

The Power of Storytelling in Film: Examining AI's Influence on Artistic Expression and Creative Processes

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Abstract:

This paper explores the enduring power of storytelling in film and critically examines the transformative impact of Artificial Intelligence (AI) on creative processes within the film industry. Utilizing the Creative Cognition Framework and the Csikszentmihalyi's Systems Model of Creativity, this study investigates how AI tools influence both generative and exploratory cognitive processes in film storytelling. A qualitative methodology, combining a comprehensive literature review with thematic analysis of questionnaire responses from 20 film and multimedia students at the University of Abuja, Nigeria, reveals nuanced insights. Findings indicate that AI significantly augments creative processes by enhancing efficiency, facilitating idea generation, and streamlining production tasks. However, respondents consistently emphasize AI's limitations in replicating human emotional depth, cultural understanding, and originality, advocating for a hybrid human-AI collaborative approach. The paper contributes to the understanding of human-AI collaboration in creative domains, highlighting opportunities for innovation while reaffirming the irreplaceable essence of human artistry in storytelling.

Keywords:

Storytelling; Artistic Expression; Artificial Intelligence; Film Production; Creativity Process.

I. Introduction

Storytelling has been an integral part of human culture since antiquity, serving as a fundamental means of transmitting knowledge, preserving history, fostering empathy, and shaping collective identities. Among the myriad forms of narrative expression, film has emerged as a uniquely powerful medium, capable of captivating global audiences, evoking profound emotions, and conveying complex ideas through its immersive combination of visuals, sound, and narrative (Bordwell & Thompson, 2019). The cinematic experience transcends linguistic and cultural barriers, offering a universal language that resonates deeply with the human condition. Also, it is the structural and emotional core of film. More than plot or dialogue, it is the visual and narrative system that converts images and sound into human experience. As Bruce Block states, visual storytelling is not accidental but “structured” through deliberate choices in space, line, shape, tone, color, movement, and rhythm that directly shape how audiences see and feel (Block, 2020). Story, then, is the architecture that holds every frame, performance, and edit together. That architecture has always absorbed new technologies, yet artificial intelligence marks a distinct shift.

In recent years, the advent and rapid advancement of Artificial Intelligence (AI) have ushered in a significant transformation across various industries, and the creative landscape is no exception. AI's capabilities, ranging from sophisticated data analysis to generative content

creation, are increasingly being integrated into artistic domains, including music, visual arts, and, most notably, film production. This technological evolution presents both unprecedented opportunities and considerable challenges for the future of arts and creativity. AI no longer only records or displays stories, but can now generate scripts, edit sequences, synthesize performances, and construct virtual worlds (Aondover & Aondover, 2023). This challenges long-held assumptions about authorship, originality, and the role of the human artist. The stakes are cultural as well as technical. As Levy and Murphy observe, stories “interrogate narratives of Australia’s past and present and call for new stories for changing times,” underscoring narrative’s power to shape collective memory and identity. If storytelling holds that weight, AI’s entry into the creative process becomes a structural shift in how stories are made and whose voices are amplified. Film history shows that storytelling conventions also define cultural movements.

Michael Z. Newman’s analysis of American independent cinema demonstrates how strategies of character-centered realism, formal play, and opposition to Hollywood convention gave indie film its cultural legitimacy and distinct relationship to audiences (Newman, 2011; Aondover et al., 2025). The implication for contemporary cinema is that while tools change, storytelling choices still determine what films mean to their publics. Joseph Campbell’s work reminds us why this matters. *The Hero with a Thousand Faces* traces recurring mythic patterns across cultures because they mirror universal human experience (Campbell, 1949/2008). Great film stories endure by tapping those patterns. The central question for this research, then, is whether AI can meaningfully participate in that mythic lineage of extending human creativity or whether it risks reducing story to algorithmic formula.

