

The transcription of this speech-to-text has been reorganised according to the order of the questions, rather than being sorted based on who the interviewees are. The agenda and questions have been shared with professionals before interviews for preparation.

## Value/Usefulness

**Q1: How do you collaborate with ChatGPT-3.5? Please guide me through the entire process, explaining each stage.**

### **Director LI**

*"Alright. Because I had used Notion before, I knew how to ask questions. However, you mentioned the need for self-introduction, so I told him first that I'm a variety show director and that I need his collaboration. Then I introduced the type of program.*

*After that, I moved on to the city Selection. I asked him to help me decide on a city. I emphasised that it shouldn't be a first- or second-tier big city or a popular tourist city. However, he still provided many options in that direction. When I asked him to give me a new set, they were still mostly popular cities. So, I asked him about his criteria for selection. He explained, but his answer lacked any evidence or factual basis, it was quite vague. Therefore, it's normal that the answers he provided didn't meet the requirements. Based on his responses and my own understanding, I chose Guiyang as the city. I asked him to discuss the advantages from the perspective of program recording, and he was indeed able to provide several points about what could be filmed, showing a director's thinking.*

*After finalising Guiyang, there was a need for [Location Selection]. I asked him to provide options. Generally, at this point, we would consider selecting locations based on proximity, as you would understand. However, he didn't consider distance. It's not that locations can't be far from each other, but they shouldn't all be distant. Considering the timeframe of one day, we would usually choose three locations that are very close to each other. If the distance is far, we could choose two locations. However, he didn't have this understanding. I had to tell him to choose locations that are close to each other.*

*Also, he didn't take into account whether shooting at the chosen locations would be allowed. This is common sense. So, I asked if we needed permissions or how to contact for permissions, but he couldn't provide accurate answers. I gave up on this aspect. For the locations in the script, I didn't further verify them, assuming they could be filmed.*

*Next, I asked him to specifically mention what kind of content could be filmed at each recommended location. This way, I could judge whether they were suitable. However, his proposals were vague. For instance, he mentioned a park and activities like walking, observing, and boating. All parks in the country offer these activities. Why would we go to a distant park for these? The key is the uniqueness of Guiyang, which he didn't have an understanding of.*

*I temporarily set aside location selection and focused on setting the theme. Nature, culture, ecology—these are vague and generic terms. At least he suggested intangible cultural heritage, even though that's something every province has. In fact, Guizhou's biggest feature lies in its multiculturalism, but none of his six suggestions mentioned this.*

*I made a further request, hoping for a theme that's not singular but a combination of the previously mentioned aspects. Then, he forgot that we're only producing one episode and*

*planned seven episodes, each with a single theme. What I said was in vain. I communicated with him again, but it failed.*

*Show names (that) GPT gave were very formal, official, and quite dull. No creativity, no humour, no rhetorical devices. I gave up on it and came up with my own.*

*About the specific content, I told him that we need to film three meals and then interactive games at three different locations in the morning, afternoon, and evening. I asked him to design the meals and choose the three locations. What he did was just randomly combining elements. For example, he didn't consider whether certain content was suitable for breakfast, and he placed unsuitable content in that slot. There was no connection between the food and the chosen location. Thankfully, he knew that night scenes should be filmed at a good location for that. And, of course, normal people know that a meal consists of more than one dish, but he only wrote one dish. I had to explain all these trivial details to him, which made the process very inefficient. Also, the selection of dishes should be based on reasons. Are they local specialties? Is there a story behind them? And so on.*

*I asked him for recommendations for NPCs, and his categories were quite comprehensive. However, he couldn't provide specific names, not because he couldn't, but because they were inaccurate. Inaccuracies render them useless. If you ask him where to find relevant people, he might suggest different types of places like museums or cultural institutions, but again, he couldn't specify which museum or institution. It's only useful for desktop research, but lacks practical application.*

*He couldn't recommend guest roles accurately; his information was all wrong. Even after Fan Bingbing's long absence from the scene, he still suggested her. Also, casting is a very insider process, but he only had publicly available information, making it impossible for reference.*

*After this, the selection of locations and the design of interactions were basically left to me. For instance, I knew that Guizhou has the Dong ethnic group, and their grand songs are quite impactful. So, I directly focused on designing the program around this central theme. Things went much smoother from there."*

### **Director Cao**

*"I actually feel like things have been going quite smoothly. Maybe it's because I already had the locations planned out. First, I informed him that I'm a variety show director and asked him to collaborate. Then I shared the type of program, the number of guests, and requested three potential locations. He then outlined a framework for me. Then, I instructed him step by step.*

