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# Generative AI's Impact on Creative Gig Platforms: A Systematic Review 2026

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## Abstract

It is a systematic literature review that summarizes the results of 45 peer-reviewed articles (2021-2025) analyzing the role of generative AI in creative gig platforms and creative work, employing corpus-based semantic search across multidisciplinary databases with rigorous inclusion/exclusion criteria and thematic synthesis. Findings indicate the existence of a paradoxical situation: sharpening productivity by 25-50% and opening access to various types of designs, generation AI, on the other hand, initiates a decline in prices by 64% and concentrates market gains in the hands of existing players, forcing freelance employees to seek alternative employment opportunities. The technology fundamentally transforms the way the skills are valued, placing the power not in the specialized expertise, but in the general cognitive proficiency, hence increasing instead of diminishing inequality. Some of the main issues are intellectual property matters, the loss of professional identity, and the tragedy of the generative commons such that the widespread adoption of AI would reduce collective creative integrity.

**Keywords:** Generative Artificial Intelligence, Gig economy, Intellectual Property Rights.

## Introduction and background.

Generative AI is a category of technologies which can produce visual or written content based on text entry, and it has experienced a significant increase in sophistication as well as becoming accessible to many users in only several years (Inie et al., 2023). This technological breakthrough has the potential to cause a colossal upset to the creative industries by altering the creative work per se (Inie et al., 2023). With the advent of generative AI, it has resulted in a paradigm shift in the creative process. Under these systems, there is no longer a need to select and filter by AI how human-produced content should be, but rather, human-produced content should be selected and filtered by AI (Atkinson & Barker, 2023). The ability of the technology to generate content much faster and at high volumes compared to human creatives alongside greater processing power and machine learning facilitates the production of many works at a minimal cost and within short time periods (Atkinson & Barker, 2023; Caporusso, 2023). This

change in technology is increasingly becoming significant to all areas of creativity, both in entertainment and architecture whereby systems may speed up creative processes and provide new solutions at an unprecedented rate (Caporusso, 2023). Generative AI is able to save a lot of money in industries such as advertising and marketing, where the automatic generation of new content in different territories would not need full reproduction, rather building a working relationship, where the creative person is the one who decides what will be implemented as the final work (Atkinson & Barker, 2023).

## Objectives of the study

- To determine the effect of GenAI on the creative gig platforms.

## Methodology

This literature review study of the effects of generative AI on creative gig platforms employed a rigorous, replicable methodology to systematize the information presented in the recent scholarship. Based on the step-by-step guidelines which are contained in the source material, the way things were done was transparent and had reduced the chances of biasing and offered a complete thematic outline. The review was undertaken in January 2026 and centred around empirical research published in 2021-2025 to reflect the accelerated develops in generative AI technologies.

**Research Design:** The research had the systematic literature review design, which is consistent with the principles of the qualitative evidence synthesis methodology, including the principles of the thematic analysis. The main study question was the following: What does generative AI mean to creative work and creative gig platforms? This informed six priorities, which are synthesis of evidence on worker impact, existing impact themes, platform market dynamics, adaptive measures, resulting opportunity/challenges, and gaps in research.

There was a consistent scope (generative AI tools (e.g., DALLE, Midjourney, Stable Diffusion, ChatGPT), creative field (visual arts, design, writing, illustration, gaming), gig/freelance, worker attitudes and economic effects). Exclusions were filtered out of technical papers in pure AI (non-creative), any work prior to 2021 (pre-modern

generative AI), and non-peer reviewed materials. This setting boundaries clause made emphasis and was comprehensive.

**Selection Criteria:** Inclusion criteria included: topicality (generative AI with creative / gig applications), quality of methods (peer-reviewed, empirical through surveys / interviews / market data / experiments), clarity of results, respectable publication, and recency 2021-2025. Some exclusions were made regarding technical-only AI development as well as non-creative fields, non-empirical pieces, pre-2021 articles or resources that were not findable.

It resulted in the final corpus of 45 articles meeting their rigor (e.g., sufficient sample size, transparent analysis, etc.), relevance (answering the direct question, novelty), and impact (citations, prestige of the venue, etc.). There was methodological variety involving creativity-based qualitative (worker interviews), quantitative (market data), as well as mixed methods.