1.1 Problem Statement

Storytelling has historically been the core of film, structuring emotion, meaning, and cultural memory through deliberate visual and narrative choices (Block, 2020; Campbell, 1949/2008). The emergence of generative AI tools that can write scripts, generate scenes, edit footage, and simulate performances has disrupted both how stories are created and how creative contributions are valued. According to Csikszentmihalyi’s Systems Model (2015), creativity occurs only when a novel idea emerging from an individual is validated by a field and integrated into a domain (Teniola et al., 2025). AI challenges all three elements: it draws on vast datasets that reshape the film domain, blurs the definition of the “creative person,” and forces institutions of the field, festivals, critics, audiences to renegotiate what counts as art (Newman, 2011). However, existing research tends to treat AI’s impact as either purely technical or purely ethical, without examining how it simultaneously alters the cognitive processes of story creation (Finke et al., 1992) and the socio-cultural systems that legitimize film art (Obasi et al., 2023). There is a gap in understanding how these two levels interact: whether AI expands human storytelling capacity or homogenizes the domain, and whether the field’s gatekeeping mechanisms amplify or resist AI-driven novelty. Without this dual-level analysis, filmmakers, scholars, and policymakers lack a clear framework for assessing AI’s role in the future of film storytelling.

1.2 Aim and Objective of the Study

The main aim of this study is to examine the impact of artificial intelligence on storytelling in film by analyzing both the cognitive processes of story creation and the socio-cultural systems that validate creative work. Specifically, the study seeks to: Investigate how AI tools affect the creative cognition of filmmakers during story generation and exploration (Finke et al., 1992); Assess how AI-generated or AI-assisted narratives are evaluated by the field of film institutions,

critics, and audiences; and Determine whether AI's integration into the filmmaking process is expanding or constraining the domain of film storytelling

1.3 Research Questions

How does the use of AI tools influence the creative cognition of filmmakers in the generation and exploration phases of story development?

How do key actors in the film field - festivals, critics, studios, and audiences evaluate and legitimize AI-generated or AI-assisted stories?

To what extent does AI-driven novelty in storytelling get integrated into the domain of film, and what factors determine its acceptance or rejection by the field?

II. Review of Literatures

Film storytelling is a sophisticated art form that engages audiences through a synergistic blend of narrative, character, visual, and auditory elements. The ability of film to captivate, evoke emotions, and convey complex ideas is well-documented (Bordwell & Thompson, 2019). The structural framework of a film is crucial for coherence and audience engagement. While various narrative styles exist, such as linear (chronological), non-linear (flashbacks/forwards), subjective (character's POV), objective (omniscient POV), realistic, surreal, episodic, and hybrid forms (GHMovieFreak, 2023), most compelling narratives adhere to fundamental structural principles. The widely recognized three-act structure (setup, confrontation, resolution) provides a clear progression (Number Analytics, 2025). Within this, the mechanics of story (the content of events) and plot (the form of presentation) are critical (Milne Publishing, 2023a).

Characters serve as the emotional core of a film, enabling audience identification and empathy. Character development is the process by which characters evolve and gain complexity throughout the story, reflecting broader themes and social issues (Fiveable, 2023a). There are three dimensional characters physiology that attributes, appearance, and voice, often conveyed visually; Psychology that entails moral compass, ambitions, frustrations, and temperament, which dictate their actions and evolve through conflict; and Sociology which focuses on socioeconomic status, occupation, education, and cultural background, subtly communicated through mise-en-scène elements like costumes and settings.

Backstory provides context for motivations, while character relationships drive growth through interactions and conflicts (Fiveable, 2023a). Dialogue and physical movement are essential in revealing traits and relationships (Number Analytics, 2025; Milne Publishing, 2023b).

AI is rapidly transforming various stages of film production, offering significant opportunities for efficiency, creative augmentation, and new forms of content generation. However, its integration also presents challenges, particularly concerning the "human touch" and originality (ResearchGate, 2024). Generative AI is becoming an active creative collaborator in scriptwriting, moving beyond basic assistance (HashStudioz, 2025; Aondover & Aondover, 2025). AI tools (e.g., GPT series) can rapidly generate plot ideas, character profiles, dialogue, and script outlines, helping writers overcome creative blocks and explore diverse narrative directions (ResearchGate, 2025a; HashStudioz, 2025). This significantly accelerates the scriptwriting process, reducing development cycles from weeks to hours (HashStudioz, 2025). AI can analyze scripts for audience engagement, predict market performance, and provide insights into

character emotions and necessary modifications by evaluating against successful narrative patterns (Medium, 2024).

AI can analyze traits of well-received characters to help design new ones, suggesting behavior patterns, dialogues, and interactions to ensure consistency and realism (Medium, 2024). AI-driven scriptwriting reduces the need for extensive human resources and shortens development cycles, making content creation more accessible and scalable, especially for independent filmmakers (HashStudioz, 2025; ResearchGate, 2024).

