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Recent Advancements of Generative AI in Content Creation: A Review

[1]Reynaldo C. Carolino
[1]Master Of Science In Construction Management, Polytechnic University Of The Philipines, Philippine

Abstract

Generative AI (GenAI) technology is demonstrated by various systems including Dall-E 2, GPT-4 and Copilot. GenAI systems deliver applications which produce artistic content through text and images or serve as knowledge-based question answering solutions.

Keywords: Artificial intelligence (AI); Generative AI (GenAI); AI-Generated Everything (AIGX); AI-Generated Content (AIGC); ChatGPT

Introduction

Artificial intelligence (AI) stands as a masterpiece in computational algorithms which extracts meaningful outcomes from training data, leading to vast workplace and communication changes (Marr, 2024). Generative AI (GenAI) technology is demonstrated by various systems including Dall-E 2, GPT-4 and Copilot. GenAI systems deliver applications which produce artistic content through text and images or serve as knowledge-based question answering solutions (Bazzan et al., 2024). GenAI applications exist across IT help desks along with transitional knowledge work and counseling functionalities. According to industry reports GenAI technology would increase global GDP by 7% while it would eliminate work roles for 300 million workers who perform knowledge tasks. GenAI technology presents important implications for the Business & Information Systems Engineering (BISE) sector with its dual benefits and difficulties. GenAI systems can be used for artistic purposes, such as creating new text or images, or as intelligent question-answering systems (Goldman Sachs 2023).

GenAI contain three essential elements which include models alongside data processing and user interfaces. The model represents the central element that enables execution of both interactions and applications. GenAI enables the development of practical applications which solve both business and technological issues through features including SEO content creation and code generation to advance innovation in real-world problems. It delivers a systematic exploration of GenAI through data modes together with model structures system processes and application patterns (Feuerriegel et al., 2024).

According to AI-Generated Everything (AIGX) the concept pushes GenAI capabilities into real-time management of diverse technological systems. Real-time network management through AIGX depends on its cooperative relationship with physical data link network and application layers. During the AIGX lifecycle networks enable AIGX capability optimization through their function in multiple phases from data collection to distributed pre-training and rapid decision processes. The article studies how GenAI works for networking through a full examination of enhanced AIGX capabilities by networks and their cyclical operating relationship (Du et al., 2024).

GenAI models like ChatGPT and DALL-E2. The AI-

Reynaldo C. Carolino
Master Of Science In Construction Management, Polytechnic University Of The Philipines, Philippines
reynaldocarolino178@gmail.com

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Generated Content (AIGC) system works to create vast volumes of content quickly so organizations can better process human statements while speeding up their responses. AIGC applications include OpenAI's ChatGPT language model together with DALL-E-2 GenAI model which transforms written descriptions into customized high-quality images in just a few minutes.

The generation process usually consists of two steps: The system performs two operations: first it analyzes human instructions to extract intended purposes and then it uses those determinations to generate digital content. The advancement of AIGC depends on training advanced generative models using extensive computational capabilities to process vast datasets through substantial foundation model architectures. Testing shows that GPT-3 delivers superior generalizing performance than GPT-2 across human intent extraction and several other operational tasks.

The expanding capabilities of GenAI algorithms derive from increased data volumes and computational resources along with ongoing research into new technology integrations. Through reinforcement learning based on human feedback (RLHF) ChatGPT enhances its model performance by identifying optimal responses for each instruction leading to increasing reliability and precision. Stable diffusion models succeeding in computer vision generate detailed images by dynamically adjusting exploration versus exploitation strategies that create content which unites both training data relevance and visual diversity (Cao et al., 2023).

Generative models including both ChatGPT and Stable Diffusion appeared in large releases during the previous two years which led to major sector transformations. cooked models deliver multifunctional solutions to complete user queries along with image-producing capabilities that disrupt traditional professional profiles. A variety of generative models now exist ranging from text to images through text to 3D images and text to text while also providing video to audio conversion and audio to code generation and text to Galactica and program development capabilities such as AlphaTensor. A description of principal industry sectors influenced by generative AI techniques and a classification system for these models expresses the core study focus (Cao et al., 2023).

