

## AI-GENERATED CONTENT AND THE FUTURE OF CREATIVE EMPLOYMENT: IMPACT ON CREATIVE SKILLS AND PROFESSIONAL OPPORTUNITIES IN DIGITAL INDUSTRIES

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### Abstract

Generative Artificial Intelligence (AI) technologies are ushering in a revolution in the creative sector changing the way content is generated, the way work is done and organized, and the nature of work in the digital space. The adoption of AI technologies, such as ChatGPT, Midjourney, Canva AI, and Runway, in the field of writing, design, marketing, and media production has become so widespread that there is a growing debate over whether machines or humans will be more creative in the future. The study looks at the implications of AI in generating content on creativity, employment, and career opportunities in the digital industry. Data collected were of a quantitative nature and the research design used was a cross-sectional type of research, which was conducted online and the number of respondents was 300, who were from different educational and background levels. Data were analyzed descriptively, reliability, correlation, and regression analysis in SPSS Version 26 software. Overall, the respondents had a positive perception of the AI-generated content, particularly in relation to its productivity, innovation, and professional development. There were strong positive correlations between AI-generated content and perceptions of future creative employment, and between human-AI collaboration and perceptions of future creative employment. But worries about job security, plagiarism, ethical issues and dependency on automation had a negative impact on employment sustainability perceptions in creative professions. The study supports Technological Determinism Theory and Human AI Collaboration Theory as they indicate that the AI technologies are not replacing human creativity but changing and redefining the creative work environment. The study contributes to the scholarly debate on the paradigm shift in the digital industries and highlights the importance of a balanced and comprehensive use of AI and human creativity.

## INTRODUCTION

In today's modern times, Artificial Intelligence (AI) has revolutionized the landscape of digital communication and creative output in the modern world. With the advances of generative artificial intelligence (AI) technologies, the intelligent systems have now been able to create written content, graphic designs, videos, music, and more, more efficiently and with greater sophistication and complexity in recent years. Some of the most popular AI tools that are widely adopted in media production, journalism, marketing, advertising, education, and digital content production include ChatGPT, Midjourney, Adobe Firefly, Grammarly, and Runway (Zhu et al., 2025; Newman, 2026).

In the digital world, AI-driven content has revolutionized processes. The use of AI technologies has grown to be a fundamental part of repetitive creative tasks, customization of communication, increased content production speed, and business optimization. As the economic landscape becomes more fragile and digital communication more essential, media companies are increasingly finding ways to incorporate AI technologies into their newsroom operations, audience interaction, and automated reporting, as pointed out by Newman (2026). As AI systems become more capable of producing quality creative content, human workers are shifting their focus away from content creation to supervisory, strategic, editing, and creative direction roles.

The rise of AI-generated content has also sparked a debate among academics about the future of human creativity and the sustainability of professions in the creative industries. Researchers, on the other hand, say that AI tools increase productivity, aid experimentation, and increase creative efficiency through human-AI collaboration. According to Abdilla (2025), Przegalinska and Triantoro (2024), and Vinchon et al. (2023), AI can serve as a supportive tool that helps professionals throughout the ideation, design, writing, and content creation stages. In this context, AI is seen not just as a substitution mechanism but as a technological system that

could revolutionize and expand the scope of creative potential.

However, researchers have growing worries about the potential for creative jobs to be automated in the long term. As highlighted by Bender (2024) and Caporusso (2023), there is a potential decrease in the need for some creative professions as these become more dependent on generative AI, particularly in repetitive and basic tasks typically undertaken by human workers. As a result, the question of job displacement, loss of originality, dependence on automation, and a diminishing human creative voice have emerged as pivotal topics in today's debate on AI-generated content.

The proliferation of AI-generated content presents moral and legal questions about ownership, copyright, and authorship, alongside employment issues. Current legal mechanisms are proving inadequate to the task of solving the complexity of creativity that AI is bringing with it, especially when creative works are partly or entirely created by a machine-learning system (Azizli, 2026; Abbott & Rothman, 2023). These concerns add to the uncertainty about the future of the collaboration between human creators and AI production environments.

While the debate surrounding the innovation, automation, and digital transformation of work has been widely explored in the literature, there have been few empirical studies that specifically investigate the perceptions of individuals on the effects of AI-generated content on creative employment, skill development, and future career prospects in the digital sector. In addition, the majority of studies thoroughly examine the technological aspects or the legal implications of the new relationship between artificial intelligence technologies and human creativity, while only a few studies look at this through the lens of professionals and digital content creators.