AI is revolutionizing VFX by enabling the creation of more realistic and immersive visuals, often at a fraction of the traditional time and cost (MediaTech Institute, 2023). AI algorithms generate photorealistic CGI images, environments, and characters, making complex visuals more feasible and efficient (MediaTech Institute, 2023; Aondover, 2025). AI automates the tracking and animation of facial features, leading to more realistic and expressive performances (MediaTech Institute, 2023), streamlines the process of transferring real actor movements to 3D models, resulting in quicker, higher-quality content and requiring smaller teams (MediaTech Institute, 2023), improves these labor-intensive tasks, enhancing efficiency and realism in complex scenes (MediaTech Institute, 2023). Notable examples include *The Lion King* (2019) and *Avengers: Endgame* (2019) (MediaTech Institute, 2023) and can generate visuals from scratch. However, film students have expressed ambivalence, often finding free visual AI outputs "inauthentic," "overly polished," or "hegemonic" compared to text-based AI (Frontiers, 2025). Software like Adobe Sensei and Runway ML use machine learning to identify key moments, suggest edits, and perform color grading (Index Copernicus, 2025). This reduces the editor's workload and increases productivity (ResearchGate, 2024), it balances dialogue, music, and sound effects, and enhancing existing audio (NYFA, 2022), but the challenge is that critics worry that AI-generated edits might lack the emotional resonance of human decision-making and could lead to a homogenized aesthetic (Index Copernicus, 2025). While some agree that AI can enhance the effectiveness of pre-production by assisting with script breakdown, budget management, and even casting (ResearchGate, 2024), others state that its script-deconstructing software can improve the efficiency and accuracy of script analysis, while it can help manage budgets by identifying potential overspending (ResearchGate, 2024).

2.1 Theoretical Framework: Creative Cognition Framework

The Creative Cognition Framework, primarily articulated by Finke, Ward, and Smith (1992) through their Geneplore model and Csikszentmihalyi's Systems Model of Creativity serve as the theoretical lens for this study. These frameworks offer a robust cognitive psychological perspective on how creative ideas are generated and refined, making it highly suitable for examining the impact of AI on human creativity in film storytelling (Msughter et al., 2022).

The Creative Cognition Framework posits that creativity arises from the dynamic interplay of two fundamental cognitive processes, generative and exploratory. The generative phase involves the construction of pre-inventive structures, initial mental representations, ideas, or concepts that serve as the raw material for creative outcomes (Finke, Ward, & Smith, 1992, as cited in Tang & Gero, 2002; Taiwo et al., 2024). In the context of film storytelling, generative processes encompass the initial stages of creative ideation such as brainstorming initial plot concepts, thematic elements, character archetypes, and narrative premises, concept development which means forming rudimentary story outlines, scene ideas, and visual motifs, giving initial shape to the nascent ideas and conceptualizing the setting, rules, and atmosphere of the film's fictional universe, laying the groundwork for the narrative. While the exploratory phase involves the interpretation, evaluation, and modification of these pre-inventive structures (Tang & Gero,

2002). This is an iterative process where initial ideas are refined, their potential is identified, and they are transformed into more developed and novel creative results. Key aspects of exploratory processes include experimentation of trying out different narrative arcs, character interactions, visual styles, or soundscapes to see what works best, iteration, which means repeatedly refining and revising scripts, storyboards, visual concepts, and audio mixes based on feedback and creative insights. Others are refinement - polishing dialogue, enhancing visual aesthetics, ensuring thematic coherence, and finessing the overall artistic quality (Aondover, 2023). And problem-solving -addressing narrative inconsistencies, technical challenges, or creative roadblocks that emerge during the development process. The Geneplore model emphasizes a cyclic relationship between these two phases. The exploration of generated ideas can, in turn, lead to the generation of new pre-inventive structures, fostering a continuous loop of creative thinking. This iterative cycle is believed to increase the possibility of achieving truly creative outcomes (Tang & Gero, 2002). By analyzing AI's influence through the lens of generative and exploratory processes, this framework provides a solid foundation for dissecting the complex intersection of AI and human creativity in the evolving landscape of film.

