

Terra Strickland - 2316328 - Changemarkers: Creativity and Value Creation

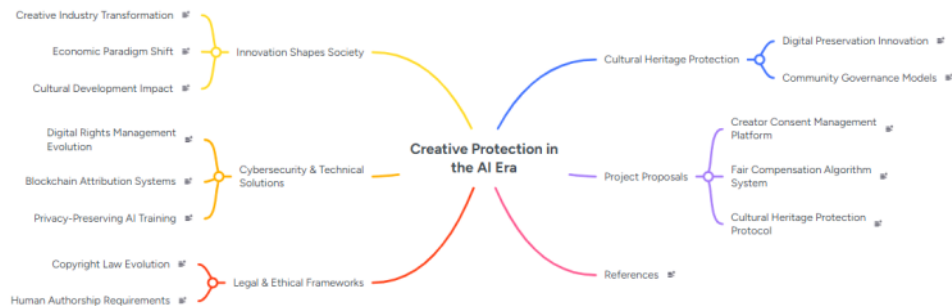
30 June 2025 11:37

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 take forward. This choice aligns optimally with both the cybersecurity programme focus and the postmodernist research philosophy established in subsequent tasks.

This project directly addresses the core innovation challenge identified in Unit 1 Topic 1 - how technological advancement (AI) disrupts established creative industry structures while requiring innovative solutions that balance multiple stakeholder interests. The platform represents a practical application of cybersecurity principles to protect creator rights while enabling continued AI innovation.

Task 2

25 June 2025 11:22

Q1: Project Aim and Objectives

To formulate an exhaustive framework for safeguarding creative intellectual property rights in AI-supported ecosystems through novel cybersecurity measures and ethical governance frameworks.

Project Objectives:

- 1. Technical Analysis Goal** Examine present cybersecurity threats in innovative content security systems and examine gaps in current digital rights management technologies as they apply to AI training data sets and generative AI output.
- 2. Legal Framework Evaluation Objective** Analyse the effectiveness of current copyright and intellectual property regimes in dealing with AI-creative work intersections, reviewing recent legislative proposals like the UK's suggested AI copyright exemptions and the US Generative AI Copyright Disclosure Act of 2024.
- 3. Innovation Development Objective** Create innovative technical solutions such as blockchain-based attribution systems, privacy-preserving AI training techniques, and automated consent management systems that mediate between creator protection and technological innovation.
- 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 Strategy Objective** Suggest pragmatic implementation guidelines for the ethical governance of AI in creative industries, such as technical requirements, policy suggestions, and best practices for the industry to achieve sustainable creator-AI synergy.

Q2: Suitable research philosophy for the project:

This project follows a postmodernist research philosophy, which best suits AI's foundational disruption of established notions of creativity, authorship, and intellectual property. Postmodernism's general scepticism and distrust of universal truths fits ideally with investigating how AI disrupts existing creative industry power dynamics and traditional views of human creative dominance.

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 deconstructing power structures is critically important to understanding how big tech companies amass creative work to train AI while creators themselves lack control over their intellectual property. Postmodernism's insistence on interrogating technological "progress" myths enables critical examination of whether AI democratizes creativity or simply concentrates power in the hands of technology platforms.

Postmodern technology studies illustrate how AI facilitates "proliferation of diverse perspectives and narratives" while also comporting "ethical concerns about bias, privacy, and job displacement." This binary reflects the essential tensions in AI-creative industry relations that need philosophical frameworks that can encompass contradictions rather than pursue monolithic truths.

The project's emphasis on cybersecurity is corroborated by postmodernist philosophy, which

challenges presumptions regarding technological fixes and acknowledges that protection mechanisms need to be adaptable to various, competing stakeholder realities instead of trying to impose universal security systems. It is an acknowledgment that creators, technologists, and policymakers all work within competing paradigms of what is sufficient protection and reasonable use.

