Subjectivity Reconstruction of Micro-short Drama Creation Driven by AIGC: From Process Transformation to Value Breakthrough Post-print

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Abstract

【目的】This paper examines the transformation of the creator' s role in micro-short dramas empowered by AIGC from the perspective of the creative subject, providing insights for human-AI collaborative cultural content production.

【方法】Using literature research, case analysis, and other methods, this study analyzes the application of AIGC in micro-short drama screenwriting, visual production, and post-production stages, and examines its reshaping of creative subjects' behavioral patterns, competency structures, and creative motivations.

【结果】AIGC has revolutionized the creative workflow of micro-short dramas and improved efficiency, reshaping the behavior, capabilities, and motivations of creative subjects. While there exists a risk of creative value loss, the humanistic advantages of human creators remain difficult to replace.

【结论】In facing the challenges brought by AIGC, creators need to fully leverage their humanistic advantages, integrating emotional resonance, cultural insight, and value guidance into their creations, to construct a healthy creative relationship between humans and AI, and achieve a balance between technology and humanities.

Full Text

Subjectivity Reconstruction in Micro-Short Drama Creation Driven by AIGC: From Process Transformation to Value Breakthrough

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Abstract

Purpose: This paper examines the transformation of creators' roles in micro-short drama production empowered by AIGC, offering insights for human-AI collaborative cultural content production. **Methods**: Through literature review and case analysis, this study investigates AIGC applications in screenwriting, visual production, and post-production of micro-short dramas, analyzing how these technologies reshape creators' behavioral patterns, capability structures, and creative motivations. **Results**: AIGC has revolutionized the micro-short drama creation process and enhanced efficiency, reshaping creators' behaviors, capabilities, and motivations. While risks of creative value loss exist, the humanistic advantages of human creators remain irreplaceable. **Conclusion**: Facing AIGC challenges, creators must fully leverage their humanistic strengths by integrating emotional resonance, cultural insight, and value guidance into their work, constructing a healthy creative relationship between humans and AI to achieve balance between technology and humanity.

Keywords: micro-short drama; generative AI; creative subjectivity; human-AI collaboration; value reshaping
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In recent years, generative artificial intelligence (AIGC) technology has developed rapidly, profoundly transforming the creative methods and communication ecology of micro-short dramas. Major streaming platforms and domestic short-video platforms have successively launched AI-driven micro-short dramas such as *Chinese Mythology* and *The Marvelous Mirror: Breaking Waves* [1], demonstrating the perfect integration of algorithm-driven content generation efficiency and artistic expression. This technological wave has not only broadened the thematic scope of micro-short dramas [2] but also disrupted traditional industry creation and operation models. AIGC applications across all stages from pre-production to post-editing have significantly shortened production cycles, reduced costs, and dramatically accelerated creative speed in challenging genres such as fantasy and science fiction. However, AI tools trained on massive datasets have also led to homogenization in narrative structures and stylistic elements across some short dramas, resulting in over-reliance on algorithmic outputs and diminished creator agency. As AIGC technology continues to penetrate video production, micro-short drama creation mechanisms and creator roles face new challenges and evaluations.

Previous research has primarily focused on AIGC' s promotional effects on industrial structure and technical aspects, exploring how large model algorithms

can enhance content production efficiency, change communication patterns, or open new business models [3-5], while paying insufficient attention to creative subjects. As a unique form combining short videos and cinematic narrative, micro-short dramas' integration with AIGC not only accelerates content iteration but also invisibly reshapes the relationship between creative subjects and artificial intelligence. This reshaping demonstrates both the positive role of AIGC in creative planning and its profound impact on artistic expression and value transmission.

This paper examines AIGC' s deep influence on micro-short drama creation processes from the perspective of creative subjects, exploring the transformation of creators' roles after AIGC empowerment, and proposing how to avoid excessive erosion of humanistic expression amid industry transformation. Through this discussion, it aims to provide references for micro-short drama creation in the digital intelligence era and offer beneficial insights for future human-AI collaborative cultural content production. This will not only help micro-short drama creators find their positioning in the new technological context but also provide new perspectives and pathways for innovation across the entire cultural industry.

