

SOUNDS IN THE AGE OF SOCIAL MEDIA



INTEGRITY



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WHAT WE WILL COVER

BEDROOM POP

SOUNDSCAPE

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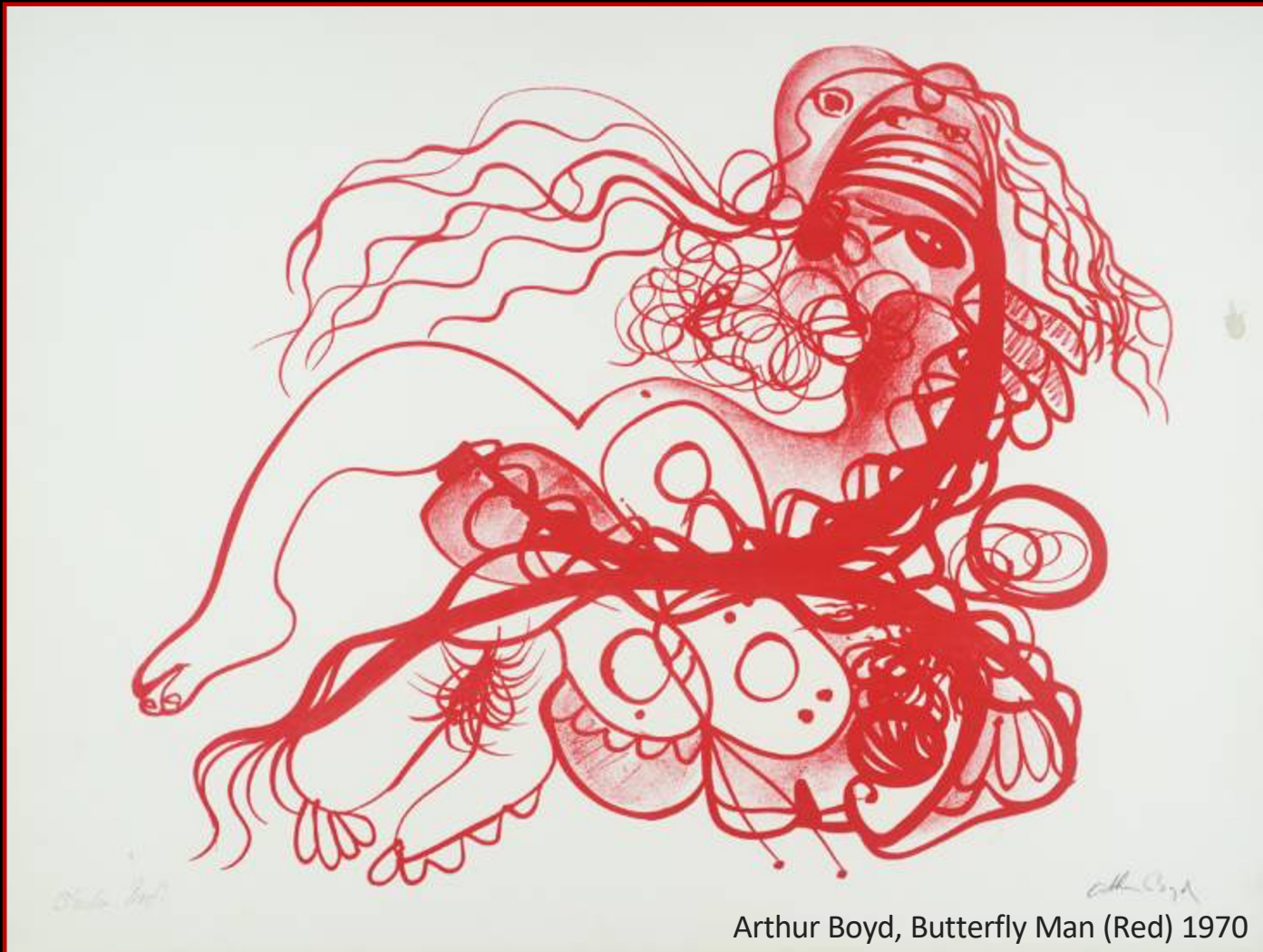
ARTIFICIAL MUSIC

REFLECTIONS



"Billie Eilish @Pukkelpop
2019" by
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Create a Sound Creature



Arthur Boyd, Butterfly Man (Red) 1970



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**BLURRED
LINES**

**FLATTERY OR
IMITATION?**

"marvin gaye" by
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READ THIS STATEMENT FROM ROBIN THICKE

"Pharrell and I were in the studio and I told him that one of my favourite songs of all time was Marvin Gaye's Got to Give It Up," Thicke told GQ. "I was like, 'Damn, we should make something like that, something with that groove.' Then he started playing a little something and we literally wrote the song in about a half-hour and recorded it.": Robin Thicke, The Guardian, 2013.

Does this statement qualify as admitting copyright infringement? Or is it still only flattery?

VOTE NOW

TODAY COPYRIGHT ISSUES OCCUR IN ALL
FORMS OF MEDIA, INCLUDING TIKTOK,
SNAPCHAT AND INSTAGRAM



Created by Mas Dhimas
from Noun Project

#DANCECHALLENGE



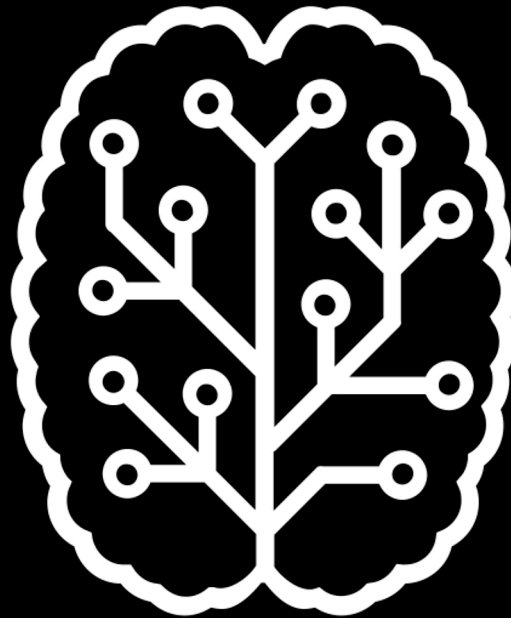




abc NEWS

HARRIET

ARTIFICIALITY



Created by Maximilian Becker
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AND THE FUTURE OF MUSIC

MEET MIQUELA ...



MIQUELA

ZACH
SANG
SHOW



**DESIGN YOUR OWN AI
POPSTAR OR INFLUENCER**

“SCANDAL for AI ARTIST”

What's your Tagline?

- Give them a Name
- Genre of Music
- What do they look like - Draw them
- What was the scandal?
- What's Next..? Repercussions and Next Steps...



“TRIUMPH for AI POPSTAR”

What's your Tagline?

- Give them a Name
 - Genre of Music
 - What do they look like - Draw them
-
- What was the triumph?
 - What's Next..? How do you build on this...



AIVA

OPENAI

GPT-2

MUSENET

COMPUTOSER

AMADEUS CODE

MUSICLAB

SOUNDRAW.IO

CLOSING REFLECTIONS

Can an AI
create original
music?

Explain your
thinking on
this.

Where is the
line for
plagiarism?

Is there an
acceptable way
to use someone
else's work?

Is plagiarism
when creating
art or music
different from
when writing an
essay or selling
a product for a
business?

Discuss.

Do you have a
better
understanding
of authorship in
the world of
social media?

Any examples?

When should
you seek
consent or
permission
when using
someone else's
work?

Miquela was
created by a
collaboration of
artists and
engineers, is
that the future
of music?