

# Review of: "Role of ChatGPT in the Film Industry: According to ChatGPT"

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The issue addressed in the article is a very timely one, focusing on the advantages and disadvantages of using AI, specifically ChatGPT, in the different stages of the movie production process. The final conclusion is that ChatGPT will be useful in tasks that require some assistance such as character creation, improving dialogues, etc. Also in administrative tasks typical of the film industry, for example marketing, audience analysis, etc. However, the author recognizes obvious limitations. For example, lack of creativity, the absence of ethics, cultural biases, etc. Another problem the author mentions is common to all AI programs, and that is that AI does not understand the context. For example, in my research field, symbolic computing software is capable of solving a differential equation or an integral, but exhibits serious difficulties in simplifying the expression of the solution. On the cultural bias, it is worth noting that the problem is not in ChatGPT but in the sources of information from which ChatGPT is fed. Obviously the information provided by humans is such that it can unconsciously discriminate against a particular collective on the basis of race, sexual orientation or religion. In other cases there will be authoritarian governments that practice censorship of information sources, so ChatGPT will have a bias as a 'Language Model in AI'. Regarding the lack of creativity, as an AI system, this lack will be solved in the future. Now, we do not know if the creativity will come by an algorithm or we will have to wait for a 'true AI', the 'strong AI'.

In short, for the article to be truly interesting, the author should explore the issues raised in the article, using for such analysis the specific case of the Film Industry. Obviously many of the conclusions will be also useful in other sectors.

In order to find out what ChatGPT 'thinks' of the article I have reviewed, I asked it to tell me its opinion, and interestingly ChatGPT's opinion broadly coincides with that of the author of the article, are they not the same? I came to think. Here is what ChatGPT 'told me':

\* Do you think ChatGPT will be useful in the film industry? Will it be possible to create characters? Scenes?

\* As an AI language model, I can generate text and creative content based on user input. While I can assist in the creation of dialogue, plots, and character or scene descriptions, there are still many limitations when it comes to creating film content.

Creating characters or scenes in the film industry requires specialized skills and knowledge beyond what an AI language model can currently provide. Although machine learning and artificial intelligence are increasingly being used in the film industry, it still takes the creativity and skill of a human production team to pull off a movie.

However, ChatGPT and other AI-based tools can be useful in the pre-production stage to assist in the creation of concepts and scripts. It can also be useful in the post-production stage to edit and enhance existing content. Overall, AI has the potential to increase efficiency and productivity in the film industry, but it still takes human collaboration and creativity to make a great movie happen.