1. AIGC's Innovation in Micro-Short Drama Creation Processes

The rapid development of generative AI in micro-short drama is completely reshaping its creation workflow. Traditional production models relying on manual division of labor and sequential progression have gradually transformed into a new human-AI collaborative paradigm centered on model-driven processes, tool integration, and data invocation.

1.1 Innovation in Screenwriting: Script Generation and Templatized Structures

AIGC applications in scriptwriting have brought fundamental changes to text generation methods and narrative structures. Traditional film and television creation often relied on screenwriters' linear conception of themes and character relationships, with the entire process highly dependent on individual experience and intuitive judgment. AIGC technology simplifies script creation into parameter setting and template selection. For example, the AI-assisted creation platform developed by Xi' an Film Group' s AI Lab, based on a large language model specialized for Chinese-language cinema, includes three subsystems: initial script generation, script revision and polishing, and multi-dimensional script evaluation [6]. The initial script generation system can automatically produce 40,000 to 60,000-character scripts from input ideas, the revision system enables rapid polishing of completed drafts, and the evaluation system comprehensively assesses story quality and market potential across two dimensions focusing on characters and plot [6].

During script generation, built-in rhythm and content templates in AIGC tools play a crucial role. Common micro-short drama narrative structures, such as "three-second hook—thirty-second conflict—one-minute climax," are not only widely applied in training data and recommendation mechanisms but also deeply integrated into the creative logic of AIGC screenwriting tools [7]. To ensure AI-generated scripts meet the high-density "satisfaction point" requirements of micro-short dramas, SkyReels' AI script generation function has built a high-quality structured dataset of hundreds of millions of short drama examples called SkyScript-100M. This dataset precisely annotates plot rhythms, satisfaction points, and emotional variations from numerous popular short dramas and designs a progressive script generation framework, enabling the model to output highly structured and compelling scripts [8].

Both novice and veteran writers can stimulate creativity through AI and easily create engaging micro-short drama scripts using generation tools. Creators simply input keywords for specific themes, and AI tools can automatically invoke corresponding structural components to complete character settings and plot development within extremely short timeframes. This transforms narrative creation from traditional single-threaded writing by human creators into module invocation based on big data and systematic training results, significantly improving efficiency in the screenwriting phase.

1.2 Innovation in Visual Production: From Cinematography to Generated Imagery

Traditional film and television visual production is complex and time-consuming, requiring substantial human and material resources. From scene construction and prop preparation in pre-production, to lighting arrangement and cinematography during shooting, to special effects and color grading in post-production, each step depends on meticulous collaboration among professionals. Creating an ancient palace scene, for instance, would require art teams to spend weeks on design and construction, lighting technicians to repeatedly adjust effects for optimal visual presentation, and post-production effects teams to devote extensive time to compositing and 特效添加. With the integration of AI image generation technology, micro-short drama visual production workflows are undergoing fundamental transformation. Mainstream AI video generation systems such as Sora, Dreamina, and Keling can rapidly output sequences of images through text prompts, automatically generating visual elements including character styling, spatial layout, and atmosphere creation [9].

For example, the micro-short drama *The Marvelous Mirror: Breaking Waves* was deeply produced using Kuaishou' s Keling large model. The creative team first used text-to-image generation to establish character images and visual styles, then applied image-to-video functions to convert static images into 5-second video clips, which were finally manually edited into a complete film by the post-production team [10]. This workflow not only dramatically improves production efficiency but also provides greater creative freedom in scene and

character development.

Compared to traditional cinematography's emphasis on set design, lighting, and staging, creative teams can use generative image models to continuously experiment with different visual styles or scene effects within limited timeframes, further driving content iteration and formal innovation in the short drama industry. However, it should also be noted that AI visual generation, while accelerating content creation and lowering technical barriers, is bringing about a certain degree of aesthetic convergence. Since different creators often utilize the same or similar pre-trained models, and platforms provide default templates and shortcut operations, a large number of productions exhibit high similarity in visual style and color palette. How to maintain differentiation and depth in works within an AI-driven technical environment has become a new challenge for micro-short drama creation.

