



**To**  
**The Chairperson of the Scientific Jury,**  
**nominated by Order No. RD 09-569/05.12.2023 of the**  
**Director of the Institute of Philosophy and Sociology at the BAS**

## **REVIEW**

**About:** Dissertation work on the topic: "Artificial intelligence and creative professions: sociological projections of their current and future interaction", with author Bagryan Tsvetanov Malamin, PhD student at the Institute of Philosophy and Sociology at the BAS with supervisor Prof. DSc. Vasil Kirov, for awarding the educational and scientific degree "Doctor" in Scientific specialty 05.11.01. - Sociology, Professional field 3.1. - Sociology, anthropology and cultural sciences

**by Prof. Dr. Spartak Keremidchiev** - Economic Research Institute at BAS, member of the Scientific Jury

### **I. General characteristics of the dissertation work**

The dissertation consists of 192 pages, incl. main text of 151 pages, table of contents, list of tables and figures, bibliography and 3 appendices. The literature used is presented on nearly 8 pages and includes mostly English and less Bulgarian sources.

The study is composed of three main chapters along with an introduction and a conclusion. The introduction presents the main parameters of the dissertation work such as object and subject, goal and research tasks, and two research hypotheses are formulated and the limitations of the research are pointed out.

The first chapter presents the theoretical basis of the study. It mainly covers sources that discuss and present technical progress through the industrial revolutions and their main consequences. Theoretical statements regarding technological development and changes in the labour market in its part of the dynamics of professions are also presented. The main concepts of influence of the Fourth Industrial Revolution on the labour market are analysed, mainly on employment, the emergence of new professions and the risks of disappearance of existing professions.

The second chapter presents the methodology of a survey of the use of artificial intelligence by translators. For this purpose, a questionnaire containing open and closed questions was developed and applied. The logic of the questions, both in this and in the third chapter, is

built on three foundations: degree of penetration and use of artificial intelligence, impacts of its use and expectations for future development and effects of artificial intelligence.

The third chapter presents the results of a similar study, which was conducted with representatives of two other creative professions such as graphic designers and copyrighters. Due to the small number of respondents to the survey, semi-structured interviews were conducted, the results of which are skilfully interpreted and presented in this part.

Each of the three chapters ends with summaries, in which the main conclusions of the part are presented.

In the final part, a summary of the achieved results is made and guidelines for future research are formulated.

The abstract summarizes the main highlights of the dissertation work. It presents the most important statements, the author's self-assessment of contributions, and the author's publications on the topic of the dissertation. This allows quick access to the work and achieved scientific results in the dissertation work.

On the subject of the dissertation, the doctoral student has presented four publications. Three of them are co-authored, and one is standalone. One publication is in the journal *Societies*, which is indexed in Scopus and Web of Science, and another is in the journal *Sociological Problems*. The independent publication is a chapter in the proceedings of an international scientific conference held within the BEYOND 4.0 project. These prestigious publications validate the achieved results of the dissertation research.

## **II. Evaluation of the scientific and practical results in the dissertation work**

The topic of the dissertation is very current, highly dynamic, significant and interdisciplinary. All these characteristics show the courage and responsibility of the PhD student to work on difficult topics. The creative professions covered by the research are poorly identified and researched. Most of the respondents are self-employed, which also makes it difficult to access them. However, the PhD student was able to conduct two empirical sociological studies, collect and process information, which he successfully analysed and interpreted. In my opinion, the scientific contributions of the work can be summarized in two points:

1. The thesis is defended that artificial intelligence is not seen as a threat to the present and future of the three investigated creative professions. At the same time, it is shown that it changes the content of the work of the representatives of the investigated creative professions.

Another scientific result of the research is the conclusion that the representatives of the investigated creative professions are not worried about the future development of artificial intelligence, but are adapting and preparing for its closer integration in their daily work. Expectations have been established to transfer routine tasks to be performed by artificial intelligence, while translators will focus on training it and editing routine texts. In fiction literature, artificial intelligence is not expected to play a significant role. Similar are

the established expectations of graphic designers and copyrighters. Among graphic designers, the deepest penetration of artificial intelligence is predicted, due to the possibilities for the development of applied software.

### **III. Critical notes and recommendations**

I would like to make the following critical remarks and recommendations for the future research of the doctoral student to the presented work:

1. The theoretical part does not comment on and presents theoretical discussions about the impact of technical progress on creative professions. Even if there are none, the author's opinion on the reasons for their absence should be shared and presented.
2. In the first chapter of the dissertation, a part is developed, which is dedicated to platform economy. In my opinion, this part is neither related to the theoretical basis of the study nor to the creative professions and should not have a place in this part.
3. Scientific contributions should be formulated more precisely. All kinds of views, analyses and objects must fall away from them. Research results achieved that are new and of value to the scientific community must be stated.
4. There are also some annoying technical flaws. For example, Tables 4 and 6 refer to a sample, while the author himself clearly stated that in the research conducted, one cannot speak of a sample because the whole multitude is not known. In Figure 32, data for 10 categories are listed in the left column, but 9 categories are presented in the legend.
5. Given the strong dynamics and development of the problem, I recommend that this research be repeated and deepened in the following way. In the research, as respondents, include also those giving work to the investigated professions, such as publishing houses, representatives of translation agencies, advertising agencies and managers of advertising agencies. Secondly, to investigate to what extent artificial intelligence changes and participates in the creative activities of relevant human tasks.

### **IV. Conclusion**

Considering the pioneering start and courage to research such difficult but promising topics, the correctly developed and used research methodology and the achieved results, my assessment is that the dissertation work fully meets the requirements set out in the Law, the Regulations for its implementation and the Regulations for the conditions and procedures for acquiring scientific degrees and for holding academic positions at the Institute of Philosophy and Sociology at the BAS, which gives me the reason to propose to the esteemed members of the present scientific jury to award the educational and scientific degree "doctor" in Scientific specialty 05.11.01. - Sociology, Professional field 3.1. -

Sociology, anthropology and cultural sciences of doctoral student Bagryan Tsvetanov Malamin.

Member of the Scientific Jury: Digitally signed by Spartak Keremidchiev  
Date: 2024.02.15 22:13:24 +02'00'

Prof. Dr. Spartak Keremidchiev

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