

Redefining Authorship: The AI Takeover and Its Impact on Writers

Ananya Raman

Received October 25, 2024

Accepted June 12, 2025

Electronic access June 30, 2025

This paper is a comprehensive literature review that examines the impact of generative AI on writers' jobs and livelihoods in the creative writing industry. In this process, the paper aims to address one central question: What are the impacts of generative AI on writers' jobs and livelihoods in the creative industries? Focusing on employment shifts, economic implications, and changes in job skills, the author synthesizes findings from a systematic review of English-language sources published over the past five years. A comprehensive search strategy using targeted keywords and Boolean operators was employed to gather relevant studies from academic databases and industry reports. Key findings highlight significant challenges for writers, including job insecurity and wage reductions due to AI-driven workflows. Freelance writers are particularly vulnerable to displacement by AI-generated content. The emergence of dual roles combining traditional writing skills with AI management expertise underscores a growing need for technological proficiency among writers. The paper recommends prioritizing training initiatives, promoting mental health resources, and advocating for ethical AI use to protect writers' roles in an increasingly automated industry. This research underscores the importance of continued investigation into the long-term implications of generative AI on writing professions.

Introduction: Writers Against the Algorithm

"Turns Out, the Thing Doesn't Write Itself." This slogan, seen on the picket lines during the Writers Guild of America's (WGA) 148-day strike, summarizes the anxiety and defiance of writers as they face the rising threat of generative AI. The strike, which was centered around the issues of fair pay and working conditions, also shed light on deeper concerns about the integration of AI in the creative industry. As AI technologies advance, they challenge the traditional roles of human writers, potentially undermining job security.

This struggle is not unprecedented. In the early 19th century, the Luddites—English textile workers—destroyed machinery that they believed was a threat to their livelihoods. Similarly, today's writers find themselves in a battle against a new kind of machinery: AI algorithms capable of generating text. Just as the Luddites fought against the machines taking away their jobs, today's writers are worried about how AI could harm their work and the creative field as a whole. However, unlike the Luddites, who faced physical machinery in localized industries, writers today face a global, digital force that goes beyond traditional industry boundaries. Generative AI's impact on the creative field has both parallels and key differences from 19th-century industrialization, as it reshapes not just jobs but the very concept of creative labor.

Generative AI refers to advanced machine learning systems that create content—such as text, images, and music—by analyzing vast datasets and generating outputs based on learned patterns. The implications of such technology are far-reaching for those in creative fields. Writers, who produce a wide range

of content, are vulnerable to these shifts. This paper specifically focuses on writers in the United States, covering various forms of writing, including screenwriting, journalism, novel writing, and freelance work—a mode of contract increasingly prevalent in today's gig economy. While the integration of AI into creative work has some positive aspects—such as helping novelists streamline tedious tasks like research or draft generation—this paper focuses on the labor-related consequences of AI, particularly its effects on writers' livelihoods.

In addition to economic and professional challenges, generative AI has introduced significant psychological impacts for writers. Many experience anxiety and uncertainty about their creative identities and career longevity as they navigate an evolving industry dominated by automation. This emotional toll further complicates their ability to adapt to AI-driven workflows while maintaining their sense of purpose as creators.

This topic is both timely and critical, as advancements in AI technology, such as OpenAI's GPT series and Google's Bard, are rapidly entering the creative industries. With the creative sector generating billions of dollars annually in economic output, understanding AI's impact on this workforce is essential.

Much focus so far has been on whether AI can be creative and how it impacts human creativity; however, this paper reviews literature about a less-researched dimension: the labor impacts of generative AI on creative writing sectors. This paper will address the central research question: What are the impacts of generative AI on writers' jobs and livelihoods in the creative industries? To answer this, the literature reviewed has been grouped into three main sections based on the foci and findings of the studies examined. The first section examines the broader

impacts of AI on the workforce across various sectors, including its role in job displacement and creation. The second section narrows the focus to discuss how generative AI is affecting the livelihoods of writers specifically, including economic and professional impacts. The final section considers the psychological implications of AI on creative professions and offers conclusions on the future of writing careers in an increasingly AI-dominated landscape. This structure provides a comprehensive overview of how generative AI is reshaping the labor dynamics within creative industries.

Research Approach and Contextual Background

This study is a literature review that systematically analyzes existing research on the impact of generative AI on writers' jobs and livelihoods in the creative industries. The primary goal of the review is to investigate how AI and automation influence labor markets and writers' careers. By synthesizing findings from a variety of sources, this paper aims to explore employment shifts, economic implications, and changes in job skills within the literary sector.

