



Comparing AI to Human Hollywood Scripts

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INTRODUCTION

This project explores the future of AI in its relation to the screenwriting industry, specifically attempting to answer the question of how AI would affect the creativity of things like character depth and plot development in a classic hero's journey structure. Currently, using AI-prompt generation software and even more known sites such as ChatGPT is becoming a point of conversation in the film industry; it was even mentioned frequently in the SGA agreements after the protests stopped. To test this, I looked at historically successful Hollywood films and what set them apart. The rise of the Indie film's popularity in the academy is mainly because indie films are categorized as something that has "never been done before" (*Pulp Fiction's* nonlinear timeline and emphasis on individual characters was unlike the average Hollywood film). With this in mind, my question is whether or not AI will be able to re-create these types of films, keeping in mind that recent successes have been based off of going *against* the classic money-making formula I decided to research this specific topic because my future major in college will be focused in Screenwriting and I hope to have a career in the film industry, so obviously this has a direct impact on my future!

DISCUSSION, ANALYSIS, AND EVALUATION

The figures we see in the middle are representative of what my survey population thought of the scripts given to them. Out of 100 survey respondents, 44 of them have had experience in the film industry, and 56 had none. As expected, those in the film industry had a higher success rate of discerning the scripts, around a 5% difference. Figure one depicts the quality ratings given to each script. I based this on CREATIVITY (how unique the plot seemed to be), ORIGINALITY (did it seem formulated), and COMPLEXITY (how many layers? character development?). As we can see, script number two was the clear winner when it came to scoring, the total scoring average being 7.47 for film industry professionals and 7.1 for non-industry individuals. As for the first script, the total average was 5.84 for the professionals and 5.35 for the non-experienced. While the final question "which is AI" saw some confused responses, the statistic of enjoyment is clear: almost everyone enjoyed the second script more. It was also clear that those with more industry experience could tell more easily.

