consent

Generative AI systems usually use vast webs of data harvested from the open internet via LLMs, without the owners or consumers will. That is a serious ethical landmine of copyright material, personal data and privacy. (Liu et al. 2023) and Thakur et al. Though (2023) indicate that the majority have been trained on unauthorised texts and media leading to misused personal information or the violation on intellectual property.

3.6 Socioeconomic Effects & Job Replacement

Generative AI and in general the emergence of it also comes with broader socioeconomic issues outside of the creative. (Ahmed et al.,2025). Automation extends to content writing, graphic design and media production, we are becoming more uncertain about our place/future in this economy which is augmented with AI. There needs to be an ethical approach on how we deploy this technology all that with the potential impact it has on labour, ensuring that progress never takes the form of mass job loss and a place of economic injustice.

3.7 Authorship and Intellectual Property

(Begemann and Hutson, 2025).
The legal limbo of AI generated content remains difficult for traditional IP frameworks to solve. contend that bestowing copyright recognition on human nonentities contradicts legal precedents rooted in the idea of human originality. (Liu et al., 2023) examine human-AI collaborative authorship models, calling for a radical reform to IP laws to reflect these new forms of creative processes; or a revolution in approaches to authorship. A legal framework gone mad will lead to more authorship ownership compensation wars.

3.8 Generative AI in the Creative Industries

Generative AI marks an unprecedented transformation of the creative industries. Modern technologies create content in multiple artistic areas including literature, music and video art as well as film. As transformer-based models yields near-human outputs in narrative construction and also artistic composition [Manoj Bhoyar Ni. (2021) & Guntamukkala Gopi Krishna Ni. (2023)]. Still, they lead to ethical challenges around the question of creative displacement, loss of artistic originality and licensing quandaries. Dheerender Thakur et al. (2023) also highlight the emergence of real-time cloud generative systems, which complicate quality assurance, intellectual accountability and content provenance.

3.9 Risk of Misinformation and Manipulation

From text, to audio and imagery via ever more sophisticated generative AI misinformation faces an increasing unethical threat as it gets better and better at fooling humans. (David Ghiurău and Daniela Elena Popescu (2025)) review some of the new detection approaches including stylometry, and digital watermark as well they highlight their limitations in real-time

settings Synthetic media such as deep-fakes and manipulated news are used as a propaganda tool, for fraud, or social engineering on a frequent basis.The speed with which this content propagates means there must be strong regulatory mechanisms in place to ensure information purity and stakeholder trust.

3.10 AI Fairness, Bias and Representation

Bias is still a major issue when it comes to the creation of AI on going. (Carmen Fernández-Martínez and Alberto Fernández (2020) see how social disparity is reproduced in algorithmic systems, like AI-powered recruitment tools. Generative content models similarly tend to reflect the biases of their creators, potentially marginalizing excluded groups and re-inscribing dichotomous stereotypes trained on non-inclusive datasets. Continuous Auditing in development of Ethical AI, Selecting data ethically & Ensuring intentional steps to increase the representational equity of content.

4. Implications for Policy and Practice

4.1 Legal Changes

(Ahmed et al.,2025) The present legal systems become more and more unable to cope with the new complexity created by generative AI. Legal scholars call for broad reforms of the law as follows:

- Define human –AI and recognize with collaborative author-ship,
- Shift the burden of transparency, in data sourcing work
- Develop opt-out provisions for data contributors
- Watermark/s or mark that truly synthetic content is actually synthetic (mandatory)

4.2 Ethical AI Design

A more design rooted in ethical practices is critical, because developers are the custodians of the AI systems. Several key strategies such as these for example include doing

- Annual bias audits and bench marking
- Human-in-the-loop (HITL) controls as a central part of implementation
- Transparency of AI-generated content is clear and uniform
- In accordance with informed consent and privacy compliance-based data collection

4.3 Cultural and Educational Ecosystems too

The rapid ascendency of AI in content creation requires educational institutions and creative sectors rethink for AI-in-the-loop. Integrating AI ethics and education can be used to provide future professionals with skills necessary for navigating the rapidly evolving landscape. AL same time, the emergence of new attribution norms and licensing practices will enrich the ability for human and AI creators to collaborate ethically.