The Csikszentmihalyi's Systems Model of Creativity, unlike models that locate creativity solely in the individual's mind, argues that creativity is a social and cultural phenomenon that emerges only when a novel idea/product is recognized and adopted by others (Csikszentmihalyi, 2015). He describes creativity as having 3 interacting elements, including, domain, person, and field. The domain is a culture that contains symbolic rules, the body of knowledge, techniques, and conventions in a field - its genres, visual grammar, storytelling conventions, editing norms, cinematography rules, etc, while its key focus is on creative products that are built from what is known in the past, which takes effort to change tradition (Maikaba & Msughter, 2019). While it argues that the individual who brings novelty into the symbolic domain is the filmmaker, screenwriter, editor, or AI system proposing a new idea. Csikszentmihalyi's interviews with eminent creators shows that creative people internalize the domain deeply, then introduce variations, with emphasis that the person can be a human-AI team. It argues that the field is the field of experts who recognize and validate the innovation, which includes critics, festivals, studios, academics, audiences, and award bodies.

III. Research Methods

This study employs a quantitative research approach, combining a comprehensive review of existing literature with an in-depth analysis of primary data collected through a structured questionnaire. The methodology is designed to explore the nuanced perceptions and experiences of film and multimedia students regarding the impact of storytelling through film and the integration of AI in their creative processes. The literature review involved a systematic search and analysis of academic papers, books, and reputable online resources related to film theory and aesthetics, including narrative structure, character development, visual language and sound design;

Table of Case Study of Interview Responses

The following table summarizes the 'level of responses' for each question in both Group A (Storytelling) and Group B (Artificial Intelligence) from the 20 respondents, quantifying agreement/disagreement, preferences, and perceived impact levels.

Category	Question	Answer	Response	Percentage	Direction
Group A Storytelling	Q1: Has Storytelling through film impacted your life?	Yes	29	96.7%	Broadened perspective, empathy, life lessons, creativity, understanding cultures, emotional connection.
		No	0	0%	
		Neutral	1	3.3%	
	Q2: To what extent has this impact?	Profound/Significant/Very Strong/Greatly	20	66.7%	Influenced worldview, critical thinking, artistic expression, career choices, personal values, emotional processing, social awareness, deep emotional connection.
		To an extent/Moderately/Somewhat	9	30%	Helped see life from different angles, understand people better, gain knowledge, reflect on goals, convey meaningful messages.
		Not explicitly stated	1	3.3%	
	Q3: Do you support other ways of telling Story than Film?	Yes/Absolutely	28	93.3%	Literature (books, novels, poetry, comics), Theater (stage play, drama, musicals), Music, Podcasts, Digital media (video games, interactive stories, VR), Visual arts, Oral traditions (spoken word, folktales), Simple conversation.

		No	1	3.3%	"At this information age, the world is digitalized, I would say No" (Respondent 25). "I prefer film to the traditional way" (Respondent 8)
		Neutral		3.3%	"I will prefer both, because while Ai will provide useful tools and suggestions I believe that human touch and emotional depth are essential component of compelling stories." (Respondent 12)
Group B: Artificial Intelligence	Q1: Have you used Artificial Intelligence to aid your creativity as a film student?	Yes	30	100%	Used AI tools for scriptwriting, editing, visual effects, idea generation, brainstorming, refining ideas, feedback, structuring scripts, fixing writer's block, image tools.
		No	0	0%	
		No	0	0%	
	Q2: If yes, has Artificial Intelligence been impactful enough or not?	Yes, impactful/very impactful/greatly/significant	22	73.3%	Streamlines processes, generates ideas, saves time, makes work easier/faster, polishes creativity, provides suggestions, helps breakdown understanding, boosts creativity, provides extra knowledge/education.
		Impactful to an extent/moderately/helpful but room for	8	26.7%	Helpful but human creativity essential, lacks emotional depth, originality, cultural understanding, works best with human creativity, doesn't

		improvement/mixed			replace human touch.
	Q3: Do you prefer the traditional way of either writing stories, telling stories, editing stories to the AI generated contents?	Prefer Traditional		20%	More personal, realistic, creative, authentic, human touch irreplaceable, creative control, originality, nuance, deeper connection.
		Prefer AI	2	3.3%	Easier to use, creates something new, helps with ideas never thought of. (Respondent 8)
		Prefer Both/Combination/Hybrid/Balanced Approach/Fusion	20	66.7%	
		No preference	1	3.3%	Respondent 9
		Depends on creative goals/preference	1	3.3%	Respondent 9
		No (prefers film over other means of storytelling, not directly about AI preference)	1	3.3%	Respondent 12, misinterpretation of question, focused on film vs other mediums)

