

RESEARCH PROPOSAL OUTLINE:
THE IMPACT OF LARGE LANGUAGE MODELS (LLMs)
IN MEDIA AND ENTERTAINMENT

Maria Ingold
12693772

Unit 8

Research Methods and Professional Practice

University of Essex Online

24 June 2024

CONTENTS

| | |
|--|---|
| INTRODUCTION (50) | 3 |
| SIGNIFICANCE / CONTRIBUTION / RESEARCH PROBLEM (300) | 3 |
| RESEARCH QUESTION (30) | 4 |
| AIMS AND OBJECTIVES (150) | 4 |
| KEY LITERATURE (500)..... | 4 |
| DESIGN AND METHODOLOGY (500)..... | 5 |
| ETHICS AND RISK ASSESSMENT (200)..... | 6 |
| ARTEFACTS (100)..... | 7 |
| TIMELINE (150) | 7 |
| REFERENCES..... | 8 |

INTRODUCTION (50)

- Maria Ingold
- University of Essex Online
- Research Methods and Professional Practice
- The Impact of Large Language Models (LLMs) in Media and Entertainment

Keywords: (Dawson, 2015)

- Large language models (LLMs)
- Artificial intelligence (AI)
- Media
- Entertainment

SIGNIFICANCE / CONTRIBUTION / RESEARCH PROBLEM

(300)

- **Why Suitable Candidate:** (Dawson, 2015)
 - Why me, skills required, how I fulfil, why topic (Dawson, 2015)
 - Expert
 - Speaker
- **Background / Context / Subject Overview:** (Dawson, 2015)
 - Set scene. Show context and bound within recognised field. (Dawson, 2015)
 - What LLMs are and how they fit into AI.
 - How LLMs fit into media and entertainment.
- **Significance:**

- LLMs have issues.
- Importance of LLM impacts on media and entertainment.
- **Research Problem (Gap):**
 - Limited industry understanding of LLMs in media and entertainment.
 - No published peer-reviewed overview.

RESEARCH QUESTION (30)

- What are the impacts of LLMs across Media and Entertainment?

AIMS AND OBJECTIVES (150)

Aim:

- Explore the impact of large language models in media and entertainment.

Objectives:

- Review existing literature to understand LLMs and issues.
- Review existing literature, ideally case studies, to identify LLM use in media and entertainment.
- Ascertain trends, challenges and implications.

KEY LITERATURE (500)

Brief Literature Review: (Dawson, 2015)

- Summarise existing research.
- Highlight gaps my research will address.

DESIGN AND METHODOLOGY (500)

Methodology

- Research Methods (Dawson, 2015)
 - Type: research-based
 - Data collection: Secondary research
 - Structure: Unstructured or semi-structured (Saunders)

Data Sources

- Industry (private)
 - Have membership. Only quote public.
- Industry (public): e.g., SMPTE.
- Academic Restrictions:
 - Mostly 2022 onwards
 - Unless foundational e.g. transformers
 - Peer-reviewed and published
 - Google Scholar
 - Search terms: Large language model, LLM, media, entertainment
(broad to not conflict with thesis)

Development Strategy (Dawson, 2015)

- View: Sequential and evolutionary
- Discovery: Inductive – observe and generalise theories
- Data type: Initially qualitative as exploratory. Possibly qualitative as evolves.

- Hypothesis: No initial as exploratory
- Paradigm: Interpretivist (Saunders, Lewis and Thornhill, 2019)

Research Design (Dawson, 2015)

- Exploratory Research (QuestionPro, N.D.)
 - Explores impact of LLMs in media and entertainment.
 - Not clearly defined problem
 - No conclusive result
 - Better understand impact areas, themes, and questions.

Resource Requirements

- Microsoft Windows, Word and Excel
- Broadband

Bad example: not sure what development strategy. Might be some secondary.

Want: pros and cons and gaps. Gaps identified for capstone. Anticipated x method for primary research.

ETHICS AND RISK ASSESSMENT (200)

Ethical Considerations (Dawson, 2015)

- Attribution.
- Do not quote non-public data if not agreed.
- Honest results.
- Check bias.

Risk Assessment

- **Risks:**
 - Misinterpretation of secondary research.
- **Mitigation**
 - Cross-referencing.

ARTEFACTS (100)

- Detailed research report.
- Visual representations of themes.

TIMELINE (150)

- Project plan
 1. Topic
 2. Methodology
 3. Proposal
 4. Ethical Approval
 5. Literature Review
 6. Research
 7. Analyse
 8. Write
 9. Edit
 10. Submit

REFERENCES

Dawson, C.W. (2015) *Projects in Computing and Information Systems*. 3rd ed.

Harlow: Pearson.

QuestionPro (N.D.) *What is Research - Definition, Types, Methods & Examples*.

Available from: <https://www.questionpro.com/blog/what-is-research/> [Accessed 24 June 2024].

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019) *Research Methods for Business Students*. 8th ed. Pearson.