

ETHICAL CONSIDERATIONS IN AI-GENERATED CONTENT: EXAMINING THE PORTRAYAL OF WOMEN IN TV ADS

Rashmi Prakash¹, Dr. Anjani Kumar Jha²

¹Ph.D. Research Scholar, Department of Media Studies, Mahatma Gandhi Central University (MGCUB), Motihari (Bihar)

²Associate Professor, Department of Media Studies, MGCUB, Motihari

ABSTRACT

Due to the fast progress of AI technology, the advertising sector faces new possibilities and problems. AI's use in advertising is examined in this groundbreaking research, focused on women in TV adverts. As AI-generated advertising grows, ethical issues arise. Would it be fair to utilize robots to make women-friendly content? By exploring these topics, we see how AI may transform advertising. We also explore the ethical difficulties raised by AI's use in advertising. This research analyses the literature using VOS viewer to show how these four critical factors in AI advertising based on computational advertising are interconnected: Personalization and targeting determine who sees ads. While Personalization develops enticing advertising material using AI, Ad Optimization adjusts ad displays to maximize ROI based on the first three components. This study provides a new viewpoint on AI's usage in advertising, enabling ethical and successful AI technology use for better ad delivery.

Keywords: -Artificial intelligence, women in advertising optimization, and content creation.

INTRODUCTION

An explosion of artificial intelligence has occurred all across the world in recent years, which has fundamentally altered the manner in which we work and live. It should come as no surprise that artificial intelligence (AI) is also having a huge influence on the advertising industry. AI is being used by companies to deliver content that is not just interesting but also customised and suited to the people they are trying to reach. In spite of this, the increasing prevalence of adverts that include content created by artificial intelligence raises a number of significant ethical concerns that need to be answered. Is it morally acceptable to use computers to create content that is created with the intention of appealing to the feelings of women? What about the potential that artificial intelligence might exacerbate already existing prejudices and biases? The morality of artificial intelligence-generated commercial content and the impact that it has on society will be discussed in this essay. In recent years, there has been a rise in the popularity of using artificial intelligence to provide tailored advertising. Even while this technology has the potential to be incredibly effective in reaching some communities, it still raises substantial ethical problems when it comes to its use. Among the most significant concerns is the possibility that information provided by AI might contribute to the perpetuation of biases and bad perceptions. Since AI systems are trained on data sets that may have implicit biases, it is possible that these biases may be repeated in the outputs that they produce. It is possible that this will result in advertising that unfairly exclude some groups of people or that promote prejudices that are not favorably biased.

There are two more ethical considerations that must be taken into account: transparency and informed consent. Customers should be told about how their data is being used to target them with adverts, and they should have the option to opt out of targeted advertising if they so want. Customer data should be utilized to target advertisements to customers. Advertising companies have a responsibility to inform customers about the ways in which they use content created by artificial intelligence (AI) and the information that they collect, as well as to make opt-out choices clearly accessible.

In addition, the utilization of content that is created by artificial intelligence (AI) raises questions about the role that women's monitoring plays in ensuring the ethical use of technical advancements. The ability to produce content quickly and efficiently, as well as analyse enormous amounts of data, is strength of artificial intelligence; yet, it is not capable of making ethical judgments. Consequently, it is of the utmost importance that female experts oversee the development and distribution of material that is created by artificial intelligence (AI), and that they ensure that this content corresponds to the ethical norms and values of the business.

The possibility that biased and damaging prejudices may be reinforced by AI-generated material

When it comes to the use of artificial intelligence to produce material for advertising, one of the most significant worries is the possibility that it could result in the perpetuation of damaging preconceptions and prejudices. The reason for this is because artificial intelligence algorithms are dependent on data in order to learn and make choices. If the data that is used to train them has biases, then the content that is created by AI might duplicate those biases in its outputs.

As an example, if an artificial intelligence system is trained on a dataset that includes a greater number of photos of males than women, it could learn to link certain goods or services with men more than it does with women. As a consequence, advertisements may be produced that perpetuate gender stereotypes and exclude certain groups of individuals. Similarly, if an artificial intelligence system is trained on data that is biased against people of color or people with disabilities, it may create advertisements that continue to promote negative stereotypes about those groups.