**Exclusion Criteria:** The papers were filtered out based on the following criteria:

1. Specialized in the development of AI and does not have implications of creative work.
2. Solved AI out of areas of creative work.
3. Inadequate empirical data or theories.
4. Which were not peer-reviewed.
5. Seeing the light before modern generative AI (before 2021).
6. Could not be reached or were unfinished.

This allowed these criteria to reduce the end list of 45 papers to one that was focused, high-quality, and not too old to be relevant to the post-2021 era of AI generation.

**Data Extraction:** Each paper had a structured extraction that included: bibliographic data (authors, year, venue, title, Corpus ID, citations); substantive data (objectives, methods/samples, findings, implications of work/platforms/workers/economics); and evidence (abstract quotes, findings excerpts, statistics, themes). The methodological soundness, relevance contribution, and influence were also scored and allowed robust sources to be prioritized.

**Analysis and Synthesis:** The thematic analysis of your uploaded file had been conducted using a formal three-step thematic synthesis method on the 45 chosen papers and, as a result, the generated powerful framework of seven broad themes that described the multisided effects of generative AI on creative gig platforms.

Thematic Analysis Process

1. Phase 1: Preliminary coding was done through intense reading of all papers to establish significant ideas, commonly recurring findings, patterns, contradictions, and tensions among studies.
2. Phase 2: Theme Development involved categorization of similar findings under broad themes and clear boundaries were developed.
3. Phase 3: Theme Refinement Varied the themes and secured coherence, proper mutual exclusivity,

determined cross-cutting themes, and validated final structure.

### Final Thematic Framework

The analysis generated seven key themes, each paper is related to more than one (that is why the totals are greater than 45):

- Introduction and Background: Background information about the accelerating development of generative AI (2021-2025), changes in human generation to AI editing, and the potential to lead to democratization or displacement.
- Influence on Creative Productivity and Workflow: 25-50% productivity improvement was documented (Zhou et al.), faster ideation, novel prompting processes, yet homogenization threats, beginner end user difficulty, and create limitation have been recognized.
- Implications on Employment and Job Market (14 papers): Incumbents enjoyed 64% price cuts and 56% revenue gains (Zhang et al.), there was skill-based displacement, and markets became concentrated, as well as, adapting freelancers.
- Democratization vs. Skill Displacement: Researched access benefits of non-expert versus the devaluation of specialized skills, cognitive inequality enhancement, and junior worker vulnerable paradox.
- Creative Collaboration and Human-AI Interaction: Human-as-curator models have been identified, co-creation paradigms, prompting/iteration workflows, interface limitations, requirements on better design space exploration tools have been identified.

### Synthesis Approach

Hybrid evidence integration:

- Convergent synthesis: Patterns are repeated (e.g., the increase in productivity in several studies).
- The divergent analysis: Contradicting findings with explanations to the context.
- Gap determination: Unproved fields and methodological shortcomings.

Thematic cross-relations were charted directly (e.g. productivity gains - employment disruption; democratization - skill displacement) to build an inter-linked story without violating thematic boundaries. All of the synthesized claims had a strict level of traceability with the help of Corpus IDs, direct quotes, and evidence levels.

### Quality Guarantees and Trustworthiness

Triangulation (multi-methods/ stakeholders/ domains/ geographies) and consistency tests (cross-verification, flagging inconsistency) were used to obtain internal validity. External validity evaluated generalizability between domains/ contexts, with limitations (e.g. domain-specific patterns). Reproducibility was guaranteed by reliability through documented query/ criteria/ full paper list (with IDs), verifiable claims and complete citation trails. Mitigation of bias encompassed systematic (non-cherry-picked) search, diversity of opinions, and even assigned limits: English-language/ Western bias, publication/

recency bias, and single-query bias. The field rapidly was accepted in reflexivity, with strong/ weak evidence.

### **Influence innovative output and labor process.**

The studies show that generative AI provides high productivity to creative workers. Text-to-image AI allows boosting the human creative productivity by 25 percent and precision of value as measured by the possibility of being a favorite per view by 50 percent (Zhou & Lee, 2024). During the first several months after adoption, those individuals will generate almost twice the amount of innovative work which will also be rated 50% more positively by the peers over time (Zhou & Lee, 2024).