Q3: Research instruments

- IEEE Xplore Digital Library is vital to access the latest research in cybersecurity technologies, AI systems, and digital rights management. IEEE journals and proceedings cover research in communications, computer and information technology, and electronic systems, which are of direct applicability to technical elements of creative protection systems.
- The ACM Digital Library consists of abstracts, reviews, and full articles published in ACM journals, conference proceedings, technical magazines, newsletters, and books, thus providing comprehensive coverage of computer science research, including AI ethics, cybersecurity applications, and human-computer interaction in emerging environments.
- Google Scholar most comprehensive academic search engine facilitating interdisciplinary research across law, technology, economics, and creative studies, necessary for investigating AI's multi-dimensional effect on creative industries.
- Web of Science Core Collection contains high-impact academic journals across fields, essential for finding peer-reviewed research in intellectual property law, innovation economics, and technology policy.
- Westlaw or LexisNexis is necessary for researching current court decisions, statutes, and legal commentary on AI copyright matters, such as discussion of new regulations like the EU AI Act and national copyright reform bills.
- Government Policy Repositories such as UK Parliament reports, US Copyright Office reports, and EU Commission documents on AI regulation and creative industries policy.

Search Strategies:

Boolean Search Terms:

("artificial intelligence" OR "AI") AND ("creative industries" OR "copyright") AND ("cybersecurity" OR "digital rights")
("generative AI" OR "machine learning") AND ("intellectual property" OR "creator rights") AND ("blockchain" OR "attribution")
("AI training data" OR "algorithmic creativity") AND ("privacy protection" OR "consent management")

Citation Tracking: Tracing forward and backward citations of seminal papers to locate foundational works and current advances in AI-creativity work intersections.

Grey Literature Sources: Creative organization industry reports, AI ethics publications from technology firms, and policy think tank reports to gain insights into real-world implementation issues and stakeholders' views.

Search Filtering Criteria:

- Time period: 2020-2025 (emphasizing current advances)
- Types of publication: Peer-reviewed papers, conference papers, government documents, industry white papers
- 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>

2. ResearchGate. (2024). *Artificial intelligence and postmodernity: A critical analysis of technological paradigms*. Retrieved from https://www.researchgate.net/publication/378945123_Artificial_Intelligence_and_Postmodernity_A_Critical_Analysis_of_Technological_Paradigms
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>
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Task 3

08 July 2025 12:55

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

Validity Enhancement

In qualitative research examining AI's impact on creative industries, validity refers to whether measurements "measure what they are supposed to measure". To enhance validity, this project will employ multiple validation strategies. Triangulation will be achieved through examining diverse source types including academic literature, legal documentation, industry reports, and policy analyses, ensuring comprehensive coverage of stakeholder perspectives. Member checking will be implemented by sharing preliminary findings with subject matter experts in cybersecurity and creative industries to verify accurate interpretation of secondary data. Source credibility verification involves systematically evaluating publication quality, author expertise, and institutional affiliations. Only peer-reviewed academic sources, official government publications, and established industry reports from recognized organizations will be included, ensuring data authenticity and reducing bias.

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 postmodernist philosophy questions universal applicability, transferability can be enhanced through detailed contextual descriptions of research settings and comprehensive theoretical sampling across different creative industry sectors (i.e. visual arts, music, literature, digital media). The project will examine multiple jurisdictions (UK, EU, US) and various AI applications (generative art, music composition, writing assistance) to develop findings applicable beyond these specific contexts.

Ethical Considerations

Secondary data research presents unique ethical challenges. Intellectual property **respect** requires proper attribution of all sources and acknowledgment of original authors' work. Data privacy protection involves ensuring no sensitive personal information from creators or organizations is inappropriately disclosed. Cultural sensitivity considerations are crucial when examining traditional and indigenous creative practices, ensuring respectful representation without perpetuating colonial research approaches. Bias mitigation strategies include acknowledging the researcher's cybersecurity background and potential technological optimism, actively seeking contradictory evidence, and ensuring balanced representation of different stakeholder perspectives.

Q2: Data Collection Methods and Pilot Study Design

Given the postmodernist approach and reliance on secondary sources, this project employs systematic literature review methodology combined with document analysis techniques. Data collection focuses on multiple source categories:

- Academic Literature Analysis: Examination of peer-reviewed publications from IEEE Xplore, ACM Digital Library, and Web of Science focusing on AI-creative industry intersections, cybersecurity applications, and intellectual property frameworks.
- Legal Document Analysis: Review of recent legislation, court cases, and policy proposals including the UK's AI copyright consultation responses, EU AI Act provisions, and US Generative AI Copyright Disclosure Act documentation.