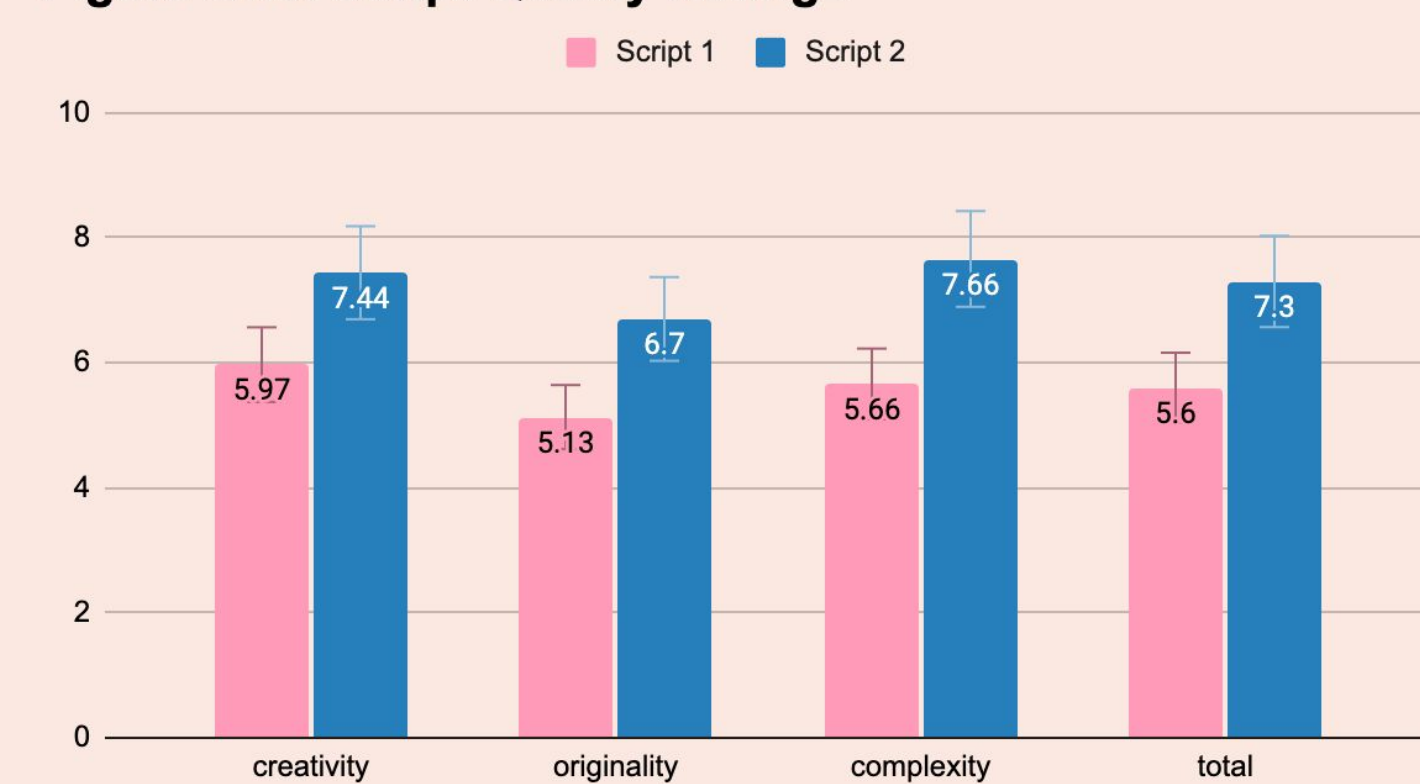
RESEARCH METHODOLOGIES

I will be collecting my data through Google Forms to increase anonymity for those who participate. Each participant will begin the survey by answering some questions about their experience with film. Then, they will be given a one-page sample of an AI generated script (Script #1) and a one-page sample of a human-made script (Script #2). Both scripts will depict the same general scene and which is the AI script will remain unknown. Participants will then be asked the same questions for both script 1 and script 2: How much did you enjoy reading this script? Did this script flow well? Did it seem to have emotional stakes? Was there ample character development? After reading both scripts, they will be asked some simple comparison questions: which was more complex, which one did you enjoy reading more, and which one do *you* think is AI-generated? For the AI scripts, I took a pinnacle moment from the action movie *The Matrix*. I decided to use action movies due to their mass appeal and massive quality scale (i.e. *Pulp Fiction* compared to *Sharknado*.) I used Scriblr, an AI screenwriting software. I gave the AI the general plot of the Matrix, important themes, and the plot of the actual scene. I then let it generate its own script based on the outline.

