

ARTIFICIAL INTELLIGENCE IN ART AND MARKETING

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With the development of information technology, consumption in art markets has accelerated, as Internet technologies facilitate the exchange of information and new business models strengthen the established art ecosystem of consumption.

International contemporary art, over the past thirty years, has become thrive in a rapidly changing and global environment. Internet technologies have enabled instant communication and information exchange, connecting users across the globe. This large-scale transformation has a direct impact on the organization of art production and consumption. Production and consumption are no longer closely linked to cities.

Art institutions are increasingly using new media to showcase and promote their collections, seeking to create unique experiences. Artists are engaging with social media as cultural branding intensifies in the digital age, and experiments with new media generate art forms that push the boundaries of contemporary art.

Technology is making it easier to work and collaborate in the world, and the art business is creating a favorable environment for the development and application of technology. In other words, technology, business, and culture are coming together to promote art and provide buyers and viewers with a better experience. Indeed, AI (artificial intelligence) is actively used, for example, as a powerful tool in photo processing in «Photoshop» and other similar platforms.

However, as artificial intelligence is now the basis of the third technological revolution, more and more art critics fear that AI may replace human-made art and thus devalue artistic manifestations as a phenomenon.

As you know, artificial intelligence uses the so-called machine learning, the basic principle of which is to analyze the available information, which the AI reproduces and adapts upon request, which is not only unethical but also, in fact, a violation of intellectual property rights, which, in particular, is in force in Ukraine.

Nowadays, sadly, more and more companies prefer AI to live artists, because, in most cases, they don't have to pay it. For example, “METRO Ukraine” is used AI to develop a part of the household catalogue (Osyyk, 2023), which caused a certain resonance in the network, as it encourages other companies to use such technologies directly in their projects, thus not spending significant funds on the work of artists. As a result, the demand for artists' work is significantly reduced, which affects the spread of culture.

It has also been repeatedly noticed from our own experience that companies of various sizes around the world use AI to write their marketing texts, thus bypassing the need for marketers and copywriters.

In contrast to the above, we should note that AI has good potential when used responsibly. As Chako noted, Artificial intelligence and machine learning provide critical customer insights from a variety of perspectives that can help make strategic

marketing decisions, including a deep understanding of audience sentiment toward the brand, as well as a full audit of customer service team's performance and social media engagement. This may help adapt to changing market trends and prioritize your budget based on which aspects require the most investment. The author also correctly noted that artificial intelligence tools can help identify opportunities to improve products and offers, as well as fill gaps in the market. Recognizing the share of voice of theoretical competitors will help find ways to be flexible in a competitive market. In addition, it is possible to compare social indicators with those of competitors using competitive benchmarking. This will allow to maneuver the company's social strategy accordingly or adjust the indicators to maintain a competitive advantage. (Chako, 2023)

To summarise, humanity is currently in the process of the third technical revolution and AI can be used as a good tool in the same marketing, taking into account the ethical and social consequences. So, like it or not, people must adapt to and accept the realities of today, and not reject technology, but use it wisely and with ethical considerations.

References:

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