5. Legal and Policy Implications

5.1 Copyright and Intellectual Property

Approximately, copyright law as it currently stands protects works done by a human being. With AI-generated outputs, the legal status of such outputs is contentious and neither the formulation, nor the jurisdictional issues that can complicate AI authorship were really addressed in disputes by way of example “Andersen et al. (2023) v. Stability AI” and (Begemann and Hutson 2025) - “Kris Kashtanova (2022) - Zarya of the Dawn”, let alone their nuances between the various courts.

The figure 3 refers to case where the US Copyright Office denied copyright protection for graphic novel, as the image was generated by AI, the office ruled that the human author, Kristina Kashtanova, did not create the image so couldn’t claim copyright…

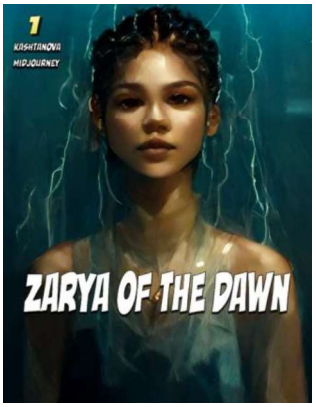

Figure 3 – (Begemann and Hutson 2025) - "[Kris Kashtanova], Zarya of the Dawn Cover, Comic Book, 2022."

5.2 To-ward Ethical AI Governance

(Gordon 2021) The global dimension of AI development requires harmonized regulatory frameworks that can be applied to the specific region and cultural contexts. (John-Stewart Gordon Ni. 2021) suggests the development of a General AI Law (GAIL) an international legal system that addresses ethical issues including bias, accountability and transparency. To be responsible innovation and localization in other countries too the standards should be localised to something at least close to Russian values, at world scale governance of AI systems we demand international alignment.

5.3 Data Privacy and Consent

Most generative AI models are hand-fed with a huge dataset that web-scraped from the internet, creating a lot of privacy and data protection concerns. (Ahmed et al.,2025) Current practices at least partially violate the standards required by regulations such as the GDPR, Informed Consent, Opt-out, and Erasure (except Privacy iconic erasure as right). As data can be misleading — a problem that is incapable of trivial solution even with machine learning, we cannot avoid the accountability issue entirely.

5.4 Legal Implications of Responsibitlity and Liability

More significantly, the accountability question arises when AI-generated content harms people, e.g. By harming reputations or stealing money. Modern law is still not sure whether it should be the developer, deploying entity or end user that is held liable — constituting a regulatory vacuum in terms of ethics and liability

5.5 Need for Global AI Regulation

Since AI technologies are essentially transnational, a more universal approach to regulation seems to be in the making. Although headlines and the future of AI heralded harmonization into OECD AI Principles and a proposed EU AI Act, we still need international collaboration to ensure that ethics are consistent across borders.

5.6 Discussion and Recommendation

(Ahmed et al. 2025) Ethical dilemmas posed by generative AI are systematic reflections of larger societally conundrums on novelty bounds and preserving human worth. As generative tools further muddle the lines between human creativity and that of machine, questions around authorship and trust in originality have only intensified. This paper highlights the pressure to consider AI as a colleague, not a competitor in the creative sphere.

Responsible forward march is proposed here suggesting recommendations such as following:

Ensure that developers and deployers of AI have trained their models with transparency, fairness inclusive practices as well as are outputting scientifically.

This encompasses Regulatory agencies should ensure legal definitions regarding authorship, data use and liability in AI generated work are clear and explicit for these.

Consistent ethical guidelines, enforceable legal

standards must be developed through a global cooperative.

Investments in public education and digital literacy efforts will be required for societal protection from misinformation as well as bad uses of AI.