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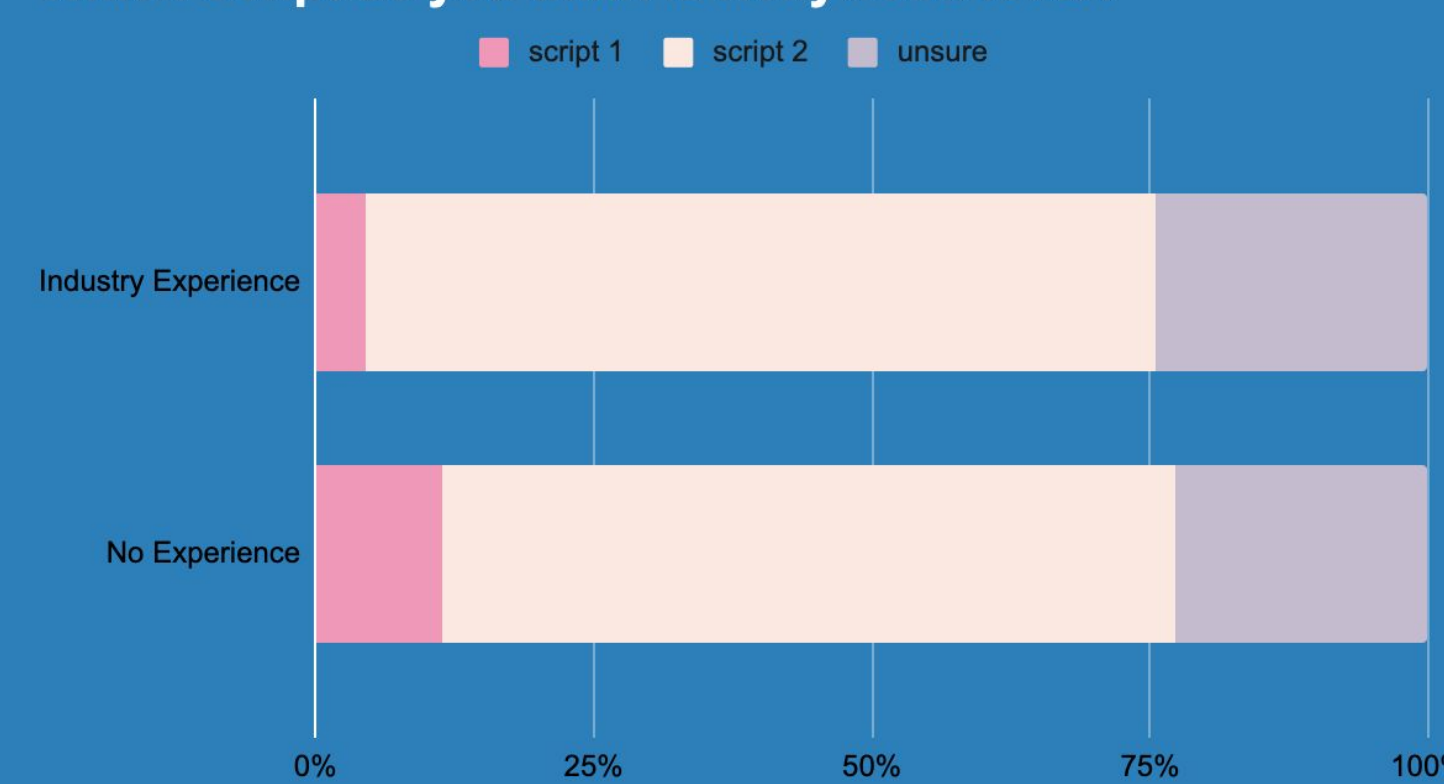
DATA AND FINDINGS