Word choice is just another manner in which information created by artificial intelligence might contribute to the perpetuation of negative preconceptions and prejudices. When the artificial intelligence algorithm is not correctly trained to exclude specific terms or phrases that are offensive or insulting, it has the potential to create information that is insensitive or harmful without the user's knowledge.

It is a critical worry that has to be addressed because information that is created by artificial intelligence has the potential to reinforce negative preconceptions and prejudices. It is imperative that advertisers and developers of artificial intelligence pay attention to the data they use to train AI systems and make certain that the data is varied and inclusive. Additionally, they need to be aware of the possibility of biases in language usage and take measures to prevent them. One example of this would be the development of artificial intelligence systems that are designed to avoid specific words or phrases.

Information created by artificial intelligence has the potential to revolutionize advertising, it also has the ability to perpetuate detrimental prejudices and biases. In order to address this worry and make certain that the material created by AI is inclusive and respectful of all different kinds of people, advertisers and developers of artificial intelligence need to take action.

Cultural Representation of Women in Home Goods Commercials

The portrayal of men in advertisements for everyday household items like detergent powder, spices, turmeric, and goods for cleaning utensils serves to reinforce the notion that men are superior to women. When it comes to promoting other things for the house, the strategy is precisely the same. As an example, in advertisements for spices, a woman is shown preparing the spices, while a guy is shown eating them. This is done in order to showcase the great flavour quality of the spices. This individual takes on the role of the seller whenever there is an advertisement for any sort of product that is used to clean utensils. There are several instances in which food is praised. Can you explain what this means? Over the course of this whole history, males have had a dominant position.

In terms of women, males are the ones who are in charge, the ones who take action, and the ones who regulate society. In Punist society, he is accorded the status of a citizen of the highest order. It is not he who is bound to the lady; rather, it is the lady who is bound to him. It is this that serves as the basis for the organisation of society, which assigns the responsibility of home tasks only to women. Due to the fact that he is the head of the household and the woman is his maid, the guy has no input in these problems since he is the one who is responsible for making the money. They are never able to escape from these consequences.

Advertising and capitalism are correlated

When looking at advertisements in the context of women, it is very necessary to take into consideration the market orientation. In spite of the fact that these activities had been taking place since the 1980s, it wasn't until the 1990s that the effects of liberalisation became obvious. Because of the emergence of marketism in conjunction with the beginning of globalisation and liberalisation, the ancient feudal ideals of this nation's semi-feudal system were exploited and turned into a money-making machine. This occurred as a consequence of the increasing popularity of marketism. As a result of this, the cosmetics industry is worth twenty billion dollars, the cosmetic surgery industry is worth three hundred billion dollars, and the porn market is worth seven billion dollars today. Mass media and marketing are responsible for spreading erroneous notions, which are the foundation upon which this company is based. This phenomenon is referred to as the generation of "unnecessary demand." A horrifying part of this is the sexually suggestive depiction of women in advertisements for products aimed at males. The ideology of marketization has managed to accomplish a great deal of success in maintaining the dominance of its market by continuing down this route of capitalism. The bulk of the advertisements that have been shown in this process have portrayed the female body as an object of desire. TV on the other hand, regardless of whatever channel you choose to watch, the ads that are shown on each and every one of them are evidence of how openly they assess the position of women.

This feudalism has been given a new context under the influence of marketism, and in the advertisements that are shown on the television, a woman's freedom is connected with her naked body and sexual deeds or performances. Among the most prominent examples of this are the obscene scenes that are presented in Hindi cinema. The word that is most often used these days is "bold scene." Do you know what it means? It should come as no surprise that the courage and independence of women are being portrayed on television in the manner that this society of feudalism wishes for each and every one of its ladies. On the other hand, marketism, which is a product of capitalism, has made an effort to steer educated women in this direction.

