A Study on Artificial Intelligence in Content Creation: Challenges and Opportunities

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Abstract*: This research investigates the integration of Artificial Intelligence (AI) in content creation, focusing on the challenges and opportunities it presents. AI's potential to automate content generation, increase efficiency, and lower costs is explored, alongside ethical considerations such as plagiarism and authenticity. The study assesses the impact of AI on job displacement within creative professions and aims to provide insights for individuals and industries navigating the evolving landscape of AI-driven content production.*

Keywords: Artificial, Intelligence, Automation, Quality, Control, Ethical, Users