Figure One: Script Quality Ratings



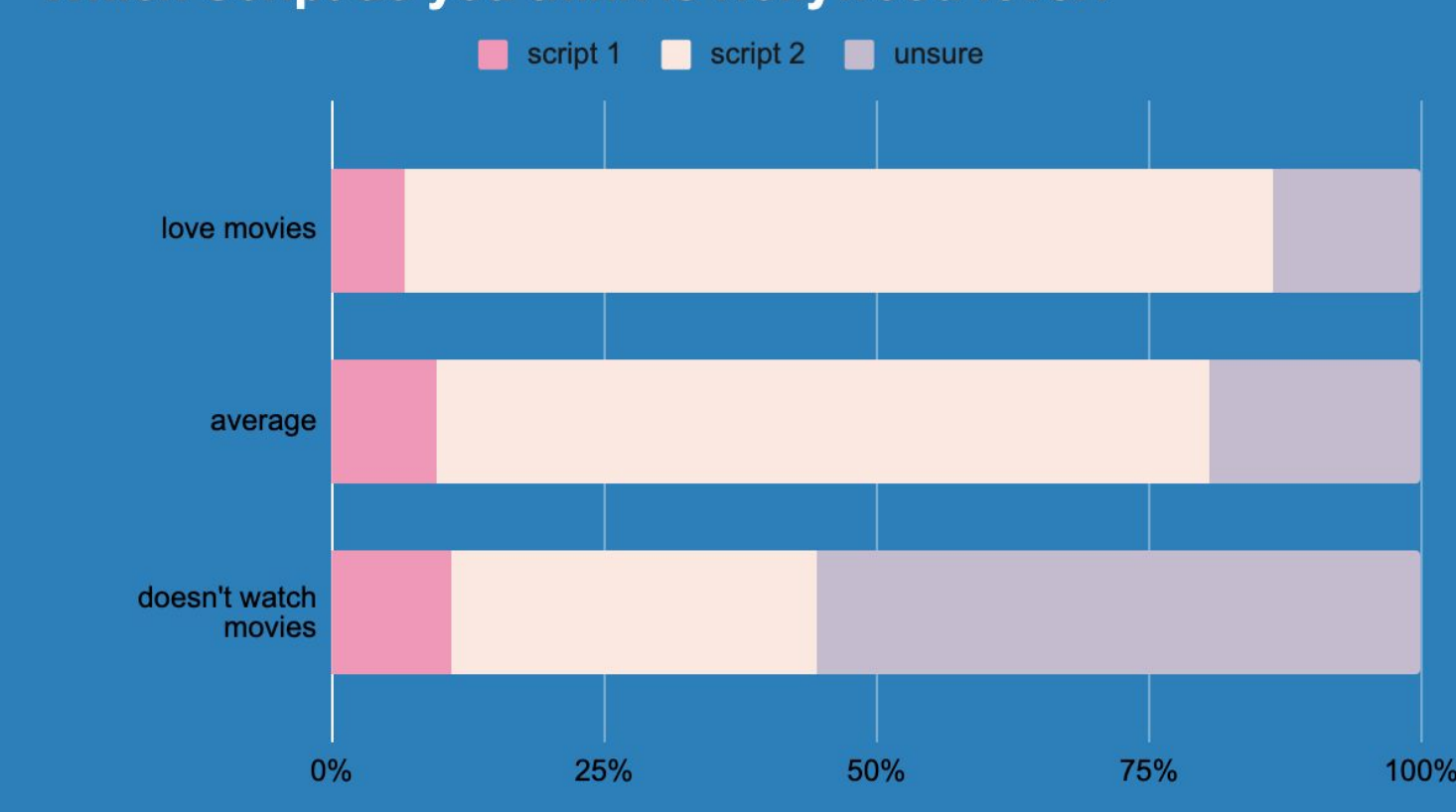
Quality ratings of each script (numeral)

