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## REVIEW

by Prof. Dr. Dobrinka Stancheva Peycheva, Ph.D.

on

dissertation work on the subject:

**"Artificial Intelligence and the Creative Professions: Sociological Projections of Their Present and Future Interactions."**

for the acquisition of an educational and scientific degree "DOCTOR"

in professional direction 3.1. Sociology, anthropology, and cultural sciences

**Ph.D. student: Bagryan Tsvetanov Malamin**

**Research supervisor: Prof. Dr. Vassil Kirov, D.Sc.**

My reason for participating in the Scientific Jury is based on an official order from the director of the IFS, Prof. E. Chengelova No. RD-09-569 of 05.12/2023 for determining the composition of the Scientific Jury by the Regulations for the conditions and procedures for acquiring scientific degrees and for holding academic positions at the BAS and the Regulations for the implementation of ZRASB.

### **1. Information for the dissertation student**

From the biographical reference, it is clear that Bagryan Malamin, who before becoming a doctoral student, showed interest in the field of digitalization and creativity in the field of marketing, received a master's degree at UNSS in 1993, majoring in "Economics and Industrial Management". However, my master's degree is in industrial enterprise marketing and advertising and is relevant to his current Ph.D. topic.

Bagryan Malamin has participated in 7 prestigious European research projects related to the dissertation work in the period 2019-2023. On the topic of the dissertation work, there are 4 scientific publications, one of which has an impact factor, and 8 citations in foreign scientific publications. There are 5 participants with reports from national and international conferences on the subject.

## **2. General characteristics of the dissertation.**

In his dissertation work, Bagryan Malamin set himself an extremely significant and relevant goal to go in-depth and describe the views and attitudes of people with creative professions towards one of the most discussed communication innovations of our time - artificial intelligence, as well as to explore its possible positives and negative reflections. The purpose of the dissertation, as formulated by the doctoral student, is to answer the question of why the study of artificial intelligence and the projection of its future manifestations is important for the attitude of the creative industry to digital transformation.

The tasks - to determine possible problems in the practice of creative professions arising from the digital transformation, to hypothesize and describe future new activities and requirements for creative professions, to determine the place of artificial intelligence in the practice of the professions of translators, graphic designers, and copywriters, are completely relevant.

Manifestations of the impact of artificial intelligence on creative professions and their parameters of a general social and artistic-creative nature are a reasonable subject of the dissertation work

As for the subject of the dissertation, Malamine has logically focused his efforts, on the one hand, on those activities and professions that are potentially directly threatened by the possible application of AI, on the other hand, on the personal involvement of the author - he worked in an advertising agency where performed the activities of the copywriter and translator. For a specific object of research interest, Bagryan Malamin chooses representatives of several creative professions – translators, graphic designers, authors of advertising texts, and creative concepts in marketing agencies or freelancers.

Today, it is known that the potential inherent in AI replaces certain activities, entire professions, and specific work. The fact that a person can put their custom settings at the Chat GPT account level and "make" them write in their style of expression, and make their responses look as close as possible to theirs, is a big challenge for using it in the literal sense word.

As the Ph. D. student himself notes, communication technologies have long entered the chosen professional spheres - translations are automated on the Internet and their quality is constantly improving, there are programs for editorial processing, including in English, etc.

The thesis, which is successfully defended in the dissertation work, is completely in line with the current positive opinions in some scientific circles, specified for the three spheres, namely: the entry of artificial intelligence into the creative professions of translators, graphic designers, and copywriters will not negatively affect the future of the three professions – the three professions will not disappear but will change. Artificial intelligence is a tool that helps creatives work better and faster.

The Ph.D. thesis is a scientifically proven addition to one of the perennial questions about technological change until now defined as a trade-off, a Faustian bargain - technology gives, technology takes.

Every advantage offered by a new technology brings with it corresponding disadvantages. The point is not to let the disadvantage outweigh the advantage, and to make the advantage worth the "price" we might pay. It is not by chance that one of the greatest representatives of media ecology and connoisseur of the consequences of technological communication changes, Neil Postman, warns us at the end of the last century to "adjust our lives so that we harness technology to meet the requirements of our culture, not for us to meet the demands of technology".... "We must continue with our eyes wide open so that we use technology more than we are used by it. (We need to proceed with our eyes wide open so that we may use technology rather than be used by it)

The dissertation fully meets the academic standards. All legal and structural requirements for the preparation and acceptance of the work as completed have been met. There are 192 pages of text, including an introduction, 3 chapters, a conclusion, references, and appendices. The dissertation student has passed the mandatory doctoral exams (with excellent grades) and after a preliminary internal defense in an extended scientific composition, is directed by the section in which he is enrolled to a public defense before a Scientific Jury.

