

POSTGRADUATE SEMINAR SERIES

Research Findings Seminar

Topic Title : **The Impact of Artificial Intelligence on Art Products: Creativity, Paradox, and Audience Perception**

Presenter : **Ms. Zhang Mengyue**
PhD student of RWC-ATB

Abstract : This seminar focuses on the multi-dimensional impacts of artificial intelligence (AI) on the art field, conducting in-depth exploration around three core dimensions: the evolution of creativity, practical paradoxes, and differences in audience perception. Based on a mixed research method design that integrates qualitative case analysis and quantitative questionnaire surveys, the research systematically sorts out the current status of the integration of AI and art and reveals key findings with both theoretical and practical value.

Against the backdrop of the booming development of generative AI, the art field is facing unprecedented changes: AI-generated works have sparked disputes over authenticity and originality (such as the controversy surrounding AI paintings by students from the China Academy of Art), while copyright infringement cases and industry protests (such as joint appeals by many musicians) have exposed the ethical and institutional dilemmas brought about by technological iteration. In this context, the research first clarifies the theoretical gaps in current interdisciplinary research involving art, science and technology, and business, and then constructs an analytical framework covering art forms, creativity mechanisms, audience heterogeneity, and market responses.

The core findings to be shared include: 1) The dual impact of AI on artistic creativity—it not only significantly improves creation efficiency and inspires new ideas but also faces criticisms such as lack of emotional expression and homogenized styles; 2) The inherent paradox of AI art—public acceptance of full-AI creation is limited, yet most respondents have used AI tools, reflecting a contradiction between "practical dependence and value suspicion"; 3) The heterogeneity of audience perception—young groups are more receptive to the innovative value of AI, professional practitioners pay more attention to originality and ethical issues, and high-frequency AI users have a significantly higher acceptance of full-AI creation than low-frequency users; 4) The key influencing factors of purchase intention—"inspiring new ideas" is the strongest positive driving factor, while "weakening originality" and "style homogenization" are the main inhibitory factors.

Finally, the seminar will discuss the practical implications of the research: providing theoretical references for the construction of AI art governance systems, offering decision-making support for artists' creative practices and art market operations, and exploring a balanced path between technological innovation and the protection of artistic value. This research enriches the interdisciplinary research perspective of AI and art and provides empirical evidence for the healthy development of the art industry in the digital era.

Date : **9 February 2026, Monday**
Time : **12:30 – 14:00**
Venue : **SEK210, 2/F, Simon & Eleanor Kwok Building**
Language : **English**

*** All are Welcome ***