6. Future Scope

(Ahmed et al.,2025) The rapid development of generic AI presents important future opportunities and challenges in the scope of morality and law. Since these technologies are rapidly integrated into creative workflows, many major areas demand further discovery.

6.1 Development of dynamic moral structure

Future research and policy-making should focus on adaptive moral structure capable of developing with AI technologies. These outlines should balance innovation with responsibilities towards the creators, users and affected communities.

6.2 Global Legal Harmonization:

The pass-border nature of virtual content necessitates the harmonization of legal requirements throughout jurisdictions. Future efforts may also contain international treaties or collaborative regulatory bodies to deal with troubles which includes copyright, deepfakes, and data privateness.

6.3 AI Transparency and Explainability Regulations

There can be growing call for for rules that guarantees transparency in AI-generated content material—mandating disclosures about the usage of AI, explainability of content era tactics, and traceability of schooling records sources.

6.4 Content Assignment and Intellectual Property Reform

Legal systems may need to redefine the authorship, property and responsibility in the age of the general AI. Future reforms should aim to protect the original creators and accommodate the collaborative creation of humans-AI.

6.5 Mitigation of social damage

Anticipating and preventing the harmful uses of the Generative AI - such as misinformation, harassment or cultural appropriation - will require new ethical standards and automated safeguards, potentially applied through AI audit systems.

6.6 Ethical AI Design and Industry Standards

The destiny may additionally see the emergence of standardized ethical certifications or compliance mechanisms for AI equipment, encouraging builders to embed moral issues into version schooling and deployment.

6.7 User Education and Public Awareness

A vital destiny path involves equipping customers with the literacy to navigate and evaluate AI-generated content material ethically and legally, fostering extra knowledgeable consumption and creation behavior.

7. Conclusion

As with everything in the generative age, the ways we create content are being dramatically remixed and the boundaries between human vs. AI authorship is upending many traditional sectors. These technologies are incredibly exciting, capable of advancing innovation and creativity in powerful ways but they also raise tough ethical and legal questions that can't simply be ignored. Urgent, long-term scholarly

and intellectual attention is needed to questions on authorship and originality, bias & misinformation, data use by the scholar; but which of all these demands the same urgency also from policy makers and developers.

These questions will not adequately be addressed by technical solution alone — ideally, they require a multidisciplinary approach involving people from ethics, legislation and the general public. AI-driven content must have policies that adapt to these so, at the same time we should increase education and create aware-ness among creators (&high level-down-consumers) Policies need reforms to include things of quality control performance driven.

In the burgeoning future of AI making an appearance in creative spheres, transparency, accountability and even respect on human values will become imperative as we move to that détente.

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Yaso Hang Rai
MCA II SEM,
School of Information Technology,
The ICFAI University,
Sikkim
Ranka Road, Lower Sichey,
Gangtok-Sikkim, 737101-India
yasohangrai1902@gmail.com
ORCID 0009-0008-2722-4780

Riyaz Ahmed
MCA II SEM,
School of Information Technology,
The ICFAI University,
Sikkim
Ranka Road, Lower Sichey,
Gangtok-Sikkim, 737101-India
riyazahmed.email25@gmail.com
ORCID 0009-0008-2838-2369

Budha Hang Limboo
MCA II SEM,
School of Information Technology,
The ICFAI University,
Sikkim
Ranka Road, Lower Sichey,
Gangtok-Sikkim, 737101-India
budhahangsubba07@gmail.com
ORCID 0009-0004-7618-5256

Somang Subba
MCA II SEM,
School of Information Technology,
The ICFAI University,
Sikkim,
Ranka Road, Lower Sichey,
Gangtok-Sikkim, 737101-India
subbasomang@gmail.com
ORCID 0009-0001-0193-3430

Rahul Shah
School of Information Technology,
The ICFAI University,
Sikkim
Ranka Road, Lower Sichey,
Gangtok-Sikkim, 737101-India
rahul.shah@iusikkim.edu.in
ORCID 0000-0002-0605-5681