

AI Impaction on the Video Game Industry

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Abstract: The purpose of this study was to explore the growing role that artificial intelligence is playing in the video game industry through content analysis. Artificial intelligence encompasses technologies such as computers, machines capable of simulating human intelligence and problem solving. This type of technology is surrounded by our daily lives such as computers, cars, phones and homes. The main research question driven by this study was, “How will the increased presence of artificial intelligence influence the video game industry?” As a student pursuing a video game development degree, my initial prediction was that artificial intelligence was very limited and had not yet infiltrated the industry just yet. Three key themes emerged: the impacts of job dynamics, legal and ethical challenges, technological advancements and industry adoption. In a world where layoffs are becoming more apparent, around the world there are great signs of anxiety over job security as AI is advancing. While AI is beginning to positively help reduce time strains on many of the tasks human workers are doing, this creates more concern for employment. However, AI can also lead to job reconfiguration or new opportunities within the game industry even if fear of job loss is in the air. Ultimately, the big question when it comes to AI is, “Is it ethical and is it legal?” Legal and ethical questions surrounding AI in video games are complex and critical. Issues such as the ownership of AI-generated content, the transparency of AI decision-making, and the use of real-life data to create immersive game environments raise significant concerns about the potential misuse of technology and intellectual property rights. Furthermore, ethical debates about AI’s role in game development revolve around fairness, bias, and the responsibility of developers to ensure that AI is used appropriately. Technological advancements in AI have sparked rapid adoption across the industry. AI is revolutionizing the way games are designed, from generating photorealistic environments to creating dynamic, intelligent characters that respond to players in real time. This level of sophistication promises to elevate the gaming experience but also pushes the boundaries of current development practices. As more companies adopt AI-driven tools, the industry is poised for a new era of innovation.