

1. Record Nr.	UNINA990005507620403321
Autore	Chadwick, George F.
Titolo	The works of sir Joseph Paxton, 1803-1865 / George F. Chadwick
Pubbl/distr/stampa	London, : The Architectural Press, 1961
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Titolo	The AI Revolution : How Technological Developments Affect the Audiovisual Sector / / edited by Antonio Baraybar-Fernández, Sandro Arrufat-Martín, Belén Díaz Díaz
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Soggetti	Technological innovations Business ethics Artificial intelligence Business information services Service industries Communication and traffic Innovation and Technology Management Business Ethics Artificial Intelligence IT in Business Entertainment Industry Media Industries
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Nota di contenuto	Artificial intelligence in audiovisuals: revolution or bubble? -- OpenAI and Bain & Company: A Strategic Alliance to Optimize Technology and its Applicability -- Ethical considerations in the use of artificial intelligence in the audiovisual industry -- Implication of artificial intelligence in the study area of neurocommunication and media literacy -- Creativity in the AI Revolution -- Ethical and legal challenges of Artificial Intelligence with respect to fundamental rights: the protection of privacy and intellectual property -- Artificial intelligence and communication: the threat of deepfakes -- Generative Artificial

**Sommario/riassunto**

This book presents an overview of the vast landscape of artificial intelligence (AI) in the media industry, more specifically in the audiovisual sector. Readers are guided through the fundamental pillars of AI, from machine learning algorithms to advanced neural networks, revealing the technological foundations that drive innovation in the field of communication and media. The possibilities of AI in this area are explored and discussed with real case studies. The book highlights not only the technological developments, but also the ethical dilemmas that arise. From privacy issues to equity in access to education, the book provides a comprehensive view of the challenges that must be addressed to ensure the ethical and sustainable development of artificial intelligence. Altogether, this book illuminates how AI continues to transform the way we communicate, learn, and relate to technology.