*(ME: "I noticed that you've been referring back to his answers. For example, if he numbered points 1, 2, 3, and 4 in his framework, you'd refer to those same numbers in your subsequent input.")*

*Exactly. You said it's better to do it this way, right?*

*(ME: "Yes.")*

*Anyway, next was 'Defining the Theme.' I had him try designing content for shooting if the themes were 'Cuisine' or 'Culture.' But the results weren't very satisfying; they were quite generic. I had planned to continue questioning him, but because your project involves AI, I came up with the idea to give this episode a storyline related to AI, where the guests are saviours or something similar. Then we proceeded to discuss related content and established a storyline framework.*

*(ME: But overall, you're the one setting the general direction, right? I noticed you shifted the main goal of the story from defeating bad AI to the idea that AI isn't inherently good or bad; it's people's influence that determines that.)*

*Yes, that's correct. I watch a lot of sci-fi movies, and given the current controversies surrounding AI applications, that's my perspective. Next came the themes for the three segments. Since he had a pretty decent proposal earlier, I decided to follow his suggestions for now.*

*I took the time to go over what aspects we were co-creating, marking them with special symbols. Perhaps due to this approach, communication felt relatively smooth. Thus, we proceeded smoothly with the introduction, the three locations, and the conclusion."*

### **Director Zhou**

*"It's really challenging! Communication is exceptionally difficult.*

*(ME: We can discuss this later, let's go through it first.)*

*Alright. So, I told him that we would be writing the script together and asked him to "choose a city" first. He recommended Beijing, Shanghai, Chengdu, etc., which are too popular, and his reasons were quite superficial, not taking current events into account.*

*(ME: He couldn't take current events into account because his data only goes up to 2021.)*

*But he could at least consider the situation up to 2021, right? In any case, the reasons he provided for these cities would have been the same five or ten years ago, without any changes.*

*Finally, because I'm interested in Southern Min culture, I asked him for city recommendations in that region. In the end, based on my own knowledge, I chose Quanzhou, an ancient port city that should stand out.*

*Next, I asked him to design the themes for three segments, and they were somewhat usable, so I further refined them. The nightmare began when he couldn't understand the writing style I wanted. I only needed an objective description, but he kept writing dialogues, like subtitle files for videos. Very frustrating. Did others have this issue?*

*(ME: No, this issue hasn't come up yet.)*

*Was it because of my questions?*

*(ME: I find it strange too, your questions were similar to theirs.)*

*Sigh, anyway, I had to keep telling him repeatedly to barely get it into the format I wanted.*

*Later on, it was about selecting specific locations and designing interactive segments. He wasn't particularly helpful with location selection; I had to find information on my own from Little Red Book and travel websites. The interactive segments were somewhat better, but there were still many flaws that needed significant revisions.*

*For this episode, there's a storyline where the guests play foreign merchants arriving in Quanzhou during the Song Dynasty. I came up with this myself because he couldn't think of it.*

*Casting was left until the end, and he didn't help much. The list he provided consisted of well-known major celebrities, without any targeted design. The information he gave about celebrities from Fujian was also incorrect. That's about it."*

### **Director Xia**

*"First, I introduced myself and asked him to pretend to be my colleague, working together on planning the program. The initial step was to select a location within China, specifically in the northern region, and we settled on Harbin. Then, we needed to decide on three specific*

locations within Harbin. It seemed like his logic for selecting these three locations was somewhat random or not clear to me, so I used my own experience to choose the final three.

Next, we worked on designing interactive segments for the program. During this process, there was a lot of back-and-forth and revisions, but ultimately, I had to rely on my own ideas as the reference provided didn't contribute significantly to the final version."

**Q2: What tasks did ChatGPT-3.5 excel at? Among its accomplishments, which one stood out the most? What specific application do you find (most) remarkable?**

#### **Director Li**

*In some desktop research, he can provide relatively detailed information. Additionally, he is quite good at writing copy and could serve well as a writing assistant. For instance, introductory paragraphs and dialogues between guests. He can produce a copy of acceptable quality according to word count requirements and specified points. (Does this mean he's fine with writing scripts?) Not entirely. There are times when he acts a bit clueless. For example, I told him not to use "您" (a formal way of addressing someone) since the script is not written for the audience. He consistently didn't change it, and I couldn't understand why. Furthermore, concepts like "scripts are not written for the audience" and understanding different writing styles are common sense, but he lacks this industry knowledge. The things he can do in Notion are also achievable elsewhere, so there isn't much of a surprise factor. It can be said that this writing aspect is the best of his capabilities relative to his other functions.*