### **3 Evaluation of scientific and scientific-applied results**

Based on the relevantly formulated research questions, aimed at clarifying the changes in specific activities, as a result of the implementation of artificial intelligence, and along with the presented very good theoretical and methodological scientific picture of the changes in work, professions, and in the creative spheres, the doctoral student undertook and realized in the first chapter and a theoretical model for the two authors' intended empirical sociological studies. The first study is dedicated to the attitude of Bulgarian translators towards the

introduction of artificial intelligence, which examines whether and to what extent Bulgarian translators know about artificial intelligence and how they assess the impact of technology on the translation profession. It was carried out according to the method of respondents in the period August - October 2019, and an online survey with 37 closed and 7 open questions was implemented on the SurveyMonkey platform. It was distributed through Facebook groups of people with free professions on three specific topics - the use of new technologies, attitudes towards artificial intelligence, and effects on the profession as a result of its use.

The second author's study (August - December 2021) focuses on the attitude of designers and authors of advertising texts to the development of their profession and the influence of artificial intelligence. The first (quantitative) was conducted according to the respondent method – a survey of 45 questions, of which 39 were common to respondents from both professions and six were specific to each profession, and 35 cards were filled out. It is also supported by six semi-structured interviews conducted online - using online meeting software.

My assessment of the first chapter of the dissertation is positive in the sense that it represents a relevant theoretical-methodological platform for the deployment of the remaining two scientific-applied chapters. It is founded on the philosophy of the "industrial revolution", and digitalization is not limited to industrial production, but to cultural processes. Emphasis is placed on the most significant communication-technological digital developments: 1. Internet of Things 2. Big data. 3. Artificial intelligence. 4. Additive manufacturing (three-dimensional printing) 5. Cloud computing 6. Cyber security. 7. Augmented and virtual reality.

The very application of artificial intelligence, articulated through its phases of emergence and development "narrow artificial intelligence" and "general artificial intelligence". He reasonably concluded that "digital transformation, the development of media and technologies of expression, entertainment (part of the industry) and defense (virtual reality, augmented reality) give reason to believe that there are no activities that have been bypassed by the advent of artificial intelligence".

In the first chapter, some negative impacts on work are also brought out - on the potential and real threat and changes in jobs, on the creative destruction referred to by Joseph Schumpeter, and on the creation of new work professions, which began since the very emergence of the Internet and even then connected with the emergence of new players, new business models, etc.

The communication developments in the present work, including digitalization, which caused epochal transformations in all spheres of society, are positioned uncritically, as I have already mentioned in the framework of industrial revolutions, in the case of the fourth industrial revolution. Particularly logically, the dissertation reveals that there are related concepts that share a common goal of using digital technologies to drive innovation, improve operations, and create new value for customers.

The second and third chapters are also developed at a high professional level.

The second chapter is devoted to the empirical sociological study of the expectations and attitudes of translators in Bulgaria regarding the impact of artificial intelligence on their profession. In it, the research questions, the methodology of the empirical sociological research, and the attitude of the translators towards the technologies are revealed and an impeccable qualitative summary is made.

In the third chapter, the expectations and attitudes of graphic designers and copywriters in Bulgaria regarding the influence of artificial intelligence on their profession are examined. And this chapter is extremely professionally done.

#### **4. Evaluation of scientific and scientific-applied contributions**

In the dissertation work, it was established that there are no significant differences between the three professions regarding the recognition of artificial intelligence as a threat to the professions and that there is a place for both artificial intelligence and human creativity. The findings suggest that "machines will be used when speed, better organization, and higher efficiency are needed, and creativity will be left to humans. Machines will create, but within the limits set by man. The dissertation's analysis indicates that the empirical research conducted does not imply job destruction. The translators surveyed do not think that their profession will disappear due to the advent of artificial intelligence. They see it as a technology that makes their work easier – they will be able to work faster, which will lead to the automation of routine activities, they believe that translators will become artificial intelligence trainers and editors of translated routine texts. "Machines will work and people will 'create'" - this is brought out as the main motto. Translators, Bulgarian graphic designers, and copywriters are not worried about the introduction of new technologies.

