



## **Content creation in the age of AI: Generative AI's impact on social media content creators and freelancers**

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## Abstract

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<p>This research-based thesis will explore what kind of impact generative artificial intelligence (AI) tools have on online content creators and freelancers. Since the subject of generative AI is very topical, author recognised an opportunity to conduct the research. Additionally, many freelancers have yet to capitalize on the opportunities generative AI offers for content marketing purposes. Generative AI is also a subject which raises concerns for many content creators, with factors such as misinformation, copyright issues and increased competition in their industry.</p> <p>The research was conducted as mixed-method research, with both primary and secondary data used to collect the data. Primary research was collected through interviews with people, that identify themselves as content creators or online freelancers, on either Instagram or LinkedIn. Interviewees provided information about their strategy of using generative AI tools in their work, including integration, usage, perceived benefits and concerns, as well as future outlook. Secondary data was collected through an online survey (n=74), which was used to study consumers' attitudes and perception of generative AI in content that they consume. The survey results indicate that majority of respondents have reservations regarding AI-generated content and don't feel fully confident in their ability to separate AI-generated text or images online from authentic ones. Content creators must recognize the hesitancy that's surrounding AI-generated content and take proactive measures to remain transparent and credible to their audiences.</p> <p>The research found that content creators on LinkedIn mostly use ChatGPT for their text posts, when creating professional or educational-toned content, but are sceptic regarding the authenticity and quality of AI-generated posts. For content creators on Instagram, tools like ChatGPT, Hootsuite's AI text generator and Canva were the most popular tools, used for creating templates, photos and captivating captions. Losing personal touch in the content creation scene and increased competition are prevalent topics when discussing their concerns.</p> <p>The author believes that the usage of generative AI in content creation and for online freelancers will be both inevitable as it is transformative. Author suggests integrating generative AI tools to all content creators' creative processes, while maintaining a personal human touch in their work. Understanding that optimizing prompts creates the most efficient and accurate outputs is a vital skill for content creators, especially in the coming years.</p>
<b>Key words</b> Generative AI, digital content creation, online freelancing, social media marketing, prompt engineering

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# 1 Introduction

This is a research-based thesis done for the Degree Program of International Business for Haaga-Helia University of Applied Sciences, with the major of specialization being in Customer Relationship Management and Communication. This following chapter will be introducing the background to the topic, research questions for the thesis, going through the limitations and benefits, as well as outlining the key concepts.

## 1.1 Background to the topic

Generative AI became widely known especially after OpenAI launched their ChatGPT-3 to the general public in 2022 (OpenAI 2022). Since then, high number of individual freelancers and businesses have embraced generative AI, integrating it into their business strategies. Content marketing and rise of promoting products or services online has skyrocketed within the last few years (Statista 2023a). Online content creation may have once been considered a pastime activity but has now evolved into a thriving industry.

The influence of content creators has been highlighted in respected forums such as Forbes, which annually conducts a list of the most influential people under the age of 30. In the year 2023 a significant portion of this list – 13 out of 30 – included content creators within the social media sphere, showcasing the modern impact of this new age profession on contemporary culture and business. (Forbes 2023.) Content creation has emerged as a particularly popular platform for individuals seeking to establish deeper connections with their target audiences. Content creators have the flexibility to tailor their output to specific niches or experiment with various formats to optimize engagement. With generative AI tools, producing text, for example personalized content strategies, is made easier than ever.

The Covid-19 pandemic accelerated the rise of online freelancing, as remote work gained prominence out of necessity, due to worldwide restrictions placed on people and workplaces (Gilchrist 2020). However, generative AI introduces new considerations as well as challenges for online freelancers, potentially altering the nature of their profession once again.

## 1.2 Research question

Research question: **How can social media content creators use generative AI in their work?**

Research objective: The research aims to investigate the usage of generative AI from the perspective of individual social media influencers.

IQ's

IQ1. How are content creators using generative AI?

IQ2. Why should content creators use generative AI?

IQ3. How is AI-generated content perceived?

IQ4. How can marketers design effective prompts for content creation purposes?

Table 1. Overlay matrix of the research methods

Investigative question	Theoretical framework	Research methods	Interview / Survey questions	Results
IQ 1. How are content creators using generative AI?	Content creation Online freelancing Generative ai	Desktop research, Interview	I: 1, 2, 3, 4	5.1, 5.2, 6.1
IQ 2. Why should content creators use generative AI?	Generative ai Human-AI interaction	Desktop research Interview	I: 5, 6, 9	6.1
IQ 3. How is AI-generated content perceived?	Public's perception of AI-generated content	Desktop research, Survey	S: 7, 8, 9, 10, 11, 12, 13, 14 I: 7	4.2, 4.3, 6.1
IQ 4. How can marketers design effective prompts for content creation purposes?	Prompt engineering	Desktop research	I: 8	2.6.1, 6.1

### 1.3 Demarcation

The research will focus specifically on Instagram and LinkedIn as a channel to ensure a targeted and in-depth analysis. The research will study individual social media freelancers and content

creators. Additionally, the study will primarily include written and visual content made by generative AI. The author understands that generative AI's inputs include other types of content such as audio. The exclusion of certain channels and content types is necessary to maintain the scope and depth of the research, allowing for a more comprehensive investigation into the specified context.

The international aspect required by the degree program is covered by interviewing international content creators, and distributing the survey to platforms where international audience has a chance to respond to the survey.

#### 1.4 Benefits

The study is beneficial for all companies, and especially for content creators or freelancers, that want to utilize generative AI in their content creation strategy. For the author, this study gives a broader understanding of how generative AI, such as ChatGPT, works in favor of marketing professionals. Understanding generative AI's impact on freelance content creators is important to empower them with the knowledge and tools to help them thrive in an increasingly competitive industry.

Prompt engineering is a factor that many don't use to their advantage enough when working with generative AI. Learning how to produce effective prompts is vital to achieve the best possible results from generative AI. This research investigates the characteristics of what factors should be considered to create an effective prompt. Generative AI will continue to advance rapidly, and author predicts that all content creators should familiarize themselves with its opportunities.

#### 1.5 Key concepts

**Digital content creation** is the process of generating topic ideas and creating written or visual content for a target audience. Most common formats used in content creation typically are blogs, videos, and infographics. (Hubspot 2024.)

**Generative AI** "is used as an umbrella term to describe machine learning solutions trained on massive amounts of data in order to produce output based on user prompts" (Sætra 2023, 1). This thesis focuses on generative AI that are made openly and accessible for internet users allowing non-professionals and those with little to no experience with AI or similar technology to learn and use its functions.

**Prompt engineering** "refers to the process of designing, crafting and refining contextually appropriate inputs or questions in order to elicit specific types of responses or behaviors from an AI language model" (Bozkurt & Sharma 2023).

**Online freelancing** means when a person is self-employed but is hired to do work for a company or client without being a full-time employee. It's common that freelancers have multiple clients that they do work and projects for. (Upwork 2024.)

**Social media marketing** refers to companies encouraging people to visit a website or increasing engagement on their social media platforms. The main focus is often on creating content that grabs the viewers' attention (Rohit, Rana & Varsa 2014).

## 2 Theoretical framework

In this chapter, the author sets up a theoretical framework for the thesis. The theoretical framework helps to understand the theory of content creation and how generative AI can support the content creation process. Figure 1 visualizes the theoretical framework for this thesis and includes the chapter numbers in which each part is discussed.

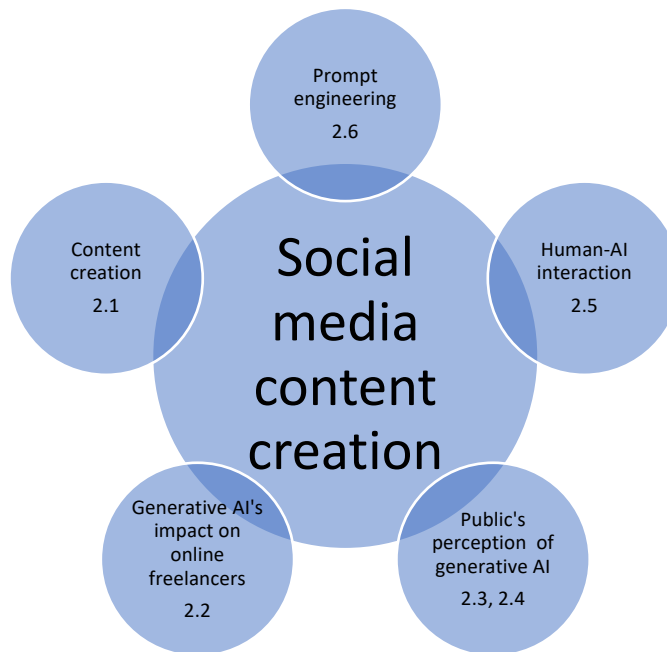


Figure 1. Theoretical framework

### 2.1 Content creation

According to Hubspot marketing trends report (Iskiev 2024), the popularity of video-centric apps such as TikTok have changed content marketing and will continue changing in the future as well. The report claims that short-form video is the most used media format that is included in marketers' content strategies for the year 2024 (Iskiev 2024). Content creators need to constantly come up with creative ideas to keep their content engaging.