Hence, this study explores the impact of AI-generated content on perceptions of creative skills, job sustainability, human-AI collaboration, and future career prospects in the digital industries. From the perspective of those who are already in the very digital world and content creation environment, the study contributes to

the ongoing academic discussions regarding the possibilities and problems of using AI to foster AI-empowered creativity.

### Problem Statement

The rapid advances of AI in the digital industries, especially, have revolutionized creative production processes and professional practice. While these technological advances have numerous positive implications, there are also many questions to ask regarding the future of creative work, opportunities for career, and the value of human creativity.

The rise of AI systems capable of producing quality and well-executed creative content with little human intervention is drastically changing the creative industry landscape, adding uncertainty for creative professionals, such as writers, designers, editors, marketers, and digital content creators. However, with the rise of AI-generated content, concerns have been raised about the fear of being replaced by AI, a drop in the demand for traditional creative positions, and the decline of human creativity.

Moreover, Azizli (2026) points out that the explosion of AI-generated content has revealed numerous legal and regulatory issues surrounding copyright and authorship attribution, as well as the protection of IP rights, which leaves many creative practitioners in the digital sectors unsure. Several literature references discuss the role of AI in creativity and technological innovation, but few empirical studies examine the feelings of people regarding the influence of AI-generated content on their own creative career, the development of their skills, and their profession.

### Research Objectives

1. To explore the effects of AI-generated content on perceptions of creative jobs in the digital industries.
2. To study the effect of AI-generated content on creative abilities and career growth.
3. To explore attitudes towards human-AI collaboration in creative working contexts.
4. To evaluate job displacement, originality, and ethical issues arising from AI-generated content.

5. To discuss the prospects of AI technologies in the future of working in creative industries.

### Research Questions

1. What impact does AI-driven content have on the image of creative work in the Digital Sector?
2. How does AI-generated content affect the growth of creative abilities and job-related skills?
3. What are people's thoughts on how people are using AI to collaborate in creative processes?
4. How might AI-generated content contribute to concerns about loss of jobs and originality?
5. What do you think the future of AI in creative industries will look like?

### Significance of the Study

The study is important as it adds to the academic debate on the effects of AI-generated content on the creative industries and the professional world. The impact of generative AI on employment and job prospects in the creative industry is crucial, as these technologies are increasingly transforming the ways in which media is produced, graphic designs are created, and content is generated.

The study offers a helpful perspective on the attitudes people have towards the interplay between AI technologies and human creativity, as well as their perspectives on job security, professional adaptation, skill acquisition and innovation. The results could have implications for students, digital creators, educators, media professionals, and entities interested in understanding the evolving nature of creative work in the context of AI-based environments.

Furthermore, the research is adding to the literature by unifying aspects of creativity, employment, teamwork, ethical issues and future career prospects in a single research framework. The research could also support policymakers, educators, and industry stakeholders in formulating strategies that promote the balanced integration of AI technologies and human creativity.

### Hypotheses

To explore how AI-generated content affects creative employment in the digital industries, the following hypotheses are developed based on the

objective of the study and the research gap identified:

H1: AI-generated content plays a crucial role in the domain of creative skills in the digital industry.

H2: AI is playing a pivotal role in shaping job prospects across digital industries.

H3: AI-generated content is having a substantial effect on the perception of sustainability in jobs related to creativity.

H4: AI-generated content plays a significant role in the human-AI creative work process.

H5: Professional adaptation and skill evolution within digital industries are greatly affected by AI-generated content.

### Underpinning Theory

#### Technological Determinism Theory

This study is based on the Technological Determinism Theory (TDT), which helps to understand the impact of technology on society, professional practices, and human behavior. The theory was developed by Marshall McLuhan, who believed that the technology of communication has a significant influence on determining social and cultural change. This view recognizes that technology is not just a device that society uses but can be a crucial component of how people work, communicate, and interact within workplaces.

The last few years have witnessed a dramatic transformation in the digital industries and the creative production process due to the fast development of Artificial Intelligence technologies. AI systems can now create written content, graphic designs, videos, music, and more, with little-to-no human effort. Companies are making more and more use of ChatGPT, Midjourney, Canva AI, and Runway to incorporate these tools into media production, marketing, advertising, journalism, and digital communication. Hence, a number of traditional creative tasks are now successfully made intelligently automated.