Differences in the perception of artificial intelligence are small. The nuances that have been discovered are in the current awareness regarding their capabilities.

During the research, an opinion was expressed, which is shared by the author, that it is business that will determine how long these professions will exist in the future. It is believed that the moment business starts to manage without them, the need for their existence will disappear and they will disappear at the expense of artificial intelligence.

The application of AI is projected in a positive light – it is accepted as a technology that eases work, to the automation of routine activities. Expectations are a higher quality of man-made, higher created value.

The results of the dissertation reveal a significant scientific and applied interest for the representatives of the studied professions and their professional organizations.

The conclusions can be used in the training of students within these creative professions, as well as in the development, for example, of qualification and retraining programs.

In the context of ongoing technological change and especially digitalization-related changes in the field of work, the dissertation's emphasis on their measurement and directions of change is a high academic achievement that will continue in the coming years. In this sense, not only the achieved analysis of the dissertation but also his future intentions to continue researching these changes, bearing in mind "how they affect certain groups - in terms of age, gender, etc., are worthy of admiration." features unaffected in dissertation

I accept the doctoral student's self-assessment of scientific contributions edited by me

1. A successful sociological section has been made on the entry of artificial intelligence into potentially perhaps the most endangered creative professions in Bulgaria - translators, graphic designers, and authors of advertising texts;
2. A valuable sociological analysis of the obtained results was carried out with predictive predictions for the state and future of the studied professions;
2. A critical analysis of existing conceptualizing theories on the transformation of the labor market in the field of the three creative professions in the conditions of application of artificial intelligence was implemented;
- 3 A new understanding has been revealed about the change in the traditional understanding of demand and the requirements for adequate skills in artists and their opportunities to work in specific contexts;

4. For the first time, sociological research has been carried out on the researched topic, through which the neglect of one of the most widespread theses of job loss, as a result of the entry of artificial intelligence into these spheres, is demonstrably manifested.
5. The author's prediction is articulated that artificial intelligence should not be perceived as a threat to creative abilities, but rather as a tool that will give new opportunities to creators, that the authenticity of human creativity will be preserved;
6. Recommendations are formulated for the practitioners of the researched professions, for their professional organizations, and for their users and clients, which are focused on the need for them to be prepared for innovation and the introduction of new and newer technological communication solutions.
7. As an additional contribution, I added the section on platformization, also known as uberization, where, in addition to highlighting the main characteristics, the role of social networks is presented and trends are outlined.

#### **5 Notes and Recommendations.**

1. My recommendations are aimed at possible future attempts to critically interpret the calculation of developments in societies in the so-called "industrial revolutions", to which far more significant epochal developments are sometimes clumsily added. Moreover, the availability of critical interpretations is implied in the text.
2. I consider it debatable the claim that digital transformation technologies, whatever they mean, are disruptive because they destroy already established industrial relations, traditional work methods, and production chains. (63 pages)
3. I recommend clarifying some texts, including quotations referring to the future tense, which today are already a fact. Despite the stipulation made by the applicant, as of today, this type of text can be edited. I mean Joshi's (2019) general artificial intelligence quotes that it is still being talked about in the future tense. Or to Todorova (2019, p. 96 - 97), for the moment no examples can be given for it.

I recommend the future publication of the dissertation

#### **6 Evaluation of the abstract**

The abstract fully corresponds to the dissertation. Skills for relevant summarizing and for highlighting the essential moments of the dissertation work are shown.

7. The publication activity of the doctoral student meets the state requirements and serves as proof of a high degree of collaboration between the supervisor and the doctoral student. Separation protocols are presented for the corresponding co-authored texts.

The Ph.D. student has quite a few participations with scientific presentations in international scientific forums.

In the dissertation, the dissertation student uses relevant scientific literature - foreign and national, which shows a high degree of knowledge of the existing literature on the subject of the dissertation.

### **Conclusion**

Everything positive said so far, gives me a reason to declare that I will vote "Yes" for the awarding of the educational and scientific degree "Doctor of Bagryan Malamin in Scientific Direction 3.1. Sociology, anthropology, and cultural sciences, scientific specialty 05.11.01- Sociology, and I recommend the other colleagues from the Scientific Jury to also vote Yes.

Reviewer:

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14/02/2024

Sofia