Which Script do you think is Hollywood-level?



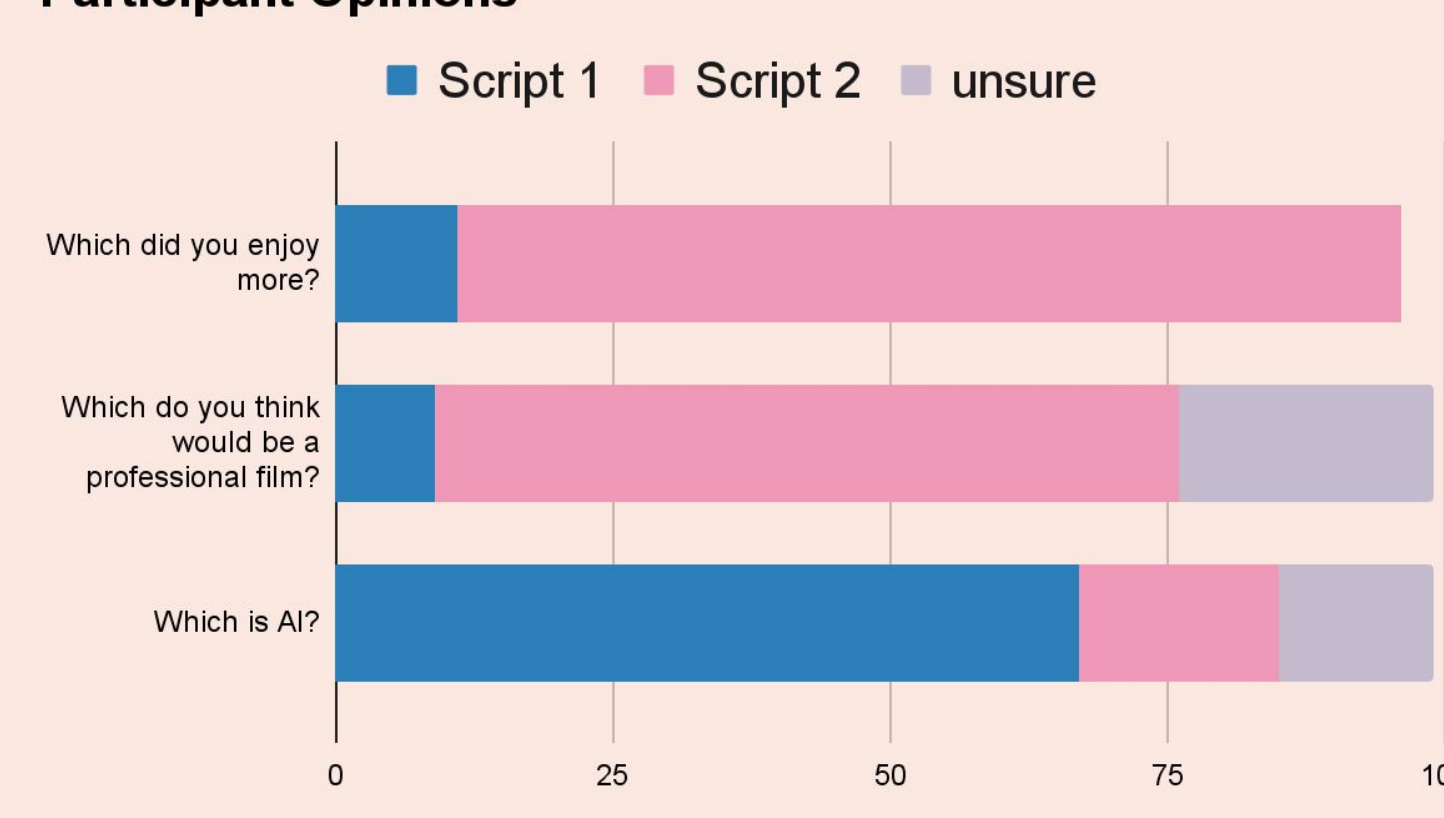
Opinions based on industry experience

Which Script do you think is Hollywood-level?



Opinions based on interest in film

Participant Opinions



Overall opinions - enjoyment, quality, AI

INT. MAIN DECK - DAY
Panzer sits at his console, head bowed in mourning. Tarian, a leader and father figure, is in imminent danger. Finley stands behind Panzer, hand on his shoulder, unable to watch as Tarian is about to be disconnected. Nian bursts onto the main deck, disbelief and frustration on his face.
NIAN
This can't be happening.
PANZER
It has to be done, Nian.
NIAN
The Oracle said I'd have to make a choice.
The group looks at Nian, puzzled. His words trigger a realization.
NIAN
I don't know if I'm 'The One.' I have doubts. But I can't let Tarian die. He sacrificed himself for us.
FINLEY
No. That's not true.
NIAN
I'm just another guy. We need to focus on Tarian, not me.

REAL SCRIPT:

The Matrix script with changed names, pronouns, settings, etc. Four pages long.

INT. MAIN DECK
Panzer kneels beside Tarian's body. Nian suddenly sees it perfectly clear, fate rushing at him like an oncoming train.
PANZER
Tarian, you were more than our leader. You were... a father. We will miss you, always.
Finley can't bear to watch. As she closes her eyes, her tears slip free. Panzer closes his eyes and takes hold of the plug. Nian is paralyzed, his whole life is suddenly suspended by the finality of this moment busting at him with the speed of a bullet.
NIAN
Stop!
They both look at him.
NIAN
Goddamn! I don't believe this is happening!
PANZER
Nian, this has to be done!
(CONTINUED)

AI SCRIPT:

Couldn't make the AI produce more than two pages, choppy dialogue, lack of depth and emotional buildup. Slightly cliché.

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

As the data has suggested, most of the population could tell that the AI script was, in fact, artificially produced. This proved my hypothesis that AI could not successfully replicate an award-worthy script without major intervention. The next steps of this project would really rely on future developments in the industry. My assumption is that while AI is not an applicable software for advanced filmmaking, it *could* be applied to entertainment that is formulative in nature, such as reality television, late-night sitcoms and low-budget television that focuses on money-making rather than actual quality of the storyline. This could also be applied to commercials, infomercials, and other lower-budget projects that don't need to rely on breaking that Hollywood formula.

Right now, AI is young, so it's obviously hard to tell how relevant it will become. Some colleges are beginning to implement classes with AI in writing, but there are issues.

ACKNOWLEDGEMENTS / REFERENCES

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***Works Cited:

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