#### **Director Cao**

*"He's quite skilled at writing copies, for instance, creating an intriguing and sci-fi flavoured opening scene, and his descriptions of locations are also pretty good. He's decent at writing dialogue for NPCs.*

*(ME: Apart from that, how about challenges' design?)*

*I don't have particularly strong impressions of his designs."*

#### **Director Zhou**

*"What I can think of is that he's good at writing dialogues. Also, when I ask him why choosing a specific location is meaningful or why designing a particular game is meaningful, he can provide very official and well-structured answers. Using him for these tasks can save a lot of time."*

#### **Director Xia**

*"GPT is quite skilled at writing dialogues and copy. It quickly produces the required points and information. With this functionality, I might continue to use GPT in the future. It's incredibly fast, and I can save a lot of time by making slight changes and having it generate content again. It can save me about 10 times the efficiency. (Are there any other aspects?) I don't have any other particularly memorable aspects to mention."*

**Q3: What areas could ChatGPT-3.5 enhance? And among these, what aspect left you the most disappointed or frustrated?**

### **Director Li**

*"(Maybe it's) the industry knowledge I mentioned earlier, even after being taught, he tends to forget it repeatedly in subsequent conversations. The cost of communication becomes too high.*

*Furthermore, the planning proposals he generates are often quite ordinary, lacking any innovation or value. His data also seems outdated.*

*Moreover, he lacks coherence and overall planning abilities. For example, when designing a competition with a reward of puzzle pieces—20 in total, for four participants, spread across three rounds of games, with the number of pieces awarded based on rankings—he couldn't correctly calculate how many pieces each participant should receive in each round.*

*The absence of images is a significant issue because we heavily rely on visuals to form initial impressions of shooting locations. I have to search for them myself. Moreover, he's unable to support on-site visits, which you know, is our primary source for gathering most of the information—site visits are crucial."*

### **Director Cao**

*"He can't provide visual materials, but images and videos are crucial for researching content. Many interactive tasks have meanings and implications, and they aren't just about using formulaic language based on location and theme. For example, in the love segment, we designed a task where couples would draw portraits of each other. The real intention was to notice changes in their facial expressions. During this process, the couples might express various emotions like nostalgia, which could become a breakthrough point to guide their emotions and engage the audience. However, GPT's designs are quite template-driven; for instance, suggesting a jigsaw puzzle together, he doesn't consider what kind of program effect it could have.*

*I hoped he could recommend specific food locations, but he only provided well-known ones, and the answers were still vague, like "Chengdu Sichuan Restaurant." It's just empty talk.*

*We agreed to discuss one part at a time and then move on to the next. But sometimes, while discussing the first part and asking for his recommendations, he jumps ahead and provides options for all three locations instead of just the first one. Communication is truly exhausting."*

### **Director Zhou**

*"There are indeed a lot of challenges. The most severe issue is his understanding ability. If he can't engage in deep understanding, he should at least familiarise himself with the format and style of variety show scripts, consider the factors involved in location selection, and understand the key points and standards for designing interactive games. He seems to be completely unaware of these aspects. For instance, when designing the opening segment or suggesting an activity like "visiting local historical photos," he doesn't provide any details about where to visit, where to collect these photos, or any specifics. It's like pulling teeth to get information from him, whereas most interns would have this organised for you. However, it's not entirely his fault; it seems like he wasn't born for this kind of creative work in the first place.*

*Additionally, his lack of industry knowledge is evident. For instance, he doesn't consider whether the game types are repetitive. He repeatedly designs content that's homogeneous, which is a big mistake.*

*Even in the casting process, I informed him of the two celebrities I had already chosen and asked him to suggest some other options based on those choices and the theme of the episode. However, the list he provided had no connection whatsoever with the initial two celebrities or the content of the episode.”*

#### **Director Xia**

*“Understanding ability and logical reasoning, I'd say.*

*For example, in the process of selecting a location, you would hope that he could provide strong reasons to help determine which city to choose. However, it's almost impossible.*

*(ME: Why is that?)*

*Because the reasons he provides are generic and apply to almost any city in China, like having cultural charm and natural scenery.*

*(ME: So, why did you choose Harbin in the end?)*

*Harbin is a provincial capital, and relatively speaking, the local propaganda department there has more experience and better cooperation. But these factors are part of industry knowledge that GPT clearly doesn't possess.*