Content marketing can be divided into three types: informational, emotional, and transactional. Informational content refers to type of content that shares essential information about companies or products. Its main purpose is to educate readers on particular topics, rather than to search for profit directly. Examples of this type of content can be news, articles, or textbooks. Emotional content includes an entertainment, charity, or humor aspect. With emotional content, creators aim to elicit emotional experiences within the reader, with techniques like storytelling. Lastly, transactional content refers to content such as giveaways or promotions. There are often calls to action, such as "Comment and share to be able to participate in this giveaway". (Wahid, Mero & Ritala 2023.)

## **User generated content**

User generated content, also referred as UGC, is a way for brands to reach their target customers by letting users promote the products for them. UGC is traditionally not sponsored by the brand, which translates as authentic product recommendations to its viewers. (Neil Patel s.a.) The point of UGC is that the content is produced by a consumer, who has authentic, first-hand experience with a product or a service (Moriuchi 2019, 2). Sometimes when recommendation is coming from only industry experts or sponsored models and actors, the message may seem biased and less reliable to the viewers.

Moe and Schweidel (2014, 72-75) divide consumer into innovators and imitators: "Imitators, who enter the market later in the product cycle, often read the early reviews posted by innovative customers as part of their decision-making process". UGC creators should aim to be perceived as innovators, to generate trendy and new content for other viewers to follow.

Most UGC categories are blogs, vlogs and collaborative sites. Blogs offer their creators a way to produce written content in the forms of reviews, feedback or commentary. (Moriuchi 2019, 26.) Vlogs are video versions of blogs, which allow their viewers a different type of experience, allowing them to see a product feature in action (Moriuchi 2019, 27). An example of a collaborative site is Wikipedia, which is a UGC platform (Moriuchi 2019, 29).

### **2.1.1 Creating content on LinkedIn and Instagram**

LinkedIn's mission statement is simple: "Connect the world's professionals to make them more productive and successful" (LinkedIn Corporation, 2024a). LinkedIn's marketing expert (LinkedIn Corporation, 2017, 43) recommends users to post about real-life examples and case studies that showcase their skills and expertise to their readers. It's also recommendable to showcase one's personality, since LinkedIn is used for job seekers and recruiters to network.

LinkedIn can be thought of as a small-scale professional blog, where one can build their professional branding post by post (Elad 2021, 294). There are several approaches to posting on LinkedIn such as humor, educational or lifestyle. Nevertheless, the core idea should stay the same: engage in professional networking and take advantage of the opportunities that come your way (Elad 2021, 7).

LinkedIn offers its Premium subscribers an AI-powered writing tool, which claims to help with drafting text for posts. A user must enter at least 20 detailed and specific words to the prompt in order to get a generated post suggestion. LinkedIn emphasizes in their AI guide that users should only write about topics that they are familiar with and to review and add one's own thoughts to the generated content. (LinkedIn Corporation 2024b.)

Instagram is an app that encourages users to upload photos or videos to its platform (Meta 2024a). When creating content on Instagram there are 4 different options to choose from: whether to post a story that's visible for 24 hours, a photo, a reel or a thread. It's recommendable to use all of the formats that Instagram provides to engage viewers in different ways. In Instagram short-form videos, also known as Instagram Reels, are a good way to create content through increasing engagement in ways such as storytelling, utilizing captions and voiceovers. One strategy is to include a witty text that catches the attention of the viewer, and a more thorough explanation in the caption. (Meta 2024b.)

Instagram's newest content addition is Instagram Threads, which is meant to build a sense of community among followers. It works almost as a forum, where a creator can post a comment or question, and their followers can interact in the thread. (Meta 2024c.) A content creator should familiarize themselves with the new feature and come up with engaging ideas for their audience.

For younger generations, many make purchasing decisions based on content that they see online. "Over half of Gen Z social media users plan to get fashion or beauty inspiration from digital avatars or influencers in 2023" (Instagram trend report 2023, 10).

## **2.2 Online freelancing**

Online freelancing has emerged as a prevalent means of income generation, owing to its global accessibility and flexibility (Woodcock & Graham 2020, 92). Online freelancing is a broad term that comes in many forms of people practicing online work, such as copywriters, graphic designers, personal assistants, or entrepreneurs. Some work part-time along their regular jobs and for many, it's their full-time job. (Woodcock & Graham 2020, 93.) The rise of generative AI has created risks especially for those freelancers, that offer just a singular task, for example logo design, since single-faceted roles are more likely to be replaced by an AI. The kind of freelancers that offer more complex services, are less exposed. (Burn-Murdoch 2023.) Freelancer.com's (2023) research finds that 63% of European freelancers are at least somewhat concerned about AI taking their jobs.

Upwork (Liu, Deng & Monahan. s.a.), one of the largest American freelance platforms, reports that the rise of generative AI has created a displacement effect as well as reinstatement effect. Displacement effect means that generative AI is able to automate certain tasks and therefore will result in job or task loss especially in the introduction and adapting phase of generative AI. Reinstatement effect is the aftermath, when "new jobs and tasks increase earnings over time as a result of the new technology". Burn-Murdoch (2023) states that since ChatGPT-3's launch to the market, the monthly earnings of freelancers, as well as number of job ads decreased almost immediately after.

A study by Freelancer.com (2023) reveals that freelancers believe that 1-25% of their work is or will be automated by AI in the future, which will likely mean routine and repetitive tasks.

### 2.3 Generative AI

Generative AI can produce text, images and videos. Generative AI has been an integral part of people's daily life for years, with voice assistant like Siri and Alexa, as well as customer service chatbots that try to predict and answer to questions or issues by customers (Mckinsey & Company 2023).

With generative AI becoming more immersed in different work fields and industries, marketing is one that is impacted the most (Statista 2023b). Statista (2023b) reported that the leading generative AI tools used by marketers were ChatGPT (55%), Copy.AI (42%) and JASPER.AI (36%), as shown in Figure 2. The most used tools were to help with text-based issues but image generator services like DALL-E and Midjourney were also mentioned as some of the most used in the list.

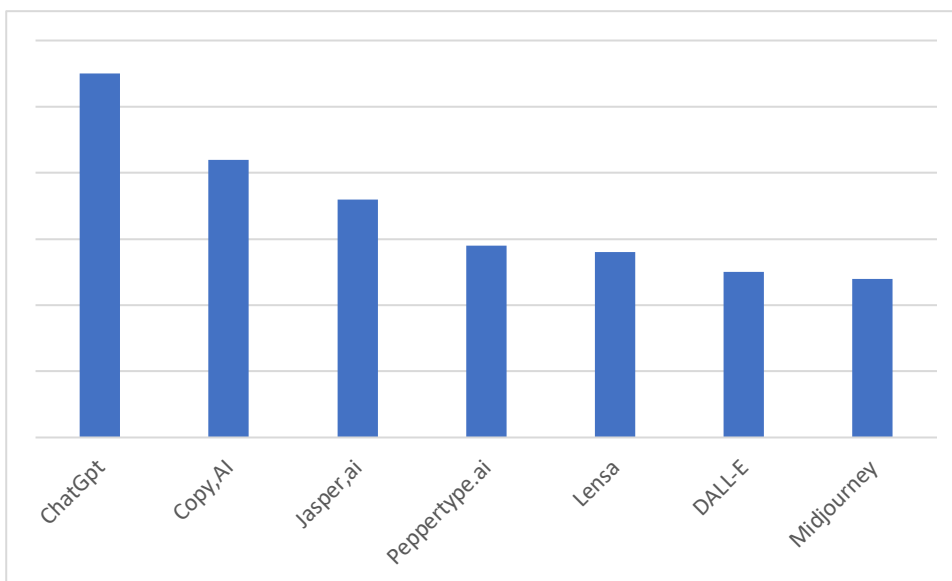


Figure 2. The most used tools by marketing professionals (adapted from Statista 2023b)

#### 2.3.1 Generative AI's benefits and challenges for human users

According to Brynjolfsson, Li and Raymond (2023, 25) generative AI may change "low-skilled" workers way of communicating towards the same language and terminology as "high-skilled" workers. This means that as the lower skilled workers are using AI in their work projects, they will learn and develop themselves to the equal level as higher skilled workers, who have established a

higher quality of vocabulary. It can be theorized that therefore, AI can promote equal opportunities between workers, in a certain level.

Harvard business school (Burn-Murdoch 2023; Dell'Acqua & al. 2023) performed a study on employees of Boston consulting Group, allowing some members to use ChatGPT-4 while doing certain work-related tasks. When comparing the ChatGPT-4 group to the employees who did not have access to the tool, they performed 25% faster and “their work was rated to be 40% higher in quality”. This finding promotes the claim that AI improves the efficiency of workers.

AI hallucinations are errors in the information and data presented by an AI model. The AI presents these hallucinations as factual and can therefore create misinformation and biases. (Guha, Grewal & Atlas 2024; Athaluri et al., 2023.) It's the user's responsibility to understand that fact checking and verifying references is necessary when analyzing outputs by an AI.

Sætra (2023, 3) lists several challenges on a macro, meso and micro levels related with generative AI. On a macro level, it's mentioned that generative AI can have effects on political stability by generating fake news which can increase polarization and biases. Additional macro level challenges brought up are AI's potential to replace human labor, risk to further promote status quo with bias and discrimination, as well as AI's massive consumption of energy. In the meso level, AI raises concerns about ethics and copyright issues, when almost any data published on the internet can be used to train the AI language models. Furthermore, questions of “digital divides” have been presented, since even the free versions of generative AI tools might not be accessible to all. For micro level challenges, Sætra (2023, 3) lists relying too much in AI performing tasks, to the point of humans no longer being able to do the work. Second issue is generative AI affecting human relationships negatively. With the ease of communicating with an AI, there's a risk that real human connections are hindered.

