

Terra Strickland - 2316328 - Changemarkers: Creativity and Value Creation

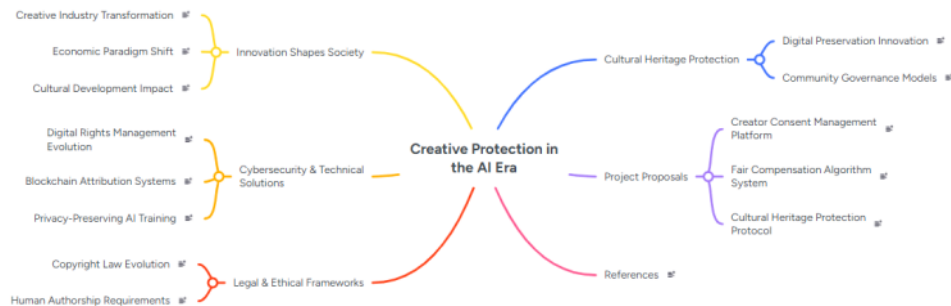
30 June 2025 11:37

Project Proposal

Task 1

17 June 2025 10:08

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[Creative Protection in the AI Era.docx](#)

Q2: Selected Project Idea Creator Consent Management Platform

From the three project proposals outlined in the mind map, the Creator Consent Management Platform has been selected as the primary project to pursue. This selection aligns with the established cybersecurity program focus and the postmodernist research philosophy detailed in subsequent tasks.

The project directly addresses the central innovation challenge identified in Unit 1 Topic 1, which examines how artificial intelligence disrupts existing creative industry frameworks while demanding solutions that reconcile diverse stakeholder interests. The platform exemplifies a practical implementation of cybersecurity principles, aiming to safeguard creator rights without stifling AI-driven technological progress. Notably, this initiative acknowledges the inherent tension between protection and innovation, a recurring theme in contemporary digital rights discourse.

By incorporating perspectives from multiple disciplines, the proposal demonstrates awareness of competing priorities in intellectual property management. The approach reflects current scholarly debates regarding ethical AI development, particularly those emphasizing participatory governance models in technology design.

Task 2

25 June 2025 11:22

Q1: Project Aim and Objectives

This research initiative seeks to develop a comprehensive framework for protecting creative intellectual property within artificial intelligence-supported environments. The project will combine innovative cybersecurity approaches with ethical governance structures to address emerging challenges at the intersection of technological innovation and creator rights protection.

Project Objectives:

- 1. Technical Infrastructure Assessment** Conduct a systematic analysis of existing cybersecurity vulnerabilities in content protection systems, with particular focus on deficiencies in contemporary digital rights management technologies as applied to AI training datasets and algorithmically generated creative outputs
- 2. Legal Framework Analysis** Evaluate the adequacy of current intellectual property laws in addressing AI-generated creative works, including critical examination of recent legislative developments such as the UK's proposed AI copyright exceptions and the United States' 2024 Generative AI Copyright Disclosure Act.
- 3. Technological Innovation Development** Design and prototype novel technical mechanisms including blockchain-enhanced attribution frameworks, privacy-conscious machine learning training methodologies, and automated consent verification systems that balance creator rights preservation with technological advancement imperatives.
- 4. Stakeholder Impact Analysis** Objective Evaluate the socio-economic impacts of AI technologies on creative professionals, examining both opportunities for democratized creativity and threats to traditional creative economy models.
- 5. Implementation Protocol Formulation** Develop actionable policy recommendations and technical specifications for ethical AI governance in creative industries, including industry-specific best practices to foster sustainable collaboration between human creators and artificial intelligence systems.

Q2: Research Philosophy

The investigation adopts a postmodernist epistemological framework, which proves particularly suited to examining AI's transformative impact on conventional understandings of authorship, creativity, and intellectual property. This philosophical orientation aligns with the project's need to interrogate how artificial intelligence destabilises entrenched power hierarchies within creative industries and challenges notions of artistic production. Three principal factors justify this methodological choice. First, artificial intelligence embodies core postmodernist characteristics through its layered knowledge architectures, algorithmically constructed realities, and simultaneous democratization-commercialization tensions in creative processes. This philosophical lens enables nuanced analysis of AI's dual role in fragmenting traditional creator-consumer relationships while reshaping economic paradigms in cultural sectors.

