

A Study on Usage of AI in Editing Apps

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Abstract: This study examines the usage of AI in editing apps. In the field of photography and image editing, the integration of artificial intelligence (AI) has significantly improved the editing process. Editing apps have evolved from simple filters to more advanced features that can modify various aspects of images. With the rise of mobile photography and social media, these apps have become increasingly popular. In Studio, a leading image editing software, AI is being used to automate various aspects of the editing process. This includes auto-adjustments, which use AI algorithms to analyze images and make adjustments automatically. AI is being used in In Studio to automate various aspects of the editing process, including auto-adjustments, image segmentation, and image enhancement. The integration of AI has significantly improved the editing process, allowing users to edit images quickly and accurately. This study explores the benefits and drawbacks of using AI in In Studio and analyzes its impact on the final output. While AI can improve the efficiency and accuracy of the editing process, there is a concern that it can also lead to a loss of creativity and individuality. The study also discusses the potential for AI to enhance the editing process further. Overall, the study finds that AI is an essential tool in In Studio and has significantly improved the editing process. However, there is a need for careful consideration of the role of AI in image editing to ensure that it is used responsibly and does not compromise creativity and individuality.

Keywords: artificial intelligence.

I. INTRODUCTION

This study examines the usage of AI in editing apps. With the rise of mobile photography and social media, editing apps have become increasingly popular. Editing apps have evolved from simple filters to more advanced features that can modify the color, contrast, and texture of images. One of the most significant advancements in editing apps has been the integration of AI. AI is being used in editing apps to automate various aspects of the editing process. This includes auto-adjustments, which use AI algorithms to analyze images and make adjustments automatically. AI is also being used for image segmentation, which allows users to select specific objects or people in an image for targeted editing. Additionally, AI is being used for image enhancement, which involves using AI algorithms to improve the overall quality of an image. In the field of photography and image editing, the integration of artificial intelligence (AI) has significantly improved the editing process. Editing apps have evolved from simple filters to more advanced features that can modify various aspects of images. With the rise of mobile photography and social media, these apps have become increasingly popular. In Studio, a leading image editing software, AI is being used to automate various aspects of the editing process. This includes auto-adjustments, which use AI algorithms to analyze images and make adjustments automatically. AI is also being used for image segmentation, which allows users to select specific objects or people in an image for targeted editing. Additionally, AI is being used for image enhancement, which involves using AI algorithms to improve the overall quality of an image. This study aims to explore the usage of AI in In Studio and its impact on the editing process. We will examine the benefits and drawbacks of using AI in In Studio and analyze the impact of AI on the final output. We will also discuss the potential for AI to improve the efficiency and accuracy of the editing process. This study is significant because it sheds light on the increasing reliance on AI in the editing process and its impact on the final output in In Studio.

II. STATEMENT OF THE PROBLEM

The use of artificial intelligence (AI) in image and video editing has rapidly evolved over the years, and many studios have started to incorporate AI-powered editing tools into their workflows. However, little research has been conducted on the usage of AI in editing apps in studios and its impact on the creative process and the quality of the final product. Therefore, the problem this study aims to address is: How is AI currently being used in editing apps in studios, and what is its impact on the creative process and the quality of the final product? Specifically, this study will investigate the extent to which AI is being used in editing apps in studios, the types of AI-powered editing tools being utilized, and the impact of AI on the efficiency and effectiveness of the creative process. Additionally, this study will explore the quality of the final product in terms of aesthetics, authenticity, and overall appeal, as influenced by the use of AI in the editing process. Artificial intelligence (AI) has rapidly evolved in various fields, including image and video editing, leading to the development of editing studios that incorporate AI technologies. These studios offer enhanced editing capabilities that can potentially improve the efficiency and productivity of professional editors. However, little research has been conducted on the usage of AI in editing studios and its impact on the user experience and workflow.

2.1 OBJECTIVES OF STUDY

- To evaluate the impact of AI on the efficiency and productivity of professional editors in editing studios.
- To assess the user experience of professional editors while working with AI-based editing tools in editing studios.
- To identify the benefits and limitations of AI-based editing tools in editing studios from the perspective of professional editors.

III. RESEARCH METHODOLOGY

The research which methodology involves a systematic and structured approach to collect , analyse and interpret data for the purpose of answering research questions or testing hypotheses.

3.1 Research Plan Data Source

Primary Research Approach: survey method

Research instrument: Questionnaire

Contact method: Studio owners

3.2 Research Design

A research which is used her is “Descriptive research” This study uses survey methods with closed ended question.