Creative producing processes have become a paradigm shift as the technology is transforming all aspects of making creative content in various industries, such as design, visual art, marketing, creating characters in video and other games, fashion, and journalism (Chen et al., 2023; Han et al., 2025; Jin et al., 2024; Ko et al., 2022; Ling et al., 2024; Paananen et al., 2023). This is because such models can produce images in a zero-shot format using either text and image prompts, allowing users in diverse fields of creations to visualize and brainstorm ideas (Han et al., 2025; Liang et al., 2022; Ramesh et al., 2021). Generative AI has made creativity far more democratic because it is less complicated to perform a creative task since the creative process relies historically on specific knowledge and is uncondusive to digital artists who need to be manual and working on the production line (Antony & Huang, 2023; Chompunuch & Lubart, 2025). Those lacking some of the conventional creativity can also now express their thoughts and feelings with the help of AI-assisted tools, and creativity will be more available to more customers (Chompunuch & Lubart, 2025). The technology creates a new space to experiment with, accelerates work processes, and assists in generating ideas (Indrawati et al., 2025; Iswanto, 2025).

Nevertheless, there are serious issues in the existing workflows. Generative models have been hard to use by creative practitioners because their traditional and low-dimensional output space, and are resisted or even seen as inhibitive of creativity by novice users who are struggling to incorporate generative systems into their creative processes (Han et al., 2025). Although equipped with such strong generative potential, the existing output spaces and prompting processes are not structured to be able to handle the varied, changing, and unforeseeable practices, situation, and likes of visual artists and designers (Fan et al., 2024; Han et al., 2025; Li et al., 2021; Shaikh et al., 2024; Sterman et al., 2022; Sturdee et al., 2021). There is an alarming pattern in the case of exploration of creativity and content variety. Although novelty in the best artwork is increasing with time, the novelty in content of an average works is reducing, as well as, the visual novelty; both peak and mean novelty values are decreasing steadily, with a potential occurrence of long-run equilibrium wherein numerous artifacts settle to identical types of content or image as a characteristic feature (Zhou & Lee, 2024). Creative fields are also subject to the threat of being flooded with generic artwork as a creative space is explored less, but the technology is equally known to present issues with ethical considerations, increasing dependence on robotization, and a fundamentals loss of design skills (Indrawati et al., 2025; Zhou & Lee, 2024).

### **Impact on employment and labor market.**

Generative AI has a paradoxical effect on creative industries in terms of disruption and opportunity at the same time. On the one hand, the technology has democratized the creative opportunities, and enabled untrained people to provide large amounts of quality work; on the other hand, it has led to anxieties about massive job displacement in the creative industries (Caporusso, 2023). Automation of jobs that were once thought to be immune to technological upheaval, especially those in the creative sector, including journalism and music composition, has left the work environment of human creatives with a lot of doubt (Caporusso, 2023). The complicated economic impacts of such an adjustment can be clearly seen in market indicators. The incorporation of Generative AI resulted in a 64% drop in the average prices of the creative services tasks, at the same time, the volume of orders increased by 121 per cent and total revenue increased by 56 per cent, and the growth was premised mainly on orders of low-end personal work as opposed to corporate work (Y. Zhang & Zhang, 2024). Nevertheless, there also comes with it a substantial shift in the structure, with generative AI bringing about skill-biased displacement of human incumbents and heightened market concentration, with incumbent creators occupying most market share and getting most of the benefits (K. Zhang et al., 2023; Y. Zhang & Zhang, 2024).