*(ME: After all, it lacks specialised knowledge.)*

*That's right, that's the problem. Even in specific location choices, there's no internal logic.*

*Some of his interactive designs are clearly unreasonable and illogical. For instance, setting up an ice and snow obstacle course on Central Street in Harbin. How could that be possible?*

*(ME: What do you mean?)*

*It's like creating artificial ice and snow on the busiest commercial street in the city centre. Moreover, that street has historic preservation buildings. It's quite audacious, GPT.*

*Another example is when I was selecting songs for the closing concert event, I wanted to choose a few songs that are suitable for both China and Russia. He couldn't grasp the deeper meaning behind my choice, which was to promote friendly exchanges between the two sides. He could mention that such significance exists, but in practice, he didn't really understand it.”*

**Q4: When did you encounter challenges while writing with ChatGPT-3.5? Have you encountered situations where you needed to ask multiple questions to obtain a satisfactory response? If so, was it due to the complexity of the question or some other reason?**

#### **Director Li**

*Yep, (just as you said,) it's quite common. It's just that the lack of industry knowledge we mentioned earlier leads to the need to repeatedly explain how to write correctly to him. In short, apart from having him write copies, there are hardly any smooth moments. Casting, location selection, interactive design, none of them are that great. He can't think about issues the way a professional would.*

#### **Director Cao**

*“Honestly, a lot. As mentioned earlier, even when I communicate by repeating his keywords and my own keywords, out of five times, at least once or twice, he misunderstands or forgets our settings.*

Moreover, unless you ask very, very specific questions, the content he writes is very generalised. For instance, in the context of a food-finding game, normally you'd expect to have a list of specific food names as options, but he won't provide those unless you explicitly ask for it. His ability to grasp the true intent of a question is rather weak. He understands only the surface-level question but doesn't consider why you're asking it or how your overall questions tie together. He doesn't think from that perspective. Speaking of that, can he really think?

(ME: That's currently a controversial topic, haha.)"

#### **Director Zhou**

"Yes as I said earlier."

#### **Director Xia**

"Yes, we basically have to ask multiple times, which is the most troublesome part. This situation usually arises because he lacks essential industry knowledge. It means we have to guide him step by step and not miss any details. For instance, most professionals in the field know that when writing interactive games, you need to specify what: the rules are, how to determine winners and losers, and the rewards or penalties. But he lacks this awareness. When you ask him to write an interactive segment, you have to explain all of these aspects clearly, and it can be quite exhausting."

**Q5: Are there any concerns related to stereotypes or biases in the responses generated by ChatGPT-3.5?**

#### **Director Li**

Luckily, I haven't encountered much of that. Only the location selection is somewhat routine. (Guizhou has ethnic minorities, right? What about this?) When it comes to mentioning ethnic minorities, he doesn't use any biased or discriminatory language. Among my intended guest speakers, there is a female guest, and his choice of words is also appropriate.

#### **Director Cao**

"That's good to know; I haven't come across such issues on my end. It might be because the content doesn't involve stereotypes or potentially biased topics. How about you, have you encountered similar problems with other aspects?"

(ME: This issue has been more prevalent in other languages; it seems to be less common in the Chinese context.) I guess so."

#### **Director Zhou**

"Seems fine, I don't recall any issues like that. I didn't specify the gender of the four guests, but his designs are all gender-neutral, meaning they can apply to both male and female participants."

#### **Director Xia**

"Not bad, actually. I have a segment where I wanted to recruit four Russian children to participate in an activity, and they needed to wear traditional costumes. When he made recommendations, he suggested costumes for both boys and girls, which made me feel like he didn't have a strong gender awareness."

**Q6: Have there been instances of incorrect information being provided?**

**Director Li**

*"For instance, recommending celebrities who are already banned. Or providing incorrect details about a celebrity's birthplace or notable works. (Whose information did he get wrong?) Almost all of them are incorrect. He claimed Huang Xiaoming and Jing Boran are from Guizhou, and he was so confident that I almost believed him. In the end, I had to search on Baidu myself and found Gong Linna and also He Jie. Additionally, Gong Linna recently gained popularity from her participation in a reality show, and He Jie is well-acquainted with the two regular guests you've arranged. And this way, we have two males and two females, which makes a nice balance."*