The postmodernist theory is especially applicable for a number of reasons. Firstly, AI is a quintessentially postmodern phenomenon wherein knowledge is in layers, reality is algorithmically mediated, and creativity gets commodified and democratized at the same time. This philosophical framework allows the critical exploration of the ways in which AI is disrupting conventional creator-audience dynamics while fragmenting the existing economic

models of creative industries.

Second, postmodernism's emphasis on power structure deconstruction facilitates critical examination of asymmetries between technology corporations accumulating creative works for AI training and individual creators struggling to maintain control over their intellectual outputs. The framework's inherent scepticism toward technological determinism allows balanced assessment of AI's purported democratizing potential versus its capacity to consolidate corporate influence over creative ecosystems.

Third, the project's cybersecurity focus benefits from postmodernism's rejection of universal technological solutions. This perspective acknowledges the necessity for adaptive protection mechanisms that recognize diverse stakeholder perspectives rather than pursuing one-size-fits-all security paradigms. Contemporary technology studies informed by postmodernist theory highlight how AI systems simultaneously enable proliferating narrative diversity while raising persistent ethical concerns regarding bias propagation, privacy erosion, and labour market disruptions.

Q3: Research instruments

- IEEE Xplore Digital Library: Provides access to cutting-edge research in cybersecurity architectures, AI system development, and digital rights management technologies through peer-reviewed journals and conference proceedings.
- ACM Digital Library: Offers comprehensive computer science literature including studies on AI ethics, cybersecurity applications, and human-AI interaction dynamics in creative contexts.
- Google Scholar: Facilitates cross-disciplinary literature reviews through broad coverage of scholarly works addressing AI's multidimensional impacts on creative sectors.
- Web of Science Core Collection: Curates high-impact interdisciplinary research spanning intellectual property law, innovation economics, and technology policy domains.
- Westlaw/LexisNexis: Enables detailed analysis of legal precedents, statutory developments, and regulatory discussions concerning AI copyright issues, including emerging legislation like the EU AI Act.
- Government Policy Repositories: Houses official documents from UK Parliament, US Copyright Office, and European Commission detailing AI regulation strategies and creative industry policy initiatives.

Search Methodology:

Boolean Search Parameters: ("artificial intelligence" OR "AI") AND ("copyright law" OR "creative industries") AND ("cybersecurity" OR "digital rights management") ("generative AI" OR "machine learning") AND ("intellectual property" OR "creator protections") AND ("blockchain technology" OR "automated attribution") ("AI training datasets" OR "algorithmic creativity") AND ("data privacy" OR "consent frameworks")

Citation Analysis: Systematic tracing of citation networks to identify foundational theories and contemporary developments in AI-creativity research.

Grey Literature Integration: Incorporation of industry white papers, technology ethics manifestos, and policy briefing documents to capture practical implementation challenges and stakeholder perspectives.

Search Filtering Criteria:

- Temporal Range: 2020-2025 (prioritizing recent technological and regulatory developments)
- Publication Types: Peer-reviewed articles, conference proceedings, government reports, industry analyses

- Language: English
- Geographic scope: International focus with a UK, EU, and US regulatory approach emphasis

References:

1. Simply Psychology. (2024). *Postmodernism in psychology: Definition, key concepts & critique*. Retrieved from <https://www.simplypsychology.org/postmodernism-psychology.html>
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3. MDPI. (2023). *AI, postmodernism, and the fragmentation of creative industries*. Technology and Society Journal. Retrieved from <https://www.mdpi.com/journal/technologies>
4. University of Tampa. (n.d.). *Databases & journals - Cybersecurity*. Macdonald-Kelce Library. Retrieved from <https://utopia.ut.edu/cybersecurity/databases>
5. Stanford Encyclopedia of Philosophy. (2023). *Postmodernism and technology: Critical perspectives on digital transformation*. Retrieved from <https://plato.stanford.edu/entries/postmodernism/>

Task 3

08 July 2025 12:55

Q1: Strategies to Enhance Validity, Reliability, Generalisability and Ethical Considerations