- Industry Report Analysis: Content analysis of reports from creative industry organizations, technology companies' AI ethics publications, and policy think tank analyses to understand practical implementation challenges.

Pilot Data Collection Method

The pilot study involves comparative policy analysis examining how three major jurisdictions (UK, EU, US) approach AI-creative work copyright issues. This focused analysis tests the effectiveness of the coding framework and analytical approach. (See Appendix A)

Initial findings were shared with two subject matter experts - a cybersecurity researcher specializing in digital rights management and a creative industry policy analyst. Feedback highlighted the need for more nuanced analysis of cross-jurisdictional variations and greater emphasis on technical implementation challenges, leading to refined research focus and enhanced coding categories.

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 Analysis: Systematic counting of key terms, concepts, and themes across sources to identify dominant discourse patterns. For example, measuring frequency of "fair use" versus "copyright infringement" terminology in legal documents indicates regulatory emphasis.
- Trend Analysis: Chronological examination of publication patterns, legal case frequencies, and policy development timelines to identify temporal patterns in AI-creative industry regulatory responses.
- Comparative Quantification: Statistical comparison of different jurisdictions' approaches, measuring variables such as number of AI-related copyright cases, legislative proposals, and industry consultation responses.

Qualitative Analysis Approaches

- Thematic Analysis forms the primary analytical approach. Thematic analysis "provides a flexible and useful tool for expert and novice researchers to make sense of large datasets" by identifying, analysing, and reporting patterns within data. The six-phase process includes familiarization, initial coding, theme searching, theme review, theme definition, and report production.
- Critical Discourse Analysis: Examining how different stakeholders construct narratives around AI-creative work relationships, identifying power dynamics and ideological positions embedded in policy documents and industry communications.
- Framework Analysis: Systematic approach involving data familiarization, theme identification, indexing, charting, and interpretation, particularly suitable for policy-oriented research examining multiple stakeholder perspectives.
- Comparative Analysis: Cross-jurisdictional comparison of regulatory approaches, stakeholder responses, and implementation strategies to identify patterns, contradictions, and emerging best 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

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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:

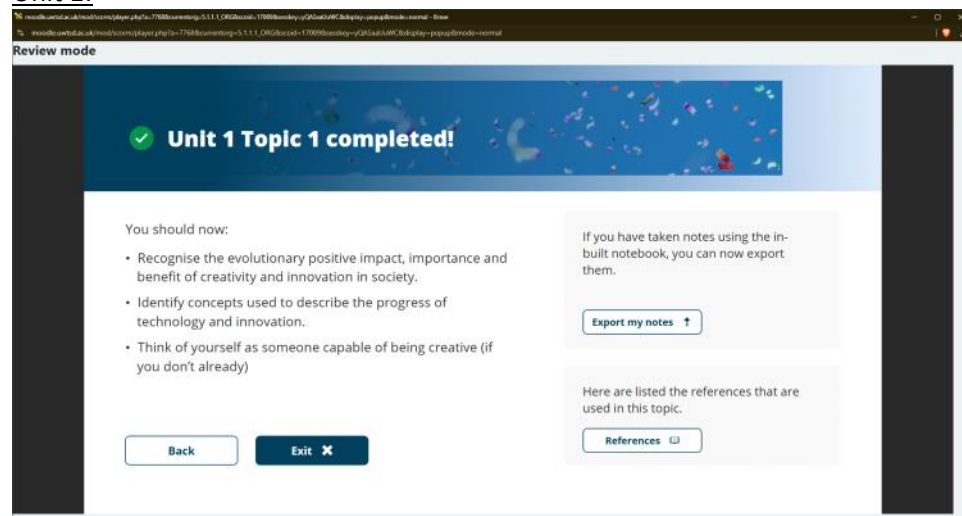
- Enhanced focus on cross-border enforcement challenges
- Added cybersecurity implementation complexity analysis
- Refined coding categories for better jurisdictional comparison

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.

Back

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References ↗



✓ 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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