GenAI presents various meaningful possibilities for the content-creator economy through task automation with expanded user access to content generation capacity. The content-creation economy now benefits from new digital tools such as Midjourney, Artbreeder, and Craiyon and from similar innovations found in Tiktok's platform and similar online entertainment services. Large generative models that train using extensive images or texts lead to copyright infringement concerns because they can be used without creators' consent. A lack of regulatory framework against this behavior exists in most nations because GenAI technologies raise concerns among content producers regarding their future replacement. The art industry faces questions regarding whether GenAI technology supports its expansion or not. These concerns have not prevented the ongoing presence of the technology which remains present in industry discussions (Huang et al., 2023).

Content creation has been revolutionized by GenAI enhancing automated image, text, video and audio generation within multiple domains with the infusion of models like ChatGPT, DALL·E and Stable Diffusion, etc. These remarkable advancements have impacted fields from marketing and journalism to entertainment and IT. There might be some ethical concerns associated with GenAI as well such as copyright infringement and misinformation risks. Therefore, this review aims to critically discuss the evolution, applications and challenges related to GenAI in content creation addressing its potential.

Method

Search Strategy

Table 1 below depicts the search strategy for the current review denoting the selected keywords and targeted search engines. Data was gathered from latest 5 years (2019-2024) to explore the most

recent developments in the field of GenAI for content creation.

Table 1. Data Selection Strategy (Source: Author)

Years	Search Engines	Keywords
2019- 2024	✓ Google Scholar ✓ Scopus ✓ Web of Science ✓ IEEE ✓ Springer ✓ Elsevier ✓ Wiley	✓ Artificial Intelligence (AI) ✓ Generational Artificial Intelligence (GenAI) ✓ AI-Generated Content (AIGC) ✓ AI-Generated Everything (AIGX) ✓ ChatGPT ✓ Text Generation ✓ Image and Video Generation ✓ Music and Audio Generation

Inclusion and Exclusion Criteria

Table 2 presents the criteria for the inclusion and exclusion for the selection of studies in this review paper.

Table 2. Inclusion and Exclusion Criteria (Source: Author)

Inclusion Criteria	Exclusion Criteria
Studies included were those published in full-text format and English language.	Studies not published in peer-reviewed journals were excluded.
Studies published between 2019 and 2024 were included.	Studies published before 2019 were excluded.
Studies exploring the implications of GenAI in content creation were included.	Studies unrelated to GenAI in content creation were excluded.
Quantitative, qualitative, and mixed-methods studies were included.	None were excluded based on their methodology.

Data Extraction and Analysis

This review will systematically extract and interpret data using thematic analysis. The method will assist in analyzing the applications, advancements, challenges and future trends to synthesize meaningful insights for policy makers and industry experts of content creation industries.

Results

Table 3 below presents the key findings of the selected 15 studies for current review.

Table 3: SLR Table for Selected Studies (Source: Author)

S.No.	Author & Year	Title of the Study	Key Findings
1	(Lv, 2023)	Generative artificial intelligence in the metaverse era.	GenAI enhances search experiences, impacts online traffic, and accelerates industry innovation.

2	(Torres-Reyes & Latifi, 2019)	Audio enhancement and synthesis using generative adversarial networks: A survey.	GenAI models use autoregressive techniques and GANs to produce realistic text, image, and audio.
3	(Razumovskaia et al., 2022)	Crossing the conversational chasm: A primer on natural language processing for multilingual task-oriented dialogue systems.	AI-powered translation tools enable seamless multilingual interactions but require extensive data and processing power.
4	(Tomczak, 2024)	From Large Language Models to Generative AI Systems.	Neural networks enhance automatic translations across multiple languages, benefiting cross-cultural communication.
5	(Balkus & Yan, 2024)	Improving short text classification with augmented data using GPT-3.	GPT-3 has transformed text generation and personalization, finding applications in content creation and education.
6	(Hassani & Silva, 2023)	The role of ChatGPT in data science: how ai-assisted conversational interfaces are revolutionizing the field.	Advanced AI models improve interactive learning and provide personalized educational experiences.
7	(Totlani, 2023)	The evolution of generative ai: Implications for the media and film industry.	AI assists in writing scripts, developing characters, and editing, while also enhancing personalized recommendations.
8	(Bengesi et al., 2024)	Advancements in Generative AI: A Comprehensive Review of GANs, GPT, Autoencoders, Diffusion Model, and Transformers.	Stable Diffusion outperforms Adobe Firefly in image quality, and AI tools improve artistic content creation.
9	(Alhabeeb & Al-Shargabi, 2024)	Text-to-Image Synthesis With Generative Models: Methods, Datasets, Performance Metrics, Challenges, and Future Direction.	AI-generated images benefit from CLIP embeddings, enhancing artistic creativity and text-image alignment.
10	(Göring et al., 2023)	Analysis of Appeal for realistic AI-generated Photos.	Transformer-based language models improve text-image fidelity in AI-generated content.
11	(Filipović, 2023)	The Role of Artificial Intelligence in Video Game Development.	AI-generated NPCs improve player engagement by enabling more dynamic and intelligent interactions.