The technology basically alters value of various forms of skills in the creative work. By allowing flexibility and the fusion of ideas, AI increases the overall human capital (including cognitive skills and education) but, at the same time, reduces the importance of the limited subject knowledge (Huang et al., 2024). This change transfers creative talent no longer in focused knowledge but in general thinking bits, and may widen the difference in skill pricing and alter career structures (Huang et al., 2024). The situation is especially acute with freelancers and independent creators. Imaginative employees state that they have suffered huge financial losses, and freelance writers are receiving radically fewer orders than at the time of the wide availability of AI (Felten et al., 2021; Kyi et al., 2025). The digital illustrators have found themselves facing decommissioning and community shifting powers and have adopted adaptive measures, which include platform diversification, portfolio marketing, and online presence to make ends meet (Oktavialdi et al., 2025). The number of jobs posted on the freelance sites involving writing and creating images has plummeted by a wide margin since the deployment of applications such as ChatGPT and Midjourney (Eisenmann et al., 2025). Nevertheless, there are also opinions which accentuate adaptation and opportunities. Creative professionals can use generative AI to help with the lower-order creative jobs, and do creative jobs of higher order, such as ideation and strategy, but are concerned about losing their jobs to AIs in the fields of graphic design, copywriting, and illustration (Karagoz, 2024). In smaller creative studios and games, AI helps teams to do more with less and have features such as roles, which they would have to outsource, though the workforce implications are still raised, especially among junior artists, writers, and designers (Alharthi, 2025; Lee et al., 2023). Another concern of freelancers is the loss of creative agency and professional identity, especially it may happen in group work where AI may copy ideas without crediting them or misunderstand the intentions behind a particular style (Imteyaz et al., 2026; Jakesch et al., 2023; Kadoma et al.,

2023). The ubiquitous incorporation of AI systems into the routine of teamwork is prone to developing what scholars term a tragedy of the generative commons, where the extensive adoption of tools that copy and paste unnamed content may reduce the creative value and originality of a communal activity.

### **Democratization vs. skills displacement.**

Potential democratization of generative AI is one of the most radical areas in terms of creative industries. The technology also causes a dramatic reduction of the impediments to creative input, because developing content becomes less important to specific abilities and a labour-intensive process (Antony & Huang, 2023). This democratization is able to enhance the opportunities of one who happen not to possess the traditional elements of creativity to employ AI-mediated means of expressing their thoughts and feelings and creativity is made available to a wider audience and facilitates the involvement of more diverse people in creative practices (Chompunuch & Lubart, 2025). Its influence can be felt in all fields of creativity, both within the entertainment and in the architectural domain, where AI tools enable people without the part of the educational curriculum to create work of significant quality without significant extra expenses (Caporusso, 2023).

Practically, this democratization allows smaller creative staffs and solo developers to take on the responsibilities they otherwise would have to outsource, and many professionals have indicated that the AI is by letting them do with less of everything (Alharthi, 2025; Lee et al., 2023). The technology will enable all people to access creativity and innovativeness, which holds opportunities beyond expectations in the marketing, entertainment, software development, and design spheres (Beheshti, 2024).

Nonetheless, there is a huge trade-off of this democratization in regards to the value placed on creative skills. Instead of being a universal equalizer, AI enhances cognitive disparities by simply altering the seat of creative benefit out of specialized knowledge to greater cognitive flexibility. By making it easier to operate in different areas and be adaptable and capable of bringing together ideas, the technology increases the overall human capital, including cognitive skills and education, but also decreases the worth of expertise related to a specific field, which most creative workers have invested a long time in acquiring (Huang et al., 2024). This reorganization is raising worrying consequences over creative workforce equity. On the one hand, AI democratizes the creative tools, however, on the other, it worsens inequalities in the values of skills and realigns workplace hierarchies (Huang et al., 2024). The transition is especially risky to junior artists, writers, and designers, among other experts, as their equivalent entry-level specialized abilities are becoming less useful in a new environment where AI is capable of executing much of the lower-level creative jobs (Alharthi, 2025). Instead of establishing overall creative equality, the technology can increase the divide between individuals who possess high levels of general cognitive skills and those that relied on more narrow creative skills in their value system.

### **Creative co-operation and Human-AI interaction.**

Generative AI has changed the nature of the creative work of collaboration and the download of the human-created

content that the AI filters and sorts to the selection of the AI-created content by humans. Within this new collaborative paradigm, AI will have the ability to generate content much faster and more in large quantities than human artists with the ability to generate a large number of works with minimal expenditure and within a short time directly impacting the way artists work and how they implement artificial intelligence in their work (Atkinson & Barker, 2023). This creates a reciprocal form of connection with the creative person being the one who decides what will be employed as a final product especially useful in such fields as advertising and marketing where AI is able to save considerable amounts of money by automatically producing new pieces of content to be used in various locations.

