

# Hollywood Protest Against Artificial Intelligence Application in Creative Work

Subhendu Bhattacharya\*

*Assistant Professor, Pillai Institute of Management Studies and Research, Navi Mumbai, India*

**Abstract:** Since time immemorial people tried to demonstrate artistic ability in different forms. Creative work, artistic expression and performance art are the creation of human imagination. People with gifted talent contribute to various form of artistic work. People claim their merit and get paid for special skill or priceless talent. Poetry, drama, painting, opera, acting, play, singing, dance, stand-up comedy is something which calls for artistic feeling, aesthetic sense and spontaneous expression. Artists take pride in their work; it becomes their passion and means of livelihood or source of sustenance. All sorts of artistic works are protected by intellectual property rights. When new age technology causes disruption and tries to intrude into artistic territory, creator, designer, artists would get tremendously upset. Artificial Intelligence (AI) is present time tried to outsmart millions of artists and creative genius and come into the bastion well-guarded by talented human beings so far. It created a furor at the heart of Hollywood where content writers, musicians, comedians, actors felt betrayed. They felt betrayed and took to the street in protest. AI is like an evil monster which is eager to replicate their ability and make them redundant. AI based work has come into foray and being used in TV show, movie, content-based series in digital platform. Since beginning of 2023, people related to motion picture and television production in Hollywood California started to express their disapproval and discontent, called strike and joined in protest rally to voice their concern against AI.

**Keywords:** Artificial Intelligence, Intellectual Property Right, Hollywood Protest, Job Insecurity.

## 1. Introduction

Hollywood is mired in a science fiction story of its own. Striking actors and screenwriters prefer an appropriate proportion of the streaming-heavy entertainment industry. The concern that the business is on the verge of a new transformation involving artificial intelligence, which might completely replace the job of authors and performers, remains however present as writers' rooms and movie sets remain dark. The same concerns have been raised by authors and artists, who have sued A.I. platforms for copyright violations in an effort to safeguard their livelihoods and bodies of work. These defences against the effects of AI are the first acts of a play that will have an impact not just on artistic intellectual workers' career opportunities but also on the very nature of film and television society culture, deliberation, and interpersonal interactions. Hollywood's glamour and beauty are being overwhelmed by a

tempest of unhappiness as authors demonstrate on the streets to vent their resentment. Low pay and the potential impact of artificial intelligence on narrative. In the entertainment sector, this strike has left a huge void, leaving numerous events in uncertainty.

## 2. Case Presentation

Hollywood is on strike for the second time ever and for the first time since 1960. In an era of content-hungry streaming platforms, the Screen Actors Guild has joined the Writers Guild to seek greater compensation, working conditions, and—possibly most importantly—protections and security against the growing danger of artificial intelligence. There is a dismal side to authors and actresses who live in sunny Los Angeles and intimidating New York that has rattled traditional pattern, despite the fact that it is simple to think of them as the affluent seeking to grow richer. In a nutshell, the growth of streaming behemoths has resulted in less work for creative employees. Actors, playwrights, assistants, and others went from job to job with significant gaps in employment long before the term "gig economy" appeared in policy texts. Collective bargaining gave the talent that keeps Hollywood humming some stability. For those who direct high profile superstars, the 1960s writers' strike and the 2000 writers' strike resulted in even greater contracts. The worry that white collar professionals may become obsolete, from writers and editors to photographers, coders, and data crunchers, has moved from the domain of science fiction to economic planning with the debut of ChatGPT in 2022. But traditionally, especially in the era of the internet, regulation has trailed behind technology horribly. Collective bargaining can occasionally result in a compromise, a viable course of action that safeguards both those who create the product and those who benefit from it. AI is hardly an alien to Hollywood. Producers are well versed in AI and apply it to make actors look old, assess audience reactions, and even resurrect deceased actors in sound or on-screen. The possibility that chatbots may be used to produce stories or screenplays for crime program, animation series, and other formulaic television series has emerged with the advent of generative AI, driven by huge language models, leaving human authors just to polish the computer-generated work. Actors are concerned that studios may utilize artificial intelligence (AI) to scan and recreate live

\*Corresponding author: [subh.econ@gmail.com](mailto:subh.econ@gmail.com)

actors, substantially reducing production expenses and intricacies. The Writers Guild's 148-day strike, which stalled the production of various TV series and films, got over in late September 2023. The decision came after the union negotiated a tentative agreement with the Alliance of Motion Picture and Television Producers earlier offered, among other things, protection against artificial intelligence and better compensation. The three-year contract deal was finalized in September 2023 following five days of discussions between the writers' union and the studios. The union's leadership applauded the agreement, saying it will provide major advances and safeguards for writers across the board. The new agreement forbids the "exploitation of writers' material to train AI." According to the new rules, generative AI would not be utilized to compose or modify literary work, and whatever it generated would not be deemed source material. Authors would be able to utilize AI only if the corporation or studio agreed, but studios could not compel authors to use AI software like ChatGPT. Before sending over content to a writer, studios must reveal if any of it was created by AI.

