

# Integrating Artificial Intelligence into Cinematherapy Practice and Research

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## ABSTRACT

Cinema therapy is the use of commercial films for therapeutic purposes and it is widely used worldwide such in countries such as the United States of America and the United Kingdom. As people relate to and like cinema a lot, cinema therapy is becoming one of the popular forms of therapy. In addition to this, it has been successfully used for a variety of purposes such as to treat various issues such as eating disorders, depression and anxiety and also to develop religious tolerance and student empathy. On the other hand, AI or Artificial Intelligence is being used in various fields such as education, finance, energy and advertising. This is due to the reason that it has been able to produce efficient, effective and also interesting output and results in a shorter span of time. Thus, it results in making the process and outcomes, beneficial for everyone. Thus, the aim of this paper is to study and explain the various AI tools and software which can be used in the different stages of cinema therapy sessions so as to make them more successful, effective and also to streamline the process of they are conducted.

**Keywords:** AI, Cinema Therapy, Emotional and Psychological Wellbeing.

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## Integrating Artificial Intelligence into Cinematherapy Practice and Research

Artificial Intelligence or AI tools and software are being used in various fields such as education, finance, energy, governance and advertising nowadays. They are one of the key topics being discussed in the world right now. The interest in Artificial Intelligence and AI tools and software has been growing a lot now. It is due to the reason that they help in automating the tasks and functions performed by humans and they also perform them successfully, quickly and efficiently. As there are various AI tools and software which have emerged and perform all the usual and required functions by humans successfully, the interest in AI tools and software have also increased substantially nowadays.

Thus, this has led to people frequently using AI tools and software to help them to do their tasks successfully and quickly nowadays. In addition to the fields in which AI tools and software are being used now, another field or mode of therapy in which they can be used successfully to assist the work being done by humans is cinema therapy.

Cinema therapy is the usage of feature films for therapeutic purposes. Cinema therapy has been used successfully to treat mental health issues such as anxiety and depression. It has also been used for purposes such as developing religious tolerance in students with multicultural education insights and to correct of a personality psychological defence at a young age.

The first step in conducting cinema therapy sessions start with the process of **selecting and assigning films to the clients** in professional practice by the therapists, which are related to the mental health issues faced by the therapists. Then, the next step is that the clients watch the film according to some specified guidelines by the therapists, either with them or by themselves.

After that, this step is followed by both of them engaging in discussions about how the respective film has addressed the mental health issues faced by the client and how he or she could learn from the characters in the film to successfully solve their mental health issues.

In the case of research about cinema therapy sessions conducted by researchers as part of their studies, the researchers first select the films to be watched by their research subjects during the sessions and then they screen the films to the latter. Then discussions were usually conducted with them by the researchers about their feelings and thoughts to facilitate their learning from the film to solve their mental health issues or improve their wellbeing.

The practice of cinema therapy is very popular in some countries across the world such as the United Kingdom and the United States of America(USA). There are also a couple of mental health organizations in India which conduct cinema therapy sessions for the general public.

As the process of conducting cinema therapy sessions entails various aspects such as choosing suitable movies and also editing films to be screened during cinema therapy sessions, using Artificial Intelligence (AI) tools and software in various suitable stages of the process can successfully act as a supplement to the work done by the therapists or researchers. They can also complete the work quickly and efficiently and help them to conduct the cinema therapy sessions successfully.

This study aims to analyse about how AI tools and software can be used in the process of conducting cinema therapy sessions and research. It also lists the criteria considered while selecting the AI tools and software suitable for the various stages of cinema therapy practice and research. It then lists some AI tools and software. It also explains about some of them and how they might be useful in cinema therapy practice and research, to provide cinematherapy therapists and researchers who wish to use AI for their practice and research, with some suitable options.

It also analyses and explains about some of the problems which can occur while using AI tools and software for cinema therapy practice and research in general. In addition to this, as there were no prior studies about the use of AI in cinema therapy, it also aims to serve as a basic foundation for future research regarding the use of AI in cinema therapy.

## **OBJECTIVES**

The objectives of the research study are:

To study how can AI tools or software be used in the process of conducting cinema therapy sessions and research.

To identify and explain about the AI tools and software which can be used in the various steps of conducting cinema therapy sessions.

