Reflection on the Value of Cultural Construction under the Background of Generative Artificial Intelligence

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Abstract: ***Generative artificial intelligence (AIGC) is a globally recognized strategic frontier technology that has been widely applied in various creative fields. Generative artificial intelligence not only brings convenience to human society, but also inevitably challenges the existing value of humanity. In the context of accelerating the spillover of information dissemination technology and the strategy of building a strong cultural country, strictly controlling the value challenge of generative artificial intelligence to cultural construction is a major issue that must be solved in the new era. On the basis of summarizing the meaning and basic fields of generative artificial intelligence technology, this article analyzes the value challenges and difficulties faced by contemporary cultural construction from the perspective of generative artificial intelligence: ethical impact caused by the ambiguity of AIGC related norms, human value alienation caused by technological dependence on AIGC, and value interference caused by the manipulability of AIGC data corpus. Summarize its development experience and seek a value reconstruction path for generative artificial intelligence and cultural construction.***

Keywords: Generative artificial intelligence; Cultural construction; Value philosophy.

1. INTRODUCTION

Generative artificial intelligence is based on deep learning of massive amounts of data to intelligently generate various types of information. However, its database inevitably carries the values of the time and space where the data provider is located, which has a certain value oriented intervention for fields that rely on generative artificial intelligence for information collection and content creation; The efficient and convenient generation method of generative artificial intelligence has brought about a new round of technological unemployment, and more literary and artistic workers have lost the opportunity and value of labor. The long-term technological dependence in the creative field will also lead to the decline of subjectivity and the alienation of human values: human innovation ability will decline, culture will lack vitality and humanistic emotions, and cultural construction will increasingly move towards dehumanization; At the same time, as an immature disruptive technology, generative artificial intelligence has imperfect legislation and corresponding value norms, which have brought ethical impacts to cultural construction such as vague definitions of intellectual property and responsibility subjects. Faced with the value impact and challenges brought by generative artificial intelligence technology to today's cultural industry, it should be seen as an opportunity for us to reconstruct the value principles of cultural communication and challenge the global cultural industry hegemony that has taken it as a breakthrough. Song (2025) explored the integration of AI in user-centric internal tools for e-commerce, highlighting its potential to enhance operational efficiency [1]. Wu (2025) focused on the construction and optimization of an intelligent gateway software management platform based on Jenkins cluster management under a cloud edge integration architecture in the industrial IoT, aiming to improve system performance [2]. Chen (2025) addressed the design optimization of data pipelines in gig economy platforms, emphasizing improvements in data processing efficiency [3]. In the autonomous driving sector, Chen (2025) investigated leveraging scalable cloud infrastructure for autonomous driving data lakes and real-time decision making, showcasing the benefits of cloud computing in this field [4]. Research in computer vision has also seen significant progress. Peng et al. (2024) proposed a dual-augmentor framework for domain generalization in 3D human pose estimation, aiming to enhance the robustness of pose estimation models [5]. Another study by Peng et al. (2024) introduced 3D vision-language Gaussian splatting, providing a novel approach for visual-language understanding [6]. Deng et al. (2025) presented a transformer-based financial fraud detection system with cloud-optimized real-time streaming, demonstrating the application of AI in financial security [7]. Zhou et al. (2024) optimized an automated garbage recognition model using ResNet-50 and weakly supervised CNN, contributing to sustainable urban development [8]. In renewable energy forecasting, Zhao et al. (2025) employed a CNN-Bi-GRU model for short and long-term renewable electricity demand forecasting, improving prediction accuracy [9]. Liu et al. (2025) introduced MiM-UNet, an efficient building image segmentation network that integrates state space models, enhancing segmentation performance [10]. Tian et al. (2024) improved brain

tumor image segmentation using a GSConv module and ECA attention mechanism, advancing medical image analysis [11]. Lin et al. (2024) explored AI and electroencephalogram analysis methods for optimizing anesthesia depth, presenting innovative approaches in medical anesthesia [12]. In the field of autonomous driving technology, Wang et al. (2025) investigated its cross-industry application in FinTech, highlighting the potential for integration across different sectors [13]. In another study, Wang et al. (2025) constructed an intelligent supply chain finance decision support system based on deep reinforcement learning and particle swarm optimization, analyzing its financial benefits [14]. Wang et al. (2025) also discussed AI end-to-end autonomous driving, emphasizing the importance of AI in autonomous vehicle development [15]. Lastly, Chen et al. (2022) presented a one-stage object referring with gaze estimation method, advancing human-computer interaction in computer vision applications [16].

