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Algorithmic Collaboration in Creative Project Management: Generative Ai as a Synthetic Co-researcher in Agile Feedback Loops

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Abstract

This article explores the concept of algorithmic collaboration in creative project management by analysing how generative artificial intelligence can function as a synthetic co-researcher within agile feedback processes. Building on the exploratory study Synthetic Cinemagoers (2025), which tested ChatGPT's ability to predict real viewers' attitudes toward a film trailer, the paper examines the implications of AI-driven simulations for audience research, creative decision-making, and agile iteration cycles. The findings indicate that AI systems can effectively emulate audience responses, providing reliable feedback in the early stages of creative project development. Such algorithmic participation enables project teams to shorten feedback loops, enhance data-driven creativity, and manage uncertainty more efficiently. The study proposes a framework for integrating human-AI collaboration into creative project workflows, emphasizing transparency, ethical awareness, and cultural adaptability in the evolving digital creative economy.

Keywords: Algorithmic Collaboration, Creative Industries, Agile Management, Ai-Assisted Research, Audience Prediction, Digital Transformation