To analyse how using AI tools and software can enhance the process of conducting cinema therapy sessions and their benefits.

## **METHODOLOGY**

The methodology adopted by the study is descriptive qualitative method. Qualitative data has been used in this research and secondary data have been used in this study. This is due to the reason that as there have no previous studies conducted about the use of AI tools and software in cinema therapy. Other reasons include that AI tools and software are still a relatively new concept worldwide and there was no information about AI tools and software being used in cinema therapy sessions. Thus. it was not possible to gather primary data for this study through in-depth interviews with cinema therapists and academicians etc, for the purpose of this study.

Thus, information had to be gathered, studied and analysed from various sources of secondary data like online websites and articles about some AI tools and software which could be used in the various stages of cinematherapy sessions and also for cinematherapy research, for this study. This was based on prior research and

knowledge about cinema therapy sessions and research and also analysing what type of and which AI tools and software were suitable to be used in the various stages of cinematherapy practice and research.

The various types of sources of secondary data which have been used in this study are websites and online articles. First, the criteria for selecting tools that could be used in the various steps of cinema therapy sessions and enhance the effectiveness of the cinema therapy sessions was determined and written. Then information about these AI tools and software could enhance cinematherapy practice and research was obtained from searching on the internet.

Then some such suitable AI tools and software which could be very useful for the therapists and researchers in the various stages of the cinema therapy sessions and research were listed. Then some of these tools, along with their functions and how could they enhance the effectiveness of cinema therapy session and also assist in conduct cinema therapy research successfully, were explained.

This was to provide therapists and researchers a peek into some suitable AI tools and software which could be used successfully for their cinema therapy sessions and research. Then some of the common problems which can occur while using these AI tools and software in cinematherapy practice and research were analysed and explained in detail.

## **DISCUSSION AND ANALYSIS**

### **Criteria for choosing the Artificial Intelligence based tools and software for cinematherapy practice and research**

The criteria for choosing the Artificial Intelligence based tools and software suitable for cinematherapy practice and research are:

They should perform a function or functions related to the various stages of cinematherapy practice and research.

They should help cinema therapists and researchers to conduct cinema therapy sessions or research successfully.

They should perform their tasks and functions successfully and provide the desired outputs for the cinema therapists and researchers for conducting cinema therapy sessions and research.

### **Artificial Intelligence based software in film editing**

Artificial Intelligence based video editing software such as Adobe Premiere Pro, Wondershare Filmora, Final Cut Pro and DaVinci Resolve can be used to edit films to be shown during the cinema therapy sessions by the therapists, researchers and the related people after selecting the films to be shown during cinema therapy sessions. This is due to the reason that some portions or clips of the selected films for cinema therapy sessions can be shown instead of the full selected films sometimes.

In addition to this, Wondershare Filmora and Adobe Premiere Pro offers various features to the users like uploading the full video or movie, trimming it and also saving the edited versions of the movie for their uses and purposes. Thus, they are or can be very useful during the first step of selection of films for cinema therapy sessions where they can be used by therapists or researchers to suitably and effectively edit their films, if required.

They can be edited according to the parts of the films which would be suitable to aid in the recovery and enhancing the mental health of the clients or research subjects, before screening the films to them.

Thus, using these tools can ensure that a suitable clip of films is prepared for cinema therapy with the clients or research subjects which they could watch and eventually have a successful learning and discussion about how to enhance the latter's mental health or resolve their mental health issues.

## Artificial Intelligence based software for behavioural analysis and emotional recognition during cinema therapy sessions

There are some Artificial Intelligence software and websites which have been developed which can detect the emotions or can provide detailed insights about the behaviours of the participants before, during or after the cinema therapy sessions. This can be done by taking photographs of the behaviours of participants before, during and after the cinema therapy sessions and uploading them in the Artificial Intelligence(AI) based behavioural analysis websites.

After uploading the photographs in the websites, the therapists or researchers conducting cinema therapy sessions can ask queries to the behavioural analysis tool, such as to analyse the behaviour of the clients or research subjects in the photographs. Then, the website would reply to the query and provide a detailed behavioural analysis of the behaviours of the participants in the photographs.