## **2.4 Public's perception of AI-generated content**

According to the Content Marketing Institute (Gynn 2023), readers are indifferent to whether the text they read is produced by an AI. Gynn (2023) even claims that being transparent about using AI is not a necessity to be disclosed, from the audience's point of view, since the editors, copywriters or proof-readers usually aren't credited either.

When ChatGPT-3 was first introduced to the public, many had doubts about the ethics of using generative AI in their academic or work writing. For instance, during the spring of 2023, meaning only months after the initial launch to the public, a group of chemistry students were surveyed to find out their opinions on using ChatGPT. 31% of the respondents selected “agree” when asked, if

ChatGPT is a cheating tool. This speaks on behalf of the fact that using ChatGPT as a helping tool raised some suspicion among students during its introduction. (West, Franz, Hein & al. 2023.)

Additionally, real-looking AI-generated pictures have been a topic of discussion lately. Ingmar, Goode and Nair (2022) explained in an NBC news article some of the indicators that show a picture has been AI-generated. AI often fails to draw human faces anatomically correct, might forget to generate details such as ears or fingers, and creates “too-perfect-looking photos” – meaning that for example, the skin of a human may be very blurry with no visible wrinkles or imperfections.

## 2.5 Human-AI interaction

Upon the initial launch of ChatGPT-3 and the realization of generative AI’s potential, many were concerned about the possibility of machines replacing human labor, especially the ones requiring creative work. However, as technology evolves, industries, companies and individuals should try to embrace the changes and adapt to the best of their abilities. To succeed in human centered AI collaboration, humans should be kept at the center of work tasks and have AI functioning as an assistant. “Humans provide creative input, feedback, and guidance for the AI system, and AI assists humans in creation by providing linguistic, visionary, and decision-making support”. (Fui-Hoon Nah, Zheng, Cai, Siau & Langtao 2023, 283.) The interaction loop between a human and an AI system is presented in Figure 3.

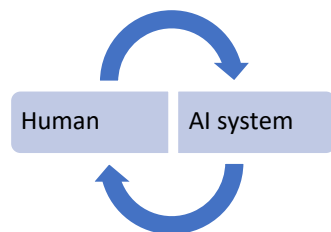


Figure 3. The circle of interaction between human and an AI-system (adapted from Fui-Hoon Nah & al. 2023)

Keding & Meissner (2021) divide humans into three types, based on their AI-based decision-making style (see Figure 4). First, skeptics, who are decision makers, that don’t fully trust AI-based results or recommendations. They may underestimate the power of AI and try not to adopt AI into their processes, which can lead to less efficiency. Additionally, they don’t encourage others to engage with AI. Second archetype is interactors, who are open to different possibilities that AI offers, but simultaneously don’t rely on it to fully take over projects and tasks. Lastly, delegators, who

seem to avoid being responsible for decision making and “outsource” the responsibility to AI. Delegators usually use AI to speed up their processes but may give it too much power. (Keding & Meissner 2021.)

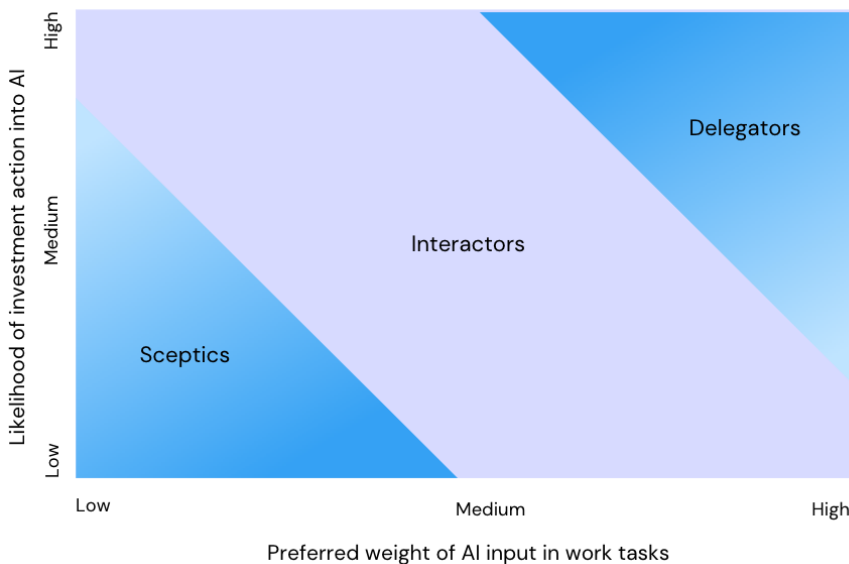


Figure 4. Types of AI based decision-making styles (adapted from Keding & Meissner 2021)

## 2.6 How can marketers design effective prompts for content creation purposes?

An AI entrepreneur (Grant, Miller & Mollick 2023, 28:45) explains that generative AI, like ChatGPT is a conversational interface and should be treated as an interaction between human and AI. It's recommendable to provide generative AI background information before presenting the actual prompt. For example, to put out the most suitable and accurate response for a person looking for help with their CV, they can give an initial prompt such as *“Act like a HR professional with 20 years of experience. You advise job seekers in their questions and give excellent suggestions to polish their cover letter or CV”* as a base guide. After giving the generative AI a guidance prompt, one can continue with the main prompt, providing details and specific keywords such as *“Compose a professional cover letter demonstrating how my abilities align with the requirements for the [position] at [company]. Include words ‘organizational’, ‘tech-savvy’ and ‘teampayer”*. Practising prompt engineering is important for marketers, since it might take more than just one prompt to get a sufficient answer (Grant & al 2023, 35:00). It can take experimenting with different approaches to achieve the most desired output. For example, if a person wants to generate ideas for a content creation strategy in the fashion industry, they can try asking direct questions, or requesting for lists, summaries and processes, showcased in Table 2 (Meskó 2023). A poorly engineered prompt will lead to less accurate quality of the output (Ekin 2023, 3).

Table 2. Ways to modify prompts for accurate outputs (adapted from Meskó 2023)

<b>Direct question</b>	“What is an example of a good content creation strategy in the fashion industry?”
<b>Request for a list</b>	“List good examples of content creation strategy ideas in the fashion industry”
<b>Request for a summary</b>	“Summarize the key points of a good content creation strategy in the fashion industry”
<b>Request for a process</b>	“Write me a step-by-step process guide of how to do a good content creation strategy in the fashion industry”

Characteristics of effective prompts include:

- Use of clear and concise language. Forming grammatically correct sentences, that provide insights to the AI about what kind of output a user is looking for (OpenAI 2024).
- Using constraints or limitations. Sometimes generative AI tools can generate long responses when no guidelines of the preferred length is given. Using prompts such as “*summarize the main points in five sentences*”, or “*explain using 150 characters*”, forces the tool to include the key details of a certain topic. (Ekin 2023, 4-5.)
- Providing context or examples. Rather than simply asking, “summarize this text”, a more efficient prompt can be “Summarize this text in less than 10 bullet points. Then write down the main points like you’re explaining to a person who hasn’t heard of this topic before”. This will allow the model to understand what kind of answer it should generate. When little to no context is provided, the model must simply guess what kind of an output is the most optimal. (OpenAI 2024.)
- Specifying with accurate keywords. Liu and Chilton (2022, 5-6) conducted a study where it was tested, whether the same prompt such as “*a painting of love in the abstract style*” creates a different picture when rephrased using the same keywords. According to their results, the AI-created pictures were very similar no matter what kind of phrasing was used. Liu and Chilton (2022, 6) recommend focusing on “subject and style keywords instead of connecting words” for best outputs.

### 3 Research methods

#### 3.1 Research design

The research design that author has selected for this thesis is exploratory research, since the topic of generative AI and content creation is very broad but has limited existing research. With the purpose of exploratory research in mind allows the author to gain a comprehensive understanding of how generative AI can be utilized in content creation. (Saunders, Lewis & Thornhill 2012, 174-175.) The research uses a mixed-method approach, including both quantitative and qualitative data. Interviews with content creators on LinkedIn and Instagram will give in-depth exploration of their experiences, insights and perspectives. With exploratory research, the nature of conducted interviews is relatively unstructured (Saunders, Lewis & Thornhill 2012, 175). The survey for the general public will generate quantitative data about their perceptions and attitudes towards generative AI.

Figure 5 below presents the phases of the research and their relation to the investigative questions.