**Director Cao**

*"I asked him to choose specific foods, and he responded with literal entries like "Food A/B/C/D." It's so frustrating! Even after providing examples, he selected some strange things that aren't even food, like "Sichuan Hero" or "Zhang San," which seem more like names, maybe restaurant names. But even if they are restaurant names, they definitely wouldn't qualify as food names."*

*And another thing, I've already told him that the food segment will be recorded in the morning, yet he keeps recommending night markets as locations."*

**Director Zhou**

*"Other than the part about the celebrity information being way off the mark, everything else seems okay. But I haven't dared to assign him too complex tasks, like mathematical calculations in interactive segments, for instance."*

**Director Xia**

*"I asked him to choose a city in the northern part of China, and he chose Xi'an, which isn't in the northern region. Also, when recommending Russian singers, although the singers were correct, when it came to suggesting songs, he recommended songs that didn't belong to those artists, or he mistakenly labelled songs as children's songs when they were not."*

**Q7: Are there any concerns regarding unusual phrasing, grammar mistakes in the responses?**

**Director Li**

*"Nothing I've noticed so far."*

**Director Cao**

*"No, his expression is smooth; it's just that it might not always align perfectly with what I'm asking."*

**Director Zhou**

*"That's not an issue at all. His Chinese expression is very fluent, even better than mine, haha. It's quite formal and mature, and he even uses rhetorical devices."*



**Director Xia**

*"I didn't notice any significant issues. Although sometimes it may appear a bit too "AI-like," meaning it doesn't sound entirely human, overall, there aren't many noticeable grammar errors."*

**Q8: Have there been cases where the coherence or relevance of the content was lacking?**

**Director Li**

*"Yes, as mentioned earlier. Anything slightly more complex and holistic in design, he is unable to achieve. Moreover, right from the beginning, it was communicated that only one issue would be done, yet he planned for more than one issue."*

**Director Cao**

*"There are quite a few issues. Based on my settings, the guests are supposed to team up to complete collection tasks and challenge the future AI boss, so the interactive tasks should definitely involve teamwork. However, he designed them as PKs between the guests, which shows a lack of deep understanding."*

*Furthermore, I'm not sure why, but when I made minor changes to my script settings and then asked him to write the opening scene, he suddenly introduced a host and wrote host lines instead of a narrative description as in the script."*

**Director Zhou**

*"Nothing severe. Perhaps it's because the overall structure of my episode isn't particularly complex. The outcome of each round is determined on the spot, without accumulating wins and losses to decide the final winner, which is a common format in many shows as well."*

**Director Xia**

*"Actually, I tried to see if he could generate an entire script as a whole, without breaking it down into parts. But it didn't work out. He quickly became confused as I made adjustments to each part, and I had to start over, breaking it down into parts."*

**Q9: Anything else about its usefulness? (Open discussion)**

**Director Li**

*"He did provide some interesting suggestions regarding recording. For example, "Before recording, it's best to communicate with relevant attractions and restaurants to ensure the smooth progress of the itinerary." As for how to improve this further, I'm not sure; it's more technical, and you might have a better understanding. It's possible that he might have a bit of a directorial mindset and some potential. Another example is that in certain places, he gives prompts such as having guests learn a song, and he provides a prompt like, "Please note that since the Dong language might not be very familiar, you can use simplified song content or add some interesting elements to make it easier for the guests to learn and sing."*

*Furthermore, doesn't his database include English? If we're doing a show for overseas shooting, using it to look up information about foreign countries might be quite useful. My English isn't good, but you know what I mean."*

#### **Director Cao**

*"I can't think of anything for now.  
(ME: Li said he could use GPT for English issues.)  
Haha, but I do know English, so it's fine."*

#### **Director Zhou**

*"I really wish he could provide some image or video references. Otherwise, selecting locations can be quite troublesome, requiring repeated searches. However, using images might have its own issues, like whether there are filters applied, what angles are shown, and so on. It can be challenging, I suppose."*

#### **Director Xia**

*"I asked him if the Songhua River was too far from the city center. Although he didn't quite understand, he thought I was concerned about the time spent on location changes. He suggested that I should pay attention to transition issues and also came up with an interesting idea of having interactive games in the car to keep the guests engaged."*

## **Novelty**

### **Q1: Has ChatGPT-3.5 produced any innovative ideas?**

#### **Director Li**

*"At least in my collaborative process, I haven't sensed that. The cities, games, and guests he suggests are all familiar to me. Of course, due to my long experience in the industry, I have some knowledge to a certain extent. However, the level of commonness in his suggestions is, to give an example, like recommending places to visit in Germany. He suggests Berlin, Munich, and at most, Cologne. Which city are you from?"*