An example of such websites would be the [www.yeschat.ai.com](http://www.yeschat.ai.com). This website has an behavioural analyst which provides AI powered behavioural analysis. This provides detailed insights about the behaviour in the format of “topic”, “reply” followed by a detailed analysis of the behaviour of the people in the photographs. These insights are based on the queries asked to it by the users. However, the limitation of this tool is that : it only accepts documents or images in the form of jpg or jpeg, txt and csv etc.

There are also other Artificial Intelligence tools and websites which provide facial emotional recognition by uploading photographs in the websites, which would then scan them and also provide details about the emotions of the people in the photographs.

AI based software and websites like these can play a very useful tool in helping in the most crucial aspect of conducting cinema therapy sessions: helping the therapists and researchers to understand and evaluate the impact of the cinema therapy session on the behaviour and emotions of the clients or research objects.

They can be used during the second step and third step of cinema therapy sessions; screening films for the clients or research subjects to analyse their emotions and behaviour during the film screenings and the subsequent discussions and activities after the screenings, with the full consent of the clients or research subjects.

They can also help to contrast it with the behaviour and emotions of the clients or research subjects before the sessions(by using them to analyse these aspects of the latter with their full consent). They can play a key role in determining the success of the cinema therapy sessions. These tools can also supplement questionnaires used to analyse the levels of anxiety, depression and other factors like happiness before and after the cinema therapy sessions.

The website iMotions can perform facial expression analysis and also detects the outward emotional states of the viewers in either recorded videos or live videos through completely automatic computer algorithms which record facial expressions through the webcam. The facial expression module makes use of the famous automatic facial coding tool AI Affectiva’s AFFDEX. The facial expressions of the human beings can be synchronized in live by using a webcam, with the stimuli in the iMotions software.

The facial emotional recognition technology analyses the facial expressions in the uploaded videos, the seven major emotions such as joy, anger, fear, surprise, sadness, contempt and disgust.

Therapists and researchers can also obtain valence and engagement statistics for their videos while conducting facial expression analysis for their videos in the website. Valence is the total emotional tone which ranges from positive to negative and engagement is the measure of the level of expressiveness and involvement.

The facial expression module can be accessed by the therapists or researchers by purchasing it from the website. These tools can also be used by the therapists and researchers to analyse the levels of expressiveness and involvement and total emotional tones of the clients or research subjects throughout the cinema therapy sessions. Thus, they can help the therapists and researchers to analyse the effectiveness of the cinema therapy sessions.

The iMotions website can also be used during the second stage and third stages of the cinema therapy session respectively.

### **Artificial Intelligence based tools and websites for generating discussion questions and classroom activities for cinema therapy sessions**

There are some Artificial Intelligence websites and software like the Artificial Intelligence chatbot Google Gemini, developed by Google and the Artificial Intelligence website ChatGPT which can help the therapists or researchers to generate suitable questions or activities to be discussed before the film screenings in their cinema therapy sessions to their clients or research subjects. The therapists or researchers can go to these software and websites and type by asking them to generate suitable discussion questions and activities before the film screening of a particular film for the clients or research subjects specified by them.

Then, suitable and appropriate questions or activities before the screening of the specified films would be generated and provided by the websites or software which can be used by the therapists and researchers. These questions or activities generated would help the therapists or researchers to effectively to create a suitable atmosphere for the cinema therapy sessions for their clients or research subjects and also to give them a basic idea of the films which are going to be screened in this cinema therapy sessions. Thus, these tools can help the therapists or researchers to conduct the discussions before the screening of the films effectively.

There are also some tools and websites which can generate discussion questions about the films to be discussed, after the cinema therapy sessions. An example of such a website is the [www.easy-peasyai.com](http://www.easy-peasyai.com) and the discussion questions feature in its website.

The therapists or researchers, to create suitable questions for discussion about the films and how the students can learn from them and their characters as a part of cinema therapy, can access the discussion questions feature on [www.easy-peasyai.com](http://www.easy-peasyai.com). (This website is for students).

Then they can fill up about what they would like the students and them to discuss about the films shown as a part of the cinema therapy sessions, on the row titled “Topic” on the feature, the level of depth of the discussion that they would like to have about the film based on the level of understanding of the students in the “Depth of Discussion” row (There are Basic, Intermediate and Advanced) in the option and the tone of the questions which includes casual, professional and academic etc in the ‘Tone of voice’ row. In addition to this, they should specify the number of outputs and the language of the questions in which they would like them to be.

