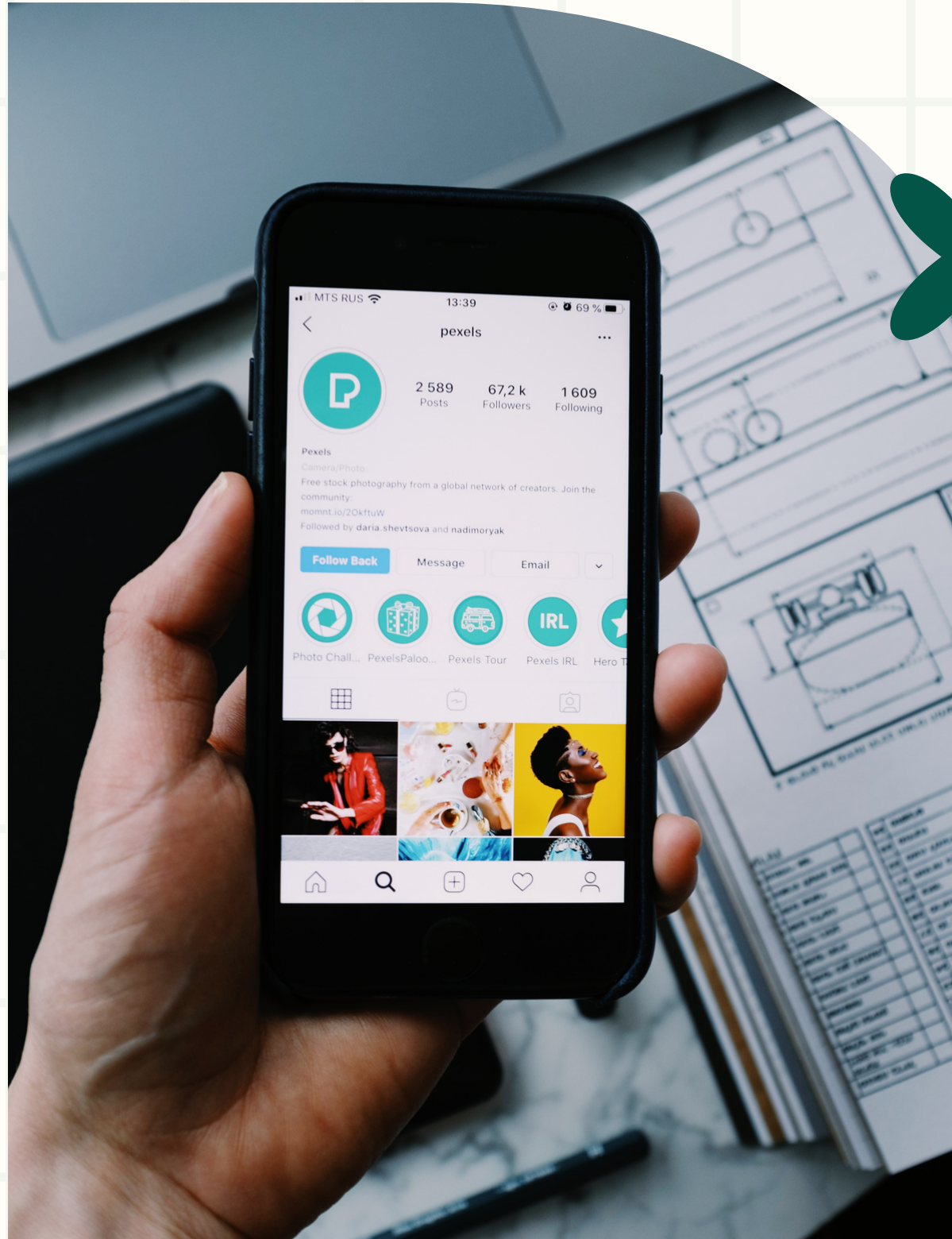


Computer vs. Human: Who's The Better Influencer?



PRESENTED BY

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Research Questions

- How do social media users react to AI-generated content vs human-created content?
- Which type of content performs better in terms of engagement (likes, comments, shares, views)?
- How do social media users perceive and feel about AI-generated content vs human-created content?



Why is this important?