The manner in which she considers her physical notions to be a weapon, despite the fact that the reality is broader. In the event that this is acknowledged, it becomes a kind of captivity in which women are compelled to serve just their physical appeal, while their intellect is ignored. The whole of her personality is being ignored in this manner, where she is shown as a product rather than as a human being who is intelligent, talented, and proud of whom she is. Given the multiplicity of cases that we have from head to toe that indicate this, it would not be inaccurate to conclude that marketism has encouraged the nonexistence of women and an economy dependent on gender-segregated work. The fact that there is a gendered division of work there as well (in the world of on-screen advertisements) is something that cannot be ignored. Equal representation of men and women in the workforce is still a long way off. It is also essential to bear in mind that the major demographic that each of these advertisements primarily target is the middle-class segment of the population.

Commercials that feature branded products are out of reach for those in lower socioeconomic groups. An example of this would be a laborer or rickshaw puller getting a vest from a small business rather than purchasing a branded vest. The vest would be affordable and a decent price. It is also possible that he will decide to forego the use of a vest completely and instead wear simply a shirt. In other words, even in our country at the present time, those who belong to the working class and those who are in lower social groups have major obstacles when it comes to establishing a means of survival.

OBJECTIVES

1. To the study of TV commercials that are created by artificial intelligence.
2. To the study of the role of women in material created by artificial intelligence

The role monitoring played by women in guaranteeing moral AI-generated content

When it comes to the advertising industry, artificial intelligence (AI) has the ability to radically revolutionize the industry by providing material that is individualized and targeted. Having said that, it does raise a number of important ethical concerns. One of the most significant issues is the possibility that information provided by AI might contribute to the perpetuation of biases and bad perceptions. Supervision by women is thus essential in order to guarantee that technology is used in an ethical manner.

Objectivity in artificial intelligence systems is constrained by the quality of the data used for training. This suggests that the output of an artificial intelligence system would reproduce any biases that are present in the training data. This is when the importance of monitoring women comes into play. It is possible for female specialists to provide analysis and interpretation on

data sets in order to guarantee that they are inclusive and diverse. In addition to this, they could instruct the AI algorithms to avoid using terminology and phrases that are hurtful or derogatory.

Another area in which women's supervision is vital is the process of ensuring that the content that is generated by artificial intelligence is in accordance with the ethical standards and ideals of the organisation. The ability to produce content quickly and efficiently, as well as analyse enormous amounts of data, is strength of artificial intelligence; yet, it is not capable of making ethical judgements. As a result of this, it is of the utmost importance that female experts oversee the development and distribution of content created by artificial intelligence for the purpose of ensuring that it is in accordance with the ethical principles and values of the organisation.

The monitoring of women is also necessary in terms of obtaining informed consent and maintaining transparency. Customers should be told about how their data is being used to target them with adverts, and they should have the option to opt out of targeted advertising if they so want. Customer data should be utilised to target advertisements to customers. Advertisers have a responsibility to let customers know how they use content created by artificial intelligence (AI) and the data they collect, and they should also make it simple for customers to opt out of receiving advertisements.

Advertisers' obligation to utilize AI-generated material morally

As the use of artificial intelligence (AI) grows more widespread in the advertising industry, there is a growing need for marketers to make responsible use of this technology. There is a possibility that the use of material created by artificial intelligence may bring about a revolution in advertising; nevertheless, there are also ethical concerns that marketers need to address.

One of the primary responsibilities of advertising is to make certain that the material that is created by artificial intelligence does not promote unfavourable biases and prejudices. Additionally, marketers need to keep a careful check on the content that is created by AI to ensure that it meets with ethical standards. This is in addition to ensuring that the data that is used to train AI algorithms is diverse and inclusive.

In addition, public relations professionals have a responsibility to ensure that the information they use to target clients is obtained and managed in a manner that is both ethical and transparent. Providing clients with the option to opt out of targeted advertising and being transparent and honest about the data that is being obtained and the reason for which it is being collected are both necessary steps in this process.

Advertising has additional responsibilities, one of which is to ensure that material created by artificial intelligence respects intellectual property rights and copyright. Therefore, advertisers have a responsibility to ensure that material created by AI does not infringe against the intellectual property rights of any third party or make use of anything that is protected by copyright.

