

# THE ROLE OF PERCEIVED AUTHORSHIP IN AN ARTWORK'S AESTHETIC APPRECIATION AND EMOTIONAL IMPACT AMONG GENERATIONS: AI VS. HUMAN ART

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## Abstract

This empirical study investigates the impact of perceived authorship (AI vs. Human) on the aesthetic and emotional evaluation of visual art across three generations (Gen-Z, Gen-Y, and Gen-X) in Central Asia. An anonymous online survey was conducted where participants (n = 65) were asked to rate three pairs of AI- and human-created art from different art genres. The findings indicated that the aesthetic and emotional evaluation differed significantly across three age groups: for instance, around 20% of the youngest generation (Gen-Z) indicated that their perception of AI art has worsened since the revelation, whereas the majority of the older generations (Gen-Y and Gen-X) showed improved attitudes.

Moreover, AI art has passed the study's version of the "Turing Test," as participants struggled to distinguish AI art from human art and rated the former higher in both criteria. This research contributes to the broader discussion of the perception of AI in creative fields along with a trend of growing acceptance of AI as a tool for artistic expression and generational comparisons. Future research can help better understand the biases toward AI art, its creative potential, and how artists could better employ it as a tool for creative expression

**Keywords:** AI art, AI authorship, aesthetic appreciation, emotional impact, generational differences, Turing Test.

## Introduction

The integration of artificial intelligence into innovative fields has raised critical questions about its notion, reputation, and effect on inventive expression. Visual artwork, as one of the most subjective domain names, is mainly suffering from these technological advancements. As AI maintains to conform, it demanding situations conventional notions of creativity and authorship, making it important to discover how society perceives AI-generated artwork as compared to human-created works. Existing research in this subject matter are confined and regularly neglect generational or cultural versions, which play a full-size role in shaping attitudes in the direction of generation-driven creativity. This study addresses these gaps by way of supplying a comparative evaluation of generational responses and emphasizing the growing function of AI as a valid device for artistic expression, contributing to broader discussions approximately the future of creativity and the dynamic courting among technology and art.

The have a look at objectives to study the effect of authorship, whether human or synthetic intelligence, on the classy appreciation and emotional notion of visible artwork across distinctive generations. It also investigates whether AI-generated artwork can pass a modified model of the "Turing Test" in the context of artistic introduction.

The objectives of this study are as follows:

- To identify generational differences in the perception of AI-generated and human-created art among Gen-Z, Gen-Y, and Gen-X.
- To explore how prior knowledge of authorship influences aesthetic and emotional evaluations.
- To assess whether AI-generated art meets aesthetic and emotional standards comparable to those of human-made works.
- To examine regional specifics in the perception of AI art within the Central Asian context.

Artificial Intelligence (AI), a term coined by Stanford Professor John McCarthy in 1955, was defined by him as “the science and engineering of making intelligent machines” [6, p. 1]. It reshaped various disciplines, and now its impact is being felt in the creative fields. With the development of neural networks, digital data sets, and machine learning (ML) algorithms, AI has learned to emulate creativity and generate artwork almost indistinguishable from human-created art [10]. As society’s familiarity with the recent progress in AI art varies across different age groups, it has raised important questions about how different generations perceive AI artwork, ethical debates on authorship, and its implications for the future of creative industries. Younger generations, such as Gen-Z, who are more accustomed to digital technologies, often approach AI-generated art with curiosity and acceptance, yet their perception may shift negatively when authorship is revealed, as they still value human creativity and authenticity. Conversely, older generations tend to view AI with skepticism but may develop a newfound appreciation for its technical sophistication when exposed to its potential.

These generational differences also bring to light broader concerns about the role of AI in redefining artistic authorship, challenging traditional notions of originality, and raising ethical dilemmas around ownership and credit in creative processes. Questions such as whether AI can truly be considered an “artist,” how it should be integrated into creative practices, and the impact of its growing presence on human artists form the basis of ongoing academic and societal discussions. This study seeks to address these issues by exploring the aesthetic and emotional responses to AI-generated art across different age groups, examining how knowledge of authorship influences perception, and contributing to the broader understanding of AI's place in the evolving landscape of art and creativity.