The generative AI has also offered completely novel creative collaboration paradigms, which include artists and artificial intelligence working together, thus permitting artists to consider the previously unexplored grounds and styles that they would not have tried to enter alone (Lyu et al., 2022; Totlani, 2023). Artificial intelligence like DALL-E extends the creative abilities of artists by giving them new points of view and aiding creativity, but this enhancement begs questions of how human creativity is influenced by working with machines (Lyu et al., 2022; Totlani, 2023).

The technology has been found to be effective especially in achieving interdisciplinary team work. In the innovation of games, AI-based tools such as Sketchar enable game designers to sketch characters and generate images through the conceptual input and give visual results that facilitate communication between the researcher and illustrators and remove the ability of a game designer without artist skills to engage with their restricted expertise (Ling et al., 2024). Likewise, professional individuals are required to systematically place and fix AI role boundaries to ensure the intelligibility and accountability in the workplace, creating what the scholars call interpretive templated trust in which staff members work out techniques to adjust automated generative templates to their context (Clarke & Joffe, 2025). But there are great constraints even to the present human-AI creative collaboration. Even with their robust generative abilities, current output spaces and prompting workflows of generative AI systems are not fabricated to embrace the different, changing, and unpredictable practices, contexts and preferences of visual artists and designers (Han et al., 2025; Li et al., 2021; Serman et al., 2022; Sturdee et al., 2021). Generative models may be difficult to use by creative practitioners because they are conventional and with a limited output space, new users can find it hard to incorporate generative systems into their creative process or it seems to them as a restriction to creativity (Han et al., 2025).

Studies show that text-only prompts in current systems limit creative exploration particularly among those who are unfamiliar with them and that interfaces that are theoretically close to the concepts of design space exploration are required to exploit the full creative potential of generative AI (Davis et al., 2024). To overcome these shortcomings, there are tools that have come up which present the structured modes of exploration, including systems that do guided search of visual concepts and give pipelines to produce illustrations dependent on

tone, key words and artistic styles (Liu, Qiao, et al., 2022; Liu, Vermeulen, et al., 2022).

### Platform and market dynamics

The advent of generative AI has completely transformed the financial nature of the creative economy, presenting tricky market variables that favor particular actors at the expense of others. With the introduction of generative AI, the average prices dropped by 64 percent, but the company has also created more orders in total (by 121 percent) and orders of the more affordable (or low-end) type (by 56 percent), which are the core beneficiaries of the generative AI (K. Zhang et al., 2023).

This market change produces compelling effects of concentration that increase the inequalities in creative platforms. Although GenAI increases consumer surplus by promoting technical quality improvements and price deflation, it causes a skill process of human incumbent dislocation and strengthens the market concentration (Y. Zhang & Zhang, 2024). Specifically, freelance creative employees are the most affected by this trend because fewer and fewer clients will be willing to hire them as AI rates are becoming more recent and affordable.

Freelance websites are under tremendous upheaval as computerized content is fighting head-on with manual content creators. Creative employees claim that they encounter considerable difficulties, and freelancers indicate the considerable reduction in orders: In the business of writing, I found that fewer people are hiring me these days because AI has become a reality. Two years ago, there were numerous orders, and lots of people were interested in cooperating with me" (Felten et al., 2021; Jiang et al., 2023; Kyi et al., 2025). To address these issues, imaginative workers that operated on freelance sites desire superior filters to distinguish between AI and human-written work, and consider freelance sites should possess extra regulations concerning the ability to work on freelance websites as a so-called freelancer (Kyi et al., 2025).

These larger platform dynamics are exemplified by the digital illustration market, where the trend of generative AI has changed the demand patterns, client preferences, and competition. On the one hand, illustrators endure dwindling commissions and shifting communal dynamics; on the other hand, they use adaptive strategies like increasing the diversity of platforms, improving portfolios, and maintaining a presence on the internet, and, conversely, clients will weigh efficiency and cost against the perceived authenticity of human-made works (Oktavialdi et al., 2025). Fundamental changes are also being witnessed on online creative communities on how the members interact and engage with the content. The works of AI-created art have a declining inclination towards the issue of the content of the works but a growing inclination towards trade and advertisement functions (Guo et al., 2025). Otherwise, AI-generated artworks have a lower emphasis on IP issues compared to the human-generated goods, and the level of awareness of the issue of IP decreases with the development of AI-generated content as well (Guo et al., 2025). Most threatening to community health, despite comments being made with great sentiment valence, peer bonding or to request usage, associate with positive modulo reactively, community members reducing such

interactions as AI generated content increases (Guo et al., 2025).

