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Media Paper

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Technology that is presented in Entertainment media in form of movies, Tv shows and books directly affect viewers on how they imagine the world with that technology. Technology in entertainment media and fiction plays a vital role setting up the mental model and expectations of the audience. Science fiction and entertainment movies show futuristic technology to be dangerous as shown in the *he Avengers: The age of Ultron* and *The Terminator*.

Technology shown in the movie *The Avengers: The age of Ultron* and *The Terminator* depends on Artificial Intelligence. On one hand, Writers shown Artificial Intelligent robot to be dangerous and a risk for humans, but on the other hand they use different ways to address this same issue. Both Robots are tasked and willed to kill humans, and because of this, they both leave a message for the audience for what to expect from the development of artificial intelligence. In addition, both writers focus on how difficult it is for humans to destroy these robots and how they can replicate themselves and make their own army. Because of Consciousness in Ultron, he decides to kill every human on planet earth and Terminator is also used as an assassin to eliminate humans. Even though both robots show futuristic technology which is only possible in imaginary world today, it also affects audience mindset for the outcome of development in Artificial Intelligence.

Artificial Intelligent robots are dangerous for humans is the message conveyed by Joss Whedon in the movie *The Avengers: The age of Ultron*. In this movie, writer shows how Artificial Intelligent robots can harm and kill humans. This can be see when the first thing Ultron do after acquiring consciousness is to kill another artificial intelligent program, Ultron choose to fight and kill humans as one of the first few tasks after being alive. This scene holds significance as it represents the expected outcome of developing Artificial Intelligence. On one had Ross tries to show how Jarvis, Vision and Ultron work on same artificial Intelligent program but yet they are very different as Jarvis and Vision protect people whereas Ultron wants to kill them. The decision to represent this robot to be a villain in the movie play a vital role in emphasizing the things that can go wrong with artificial Intelligence and setting up standards and arguments against the development of this technology.

Similarly, In the movie *The Terminator*, James Cameron also uses Artificial Intelligent robot as Assassin. In this movie, A robot travel back in time to kill a person and is unstoppable. He is very strong and use futuristic technology to kill his target. In both movies, writes uses same technology to show the negative impact of artificial intelligent robots. This is because the audience feels attached with the media due to feeling of being part of it in future. The audience thinks events shown are possible and that's what artificial intelligence development will produce because According to the study done by Birmingham Science City news, it states that almost 50 percent people think that science fiction shown in movies is real. The Technology shown in these movies is not yet developed outside the imaginary world. These movies show the danger and non-realistic outcomes of the development of this Artificial Intelligence though their motive to kill and destroy human species.

The representation on Artificial Intelligence in negative way make people think it is dangerous to us due to entertainment media being the only medium of education on the topic. Furthermore, this changes people expectations from development and audience don't feel comfortable if manufacturers produce something non-similar to their mental model of that specific technology. For instance, Cell phone and smart watches shown in tech-movies set standards for the final product each manufacturer is working to produce. For example, the technology shown in movie *Iron man* lead audience to think cell phone should look like a glass with no button on it and today every manufacturer is working towards to produce it. So, any negative impact of technology shown in media make people to restrict to further research and development as they think it's dangerous.

Media and news play a vital role in in educating people about new evolving and changing technology and teaching non-experts about a technical problem but often media tends to focus on negative impact more than positive and interview people with similar mental model and mindset as their audience. This allows them to have more viewers because people are afraid and wants to know how they can stop and prevent themselves from any potential threat. Recently, in an accident related to an automated car killing a pedestrian gave media a chance to educate non- expert about the event and Ney York times states "This tragic incident makes clear that autonomous vehicle technology has a long way to go before it is truly safe for the passengers, pedestrians, and drivers who share America's roads" (wakapayshi, 2018). This quote hold significance as News media decided to show information against automated cars rather than educating the audience about human error

involved in the event. This is due to mental model of people about Artificial Intelligence that it is dangerous and not safe for human, News media decided to target such events and feed audience with fear and what they expect to read. Some News media explains the reality and try to educate their audience with limited technical explanation, but it does not outweighs the fear of technology among people.

Furthermore, the futuristic tech shown in entertain media have direct impact on developers and manufacturers. Developers try to develop the technology shown in movies to meet with expectations of people. For example: Jarvis from Iron men lead developers to make google home mini and Amazon Alexa. Changing people mindset is very difficult for news and non-fiction media so they spend more time explaining why technology shown in the movies is wrong or not possible rather than teaching non-expert about the benefits of future development.

In 1984 *The terminator* was released, and we did not have artificial intelligent robot. In that year we had first Neural networks which was an achievement in development of artificial intelligence. Even today, we cannot produce similar robots as shown in the movie. According to Technocracy, US army is using Artificial Intelligent bots and drones but nothing like as shown in the movie. *The Avengers: The age of Ultron* was released in 2015 and it shows a robot which have consciousness and can think and feel emotions. We have no development in consciousness even today and we failed to produce any science behind it as well so far.

To conclude, Artificial Intelligence is portrayed as evil in entertainment and fiction media. It changes people point of view of whether a technology is helpful or harm full. While, the non-fiction and news media try to educate the viewers, but they still expect the technology to be develops according to their mental model set by the entertainment media.

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