SAMPLE SIZE

The sample size for this study will depend on the availability and willingness of professional editors to participate in the survey and interviews. However, efforts will be made to obtain a diverse and representative sample of professional editors from various editing studios that use AI-based editing tools. For the survey, a large sample size will be desirable to obtain a wide range of responses and increase the generalizability of the results. A minimum sample size of 200 professional editors is recommended for the survey. For the in-depth interviews, a smaller sample size of around 20-25 professional editors is recommended. This will allow for more detailed and in-depth exploration of the participants' experiences and perceptions of AI-based editing tools. The sample size may be adjusted based on the availability and response rate of professional editors. Efforts will also be made to ensure that the sample includes a diverse range of participants in terms of age, gender, ethnicity, level of experience, and expertise in editing and AI.

SAMPLING METHOD

Convenience sampling will be used for the survey, where professional editors who work with AI-based editing tools in editing studios will be recruited through online platforms such as professional editing associations, forums, and social media groups. This sampling method is convenient as it allows for a large and diverse sample to be collected quickly and efficiently.

METHODS OF COLLECTION

This study uses both primary data and as well as secondary data.

PRIMARY DATA

The data collected through the surveys and interviews will be analysed using qualitative and quantitative methods, depending on the type of data collected. The analysis will be guided by the research objectives and the specific research questions being investigated. The findings will be presented in a report that will include both descriptive and inferential statistics, as well as qualitative analysis of the open-ended responses.

SECONDARY DATA

Academic journals and publications related to the use of AI in editing and post-production.
Reports and market research on the use of AI in the film and video editing industry.
Industry publications, blogs, and online forums related to editing and AI.
Company websites and marketing materials related to AI-based editing tools.
Case studies and success stories of the use of AI in editing studios.

Statistical Tools used for Analysis

This study uses percentage analysis as a tool to find the perception of the AI editing app users.

SCOPE OF THE STUDY

Types of editing apps: The study could focus on the different types of editing apps that use AI, such as photo editing, video editing, audio editing, and text editing apps.

AI algorithms: The study could explore the AI algorithms used in editing apps, such as image recognition, natural language processing, and machine learning.

Editing features: The study could examine the editing features that are enhanced by AI in editing apps, such as automated color correction, image and video stabilization, noise reduction, auto-transcription, auto-captions, and text suggestion.

User experience: The study could investigate how users perceive and interact with AI-powered editing apps, such as their ease of use, the quality of the output, and the speed of processing.

LIMITATION OF THE STUDY

- Limited sample size
- Lack of standardization
- Lack of user feedback
- Time-bound nature of the study
- Inaccessibility of proprietary information

IV. REVIEW OF THE LITRATURE

(Zhu, 2022) A study on uses of AI in editing Apps to describe how increase domestic demand and economic internal circulation, numerous industries (domains) such as consumption, education, entertainment, engineering infrastructure, and so on must work together in a balanced and coordinated manner, which is essential for economic development.

(Sammy Othman, 2021)The use of smartphones and social media has resulted in paradigm shifts in cosmetic surgery. Much research has been conducted on social media and its impact on plastic surgery; however, little is known about facial editing apps and how they connect to plastic surgery procedures. The scientists wanted to know if face-editing apps impact patients' decisions to get plastic surgery,whousesthem, and why

(Kosugi & Toshihiko Yamasaki, 2020)This work focuses on unpaired image enhancement, which is the task of learning a mapping function that transforms input images into enhanced images when input-output image pairs are not present. Our method is based on generative adversarial networks (GANs), but rather than simply generating images with a

neural network, we enhance images with image editing software like Adobe® Photoshop® for three reasons: enhanced images have no artifacts, the same enhancement can be applied to larger images, and the enhancement is interpretable.

(Soe, 2021) Video editing may be a time-consuming activity, so it's no surprise that artificial intelligence is being utilized to optimize workflows and automate time-consuming chores. However, it is extremely difficult to gain an overview of what intelligent video editing tools exist in the research literature and what video editors require in terms of automation. So, we conducted research in the topic of intelligent video editing tools and polled professional video editors.

(Xinrong Zhang, 2022) Video editing is a high-skilled job that necessitates experienced artists or workers with a lot of physical power and diverse knowledge, such as cinematography and aesthetics. As a result, an increasing number of researchers are focusing on developing semi-automated and even fully automatic methods to minimize workloads. Because traditional approaches are typically built to adhere to a set of simple standards, they lack the flexibility and capability to learn complicated ones. Fortunately, developments in computer vision and machine learning compensate for the shortcomings of old methodologies, making AI editing possible.