1.3 Innovation in Post-Production: From Manual Splicing to Intelligent Integration

In the post-production phase of micro-short drama, AIGC technology is leading a transformation from manual splicing to intelligent integration. Under traditional models, editors needed to adjust footage frame by frame, manually match sound effects, and repeatedly debug color grading, with each step highly dependent on personal experience and subjective judgment. Now, AI technology converts these tedious processes into standardized parameter configurations and intelligent decision-making, allowing users to achieve one-click initial editing, speech-to-text conversion, rhythm setting, and style matching simply by invoking templates, significantly improving final product efficiency.

Some large models can also provide functions such as AI-generated establishing shots, AI intelligent soundtrack composition, video stylization, AI frame interpolation, AI video matting, and solve subtitle errors and multilingual translation challenges for producers through AI intelligent subtitles, while simultaneously achieving AI lip-sync matching for multiple languages [11].

Furthermore, post-processing tools with built-in rhythm judgment and shot-switching strategies often reference characteristic data from high-viewership content, creating technical synergy between editing decisions and recommendation algorithms. Through full-process automation from script-to-shot segmentation, audio-visual matching to video rendering, major platforms can output standardized films with clear structures and smooth pacing. AIGC application has realized automation, standardization, and stylistic consistency in post-production, signifying that micro-short drama post-production has shifted from relying on individual experience to following systematic algorithmic logic.

2. AIGC' s Reshaping of Creative Subjects in Micro-Short Dramas

Across core stages including script generation, visual production, and post-processing, AIGC is driving micro-short drama creation toward intelligent and industrialized collaboration. This transformation not only reconstructs the organizational logic of creative workflows but also profoundly changes the role positioning of creative subjects.

2.1 Behavioral Patterns: From Creator to Controller

The widespread application of AIGC technology has deeply penetrated micro-short drama production, gradually shifting content creation toward the screening and integration of large-scale AI-generated content. Shneiderman (2020) proposed that technological empowerment should aim to enhance human creativity [12], yet in current practice, creators are often engaged in material selection, combination, and optimization of algorithmic outputs, which significantly improves production efficiency. However, this also transfers partial dominance in conceptualization and style shaping to algorithms, resulting in deficiencies in ideological depth and humanistic concern [13].

This phenomenon represents not merely an upgrade in creative process automation but reveals a fundamental reshaping of how artificial intelligence restructures content producers' thinking patterns. Under deep AIGC integration, character settings and visual designs are often achieved through keyword or parameter adjustments for approximate effects. Under efficiency-prioritized and trial-and-error collaborative logic, creators can quickly assemble plots and visuals that meet requirements, but this model also compresses innovation space and emotional expression tension in creation. The randomness of creativity and uniqueness of thought gradually fade in assembly-line rapid production, leading to works lacking rich cultural connotations.

Digital media' s "software culture" is redefining content producers' understanding of creative processes [14]. AI-driven creative tools decompose narrative and image production into a series of operational modules, transforming originally individual inspiration-dependent conception into selection and adjustment of existing materials and algorithmic rules. The boundary between planning and execution becomes increasingly blurred, as creators must master not only algorithmic principles but also artistically evaluate and reprocess generated materials. Micro-short drama production is gradually becoming a complex multi-layered human-AI collaborative project. In this process, creators' roles evolve from independent creative subjects to process managers and coordinators, while traditionally individually will-based creative dominance is being reshaped under the combined influence of artificial intelligence and platform mechanisms.

2.2 Capability Structure: From Artistic Expression to Technical Collaboration

The comprehensive penetration of generative AI into all aspects of micro-short drama has triggered fundamental changes in creators' skill structures. In AI-dominated creation, creators must master not only traditional aesthetics and narrative strategies but also techniques such as prompt optimization, image generation control, and multimodal material management. Due to current AI technology limitations—such as inconsistencies in characters and scenes, action interaction issues, and dynamic range control—creators must maintain holistic design concepts for characters and scenes, conducting meticulous post-review and adjustment of AI outputs to ensure consistency in action, rhythm, and atmosphere.