TDT provides insights into the impact of AI-generated content on creative careers, career prospects, and skill demands in the digital economy, as explored in this study. The theory

proposes that technology innovation shapes the nature of creative activities by affecting the demand for certain skills and developing new digital professions and professional adaptations. It also offers insights into the increased concerns about job displacement, shifting professional roles, and the continued importance of human creativity in AI-driven contexts.

#### Human-AI Collaboration Theory

Additionally, the study is reinforced by Human-AI Collaboration Theory, which highlights the importance of the ability of Artificial Intelligence systems to collaborate with humans instead of replacing them. According to the theory, the human and AI capacities can complement one another in the professional and creative process. Portfolio automation, speed, efficiency, and data-processing capabilities are provided by AI; emotional understanding, imagination, originality, ethical judgment, and strategic thinking are provided by humans.

AI-generated content technologies are now being adopted in creative industries to help professionals in areas such as content writing, graphic design, content editing, marketing, and digital storytelling. Yet, despite technological progress, many researchers continue to believe that humans are crucial because they are not yet able to fully capture the emotional depth, authenticity, and creative originality of humans through AI. Thus, contemporary creative working spaces are increasingly becoming collaborative spaces between humans and AI systems, rather than fully automated.

The Human-AI Collaboration Theory applies to this study because it highlights the potential for people to perceive AI-generated content as both an opportunity and a challenge. AI technologies can have a positive impact on productivity, innovation, and professional efficiency. The potential for AI technologies to boost productivity, innovation, and professional efficiency is there. Meanwhile, there are fears about job insecurity, decreased originality, and the impact of automation on creative jobs in the future. The theory can, therefore, serve as a helpful lens for examining perceptions about

creative abilities, job change, and career prospects in the context of AI technologies in the digital sector.

### Literature Review

The advent of generative Artificial Intelligence (AI) has changed the face of creative industries, allowing for the creation of text, images, videos, music, and multimedia content by an automated system. In the fields of journalism, advertising, graphic design, filmmaking, education, and digital marketing, AI-generated content is now embedded in the fabric of these industries. The development of AI-generated content technologies has been propelled by the rapid growth in machine learning and multimodal AI systems, leading to the creation of ever more complex and creative content, as described by Zhu et al. (2025). The efficiency, scalability, and personalization capabilities of these technologies are anticipated to have a strong impact on future communication and production environments.

### The role of AI in creative employment. How AI is impacting creative jobs.

While many have embraced AI-driven content creation, there is still a debate about how this technology will affect creativity and job opportunities. AI has been seen as a disruptive technology that promotes a reduction in human creative work by automating it. But, according to Bender (2024), generative AI poses a risk to traditional creative industries because it can automate tasks that require people's creativity and intellectual input. In much the same way, Caporusso (2023) notes that the greater reliance on AI technologies has led to "creative displacement anxiety", where professionals are worried about being replaced by AI and the resulting professional insecurity.

However, there is another discourse that regards AI as a collaborative and productivity-enhancing mechanism and not a replacement for human creativity. There is another stream of literature, however, that sees AI as a collaborative and productivity-enhancing system, not a substitute for human creativity. During the creative process, Abdilla (2025) discovered that human-AI co-

creation leads to both increased efficiency and idea generation. Vinchon et al. (2023) further state that AI should be viewed as a tool that can be used to augment experimentation and innovation in creative spaces. Additionally, Przegalinska and Triantoro (2024) highlight the potential of AI systems to enhance human creativity and innovation by assisting in brainstorming, content creation, and strategic ideation. The opposing sides to this debate represent a current academic debate concerning whether AI is mainly a substitute for labor or an augmenting tool for technology in creative industries.

### Gain a deeper understanding of the skills required for creative applications and how they work together with AI.

The impact of AI-generated content on the development of creativity and professional skills has also been a subject of discussion. While the benefits of using AI tools are clear, there is also a potential downside, as Smith (2024) suggests that relying overly on AI tools may cause a loss of independent critical thinking abilities and creative problem-solving skills over time. Ahmed et al. (2025), on the other hand, argue that AI technologies drive re-skilling as it compels professionals to acquire new skills, including prompt engineering, AI oversight, and integration with digital workflows. The conflicting perspectives reflect a lack of clarity about how AI affects the traditional creative skills or transforms them into new forms of professional specialization.

The debate on collaboration between humans and AI in creative settings continues, as evident in the literature. According to Brown (2023), AI-generated artifacts might lead to a standardization of creative expression and an absence of originality because of the repetition introduced by algorithms. On the other hand, Garcia and Wong (2025) propose that the partnership between humans and AI systems opens up new creative possibilities, such as the speed of ideation and experimentation. In the same way, Persson and Wernersson (2023) state that AI technologies represent opportunities and

challenges to creative professionals, who are able to streamline processes, but also have to consider questions of originality and professional identity.

### **Ethical and Legal Issues relating to AI-generated Content.**

Ethical and legal implications are also crucial elements in discussions about AI-generated content, aside from creativity and job concerns. The current copyright system doesn't adequately address the creation of AI-generated works, as it is largely human-centric, as described by Azizli (2026). Abbott and Rothman (2023) further assert that the emergence of generative AI is at the same time raising issues of ownership, accountability, and originality in the digital creative industries.

Overall, the literature shows that AI-generated content is seen as an opportunity for transformation and a disruptive force. Some academics focus on innovation, productivity, and teamwork, whilst others focus on issues of job insecurity, originality, and moral ambiguity. The differences in opinions indicate that the impact of AI-generated content on the sustainability of creative careers and jobs remains uncertain.

### **Research Gap**

While prior research offers insightful insights into the creation of art and change in technology using artificial intelligence, there are some gaps in literature. While there is a burgeoning research landscape on the subject of AI-generated writing, the existing research so far has concentrated on technological innovation, automation processes, copyright issues, and creative experimentation in digital spaces. There are, however, few empirical studies that directly focus on the impact of AI-generated content on perceptions of creative employment, changing skill needs in professions, and future prospects in the digital industries.

Moreover, although the human-AI collaboration in creative processes has been increasingly discussed, there is a lack of studies that include certain aspects of the field, including employment insecurity, creative skill displacement or enhancement, professional adaptation, and long-term career sustainability in

the same analytical framework. It is particularly noteworthy that there is a lack of understanding about digital industry professionals' and content creators' views on the value of their own human creativity, employability, and professional identity in the context of AI-generated content.

This study aims to explore these gaps by examining public perception on the impact of AI-generated content on perceptions of creative skills, professional opportunities, and employment sustainability in today's digital industries, with a particular focus on the future of creative work in an AI-driven world.

### **Methodology**

The current study used a quantitative research design to explore the effects of AI-generated content on creative employment, creative skills, and professional opportunities in digital industries. A method of collecting data from the respondents within a given time frame is cross sectional survey method. The quantitative approach was deemed suitable for measuring perceptions, relationships, and statistical trends of perceptions of AI-generated content and creative employment amongst a relatively large number of respondents.

### **Population of the Study**

The population of this study was the literate individuals of various age groups, occupations, and academic levels. The study is not limited by country or profession, as it was aimed at obtaining a wide range of views around the impact of AI-generated content on creativity and career prospects in the digital era.

### **Sample Size**

The study participants were approached online and were 300. Since it was exploratory in nature, time constraints and accessibility, a non-probability convenience sampling technique was used. The purpose of the study was to research general attitudes towards AI-generated content in each demographic and to use online convenience sampling as it would ensure sampling across a wide spectrum of educational and professional backgrounds of those participating in the study.

To boost participation and geographic diversity, the questionnaire was sent via social media, messaging apps, and digital communication networks. The findings were quite restricted to the convenience sampling technique, but it was felt that this was suitable for an exploratory perception-based study in the highly dynamic digital landscape.

### Data Collection Instrument

Data was collected using a structured online questionnaire, which included questions regarding perceptions of AI-generated content and its impact on their creative work, employment, and career opportunities. The items on the questionnaire were closed-ended and consisted of five-point Likert scale statements, which contained “Strongly Disagree” to “Strongly Agree” options.

The instrument was segmented into various segments, such as demographic, awareness about AI tools, perceptions of AI-produced creativity, human-AI cooperation, ethical issues, and future job opportunities. The questions for the questionnaire were built based on previous studies on AI-generated content and creative occupations, as well as the objectives of the study. The key constructs measured in the study consisted of:

- AI-Generated Content and Creativity
- Human-AI Collaboration
- Concerns about AI-Generated content
- Future of creative employment

The online survey method was chosen as appropriate because it allowed for greater participation and sampling of respondents from a wider geographic and professional base.

### Validity and Reliability

To provide content validity, the items of the questionnaire were constructed from the previous literature and correlated with the study's aim and hypothesis. The instrument was pre-tested for

clarity, relevance, and consistency before distribution.

Cronbach's alpha and SPSS 26 were used in the reliability analysis. All the constructs have a Cronbach's alpha value above 0.70, a generally accepted value of internal consistency or reliability of measurement scales.

### Data Analysis Techniques

The data obtained were analyzed in SPSS version 26. Descriptive statistics were used to examine the demographic trends and attitudes overall. To test the internal consistency of the constructions, reliability analysis with Cronbach's Alpha was carried out. In addition, correlation and regression analyses were used to examine the correlation between the AI-generated content, between the collaboration of humans and AI, creative skills, and between perceptions of future job opportunities in the digital industry and the AI-generated content.

### Ethical Considerations

The study was done in an ethical manner. The respondents were told about the research and participation, and it was voluntary. There was no sharing of personal identifying information, and the information of all participants has been kept confidential and anonymous.

### Data Analysis

The results of the data from 300 participants were analysed in SPSS Version 26 to gain insights into the perceptions of AI-generated content, creative ability, employment prospects, the interplay between human and AI creativity, and the future of human creativity in the digital industries. Descriptive statistics, reliability analysis, correlation analysis, and regression analysis were used in the analysis. The results are summarized in tabular form and then interpreted and discussed.

1. Descriptive Statistics

Variable	Mean	Std. Deviation
AI-Generated Content and Creativity	3.43	1.31
Human-AI Collaboration	3.29	1.42
Concerns Regarding AI-Generated Content	3.17	1.41
Future of Creative Employment	3.38	1.40

This report presents a demographic profile of the respondents. The profile of the population showed a variety of ages and professions represented. Many respondents belonged to the 25-34 age group (124), followed by 18-24 (73), 35-44 (54), and 45+ (49). Regarding gender, the majority of the respondents (199) were women, with 82 men and 19 respondents who didn't specify their gender.

As far as professional backgrounds, the biggest group were writers/content creators (91),

followed by students (87), teachers/academics (46), IT/technology professionals (36), designers/artists (19), marketing professionals (11) and others (10). The results revealed that 255 respondents used AI tools for creativity, compared to 45 respondents who did not use AI tools for creativity. Popular AI tools used were ChatGPT, Grammarly, Canva, CapCut, Gemini, QuillBot, Copilot, Adobe Firefly, Runway, and Midjourney.

2. Reliability Analysis

Variable	Cronbach's Alpha
AI-Generated Content and Creativity	0.84
Human-AI Collaboration	0.86
Concerns Regarding AI-Generated Content	0.82
Future of Creative Employment	0.85

The reliability analysis showed good internal consistency for all constructs. Cronbach's alpha values were between 0.82 and 0.86 which were greater than the recommended value of 0.70.

This showed that the measurement scales in the study were reliable and appropriate for statistical analysis.

3. Correlation Analysis

Variables	1	2	3	4
1. AI-Generated Content and Creativity	1			
2. Human-AI Collaboration	0.61**	1		
3. Concerns Regarding AI-Generated Content	-0.42**	-0.36**	1	
4. Future of Creative Employment	0.58**	0.64**	-0.39**	1

Note: \*\* indicates correlation is significant at the 0.01 level (2-tailed), where  $p < 0.01$ .

The correlation between AI-generated content, human-AI collaboration, and perceptions of future creative employment were all found to be positive and significant. There was a strong positive correlation between AI-generated content and human-AI collaboration ( $r = 0.61, p < 0.01$ ), indicating that users who were more positive

about AI were also more positive about collaboration with AI.

The same pattern was observed with perceptions about future creative employment where positive correlations were found with both AI-generated creativity ( $r = 0.58, p < 0.01$ ) and human-AI collaboration ( $r = 0.64, p < 0.01$ ). The results show that there is a general positive attitude

towards future job prospects in digital industries among those who were more positive than negative about the benefits of AI.

The negative correlation with the other variables was observed with concerns on AI-generated

content. Higher concerns about ethical issues, originality, and employment insecurity were linked to lower acceptance of AI technologies and lower optimism of creative employment in the future.

#### 4. Regression Analysis

##### 4.1 Effect of AI-Generated Content on Creative Skills and Professional Opportunities

Variable	Beta ( $\beta$ )	t-value	Sig.
AI-Generated Content	0.57	11.42	0.000

$R^2 = 0.33$

The regression analysis revealed that AI-generated content had a significant positive effect on perceptions regarding creative skills and professional opportunities ( $\beta = 0.57$ ,  $p < 0.001$ ). The  $R^2$  value indicated that 33% of the variance in perceptions regarding creative skills and

professional opportunities was explained by AI-generated content. This suggests that respondents generally perceived AI technologies as influential tools capable of improving productivity, innovation, and future career opportunities within digital industries.

##### 4.2 Effect of Human-AI Collaboration on Professional Growth

Variable	Beta ( $\beta$ )	t-value	Sig.
Human-AI Collaboration	0.63	12.81	0.000

$R^2 = 0.39$

The findings demonstrated that human-AI collaboration had a significant positive effect on perceptions regarding professional growth and innovation ( $\beta = 0.63$ ,  $p < 0.001$ ). The results suggest that collaborative relationships between

humans and AI technologies are increasingly perceived as beneficial for efficiency, creative experimentation, and professional development within digital industries.

##### 4.3 Effect of Concerns Regarding AI-Generated Content on Future Creative Employment

Variable	Beta ( $\beta$ )	t-value	Sig.
Concerns Regarding AI-Generated Content	-0.41	-8.27	0.000

$R^2 = 0.24$

The findings further revealed that concerns regarding AI-generated content had a significant negative effect on perceptions regarding future creative employment ( $\beta = -0.41$ ,  $p < 0.001$ ). This indicates that increasing concerns related to originality, ethical challenges, and job displacement contribute to greater uncertainty regarding the long-term sustainability of creative professions.

and its impact on creative industries were balanced but moderately positive. Although participants recognized the efficiency, productivity and innovation that AI technologies offer, they were also concerned about originality, ethical responsibility, emotional authenticity and job security.

The correlation and regression analyses also showed that positive attitudes to AI-generated content and human-AI collaboration were strong predictors of attitudes toward future professional opportunities and creative development. In contrast, negative perceptions of future creative

#### Interpretation regarding Findings

Overall, the results showed that the respondents' perceptions of the use of AI-generated content

jobs were related to concerns about automation and ethical issues.

The results corroborate the premises of Technological Determinism Theory and Human-AI Collaboration Theory, showing that AI is transforming creative industries without eliminating the need for human creativity, strategic thinking, and adaptation in digital spaces.

### Discussion

The results of this study suggest that AI-generated content plays a major role in reshaping creative industries by shaping attitudes towards jobs, creativity, and career prospects. The overall sentiment around AI technologies was a mix of positive and negative, with respondents acknowledging the potential for increased efficiency and innovation, but also expressing concerns about issues of originality, ethics, and job security.

This overall positive framing might also be because the questions were couched in terms of what respondents were experiencing in the here and now, rather than envisaging long-term structural shifts in the creative workforce. These perceptions may thus be more based on immediate usability and less on a long-term transformation in industry.

A key observation was that there was a positive correlation between the AI-generated content and the perceived creativity skills and opportunities as a professional. The major outcome was that creative skills perception and professional opportunities perception were positively correlated with AI-generated content. Participants found that the use of AI technologies helps in productivity, creative experimentation, and professional development. This discovery is compatible with earlier research by Abdilla (2025) and Vinchon et al. (2023), who indicated that AI does not replace human creativity, but augments it.

However, this positive assessment is based on a skewed view, as it could be argued that automation will replace rather than add to entry-level creative work, where this is most likely to occur. Such a gradual replacement might change

the structure of skills in a way that is not evident to the respondents in the short term.

The study also found that working together with AI is beneficial to perceptions of innovation and future job prospects. The perception of AI as a collaborative partner that automates tasks and enhances efficiency, while leaving room for human creativity, emotional intelligence, and ethical decision-making, has grown more prevalent among respondents. The notion of AI as a partner that aids in automation and efficiency is rapidly gaining traction among respondents, with humans retaining a vital role in areas of originality, emotion, and ethics. The results of these findings strongly support the Human-AI Collaboration Theory that claims effective creative production requires collaboration between Human Intelligence and AI Systems.