Validity Enhancement

Ensuring Validity The concept of validity in qualitative investigations of AI's influence on creative sectors pertains to the alignment between research objectives and measurement accuracy. To strengthen validity, this study adopts multiple verification approaches. Cross-validation will occur through the examination of varied source materials, such as scholarly articles, legal texts, sector analyses, and policy documents, providing comprehensive stakeholder representation. Participant verification processes will involve circulating interim results to domain specialists in cybersecurity and creative fields to confirm secondary data interpretations. A systematic evaluation of source credibility will assess publication standards, author credentials, and institutional contexts, with inclusion limited to vetted academic journals, governmental publications, and authoritative industry reports to ensure reliability and minimize partiality.

Reliability Enhancement

Reliability in qualitative studies primarily concerns consistency of data collection and analysis procedures. This project will establish consistency through documented search protocols, standardised data extraction procedures, and systematic coding frameworks applied across all sources. Inter-coder reliability will be enhanced through developing detailed coding manuals with clear definitions and examples for each analytical category. Audit trails will document all research decisions, source selection criteria, and analytical processes, enabling repeated verification of findings.

Generalisability Strategies

While recognizing poststructuralist critiques of universal claims, this study enhances transferability through meticulous contextual documentation across diverse creative domains (including visual arts, music production, literary works, and digital media). The research will analyse regulatory frameworks in multiple regions (United Kingdom, European Union, United States) and various AI implementations (generative visual systems, algorithmic music composition, text generation tools) to derive insights with broader applicability.

Ethical Considerations

Secondary data analysis introduces distinct ethical obligations. Proper citation practices and acknowledgment of original authorship address intellectual property concerns. Privacy protection measures ensure no unauthorized disclosure of sensitive organizational or personal information. Cultural awareness protocols guide the examination of traditional creative practices, promoting respectful engagement while avoiding colonial research paradigms. Bias reduction strategies involve transparent disclosure of the researcher's technological orientation, active pursuit of contradictory evidence, and balanced inclusion of multiple stakeholder viewpoints.

Q2: Data Collection Methods and Pilot Study Design

Aligning with constructivist paradigms and secondary source utilization, this research employs structured literature review methodologies alongside critical document analysis. Data collection encompasses three primary categories:

- **Scholarly Publications:** Systematic review of peer-reviewed research from databases including IEEE Xplore, ACM Digital Library, and Web of Science, focusing on AI-creative sector intersections, cybersecurity implications, and intellectual property mechanisms.
- **Regulatory Documents:** Analysis of legislative texts, judicial rulings, and policy drafts, including UK AI copyright consultations, EU AI Act components, and US generative AI copyright legislation.
- **Industry Materials:** Content evaluation of organizational reports, corporate AI ethics statements, and policy institute analyses to identify practical implementation barriers.

Pilot Data Collection Method

The preliminary investigation involves comparative policy assessment across three regions (UK, EU, US) regarding AI-generated content copyright frameworks. This trial phase evaluates coding schema effectiveness and analytical rigor (refer to Supplementary Materials). Consultation with domain experts, a digital rights management specialist and creative sector policy advisor, led to methodological refinements emphasizing interjurisdictional variations and technical implementation complexities. (See Appendix A)

Q3: Quantitative and Qualitative Analysis Types

Quantitative Analysis Approaches:

While primarily qualitative, this project incorporates quantitative elements through content analysis techniques. Content analysis "examines and quantifies the presence of certain words, subjects, and concepts in text" transforming "qualitative input into quantitative data".

- Frequency Metrics: Numerical tracking of key terminology and concepts across sources to identify prevalent discursive trends (e.g., comparing "fair use" versus "copyright violation" prevalence in legal texts).
- Temporal Patterns: Longitudinal analysis of publication trends, legislative developments, and judicial activity related to AI-creative industry regulation.
- Comparative Statistics: Quantitative juxtaposition of jurisdictional approaches through metrics such as legislative proposal quantities and judicial case volumes.