An anonymous online survey (n = 65) was conducted to investigate the impact of perceived authorship (AI vs. Human) on the aesthetic and emotional evaluation of paintings by three generations (X, Y, and Z). Additionally, AI-generated art’s ability to pass the artistic “Turing test” will be discussed. By exploring AI art’s quality and different generations’ attitudes towards it, this paper aims to contribute to the ongoing discussion about the role of technology in art creation and appreciation.

This literature review is organized into four parts. It outlines the developmental stages of AI technology in visual art, defines the latter, and examines the impact of its authorship. Subsequently, the discussion will focus on the available studies on the aesthetic and emotional value of artwork created by humans and AI. Finally, the research gaps will be identified to help frame the contribution of this study.

### **Developmental Stages of AI Technology in Visual Art**

One of the first significant AI models in art, Aaron, developed by Harold Cohen, appeared in the late 1960s. In its early stages, Aaron created abstract black-and-white drawings that Cohen would later finish with color paint. Cohen, through the years, programmed Aaron to paint the artwork by itself, using special brushes and dyes [7].

In 2014, Ian Goodfellow and his colleagues developed the generative adversarial network (GAN). It is a type of deep neural network that can learn to replicate the statistical distribution of input data, like images. It uses a "generator" to produce new images and a "discriminator" to decide whether the image is successful or not. Unlike previous examples that used hand-written code to generate artwork, GAN learned specific aesthetics by analyzing a dataset of images [4].

In the 2020s, text-to-image models, which generate images based on prompts, became a trend [11]. Using the influential large language generative pre-trained transformer models used in GPT-2 and GPT-3, OpenAI released a series of images created with the text-to-image AI model DALL-E. It was a breakthrough in terms of the range of capabilities that emerge from a single generative model. While previous generative models were trained to imitate a limited number of objects and styles, DALL-E was capable of generating any digital artwork by using natural language known as "prompts" [8].

The latest technological advances have provided Internet users with an easy and accessible way to create any kind of digital art. However, the ability to create a piece of art in several seconds, considering how long it takes for a human to draw, has sparked debate about its status as "art."

### **Can AI create art? A Turing test**

AI-generated products can indeed be associated with the concept of "art," fulfilling both objective and subjective criteria [1]. If there are objective criteria that determine art, then it follows that AI can easily be built to create products that suit the criteria. Assuming the artistic value of a product relies on a subjective judgment means that anything, including AI-generated products, has a chance to be deemed art [5]. Moreover, algorithmic art represents a form of conceptual art where the artistic value lies in the algorithm itself. This combines rule-based structure with chaotic elements, resulting in unexpected and unique outputs [3].

Therefore, the question "Can AI create art?" should be differentiated from "Can AI create good and worthy art?" [5]. The artwork can not be valued in one question, and the evaluation should be divided into several criteria: aesthetic appreciation and emotional impact. While the former is a sensory and intellectual experience of perceiving and enjoying an artwork's beauty, form, and style, the latter refers to the ability to evoke feelings, thoughts, or reflections in the viewer.

To further investigate the quality of AI-generated art, the study uses its variation of the "Turing Test," originally designed by Alan Turing and adapted by the author. The test evaluates the piece of art for its human merits. The AI's ability to produce indistinguishable art and be rated as high as human-created artwork does not mean that its work would have a similar level of appreciation after the authorship is revealed.

The literature at the perception of AI-generated artwork remains fragmented, with research regularly specializing in restrained components of this interdisciplinary subject matter. For example, Hong and Curran [5] highlighted that AI-generated artwork demanding situations conventional perceptions of creativity by means of pleasurable each objective and subjective standards for inventive value. However, their study normally addressed the philosophical dimensions of AI in artwork and lacked empirical evidence concerning target audience belief. Similarly, Galanter [3] emphasized the conceptual nature of algorithmic artwork, suggesting that the inventive fee lies in the programming itself. While this angle is insightful, it does not account for the generational differences within the appreciation of such art bureaucracy.