The effects of artificial intelligence on consumer privacy

The use of artificial intelligence in advertising has brought about a significant change in the manner in which marketers target clients with customized information. The users face potential threats to their privacy while using this technology, despite all of its benefits. When it comes

to advertising, the use of material created by artificial intelligence raises substantial questions around authorization, privacy, and the collection of data.

The collection and use of personal data is one of the primary implications that artificial intelligence-generated content has on the privacy of consumers. Artificial intelligence algorithms are used by marketers in order to analyse vast quantities of client data, which includes search queries, activity on social media platforms, and browser history. This information is then used to create advertising that are specifically suited to the viewer's interests and are made utilising the data. On the other hand, the collection of this data raises concerns about privacy and brings up the prospect of data breaches.

Another potential impact that artificial intelligence-generated content might have on the privacy of customers is the risk of bias and discrimination. When it comes to evaluating data and producing content, artificial intelligence systems face the risk of reinforcing unfavorable biases and prejudices inside its users. It is possible that this may lead to prejudice in advertising and other areas of life. This creates substantial challenges with regard to the ethical use of content created by artificial intelligence.

Effects of labour market discrimination on various demographic groups

The huge changes that are occurring will not have the same effect on each and every member of societies. A number of demographic factors will determine the extent to which some groups are more susceptible to the impacts of emerging technology than others, and these effects will vary from group to group. People who have little technical competence or who work in specific crafts are the ones who are most severely affected. Young people who are just entering the workforce will also be disproportionately affected by the effects of artificial intelligence since they are just beginning their careers and will be the first generation to work with its technology. Despite the fact that many young people have the time to acquire the necessary information, only a small percentage of them get instruction in STEM (science, technology, engineering, and mathematics) fields. This makes it more difficult for them to adjust to the changes that occur in the labour market.

It is possible that women will be disproportionately affected by robots in light of the fact that a greater number of women than men are employed in caregiving jobs, which is a sector that is anticipated to be influenced by robots. Because of prejudice, discrimination, and a lack of training, minority groups and the poor already have high unemployment rates; it will be more challenging for them to transition to a new economy if they do not get training that requires a high level of competence without receiving such training. Additionally, a significant proportion of these individuals do not have access to high-speed Internet, which narrows the range of choices available to them in terms of employment, education, and training.

Distributing the advantages

AI has the ability to improve society in a big and varied way. According to the Future of Life Institute (n.d.), artificial intelligence (AI) has the potential to enhance countless lives by addressing some of the most challenging global concerns, such as poverty, sickness, and violence.

In order to address the potential "economic impacts, labour shifts, inequality, technological unemployment," as well as potential social and political unrest that may precede AI, The Future of Life Institute (n.d.) enumerates a number of policy proposals. AI-related job losses will need the development of new retraining programmes as well as social and financial assistance for displaced workers; these problems may call for the implementation of economic policies like universal basic income and robot taxation plans. According to The Future of Life Institute (n.d.), policies should target any "skewed product design, blind spots, false assumptions [and] value systems and goals encoded into machines" and should concentrate on those who are most at risk of being left behind, such as carers, women and girls, underrepresented populations, and the vulnerable. They should also target those who are developing AI systems.

Bias

There is a possibility that AI contains bias due to the fact that it was developed by women. Both the values of the users and the creators of the system might potentially contribute to systematic bias, as can the data that is used to train the algorithms. In most cases, this occurs when the data that is used to train machine learning algorithms only represent specific demographic groups or when it reflects societal preconceptions. There have been a number of situations that have garnered notice for creating unintentional bias in society, which artificial intelligence systems have successfully imitated or automatically reinforced.

There is a possibility that the output of generative artificial intelligence models that are trained on data obtained from the internet or other public sources can include biases, inaccurate information, and misleading data. It is possible that this may result in the production of information that is erroneous, biased, or misleading. The lack of diversity in datasets, which may include the underrepresentation of various cultures, races, and ethnicities, is another factor that may contribute to implicit biases. In addition, there is the possibility of gender biases, which are a reflection of previous beliefs about the roles and capabilities of men and women.