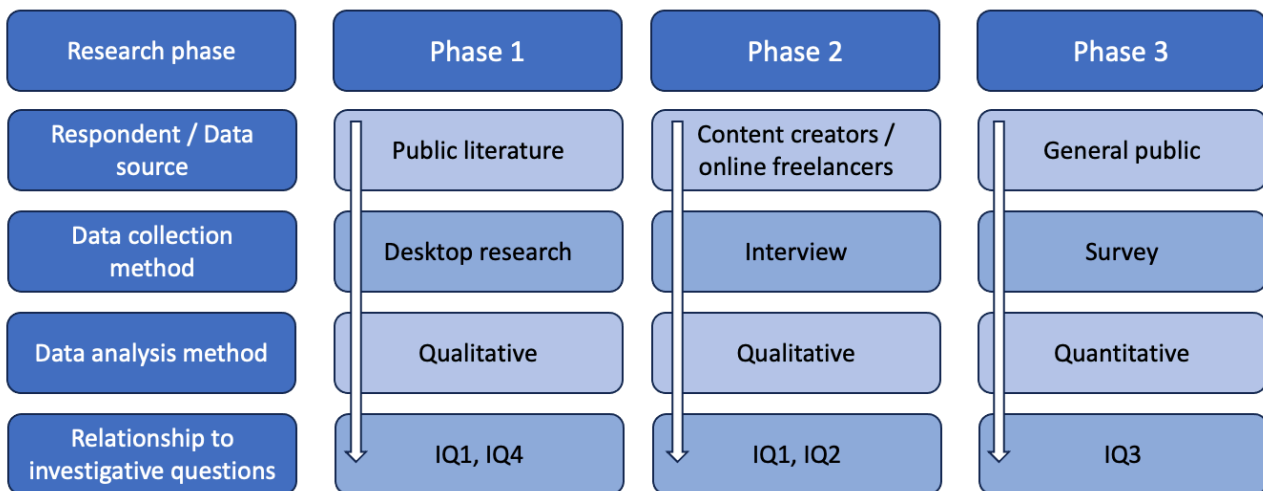


Figure 5. Research design

#### 3.2 Sampling

The survey studies the public's perception of generative AI in online content, including their attitudes towards AI-generated text and photos. No nationality, age or gender was excluded from the sample. The survey was distributed in various social media channels, including Instagram and LinkedIn, to reach a diverse range of respondents.

For the interviews, the author used purposive sampling. The interview needed freelancers and content creators that are using Instagram or LinkedIn as their main platform. Purposive sampling requires good judgement, in selecting participants that will provide accurate information and data

(Saunders, Lewis & Thornhill 2012, 301). To qualify as an interviewee, the person needed to identify as a content creator or as an online freelancer practicing content creation, as well as have basic knowledge and understanding of generative AI. Author selected and contacted the interviewees via social media.

### 3.3 Data collection

In this section the process of data collection for both survey and interview are explained.

#### 3.3.1 Interview

The interviews were conducted with content creators and online freelancers in the field of marketing. The interviews consisted of 9 pre-determined questions, which the author sent to interviewees beforehand. However, the interview was conducted as semi-structured and therefore the author was able to ask specifying questions when needed. Semi-structured interviews allow the questions to adapt to the conversation, with additional questions or switching the order of questions depending on the conversation flow. (Saunders & al. 2012, 374-375.) Additionally, author sent a cover letter to the interviewees stating the purpose of the interview and justification of using a recorder. Participation to the interviews was fully voluntary.

The interviews took place during multiple days and were conducted either via Microsoft Teams or held in person. On Teams-interviews, author was able to automatically get transcriptions with the live transcription function. With interviews conducted in-person, author used a phone voice memo and made transcriptions after.

Table 3 shows the schedule for the conducted interviews.

Table 3. Schedule for the interviews

Interviewee	Platform	Date interviewed
Interview a1	Instagram	1 March 2024
Interview a2	Instagram	1 March 2024
Interview a3	Instagram	3 March 2024
Interview b1	Linkedin	29 February 2024
Interview b2	Linkedin	5 March 2024
Interview b3	Linkedin	4 March 2024

### **3.3.2 Survey**

The survey was conducted using an online survey and reporting tool Webropol. The survey consisted of 12 questions and author categorized them to 3 suitable themes to analyze the respondents' experience and perception of trust towards generative AI.

Before launching the survey to the general public, author conducted a pre-test. Author chose five people of different age groups to provide feedback and comments about the wording and design of the survey questions. The aim of a pre-test is to look for any improvements in order to make the survey act as an efficient asset for the research (Burns et al. 2017, 230).

The participants were recruited through social media channels such as Instagram and LinkedIn, by distributing the survey link. The survey was published on 17<sup>th</sup> of March 2024 and closed on 5<sup>th</sup> of April 2024. The survey included an introduction text (Appendix 1) where the author explained the purpose of the survey, stated that responses were collected anonymously and included the last date when the survey was available. The answers were collected anonymously to ensure that respondents want to give their honest opinions.

### **3.3.3 Data analysis methods**

Author used thematic analysis, which means categorizing the responses from the interviews into themes that related to the investigative questions (Saunders & al. 2012, 535-554). The survey data was gathered through survey software Webropol and open-ended questions were categorized into recurring themes. Additionally, selected results were analyzed by distributing the answers by age groups to analyze possible differences in the respondent groups' answers.

### **3.3.4 Validity and reliability**

In order to get insights from business professionals as well as everyday public, the author chose to conduct interviews with freelancers and a survey for the general public. As the number of online freelancers was 6 in total and the survey had 74 respondents, the results cannot be generalized to fully equate a population. However, applying both quantitative and qualitative data adds to the relevancy and accuracy of the research, and enhances the validity and reliability of the findings. The analysis and conclusions of the quantitative and qualitative data aim to be as objective as possible.

The author has researched topics that are relevant to the areas of the research question: AI, generative AI, online freelancing and content creation. Author has used academic literature sources, which fit the timeliness of the research. With generative AI still being a fairly new phenomenon, author made an effort to use sources that are as relevant as possible.

## Survey results

### 3.4 Demographic characteristics

The first question ensured that respondents give their permission to participate to the survey. Of the total 77 respondents, 74 consented and 3 declined. Therefore, in total the survey had 74 respondents. From the total amount of respondents 60% were female and 40% were male (see Figure 6).

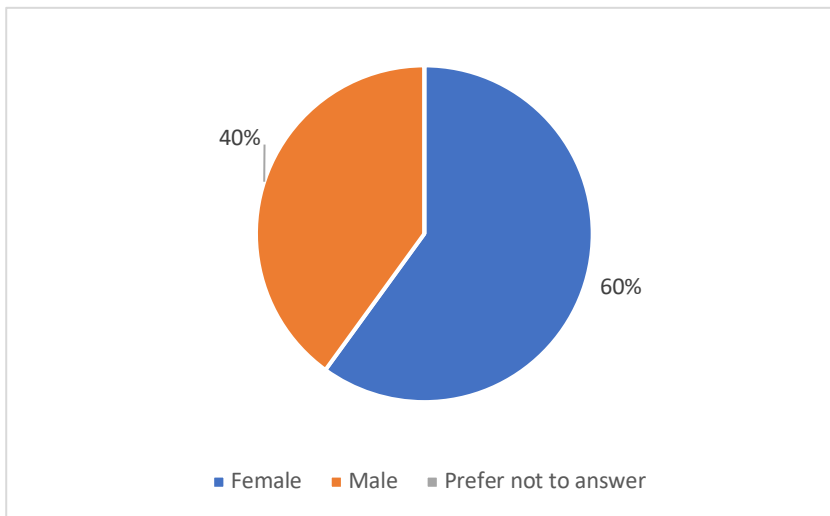


Figure 6. Gender distribution of respondents (n=74)

Majority of respondents (53,4%) were between the ages of 24-29. Second were ages 18-23 (26%), 11% were between 30-35 years old, and the remaining 10% were over the age of 36 (see Figure 7).

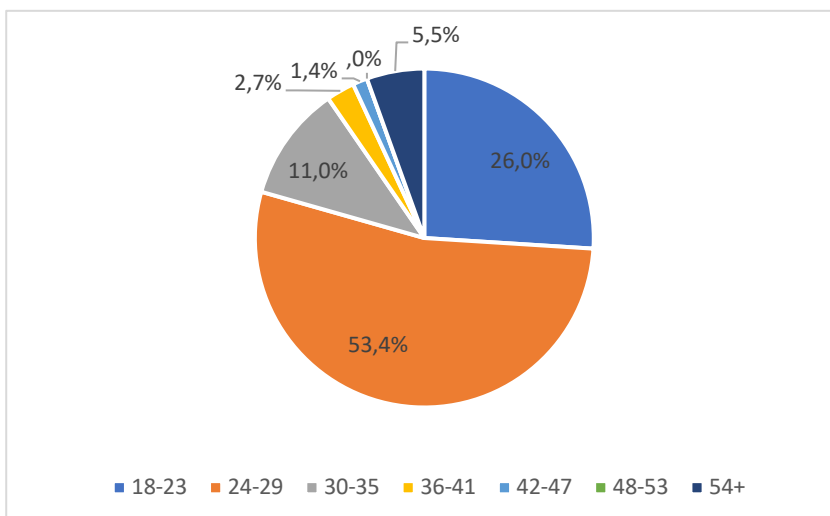


Figure 7. Age distribution of respondents (n=74)

60% of all respondents were employed, 32% were students, 5% unemployed and 3% preferred not to answer. Out of the respondents 41% work or study in the field of marketing, while the rest, 59% don't.

### 3.5 Experience with generative AI

Most of the respondents had used generative AI tools before: 89% reported to have at least tried them. Out of the 89% that had at least some experience, 41% of respondents said that they use generative AI tools daily or weekly, and 32% use them weekly or monthly. 16% said that they have tried AI tools but don't use them often, 11% said that they haven't tried AI tools before (see Figure 8).