More latest studies, consisting of Park and McGee [8], have begun exploring generational attitudes towards AI art, especially amongst Gen-Z. These paintings successfully highlighted the openness of younger audiences to AI-generated creativity but failed to offer comparative facts on older generations. Additionally, it did no longer deal with how preconceived notions about authorship would possibly modify the cultured and emotional assessment of works of art. Darewych [2] prolonged this dialogue by means of inspecting the impact of authorship on aesthetic appreciation, locating that human-created artwork became perceived as extra proper and emotionally attractive. While this research provides valuable insights, its scope turned into constrained to members with sturdy pre-present biases in opposition to AI art, leaving unexplored how perceptions may vary throughout demographics or regions.

Technological improvements have additionally formed the evolution of AI-generated art, as documented via Goodfellow et al. [4] and Ramesh et al. [8]. This research centered on the development of generative adversarial networks (GANs) and text-to-photo fashions like DALL-E, showcasing the technical sophistication of AI artwork era. However, they did now not delve into how audiences evaluate the cultured and emotional features of those outputs, mainly in comparison to human-made artwork.

This takes a look at builds upon and extends the existing literature with the aid of addressing several crucial gaps. First, it provides a comparative analysis of generational perceptions of AI and human-created art, offering empirical data that is currently missing inside the field. Unlike previous research that often targeted on a unmarried demographic or theoretical framework, this observe investigates how exceptional generations—Gen-Z, Gen-Y, and Gen-X—evaluate aesthetic and emotional aspects of artwork. Second, it examines the role of authorship disclosure, an factor neglected in lots of preceding works, to reveal how biases impact creative assessment. Third, by way of engaging in the research in Central Asia, this observe contributes a regional attitude, addressing the cultural and technological specificities which have been in large part disregarded in international discussions.

The strengths of this take a look at lie in its interdisciplinary technique, empirical methodology, and consciousness on generational and cultural variety. However, its barriers, such as a tremendously small sample size and a constrained geographic awareness, highlight the want for further studies to generalize the findings. By filling these gaps, the examine not best advances information in the discipline but additionally opens avenues for future investigations into the evolving dating between AI and human creativity.

Previously available information about the author's identity (AI or Human) is a significant factor in the aesthetic evaluation of art [2]. His study showed that viewers informed about the authorship reported that AI art lacked authenticity and emotional depth. In comparison, human-created art received greater ratings in those categories, as their paintings evoked a sense of connection, empathy, and respect for the creator's personal journey and creative process. However, this statement is true only for people with the stereotype that "AI cannot produce art," as evaluations of artwork by people without such bias did not change with the acknowledgment of the author's identity [5].

Furthermore, a generational difference could be another significant factor in the perception of AI artwork, as biases and understandings of contemporary technologies can differ across generations. The study showed that Gen-Zs, who are more familiar with gadgets and new technologies, seem to have a neutral or positive attitude toward AI-generated art [8].

The available literature lacks comparative perspectives on AI art perception across different generations. For instance, in the only available study on the perception of AI art, Park and McGee [8] focused their surveys on Gen-Z to understand their inclinations and biases in AI art perceptions. The authors did not compare the results with those of the other generations to claim that Gen-Z is more inclined to accept AI art. Different generational samples might have offered additional insights into the variations in acceptance and biases among other generations. Therefore, this study aims to provide a comparative perspective for such understanding.

### **Methodology**

The overall goal of this study is twofold: first, to find out the attitudes of different generations toward AI art, and second, to determine whether AI-generated art can pass the Turing test, meaning that participants rated AI artworks as high as human-created art and were unable to distinguish the authorship, both visually and emotionally.

A positive attitude toward AI-generated artwork may indicate that society is becoming more tolerant of technology in creative fields, recognizing AI as a useful tool for artistic expression. Additionally, if AI art passes the Turing Test, it would show that AI has advanced enough in creative fields to produce visual art indistinguishable from that created by humans.

### **Participants**

Participants (n = 65, Gen-Z = 38, Gen-Y = 21, Gen-X = 6) were recruited through three social media posts on Instagram and Facebook, published over 2 weeks with links to the survey in a Google Form format in Russian, the primary language of communication in the Central Asian region (Uzbekistan, n=49; Kazakhstan, n=14; Kyrgyzstan, n=2). A digital survey was chosen because of its low cost, convenience, and suitability to collect responses from a large number of participants across different locations. Online surveys are more convenient and accessible to a broader population than paper ones. Moreover, anonymity is easier to provide to participants in this format.

### **Materials used**

The survey consisted of four parts.

First, demographic information: 1) Age, 2) Gender, and 3) Education level. Participants were informed of the estimated time (6 minutes) and objective of the survey (the perception of visual art). However, the survey didn't explicitly note in the beginning that participants would evaluate AI-generated art to avoid their biases toward AI art in the main part of the study.






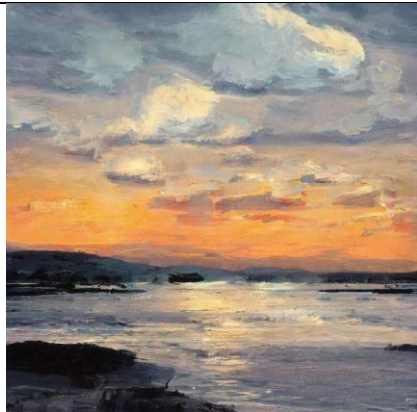
In the second part of the survey, participants were presented with three pairs of human- and AI-authored artworks of different genres (landscapes, portraits, and abstract paintings) and asked to rate them on a scale of 1–5 in two categories: Aesthetic appreciation and Emotional impact. (See table 1).

Each pair consisted of AI-generated and human-created artworks with similar content and moods to avoid the biases and personal preferences of participants. All paintings were placed in a random order to avoid the potential impact of a certain order. Different genres were selected to have more objective results. The AI-generated paintings were downloaded from the AI gallery with free access to the text-to-image generator ([link](#)). The human-created artworks were selected from open-source galleries available for free download (portrait, abstract, landscape).

In the third section of the survey, participants were informed that half of the artwork was generated by AI. They were then asked to identify which pieces from every pair they believed were AI-created. Questions and options were randomized.

In the final part, the authorship of artworks was revealed. Then, participants were asked to answer whether their opinion toward AI-created art had changed on each of the two criteria.

**Table 1. Paintings used in the survey**

Abstract	
	
Human-created painting	AI-generated painting
Portrait	
	
Human-created painting	AI-generated painting
Landscape	
	
Human-created painting	AI-generated painting

## Results and Discussion

Upon the conclusion of the study, 65 responses were gathered from all three age groups: Gen-Z (27 years and younger) = 38; Gen-Y (28–43 years) = 21; Gen-X (44+ years) = 6. The artwork rating test generated quantitative data. Simple mathematical formulas in Google Sheets were used to analyze the numbers.

Without prior information about the authorship, the participants from different generations generally rated AI-generated art higher than that created by humans (See Table 2) on both criteria: Aesthetic (3,58 compared to 3,37 out of 5), Emotion (3,03 - 3,02 out of 5).

**Table 2. Overall Ratings of Human vs. AI Artworks**

Criteria	Human	Artificial Intelligence
Emotion	3,03	3,03
Aesthetic	3,37	3,58

However, the results differ when considering each generation separately (See Table 3).

The table 3 titled provides a comparative analysis of the emotional impact and aesthetic value ratings assigned to human-created (H) and AI-generated (AI) artworks by participants from three distinct age groups: under 27 years old, 28–43 years old, and 44+ years old.

The data showcases the average scores for each criterion (Emotion and Aesthetic) on a 5-point scale. For the youngest group (<27), AI artworks scored slightly higher in both criteria compared to human-created art. In the 28–43 age group, human-created art received higher scores in Emotional Impact, while AI surpassed it in Aesthetic Value. For the oldest group (44+), human artworks scored higher in both criteria, though the difference between human and AI ratings was more pronounced for Emotion than Aesthetic Value.

This table 3 highlights generational differences in the perception of AI and human authorship in visual art, providing insights into how biases and cultural factors may influence evaluations.

After evaluating six artworks based on two criteria, participants were informed that half of the artworks were created by AI and asked to determine the author’s identity in every pair. While Gen-Z was best at distinguishing AI-generated artwork, with 50% of the correct choices, the older generations, Gen-Y and Gen-X, could find only 39.4 % and 44.4%, respectively (See Table 4).

**Table 3. Table: Generational Ratings of Human and AI Artworks Across Different Age Groups**

Age Group	Authorship	Emotion	Aesthetic
< 27	Human	2,82	3,27
< 27	Artificial Intelligence	2,85	3,55
28-43	Human	3,82	3,73
28-43	Artificial Intelligence	3,61	3,85
44+	Human	3,22	3
44+	Artificial Intelligence	2,78	3,33

Table 4 presents the percentage of correct identifications of AI-generated artworks by participants from three generational groups: Gen-Z (<27 years old), Gen-Y (28–43 years old), and Gen-X (44+ years old). The data reflects the accuracy of participants in distinguishing between AI-generated and human-created art during the study. Gen-Z achieved the highest accuracy at 50%, followed by Gen-X at 44.44%, and Gen-Y at 39.39%. The overall accuracy across all generations was 44.61%. This data highlights generational differences in recognizing AI-created artworks and provides insights into biases or familiarity with AI technology across age groups.

**Table 4. Percentage of Correct Identification of AI Artworks by Generation**

Gen-Z (<27)	50
Gen-Y (28-43)	39,39
Gen-X (44+)	44,44
All Generations	44,61

Finally, Gen-Z's attitudes toward AI-created art differ significantly from those of other generations. In the area where the study was conducted, the bias “AI can not create art” is more common among the youngest age group. 21% and 32% of participants from Gen-Z indicated that their perception of AI art has worsened in both Aesthetic and Emotional criteria since the authorship was revealed. Gen-Y and Gen-X, on the other hand, marked that their perceptions of AI art have improved after the revelation of authorships (See Table 5).

**Table 5 Percentage of Correct Identification of AI Artworks by Generation**

Gen-Z (<27)	21,05	68,42	10,53	0	0
Gen-Y (28-43)	9,09	72,73	12,12	6,06	0
Gen-X (44+)	0	66,67	22,22	11,11	0

The table 5 titled “Detailed Perception Analysis of AI Art by Generations” provides a comprehensive breakdown of how three generational groups—Gen-Z (<27 years old), Gen-Y (28–43 years old), and Gen-X (44+ years old)—perceive AI-generated artworks. The responses are divided into five sentiment categories: High Positive, Positive, Neutral, Negative, and High Negative, with percentages reflecting the distribution within each group. Gen-Z demonstrates the highest proportion of High Positive responses (21.05%), while Gen-Y leads in Positive responses (72.73%), followed closely by Gen-Z (68.42%) and Gen-X (66.67%). Neutral responses are more frequent among Gen-X (22.22%) compared to Gen-Y (12.12%) and Gen-Z (10.53%). Negative sentiment is most prominent in Gen-X (11.11%) and less so in Gen-Y (6.06%), while Gen-Z shows no Negative responses. The High Negative category is absent across all groups. This detailed analysis reveals notable generational differences, highlighting varying levels of acceptance, neutrality, and skepticism toward AI-generated art.

