

# Controlling the Digital Archive

## Ethical Considerations & Responsible AI in DAM

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### What AI Brings to DAM

AI is reshaping how teams manage their digital assets:

- **Automatic Metadata Tagging** - AI tags images & videos at scale.
- **Content Recognition** - Detects objects, people, and scenes for fast retrieval. (Waldron, 2024)
- **Content Personalization** - Recommends content based on user behaviour.

= Faster workflows, higher accuracy, and more user engagement.

### Ethical Risks in AI-Powered DAM

#### 1. Bias in AI Outputs:

- AI can unintentionally generate culturally insensitive or exclusionary results from biased training data. (Melcher, 2024)

#### 2. Copyright & Plagiarism

- AI may produce content that copies existing works.

#### 3. Privacy & Data Governance

- Assets that are analyzed by AI may have sensitive details extracted.

#### 4. Ownership of AI-Generated Assets

- Copyright law does not recognize AI as a legal author.

### Human Responsibilities in DAM AI

#### Critical Thinking & Data Analysis

- DAM managers must look over AI outputs and check metadata accuracy. (Waldron, 2024)

#### Prompt Engineering

- The skill of knowing how to effectively direct AI is essential to improve asset quality.

#### Creative Decision Making

- Humans guide the AI, revising outputs and solving issues.

***AI should be a collaborator, not a replacement.***

### Opportunities for the Future

AI offers new possibilities for DAM teams:

- Faster content creation workflows.
- Automated review system for licensing rights and accessibility.
- More immersive asset visualization. (Kour et al., 2022)
- New job roles like AI trainers and sustainers. (Sako, 2020)

### ★ Best Practices for Responsible AI in DAM ★

1. Conduct Bias Checks
2. Use Ethically Sourced Tools
3. Improve Data Management Practices
4. Keep Humans Involved in Decisions