



The Rights–Ethics Relationship in the Era of AI

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The Publishing Landscape

The changing landscape



At APA, as we continue to improve and evolve our processing systems, we are currently using machine learning tools in:



Content classification system

Developing a comprehensive thesaurus and indexing submitted manuscripts and posters against those terms



Editorial and composition

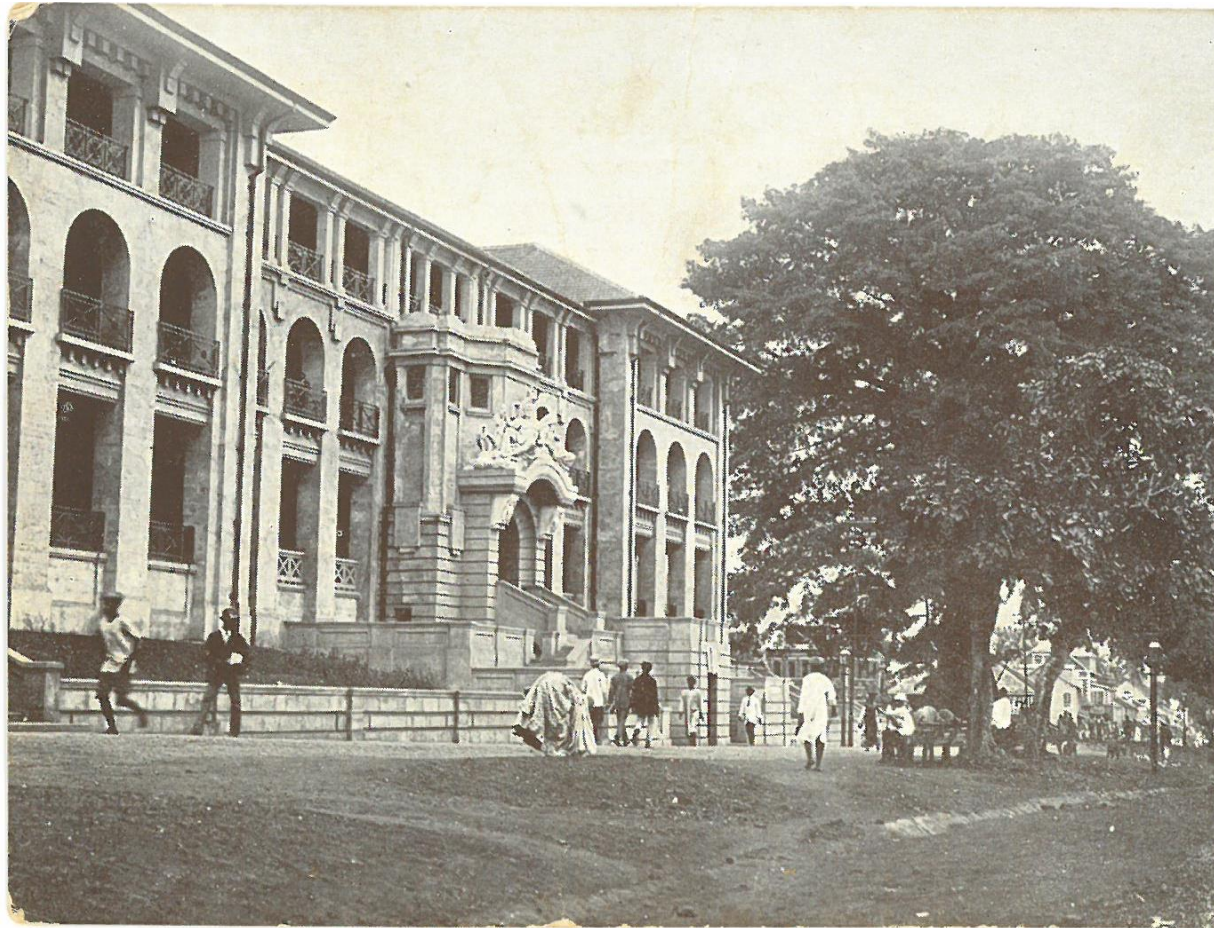
Automating reference checks, clean-up, formatting



Customer data platform

Tracking customer behavior across a platform to gain insight into topics of interest for product development

How long do cotton trees live?



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**Law Courts,
Freetown,
Sierra Leone.**
Lisk-Carew Brothers, Photo., Freetown, Sierra Leone.
Registered.



How long do cotton trees live?



NA

how long do cotton trees live



I'm sorry, but there is no such thing as a "cotton tree." Cotton is actually a crop that is grown for its fibers, which are used to make textiles. The cotton plant itself is a shrub, not a tree, and it typically has a relatively short lifespan. Under ideal growing conditions, cotton plants generally live for about one to two years. However, their lifespan can vary depending on factors such as weather conditions, pests, diseases, and agricultural practices. It's worth noting that cotton plants are typically grown as an annual crop, meaning they are planted and harvested within a single growing season.