The process began with identifying relevant keywords to guide the search for appropriate studies. Keywords such as "Generative AI," "Artificial Intelligence," "Automation," "Literary Industry," "Employment Shifts," and "Economic Implications" were selected based on their relevance to the central research question and their frequent usage in existing literature discussing AI's impact on labor markets and creative industries. These terms were identified through a review of prior studies, industry reports, and policy discussions to ensure coverage of key themes. The keywords were used to search databases, such as JSTOR and Google Scholar, as well as search engines and web browsers like Google and Safari, which provided access to supplementary materials such as blogs and articles.

The search strategy employed Boolean operators (AND/OR) and phrase matching techniques to ensure a broad yet targeted collection of studies. To maintain focus on the research question, specific inclusion criteria were applied. Studies were required to have been published in the past five years, focus explicitly on generative AI, discuss its impact on writers or the creative industry, and provide insights into employment-related topics, such as income, career trajectories, or job skills. Peer-reviewed articles formed the foundation of this review, while industry reports and credible gray literature were incorporated for practical perspectives. Blog posts and opinion pieces were included selectively as secondary sources for contextual depth. Studies addressing AI's role in unrelated sectors were excluded to maintain specificity.

- To ensure quality and reliability, each source was critically assessed based on three criteria: credibility, methodology, and relevance. Credibility was determined by evaluating

the author's expertise—such as academic qualifications or industry experience—and assessing whether sources cited peer-reviewed content or demonstrated objectivity in their analysis. Methodological rigor was evaluated by examining whether studies employed qualitative methods (e.g., interviews or case studies), quantitative approaches (e.g., statistical analysis or surveys), or mixed-methods designs with transparent data collection processes. Preference was given to studies that clearly outlined their research design and presented well-justified analytical approaches. Relevance was determined by how directly each source addressed generative AI's influence on writers' employment, income, or career trajectories.

The synthesis process involved categorizing findings into three thematic areas: employment shifts, economic implications, and changes in job skills. This thematic framework provided a structured lens through which recurring patterns across diverse sources could be analyzed cohesively. While this methodology aims for comprehensiveness, certain limitations must be acknowledged. The review relied exclusively on English-language sources, which may have excluded significant research conducted in other languages. Furthermore, industry-funded studies were critically examined for potential biases that could influence their conclusions.

By synthesizing these findings into a cohesive narrative, this literature review seeks to illuminate how generative AI is reshaping authorship and labor markets while offering insights into broader implications for writers navigating an increasingly automated creative landscape.

Shifting Job Realities

In this section, I will talk about how AI is transforming labor markets, with a focus on changes in employment, job displacement, and wage dynamics.

AI's Impact On Employment Structures

The rise of generative AI is changing labor markets across many sectors, including creative fields. As these technologies continue to advance, they are increasingly taking over tasks traditionally performed by human workers, leading to changes in employment structures (Ellingrud & Sanghvi, 2023)¹. While AI automation has resulted in job displacement in some areas, it has also created new job roles and enhanced existing roles in others (Epstein et al., 2023)².

In the creative writing industry, many companies and media organizations have begun supplementing human work with AI-generated content, slowly reducing the reliance on human writers. This shift is indicative of a broader trend across creative industries, where human labor is being increasingly replaced by

AI, forcing workers to compete with machines not only for employment but for the very essence of their professional identity.

The integration of AI into various industries has led to significant changes in labor markets. AI's automation capabilities are changing the structure of traditional job roles by replacing human labor in certain areas while also creating new roles. For instance, in blue-collar sectors such as manufacturing, AI-driven automation has streamlined assembly lines, reducing the need for manual labor. Conversely, in white-collar professions like accounting, AI-powered software can perform data analysis and routine audits, diminishing the demand for entry-level accountants. (Deranty & Colbin, 2022)³. Industries with repetitive tasks—such as customer service, where AI-powered chatbots and virtual assistants are replacing human agents to handle inquiries, complaints, and basic support tasks, and transportation, where autonomous delivery systems and self-driving vehicles are taking over repetitive driving tasks—are particularly prone to this shift, as employers start to automate these roles. The implications of these changes are complex, as the risk of technological unemployment differs depending upon the type of work and the required skill set (Deranty & Colbin, 2022)³.

Writing In The Age Of AI

Freelance writers, who typically rely on project-based or contract work, may feel the shifts more immediately, as AI-generated content offers a cheaper, faster alternative. In fact, advancements in AI have led to a 21% decrease in the number of job openings for freelance roles related to writing and coding (Chandonnet, 2024)⁴. For example, AI tools like Jasper, which can generate entire blog posts, social media content, and marketing copy in a fraction of the time it would take a human writer, have become widely used by businesses looking to reduce costs. Jasper uses GPT-3 to understand the context of a topic and produce high-quality, human-like text based on brief input from users, making it an attractive option for companies aiming to produce content quickly and affordably.

Various types of writers are affected by these changes. Journalists and copywriters may find their roles evolving, as the demand for traditional writing jobs shrinks. AI is increasingly being used to create content that mimics a journalist's writing style or voice, forcing them to branch out in their roles (Bouchard, 2024)⁵. Content writers, those in advertising, and specialized journalists are also impacted, as industries that used to depend on large groups of writers for advertising copy or website content are now using AI tools to get the job done (Fan, 2024)⁶. For example, companies like Delta Air Lines and Mars are leveraging AI tools to optimize ad performance by using machine learning algorithms that analyze customer data and predict consumer behavior. These tools allow the companies to tailor their advertisements in real time, automatically adjusting content based on which ads are most likely to drive sales, lead-

ing to more efficient and personalized marketing strategies. For freelance writers, the ability to secure consistent work might be undermined by AI's increasing proficiency in content creation, leading to more competition and less job security. As AI tools become more prevalent in the industry, there are rising concerns about maintaining traditional writing careers. Employers may increasingly limit job opportunities to writers who are technologically inclined, potentially reducing the number of freelance jobs (World Economic Forum, 2020)⁷.

Changing Job Roles In Creative Writing

Writers who once relied on their ability to produce unique, human content now find that AI can generate human-like text at a fraction of the time and cost. As a result, employers are reducing demand for specific writing jobs, such as content generation and copywriting (Li et al., 2024)⁸.

Industries that previously depended on large groups of writers for advertising, copywriting, or website content are now using AI tools to get the job done (Fan, 2024)⁶. This shift has decreased opportunities for new writers and is changing the nature of existing writing roles. Writers are now having to be part of a job market that increasingly is starting to value proficiency with AI tools—such as managing, refining, and using AI-generated content—as much as traditional writing skills (Vicsek et al., 2024)⁹. A qualitative case study by Varanasi et al. (2025) followed 25 professional writers as they navigated the rise of generative AI, highlighting how new roles increasingly involve prompt engineering, curatorial judgment, and strategic oversight of machine-generated content. Many of these writers reported difficulties in adapting to these hybrid expectations, particularly those trained in more traditional, text-centric methods. The study reveals that while some writers thrive by embracing these tools, others struggle with the shifting definitions of creativity and value in the industry (Varanasi et al., 2025)¹⁰. The need for these new skills creates a divide in the workforce between those who can capitalize on the benefits of AI and those who struggle to adapt (Epstein et al., 2023)².

As AI tools become more sophisticated, they may be capable of handling tasks that were seen as the exclusive domain of human writers, leading to concerns about job security and the future of writing as a profession. This raises concerns about job security and the future of writing as a profession. (Li et al., 2024)⁸.

Legal And Ethical Implications

The growing use of AI-generated content has led to concerns about plagiarism, copyright infringement, intellectual property rights, and even reputation damage for human writers (Dey, 2023)¹¹. A notable case illustrating these concerns is The New York Times' lawsuit against OpenAI and Microsoft, filed in

December 2023. The lawsuit alleges that OpenAI unlawfully used millions of Times articles to train AI models like ChatGPT, resulting in outputs that closely mimic original content. This raises significant questions about the boundaries of fair use and the ethical implications of utilizing copyrighted material without explicit consent. The case underscores the tension between technological innovation and the protection of intellectual property rights, highlighting the need for clear legal frameworks to navigate the complexities introduced by AI in creative industries (Pope, 2024)¹². As AI-generated content becomes more common, these concerns will likely intensify, raising complex questions about the ownership of creativity and the ethical implications of using AI to mimic human work. While these concerns escalate, writers face potential legal dilemmas, not just job displacement, wherein the use of AI blurs the boundaries of ownership and originality, ultimately affecting the foundational principles upon which creative industries are built (Li et al., 2023)⁸. These challenges extend beyond individual writers to impact the entire creative ecosystem.

Voices In Transition

Having explored the broader implications of AI on job markets in the previous section, this section will focus on the specific perceptions and concerns that writers have about AI's impact on their work and careers.

Perceptions Of AI Among Writers

As companies increasingly implement AI in the creative writing industry, writers are expressing a range of perspectives and concerns. Some view AI as a valuable tool that can enhance their productivity and creativity, which allows them to focus on more complicated and intricate aspects of storytelling, while others worry that it may end up diminishing the value of their skills and impacting their livelihoods. These differing views indicate that the impact of generative AI on writers' jobs and careers is a complex and multifaceted issue (Anantrasirichai & Bull, 2021; Tomlinson et al., 2023; Li et al., 2023)¹³⁻¹⁵.

In this context, writers navigate a precarious balance between leveraging the advantages of generative AI and preserving their artistic integrity, leading to a broader discussion about the ethics of AI in creative industries and the implications for future employment practices and creative authorship, Li et al. 2023 conducted a survey of creative writers, revealing that while some think of AI as a valuable tool for enhancing productivity, others express concerns that its integration could ultimately undermine the authenticity of their work and the uniqueness of their creative voice. This reflects a tension between embracing new technologies and safeguarding traditional artistic values (Epstein et al., 2023; Li et al., 2023)^{2,16}. A case study by AI Writing

Services further illustrates this divide, examining how AI writing tools impact productivity in the publishing industry. The study analyzed editorial workflows and found that AI-assisted writing significantly reduced drafting time, allowing writers to focus on more complex creative tasks. However, interviews with publishing professionals also revealed concerns that over-reliance on AI could homogenize writing styles and weaken individual artistic expression. These findings underscore the broader conflict within the writing community—AI's potential to enhance efficiency versus the risk of diminishing creative distinctiveness (Dan, 2023)¹⁷. This tension speaks to a deeper philosophical conflict within the writing community: how can writers maintain ownership of their craft when that craft is increasingly shared with algorithms that are designed to mimic, and sometimes surpass, human creativity?

Tensions Between Technology And Artistic Integrity

Writers also have a concern that as AI technology improves, they may start finding themselves competing against algorithms that can produce content at a speed and cost that human writers cannot match, raising fears that human creativity could be overshadowed by machine-generated outputs (Li et al., 2023)¹⁶. Freelance writers, in particular, may feel this threat more acutely, as they often work under tight deadlines and cost pressures, making AI's speed and affordability a direct challenge to their livelihood (Spieler, 2024)¹⁸. For these writers, AI may start to feel like a threat rather than a helpful tool to assist them with their profession.

Another concern for many writers is the uncertain future surrounding their profession. As generative AI continues to evolve, many types of writers—including those in the fields of journalism, content writing, and novel writing—increasingly grapple with the implications of this uncertainty, leading to anxious feelings about job stability, the evolution of their craft, and the fear of their contributions becoming obsolete (Li et al., 2023)¹⁶. The progression of AI might also alter the landscape of creative industries, creating further uncertainty for writers navigating a shifting professional landscape (Li et al., 2023; Li et al., 2024)^{8,16}. Writers grow more and more anxious about their place in their workforce, where traditional career paths are being disrupted by technology. While this concern could be true for many types of writers, it may be felt more acutely by certain groups—such as freelance writers, journalists, and content creators, —whose work is closely tied to evolving industry demands and AI-driven changes. This uncertainty is magnified by the fact that the industry has not yet established clear guidelines and frameworks for the usage of AI, leaving many writers feeling unmoored in a changing landscape (Pellas, 2023)¹⁹.

Writers have dedicated a lot of time and effort to honing their skills—whether it's shaping their distinctive voice or developing intricate narratives. This raises concerns among them, because

Albecause theywho fear that AI may devalue their abilities as it becomes more integrated into the creative process (Epstein et al., 2023)². This concern is particularly prevalent among writers in more specialized fields, such as literary fiction or creative nonfiction (Psychology Today, 2023; Urbanski, 2024)^{20,21}.

Redefined Standards for Writing

Additionally, many writers worry that the increased use of AI might lead to a shift in the standards for what is considered "good" writing, as audiences may become accustomed to the clean, formulaic outputs of AI (Li et al., 2023; Inie et al., 2023)^{16,22}. This shift is not just about the production of content but also about the redefinition of quality in writing—where efficiency and predictability may overshadow the messy, imperfect nature of human creativity that has traditionally defined literary art. This concern is especially relevant for journalists or content writers who produce large volumes of work for platforms or businesses, where efficiency and standard content could be prioritized over creativity and originality (Owusu, 2024)²³.

AI's speedy development might drive the industry to favor efficiency over craftsmanship. This potential devaluation is not just an economic impact, but also an attack on what writers value - their creative identities and sense of purpose. Moreover, the psychological impact of these changes on writers cannot be overlooked. Many writers feel less valued as AI's speed overshadows their skills, which they have been shaping over the course of many years. A survey conducted by the Authors Guild in May 2023 found that 69% of authors feel their careers are threatened by generative AI, and 70% anticipate that publishers will begin using AI to generate books, either wholly or partially, replacing human authors. Furthermore, 90% of writers believe that authors should be compensated if their work is used to train generative AI technologies, highlighting the growing concern over the devaluation of human creativity in the literary field (The Author's Guild, 2023)²⁰. This concern persists despite the fact that most authors do not know whether their own work has been used, due to a lack of transparency from AI developers and publishers. The general awareness that copyrighted materials have been included in large-scale AI training datasets fuels a widespread sense of vulnerability and suspicion among writers (The Author's Guild, 2023)¹⁷. This sentiment can lead to a decrease in job satisfaction and self-worth among experienced writers in fields like literary fiction, creative nonfiction, or specialized journalism.