*(ME: Tübingen)*

*It's a small city, right?*

*(ME: Yes)*

*Then I guess it wouldn't even appear as an option provided by GPT. But this is exactly what I want."*

#### **Director Cao**

*"Perhaps because I've seen quite a bit, I haven't come across particularly fresh content. The locations and games he suggests are all quite common. Many shows have probably covered them before."*

#### **Director Zhou**

*"No, the games he designs are quite boring, and I often have to come up with ideas myself. I'm not sure if it's the way I ask questions."*

*(ME: I reviewed it, and it seems pretty normal.)*

*I see, maybe he just lacks training in this area. Is it the same for others?"*

(ME: Mostly, yes.)  
Ah, I see.”

**Director Xia**

*“Not really. The puzzles he designs are mostly encyclopaedic in nature, lacking both fun and playability, considering that the guests are not experts.”*

**Q2: Has it been a source of inspiration for you to generate new and innovative concepts?**

**Director Li**

*“I find it rather ordinary. The interactive games in the script are currently being written directly by me based on my previous experience. Some of his ideas are somewhat usable but require a lot of modifications in many details. For instance, determining winners and losers, or adding elements related to the local historical background. Moreover, being usable doesn't necessarily mean being innovative; it just means they don't feel out of place, standing out among the mediocre. In reality, if they were to appear in the proposal, they might be met with ridicule from others.”*

**Director Cao**

*“Hmm... actually, not really. As you know, the novelty in shows usually comes from on-site research, brainstorming together, or consuming a lot of audiovisual materials that trigger various categories of knowledge accumulation, leading to inspiration. GPT can't truly interact with me, sparking each other's thoughts, so it's mostly me guiding and instructing. This dynamic makes it difficult to generate innovation. Even if I tell him to let me know if he needs something else or that he can ask me questions, he doesn't engage in the interaction.”*

**Director Zhou**

*“No. How could he do that when he can't seem to understand my words. For example, I told him not to make it too complicated and suggested a simple game like rock-paper-scissors to determine the guest groups. He actually designed it using rock-paper-scissors, even though I was just giving an example...”*

**Director Xia**

*“Yeah, sometimes he can provide a little inspiration. For instance, I asked him to design some games related to the Songhua River, and he came up with games on the ice. That made me think about how local kids often play on the frozen river, and I realized it could be a great interactive scene with the kids participating. But it's not always a direct connection.”*

**Q3: Have you identified any instances of plagiarism in the content generated by ChatGPT-3.5?**

**Director Li**

*“Tricky question... especially since most interactive games don't really have the concept of copyright, unlike video games for example. For instance, many designs are based on universally understood games like puzzles or hide and seek, so it's difficult to label them as*

*plagiarised. At least for now, he hasn't copied designs I've seen in any particular variety show, both in terms of details and overall structure. But it's also possible that his designs are just inherently dull... It's unlikely that they could be designed in the same way as variety shows. If there were AI specifically designed for creating interactive games in the future, I do think the possibility of plagiarism could arise."*

#### **Director Cao**

*"That's it so far. What he offered were all common designs. "*

#### **Director Zhou**

*"Let's put it this way. It's hard to imagine a show being produced exactly as he plans it. The viewership would likely be quite low. Maybe only very small local television stations would consider such a format. His designs are quite common, and there doesn't seem to be any plagiarism involved. It's like how most people draw the sun as a round, yellow, or red circle."*

#### **Director Xia**

*"That's right, I couldn't recall any particularly innovative content from him. It was mostly common designs. He does seem to know about some games from other variety shows, like the classic name-tag ripping game from Running Man, but he doesn't know how to apply those concepts effectively. He lacks the logical thinking required to understand why a game is designed a certain way and what makes it fun. Understanding these principles is crucial for creating our own games, but he doesn't possess that level of comprehension and critical thinking."*

#### **Q4: Anything else about its creativity? (Open discussion)**

#### **Director Li**

*"Nothing, it's just lacking in innovation ability"*

#### **Director Cao**

*"Not at the moment. I'll get in touch with you later if I come up with anything."*

#### **Director Zhou**

*"My suggestion is to first focus on satisfying non-creative needs, such as preliminary research. Afterward, we can consider whether brainstorming for interactive collaboration is possible."*

