

## **Exercice de synthèse – Préparation gp 3 : Ryan / Siméon / Lucas / Ibrahim**

**En vous appuyant uniquement sur les documents du dossier thématique qui vous est proposé, vous rédigerez une synthèse répondant à la question suivante :**

***How is generative AI impacting our society ?***

**Votre synthèse comportera entre 450 et 500 mots et sera précédée d'un titre. Le nombre de mots rédigés (titre inclus) devra être indiqué à la fin de votre copie.**

**Doc 1 : "Art is dead Dude" - the rise of the AI artists stirs debate  
BBC, September 13, 2022, by Chris Vallance**

Revolutions in art are nothing new, but this one, some think, may be terminal.

"Art is dead Dude", Jason M Allen told the New York Times.

Mr Allen is the winner of the Colorado State Art Fair's competition in the category of "emerging digital artists".

His winning entry "Théâtre D'opéra Spatial" was made using Midjourney, an artificial intelligence system that enables images to be created simply by inputting a few text prompts - for example "an astronaut riding a horse".

Many artists were furious, but Mr Allen was unmoved: "It's over. A.I. won. Humans lost", he told the paper.

Mr Allen earned just \$300 (£262) from the contest, but the news struck a tender nerve.

Some artists were already fearful that a new breed of AI image generator could take their jobs, and take a free ride on the years spent learning their craft.

"This thing wants our jobs, it's actively anti-artist", wrote California-based movie and game concept artist RJ Palmer in a Tweet liked more than 25,000 times.

In Twitter posts he highlighted how well the output of AI systems could imitate living artists. In one case he examined, the AI even attempted to reproduce artists' signatures.

[...]

Art in the blink of an AI

Artists have always learned from and been influenced by others - "great artists steal" as the saying goes - but Mr Palmer says of AI is not just like finding inspiration in the work of other artists: "This is directly stealing their essence in a way".

And AI can reproduce a style in seconds: "Right now, if an artist wants to copy my style, they might spend a week trying to replicate it," Mr Palmer tells me.

"That's one person spending a week to create one thing. With this machine, you can produce hundreds of them a week".

But Mr Mostaque says he's not worried about putting artists out of work - the project is a tool like Microsoft's spreadsheet software Excel, which - he notes - "didn't put the accountants out of work, I still pay my accountants".

So what is his message to young artists worried about their future career, perhaps in illustration or design? "My message to them would be, 'illustration design jobs are very tedious'. It's not about being artistic, you are a tool".

He suggests they find opportunities using the new technology: "This is a sector that's going to grow massively. Make money from this sector if you want to make money, it'll be far more fun".

And there are already artists using AI art for inspiration and to make money.

OpenAI say their DALL-E AI system is used by more than 3,000 artists from more than 118 countries.

**Doc 2 : Standing On The Brink: The Untold Impact Of Generative AI On Society**  
*Forbes*, November 9, 2023, by Mark Cameron

### The Gathering Storm Of AI

We stand on the brink of a societal revolution, teetering between unimaginable opportunities and unprecedented ethical dilemmas. The storm of interest and investment in AI, particularly generative AI, is provoking excitement and fear in equal measure.

**Two Sides Of The AI Coin:** On one side, there are discussions about the sweeping changes this technology will bring to businesses and job landscapes. On the flip side are warnings darker than dystopian novels—the potential for AI to devastate economies, magnify societal biases and empower bad actors in never-before-seen ways.

**AI's Pervasive Influence:** While the cacophony of opinions is loud, the consensus is hazy. AI's more significant, pervasive societal impact is neither wholly understood nor widely discussed.[...]

**The Data Goldmine:** We must rewind the clock by a decade to fully understand this revolution. While working on a technology futures project for SAP North America in 2012, I tackled questions about leveraging the personal data landscape—beyond just serving ads. The writing was on the wall: Data is valuable, and its true power will inevitably be placed in the hands of consumers who generate it.

**More Than Just Smart Spam:** While data itself is uninspiring, it gains monumental power when used to make decisions and shape narratives. Yet, disappointingly, we have relegated this power to sophisticated spam—also known as targeted advertising. Indeed, advertising drives economies, but is that really the pinnacle of innovation we can achieve?

**The Business-First Approach To AI:** Fast forward to today, and generative AI is ubiquitous. However, its application remains business-centric mainly, focusing on organizational efficiencies rather than groundbreaking consumer innovations.

### The Inevitable Rise Of Digital Personal Assistants

**Consumer Comfort With AI:** As people grow accustomed to AI-driven applications, the next logical step is deeper integration into our personal lives.

[...]

## The Monetization Of Personal Data

What will likely emerge is an entirely new market category—Data Banks. These institutions will safeguard our personal data, allowing us to control its distribution and usage. This is where technologies like blockchain could play a revolutionary role, transforming the economics of data ownership and creating economic value in ways that could dwarf the impact of social media by orders of magnitudes.

## Data Isn't Oil, It's Soil

All of this may seem like a massive change in the way businesses and consumers interact, and it is. Many in the corporate world will be unwilling to let the consumer have even more control.

The problem is that there has been the belief for many in the corporate world that data is to be treated like oil, something of value to be collected and stored.

