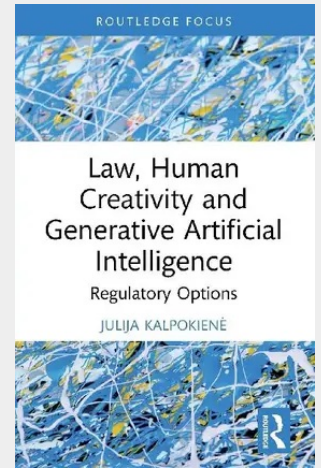


Law, Human Creativity and Generative Artificial Intelligence

Regulatory Options

This book addresses the complex issue of human creativity in the age of Artificial Intelligence. Artificial intelligence (AI) is increasingly being used to create texts, images, and musical compositions. This increase in the application of AI within the creative industries can of course enhance human performance while producing creative and commercial challenges for human authors. Against this background, this book considers how current mechanisms for incentivising creativity – including legal regulations, such as copyright, state funding and tax regimes – are inadequate in the age of AI. Acknowledging the opportunity that AI presents, the book then proposes alternative regulatory mechanisms through which human creativity can be incentivised. This book will appeal to scholars and researchers in the areas of socio-legal studies, intellectual property law, media law, and law and technology.

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