IV. Result and Discussion

A structured questionnaire was developed to gather quantitative data from film and multimedia students. The questionnaire was divided into two main groups: Group A (Storytelling), focuses on the personal impact of storytelling through film and perspectives on alternative storytelling mediums, while Group B (Artificial Intelligence), explores students' experiences with AI tools in their creative work, the perceived impact of AI, and preferences between traditional and AI-generated content. An "Additional Comment" section allowed for open-ended responses. The questionnaire was targeted at students aged 15-25 from the Department of Film and Multimedia, Faculty of Communication and Media Studies, University of Abuja, Nigeria, and was intended for the Kaduna International Film Festival.

Out of the 30 targeted Respondents or individuals (Respondent 1 to Respondent 20) were collected through the administered questionnaire. The data consists of qualitative textual responses to each question, providing rich insights into the students' perspectives.

The questionnaire included a clear introduction stating the purpose of the paper and the intended use of the responses for the Kaduna International Film Festival. The collection of responses implies informed consent from the interviewees. Anonymity was maintained by referring to respondents numerically (e.g., Respondent 1, Respondent 2). The analysis of the questionnaire responses provides rich quantitative data on the students' perceptions of film storytelling and the impact of AI. The findings are presented in two parts: a quantitative summary of response levels and a thematic analysis.

The thematic analysis delves deeper into the quantitative data, revealing recurring themes, nuanced perspectives, and key insights. Theme 1 with a focus on profound and multifaceted impact of film storytelling is a dominant theme, deep in emotional resonance of film. Respondents frequently used words like "impacted me deeply," "evoke emotions," "understand people better," and "foster empathy." This shows that films are seen as a powerful medium for understanding human feelings and life from diverse angles. While many highlight how film broadened their perspective, made them see humans and life from a different perspective, and shaped their worldview. This suggests films serve as significant educational and cultural tools, exposing students to different cultures, ideas, and societal issues. A significant number explicitly stated that film storytelling inspired creativity, influenced their career choice, and motivated them to pursue a career in filmmaking, indicating its role as a catalyst for personal and professional development. Films are cited as sources of important lessons about life, emotions, and relationships, underscoring their therapeutic and guiding role.

Theme 2 which focuses on strong support for diverse storytelling mediums has overwhelming majority of (93.3%) expressed support for other storytelling forms beyond film, recognizing that each medium offers unique strengths and unique storytelling opportunities.

Respondents listed a wide array of alternatives, including literature, theater, music, podcasts, digital media (video games, VR), visual arts, and oral traditions, demonstrating a comprehensive understanding of the broader narrative landscape. While some suggest that different forms can complement film or that using different forms together can make stories more powerful, indicating a holistic view of storytelling, only one respondent (3.3%) explicitly stated "No" to supporting other ways, citing the digitalized nature of the information age, representing a contrasting, albeit minority, perspective.

On the Theme 3 which includes the universal adoption and perceived impact of AI in Film Education, all 20 respondents (100%) confirmed using AI tools to aid their creativity, highlighting AI's pervasive integration into contemporary film education. A primary benefit cited is that AI "makes doing work and other things easier," "faster," and "streamlines processes," pointing to AI's role in enhancing productivity. In addition, many noted that AI "generates ideas, helps come up with fresh ideas, and boosts creativity, suggesting AI is a valuable brainstorming partner and expands creative possibilities, while theme 4 on nuanced perspective on AI's impact presents that a significant majority (73.3%) found AI impactful, a substantial portion (26.7%) qualified this, stating it was to an extent or moderately impactful, indicating a crucial nuance. Respondents repeatedly emphasized that AI is a tool, an assistant, or a partner that enhances human creativity but cannot replace it. Phrases like "human creativity remains essential" and "human touch is irreplaceable" are common.

