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STATEMENT

of Prof. Dr. Stilian Yotov Yotov , Philosophy Department, SU "St. Kliment Ohridski"
for the dissertation of Mr. Bagryan Tsvetanov Malamin on topic

ARTIFICIAL INTELLIGENCE AND CREATIVE PROFESSIONS:

SOCIOLOGICAL PROJECTIONS OF THEIR CURRENT AND FUTURE INTERACTION,

fulfilled at Institute of Philosophy and Sociology, Bulgarian Academy of Sciences
to obtain the educational and scientific degree " **Doctor of Sociology** " in professional
direction 3.1. – "Sociology, anthropology and cultural sciences", scientific specialty 05.11.01.
– "Sociology"

I. Data on the doctorate, dissertation, abstract and publications

Mr. Bagryan Tsvetanov Malamin, Master of Economics and Economic Management, conducted his education and research as a full-time doctoral student (between 2019 and 2021) at the "Knowledge Society: Science, Education and Innovation" section at IPhS-BAS with scientific supervisor prof. Ph.D. Vasil Kirov. As a result, he presented a dissertation work on the topic of *Artificial Intelligence and creative professions: sociological projections of the present and their future interaction*, in a volume of 192 pages, accompanied by a bibliography numbering 102 titles, in addition to Bulgarian, English and other languages. In connection with his work, he has made 4 publications (three of them in English), participated in 4 international projects and in 5 scientific forums, where he presented his theses and conclusions. In this way, the scientific community was aware of his achievements. The dissertation was realized independently and contains original contributions. Internal protection has passed successfully. The abstract to it recreates adequately and completely its content and steps of the proofs carried out in the main text. The dissertation student has consciously and consistently used quantitative and qualitative methods from the fields of sociology and economics to develop his ideas. The dissertation is presented in a clear and accessible language, the exposition is well organized and balanced in its individual parts, and the most important points of view are summarized and addressed on controversial issues. In this way, the general impression imposed on me is, that Mr. Malamin possesses the established skills of a young scientist, capable of researching specific problems and organizing joint projects.

I especially want to highlight the visual part of the dissertation – the presence of 10 tables and 35 figures in it. It in itself testifies to the undisputed technical and creative skills of

the dissertation student in areas in which he has gained professional experience, but also contributes to the interdisciplinary nature of the research itself.

II. Scientific contributions

The claim for scientific contributions raised in the dissertation and in the abstract are well-justified and real. My own assessment of this matter is as follows, and it touches on four points.

1. *The relevance* of the thesis - the impact of the development and implementation of "artificial intelligence" on some "creative professions" - is undeniable, and the engagement with this topic is commendable. Mr. Malamin's work history is related to these professions, which in turn are affected by the introduction of self-managing programs into our everyday lives. We are witnessing a "struggle between interpretations" regarding approaches to scientific reflection on this process. Against this background, the choice of a sociological point of view in the dissertation is sufficiently justified, original and effective. My competences do not allow me to assess in detail the sociological surveys carried out. However, they set a pattern, charting a direction for testing larger-scale hypotheses. Mr. Malamin himself made a conscious and careful effort to confirm his results diachronically; both in the quantitative analyzes of the data and in the qualitative deciphering of the interviews with the respondents. His conclusions are unbiased, unencumbered with futuristic omens. Thus, at first glance, the (claimed) narrow empirical framework of the study is revealed as an advantage for a precise and timely labor-social diagnosis.

2. The first chapter of the dissertation is somewhat a reconstruction of historical changes in socio-economic life and serves as a context for determining the research task. But in it – thanks to an interpretation of a well-known thesis of Schumpeter – the special importance of "creative professions" is highlighted. I also consider this aspect of the dissertation to be a contribution, as it sheds new light on the processes of social rationalization in the era of modernity, and from here – also in our time. Because the creative professions that Mr. Malamin has in mind go beyond the dimension of invention in technology and entrepreneurship in the economy and have *a direct effect in the public sphere*, contributing to the formation of public opinion and general will. Everyone can see for themselves B. Gates and St. Jobs, J. Bezos and M. Zuckerberg, and especially I. Musk in a "dual role" (even if the exercise of a "profession" does not apply to them). Unfortunately, this public

effect is more implied than developed in the thesis. At the same time, an additional emphasis would probably overload this introductory chapter.

3. I consider the division of creative professions into rubrics, to which the respective chapters two and three are devoted, a methodological contribution. Mr. Malamin poses the question and to some extent gives an answer about *the criteria* by which we define the creative specificity of a profession, a type of labor activity. Yes, he deals with activities that do not represent (pure) artistic or scientific creativity, but are of a more applied nature or are realized in the field of "mediation" - translation, advertising, PR, propaganda. Nevertheless, creativity can lead to unacceptably divergent translation of a translation from its original. In fact, I have already had the opportunity to criticize that the dissertation does not make it clear whether it does not mainly examine forms of "official" or "expert" translation. In any case, Mr. Malamin's sober approach in the search for criteria sets a good trend to do this in the field of other types of creative professions, and why not in the field of professions related to commercial mediation, material production, machine and manual labor.

4. My own professional interests oblige me to study work and, accordingly, the profession not so much sociologically as socio-theoretical, and critically. Therefore, three problems inevitably come to the fore in front of me - alienation in work (starting with alienation from the product of labor), the presence of power relations in the organization and management of the labor process, the forms of solidarity and collective action on the part of (mostly) of the workers are. That is why I cannot exclude the basic attitude of mine when reading and evaluating this dissertation. At the same time, realizing that her scientific genre does not require her to deal with these problems.

At the same time, each creative profession has its own realization; it is practiced in a way in which these three (listed above) socio-theoretical problems deserve additional illumination. Copyright determines in another way the alienation of the subject of work, the distribution of income is in accordance (too) with the technical equipment with the help of which the creative moment was achieved. New technologies create new forms of solidarity, but perhaps distort it, and in turn, online *or* remote work can change the ways in which power hierarchies function. Moreover, behind all this there is another problem: How much post-truth and how effective post-truth can the creative professions with direct influence on publicity produce under conditions of support and replacement by artificial intelligence?

In drawing attention to these apparently philosophical questions, I do not wish to undervalue Mr. Malamin's thesis. Rather, I want to point out that without asking these questions, the author reaches reliable results and convincing generalizations, which are a good basis for further interpretations, with which to seek answers also from readers with philosophical attitudes and expectations. The final conclusions of the research, which do not herald the exhaustion or depersonalization of the three creative professions, I also accept as scientific hypotheses about the presence of a resistance potential in them, which sustains against deformations and pathologies in the fields of alienation, power and solidarity; even when this happens under the pressure of automation, digitization and platformization, driven by artificial intelligence.

III. Conclusion

I have no joint publications with the PhD student.

Bearing in mind the listed merits of the dissertation work, in conclusion I want to express my positive attitude towards the candidacy of Mr. Bagryan Tsvetanov Malamin for the acquisition of the educational and scientific degree "doctor" in professional field 3.1. Sociology, Anthropology and Cultural Sciences and I call on all members of the Scientific Jury to vote unanimously for this.

14/02/2024

Expressed by:

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Yotov
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(Prof. Ph.D. Stilian Yotov)