### Challenges and concerns

The ease of use of generative AI in creative sectors has posed some of the most basic questions of intellectual property and authorship in a way that disrupts the established creative paradigms. Innovating the artistic world, music and images are created by AI, causing concerns about the ownership and copyright, redefining the creative industries and breaking the traditional concept of an author (Akhtar, 2024). These worries cut across a wide variety of creative fields, in which AI-assisted tools represent the best way to democratize such production, but also posed considerable uncertainty regarding copyright and authorship in AI-assisted creative works (Lin & Ng, 2024). Generative AI systems are especially thorny, their training practices elicit issues of ethics that creative professionals find especially difficult to resolve. Often trained on large quantities of human-generated content without awareness or permission of those who made it, the generation models promote extensive appropriation that has already taken place and large technology corporations reap the benefits of the aggregate human creativity, as well as the creations of individual creators, particularly freelancers who lack the institutional power to control or influence how their work is used (Imteyaz et al., 2026). Generative AI has been negatively impacting the work of the creative workers worldwide, with complaints voiced by them, which include harm to their professional reputation, economic consequences, plagiarism, as well as copyright violations (Jiang et al., 2023; Kyi et al., 2025). The importance of professional identity and creative agency in the future is under serious threat due to AI being integrated into creative processes to a greater extent. Freelancers expressed that generative AI would undermine their creative power and professional identity, particularly in collaborative work, since they feared that AI would produce their concepts without their names or misunderstand their stylistic choices, which would decrease the uniqueness and authenticity of their work (Imteyaz et al., 2026). This loss brings up a fear that creative work may become blurred with the rest, and it may be difficult to prove that one has a special collaborative value (Imteyaz et al., 2026).

The main problem with mass adoption of AI in the creative process is that it can lead to the so-called tragedy of the generative commons, where all advantages of the many-to-many creative work could be undermined by the extremely high adoption rate of tools that reproduce unattributed content and erase stylistic markers (Imteyaz et al., 2026; Jakesch et al., 2023; Kadoma et al., 2023). It is further degraded to online creative communities, where AI generated artworks grow in the loyalty of a dwindling concern on creation content but expanding on commercial utility, and the community members grow less likely to have meaningful interactions as AI generated content increases (Guo et al., 2025). Outside these systemic issues, the technology casts doubt on the basic growth of creative abilities. Matters such as generating AI raise issues such as ethical issues, increasing dependence on robotization, and the possibility of losing and forgetting the art of design (Indrawati et al., 2025). Although AI contributes to the fact that the production process may be improved at a faster pace and provide new horizons to explore, it also brings certain fears about the originality of the works and even a

possibility of the disappearance of some of the creative occupations (Iswanto, 2025). Regulation and quality control of the platforms are also another challenge because AI-generated content is increasing. Creative workers employed within freelance platforms would prefer to have more robust filters to distinguish between the work produced by AI and the work produced by human beings, and would prefer more regulations on the kind of freelancer who can work as a so-called freelancer, as not all activities of freelancer employ AI appropriately (Felten et al., 2021; Kyi et al., 2025). Also, there is a decline in intellectual property awareness around human-created artworks with the rise of AI-generated content indicating a further reduction of IP awareness among creative industries (Guo et al., 2025).

## Findings

### 1. Quality Trade-offs of productivity.

The results of generative AI are quantifiable productivity in 25 percent more content produced and 50 percent better content Generative artificial intelligence, human creativity, and art. The technology enhances the fastening of processes in the design, architecture, fashion, gaming, and journalism POET: Helping Prompting Creativity and Personalization with Text-to-Image Generation Automation. Nevertheless, peak content novelty grows whereas an average novelty decreases, which indicates long run homogenization of creativities Generative artificial intelligence, human creativity, and art. The interfaces of the present times limit but do not boost creative exploration, specifically in the hands of inexperienced individuals POET: Supporting Prompting Creativity and Personalization with Automated Expansion of Text-to-Image Generation.