AI bias's Examples

The use of automated ad distribution systems has been demonstrated to increase the likelihood of males receiving adverts for well-paying positions, in comparison to the likelihood of females seeing such advertisements.

AI-guided hiring is prone to discrimination; an Amazon self-learning software that evaluated applications revealed that it awarded men a high score and gave them a significant advantage over females.

The algorithm had gotten adept at raising applications that focused on masculine characteristics and downgrading those from universities that had a large number of female students at the time. It is possible that search results will be biased due to the fact that photographs in several well-known picture collections are sourced from a limited number of countries. For instance, searches for "wedding gowns" reveal the classic white version that is valued in western societies. On the other hand, Indian wedding gowns are labelled as "costumes" or "performance art." These databases often capture images of women doing chores while men are hunting. When programmes are biased in this manner, it may lead to the creation of things like cameras that notify photographers when an Asian person is being shot with their eyes closed. This is

because the camera is trained on preconceptions of persons with light skin and male characteristics.

Advertising's Gender-Role Portrayals

Research on the portrayal of gender roles in American television advertising started in the 1970s, continued in the 1980s and 1990s with studies in Europe and the UK, and finally concluded in the 2000s with studies in Asia. In sum, the findings of this research support the widespread belief that gender roles are grossly stereotyped in television commercials across a range of often studied aspects. Most commonly, people look at the main character's age, gender, narration, and surroundings.

There has been conflicting research on whether primary characters are male or female; some studies have shown a male majority, others a female preponderance, and yet others have shown no difference at all. But studies showed that male protagonists were more common. Some research has shown that Hofstede's masculinity index has a weak predictive effect, while other studies have found that it correlates with the gender predominance of the main character. Therefore, we anticipate that our study will depict a greater number of masculine characters than female ones.

Factors such as the protagonist's age have been thoroughly investigated. Although most reports imply that women are younger, studies reveal that women are more likely than men to be in the middle and senior age categories. You should expect the female protagonists to be shown as younger than the male protagonists for this reason.

Furthermore, a consistent finding in the literature is the predominance of male voiceovers, which was often seen as the "voice of authority." Asia has a far higher frequency of this than other regions. There is some evidence that suggests a correlation between higher scores on the Hofstede masculinity measure and more male voiceover actors. Consequently, we expect to hear more male voices than female ones in TV commercials.

Maybe it's because different studies utilise different product categories, yet there is a lack of consistent data when it comes to gender-related product categories. There was, however, consensus across the studies that women are more likely to purchase "toiletries," "beauty products," "personal care products," and "household and cleaning products," among other terms for body goods. While some studies did find a correlation between men and car, phone, electronics, tech, and computer ads on television, the evidence was less for other items. Based on these findings, we anticipate that ads for personal care products, makeup, and cleaning supplies will have more female protagonists, and ads featuring cars, electronics, phones, and computers would include more male protagonists.

Geographical differences are another common cause of gender inequality. The belief that women should stay at home and raise children is the most often cited. Approximately 3.5 times as many women as men are shown in domestic media, according to a meta-analysis. Another finding that is in line with much of the studies is that there are more males than females seen in professional situations. Therefore, we anticipate that key female characters will be shown in household settings at a higher rate than male characters, who will mostly be featured in professional ones.

Down addition to the traits that were previously discussed, we also zeroed down on the main character's job status: no job, high status, or poor status. Using different criteria, other studies looked at whether the protagonist was at work or at home. The results were mainly indicative of gender stereotypes, suggesting that more men than women are working outside the house and that more women than men stay at home to raise children. Since male protagonists tend to occupy higher-status roles, we should expect to see more female protagonists working in lower-level occupations.