12	(Mallikarjuna & Chittemsetty, 2024)	Generative Artificial Intelligence: Fundamentals and Evolution.	GenAI applications like MuseNet and Jukebox revolutionize music composition and voice synthesis.
13	(Pan et al., 2024)	Exploring the Key Factors Influencing College Students' Willingness to Use AI Coding Assistant Tools: An Expanded Technology Acceptance Model.	Exploring the Key Factors Influencing College Students' Willingness to Use AI Coding Assistant Tools: An Expanded Technology Acceptance Model. AI-assisted programming tools like GitHub Copilot enhance coding but raise concerns over security and accuracy.
14	(Ferrara, 2024)	GenAI against humanity: Nefarious applications of generative artificial intelligence and large language models.	Deepfake AI poses risks related to misinformation, identity theft, and digital fraud.
15	(Treleaven et al., 2023)	The future of cybercrime: AI and emerging technologies are creating a cybercrime tsunami.	GenAI is increasingly used for social engineering attacks and synthetic personal data generation.

Discussion

Applications of Generative AI in Content Creation

GenAI models are widely used in generating art, music, and other creative applications. 1 GenAI, which can generate content autonomously, is revolutionizing the metaverse by filling gaps in content production. Products like ChatGPT can enhance search experiences, reshape information generation, and become new online traffic entry points, impacting traditional search engine products and accelerating industry innovation (Lv, 2023).

Deep neural networks, trained on massive datasets, form the foundation of generative AI. These networks use generative models to generate new data. Generative AI can be achieved through autoregressive models, which generate content related to previous content, and Generative Adversarial Networks (GANs), which generate realistic data like images and audio. Training GANs involves pitting generators against discriminators, maintaining a balance between performance and avoiding local optima (Torres-Reyes & Latifi, 2019).

Text Generation

The application of multilingual translation technology relies on Natural Language Processing (NLP) algorithms which identify user input to produce translations for different language speakers. Virtual communication through this technology enables users to translate text messages as well as convert spoken messages to and from various languages (Razumovskaia et al., 2022).

A new form of AI technology named GenAI-based multilingual translation technology utilizes neural networks to do automatic translations across different language strings. GenAI-based multilingual

models utilizes neural networks aimed to offer automatic translations across multi language strings. Missionaries benefit from this translation technology because it delivers precise results quickly while extending capabilities compared to traditional translation solutions (Tomczak, 2024). Generation AI utilizes multilingual through processes of text generation and text comprehension. Notably, analyzed using its neural network system the first text will be transformed into the target text which the network will later interpret for complete understanding of the content. The multilingual translation capabilities of generative AI systems present technical limitations because they require enormous amounts of data and computing resources and could cause performance degradation while operating in real-world applications and introduce performance problems caused by noisy or biased data (Chakravarthi et al., 2021).

GPT-3 represents the cutting-edge of language models which generates human-sounding text when supplied with prompts which manages large-scale language data efficiently (Balkus & Yan, 2024). GPT-3 has become a leading technology that generates synchronised and suitable text responses across numerous applications which earned it considerable industry interest. The system shows potential to learn from individual user activities to personalize its services for better user satisfaction. The cross-domain possibilities of its capabilities extend into metaverse application while being highly significant. The teaching and learning processes benefit from improved performance delivered by the higher GenAI models including ChatGPT 4 and ChatGPT 5. ChatGPT 4 from OpenAI functions as a beneficial educational tool for teachers and students because the model performs human-like interactions through understanding and responding to human discourse (Hassani & Silva, 2023; Nikolic et al., 2024).

There is the possibility of changing traditional forms of education as part of this integration. The improved version ChatGPT 5 enlarges the given opportunities for learners to work on their critical thinking, creativity, problem-solving skills. This is because teachers can prepare more interesting teaching-learning sessions. Some of the other tools include Google's Bard, OpenAI's ChatGPT Plus, Wordtune Spice and Cohere Generate (Oriakhi et al., 2024).

