

# Questionnaires on artificial intelligence

## 1. VAF Example

### Use of artificial intelligence

In this section, we ask questions about the use of artificial intelligence (AI) during the administrative process in the application file, as well as its use during the project itself. Click on the info buttons to access additional information related to specific concepts.

#### Important

Completing this questionnaire requires some knowledge of what artificial intelligence (AI) is, and what it does and does not mean. We have therefore determined categories in consultation with experts based on the various applications for which AI is used in the audiovisual sector. Click on the button next to each category to read a description, complemented by various applications, applications and examples. Please also refer to the glossary for further information.

[Glossary](#)

Did you use AI, a model or a tool driven by AI in any way for creating your case? For working out and making the project itself, did you use AI, a model or a tool driven by AI in any way?

| Category   | Info                     | Application file         | The project itself       | N/A                      |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>A. 'Images and photographs: Generative Art'</b><br>such as generating images via models or offered tools such as Dall-E, Shutterstock AI, Canva AI, Midjourney and Stable Diffusion, etc., or AI-based photo editing, e.g. via Photoshop. | <a href="#">Examples</a> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>B. 'Video / VFX'</b><br>such as video generation, video editing, talking heads, deepfakes, converting text to video, (de-)aging and VFX pipelines.  | <a href="#">Examples</a> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>C. '3D'</b><br>such as generating models, generating 3D images, generating  | <a href="#">Examples</a> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Category   | Info     | Application file         | The project itself       | N/A                      |
|--|----------|--------------------------|--------------------------|--------------------------|
| depth images via NeRF/Photogrammetry.  |          |                          |                          |                          |
| <b>D. 'Virtual Humans'</b><br>such as generating avatars (face and/or full-body).  | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>E. 'Animations'</b><br>such as motion capturing and motion synthesis (e.g. teaching new movements to animation models).   | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>F. 'Text'</b><br>such as generating texts and translations, automation of subtitling, interpreting or summarising information, assistance in writing texts or learning to write, for example in a specific style. | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>G. 'Audio'</b><br>such as speech learning and generation, dubbing, converting text to audio, speech recognition, speech customisation and music generation.   | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>H. 'Testing'</b><br>such as automating simulations, machine learning bots and in-game opponent AI.  | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>I. 'Physics / Engine'</b><br>such as neural physics and engine optimisations, for example when developing games or creating set and camera simulations.   | Examples | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>J. 'Other'</b><br>indicate if you find that your used AI application does not belong to any of the above categories.  |          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

#### Why did you choose these tools?

- To save time
- To save costs
- To improve quality
- To make the impossible possible, e.g. in the event of a death or the completion of millions of tasks at short notice.
- Other

#### At what stages have you used or do you plan to use these tools or models?

- Concept and brainstorming (e.g. to gain insights, storyboarding, ...)
- (Support in) writing (application) documents (e.g. translations, summaries, etc.)

- Prototyping (e.g. to build a prototype or vertical slice more cheaply, ...)
- Production & post-production (e.g. building models, camera simulation, game testing, post-processing, colour correction, audio correction, ...)
- Content generated by AI in final product (e.g. textures, voices, music, in-game opponents, ...)
- End user can interact with AI in end product (e.g. chatbots, AI generation as a service, ...)

**Have you relied on the services of other companies to use the AI tool or model?**

- Yes
- No

**Did you rely on freely available resources or services to use the AI tool or model?**

- Yes
- No

**Did you rely on paying sources or services to use the AI tool or model?**

- Yes
- No

## Questions on aspects of intellectual property

In this section, we probe the use of artificial intelligence (AI) and what intellectual property is in the dataset.

**While using AI, a model or a tool driven by AI, have you used works protected by copyright or other intellectual property rights (e.g. patent or trademark rights) of:**

- employees, freelancers and/or trainees?
- third parties?
- I don't know

In what way did you take that into account?

**Are there any written agreements within your company regarding the protection of intellectual property rights of employees, freelancers or trainees in relation to the (finished) product?**

- Yes
- No

Explain?

**Can employees, freelancers or trainees refuse to allow works (co-)created by them and protected by intellectual property to be used in or for the purpose of functioning AI tools or models?**

- Yes
- No

Explain

//

## Statements on which we would like to know your personal opinion

Finally, in this section, we sound out your personal feelings on some artificial intelligence (AI) topics. Go through the questions carefully and fill in the answer that best fits each question.

| Thesis  | Strongly disagree     | Disagree              | Neutral               | Agree                 | Strongly agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. The use of AI can lead to innovation in our industry.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Based on the dataset(s), the use of AI can lead to the reinforcement of stereotyping, clichés and/or unconscious biases. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Using AI, you can complete tasks faster.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. With the use of AI, you can perform tasks more cheaply.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In what cases, in your opinion, should the use of AI tools or models always be allowed?

In what cases, in your opinion, should the use of AI tools or models never be allowed?

## 2. **BFI Example**

The BFI would like to gather some early data on the use of AI in funding applications. This will help us to better understand where and how it is being used by applicants.

1. Did you use Artificial Intelligence, or a tool based on it, to complete this application? YES/NO/Unsure
2. Are you applying for funding for a project that contains outputs (e.g. script, completed film, events, screenings and related activity) from Artificial Intelligence, or a tool based on it? YES/NO/Unsure
3. If you answered Yes or Unsure to either of the above questions, please include further details here: Free text box

It is important that all projects respect copyright and intellectual property rights. If you are applying for funding with a project using AI outputs, please make sure that this does not infringe copyright or IP law.”