2. BASIC CONTENT OF GENERATIVE ARTIFICIAL INTELLIGENCE

2.1 The meaning of generative artificial intelligence

Generative artificial intelligence refers to the technical methods based on artificial intelligence such as generative adversarial networks and large-scale pre trained models. It is a technology that learns and recognizes existing massive data, and generates relevant content with appropriate generalization ability based on instructions. In September 2022, China Academy of Information and Communications Technology and JD Exploration Research Institute defined Generative Artificial Intelligence (AIGC) in the White Paper on Artificial Intelligence Generated Content (AIGC) as "a type of content classified from the perspective of content producers, a content production method, or a collection of technologies used for automated content generation". AIGC includes two levels: content and technology, and its core idea is to use AI algorithms to generate content with certain creativity and quality. First, train the model and learn from massive data, and then generate the content that the user needs based on the conditional instructions input by the user. Specifically, by inputting keywords or style descriptions, AIGC can generate articles, images, audio, video, and animations that match it.

2.2 Application Fields of Generative Artificial Intelligence

At present, AIGC in China mostly appears in the form of single model applications, mainly divided into text generation, image generation, video generation, and audio generation, among which text generation becomes the basis for other content generation. Text generation can empower the creation of text content, with specific applications focused on writing poetry collections, novels, planning articles, daily speeches, and even serving as customer service and chatbots, providing basic services for humans. Image generation can empower various aspects such as advertising design, artistic portrait creation, and graphic creativity. For example, AIGC can efficiently produce posters, generate novel style paintings, and even be used to restore the true appearance of historical and precious works. Video generation can empower video editing, rendering, and video synthesis, and using AIGC for preliminary video processing can alleviate the burden on artists to some extent. Audio generation refers to the process of composing music, synthesizing melodies, and synthesizing speech, mostly using AI to write music and for tasks such as robot and voice broadcasting.

AIGC is gradually entering the human world and becoming increasingly closely related to human social life, integrating politics, economy, culture, art, and technology. As an emerging technological tool, generative artificial intelligence also carries its content characteristics and values, involving various aspects such as culture, economy, and politics. It is an important field of research in contemporary cultural construction.

3. THE VALUE CHALLENGE OF GENERATIVE ARTIFICIAL INTELLIGENCE TO CULTURAL CONSTRUCTION

Generative artificial intelligence, as a double-edged sword, has brought many conveniences to cultural construction while also posing significant value challenges that cannot be ignored. We should actively summarize the unfavorable factors and problems that need improvement, in order to guide them towards the direction of cultural construction.

3.1 Ethical impact caused by ambiguous regulations

As an emerging technology, generative artificial intelligence has incomplete legal, institutional, and value norms, which has a significant impact on our cultural development. As a generative technology tool, AIGC inevitably

carries certain content features. The essence of human beings is the sum of all social relationships, and therefore inevitably involves various types of responsible parties. But artificial intelligence is only a manifestation of human intelligence, without free will and subjective thinking, and without corresponding social relationships, it cannot assume corresponding responsibilities, which leads to ethical difficulties in defining the responsible parties in the process of information dissemination. There is still a lack of unified legal standards for the ownership of AIGC data, and further exploration is needed for the subject object relationship between various stakeholders: data corpus, artificial intelligence institutions, generation platforms, and users. From the current application of AIGC technology in various fields, most of them lack comprehensive security standards, and there is no clear legal and social responsibility for AIGC content dissemination, technical support, and related aspects of technology application. Secondly, there is a lack of comprehensive legislative protection related to AIGC technology, and there have been no regulatory measures that are graded and classified according to actual needs, The security of AIGC technology is difficult to guarantee at this stage. At present, artificial intelligence infringement does not require substantial responsibility and it is difficult to impose punishment on it. Therefore, it is inevitable that some people will take advantage of this loophole to gain without effort. Over time, this will not be conducive to the positive development of culture and the dissemination of positive values. Therefore, proposing a framework of principles for the use of AIGC is a necessary task in current cultural construction.

3.2 Technological dependence leads to the alienation of human value

The alienation of human value brought about by AIGC's technological dependence is reflected on one hand in the squeezing of the subjectivity of human creators in various fields of production and creation. At present, AIGC is in the "collaboration stage" and still needs to cooperate with humans, requiring human instructions to complete the production of content. But with the continuous improvement of technology, AIGC may reach the "original stage" in the future, during which. AIGC can independently complete content creation, and the need for human presence and participation will gradually decrease. Compared with the human creative process, AIGC has strong support from big data corpora and training sets, occupying more advantages. That's why more and more people are relying on technological tools to save creative costs. Once AIGC enters the market widely driven by capital, it will replace the work of human creators on a larger scale, squeezing the subjectivity of humanity. Over time, it will lead to a decline in human innovation ability, a lack of vitality and humanistic emotions in culture, and cultural construction will increasingly move towards dehumanization.

The alienation of human value brought about by AIGC's technological dependence is also reflected in the alienation of interpersonal relationships. People are gradually approaching the concept of "one-dimensional individuals". The essence of human beings is the sum of all social relationships, and they have to interact with others and coexist with them in society. However, since the emergence of artificial intelligence, people's worship and pursuit of technologies such as artificial intelligence have far exceeded their attention to human value, which has led to the alienation of people's communication practices, evolving from the relationship between subjects to the relationship between subjects and objects, and gradually replacing human relationships with material relationships. The popularity of artificial intelligence reflects people's emphasis on immediate benefits and value, while neglecting long-term value. For example, people rely on AIGC technology tools to save immediate creative costs, but gradually move towards the opposite of objectified and mechanized individuals themselves in this process. Marcuse believed that the technological society enslaved the human body and mind. Human beings are gradually being dominated by artificial intelligence in their dependence on technology, resulting in the alienation of the values that humans pursue.

3.3 Value interference caused by the manipulability of data corpus

AIGC relies on powerful algorithms, computing power, and massive data to directly and profoundly influence the dissemination of information, thus cultural dissemination faces a series of value challenges. Generative artificial intelligence relies on data corpora and deep learning to complete content generation activities. It itself does not have a value load of good or evil, but the database it relies on inevitably carries the values of the time and space where the data provider is located. As creators and users, humans easily grasp the ability to turn between good and evil. Therefore, the field that relies on generative artificial intelligence for information collection and content creation will inevitably be subject to certain value interference. AIGC is trained by feeding massive amounts of data corpus, which means that it can be easily manipulated by humans. Currently, most of the databases and servers used by domestic users for generative artificial intelligence are located abroad, and their training corpus is mainly based on Western knowledge systems. The training corpus data in Chinese is far less than that in English. In this situation, the generated content is more likely to lean towards the mainstream ideology of the West, which

can subtly achieve cultural manipulation of domestic users by the West. From another perspective, generative artificial intelligence can achieve human intervention in various aspects such as human data profiling and preference knowledge labeling, algorithm design, and user feedback. The one-on-one communication mode makes the "information cocoon" effect more pronounced, and the diversity and objectivity of the generated content are affected by the quality of training data, which also accelerates the speed of cultural popularization to a certain extent. Under the influence of capital, people receive more cultural industrial products that capital wants them to see. This invisible manipulation of values poses a challenge to contemporary cultural construction.