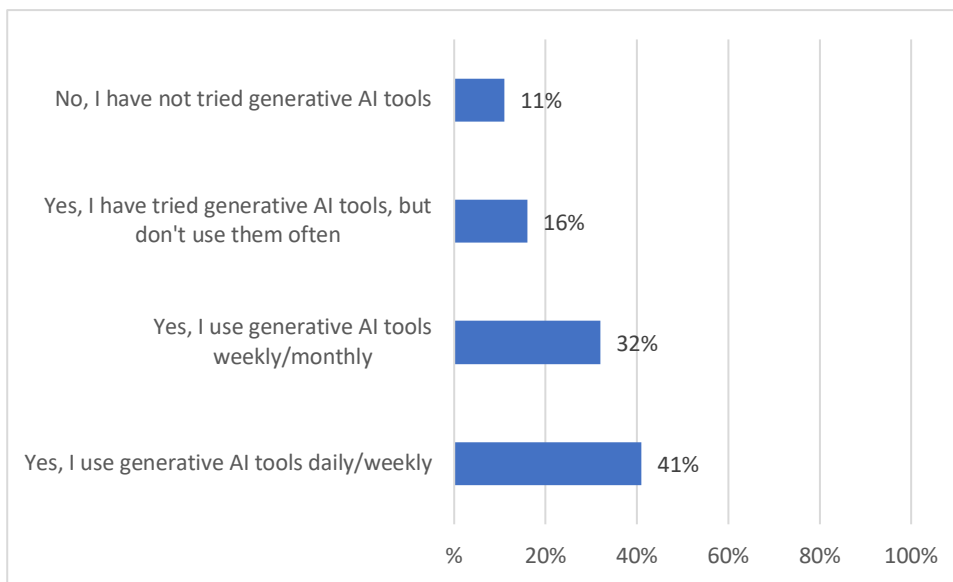


Figure 8. Respondents' familiarity with generative AI tools (n=74)

Almost all respondents, 96%, have come across AI-generated photos or text online, while from the remaining responses, 3% answered that they were unsure and 1% answered no. This is in line with author's expected results, since it's very difficult to not have any touchpoint to AI-generated content online in 2024.

Figure 9 shows, that when respondents were asked, whether they find it easy to differentiate when images are generated with the help of an AI, majority (72%) said yes. The rest of respondents were split between options "no" (14%) and "I'm not sure" (14%).

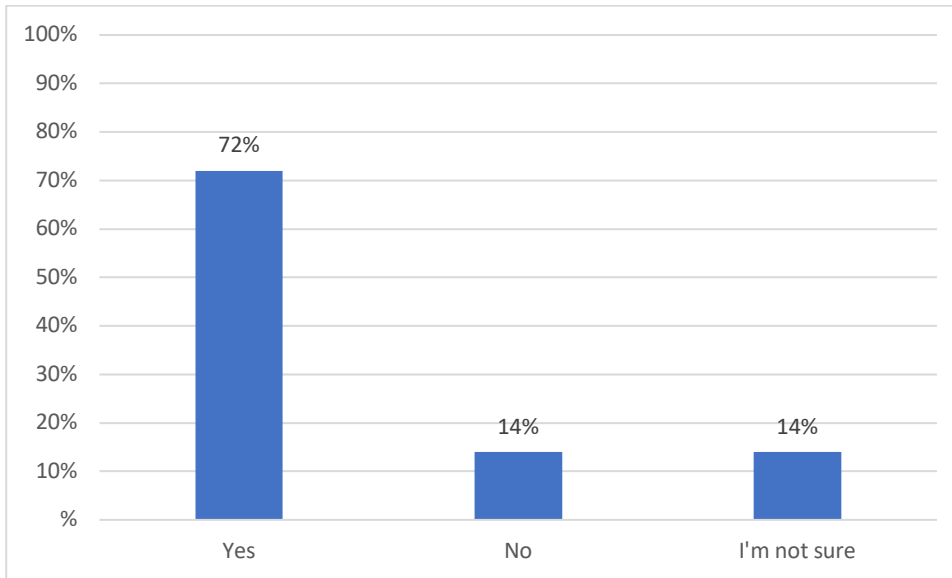


Figure 9. Do respondents find it easy to differentiate when an image has been created by an AI tool (n=74)

In comparison to images, the majority of respondents selected either “not sure” (44%) or “no” (38%) when asked if they find it easy to differentiate if text has been created by an AI. 18% of respondents responded “yes” (see Figure 10).

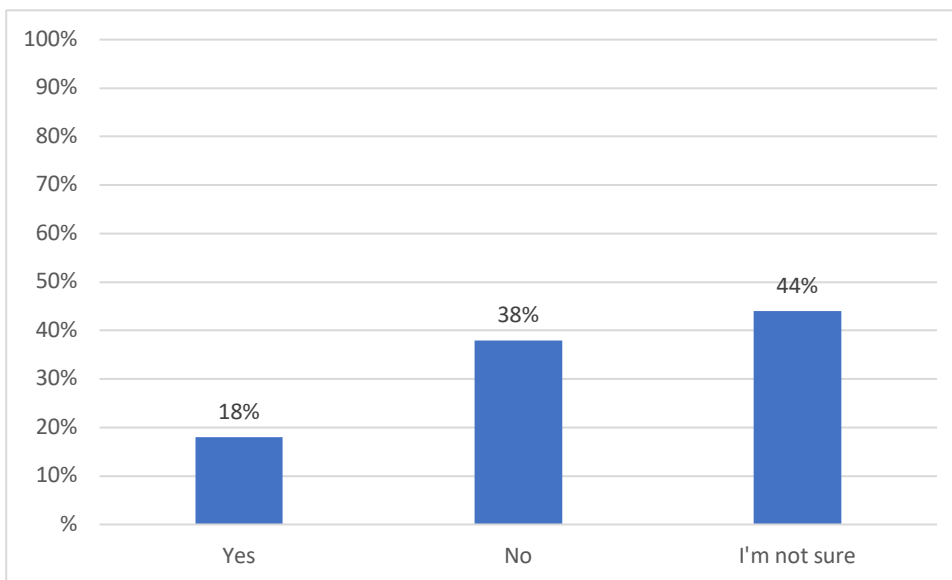


Figure 10. Do respondents find it easy to differentiate when text has been created by an AI tool (n=74)

One of the survey questions provided a possibility to see, if respondents can identify AI-generated text apart from human-created text:

“Author asked a human and Chatgpt to describe a pasta sauce in a social media advertisement. The following guidelines were given: text needs to be less than 5 sentences long and needs to come up with a hashtag for the ad. Can you guess or identify which text was written by an AI?

*Text 1: What are you craving for dinner tonight? 🍷 We recommend you to #GetSaucy and try our tomato-parmesan sauce! Mixed with roasted garlic and lemon, it’s a combo you can’t resist 😊*

*Text 2: 🌶️ Spice up your pasta life with our Fire-Roasted Red Pepper Delight sauce! 🔥🍷 Bursting with the bold flavors of charred red peppers and a hint of garlic, this sauce is a taste sensation like no other. Elevate your pasta game and turn ordinary meals into extraordinary culinary adventures! 🚀🌟 #RedPepperRevolution #PastaPassion #FlavorFireworks”*

Majority (83,1%) of respondents were able to identify the correct option, which is “text 2”, as shown in Figure 11. The AI-generated option exhibits more adjectives, using emojis, vivid language, and catchy hashtags, which can be factors that suggest text is made by an AI.

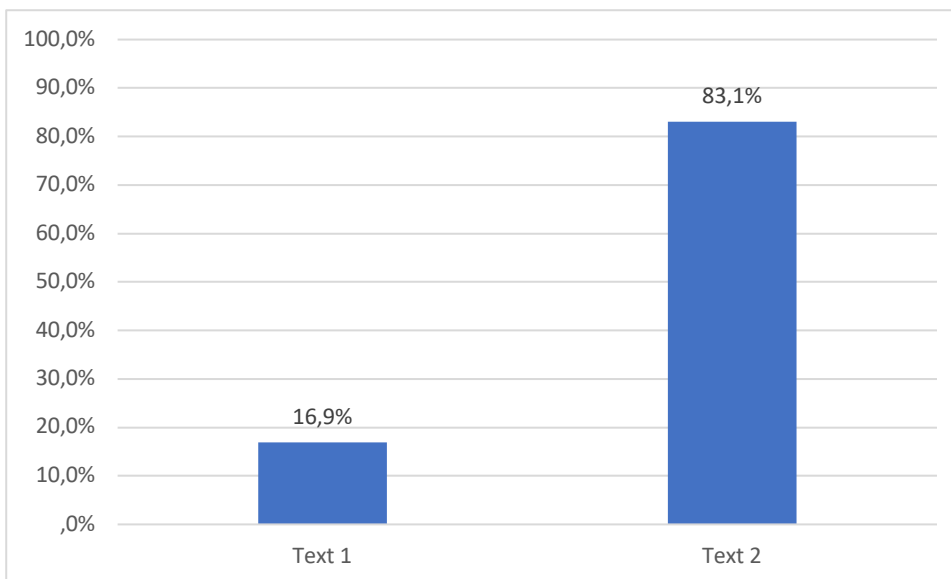


Figure 11. Are respondents able to differentiate which text option is written by an AI (n=74)

To see, if respondents can identify an AI-generated photo from one taken by a human, the survey had two pictures side by side and asked respondents to identify, which one is made by an AI (see Appendix 3). 94% of respondents were able to select the correct answer, while only 6% selected the picture that was taken by an actual photographer. This shows that currently the public is able to differentiate AI-generated photos from real ones, even though some can be very realistic-looking.