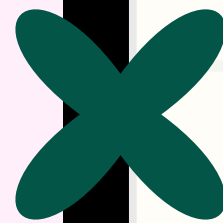
PERSISTENCE

- AI is becoming increasingly common in social media, advertising, and daily life overall
- College students especially were a good target audience for this research because they (we) are highly active on social media and have more than likely used a form of AI

FEEDBACK

- Understanding audience reactions will help advertising and PR professionals create better campaigns, and will help brands decide which type of content to use

Data Collection & Measures



ADPR 3400 Survey

journeemjordan@gmail.com [Switch account](#)

Not shared

* Indicates required question

General Questions

How often do you see AI-generated content when scrolling on social media? *

- ☐ Never
- ☐ Not Often
- ☐ Often
- ☒ Very Often

Do you prefer human-generated content over AI-generated content? *

- ☐ No
- ☐ Indifferent
- ☒ Yes

Online Survey

- **Participants:** college students
- **Length:** 10 minutes
- **Participants were provided with two social media posts, one AI-generated and one human-created. The participants were prompted with a series of questions touching on the topic of which image they are more likely to interact with**
- **Goal:** gain information on how college students feel in regards to AI-generated social media posts, and their reactions to that content versus human-created content



Survey Methods

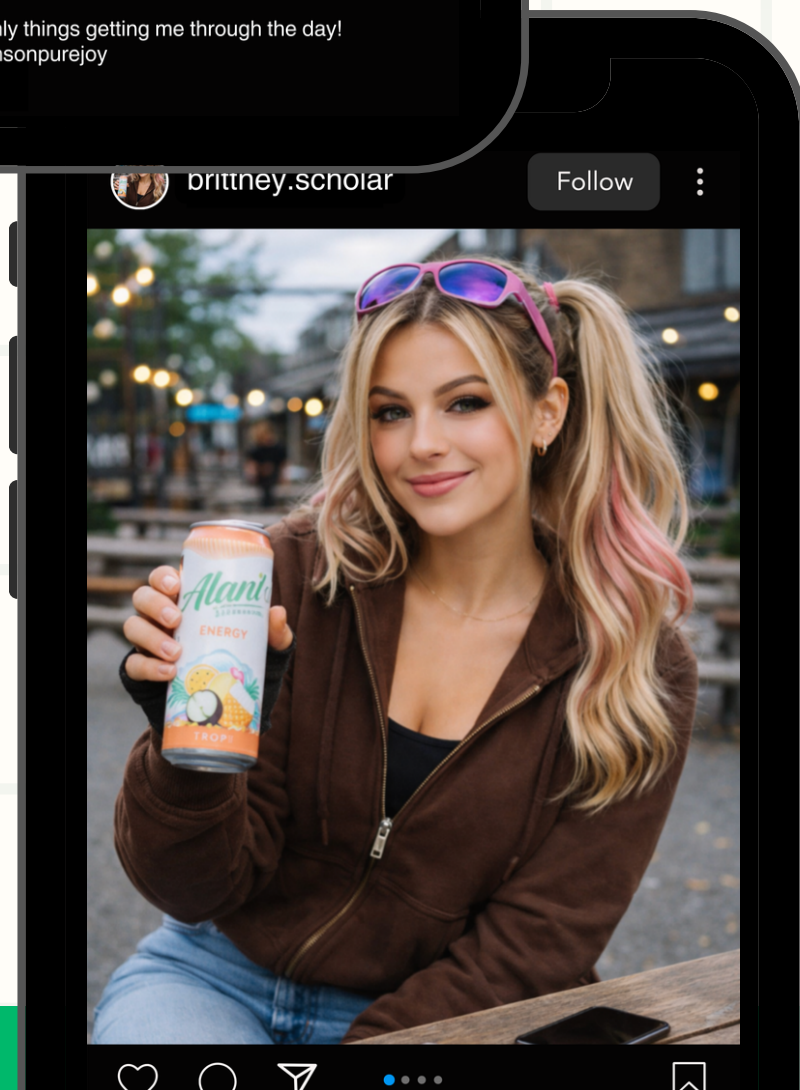
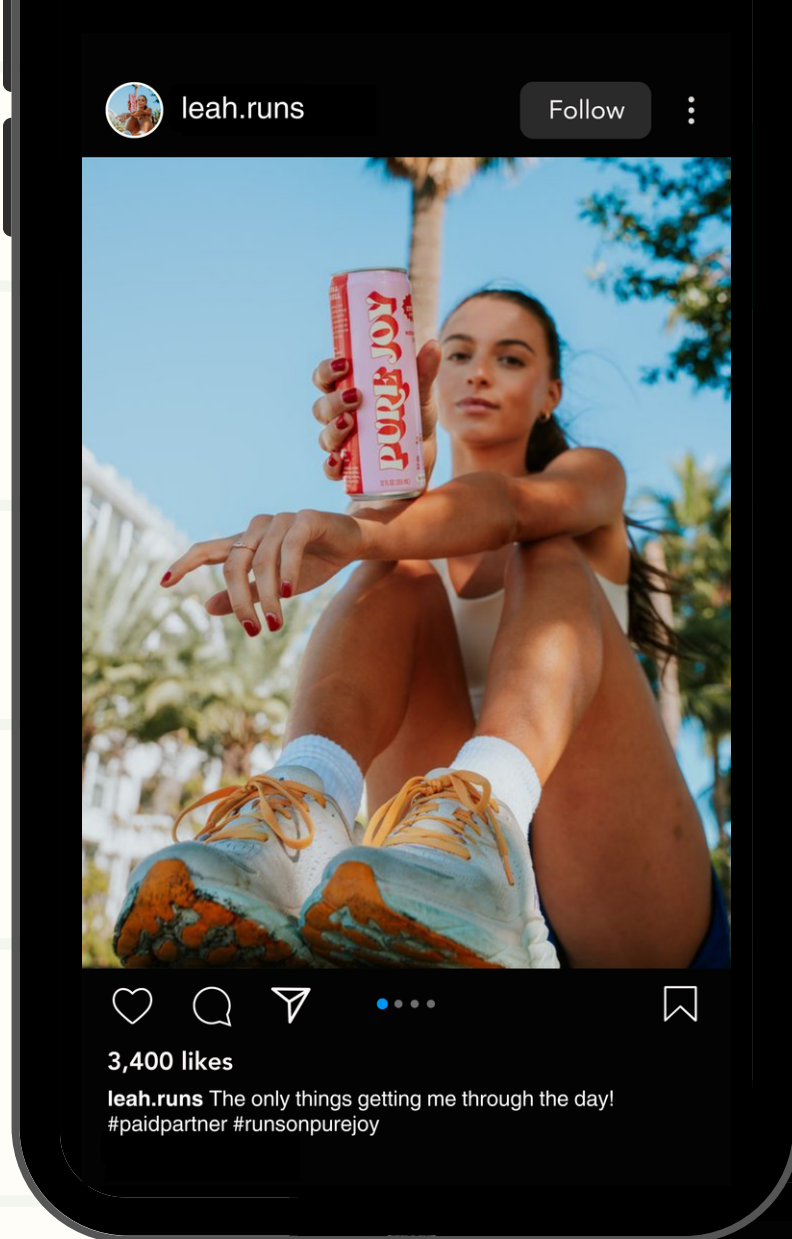


1.

The survey started with a few general questions about human and AI generated content, gauging overall perspective of these two types of content creation, and then see if that aligns with their reaction to our example posts included in the survey.

2.

The second half of the survey presents two promotional social media posts. Participants reviewed both and answered a series of questions about which post they were more likely to engage with (e.g., like, comment, share, or repost) and which they preferred overall.



Data Results

• AUTHENTICITY

For @leah.runs, most participants ranked her between somewhat inauthentic to authentic, but all participants put @brittney.scholar as inauthentic. Comparing both, 94% of participants said @Leah.runs was more authentic than @brittney.scholar