### Analysis

Before the revelation of the authorship of visual art pieces, all three generations rated the aesthetic appreciation of AI-generated artworks higher than those created by humans. However, the emotional

values of the paintings were much closer in the results, with older generations rating human-created art higher and Gen-Z showing a very slight preference for AI-generated art.

Moreover, participants could not distinguish AI art from Human-created paintings with higher accuracy. The survey results showed that the aesthetic quality of AI visual art can be compared to human art and sometimes even surpasses it. Subsequently, AI has passed the study's version of the artistic Turing test.

Although Gen-Z rated AI paintings higher than human-created art and had the highest percentage of correct answers out of all three generations in the third part of the survey, their attitude toward AI art was the most negative. This can be explained by the cultural specifics of the region where the study was conducted. In Central Asia, the younger generation's familiarity with the development of AI had the opposite effect as Park and McGee's study (2023). The reason for this could be that younger generations do not consider AI art as "magic" like the older generations mostly do in the Central Asian region.

The perception of AI in Central Asia, particularly in the context of artistic creation, reflects a mix of curiosity, skepticism, and cultural influences. Younger generations, such as Gen-Z, tend to view AI-generated art with greater neutrality or acceptance, influenced by their familiarity with digital technologies and their integration into daily life. However, this openness does not always translate into high emotional or aesthetic valuation, as evidenced by this study, where Gen-Z participants were more adept at distinguishing AI-generated art but often rated it lower upon learning its authorship. This suggests that while younger individuals may appreciate the technical capabilities of AI, they still place significant value on the perceived authenticity and creativity of human authorship.

In contrast, older generations, such as Gen-Y and Gen-X, display a more skeptical or cautious attitude toward AI art. This may stem from cultural and generational factors, including a stronger attachment to traditional artistic processes and a greater tendency to view AI as a tool rather than a creator. Despite this, when the authorship of artworks was revealed, these groups showed an improvement in their perception of AI-generated art, possibly due to an appreciation of its technical sophistication or a reconsideration of biases.

Regionally, the cultural and technological landscape of Central Asia shapes these attitudes. The region's growing exposure to global technological trends, combined with its unique artistic traditions, creates a dynamic context where AI is both a source of intrigue and a challenge to conventional notions of creativity. This duality underscores the importance of understanding how cultural factors influence the acceptance and evaluation of AI in creative fields, particularly in regions like Central Asia where such technologies are still gaining traction.

## **Conclusion**

This paper investigated the role of authorship, specifically the role of human versus AI, in the perceived aesthetic evaluation and emotional impact of visual art creations.

The study results indicated that an a priori available information about authorship significantly influences the aesthetic and emotional evaluations of artworks by different generations. When the human authorship was unknown, participants from all generations, on average, rated the AI-generated artworks as having higher aesthetic and emotional value than the human-created artworks. However, when the authorship was later revealed, participants from the youngest age group (Gen-Z) indicated

that they had changed their opinion about AI-generated artwork to a negative side. Older generations' (Gen-Y, Gen-X) perceptions had not changed or even changed for the better.

Moreover, more than half of the participants from all age groups were not able to distinguish AI art from human art, meaning that AI has passed the study's version of the "Turing test" and has shown a radical improvement in recent years.

The study contributes to the debate on the authorship of creative works, its impact on their perceived values, and the related ethical questions. Moreover, its comparative results offer insights into the diverse generational perceptions of AI art appreciation. Ultimately, this study suggests a hopeful perspective that AI can be a valuable collaborator in the art world.

The study limitations include a small number of survey respondents from one region, a small number of visual artworks presented for evaluation, and simple criteria that impacted the results. Further research can involve larger participant samples from diverse regions to investigate the role of cultural and other region-specific factors in AI art perception. Moreover, future research could include a wider range of respondent generations and analyze their answers from a comparative perspective, attempting to discern the implications of their perceptions of AI art for art marketing and promotion strategies.

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