Transformer-based models like GPT-3 have been fine-tuned to writing and used in media and film context wherein writers of scripts and overall content producers write dialogues, scripts, and text descriptions of scenes and sequences. These are helpful to the writer in coming up with stories as well as ideas for script writing, developing character profiles and history, and also help come up with the twists in the plot and dialogue. They also provide custom services, based on the viewer's choice and previous watching history, the films and series from the most appropriate genres will be suggested. AI then creates dynamic trailers from the scenes and elements that are likely to be appealing to that particular user. In post-production, AI helps in editing by aiding in activities such as color correction, voice-over to ensure content dubbing for global markets. All these developments enable the creators and professionals to come up with new ideas how they can use technology and help them to attract more people (Totlani, 2023).

Image and Video Generation

A process of image generation produces images from text or visual-related prompts that span multiple visual domains. The Firefly system from Adobe delivered exact results but Stable Diffusion from Stability delivered better image quality. Various tools currently demonstrate potential in transforming images from one form to another in image generation processes (Bengesi et al., 2024).

DALL·E 2 from OpenAI operates as a model which produces original authentic static and artistic content based on written guidelines. The CLIP neural network within this system connects concepts with attributes and multiple design styles. The desirable properties of CLIP embeddings emerge from their robustness to image distribution shift and their impressive zero-shot capabilities and their top-tier performance outcomes (Alhabeeb & Al-Shargabi, 2024; Karaarslan & Aydın,

2024).

Imagen operates as a text-to-image diffusion model which utilizes vast transformer language models as its foundation. A larger language model model produces superior results for sample fidelity and text-image matching compared to expanding the image diffusion model sizes (Alhabeeb & Al-Shargabi, 2024). The Drawbench platform designed by Google consists of 200 assessment prompts which they used to evaluate their model (Göring et al., 2023).

The CompVis group at LMU Munich created Stable Diffusion as their open-source latent-diffusion model. It consists of two parts: the text encoder and the image generator. Moreover, the image information creator operates only from the latent space to achieve speedier execution than networks before it which operated from pixel space (Dunkel et al., 2024).

The text-to-image transformer model Muse delivers superior image creation performance with greater operation efficiency compared to diffusion models and autoregressive competitors. The system receives training through masked modelling. using discrete tokens, requiring fewer sampling iterations (Cao et al., 2023).

GenAI technology helps developers create believable non-player characters (NPCs) for video games. Through machine learning approaches developers gain capabilities to produce NPCs which show various behavioral dynamics and thus respond uniquely to particular scenarios. This technique provides players a broader spectrum of spontaneous interactions because of its nature (Filipović, 2023). Applied GenAI technology shows growing interest in designing virtual game characters while new research on brain-computer interfaces presents possibilities to transmit brainwave-based thoughts into game agents thereby eliminating space-time limits (Dobre et al., 2022; Radhika & Rashmi, 2024).

Music and Audio Generation

In audio domain, GenAI can be applied for the synthesis of voice besides generating music. GenAI can be applied in the audio domain in areas such as voice synthesis and also in producing music through the application of Wavenet model. It is possible to distinguish two types of generative AI models: single-modal and multi-modal. Single modality models are trained using input of the same form as the output it provides while the multi-modality can produce different forms of output from different sources. It is a process of creating from the given stimuli such as text description, specific notes or audio samples, into a new composition having melodies, rhythms and various instruments. Techniques such as MuseNet and Jukebox apply GAI to generate various forms and styles, thus bringing novelty into the realm of music and ways artists and enthusiasts can experience and engage with it (Bengesi et al., 2024; Dhariwal et al., 2020; Mallikarjuna & Chittemsetty, 2024; Woolley, 2024).

Code and Software Development

The new approach of using GenAI is to complement software engineers to improve the quality of codes they produce. The cross-sectional analysis of the sample of global companies established that coding quality is inversely related to the throughput improvement while quality-adjusted throughput depends on the adoption of AI technologies, human capital development, and management. Thus, it was found that DPI and general technical skills correlated positively with success in GenAI, as well as adequate organizational resources (Bughin, 2024).

