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## **Beyond Creation: Unravelling the Complex Tapestry of Generative AI in the Big Data Landscape**

AI heralds both promise and peril, introducing a cascade of implications yet to be fully understood. As these AI systems conjure data ex nihilo, they engender a complex tapestry of consequences that ripple across the expanse of big data. This research endeavours to comprehensively analyse the multifaceted impact of generative AI on the realm of big data, employing a blend of quantitative metrics and qualitative assessments. On one hand, their creative prowess embellishes datasets, expanding the horizons of information with an abundance previously unimaginable. Yet, this surplus begets its own quandaries. The sheer magnitude threatens to inundate storage and processing capacities, straining the infrastructure supporting this vast repository of information. Quality becomes an elusive quarry in this new terrain. The authenticity and fidelity of generated data stand at odds with established benchmarks, casting doubt on the reliability of the entire corpus. Such synthetic creations, lacking the imprimatur of truth, could unwittingly veil biases or inaccuracies, rendering the discernment of reality an arduous endeavour. Privacy, that hallowed sanctum in the realm of data, stands imperiled. The amorphous nature of generative AI data renders it a nebulous quagmire, potentially concealing sensitive insights, or patterns that, if exposed, could jeopardise the very essence of privacy. The alchemy of data transmutation exacts a toll not merely in computational resources but also in the vulnerability it injects into systems. This newfound abundance, akin to a trove of riches, beckons both seekers of knowledge and nefarious agents seeking to exploit weaknesses in this labyrinth of information.

**Keywords:** Generative AI, Bigdata, Synthetic data, Data privacy

### **Biography**

**Mr. Sebastian Obeta** is an AI expert renowned for his expertise in data manipulation, particularly in the realm of natural language processing. Committed to empowering others in the field of data science, he co-founded Applied Artificial Intelligence (AAIS) at the University of Bradford, a platform dedicated to nurturing data science skills. This initiative gained accolades as the fastest-growing innovative platform at the Leeds Digital Festival 2022. Sebastian has received numerous international awards and is currently serving as a data scientist and analyst at the University of Cambridge. Leveraging his combined knowledge of computer science, modelling, statistics, analytics, and mathematics, he tackles complex problems.