*In terms of preliminary research, I would expect him to: 1) Understand the various attractions, both well-known and lesser-known, in different cities. 2) Gain insights into the local culture, customs, and interesting facts. 3) Be able to present this information visually, ideally using VR to provide a first-person experience."*

*However, even with VR, it can't compare to physically visiting a place. It's like watching documentaries about the Arctic; it's not the same as actually going there. I find it challenging to imagine how GPT could provide substantial assistance beyond generating text."*

#### **Director Xia**

*"I think it's mainly because he lacks the ability to grasp the deeper meaning. For example, in the song selection, you can tell from the songs he suggested that they have no relevance"*

*to the core message this segment wants to convey. In the end, I chose "贝加尔湖畔" (By the Lake Baikal), which is a famous song but not as overused as "茉莉花" (Jasmine Flower). Additionally, Lake Baikal is located on the border between China and Russia, which provides a rich historical background. If he could understand the core message, he wouldn't have given such superficial answers."*

## Relationships

**Q1: How would you describe the relationships between you and ChatGPT-3.5?**

### **Director Li**

*"I'm the boss, and he's a writing assistant.*

*(ME: If pick from options provided?)*

*Then let's go with an intern. But he's probably the worst and most clueless intern I've ever hired, definitely not the kind you'd want to pay a salary to. Haha.*

*(ME: Is he really that bad?)*

*Oh yeah, just think about it. Interns can at least organise documents and take a few on-site photos, right? He can't even do that. At most, he gathers some really basic information, I mean the kind you can find with a simple Baidu search. And he can handle some less important text tasks. But anything related to core content, creativity, or the practical aspects of producing a show—he's incapable of all that. He can't communicate across departments, let alone attend meetings. What else can he even do? If I paid him a salary, I'd be totally ripped off."*

### **Director Cao**

*"It's like having an intern, somewhat similar to having an intern under my guidance.*

*(ME: Why is that?)*

*I already have a plan in mind, and then I'm working on the proposal with a newcomer intern, kind of like that feeling. He might misunderstand the tasks you assign, lacks industry knowledge, but he's quite earnest, to the point where you can't really blame him. Yet, the quality of his output does need improvement. And his tone of speech is so polite, right? It makes him seem even more like an intern, being cautious and careful."*

### **Director Zhou**

*"If I had to choose one, I would go with 'intern'.*

*(ME: Why?)*

*'Colleague' wouldn't fit because they should ideally be on a similar level of expertise, and 'consultant' is unlikely because that implies a higher level of expertise than what I've observed so far. 'Intern' seems to be the closest fit because they lack industry knowledge, need guidance, but have a good work ethic and a positive attitude, much like a diligent intern, even if they might not be particularly intelligent in certain aspects."*

### **Director Xia**

*"It's probably more accurate to consider him as a consultant. After all, I haven't had experience mentoring interns. While the games he designs may be boring, I can make modifications based on his foundation, and the quality is decent after the changes. Moreover, he's really good at writing, fast and with good quality. In this aspect, he can assist*

*me a lot because I'm not particularly skilled in writing text; I'm better at generating ideas. Additionally, he can provide references related to overseas information, functioning like an overseas consultant."*

**Q2: While co-writing with ChatGPT3.5 (which likely handles a significant portion of the detailed work), do you still perceive the output as your own creation? (Authorship)**

**Director Li**

*"Of course, most of it is what I've come up with. Even though he's written a lot of copies, they're all quite formulaic, something I could write myself. But the creative aspects of the entire plan are all my own ideas."*

**Director Cao**

*"Yep, still mine. He's more like a translator or an expander for me, similar to when you've already written a paper and you hire someone to polish it up."*

**Director Zhou**

*"Certainly. Because I can do what he can do, and I can do what he can't do, but he can't do what I can do. If you didn't let me use gpt, I would have written it myself."*

*(ME: The writing part is not enough to make him have a certain degree of authorship?)*

*Yes, like, how should I say, when making a cake, he helped you take out the eggs from the refrigerator, but the other ingredients, the handling of the eggs and all the ingredients, the baking process, and even the final decoration and packaging are all yours, self-made. Did he play any major role then? No."*

**Director Xia**

*"I think that's basically it. Because the core content is still generated by me. He's like a polishing teacher, helping to refine the written content."*

**Q3: Throughout the entire collaboration process, what are your feelings and impressions about ChatGPT-3.5? From the beginning until now, have there been any changes in the overall experience?**