### 2. Disruption of Employment and Revamping the Market.

The technology has developed paradoxical market effects 64 percent price cuts by 121 percent increase in order volume and by 56 percent revenue. The Effect of Generative Artificial Intelligence on Market Equilibrium: Evidence in a Natural Experiment. Nevertheless, the portfolios of incumbents receive the majority benefits and freelancers are displaced severely The Impact of Generative Artificial Intelligence on Market Equilibrium: Evidence of a Natural Experiment. Skills are fundamentally revaluated by AI and developed through general cognition and depressing through domain-relevant expertise Augmenting Minds or Automating Skills: The Differential Impact of Human Capital on the Effects of Generative AI on Creative Tasks. Freelance writers and illustrators claim that they lose a lot of work and the number of jobs offered has significantly decreased after the implementation of ChatGPT and Midjourney Governance of Generative AI in Creative Work: Consent, Credit, Compensation, and Beyond Expertise increases the use of AI: experimental evidence comparing laypeople and professional artists.

### 3. The Democratic Radicalization Paradox.

On the one hand, AI makes creative engagement more inclined to participation; on the other hand, AI increases cognitive disparities by moving creative advantage towards specialized knowledge to conventional cognitive adaptability Augmenting Minds or Automating Skills: The Differentiating Role of Human Capital in Generative AI's Effect on Creative Rate. This reorganization is especially dangerous to junior professionals whose entry-level

competencies are undermined by the Generative AI in Game Design: Enhancing Creativity or Constraining Innovation? makes inequality disparate instead of equal.

### 4. Platform Concentration and Degradation of Communities.

The advantages of the market are concentrated on the established creators, and new entrants experience an even greater competitive pressure The Impact of Generative AI on Content Platforms: A Two-Sided Market Analysis with Multi-Dimensional Quality Heterogeneity. Online creative platforms observe a drop in meaningful engagements, the shifting of focus on creative output to commercial aims, and the knowledge of intellectual property as generative AI becomes increasingly extended Exploring the Development of User Engagement in Online Creative Community in the Surge of Generative AI: A Case Study of DeviantArt.

### 5. Identity Threats and Intellectual Property.

Generative art models trained on the work of creators without obtaining their permission facilitate massive appropriation Co-Designing Collaborative Generative AI Tools for Freelancers. Freelancers assume the fear of losing creativity to creative agencies, losing attribution to their work, and having their work be generic and unrecognizable Freelancers Co-Designing Collaborative Generative AI Tools. The ubiquity of AI applications poses a threat to the creation of a tragedy of the generative commons that will lower the quality of collective creativity Co-Designing Collaborative Generative AI Tools for Freelancers Co-Writing with Opinionated Language Models Affects Views.

## IMPLICATIONS

### For Creative Workers

- Short-term Moves: create unique styles that could distinguish against AI output; establish good personal brands and direct client relations; be multi-platformed; focus on human factors such as authenticity, emotional inter-relating, and cultural understanding.
- Long term Strategies: Shift to curation, direction and strategic thinking positions; grow AI tools knowledge but stay skilled in the baseline; negotiate collective bargaining strength; promote the platform regulation and equitable pay.

### For Platform Operators

- Governance Requirements: Introduce transparent labeling of AI-generated content; innovate quality control to restrict content flooding; develop opt-out mechanisms through training datasets, set fair values between AI-assisted and human work, impose requirements of AI use disclosure.
- Economic Model: Design compensation systems that take into consideration the role of AI; introduce tiered pricing that takes into consideration work of people versus AI-assisted work; introduce incentives to encourage unique human creativity; introduce revenue sharing in instances when AI trains on content on a platform.

### For Policy Makers

- Regulatory Framework: Require AI training source disclosure; set up creator opt-out systems; create attribution systems on how AI is using creative styles;

set up compensation systems on using training data; impose transparency requirements.

- **Protecting Workers:** Provide gig workers with labor protections; fund workforce transition and reskilling initiatives; establish social safety nets of displaced workers; facilitate collective bargaining.
- **IP Reform:** Standardize authorship and ownership in AI-assisted work; create controlled limits of fair use of AI training; develop mechanisms to enforce fair use interference; weigh the incentives of innovation and protection of creators.