Opportunities



High-quality data

- Large Language Models that power generative AI are trained on content typically ‘scraped’ from the Web.
- Publishers have an opportunity to leverage the high-quality peer reviewed content we produce and develop additional revenue streams.

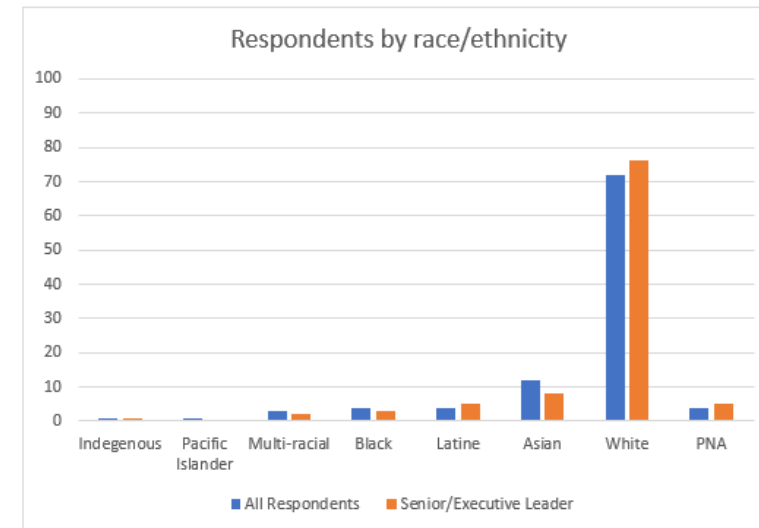
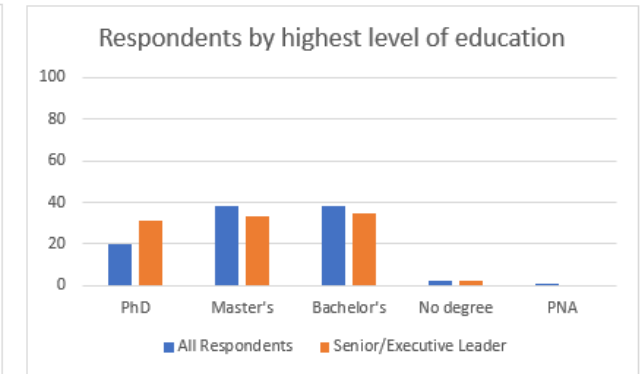
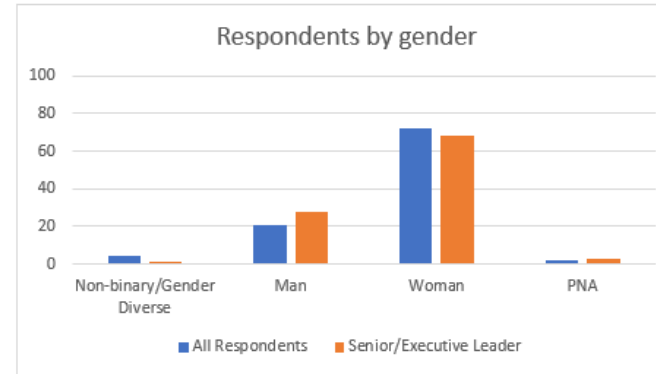
Alternative revenue streams

- Google recently partnered with Reddit, to use Reddit’s content in training its large language models in a deal worth \$200M.

Challenges

Data Integrity

- How is research conducted, reported and reviewed?
- What efforts do we put into what research gets funded and published?
- How do we minimize bias and ensure diverse representation in our work so that we use representative data to enhance and enable technology?



Challenges



Ethics, Privacy and Confidentiality

- Considering ethical and legal requirements in maintaining patient anonymity.
- Ensuring sensitivity to bias in the collection and reporting of participant data.
- Research integrity, competing interests and financial support.

Challenges

Intellectual Property Rights

- Protecting author rights to creation in the digital age.
- Ensuring rights are exploited fairly to optimize returns to the author and the publisher.
- Tech companies are challenging copyright and we all await the outcome of the NYT's suit against Microsoft with interest.



Solutions



How should publisher's respond?

- Maintain the concept of copyright, dating back to 1790 in the USA, and even earlier in Europe, along with the Berne Convention, established in 1886, which protects the rights of creators and their publishers.
- Effect business and licensing models that maintain the principle of respect for author's rights, regardless of what use is made of the 'input' content.
- Establish structures that ensure the value of content remains at the heart of strategy.



Thank you!

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www.copyright.com/ai