

Employing AI-bots in media industry: the OFF Radio Kraków experiment case study*

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Abstract

The objective of this paper is to explore a precedent-setting event in Polish media industry sector, namely radio broadcasting company Radio Kraków: replacement of human presenters by chatbots, providing them with names and personalities, and assigning tasks to interview famous figures (whose voices were also AI-generated). This "AI experiment" raised much controversy no matter the clear statement that the auditions had been generated by artificial intelligence. We use a case study method and content analysis of media releases published online from October 21 to October 29 to analyze this problem thoroughly in the context of "AI workers", being perhaps the major challenge of HR in many industries.

Keywords: employment, AI, media industry