



**PANEL #3**

**VENICE  
2025**

**Theme**

**AI-powered Creative Content at  
Crossroads**

**IARIA Congress 2025 & DigiTech 2025**



## PANEL #3

VENICE  
2025

### Moderator

**Prof. Dr. Matthias Harter**, Hochschule RheinMain, Germany

### Panelists

**Prof. Dr. Rania Hodhod**, Columbus State University, USA

**Res. Assist. Caspian Jade Moosburner**, RheinMain University, Germany

**Freelancer Iuliana Adina Apostol**, Germany

**Jun.-Prof. Dr. Laura Hesse**, Bauhaus-Universität Weimar, Germany

**Prof. Dr. Sylvia Rothe**, University of Television and Film, Germany

**Prof. Dr. Fatima Hussain**, Toronto Metropolitan University, Canada



## Panel #3 AI-powered Creative Content at Crossroads

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July 2025

### **Rania Hodhod**

- AI tools should be built with legal and ethical guardrails in place. That means respecting today's IP laws while adapting for the future.

### **Caspian Jade Moosburner**

- Gen AI  $\neq$  AI, if we keep letting AI content dominate media spaces, creativity will deplete

### **Iuliana Adina Apostol**

- Cultivate collective imagination: Use AI-powered media to help communities co-create shared narratives and explore speculative futures together.



## Panel #3 AI-powered Creative Content at Crossroads

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### Laura Hesse

- Preserving Human Integrity in AI-Powered Creative Content

### Sylvia Rothe

- Authorship not only in writing or painting – but is more focused on thinking, generating ideas and in curating?

### Fatima Hussain

- Who is responsible for the decisions /predictions made?



# Panelist Position

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## ■ Ethics-Trust-Compliance

### ■ Trust (in written words)

- On the one hand: as trust goes down, the importance of academic degrees should go up!
- On the other hand: inflation of certifications (“micro degrees”) to counteract trustability crisis
- Problem of whom to trust is not new (see following slides)

## ■ IP Rights-Ownership-Revenue

### ■ Revenue

- Academia: “Publish or Perish” principle gets challenged
- Click-Baiting and competition for attention as consequences

### ■ IP Rights

- Neither legislation nor law enforcement can keep up with the pace of development
- What should be protected? The outcome of a creative process (content) vs. the creative process itself?



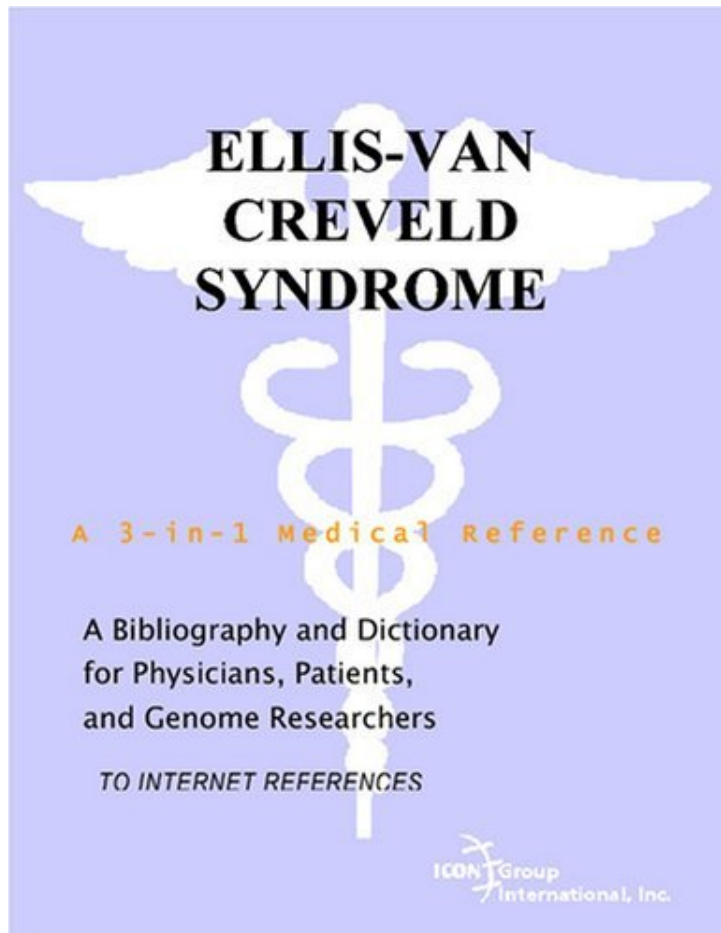
Matthias Harter  
Hochschule  
RheinMain



