NIC.br SECTORAL STUDIES SERIES

AI IN CULTURE: IMPLICATIONS FOR THE DIVERSITY OF CULTURAL EXPRESSIONS

ABOUT CETIC.br

The Regional Center for Studies on the Development of the Information Society, a department of NIC.br, is responsible for producing indicators and statistics on the access and use of the Internet in Brazil, disseminating analyzes and sectoral studies on the Internet development in the country. Cetic.br is a Regional Center under the auspices of UNESCO. More information at http://www.cetic.br/.

OBJECT

The Brazilian Network Information Center (NIC.br) Sectoral Studies series was launched in 2016 with the goal of addressing emerging themes relative to the interface between information and communication technologies (ICT) and society. Previous editions of the NIC.br Sectoral Studies are available for download at: https://cetic.br/en/publicacoes/indice/estudos-setoriais/.

CONTEXT

The protection and promotion of the diversity of cultural expressions have become milestones of cultural policies at the international level, especially with the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, promulgated in 2005 by the United Nations Educational, Scientific and Cultural Organization (Unesco, 2005). Although the technological dimension was expressed in the document and has advanced with the subsequent approval of the guidelines on the implementation of the Convention in the digital environment (Unesco, 2017), there are no references to the development and adoption of Artificial Intelligence in culture.

Artificial Intelligence, at the same time, has gained relevance and is being applied in many different contexts. In the cultural sector, it has been increasingly used in the creation of artistic works by machine learning mechanisms; in cultural mediation, in guided tours in institutions; in serving the public through virtual assistants; in the organization and availability of digital collections; and, in particular, in the dissemination of content on digital platforms, with their recommendation systems based on algorithms. Despite its impact on culture, there are few referential, political and strategic frameworks that address the topic, as well as research and academic publications.

Although there are numerous documents, debates and initiatives both in the field of AI and culture, the interface between the two themes is still very little explored. Therefore, the study will make a relevant contribution both to place this theme on the agenda and highlight its implications for the preservation, creation and dissemination of the diversity of cultural expressions, and to support the development of public policies and regulatory frameworks that address the adoption of AI in culture.

TARGET AUDIENCE

In general, the NIC.br Sectoral Studies series targets the public that is interested in topics related to the socioeconomic implications of ICT but are not initiated in technical aspects of such themes. More specifically, the intended audience includes public officials and policymakers, researchers and civil society organizations.

PUBLICATION STRUCTURE – invited authors and themes

Presentation: Demi Getschko (NIC.br)

Prologue: *Emerging technologies in the cultural field.* Marielza Oliveira (Director for Partnerships and Operational Programme Monitoring Communications and Information at UNESCO).

Part I

Article 1: *Culture, platforms and machines: The impact of Artificial Intelligence on the diversity of cultural expressions.* Octavio Kulesz (Unesco international expert and founder of Editorial Teseo).

Article 2: *Artificial intelligence and culture: opportunities and challenges for the Global South.* Lucia Santaella (Full professor at São Paulo Catholic University - PUC-SP).

Part II

About the study: Methodology (Cetic.br|NIC.br and external consultants).

An analysis about the use of AI in culture in Brazil and implications for the diversity of cultural expressions (Cetic.br|NIC.br and external consultants).

Conclusion

Agenda for public policies. TBD

ADITIONAL INFORMATION

- **Idioms:** Portuguese and English.

- **License and dissemination:**

  ○ The publication will be made available in print (in Portuguese) and online (in Portuguese and English) at https://cetic.br/en/publicacoes/indice/, free of charge.

  ○ The book will be published under the licence Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)[1].

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