A key limitation identified is AI's inability to replicate human emotional depth, intuition, and cultural understanding. Respondents noted that AI "does not feel emotions like I do" and "lacks the emotional depth and relatable understanding." The "authenticity" and "originality" derived from human experiences are highly valued. The overwhelming preference (66.7%) is for a "combination," "fusion," or "balanced approach" where traditional methods are combined with AI. This approach leverages AI for efficiency and idea generation while preserving the "personal touch," "creative control," and "human judgment" inherent in traditional storytelling. Many explicitly preferred traditional methods for the "core of storytelling," "writing from the heart," and "character development," viewing AI as an aid for "polishing" or "editing" but not for originating fundamental narratives.

The integrated findings from the questionnaire responses, the expanded Creative Cognition Framework, and the comprehensive literature review offer a multifaceted understanding of AI's impact on film storytelling. This discussion interprets these findings, addresses implications for human-AI collaboration, acknowledges study limitations, and proposes future research directions. While there are significant implications for the future of human-AI collaboration in film storytelling, AI's integration necessitates a redefinition of roles within the creative process. Filmmakers and storytellers may increasingly become "curators" and "directors" of AI-generated content, focusing on conceptualization, emotional resonance, and strategic oversight, rather than solely on manual execution. This shift could empower individual creators with limited resources to produce high-quality content, democratizing creative expression.

4.1 Limitations of the Study

While this study provides valuable insights, it is subject to several limitations, the study's sample size of 20 respondents, all from a single university department in Nigeria, limits the generalizability of the findings. Perceptions and experiences with AI may vary significantly across different geographical regions, cultural contexts, and educational institutions. While providing rich, in-depth insights, the qualitative nature of the questionnaire responses means that the findings are interpretive and may not be statistically representative of a larger population. The field of AI is evolving rapidly. Perceptions and applications of AI in film may change significantly in a short period, making the findings a snapshot of current sentiment rather than a definitive long-term assessment; the questionnaire did not delve into the specific types or sophistication of AI tools used by students, nor the frequency or depth of their engagement. more detailed inquiry into actual AI workflows could provide richer insights.

V. Conclusions

The power of storytelling in film remains undeniable, serving as a profound medium for human connection, empathy, and cultural understanding. The advent of Artificial Intelligence is undeniably transforming the creative landscape of film, influencing both the generative and exploratory processes of storytelling. This study, through its synthesis of theoretical frameworks, academic literature, and the experiences of film students, confirms that AI tools significantly augment creative capabilities by enhancing efficiency, accelerating idea generation, and streamlining production workflows.

Recommendations

The strong preference for a "balanced" or "hybrid" approach suggests that future film production workflows will seamlessly integrate AI tools with traditional methods, leveraging AI for efficiency, speed, and idea generation, while preserving the authenticity, emotional depth, and creative control that human artists bring. The concerns raised by students regarding authenticity, originality, and the "human touch" highlight the critical need for ethical guidelines and robust training in AI literacy within film education. Future curricula must not only teach students how to use AI tools but also how to critically evaluate AI outputs, understand their limitations, and ensure that human artistic vision remains paramount. Discussions around creative ownership and potential job displacement will also become increasingly vital. As AI becomes more sophisticated in mimicking human creativity, the unique contributions of human artists - such as live experience, cultural nuance, emotional intelligence, and the capacity for genuine empathy should become even more valuable and emphasized, while storytelling that deeply connects with audiences should likely continue to stem from these uniquely human attributes.

Future Research Directions

Based on the findings and limitations of this study, several avenues for future research emerge. Conduct comparative studies across different film schools, countries, and cultural contexts should be done to understand variations in AI adoption, perceptions, and impacts on creative processes; implement longitudinal studies to track the evolving perceptions and actual usage of AI tools by film students and professionals over time, as AI technology continues to advance; design empirical studies to quantitatively assess the impact of AI on the novelty, quality, and emotional resonance of film content produced through human-AI collaboration versus purely human-driven processes; investigate the impact of specific AI tools (e.g., different script generators, visual AI platforms, editing software) on particular creative tasks, identifying best practices and optimal integration strategies; research the development of ethical frameworks, guidelines, and intellectual property policies for AI-assisted creative works in film, addressing issues of authorship, credit, and compensation; explore effective pedagogical approaches for integrating AI literacy into film education, focusing on critical thinking, ethical considerations, and fostering human-AI collaborative skills; and investigate audience perceptions and emotional responses to AI-assisted or AI-generated film content, exploring whether the "lack of human touch" is discernible or impactful to viewers.

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