They can choose from 44 languages including the options of Chinese (Simplified) and Chinese (Traditional).

There are also some tools and websites which can generate suitable classroom activities about the films screened in the cinema therapy sessions and the participants can learn from them to improve their emotional and psychological wellbeing. One of such tools is the Activation and Engagement generator of the website [www.autoclassmate.ai](http://www.autoclassmate.ai). (It is for students) The therapists or researchers who would like to conduct classroom activities for the students based on the films and their benefits for the students’ mental and psychological wellbeing, after the cinema therapy session can use this tool.

They would have to specify the grade level of the students for which these activities are to be organized (the options are from Preschool to Graduate School) and also what they would like the students to learn from these movies as part of the classroom activities. (which are mandatory for using this feature) Then, the feature would generate suitable and appropriate classroom activities for the students which could be implemented by the therapists or researchers after the cinema therapy sessions. Google Gemini and ChatGPT could also be used for this purpose to create post-cinema therapy session questions and activities for other groups such as men and women.

These tools and websites can be used: in the second stage of conducting cinema therapy session: framing guidelines or asking questions to the clients or research subjects to introduce them about the film and screening the films for the latter and in the third stage of conducting cinema therapy sessions: the therapists or the

researchers engaging with their clients or research subjects after the film screening to solve their mental health issues or enhance their emotional and psychological wellbeing.

### **Use of AI tools in data analysis and visualization**

There are also various AI data analysis and visualization software such as Domo, Microsoft Power BI, Insight7 and MAXQDA which enables the therapists or researchers to analyse their quantitative or qualitative data which they have gathered from their cinema therapy sessions effectively and successfully.

AI data analysis software such as Polymer also helps the therapists or researchers to convert their databases into easy and interactive databases and it also enables the therapists or researchers to sort and filter the datasets for further analysis. The software also uses algorithms to identify patterns and relationships within the data and it provides visualizations conveying greater insights.

Microsoft Power BI is also an AI data analysis software which enables the users to arrange their datasets and it also enables the users to import data from any source; enabling them to create reports and dashboards easily. There are also various AI qualitative data analysis software such as Insight7 which can analyse data such as interviews and user research sessions. This software can also identify patterns throughout many conversations.

These data analysis tools can be very useful for the therapists and researchers during the process of data analysis after the conclusion of cinema therapy sessions to analyse the data sets obtained from their clients or participants and also to make meaningful insights and recommendations.

### **Problems associated with using AI tools and software in cinematherapy practice and research**

Although the AI tools and software can provide effective and desirable responses and outputs which can help the therapists and researchers to conduct cinema therapy sessions and research successfully, using them also can lead to potential problems and some of them are:

The data provided by these tools and software **are from the perspective of the machines or software**. Although the AI tools and software can provide effective and desirable responses suitable for the various stages of the cinema therapy sessions and research, the responses provided by them might not be effective in the real life situations (as the tools and software generate data from the perspective of machine or technology) when the cinema therapy sessions are being conducted by the therapists or researchers and they involve the perspective of the humans (both as therapists or researchers and the clients or research subjects).

This is due to the reason that the data and responses provided by the AI tools and software generate responses and outputs based on a general idea (homogeneously) based on the inputs provided by the therapists or researchers. Thus, they might not or would not take into the account the vast difference in gender, levels of understanding, linguistic or cultural diversity or the unique qualities of the clients or research population in the case of cinema therapy sessions and so the responses might not be matching with the exact groups of clients or research subjects in the cinema therapy sessions: affecting the success of the sessions. Thus, the therapists or researchers should analyse and use the data obtained from these AI tools or software diligently and carefully based on their situations. They should also use the data according to the needs and situations of their clients or research subjects.

Another problem is about **using data of the clients or research subjects and the privacy of the latter**. Some of the AI tools and software especially such as [www.yeschat.ai.com](http://www.yeschat.ai.com) and iMotions which can conduct behavioural and facial expression analysis respectively. They require photographs and the clients or research subjects being recorded on webcam and thus prior permission and mutual consent are required from the latter by the therapists or researchers before using them in cinema therapy sessions.