Qualitative Analysis Approaches

- Thematic Interpretation: Flexible analytical framework for identifying patterns in large datasets through iterative phases of data immersion, code development, theme identification, and analytical refinement.
- Critical Linguistic Analysis: Investigation of narrative construction in policy documents and corporate communications to reveal power dynamics and ideological assumptions.
- Structured Policy Analysis: Five-stage process involving data familiarization, thematic organization, data mapping, comparative visualization, and contextual interpretation for multi-stakeholder policy research.
- Cross-Jurisdictional Comparison: Systematic evaluation of regulatory frameworks and implementation strategies to identify contradictions, convergences, and emergent practices.

References

1. Scribbr. (2025). *Reliability vs. validity in research: Difference, types and examples*. Retrieved from <https://www.scribbr.com/methodology/reliability-vs-validity/>
2. Dr Kriukow. (n.d.). *Validity and reliability in qualitative research*. Retrieved from <https://drkriukow.com/validity-and-reliability-in-qualitative-research/>
3. Thematic. (2025). *5 Qualitative data analysis methods to reveal user insights*. Retrieved from <https://contentsquare.com/guides/qualitative-data-analysis/methods/>
4. ATLAS.ti. (n.d.). *Thematic analysis of secondary data: Identifying patterns*. Retrieved from <https://atlasti.com/guides/thematic-analysis/thematic-analysis-secondary-data>
5. Delve. (2024). *Content analysis vs thematic analysis: What's the difference?* Retrieved from <https://delvetool.com/blog/content-analysis-vs-thematic-analysis>

Appendices

10 July 2025 11:17

Appendix A: Pilot Data Collection Methodology Comparative Policy Analysis Framework

Research Question: How do UK, EU, and US jurisdictions approach copyright protection for AI-training data usage?

Data Sources:

- UK: AI Copyright Consultation responses (December 2024)
- EU: AI Act provisions on creative works
- US: Generative AI Copyright Disclosure Act documentation

Coding Framework:

1. Regulatory Approach: Opt-in vs opt-out systems
2. Creator Protection Level: Strong/Medium/Weak
3. Industry Accommodation: High/Medium/Low
4. Technical Requirements: Mandatory/Optional/None

Analysis Process: Each document coded using framework, themes identified through iterative analysis, cross-jurisdictional patterns mapped.

Pilot Findings Summary: UK Favors industry friendly opt-out approach, EU emphasizes creator rights, US focuses on disclosure requirements. Technical implementation varies significantly.

Expert Feedback Integration:

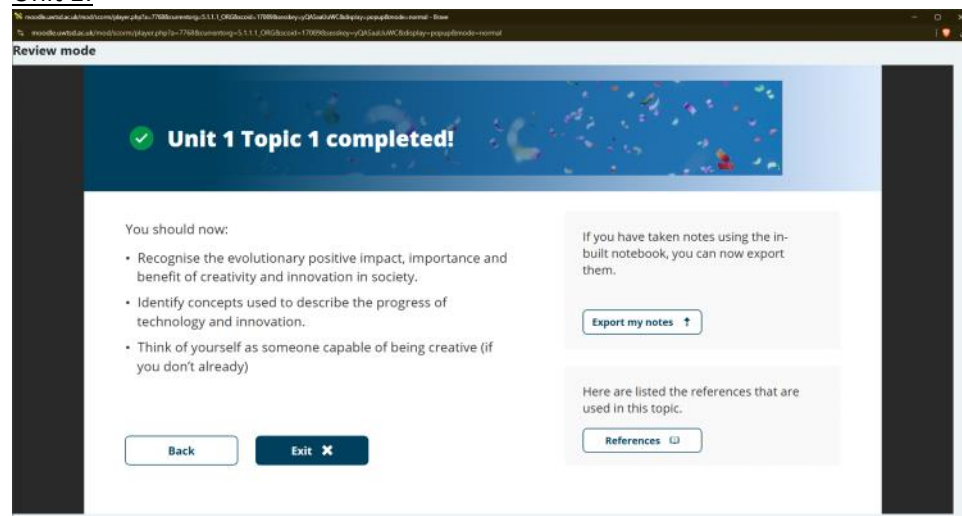
- Enhanced focus on cross-border enforcement challenges
- Added cybersecurity implementation complexity analysis
- Refined coding categories for better jurisdictional comparison

Methodological Refinements:

- Expanded source selection criteria
- Improved inter-coder reliability measures
- Enhanced triangulation through additional source types

Appendix B: Screenshots of Completed Tasks:

Unit 1:



✓ Unit 1 Topic 2 completed!