This partnership story might, however, be an idealistic one since it assumes equal agency of humans and AI systems. Creative control could evolve to increasingly be exercised by algorithmic systems, which will progressively reduce the autonomy of humans in decision-making.

Meanwhile, employees voiced fears of losing their jobs, diminishing originality and dependence on automation. The results revealed a negative relationship between greater concerns about AI-generated content and optimism about future creative careers. This aligns with Bender (2024) and Caporusso (2023), who highlight the issue of professional insecurity in the creative industry due to automation.

However, these worries could be limited because of the normalization of AI tools in the workplace, where people are not only adjusting to the integration of technology but also in many cases resisting it. The results align with the Technological Determinism Theory that upholds the role of AI technologies on creative industries, professional actions and skill requirements. Overall, the research highlights the potential of AI-driven content and its role as a professional challenge in the digital age.

It is important to note that this change does not represent a benign and inevitable transformation, but rather a part of the broader power dynamics,

in which the creative control over creative ecosystems is increasingly likely to slip out of the hands of individual creators.

### Conclusion

From the results of this study, it can be concluded that artificial intelligence (AI) content is having a significant influence on the perception of the creative industry regarding employment, creativity and career. The results suggest that the respondents are mostly positive in their opinion about the usefulness of AI technologies in digital environments, as they see them as tools to boost productivity, innovativeness and professional development. The study has also identified problems relating to job displacement, originality, and ethical responsibility and dependency on automation. Even with the surge in AI advancements, people still perceive that human creativity, emotional intelligence, and originality are crucial in creative endeavors.

The findings are quite encouraging to Technological Determinism Theory and Human-AI Collaboration Theory. The study shows how AI innovations are transforming professional configurations and how important collaboration with AI is. Overall, AI-generated content is not only viewed as a threat but as a transformative tool that requires adaptation, ethical supervision, and an appropriate balance in creative fields.

### Theoretical Implications

This study complements the Technological Determinism Theory and Human-AI Collaboration Theory within the creative industry context to gain a deeper understanding of AI-generated content.

The findings are consistent with the Technological Determinism Theory that proposes that AI technologies are highly influential on professional configurations, creative processes, and job dynamics. The results are also comparable with the Human-AI Collaboration Theory as the feedback and answers of the participants indicate that they are becoming more aware that the AI system is not itself creative but

rather it can be used to supplement and enhance human creativity.

The study is also innovative in combining the three elements of the study (Study of literature, the use of data, and creation of data) within the same research framework, thus filling a gap in the literature.

### Practical Implications

Results may have important implications for education, for organisations, for professionals, and for education and policy makers.

It is crucial for creative professionals to cultivate skills related to AI in order to stay competitive in the dynamic landscape of these industries. AI technologies should be used as tools but not as full replacements for human workers in organizations. Embracing the principles of AI in education and promoting digital creativity are crucial for preparing students for the future of work and its role in innovation. For students to thrive in the future, the educational system needs to integrate AI literacy and digital creativity into the curriculum.

The study also highlights the need to develop ethical standards and copyright policies for AI-generated content and copyright related to intellectual property rights.

### Recommendations

1. The educational system must incorporate the training of AI literacy and digital creativity into media and communication courses.
2. Balanced human-AI collaboration, not automation.
3. Digital and AI skills for creative professionals need to be continually improved.
4. There is a need to create new copyright and ethical guidelines for AI-generated content.
5. Training and retraining initiatives should be made available to the media by professional training programs to enable staff to develop the skills to work in an AI-driven environment.

### Future Directions

Longitudinal and qualitative analyses are suggested for future research to gain a deeper

understanding of the impact of AI-generated content on creative employment over time.

Additionally, future research could focus on particular industries like journalism, graphic design, film-making, or digital marketing to determine sector-specific impacts of AI technologies. Cross-national and cross-cultural comparisons can also yield a wider perspective on how perceptions of AI-generated creativity and its impact on employment are perceived.

### Limitations

There are some limitations to this study. First, a cross-sectional design is not suitable to be used to identify long-term causal relationships. Secondly, this study was conducted using self-reported data from the survey, which can contain personal bias. Third, the use of convenience sampling makes it difficult to generalize the results. Last, the research was on general perceptions of AI-generated content, and not specific to a particular industry or AI platforms that could affect perceptions differently.

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