This is due to the reason that some clients or research subjects might not feel comfortable about their photographs being taken or them being recorded on webcams during the film screening and they might feel that taking photographs or them being recorded on webcams might be intruding on their privacy.

Additionally, researchers should inform clients or research subjects about using the above mentioned software or website and observing them during the films screening and the post-screening activities (interactions, activities or both) and these data obtained from the software or website concerning them might also be used for data analysis of the cinema therapy sessions. This is due to the reason that some clients or research subjects would object to using their data based on them being recorded on webcam and their photographs as they might feel that it is violating their data privacy.

Another problem is that the problem of the cinema therapy sessions becoming machine-based (as some stages of the cinema therapy sessions can become fully or partly machine-based (depending on the decision of the therapists or researchers about using AI tools and software in cinema therapy session.)

This might result in the bridging gap between the therapists or researchers and the clients or research subjects when the former uses AI based tools and software in cinema therapy; thus ensuring little or no space for the therapists or researchers and clients or research subjects to talk freely and have an in-depth discussion of the latter's problems and issues; leading the clients or research subjects to the path of recovery (which is the essence of cinema therapy).

This is also due to the reason that AI based tools and software might not be able to understand the clients or research subjects problems and concerns thoroughly as compared to the therapists or researchers; thus this might create problems between the therapists or researchers and the clients or research subjects and might affect the latter's recovery process.

Thus, the therapists or researchers should keep in mind these issues and think and plan carefully and judiciously while using the AI tools and software during the cinema therapy sessions and research; according to their situations and also according to the needs and requirements of their clients or research subjects respectively.

## CONCLUSION

This study aims to study and analyse the Artificial Intelligence tools and software, which could be used effectively and successfully during the various stages of cinema therapy sessions and research.

It was found out through the study that various Artificial Intelligence (AI) software and tools can help the therapists or researchers to conduct the three stages of the cinema therapy sessions: selecting a film, watching a film and the therapists or researchers and the clients or researchers discussing about the film after the film screenings. There were no suitable AI tools or software found to be suitable to assist therapists or researchers in the first step of conducting cinema therapy sessions: selecting films for the clients or research subjects.

These software and tools like Filmora, [www.yeschat.ai.com](http://www.yeschat.ai.com), iMotions, ChatGPT and [www.autoclassmate.in](http://www.autoclassmate.in) provide automated and at the same time desired and effective responses according to the needs and requirements of the therapists or researchers. Thus, they function as an aid to the therapists or researchers by providing desired and suitable data required by them during the various stages of the cinema therapy sessions. Thus, they can also help them to carry out the cinema therapy sessions successfully and efficiently. Some AI data analysis tools such as Domo and Insight7 can also be useful for therapists or researchers for analysis of the data about their cinema therapy sessions.

However, there are also some limitations of this study. The limitations of this study include only secondary data has been used for this study. This is due to the fact that the area of research relevant to this study does not have previously written papers or research carried out and thus only secondary data which could be relevant, to the purpose of the study could be used. Future studies carried out, could study about this field in detail in various aspects such as experimental studies and also with a variety of data sets such as the data used for experimental studies.

Another limitation is that it is a descriptive and theoretical study. This study has only listed the various AI tools and software which could be used in the various stages of cinema therapy sessions, without conducting research or experimental studies about them being used successfully in cinema therapy sessions or their effectiveness.

Future studies about the use of AI tools in cinema therapy practice and research can address these issues and can also conduct pilot studies about cinema therapy sessions conducted with the aid of AI tools and software. They can also contrast the effectiveness of cinema therapy sessions conducted with the aid of AI tools and software with the effectiveness of cinema therapy session conducted purely with the efforts of the researchers.

This study has also analysed and explained about the common issues which can arise by using AI tools and software in cinematherapy practice and research. The therapists and researchers should think about these issues in mind while using AI tools and software in cinematherapy practice and research and use them judiciously and successfully.

This study has analysed and highlighted some of the potential AI tools and software which could be used for cinema therapy sessions and researchers by the therapists or researchers, to conduct their cinema therapy sessions and research successfully. It also hopes to serve as an inspiration to conduct further research about the use of AI tools and software in cinema therapy practice and research.

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