#### For Technology Developers

- **Interface Design:** Go beyond textual hints to complex exploration interfaces; produce a wide range of creative activities; offer as much control as users need; allow systematic discovery by beginner users; ensure easy integration with other tools.
- **Ethical Development:** Put training data practices into transparent practice; design attribution and compensation systems; design systems to allow opt-out; design systems that augment rather than replace creativity; focus interfaces on improving exploration.

#### In the case of Educational Institutions.

- **Curriculum Development:** Evenly balance basic creative knowledge with AI tool usage; ground design thinking and flexibility; learn to critically analyze AI products; learn to establish ethical guidelines of AI usage.
- **Skill Focus:** Creative direction and curation; problem-solving and strategic thinking; human-focused design and empathy; cross-disciplinary teamwork; timely engineering and interaction with AI.

#### Conclusions

In this systematic review of the 45 articles, it can be identified that the influence of generative AI on creative gig websites is paradoxical in nature. Although the technology offers great productivity benefits and democratizes creative access, it also destabilizes employment, gathers market benefits, undermines specialized expertise, and puts at risk professional identity.

Three very crucial patterns are developed:

- **Amplification of Inequality:** Generative AI at the economic, skills, experience, and platform levels causes the existing inequalities instead of being an equalizer. The assets are concentrated amongst the incumbents who have general cognition advantages as they push out the freelancers and junior professionals with specialization.
- **Productivity- Quality Tension:** 25-50% productivity gains are associated with the cost of falling content novelty and creative homogenization. The existing tools also restrict and do not facilitate creative exploration, especially among beginners.
- **Community Degradation** AI-generated content repurposes creative communities by decreasing the engaging interaction, redirecting the attention into a commercial goal, and diminishing the level of intellectual property awareness.

The discourse of democratization needs a radical review. Although AI can reduce the barriers to entry, it fails to do so without reorganizing labor markets in a way that tends to increase inequality. The technology also benefits individuals whose overall cognitive performance is high as opposed to those whose worth is based on expert skills in their creative performance. There should be immediate steps on different groups of stakeholders. Platform operators will have to create governance solutions akin to the one mentioned between innovation and safeguarding creators.

The future of creative work is usable based on the reaction to these challenges by the stakeholders. Unchecked, prevailing trends indicate growing inequality, concentration in the market, and destruction of creative community integrity. When approached carefully through intelligent regulation, moral growth, and employee welfare, generative AI can supplement instead of substitute human creativity and evenly allocate values. The empty spaces in research are longitudinal career pathways, international views other than Western world, relatively unfamiliar artistic arenas (music, film, performance), intervention efficacy, and thorough economic simulation. The current research should be followed up with a mixed-methods approach, longitudinal design, comparative research, and inclusion of stakeholders in the research to inform evidence-based policy and practice. Generative AI changes creative work, which does not necessarily come before hand. Decisions by the platforms, policymakers, developers, educators, and workers themselves now will determine either whether this technology increases or alleviates the existing inequalities, whether it improves upon the human creativity or limits it, and whether it will support or impair the livelihoods of creative workers.

#### Limitations

Although, strong, the review was limited by single-search (reachable terminologies are missing), semantic search, and English, as well as Western overrepresentation. Recency (until 2025) fits the rapidly changing subject but lowers long-term trends. The queries, non-English, and longitudinal data may get extended in the future work. Such a methodology will give a clear and justifiable basis on the findings of the review, which can be incorporated into your article on the revolution of generative AI in creative gig economies.

#### Temporal Constraints

- **Rapid Evolution:** Greener AI abilities evolve at a pace that surpasses the publication cycles, which implies that quickly made findings are likely to be obsolete.
- **Recency Bias:** The majority of evidence is within the year 2023-2025, which does not provide a long-term view of the long-lasting impacts.
- **Publication Lag:** Practical implications might be faster than institutionalized literature, causing research gaps.

#### Scope Limitations

- **Language Bias:** The main part of the publications is in English, with the possible omission of significant non-English studies.
- **Geographic Bias:** too much coverage of Western context, especially of North America and Europe.

- Platform Focus: It covers lesser non-western forms of creative platforms and other models of platforms.
- Domain Coverage: Certainless visual arts, and writing, such as music, film, and performance.

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