### 3.6 Trust in AI-generated content

Majority of the respondents (71%) selected that they trust content that has been generated with the help of an AI, but a human still needs to review the outputs. However, almost one third of respondents (27%), selected that they don't trust AI and those should only be used as a helping tool for humans. Only 1% of respondents don't trust AI-generated content at all, and on the contrary, 1% trust it fully (see Figure 12). This shows that respondents are cautious towards AI-generated content and it's a factor that content creators should keep in mind when planning their work.

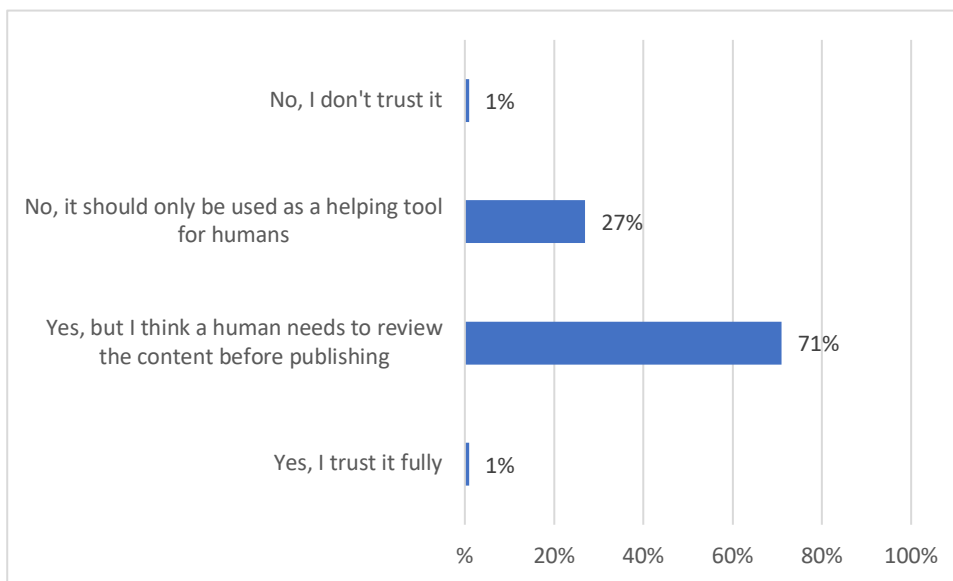


Figure 12. Do respondents trust content that has been created by generative AI (n=74)

Respondents were given the chance to leave an open comment on the advantages and disadvantages of generative AI's usage in content creation for social media. In total, 35 respondents commented on the advantages. In conclusion, most respondents stated that it's faster, helps to create ideas and helps with creative blocks, simplifying routine tasks and that AI can help to create simple background images that can be used in versatile manner. The survey gathered 36 responses about the disadvantages, which can be summarized as follows: AI makes content creation less authentic with fake news and unreliable sources, the content easily becomes generalized and hinders creativity of humans. The equal amount of gathered advantages and disadvantages shows that the perception on generative AI is multidimensional.

The author found that when splitting the participants into ages 35 or younger and 36 or older some significant differences were apparent. For instance, respondents of ages 36 or older reported that most of them (57%) have tried AI tools but don't use them often. None of the respondents from the older age groups answered to be using generative AI tools daily or weekly. Almost opposing

responses are collected from the younger generations, 45% of them use AI tools daily/weekly, 35% use them weekly/monthly and 11% don't use them often. Only 9% responded to have never tried generative AI tools (see Figure 13).

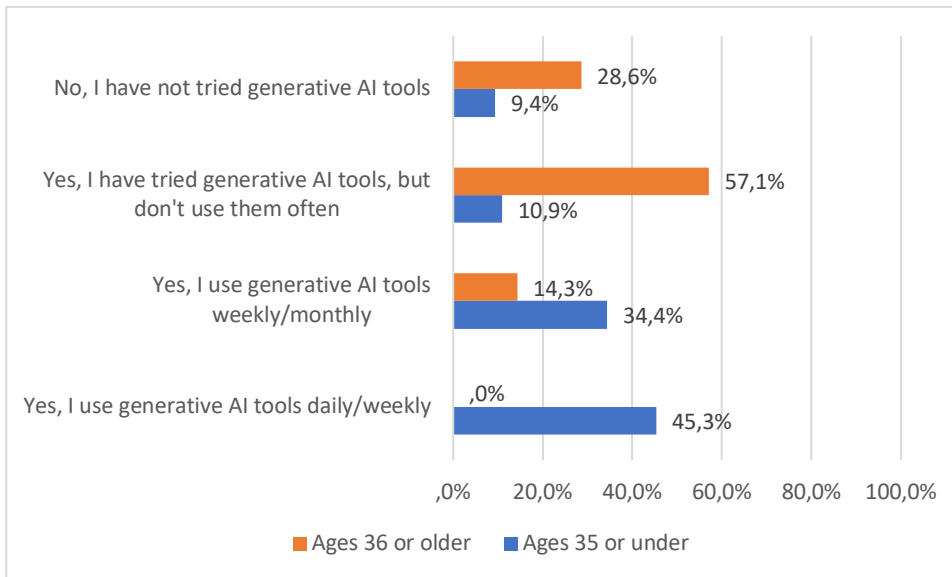


Figure 13. The usage of AI tools, by younger and older age groups (n=74)

Another difference between older and younger generations is their general trust in AI. 73% of the ages 35 or under answered that they trust AI-generated content, as compared to only 43% of the older respondents. The majority of ages 36 or older chose that they don't trust AI-powered content and it should only be used as a helping tool (see Figure 14).

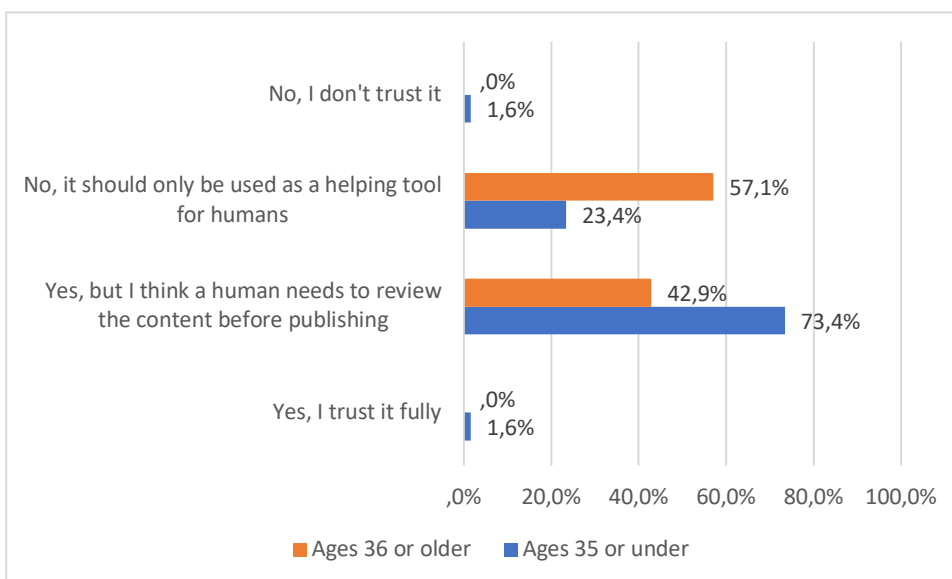


Figure 14. Trust in AI tools of respondents, by younger and older age groups (n=74)

The younger respondents of 35 or under (57%) were more confident in their ability to identify AI-generated images online, compared to the older (43%) respondent group. The majority of the older respondent group either weren't sure or answered that they don't find it easy (see Figure 15).

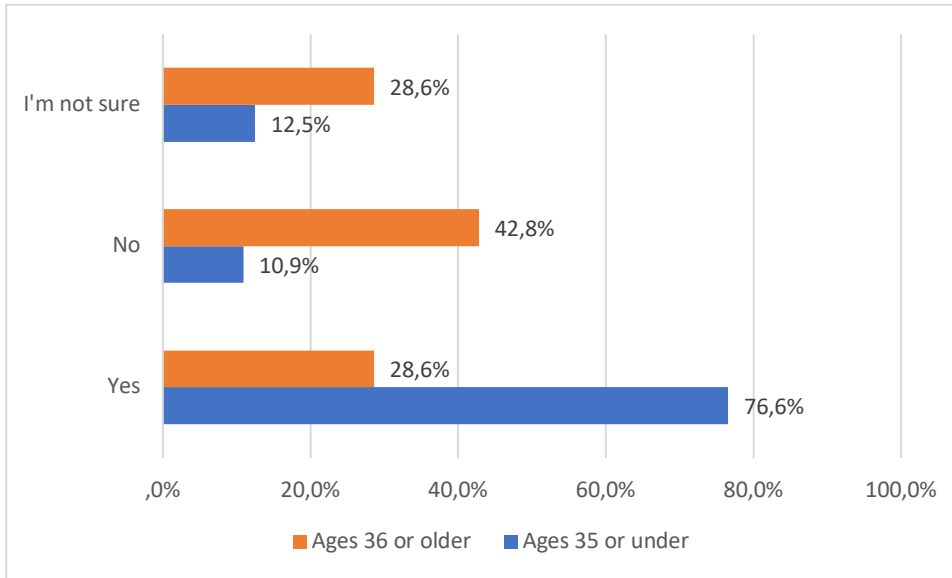


Figure 15. Illustrating the respondent's self-perceived ability to identify AI-generated images online by younger and older age groups (n=74)

When it comes to identifying whether a piece of text has been AI-generated, majority of both younger and older age groups answered that they aren't sure whether or not they are able to identify it. However, 20% of the younger group answered that they find it easy (see Figure 16).

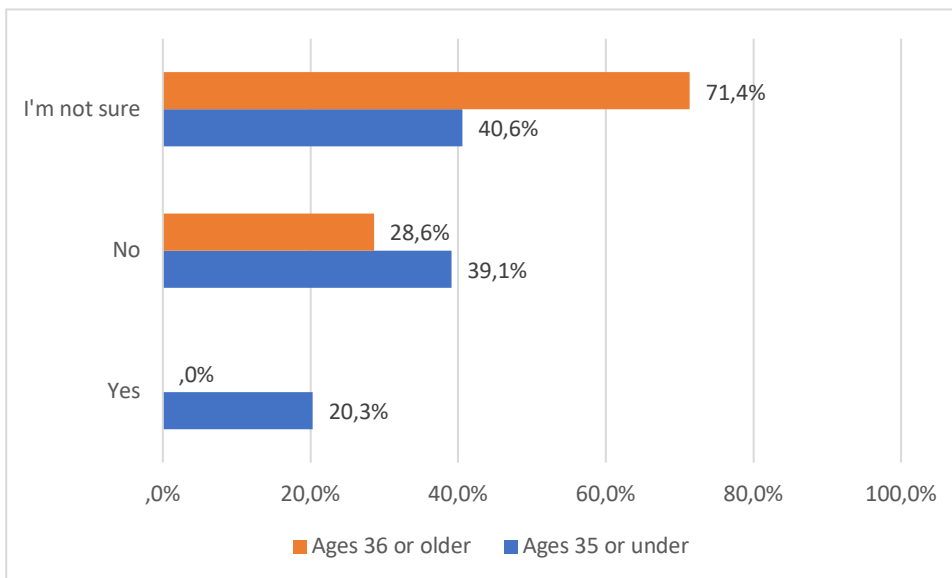


Figure 16. Illustrating the respondent's self-perceived ability to identify AI-generated text online by younger and older age groups (n=74)

Based on the survey answers, content creators should be mindful of the perception differences between the younger and older age groups. Content creators should examine their audience analytics to see, what kind of demographics their audience consists of, and adapt their content accordingly. Of course, this leaves room for different types of content possibilities, such as educating the older audience about the positive opportunities created by generative AI.

## 4 Interview results and discussion

### 4.1 Results from Instagram interview

3 interviewees were selected by author to represent content creators/online freelancers on Instagram's platform. The range of experience and expertise ranged between 1-5 years, with an aspiring content creator and two freelancers who have already established their own clientele. Content types, that the chosen interviewees represent, are beauty/UGC, lifestyle and fashion. The average amount of posts per week among the interviewees is 5, which means that they need to have plenty of content planned at all times.

#### 4.1.1 Generative AI adoption and integration

Interviewees said that they became most aware out about generative AI through different educational posts on Instagram, articles, podcasts, and videos. "I was familiar with generative AI to some degree prior to the launch of ChatGPT, but always felt like I didn't have enough experience to utilize it", said one of the interviewees.

The lifestyle content creator mentioned that they felt like it was often a struggle to come up with captivating hooks to start their posts with. After being introduced to ChatGPT, he initially felt a sense of relief. Using generative AI allowed him to generate ideas into text and refine them by experimenting with different prompts. Similarly, another interviewee mentioned that idea generation was something she had started to struggle with after a few years of posting content in her UGC niche, and generative AI has helped to come up with new ideas.

When talking about the most often used tools and platforms, ChatGPT, Jasper.ai and Canva came up by all the interviewees. Especially Jasper.ai's AI templates were seen as a great benefit, since a user is able to choose from 50 different templates to customize their text according to specific context or platform. Additionally, Hootsuite's AI-powered caption generator was mentioned as a great way to get inspiration for Instagram captions.

One of the interviewees, who is fairly new to her career in freelancing as a fashion content creator, found that generative AI can help with writing proposals (email), campaign planning, administrative tasks that are routine, content creation, strategies and language checks: "ChatGPT helps with having a discussion. Search engine like Google gives one answer, there's a limited chance to deepen or specify the question".

#### **4.1.2 Creativity and collaboration with the help of generative AI**

Interviewees were split when asked whether they believe that AI increases or decreases creativity. The majority believed that generative AI increases creativity, by automating certain tasks and allowing marketers to focus on the core strategic functions. However, it was also agreed that generative AI comes with risks: “I have a feeling it has made some (content creators) lazier, they may lose the personal touch when just focusing on creating content quickly with the help of AI”. One interviewee focusing on fashion said their working hours have decreased, since routine tasks can be automatized.

Another interviewee said that generative AI has helped with developing their soft skills: “Especially in the beginning of my freelancing journey, I struggled with socializing with new clients. So, when I needed to know what to ask in a meeting, AI helped with structuring my questions.” The interviewee said, that ChatGPT was able to give suggestions, on what kind of tone and wording to use when emailing to clients. A conclusion can be made, that ChatGPT can work as a mentor that’s giving guidance on how freelancers should communicate with their clients. This unlimited access to knowledge can be found beneficial, especially for freelancers that are in the beginning of their careers.

When asked whether or not the interviewees themselves can differentiate AI generated content online, one of them answered: “I feel like especially the younger generation are digital natives, and can identify immediately if content feels AI-made. Especially with AI-generated photos, there’s always something off about them.” This lines up with authors survey findings, seeing that especially the younger age groups have more confidence in their ability to differentiate AI-generated photos online.

Currently, none of the creators on Instagram actively use AI-generated photos when they make posts. Reasons against it were that AI-generated photos are clearly not self-made and may seem not authentic. Especially when freelancers make promotional and collaboration posts, they wouldn’t want to risk receiving negative feedback from a brand. However, all were open to the possibilities of AI-generated images in the future. One of the interviewees has given thought to it already: “I would love to do some kind of content that specifically explores AI-generated photos, perhaps like a series where my audience is learning with me”.

#### **4.1.3 Future perspective of content creation with generative AI**

When talking about the future of content creation with generative AI, it is clear that the way of freelance work will change. “I have talked with some decision makers, who believe that a content creator just writes a prompt and gets a perfect output that needs no editing or modifying”, said one of

the interviewees who said that they have been recently offered to do demanding contracts with little pay. The interviewee said that they hope that decision makers realize the opportunities of generative AI, but simultaneously will not expect it to make all work easy.

Traditional stock images have become a bit outdated since they can seem too commercialized and not authentic enough for a brand to use them. “I have a feeling that in the future we will incorporate AI-generated pictures to our ready-to-use portfolio of pictures”, said one of the interviewees who always sends a teaser of her past work for brands that may want to do collaborations.

The future of content creation industry raises also concerns and worry: “It’s a bit scary, it feels oversaturated in the marketing fields, a lot of resources are free so many people are joining the competition”, said one interviewee. Another interviewee had similar thoughts: “I am not afraid of my work being completely taken away, but I am afraid of my work being devaluated. Because of the oversaturation I’m worried about being underpaid since there’s so many service providers in the market”. One of the interviewees said that even though graphic designing is not their main source of income, AI has created a lot of competition with free image generating sites. It is evident, that content creators feel the pressure of increased competition.

Overall, it was believed that generative AI creates more opportunities for people who are capable of adapting and learning fast. It’s highlighted that during the early days of AI, one needs to be curious about learning new skills to create an advantage against the rest that aren’t as willing to integrate AI as a part of their work.

## **4.2 Interview results from content creators on LinkedIn**

3 interviewees were selected by author to represent content creators/online freelancers on LinkedIn’s platform. All the interviewees described that the aim for their content on LinkedIn is to grow their personal brand and share knowledge with their network. When asked, how many times interviewees post per week, two answered every single day and one said that their aim is to post at least every other day.

### **4.2.1 Generative AI adoption and integration**

Most LinkedIn content creators became familiar with generative AI after first hearing of ChatGPT-3 through industry conferences and online articles that were discussing advancements in artificial intelligence. “I Woke up one day and my whole network was discussing the topic (of generative AI) after ChatGPT-3 launched”, said one interviewee.

LinkedIn creators' initial motivation to start integrating generative AI to their own work was the potential to streamline and enhance their creative processes. All three respondents said that their content on LinkedIn is mostly about generating engaging text posts, and ChatGPT is a big help for that. Two interviewees used ChatGPT-4, which is the premium paid version. Additionally, Github Copilot was very frequently used by one of the interviewees.

The overnight rise of generative AI raises concerns in all of the interviewees. "I'm still sceptical about the current functions. It is not that I don't think it can work but I'm wary about the capabilities it is currently displaying and think more advances or careful use are needed", said one interviewee. There is suspicion about some people trusting AI-generated content too much, leading to content of poor quality.