**Director Li**

*"At the beginning, I was a bit curious, to be honest. Because even though I've used Notion, he's different from Notion – he can engage in conversation. But later on, I realised it's not really a conversation; it's only me asking and him answering, no back-and-forth. Plus, I had to explain a lot of basic things to him, which became more and more frustrating. I just wanted it to end quickly. There weren't any pleasant surprises along the way either. What started as collaborating with a creative group of colleagues turned into a lone struggle with an added deadweight."*

**Director Cao**

*"Just like mentioned earlier, it's like having an intern. At the beginning, there was some novelty and curiosity, since it's been quite popular this year. However, in actual usage, it hasn't been exceptionally impressive. It requires a lot of patience to teach him, and there's*

*no guarantee that he'll grasp everything. So, my attitude has mostly been: stay calm, take it slow, getting angry is pointless. I remind myself, then continue to move forward. Finish writing, and that's good."*

#### **Director Zhou**

*"I was very excited before trying, but I started to get frustrated after the first few problems. Then good feelings never came back, and the whole thing was just very frustrating. I have read a lot of reports about GPT, and I had known that its functions were not that satisfying, but I didn't expect it to be so disappointing.*

*(ME: What did you originally expect)*

*I thought that if I input basic information such as location, guests, and program style, he would be able to produce a script of decent quality. Because I saw some media trying to use gpt to write articles before. Although the words and sentences have the taste of AI, the quality is not bad. The output can be applied after modifying the style of writing. But for variety show scripts, GPT just doesn't seem to work. Maybe it's because show script does not follow the rule of traditional storytelling*

#### **Director Xia**

*"I didn't have very high expectations from the beginning because I've read many feedback articles related to AI collaboration, and I had a rough idea that even though there have been significant breakthroughs, the capabilities are still quite limited, especially when it comes to creative work. Therefore, my entire collaboration has been relatively calm – take it slow, and if he can't do it, I'll do it myself."*

**Q4: Do you have any recommendations for the user design that future developers could implement when designing a writing system for show scripts?**

#### **Director Li**

*"I would say, let's not focus on user interaction for now, but rather ensure he can actually be useful. (If you had to mention a few points?) Well, if I must, perhaps it would be letting him learn the script format, so at least I don't have to spend too much time adjusting that part. His most valuable contribution would be in writing, to be honest, rather than in creativity. I think it would be best if GPT could become a writing tool. Alternatively, if he could learn to become a repository of variety show games, that would also be great. You could input element information, like the number of participants, location, available items, the topic, presence of props, and so on. Then, it could generate game designs automatically, which would be quite beneficial."*

#### **Director Cao**

*"I've been wondering if there might come a day when he can help design interactive games? As you know, that's the most challenging part in terms of creativity, and it would be great if he could contribute in this aspect.*

*If that's not possible, then if he can consistently produce introductory paragraphs, dialogue segments, and other time-consuming but not intellectually demanding content according to the requirements of the variety show, that would also be acceptable."*

#### **Director Zhou**

*"If there is such an AI in the future, I hope it can clearly define its functions, such as helping to design interactive aspects of the program, or doing conceptual design, or mainly being a writer. For the latter case, after we're settled with the design, the conceptual idea, we then feed it to him and he can follow the instructions to complete a full script in the required format. I actually prefer the latter, and it feels the most practical. Because variety shows still rely too much on on-site, offline research, offline rehearsals, and these actual situations are changing with each passing day, and GPT can't catch up with it.*

*(ME: Indeed, he has a learning process and can only learn online materials)*

*Yes, so it's unrealistic. In addition, there are many situations of cross-departmental communication and collaboration. In the real script, there will be props, shooting precautions, etc., which cannot be directly produced by GPT.*

*So the ideal situation is that he only needs to be responsible for writing, and the thinking and creative parts are all left to humans to complete. In fact, this is really good. We don't need to do trivial work anymore and can thus focus on creativity."*

#### **Director Xia**

*"My suggestion would be to further improve his writing abilities so that he can quickly generate text according to given elements and formats. Generating ideas might take a long time, so it's better to focus on enhancing his text generation skills."*

#### **Q5: Open discussion on relationships.**

#### **Director Li**

*"That's all."*

#### **Director Cao**

*"He actually engaged in a conversation with me one time, quite touching. I asked him to come up with a title, and he asked me what kind of feeling I wanted, whether serious or humorous. Of course, it could also be that the question I asked was too broad that he couldn't answer."*

#### **Director Zhou**

*"That's pretty much it. I have nothing to add."*

#### **Director Xia**

*"That's all. Looking forward to future developments."*