(Panchenko, 2022) Artificial intelligence has captured the attention of academics from various disciplines during the last two decades. Video editing is one of the tasks on the list that begins to benefit from the assistance of Artificial Intelligence (AI). Although video editing technology is not new, it is incorporating new technologies such as AI to become more powerful and intelligent for both video editors and users. Video editing, like other technologies, will be aided in the near future by the majestic power of AI

(Nur Kholisoh, 2021) The evolution of integrated communication has provided numerous chances for advertisers to market their products via the internet, one of which is to create advertisements in the form of short film adverts. Autodesk® Inc, one of America's leading providers of video editing software, employs short film advertisement dubbed "Fix It In Post" as a sort of marketing communication media. The short film "Fix It In Post" uses distinctive signage to communicate its products through a creative method known as USP - Unique Selling Proposition.

(Fatima, 2020) When judging the quality of a photograph from the perspective of a photographer, we can identify resolution, symmetry, content, location, and other aspects that influence a photograph's skill. The ever-increasing allure of photography compels us to seek ways to perfect an input image in terms of the aforementioned qualities. Whereas content and position are unchangeable, qualities like as symmetry and resolution can be improved.

(Haolin Xie, 2022) In my work, image super-resolution techniques like Interpolation, SRCNN (Super-Resolution Convolutional Neural Network), SRResNet (Super Resolution Residual Network), and GANs (Generative Adversarial Networks: Super-Resolution GAN-SRGAN and Conditional GAN-CGAN) were studied experimentally for post-enhancement of images in photography as employed by photo-editors, establishing the most coherent approach for attaining optimized super-resolution in terms of quality.

(SWERZENSKI, 2021) Creating awareness of manipulation is one of the most difficult components of developing visual literacy, a task made increasingly difficult by the ubiquity of 'Photoshopped' or digitally manipulated photographs through fake news or our everyday use of photo editing applications. So, how can educators raise awareness of visual literacy in an age where manipulation is so common? I suggest that evaluating the authenticity of visual content must go beyond just determining whether or not a photo has been edited. Instead, it necessitates a technical understanding of the picture creation process, allowing educators to distinguish between visual deception and regular image modification.

V. FINDINGS OF STUDY

PERCENTAGE ANALYSIS

- All respondents are male
- Majority of 50.5% respondents are married
- Majority of 50.2% respondents are 30 plus aged people
- Majority of 59.2% respondents are post-graduated
- Majority of 34% respondents are aware about the editing apps
- Most important in marketing areas the AI integrations are used other than the editing app.

- Majority of 42.7% respondents AI will have predominant influence in our work of life.
- Majority of
- 40.8% respondents trust the AI-powered features in editing apps to make the correct adjustments
- Majority of 59.8% are AI integration in editing apps will become more prevalent in the future
- Majority of 39.6% respondents are editing workflow since using AI-powered features
- Majority of 63.5% are most of the time AI-based features save you compared to manual editing.
- Majority of respondents 77.3% are product photos do you usually edit using AI-powered features.
- Majority of 33% respondents are do AI-based features enhance the creative process through editing apps.
- Majority of 36% respondents are ability to use AI-based features in editing apps.
- Majority 33% of respondents are ethical concerns surrounding AI-powered editing apps.
- Majority of 40% of respondents are ethical concerns do you think may arise from the use of AI in editing apps.
- Majority of 53.6% respondents are AI-powered editing apps to be held accountable for ethical concerns.
- Majority of 41.7% respondents can be employed to ensure that AI-powered editing apps are designed and used in an ethical manner.

VI. SUGGESTIONS

Artificial intelligence (AI) is becoming more essential in editing tools, opening up new avenues for creative expression and productivity. AI can be utilized in editing programs in a variety of ways, such as automatic color correction, facial recognition, object removal, style transfer, content-aware scaling, automated video editing, and natural language processing. These technologies can save users time and effort, improve the end product's quality, and provide new ways to create and share information. As AI advances, editing apps are set to become increasingly more powerful and intuitive, allowing users to produce and share their work with greater simplicity and efficiency.

VII. CONCLUSION

Finally, the incorporation of AI into editing tools has changed the way users approach the editing process. AI-powered editing tools allow users to focus on their creativity and the overall vision of their project by automating laborious and time-consuming activities. AI provides users with strong tools to improve the quality of their content and optimize their workflow, from color correction and object removal to automated video editing and natural language processing. As AI technology advances, we can anticipate even more inventive editing tools that will improve the editing process and empower creators to bring their ideas to reality.

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