### 3. Discussion

Hollywood's widespread actor and screenwriter strike has hampered numerous productions, but those deeply connected for livelihood are confident that it is the best way to convey their intent because all signs point to issues with artificial intelligence (AI) being used to digitally clone actors in order to use their images in perpetuity. In the first week of May 2023, 11,500 members of the Writers Guild of America left their writing rooms and demonstrated in front of the Amazon, Netflix, Paramount, and Warner Brothers studios. The writers outside Amazon studios shouted slogan "Fists up, pens down, LA is a union town!" as negotiation process with the Alliance of Motion Picture and Television Producers (AMPTP) didn't produce convincing result. The need for a fair share of earnings in the digital era and the rising apprehension over the use of artificial intelligence in storytelling are at the core of the problem. The battle for just recompense has been a protracted and difficult one for many writers. Although the entertainment business generates great riches, authors frequently find it hard to pay bills and meet household expenses. The business has experienced a significant transition in recent years with the emergence of streaming services and digital platforms, but authors believe they have been abandoned. Indiana Jones popular star Harrison Ford is now 81 years old but, in the sequel of 2023, he looks as young as 40 years. This technical achievement in filmmaking, which was made possible in part by AI and machine learning, is just one of the reasons Hollywood is concerned about the potential effects of AI technology on their profession. The strike's impacts have already begun to show. Most beloved late-night programmes are showing duplicate episodes of some of them, while others have lost their fun and charm. As a result of it, the Writers Guild of America (WGA) members and late-night presenters Seth Meyers and Stephen Colbert have publicly expressed solidarity for the writers on strike.

### 4. Final Thought

While artificial intelligence is fast advancing and some economists anticipate it could eliminate millions of jobs, labor unions are fighting back. AI is rapidly becoming a sticking issue in negotiation sessions, with organizers arguing that firms are being myopic by substituting knowledge workers with technology that would fail to surpass human inventiveness and is rife with flaws and prejudice. The entertainment sector, which has already been under pressure from Wall Street to make streaming services lucrative, will also be greatly impacted by this strike. The last WGA strike, which lasted 100 days in 2007 and 2008, is considered to have caused a recession in California and lost the state's economy almost \$2.1 billion. This is also the first writer strike in 15 years. The most significant names in the industry have joined screenwriters on the picket lines to protest salary, workplace circumstances, and the usage of artificial intelligence (AI). Hollywood may conjure images of the biggest movie stars in the world, but there are a great many individuals working off the scenes who are worried about how AI may have a negative influence on their daily chores and their careers. Others see possibilities, as technology frees them from repetitive work and enables them to concentrate on innovation and creativity. In many businesses, this conflict between hazards and possibilities is common. Machine learning and deep learning algorithms in particular have shown extraordinary talents in content generation. AI has been employed in creative labour to produce music, artwork, and even script ideas. The idea of using AI to speed up production, improve visual effects, and improve storytelling skills might be tempting to Hollywood. Predictive analytics powered by AI can offer insights into audience preferences, perhaps resulting in higher-grossing films. Nevertheless, there are several issues with the use of AI in creative work. Concerns about AI-generated material perhaps lacking the human touch and emotional depth that characterize excellent narrative are at the forefront. Artistry frequently benefits from the distinctive viewpoints, feelings, and experiences of creators, which artificial intelligence may find difficult to duplicate. The core of a film, which captures a society's collective imagination and cultural setting, is said to be undermined, according to critics, if AI replaces humans as the major creative force. The threat AI presents to genuineness is one of the main defenses advanced by Hollywood against the use of AI in creative endeavors. Filmmaking is not just a technical procedure; it is also a very personal and collaborative activity that brings together a variety of viewpoints and abilities. To provide a seamless and genuine creative experience, actors, directors, writers, cinematographers, and countless other professionals each bring their special talents. While capable of mimicking, AI-generated screenplays and material could not have a deep knowledge of human emotion, culture, and societal circumstances, which is necessary to create meaningful and powerful storytelling. The possible erasure of human creative experts by AI is a major worry. Hollywood has always been a center for employment, luring performers, authors, and creatives from all over the world. The emergence of AI technologies may decrease the need for human innovation, which would result in employment

losses and alter the dynamics of the sector. For instance, the art of screenwriting demands not just the ability to tell a good tale but also the capacity to examine complicated human experiences and reflect on societal developments. While still useful, AI-generated screenplays could lack the nuance that human writers contribute to their work. Hollywood's opposition to AI in creative work isn't only motivated by apprehension and skepticism. It shows a dedication to upholding the fundamental worth of human creation. Through the transmission of powerful emotions and messages, the art of filmmaking has the capacity to unite people from different cultures and generations. The greatest way to communicate the nuanced aspects of human expression, the peculiarities of cultural representation, and the development of society narratives is via the prism of human consciousness. Maintaining a balance between AI-driven innovation and human-centric creativity will be essential as the entertainment business navigates the always-changing environment of technology and to guarantee that the enchantment of film continues to enthrall fans across the world.

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