Some film and television enterprises have begun establishing positions for AI prompt engineers, requiring screenwriters to master prompt engineering techniques and translate creative intentions into precise technical parameters. This shift signals that traditional artistic creation models centered on emotional expression and aesthetic judgment are gradually being replaced by emerging industrial models pursuing systematic efficiency and content scheduling. In this AI-driven transformation, the knowledge system of the film and television industry is also undergoing interdisciplinary reshaping. While foundational literacy in traditional humanities disciplines such as literature, art, and film studies remains the creators' foundation, there is now a greater need to integrate computational thinking, symbolic logic, information architecture, and media technology into a holistic perspective.

In image generation and video production, creators must understand concepts such as diffusion models, style transfer, and semantic embedding to ensure AI-generated content aligns with intended styles. Prompt application has also evolved from simple descriptive language to strategic technical expression. Moreover, facing integrated multimodal platforms like SkyReels, creators must achieve efficient integration between creativity and technical execution across multiple subsystems including script construction, shot processing, voice synthesis, and rhythm control. It is evident that the contemporary micro-short drama creation environment requires creators to possess both artistic perception and systematic thinking capabilities, necessitating not only aesthetic judgment but also deep understanding of AI generation model mechanisms to achieve effective control and technical mastery over works within AI-driven content ecosystems.

2.3 Creative Motivation: From "Intrinsic Expression" to "Data Compliance"

In traditional film and television production, creators often integrated personal experience, social insight, and emotional projection into works' intrinsic expression, demonstrating an art pursuit centered on individual perspective. How-

ever, as algorithms transform user preferences into quantifiable data such as click-through rates, completion rates, and trending keywords, creators' theme settings, rhythm advancement, and even character development no longer rely solely on natural emotional flow. Instead, they rapidly test multiple plot versions and determine works' final direction based on market feedback. To some extent, creators have become collaborators with platform prediction algorithms, conducting data validation before works' final formation to maximize network traffic. This "create-test-feedback-recreate" cyclical process transforms creative motivation from personalized artistic expression into data compliance under technical dominance, manifesting in creative behavior as strategic responses to user feedback.

This excessive reliance on data feedback reveals profound changes in creators' understanding of content value. Previously, work quality was often measured by aesthetic or social value such as ideological depth, narrative coherence, and emotional authenticity. However, under AI influence, more intuitive data indicators such as market performance, click rates, and conversion rates have gradually become primary evaluation criteria. This shift in content value assessment standards originates from deep interaction between platform ecology and user behavior. In the current stock market stage where user growth has reached bottlenecks, platform operation strategies have shifted from scale expansion to data-driven efficiency optimization, forcing creators to break down content into quantifiable elements such as opening "hook" designs, golden rhythm templates, and interactive formula modules, constituting a new production model. Although this industrialized process improves production efficiency, it reduces creation to mechanical parameter optimization operations, forming a closed-loop dependency between content value and algorithmic feedback.

Meanwhile, users'viewing habits under algorithmic recommendations have transformed attention competition into a contest of stimulation intensity, forcing creators to prioritize immediate data responses over cultural expression. Through dual strategies of traffic distribution and commercial incentives, platforms shift content value measurement standards from works' social significance to system-quantifiable dissemination effects, ultimately forming a data-centric evaluation logic. Within this logical framework, although technical tools ostensibly provide creators with more means, they actually reshape content value assessment systems through implicit process norms.

The transformation of creative behavioral patterns, capability structures, and motivations collectively outlines a new landscape of creative subjectivity for micro-short drama creators in the AIGC era. This subjectivity reconstruction represents neither complete loss of individual agency nor absolute artistic autonomy, but rather a reshaping of human value in the intelligent age, signaling a gradual transformation of traditional creation paradigms dominated by individual will, creativity, and emotion.

