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GAI'S HYPERREALITY AND BRAND INSURANCE

ГІПЕРРЕАЛЬНІСТЬ ГЕНЕРАТИВНОГО ШТУЧНОГО ІНТЕЛЕКТУ І СТРАХУВАННЯ БРЕНДУ

The development of the innovative technologies such as Artificial Intelligence (AI), Generative Artificial Intelligence (GAI), Decision-Making Artificial Intelligence (DMAI) and so on is outgoing the humans' development. The consequences of such the rapid technological improvements are unpredictable for entrepreneurship. For example, the neural network HeyGen Labs [1] uses GAI to generate different realistic deep-fake fiction videos on the basis of the initial video of some particular person. HeyGen GAI is able to make the person to speak various foreign languages, extrapolating on a generative video the person's facial and lip expressions.

On the one hand these innovative technological changes open numerous opportunities for entrepreneurs and their brands. For example, HeyGen tools with some other neural networks make it possible for the marketers to create the marketing video-content very quickly, saving time and money on scriptwriting, video shooting and editing. In some cases even negative deep-fakes are able to increase brand awareness and brand equity for free. On the other hand the marketing uncertainty and risks are increasing too. Companies, their reputation and their brands are becoming vulnerable.

Under the conditions of information society any digital information is not for sure to be true. Early social medias have started to ensure the official accounts with the special signs nearby the names of the owner if they comply with specific requirements (the number of followers, the public achievements and fame, social activity on the social media and so on) by verifying them. Now this process also turns into a commercial service and is available for ordinary people. But what marketers and brand-managers have to do in all other cases which correspond with GAI's falsehood?

Every time when information and communication technologies did their next innovative breakthrough, they improved the process of sharing knowledge, including answers to two types of questions: "How to do (something)?" and "How to live?"[2; 3]. For example, when writing was invented, it made it possible for humankind to share such kind of information through ages to come. Many generations of people of particular areas were learning how to do and how to live on the Earth correctly on the basis of information written and later printed in the books. Sure, fiction and harmful information started to appear in the written form of a book and so on. Also schools, which formed the basic

skills of reading and writing among people, could actually control and manage possible harmful consequences in the society locally by creating in the young minds the basic roadmap of how to live correctly and how to recognize what was truth and what was false. When shipping was invented, this process was additionally globalized in some way.

When cinematograph and later TV were invented, the processes of creating fictions and fooling became much more easily. For example, the possible effects and consequences of this way were demonstrated with famous advertising campaigns made by some dishonest entrepreneurs in the 1990s. In contrast to writing information, video content didn't need special basic skills of humans (their ability to read and write) to be watched by them and then fool them. However there were some limitations. Some laws appeared to limit dishonest advertising. Also coverage of TV advertising was not enough through the fact that TV lost its popularity.

Now humankind faces with the next information and communication technology breakthrough that also increases scaling fictions up on the global level. In contrast to the previous similar tools, GAI is able to reach simultaneously any and all persons who have been integrated into the information society. In accordance with the psychological principle of the social evidence [4], this fact increases the possibility for the false information (generated by GAI) to fool most of the target audience. As we can see during all previous historical periods of the human's development "hyperreality art" has been always limited and marked by some particular way which helped people to know that some art generative composition was not real. Advertisements had to be marked as advertising, books and motion pictures had to belong to some fiction genre. But in accordance with the results of the researches, been conducted by University College London in June 2023, most people are not able to identify correctly the computer-generated content and its difference from reality [5]. That is why this situation is dangerous, especially for international brands which operate on the global level markets. To refute the false information will be much more difficult for them than to launch the true information before.

The possible way for the entrepreneurs for resolving of this problem and insure their brands is to turn into the representatives of the information society that will generate their own content with the correct answers to the questions "How to live?" and "How to do?". It can help the brand to gather a community of its followers.

This means that under the conditions of the information society the brand should be humanized by some particular person with a long untypical story, high reputation and strong values. Such kind of Persons is almost impossible to be cloned such the way as it is possible to do with his or her visualization by technologies. For example, GAI has already generated 100000 people which do not exist [6]. They are perfect, but they are not real. Loyal followers of the community of the brand, who follow the brand in dynamics during some period of time, will always be able to recognize any fake information. That is why popularity is safer than any private direct message, the high reputation and values are stronger than any power and technologies are.

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