4. VALUE RECONSTRUCTION OF GENERATIVE ARTIFICIAL INTELLIGENCE AND CULTURAL CONSTRUCTION

After clarifying the challenges brought by AIGC to cultural construction, we should summarize our experience and provide a scientific methodology from a philosophical perspective. Only by adhering to specific problem analysis can we better apply generative artificial intelligence as a technological tool to the practice of contemporary cultural construction in China.

4.1 Improve relevant legal norms

With the continuous iteration and upgrading of AIGC technology, its application in daily life is becoming increasingly widespread, and culture, as an ideology, is closely related to it. In order to better regulate the healthy development of the market and promote the rational construction of culture, relevant departments should first gradually improve the relevant legislation of AIGC technology, protect relevant intellectual property rights, and establish a legal and regulatory system for the healthy development of artificial intelligence. Only by establishing unified laws and regulations can AIGC clarify its standards and social responsibilities in content dissemination, technical support, and technology application. Secondly, relevant governance entities should establish a systematic moral framework and value principle norms, and set targeted institutional measures to avoid possible ideological risks. To enhance technological governance measures, continuously conduct risk assessments on generative artificial intelligence models, adhere to the fundamental value guidance of socialist core values, and ensure the positive value orientation of their generated content. Finally, it is also necessary to encourage the participation of various sectors and parties in its legislative research, and to implement hierarchical classification of regulatory measures. Only through comprehensive supervision and accountability can we more effectively prevent problems and promote the benign promotion of contemporary cultural construction through generative artificial intelligence.

4.2 Implementing blockchain traceability management

Blockchain is a chain data structure that combines data blocks in chronological order and can guarantee the immutability and unforgeability of existing data through cryptographic means. Blockchain has two core characteristics: decentralization and difficulty in tampering with data. A blockchain is operated by multiple server nodes, and as long as one server operates, the blockchain is secure because these nodes are controlled by different entities. To modify the data in the blockchain, more than half of the nodes must agree and modify all the data. Therefore, using blockchain to record information is relatively more authentic and reliable, and can also solve the problem of data traceability management. Data is a necessary support for the development of AIGC. Strengthening data security and achieving node traceability can further promote the establishment and pursuit of responsible parties. This has preliminarily solved the problem of difficult identification of the responsible parties for artificial intelligence, and can to some extent reduce cultural crimes.

4.3 Promoting Human Subjectivity

Einstein once said that all human efforts and struggles in technology should be primarily aimed at caring for oneself, and ensuring that scientific research results are always beneficial to humanity. In the subject object relationship between humans and artificial intelligence, humans are the subject and artificial intelligence is the object. Artificial intelligence, as the intelligent achievement of human beings, is the latest technological tool and the embodiment of human subjectivity and creativity. But at present, AIGC still has traces of industrialization, and there are rigid problems in content creation. Therefore, it is even more important to uphold the value of human subjectivity, dilute homogeneous aesthetic fatigue, and provide high-quality content. At the same time, humans need to promote the power of subjectivity, grasp the value carrying capacity of artificial intelligence, actively consider the harmonious mode of human-machine co creation, and make AIGC useful for human subjectivity, committed to promoting cultural construction. At the same time, efforts should be made to create collaborative

governance among enterprises, markets, and users, forming a good awareness of actively maintaining the cultural dissemination order of generative artificial intelligence.

5. CONCLUSION

Cultural construction is included in various cultural activities, which is not only an important condition for building material civilization, but also an important condition for improving people's ideological consciousness and moral level. The basic task of cultural construction is to use the latest scientific and technological achievements of contemporary times to improve the knowledge level of the general public, cultivate a new generation of socialist people through a reasonable and progressive education system, and cultivate people's sentiments and enrich their spiritual life through healthy literature and art that best reflect the spirit of the times and lively mass cultural activities. The so-called cultural power refers to when culture appears in the form of ideology, it is a spiritual driving force and soft power. When it transforms into a cultural industry, it directly drives the growth of material productivity, which is hard power. Cultural construction can directly drive the coordinated development of economy and society. As the latest scientific and technological achievement at present, generative artificial intelligence should shoulder its historical mission, clarify its negative value, transform its momentum, and promote the progress of cultural construction.

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