But imagine what organizations could achieve if they could spend far fewer resources on collecting, analyzing and securing data—instead, redirect those resources to creating amazing digital experiences designed to develop deeper connections with their customers. Imagine what could be achieved if corporations no longer vied data as "oil" but as "soil"—the medium where meaningful relationships can grow and thrive.

## **Doc 3: OpenAI's new generative tool Sora could revolutionize marketing and content creation**

***The Conversation, February 21, 2024, by Omar Fares***

OpenAI's new generative Sora tool has sparked lively technology discussions over the past week, generating both enthusiasm and concern among fans and critics.

Sora is a text-to-video model that significantly advances the integration of deep learning, natural language processing and computer vision to transform textual prompts into detailed and coherent life-like video content.

In contrast to previous text-to-video technologies, like Meta's Make-A-Video, Sora is able to overcome limitations related to the type of visual data it can interpret, video length and resolution.

From what OpenAI has demonstrated, Sora can generate videos of various lengths, from short clips to full-minute narratives, and in high definition, accommodating a wide range of creative needs. (...)

What does this mean for businesses?

One of the most noteworthy aspects of Sora is its flexibility, as it supports various video formats and sizes, enhances framing and composition for a professional finish, and accepts text, images or videos as prompts for animating images or extending videos.

The emergence of Sora presents key opportunities for businesses across different sectors. In the near future, there are two key areas that may have significant applications.

The first area is in marketing and advertising. Just as ChatGPT has become a marketing and content creation tool, we can expect businesses to use Sora for similar reasons.

With the public release of Sora, brands and companies will be able to create highly engaging and visually appealing video content for marketing campaigns, social media and advertisements.

The second area Sora could impact is training and education. Companies could use Sora to develop educational and training videos that are tailored to specific topics or scenarios. This could enhance the learning experience for employees and customers, making complex information more accessible and engaging.

Other sectors, such as e-commerce, also hold promising potential for the future application of Sora. Retailers could create dynamic product demonstrations that effectively showcase products in a more engaging and interactive manner. (...)

What are the key challenges ahead?

While there are key opportunities ahead, OpenAI, regulators and users need to carefully consider key factors that could pose challenges, including copyright issues, ethical concerns and the consequences of increased digital noise.

With Sora's ability to generate lifelike video content, there's a risk of inadvertently creating videos that infringe on existing copyrights. OpenAI has already been sued several times over copyright infringement and intellectual property issues.

OpenAI hasn't disclosed where the data used to train Sora is from, but it did tell the New York Times it was training the system using videos that were publicly available and licensed from copyright holders.

The technology also raises ethical questions, particularly around the creation of deepfake videos or misleading content.

Last, but certainly not least, is the question of how Sora will impact the job market for content creators. While Sora does have the potential to automate certain aspects of

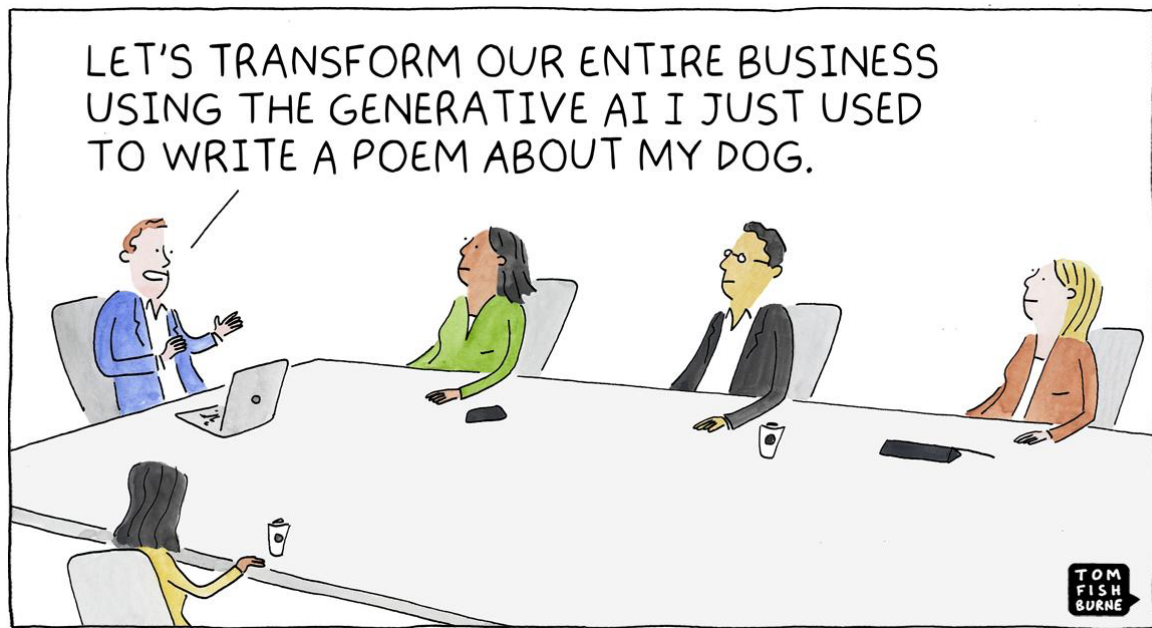
video production, like ChatGPT, it's unlikely to replace human creativity and insight anytime soon.

Instead, Sora could serve as a tool that enhances the capabilities of content creators, allowing them to produce higher-quality content more efficiently

**Doc 4:**



Doc 5 :



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