CONCLUSION

There are many different possibilities and challenges ahead for commercial content that is created by artificial intelligence. Despite the fact that it has the ability to make advertising more efficient and customised, this technology also presents significant concerns around privacy, ethics, and the position of women in the advertising industry. It will be essential to conduct an accurate analysis of the impact that artificial intelligence-generated material has on society and to take measures to ensure that it is employed in a manner that is both ethical and responsible as it continues to grow and become more widely used. Additionally, there are concerns around the privacy and security of data, as well as the position of women in the creative sector in the advertising industry. Regardless of the state of affairs in a country with respect to gender equality, our findings indisputably suggest that gender stereotypes, which are prevalent in television advertising, are present worldwide. Consequently, in terms of gender equality, countries that are seen to be more progressive do not necessarily portray women in television commercials in a manner that is considered to be more progressive. We have high hopes that our research will make a contribution to the ongoing discussion that is taking place all around the globe about gender stereotyping in advertising among academics, marketers, and regulators.

REFERENCES

1. Berger, S. (2019). Vaginal mesh has caused health problems in many women, even as some surgeons vouch for its safety and efficacy. The Washington Post. Available from: https://www.washingtonpost.com/national/health-science/vaginal-mesh-has-caused-healthproblems-in-many-women-even-as-some-surgeons-vouch-for-its-safety-andefficacy/2019/01/18/1c4a2332-ff0f-11e8-ad40-cdfd0e0dd65a_story.html?noredirect=on&utm_term=.9bece54e4228
2. Dastin, J. (2018). Amazon scraps secret AI recruiting tool that showed bias against women. Reuters. Available from: <https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazonscrapssecret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G>
3. Ananthakrishnan, R., & Arunachalam, T. (2022). Comparison Of Consumers Perception Between Human Generated And Ai Aided Brand Content. Webology (ISSN: 1735-188X), 19(2).
4. Partadiredja, R. A., Serrano, C. E., & Ljubenkov, D. (2020, November). AI or human: the socio-ethical implications of AI-generated media content. In 2020 13th CMI Conference on Cybersecurity and Privacy (CMI)-Digital Transformation-Potentials and Challenges (51275) (pp. 1-6). IEEE.

5. Kim, J., Shin, S., Bae, K., Oh, S., Park, E., & del Pobil, A. P. (2020). Can AI be a content generator? Effects of content generators and information delivery methods on the psychology of content consumers. *Telematics and Informatics*, 55, 101452.
6. Yunjiu, L., Wei, W., & Zheng, Y. (2022). Artificial intelligence-generated and human expert-designed vocabulary tests: A comparative study. *SAGE Open*, 12(1), 21582440221082130.
7. Chi, P., Sun, Z., Panovich, K., & Essa, I. (2020). Automatic Video Creation From a Web Page. *Proceedings of the 33rd Annual ACM Symposium on User Interface Software and Technology*, 279– 292. <https://doi.org/10.1145/3379337.3415814>
8. Hastings, E. J., Guha, R. K., & Stanley, K. O. (2009). Automatic Content Generation in the Galactic Arms Race Video Game. *IEEE Transactions on Computational Intelligence and AI in Games*, 1(4), 245–263. <https://doi.org/10.1109/TCIAIG.2009.2038365>
9. <https://www.captch.edu/blog/ethical-considerations-of-artificial-intelligence>
10. <https://contentbloom.com/blog/ethical-considerations-in-ai-generated-content-creation/>
11. Dominick JR, Rauch GE. The image of women in network TV commercials. *Journal of Broadcasting*. 1972;16:259–265. doi: 10.1080/08838157209386349.
12. Furnham A, Paltzer S. The portrayal of men and women in television advertisements: An updated review of 30 studies published since 2000. *Scandinavian Journal of Psychology*. 2010;51:216–236. doi: 10.1111/j.1467-9450.2009.00772.x.
13. MacKay NJ, Covell K. The impact of women in advertisements on attitudes toward women. *Sex Roles*. 1997;36:573–583. doi: 10.1023/A:1025613923786.
14. McArthur LZ, Resko BG. The portrayal of men and women in American television commercials. *The Journal of Social Psychology*. 1975;97:209–220. doi: 10.1080/00224545.1975.9923340.
15. Sengupta S. The influence of culture on portrayals of women in television commercials: A comparison between the United States and Japan. *International Journal of Advertising*. 1995;14:314–333.