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Book on Amazon by Philip M. Parker:



Number of Books on Amazon by Philip M. Parker:

amazon.de Mein Amazon Angebote Gutscheine Hilfe Impressum

Alle Kategorien ▾ Suche Englische Bücher ▾ Philip M. Parker Los Hallo! Anmelden Mein Konto ▾ Prime-Mitglied werden ▾ Einkaufswagen ▾ Wunschzettel ▾

Englische Bücher Erweiterte Suche Stöbern Bestseller Neuheiten Taschenbücher Weitere Fremdsprachen Angebote Trade-In

**Neuheiten**  
Letzte 30 Tage (1)  
Letzte 90 Tage (2)  
Demnächst (1)

**Kategorie**  
◀ Beliebige Kategorie  
**Fremdsprachige Bücher**  
Lernen & Nachschlagen (4.775)  
Sachbücher (1.406)  
Business, Karriere & Geld (49.450)  
Geschichte (23.027)  
Gesundheit, Geist & Körper (276)  
Unterhaltung & Kultur (119)  
Medizin (73)  
Fachbücher (12)  
Religion & Esoterik (4)  
Computer & Internet (2)  
Belletristik (6)  
Krimis & Thriller (1)  
Eltern & Familie (6)  
Recht (3)  
Architektur, Technik & Ingenieurwesen (2)

**Fremdsprachige Bücher > "Philip M. Parker"**

1-16 von 113.144 Ergebnissen Sortieren nach Beste Ergebnisse ▾

**Format**

Gebundene Ausgabe	Taschenbuch	Kindle eBook
(33)	(113.115)	(1)

**MATRICES: Webster's Quotations, Facts and Phrases** von Philip M. Parker von ICON Group International, Inc.  
**EUR 23,95 Taschenbuch** Kostenlose Lieferung möglich.  
Bestellen Sie in den nächsten **19 Stunden**, um den Artikel am Samstag, 16. März zu erhalten.

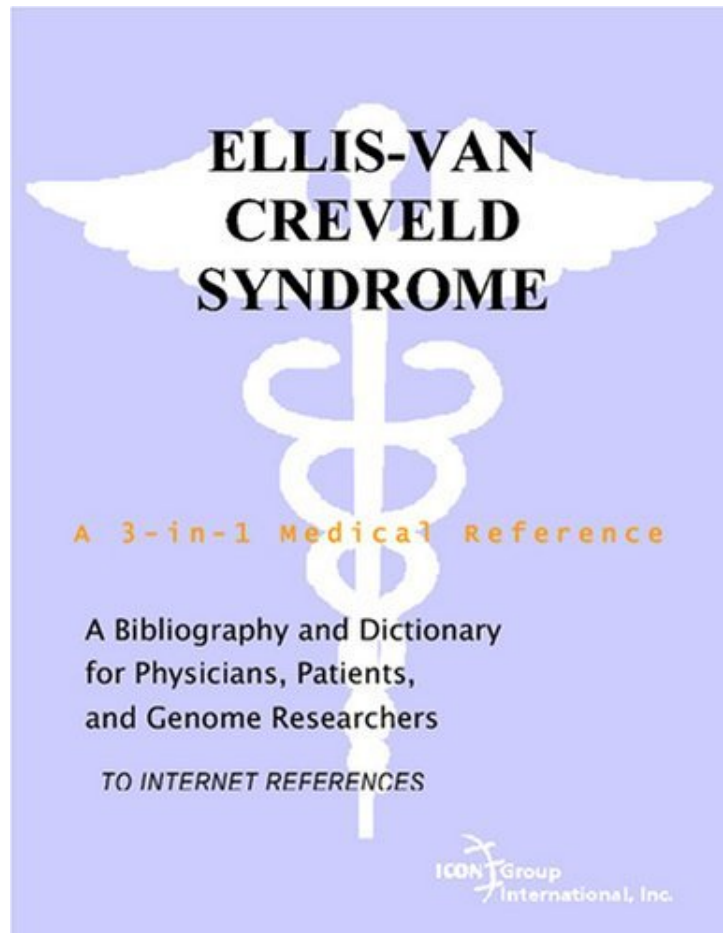
**Webster's Faroese - English Thesaurus Dictionary** von Philip M. Parker von ICON Group International, Inc.  
**EUR 28,95 Taschenbuch** Kostenlose Lieferung möglich.  
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Andere Angebote - Taschenbuch