Conversational AI models also allow generation of code which makes the use of AI assisted programming to the general public possible. Definitely, numerous package managers, such as in tool-oriented programming work with GitHub Copilot, are trained on a huge amount of knowledge. These tools can adapt tutorial content, help to interpret the nature of the program code, enable users to use legacy code and even as a way to acquire knowledge on new languages. However, they possibly translate into the creation of sub-par code with issues or even with security breaches, as most models of AI-assisted programming tools contain risky and erroneous code

data. For instance, Copilot open-source code may produce data with unsafe codes (Pan et al., 2024).
Code generators are tool for generating the code in programming languages from the text descriptions. They employ powerful models trained on public repositories as well as billions of parameters to enable the human developers to get their natural language instructions interpreted and translated into programming languages. Some of the particular samples are Codex, CoPilot, Codey, StarCoder and Code Interpreter (Bengesi et al., 2024).

The generative models are really effective in capturing the high order of the large datasets. Thus, they can estimate, based on the content analysis/computations from Wikipedia, Github, social networks, Google images, etc. Due to the prevalence of computing, deep neural networks and transformers, as well as models such as generative adversarial networks and variational autoencoders are capable of dealing with this data without underfitting (Liu & Wang, 2024). Generative models can capture the probability distribution of the language or the probability of a photo and use it as a medium of translating one format, for example, text, to another format, for instance, video. It has many uses since it can possibly output in many multimedia types from different input types (Bengesi et al., 2024).

Challenges and Ethical Considerations

When it comes to the media and the film industry, generative AI can promote creativity and sharing of innovation between artists and the AI system. Utilizing such programs as DALLE or Deep Dream generators yields original views and helps to brainstorm and design but it brings some uncertainty to understanding how AI is changing the traditional approaches to art. Another aspect of the technological impact is that, through repetitive mannerisms, it would increase efficiency and lower production time and its costs. However, a balance has to be drawn between automation on one hand and human input so as to keep creativity and innovation on the other hand. Some of the challenges involve; ensuring the free use of copyright materials or not producing fake news in the content generated by AI and also, queues to regard the sexists or racist issues that exist in data used to develop the AI (Totlani, 2023).
Newly developed opportunities of GenAI and deepfake technologies challenge the spectrum of multimedia manipulation. This is because Deepfakes cause plausibility and render its users completely indiscernible therefore making it a powerful weapon for wrong intentioned people. Some of the negative uses include identity theft, fraud and scams, manipulation of information environments, as well as influencing sociotech systems and structures (Ferrara, 2024).
GenAI applied to potential put out nonsense images and video and it could be made deeply maleficent as being used to create and publish deep fake porns, harassment, slander, and other mostly ill varieties. These technologies can be possibly used to devise an alibi or even forge some crime evidence easily and cheaply. When it comes to the risks associated with GenAI, there is a reason to be alarmed as such manipulative situations can occur: GenAI is capable of producing a false alibi that can be a threat to trust, credibility, and accountability (Treleaven et al., 2023).
It should be noted that, in AI-powered attacks, not only the system but also the humans behind the system are targeted. Despite this, AI is capable of collecting PII and using the social media data on potential victims whereupon the criminals design better articulated and convincing SE attempts. Spear-phishing entails gathering information on an individual and developing emails with such information and it has lately grown common and effective with GenAI (Gupta et al., 2023).
GenAI can also be used to scale up the generation of synthetic personal data, including fake accounts and fake transactions. For instance, JPMorgan Chase figured out that it had purchased a college financial aid platform with a number of fake accounts, while in another case, Wells Fargo's employees opened at least 3.5 million of new accounts using data on their customers – this breach led to penalties. In

the case of social media and online retail facilities, fake accounts have given rise to different problems such as spamming, fake rating and review, and user impersonation fraud (Ferrara, 2024).

Conclusion

To date, one of the newest and more advanced GAI models is the ChatGPT which was released in 2022. This has led to the release of powerful tools like Bard, Stable Diffusion, DALL-E, Make-A-Video, Runway ML, and Jukebox, and they contain multiple features in generating pure text, music, image, video, codes, and scientific work. These tools are based on the advanced models such as Stable Diffusion, transformer models, variational autoencoders, and generative adversarial networks. The four opportunities are in business, healthcare, education, entertainment, and media while the four risks include impersonation, job losses, data privacy, security threats, and fake news. In order to meet these challenges, research can only concentrate on providing the solutions as well as perfecting some created products. This review article enlightens theoretical aspects of GAI models in text, video, image, music and code development in content creation, the tasks it solved and could solve, and its challenges.

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