3. Value Reshaping and Subject Return

3.1 Risk of Creative Value Loss

The widespread application of AIGC technology in micro-short drama has brought new challenges to content quality. In thematic selection, AIGC tends to adopt high-frequency narrative patterns and thematic structures from corpora, resulting in works concentrated in genres such as costume dramas, suspense, time-travel, romance, and rebirth [15], while proving less adept at handling realistic themes, complex interpersonal relationships, or social-emotional expression. This corpus-driven generation approach gradually solidifies genre boundaries, reducing content diversity and cultural connotation.

Visually, although AIGC-generated imagery offers unparalleled advantages, it still faces technical and aesthetic challenges. Text-to-image technology lacks precision and naturalness in generating facial expressions and movements, character emotional expression lacks subtlety, and coordination between voice and visuals in emotional tone appears insufficient, all affecting narrative fluency. Meanwhile, the prominent issue of highly homogeneous and monotonous aesthetic styles means most works based on similar pre-trained models result in similar visual styles and color palettes. In terms of emotional expression effectiveness, AI models struggle to handle complex emotional conflicts and narrative tension, easily losing thematic depth and social significance in superficial imitation, making form outweigh content and lacking cultural foundation and ideological depth.

While AIGC expands content production domains, ignoring depth of themes, diversity of aesthetics, and richness of values may intensify creative value loss through large-scale application. Against a backdrop of increasing convergence in narrative structure, visual presentation, and emotional scheduling, users' freshness and aesthetic perception of content may gradually diminish. If users remain long-term in stimulation by similar content, it may lead to aesthetic desensitization and declining acceptance interest. This fatigue effect caused by high content homogeneity will further weaken emotional connections between content and users, posing potential threats to the sustainable development of the entire content ecosystem.

3.2 Cultural Return of Subject Value

In a media environment where technology continuously penetrates all creative stages, human creators' aesthetic perception and emotional depth are highlighting core values that cannot be replaced by artificial intelligence. In micro-short drama, a field emphasizing plot advancement and emotional resonance, creators integrate character development, scenario construction, and narrative rhythm based on personal experience, artistic intuition, and social insight, thereby injecting authentic and rich emotional tension into works. It is precisely this aesthetic creation based on individual experience and cultural perception that

enables works to retain emotional warmth and expressive depth amid industrialized production waves.

Meanwhile, human creators play an irreplaceable positive role in disseminating social experience and value guidance [16]. As content producers, they are responsible not only for text or image production but also for responding to social emotions and guiding positions. What truly moves users is often not visual effects but works that can resonate emotionally with audiences and possess cultural recognizability. In this process, creators' prompts, screening, and revisions for AI involve not only aesthetic gatekeeping but also value orientation, ethical awareness, and public issue trade-offs. Especially against the backdrop of increasingly structured content and accelerated visual consumption, creators' sensitivity and judgment become key elements for coordinating technical efficiency and cultural significance, laying a unique humanistic foundation for future micro-short drama creation.

As human-AI collaboration becomes increasingly normalized, how creators integrate their humanistic insight into AI generation processes is becoming an important issue for new forms of cultural expression. While efficient algorithmic generation can provide creative materials and formal innovation, humans continue to play a leading role in cultural interpretation, meaning construction, and emotional integration of materials. Creators must effectively explore reasonable boundaries for human-intelligence coexistence, find a balance between technological innovation and humanistic care [18], maintain key dominance in content value judgment and aesthetic regulation, and thereby shape forms of cultural expression that transcend mere technical products.

In the media ecology of deep AIGC and micro-short drama integration, the interaction between creative subjects and technical tools presents an unprecedented collaborative innovation model. Facing challenges and opportunities brought by technological waves, creators need to re-examine their roles, fully leverage irreplaceable humanistic advantages such as emotional resonance, cultural insight, and value guidance, and construct a healthy creative relationship between humans and AI. This new relationship emphasizes not only efficiency and scale but also enriched aesthetic experiences and deepened meaning construction. In this continuously evolving collaborative creation process, creators will continuously explore new creative potentials within the dynamic balance between technological empowerment and humanistic connotation, enabling micro-short dramas to maintain a more imaginative space between efficiency and cultural value.

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Note: Figure translations are in progress. See original paper for figures.