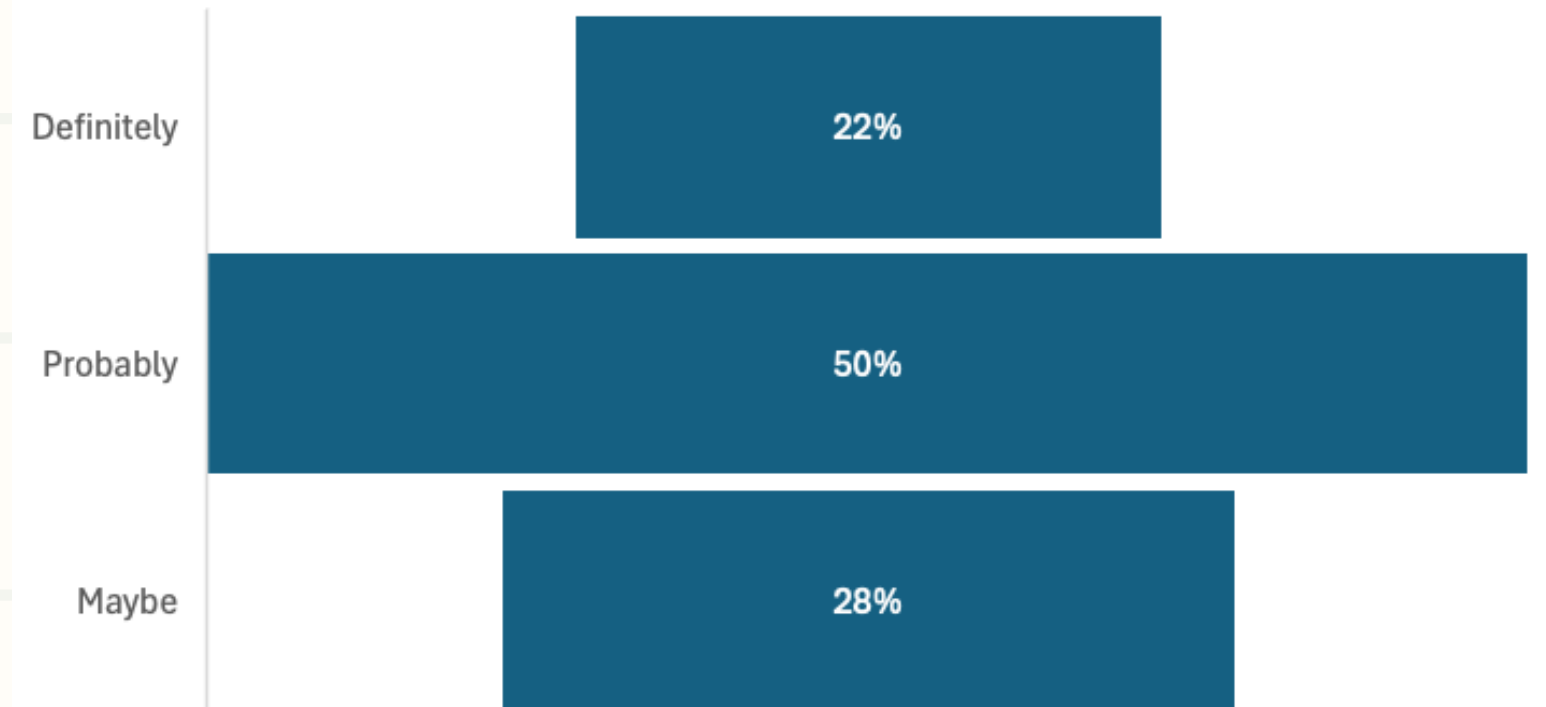
• VIEWER INTERACTIONS

22% of participants are more likely to interact with @leah.runs post, whereas the other 78% chose not to interact with either.

• DIFFERENTIATION

Interestingly, participants with the highest confidence level (“definitely,” 5) correctly identified the AI-generated post only 25% of the time, whereas those with moderate confidence (“probably,” 4, and “maybe,” 3) achieved 100% accuracy.

Participants confidence levels in detecting AI-generated content:



Implications

Generally, college students do not like AI-generated content. Most believe that it should be more mandated on social media platforms (e.g. labeled as AI-generated). Many have fears about AI and what it may lead to in the future and issues that it may cause. In addition, students were able to detect AI-generated content, as it feels less authentic. Students prefer to see human-generated content on their social media feeds, however some feel as if AI-generated content can be entertaining to view sometimes.



References

Liu, F., & Lee, Y.-H. (2024, February 7). Virtually authentic: Examining the match-up hypothesis between human vs virtual influencers and product types | emerald insight. <https://www.emerald.com/insight/content/doi/10.1108/JPBM-03-2023-4418/full/html>

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Participants confidence levels in detecting AI-generated content:

