



ON THE RESPONSIBLE INTEGRATION OF GENERATIVE AI INTO GAME DEV WORK

Eleanor Mather, Vishal Sharma, & Neha Kumar, Tandem Lab, Georgia Tech
Pejman Mirza-Babaei, Ontario Institute of Technology

MOTIVATION

Panchanadikar and Freeman. CHIPLAY 2024

Kawakami and Venkatagiri. C&C 2024

Demirci et al. CESifo 2024



RESEARCH QUESTIONS

How do workers involved in the game development ecosystem perceive the increasing integration of generative AI in their workflows?

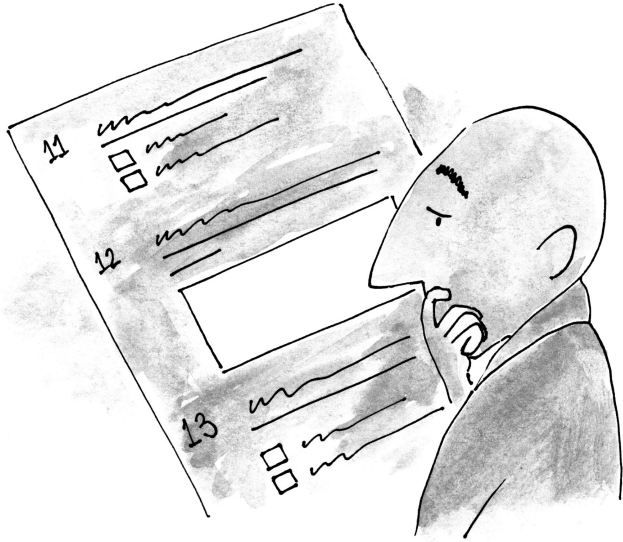
How might their creative capabilities be responsibly supported and augmented via generative AI?



POSITIONALITY



METHODS



SOME PRELIMINARY FINDINGS

“Acceptable” vs “Unacceptable” Use

*“[programming] feels a lot **more practical than creative**. there are certain functions that have to be a particular way, so I could see why that would be useful.” -*
(visual artist/designer)

SOME PRELIMINARY FINDINGS

“Acceptable” vs “Unacceptable” Use

Changes to Workflow and Job Security

*“But from what I have seen, it seems that a lot of companies that are looking to implement generative AI seem to be trying to implement it in a way that they can try to **cut down on budget and mitigate the need for human workers**, which is obviously **not great in terms of trying to get work.**”* -(programmer)

SOME PRELIMINARY FINDINGS

“Acceptable” vs “Unacceptable” Use

Changes to workflow and job security

Skepticism in Generative AI’s Capabilities

*“And it seems like a lot of the work that it **produces for creative elements fails to deliver** in a way that is meaningful. A lot of times you'll see AI generated art that feels very lifeless because it doesn't really understand **intent in context.**”* -(programmer)

IMPACTS



THANK YOU!



Vishal Sharma



Pejman Mirza-Babaei



Neha Kumar