The Future Of Writing Careers

The rise of AI in creative industries has raised concerns about the impact on writers' professional identities. Conventionally, writers were seen as the primary creators of content, responsible for the labor and artistry behind written works. However, as AI's

capabilities in content generation increase, many writers feel that their roles are being diminished (AIContentify team, 2023)². This shift challenges the very notion of authorship—once a deeply personal and human endeavor—by suggesting that creators may no longer be writers but curators or editors of AI-generated work.

This concern is particularly relevant for journalism, novel writing, and screenwriting, where personal experience has traditionally been highly valued (Sparks, 2024; Kinder, 2024)^{24,25}. This shift is leading to a degradation of professional identity among writers as they struggle to maintain their value and sense of purpose within creative industries. The fear that their roles may be reduced to mere editors of AI-generated content is causing uncertainty about the future of their careers (Kaput, 2023)²⁶.

This sentiment is compounded by concerns about long-term viability; as their roles are redefined—and in some cases diminished—by the efficiency of AI-generated content, many writers worry about job stability in an increasingly automated world (Burton et al., 2017; Anantrasirichai & Bull, 2021; Epstein et al., 2023; Li et al., 2023)^{2,13,16?}.

In the past, writers have followed fairly predictable trajectories in their careers, from building a portfolio to progressing from junior to senior roles. However, with the introduction of AI, these paths that were once set in stone are becoming less defined. Writers face uncertainty about career progression in a world where AI increasingly takes over roles conventionally held by human writers (LHH Team, 2023)¹⁵. This lack of clarity may cause anxiety among writers and make it more difficult for them to plan for their professional futures (Kaput, 2023)²⁶.

Another point of worry is the increasing pressure on writers to always adapt with regards to AI's advancements. Writers find that to stay on their game, they must not only be proficient in their craft, but also master the use of AI (AIcontentify team, 2023)²⁷. This expectation can be overwhelming, especially for writers who are more used to traditional methods of writing, such as novelists or journalists (AIcontentify team, 2023)²⁷. The demand to constantly learn new technologies places an additional cognitive and emotional burden on writers, potentially diluting their creative focus and further alienating them from the art they once mastered. The need to constantly learn new technologies can take away precious time and energy that writers may otherwise use to refine their other skills (AIcontentify team, 2023)²⁷.

AI's Economic Footprint

Building on the previous section, this section talks about the specific ways generative AI is disrupting job security and livelihoods for writers, highlighting the issues of wage pressures and changing employment structures.

Disruption Of Job Security

The integration of generative AI into the creative industry has raised significant concerns among writers regarding the potential impacts on their jobs and livelihoods (Anantrasirichai & Bull, 2021; Li et al., 2023)^{13,16}. As writers face the growing prevalence of AI-generated content, many are worried about job displacement and the possible erosion of traditional employment opportunities, resulting in an increasingly competitive job market where human creativity may struggle to maintain its value against algorithmically produced works (Epstein et al., 2023; Li et al., 2023; Anantrasirichai & Bull, 2021)^{2,13,16}. This concern is not merely hypothetical—historical parallels, such as the automation of clerical and administrative work, show how technological advancements can fundamentally eliminate certain types of jobs, prioritizing efficiency over human expertise. Writers today face a similar recalibration of their value in a market increasingly dictated by technological capabilities.

Wage Pressures

The growing reliance on AI for tasks such as content creation and copywriting puts pressure on salaries and wages for professional writers, leading to fears about the sustainability of writing as a viable career path (Li et al., 2023; Epstein et al., 2023)^{2,16}. Unlike past wage reductions driven by global competition, AI's impact is unique in that it has the ability to remove the need for human labor in certain domains altogether, creating a structural shift. This means that even highly skilled writers could face diminishing returns on their expertise as clients prioritize cost savings over human nuance.

The economic implications of AI in the creative industry go beyond job displacement—it changes wage structures. As AI tools perform more and more tasks commonly carried out by humans, there are concerns that the pay for the remaining roles may go down (Ellingrud & Sanghvi, 2023)¹. This pressure on wages is due to the efficiency and cost-effectiveness of AI, which can produce large amounts of work at a fraction of the cost of human labor (Frey, 2023)²⁸. As a result, writers are finding it difficult to command the same rates and fees for their services, putting their overall earnings at risk.

This economic shift could worsen income stability for writers, who now find themselves competing not just with other human writers, but also with machines that can perform similar tasks more quickly and at a lower cost (Anantrasirichai & Bull, 2021)¹³. This also reduces the overall demand for human creativity in the market (Ghosh & Lakshmi, 2023; Anantrasirichai & Bull, 2021; Ellingrud & Sanghvi, 2023; Frey & Osborne, 2023)^{1,13,29,30}.