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**Problem of artificial content is not new!**

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# Panelist Position

## IP & Ethical Frameworks for Synthetic Media

### 1. Create IP & Ethical Frameworks for Synthetic Media

- We need to proactively build clear, thoughtful frameworks that guide how synthetic media is created, shared, and used—especially with AI becoming a powerful creative tool.

### 2. Design Tools That Align with IP Law and Regulation

- AI tools should be built with legal and ethical guardrails in place. That means respecting today's IP laws while adapting for the future.

### 3. Promote Ethical Guidelines to Build Trust

- Trust is everything. Setting and sharing clear ethical standards helps audiences feel confident about the content they're seeing—and the people behind it.

### 4. Clarify Ownership, Attribution, and Licensing

- Everyone involved—whether a person or a company—should know who owns AI-generated content, how it should be credited, and under what terms it can be used.



Rania Hodhod  
CSU, USA





# Panelist Position

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## AI-powered Creative Content at Crossroads

### Copyright

- Gen AI trained on stolen Art (Dornis & Stober, 2024)
- LLMs trained on Novels, essays etc. (Dornis & Stober, 2024)
- No opt-in or compensation for artists

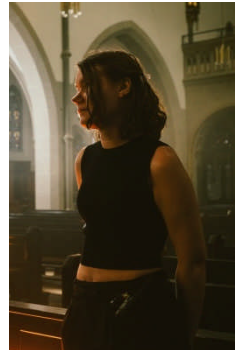
### Cognitive Decline

- “LLM group's participants performed worse than their counterparts in the Brain-only group at all levels: neural, linguistic, scoring” (Kosmyna et al., 2025)
- LLMs breed uniformity → useful for technological areas or high-routine areas, not creative industries (Kosmyna et al., 2025)

### Ethics

- AI content flooding the web without being labeled as AI generated
- Evaluation of creative products → what is it based on? (Parshall, 2023)
- Political Disinformation → manipulation of images and biased output (Judson, 2024)
- Sustainability? Memphis inhabitants report spikes in asthma and poor air quality (O'Sullivan, 2025 & Wolf, 2025)

→ Gen AI  $\neq$  AI, if we keep letting AI content dominate media spaces, creativity will deplete



CJ Moosburner  
RheinMain  
University



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## AI-powered Creative Content at Crossroads, Position Sources

### Copyright

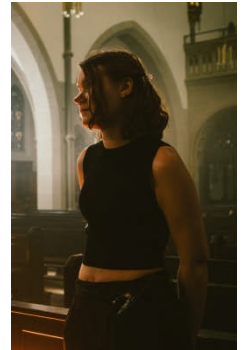
- Dornis, Tim W. and Stober, Sebastian. (2024). Copyright Law and Generative AI Training - Technological and Legal Foundation.

### Cognitive Decline

- Kosmyna, N., Hauptmann, E., Yuan, Y. T., Situ, J., Liao, X. H., Beresnitzky, A. V. & Maes, P. (2025). Your Brain on ChatGPT: Accumulation of Cognitive Debt when Using an AI Assistant for Essay Writing Task.

### Ethics

- Scientific American, “How This AI Image Won a Major Photography Competition” (April 21, 2023)
- Global Witness, “Conspiracy and toxicity: X’s AI chatbot Grok shares disinformation in replies to political queries” (August 29, 2024)
- Irish Examiner, “The real cost of slightly funnier AI is the health of a poor black community” (May 13, 2025)
- Frankfurter Rundschau, “Eine Super-KI auf Kosten der Ärmsten: Elon Musk vergiftet ein ganzes Viertel mit einem seiner Werke” (May 20, 2025)



CJ Moosburner  
RheinMain  
University



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## ▪ From Debate to Action: Prototyping Ethical AI Creativity

### ▪ Run real-world experiments

Launch small-scale trials to test which models of ownership, attribution, and trust work for AI-generated content.

### ▪ Safeguard human originality

Design AI media workflows and tools that amplify, not replace, human judgment and skill development

### ▪ Cultivate collective imagination

Use AI-powered media to help communities co-create shared narratives and explore speculative futures together.



Iuliana Adina  
Apostol

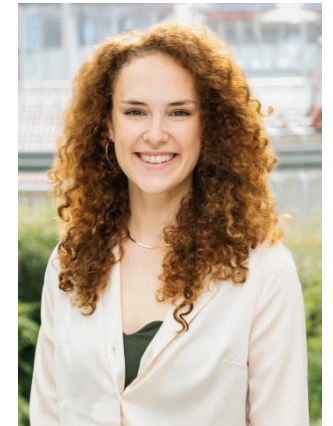


# Panelist Position

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## Ethics at the Crossroads: Preserving Human Integrity in AI-Powered Creative Content

- **Safeguard agency and well-being:** Foster an innovation culture where media employees feel psychologically safe and retain creative autonomy as AI becomes part of their work.
- **Think GenAI as genuine capability-equalizer:** Is it ethical to give individuals and smaller, under-resourced organizations the same creative power as large players?!
- **Reinforce ethical accountability and protect consumers:** Developers and platforms should embed safeguards across the “content lifecycle”, from training data to disclosure, to prevent synthetic manipulation and misinformation.
- **Ensure service inclusion for consumers:** Use GenAI-generated content to include a broader and more diverse range of consumers by addressing accessibility.



Dr. Laura Hesse  
Bauhaus-Universität  
Weimar



# Panelist Position

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## ■ Redesign in Synthetic Media

- AI-generated content (text, image, video, voice) changes production processes, user experience and the sense of ownership
- + Democratization of creativity
- Content inflation, loss of authenticity, loss of trust erosion

## ■ Rights – Ownership - Authorship

- Classic copyright law is reaching its limits
- Rights clarification must be rethought
- Authorship not only in writing or painting – but is more focused on thinking, generating ideas and in curating ?

## ■ Ethics – Trust

- Transparency
- explainable AI



Sylvia Rothe  
HFF  
Munich,  
Germany



# Panelist Position

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- **Security and Privacy at Risk**

- Use of proprietary or copyrighted training data
- Deep Fakes and synthetic media abuse
- Data leakage through creative AI prompts

- **Credibility and Explainability**

- Explainability of AI generated decisions
- Who is responsible for the decisions /predictions made?
- How to validate the decisions made by AI powered tools?

- **Regulations and Compliance**

- Regulatory pressure and transparency
- Transparency in datasets used
- How to validate the decisions made by AI powered tools?
- Consent for human generated inputs -Avoiding PII

- **Challenges and Future Frontiers**

- Hallucinations , Overfitting, Underfitting
- Unintended consequences (re-validate the output)
- Secure-by-design generative models
- Privacy-preserving content pipelines
- Digital watermarking & provenance tracking



Fatima Hussain  
Toronto Metropolitan  
University



Q&A

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**THE STAGE IS  
YOURS**