You should now:

- recognise the link between creativity and feelings of wellbeing and understand how to strengthen that link in your own life;
- define your research philosophy using the new terms Ontology, Epistemology and Axiology and understand how these philosophies can impact your investigation;
- define your research philosophy as one of five constructs.

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✓ You have completed Section 3!

Upon completion of this sub-section, you should be able to create your own concept map and come up with concepts that you can use for your literature search.

Back Continue ➔

(Would not continue past this page for some reason, *Topic 3*)

✓ Unit 1 Topic 4 completed!

You should now:

- Have a systematic way to walk through the literature on your chosen subject, which leads to the direction of your research.
- Understand how to create a series of testable questions.
- Use feedback to improve the focus of your problem statement/research question.

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Unit 2:

Review mode

Unit 2 Topic 1 completed!

You should now:

- Be able to demonstrate an understanding of the difference between the forms of logical argument and judgement.
- Be able to focus your research onto a work that is relevant for the audience reading and ultimately brings value to the domain that you are studying.
- Understand the different academic methods that you will use to conduct your research.

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Review mode

Unit 2 Topic 2 completed!

You should now:

- Be familiar with different methods for collecting and analysing qualitative data including data sampling.
- Be able to consider how the acquisition of your data will impact your research.
- Understand your approach to collecting data for your research.

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Review mode

Unit 2 Topic 3 completed!

You should now:

- Understand the difference between divergent and convergent thinking.
- Be able to identify how divergent creativity needs to be bridled with convergent thinking to make something that is actionable.
- Think about the problem an idea is meant to solve before jumping to a conclusion.

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Unit 2 Topic 4 completed!

You should now:

- Be able to define value in one of five dimensions.
- Talk confidently about why many attempts to improve value fail.
- Have an appreciation on why you should consider the principles of adding value with your project.

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Unit 3:

Review mode

Unit 3 Topic 1 completed!

You should now:

- Be able to demonstrate what a personal contact network is and define what makes a good network.
- Understand the importance of stakeholders in developing your idea.
- Be able to create a stakeholder map for a specific project.

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Review mode

Unit 3 Topic 2 completed!

You should now:

- Be able to demonstrate an understanding the types of funding available for enterprise and research projects, and select appropriate sources of funding in relation to requirements.
- Be able to show knowledge and understanding of the concepts of benchmarking and 'value added'.
- Be able to create a contemporary funding campaign for a new venture.

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Unit 3 Topic 3 completed!

You should now:

- Understand how the use of storytelling can frame an idea and as a persuasive communication tool.
- Implement tools to improve self-confidence and authenticity, especially when presenting your idea, concept or product.
- Be able to communicate or pitch your concepts, ideas or products (with some practice).

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Unit 3 Topic 4 completed!

You should now:

- Be able to demonstrate an understanding of the key stages of prototyping and the process of testing.
- Be able to demonstrate an understanding of agile methodologies and identify prototyping techniques and their value.
- Have a deeper understanding of developing ideas and apply this to your own work.

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Unit 4:

Unit 4 Topic 1 completed!

You should now:

- Be able to imply a numerical precision to arguments in a casual way that brings a lack of precision to our work.
- Be able to analyse data using different examples of graphs and charts and present data using a variety of methods.
- Have a deeper understanding of creating charts that communicate in the best way possible.

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Unit 4 Topic 2 completed!

You should now:

- Have demonstrated knowledge and understanding of how to organise qualitative data ready for analysis.
- Have figured out some techniques to identify patterns and themes in your data.
- Have improved the understanding of the use of Excel as a qualitative analysis software.

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Unit 4 Topic 3 completed!

You should now:

- Recognise that failure is a mechanism for learning.
- Identify the link between success and wellbeing.
- Recognise the concept of success from different perspectives.

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Unit 4 Topic 4 completed!

You should now:

- Have recognised some techniques that you can use to improve your learning.
- Have identified the things in your project that you care about which are important enough to showcase to others.
- Have acquired some skills that you can apply to create a poster illustrating your research.

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