Changing Employment Structures

As the economic landscape shifts, many writers find that they need to expand their skills to maintain their livelihoods. This need to adapt has led to the formation of hybrid roles, where writers are expected to produce original content as well as manage, edit, and refine AI-generated content (AIcontentify team, 2023)²⁷. This additional responsibility often comes with additional training requirements, driving writers to constantly improve their skills in areas such as AI tool management and data analysis (AIcontentify team, 2023)²⁷. Although these hybrid roles offer opportunities for career diversification, they also mark a departure from the traditional autonomy of creative professions. Writers who once focused solely on artistic expression must now navigate a dual identity as both creatives and technologists, diluting their focus. While these new roles can offer new opportunities for those that can adapt easily, they also create challenges for writers who struggle with the technological shift or simply desire to focus primarily on the craft of writing (Ghosh & Lakshmi, 2023; Li et al., 2023; Anantrasirichai & Bull, 2021)^{13,16,29}.

The time and resources that are crucial to develop these skills can be quite a lot, and for some writers, this pressure may lead to burnout as they juggle the demands of mastering new technologies while also trying to uphold the quality of their creative work, threatening their mental health and artistic integrity in a rapidly evolving landscape (Ghosh & Lakshmi, 2023; Anantrasirichai & Bull, 2021)^{13,29}.

The impact of AI on jobs and livelihoods in the creative industry varies between freelance and employed writers. Freelance writers generally rely on a more varied set of clients for their income, causing them to be more susceptible to the disruption of AI. The ability of AI to produce content quickly and cheaply poses a direct threat to the livelihood of freelance writers, who may find that clients opt for AI-generated content rather than paying for human-produced work, which impacts their earning potential and job security (Ghosh & Lakshmi, 2023)²⁹. This trend underscores the precarious nature of freelance work in general, where barriers to entry are low, but income stability is highly sensitive to market fluctuations. Conversely, writers who are employed by larger organizations may have more job stability, as their roles may be less directly replaceable by AI in the short term (Anantrasirichai & Bull, 2021)¹³. However, employed writers within companies are not immune to the broader impacts, as their organizations may still choose to integrate AI tools into their content production workflows, resulting in a change to work responsibilities and a need for writers to adapt their skills (Anantrasirichai & Bull, 2021)¹³. These employed writers are often expected to take on extra responsibilities in managing and optimizing AI-generated content, blurring the lines between their creative and technical roles (Anantrasirichai & Bull, 2021)¹³.

The shift towards AI content creation also impacts the nature of employment contracts and the types of work available to writers. The growing use of AI-generated content may lead to shorter contracts and an increase in gig-based opportunities, as companies might prioritize flexibility and reduced costs over long-term employment arrangements with traditional writers, ultimately altering the landscape of job security in the industry (Ghosh & Lakshmi, 2023)²⁹. Traditional full-time roles are becoming less common as organizations start to opt for contract-based agreements (AIcontentify team, 2023)²⁷. This shift is driven by AI's ability to handle a significant portion of content creation, making it cheaper for companies to hire writers whenever they're needed rather than having a full-time staff. As a result, many writers find themselves in risky employment situations with less stability and fewer benefits, adding further uncertainty to their livelihoods (Ellingrud & Sanghvi, 2023)¹. Ultimately, this trend reflects a growing "gigification" of the creative economy, where workers are increasingly disconnected from stable, long-term employment structures and must continuously seek new opportunities to sustain their income (Frey, 2023)²⁸. This shift towards more flexible yet unstable employment arrangements is reshaping the workforce (Ghosh & Lakshmi, 2023; Frank et al., 2019)^{29,31}.

Decoding AI's Impact

The findings from this literature review highlight several trends surrounding the advent of generative AI into the writing industry, particularly its impact on job security and the livelihoods of writers. Across all sectors, the risk of technological displacement is a prevalent challenge, with many writers fearing that AI will take over roles traditionally performed by humans. The potential for the downward pressure on wages also amplifies the uncertainty in the job market. Furthermore, writers find that they constantly have to adapt to the demands of AI-driven workflows, leading to increased workloads and an unclear boundary between creative and technical roles. This structure poses challenges for those who are not as proficient with technology and creates anxiety regarding the future of writing careers, as the need for the human thought process and creativity is questioned.

Another key theme is the different impacts of generative AI on different types of writers. Freelance writers, who have long navigated an unstable labor market, are now facing even greater precarity as AI-generated content further reduces job opportunities. AI exacerbates existing vulnerabilities in freelance work, making sustainable employment even more difficult. The competitive freelance market is facing a reduction in job opportunities, as AI tools provide companies with a cheaper alternative to hiring human writers. This shift is creating a division in the labor market, where those who are proficient in using AI may benefit, while others find themselves at a disadvantage. Additionally, the pressure to keep up with AI advancements leads

to mental health challenges, with writers feeling anxious and insecure with their identity as they attempt to remain relevant in a rapidly evolving industry.

Concerns and Limitations

As with any research, this paper faces certain limitations and challenges that should be considered. While this research does provide some valuable insights into the impact of generative AI on the creative writing industry, there are several limitations to be acknowledged. One challenge is the generalization of findings. Writers' experiences with AI may vary significantly depending on the type of writing, how well they work with technology, and how well they can adapt to new technologies. For instance, freelance writers may face different challenges compared to those working in more corporate jobs. Additionally, the evolving nature of AI technology itself could complicate future predictions. As AI continues to advance, the relevance and accuracy of current research may go down, bringing up the need for continuous updates and studies that track the changes in both technology and its impact on writers.

Imagining the Road Ahead

As this review comes to an end, it's important to reflect on the broader impacts of generative AI on writers and creative industries. The rise of generative AI has brought about many challenges and transformations within industries, particularly for writers. As this literature review conveys, AI's ability to efficiently generate content at scale has reshaped job roles and created uncertainty about the future of writing professions. Writers now face a growing need to integrate technological skills into their work while dealing with the threat of job displacement and wage reduction. These changes are not mere technical advancements, but fundamentally redefine what it means to work as a writer.

Drawing parallels with the Luddites of the 19th century, the current struggle between writers and AI mirrors the larger historical struggle between human labor and technology. Just as the Luddites resisted the machinery that threatened their livelihoods, writers nowadays find themselves fighting to protect their roles from generative AI's fast development. The WGA strike reflects this fight, highlighting broader concerns among professionals who fear that their positions may be compromised by AI.

To ensure a sustainable future for writers in the age of AI, organizations should prioritize training and upskilling initiatives. Investing in workshops and online courses can help writers develop proficiency in AI tools while preserving their creative skills. At the same time, addressing the mental health challenges that come with adapting to technological advancements is crucial. Providing access to counseling services and wellness programs can help mitigate anxiety and burnout, enabling

writers to maintain both their well-being and creative integrity as they navigate these changes. Additionally, advocating for ethical AI use in creative industries is essential. Writers and industry organizations should push for guidelines that protect intellectual property rights and ensure fair compensation for human contributions, fostering a balanced and equitable system.

Looking ahead, future research should expand its focus beyond freelance writers to examine how generative AI impacts a broader range of writing professions, including journalists, content creators, novelists, and specialized writers. Comparative studies could explore how different sectors are adapting to AI technologies and identify best practices that can be shared across disciplines. Longitudinal research would provide insight into the evolving relationship between writers and AI over time, tracking changes in job roles, wages, and mental health outcomes as technology advances. Additionally, impact assessments should analyze how AI affects diverse demographics within the writing community, considering factors such as gender, race, and socioeconomic status to ensure a more comprehensive understanding of its implications.

In conclusion, this review highlights the need for continued research and regulations to address the long-term implications of generative AI in writing. As AI technologies continue to evolve, systems governing their use must adapt accordingly to ensure that writers' roles and contributions to the industry remain secure.

References

- 1 K. Ellingrud and S. Sanghvi, *Generative AI: How will it affect future jobs and workflows?* — *McKinsey*, <https://www.mckinsey.com/mgi/our-research/generative-ai-how-will-it-affect-future-jobs-and-workflows>.
- 2 Z. Epstein, A. Hertzmann, M. Akten, H. Farid, J. Fjeld, M. Frank, M. Groh, L. Herman, N. Leach, R. Mahari, A. Pentland, O. Russakovsky, H. Schroeder and A. Smith, *Art and the Science of Generative AI*, <https://doi.org/10.1126/science.adh4451>.
- 3 J.-P. Deranty and T. Corbin, *Artificial intelligence and work: a critical review of recent research from the social sciences*, <https://link.springer.com/article/10.1007/s00146-022-01496-x>.
- 4 H. Chandonnet, *Is AI killing freelance jobs?* *Fast Company*, <https://www.fastcompany.com/91146246/is-ai-killing-freelance-jobs>.
- 5 L. Bouchard, *AI Revolution in Journalism: What It Means for News*. Louis-François Bouchard, *Aka What's AI; Louis-François Bouchard, aka What's AI*, <https://www.louisbouchard.ai/ai-and-journalism/>
- 6 N. Fan, *What impact is AI having on entry-level and junior creative jobs?* *Creative Lives in Progress*, <https://www.creativelivesinprogress.com/article/what-impact-is-ai-having-on-entry-level-and-junior-creative-jobs>.
- 7 W. E. Forum, *The Future of Jobs Report*, <https://www.weforum.org/publications/the-future-of-jobs-report-2020/>.
- 8 Z. Li, C. Liang, J. Peng and M. Yin, *The Value, Benefits, and Concerns of Generative AI-Powered Assistance in Writing*, <https://doi.org/10.1145/3613904.3642625>.
- 9 L. Vicsek, *Shifting Job Expectations in the Era of Generative AI Hype – Perspectives of Journalists and Copywriters*, <https://doi.org/10.1108/ijjssp-05-2024-0231>.
- 10 R. A. Varanasi, *AI Rivalry as a Craft: How Resisting and Embracing Generative AI Reshape Writing Professions*, <https://doi.org/10.1145/3706598.3714035>, ArXiv.org, 2025, arxiv.org/abs/2503.09901.
- 11 S. Dey, *Council Post: Which Ethical Implications Of Generative AI Should Companies Focus On?* *Forbes*, <https://www.forbes.com/councils/forbestechcouncil/2023/10/17/which-ethical-implications-of-generative-ai-should-companies-focus-on/>.
- 12 A. Pope, *NYT v.*
- 13 N. Anantrasirichai and D. Bull, *Artificial Intelligence in the Creative industries: A Review*, <https://doi.org/10.1007/s10462-021-10039-7>.
- 14 B. Tomlinson, A. Torrance and R. Black, *ChatGPT and Works Scholarly: Best Practices and Legal Pitfalls in Writing with AI*, <https://arxiv.org/abs/2305.03722>, ArXiv.org.
- 15 L.H.H., *AI and the disrupted career: how will AI affect career progression?* *LHH; LHH*, <https://www.lhh.com/uk/en/insights/how-will-ai-affect-career-progression/>.
- 16 J. Li, H. Cao, L. Lin, Y. Hou, R. Zhu and A. E. Ali, *User Experience Design Professionals' Perceptions of Generative Artificial Intelligence*, <https://doi.org/10.48550/arxiv.2309.15237>, ArXiv (Cornell University).
- 17 *The Evolution of Writing: From Pen and Paper to AI Writing Tools*, <https://aicontentfy.com/en/blog/evolution-of-writing-from-pen-and-paper-to-ai-writing-tools>.
- 18 G. Spieler, <https://medium.com/illumination/freelance-competition-df7cf8d9c1ca>, *Freelance Competition: - ILLUMINATION - Medium*. Medium; ILLUMINATION.
- 19 M. Pellas, *The Effects of Generative AI Platforms on Undergraduates' Narrative Intelligence and Writing Self-Efficacy*, <https://doi.org/10.3390/educsci13111155>, ProQuest, 1155.
- 20 *Case Study: AI Writing Tools and Their Impact on Productivity in the Publishing Industry - AI Writing Services*, Accessed 31 Mar. 2025.
- 21 D. Urbanski, *Why Novelists Should Embrace Artificial Intelligence*, <https://lithub.com/why-novelists-should-embrace-artificial-intelligence/>.
- 22 N. Inie, J. Falk and S. Tanimoto, *Designing Participatory AI: Creative Professionals' Worries and Expectations about Generative AI*, <https://doi.org/10.48550/arxiv.2303.08931>, ArXiv (Cornell University).
- 23 N. Owusu, *Balancing efficiency and authenticity in journalistic use of AI*, <https://digitalcontentnext.org/blog/2024/09/30/balancing-efficiency-and-authenticity-in-journalistic-use-of-ai/>
- 24 *AI's effect on writers and entertainment*, <https://annenberg.usc.edu/research/center-public-relations/usc-annenberg-relevance-report/ais-effect-writers-and-entertainment?>

-
- 25 M. Kinder, *Five Hollywood writers discuss AI's impact on their careers*, <https://www.brookings.edu/articles/five-hollywood-writers-discuss-ais-impact-on-their-careers/>.
- 26 M. Kaput, *The Impact of AI on Writing Careers*, <https://www.marketinginstitute.com/blog/impact-of-ai-on-writing-careers>.
- 27 H. W. A.I, *Affect the Future of Fiction? — Psychology Today*, <https://www.psychologytoday.com/us/blog/apple-a-day/202303/how-will-ai-affect-the-future-of-fiction>.
- 28 C. Frey, *Generative AI has potential to disrupt labour markets, but is not likely to cause widespread automation and job displacement, say Oxford AI experts*, <https://www.oii.ox.ac.uk/news-events/generative-ai-has-potential-to-disrupt-labour-markets-but-is-not-likely-to-cause-widespread-automation-and-job-displacement-say-oxford-ai-experts/>.
- 29 A. Ghosh and D. Lakshmi, *Dual Governance: The intersection of centralized regulation and crowdsourced safety mechanisms for Generative AI*, <https://doi.org/10.48550/arXiv.2308.04448>, ArXiv.org.
- 30 Frey and Osbourne, *Generative AI Has Potential to Disrupt Labour Markets, but Is Not Likely to Cause Widespread Automation and Job Displacement*, AI Experts. www.oii.ox.ac.uk/news-events/generative-ai-has-potential-to-disrupt-labour-markets-but-is-not-likely-to-cause-widespread-automation-and-job-displacement-say-oxford-ai-experts.
- 31 M. Frank, *Toward Understanding the Impact of Artificial Intelligence on Labor*, <https://doi.org/10.1073/pnas.1900949116>.