Interviewees said that they find that generative AI has been particularly helpful in creating new ideas and formulating content. One of them added that "It aids in generating initial drafts or outlines, allowing me to focus on adding a personal touch, tailoring the content to my audience, and ensuring it aligns with my personal brand and the marketing goals of my sales company."

#### **4.2.2 Creativity and collaboration with the help of generative AI**

All interviewees inclined towards a critical perspective when it comes to the relationship between creativity and generative AI: "I can typically identify posts that have been initially generated with the assistance of AI tools", said one interviewee. Another LinkedIn content creator mentioned that he believes, that generative AI often tries to include many keywords for better SEO ranking, forgetting the personalized aspect.

If a human doesn't modify or edit the generated outputs at all, it's usually quite easily noticeable to an outsider: "Especially with Chatgpt generated text, use of emojis, formatting of the text is academic and correct, lacking personality, general text, uses words and phrases that aren't in the common use, usually makes lists". None of the interviewees utilize LinkedIn's own AI caption generator in their day-to-day content strategy, but all had tried it. Some challenges mentioned to using it were that there are limitations, as a creator needs to write a certain amount of text before the AI can pick up on the context. All interviewees mentioned, that currently they are striving to make authentic content, even when they use generative AI as an assistant.

Many of the respondents said that they prefer adding pictures to their posts to stir up conversation in the comments. Using clearly AI-generated photos for posts to catch viewers' attention is something that can make the posts perform better: "I like to type some keywords that my post is discussing about. For example, I generated a photo of a guy that had a zipper closing his mouth, since I was making a post about people who only have negative opinions" commented one of the

interviewees. All interviewees seemed to believe that currently AI-generated photos are quite easy to differentiate from real-life ones.

When asking about prompt engineering, all interviewees were familiar with the topic. The general opinion was that many realized the importance of prompt engineering only after reading articles or hearing about it specifically from industry professionals. One of the interviewees believes, that in order to get the most accurate answer from generative AI, they should give it at least 5 types of prompts to generate. From those five outputs they can see which one holds the most value. This can be a good strategy, since it can take more than one try for the AI tool to understand what kind of output the user is looking for.

#### **4.2.3 Future perspective of content creation with generative AI**

All interviewees raised concern about the market becoming saturated with AI-generated content: “Creative work becomes more competitive, especially with different tech tools”.

One interviewee said that they have seen some posts of companies hiring with the title of an AI specialist, when in actuality the job description includes a major amount of marketing related work: “I think it’s also made some companies think they no longer need specialized content creators”. It was also pointed out by two interviewees, that generative AI will likely create additional fake or misleading content, which will require solutions in the future. “There will definitely need to be AI admins of some sort, that only focus on fact checking the outputs”, says one Interviewee.

“With the continued advancement of Generative AI technology, I see the future of content creation becoming more efficient and collaborative. AI tools will likely evolve to better understand individual writing styles, preferences, and audience nuances, offering personalized suggestions and insights.”, while another interviewee said that “the human touch, creativity, and authenticity will continue to be crucial for building meaningful connections with audiences”. It was also believed that prompt engineering will continue to be a part of content creators’ required skill set in the future.

Lastly, one of the interviewees said, that they believe that they have already been “left behind” from the AI-trend. He’s been experimenting with generative AI, but feels a bit reluctant to post content that is not directly produced by him. “I don’t really know what to do. Do I continue advocating for human intelligence, or do I just jump to the AI-bandwagon like the rest?”. It’s certain, that generative AI is a topic that will continue to shape the future of content creation in a major way.

## 5 Conclusions

This chapter provides the answers and conclusions to the research question and investigative questions. Author will also include recommendations for future research and reflection on the thesis process as a whole.

The first IQ was: “How are content creators using generative AI?”. Currently content creators on platforms such as Instagram and LinkedIn are utilizing generative AI but are unsure of the future of their work. All the freelancers that were interviewed are utilizing generative AI tools - specifically ChatGPT – at least to some extent. Generative AI is currently used for multiple factors, such as idea creation, proofreading and content planning. Majority of interviewed content creators admit that generative AI is a tremendous help when it comes to planning their content. Currently the most used form of generative AI between the interviewees is text based, but in the future, visual or even audio tools might become a more common part of their work as well.

The second IQ was about reasoning: “Why should content creators use generative AI?”. Content creators should use generative AI in their creative processes of planning and implementing marketing materials. In order to gain competitive advantage, they should learn about different functions of generative AI and how those can be integrated into their work. However, they should use generative AI as a starting point, not as a finished product. Combining generative AI and human element creates a recipe for engaging content. Using generative AI can be very time-efficient for content creators that choose to use it, especially for routine tasks and brainstorming.

Third IQ was: “How is AI-generated content perceived?”. The general public is cautious when it comes to generative AI. Most of them find that identifying AI-generated text online is harder than images. Analysis from the survey reveals that respondents by the ages 35 or under were more accommodating to the possibilities of AI and also trust it more than the older respondents. This shows a discrepancy between the youth and older generation when it comes to the perception of trustworthiness of generative AI. Content creators should be aware of how their audience perceives generative AI and create content mindfully based on the data. The general public seems to aware of positive as well as negative factors of generative AI. Author is hoping that in the future generative AI can be more regulated which can correlate to more trustworthiness towards it.

Fourth IQ was: “How can marketers design effective prompts for content creation purposes?” In order for a freelancer to get the most efficient outputs using generative AI, author suggests to practice prompt engineering. Prompts should include clear guidelines, set limitations, use specific keywords and allow the AI to learn from its user. Using well-thought keywords, paired with clear

prompt commands, will increase the likelihood of generating an accurate output. The more detailed the prompt is, the better the results will be.

All interviewed freelancers were at least slightly concerned about AI overtaking their jobs in the future, as well as about increased saturation of the market. Simultaneously, they are optimistic about saving time on tedious and repetitive tasks, and focusing their time on more complicated work. Also, being able to create endless ideas, leaves room for endless possibilities.

To conclude, the author believes that the usage of generative AI in content creation and for online freelancers will be both inevitable as it is transformative. Tasks that in the past could have taken hours can be done in seconds, which boosts opportunities and efficiency for content marketers.

### **5.1 Recommendation for future research**

Author recommends that online content creators from other channels such as Facebook, Twitter and YouTube will be incorporated to the study, in order to get a comprehensive research result across different platforms.

Additionally, conducting a survey for content creators and online freelancers would have created an opportunity to gather a wider pool of respondents. From those respondents, author could have conduct interviews to further deepen the answers with quantitative data.

Generative AI is still a relatively new technology. There's not a certain way of knowing how it will change the working conditions of content creators. Researching this topic will continue to be important in the coming years, to provide better understanding of generative AI, as well as learn new ways of benefitting from it.

### **5.2 Reflections on the thesis process**

This thesis process was very insightful and provided a deeper understanding of generative AI and content creation for the author. The author explored how generative AI influences online freelancers and content creators, which revealed many opportunities and challenges. AI-powered tools make processes more efficient, automate repetitive tasks, help with creating personalized content and provide easy-to-use templates.

However, alongside these major benefits also come complex ethical and economic considerations. AI-generated content raises concerns for authenticity, originality and the questions of creativity. These issues will continue to be a prominent factor when discussing generative AI's usage.

Interviews with content creator professionals and conducting the survey offered insights that were valuable and inspiring. Author values the time that interviewees and survey respondents took to provide answers to the research.

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## **Appendices**

### **Appendix 1. Interview Guide**

#### **Who are to be interviewed? How many are interviewed?**

Interviewees are content creators that do content marketing or online freelancing on Instagram or LinkedIn.

#### **How are you going to find your interviewees?**

The interviewees are either chosen by the author because of relevant content on Instagram or LinkedIn, or contacted by author during a networking event for marketers.

#### **Justifying the decisions**

The interviews are needed to collect information about the preferences of content creators on using generative AI. The interview is looking also for answers to the current level of knowledge of generative AI by content marketing professionals.

#### **RQ: How can social media content creators use generative AI in their work?**

Themes to be covered in the qualitative interviewing:

- Generative AI adoption and integration
- Creativity and collaboration with the help of generative AI
- Future perspective of content creation and generative AI

Investigative questions to be approached using a qualitative approach

IQ 1., IQ 2. & IQ 4.

## Appendix 2. Interview questions

Can you provide a brief overview of your background and experience as a content creator?

How long have you been involved in content creation, and what types of content do you typically produce?

### *Generative AI adoption and integration*

1. How did you first learn about Generative AI?
2. What motivated you to integrate it into your content creation process?
3. Can you describe specific instances where you utilized Generative AI tools in your work?
4. With what aspect does generative AI help the most:

- Creating new ideas
- Formulating
- Creating personalised marketing materials
- Summarising text documents
- Other, what?

### *Creativity and collaboration*

5. Does generative AI increase or decrease creativity of content creators in your opinion?
6. Can you estimate how your time consumption for work has changed after adapting to generative AI?
7. In your opinion, are you able to tell which posts have been created with generative AI?
8. In your work, how important is prompt engineering when working with AI?

### *Future perspective*

9. Where do you see the future of content creation heading with the continued advancement of Generative AI technology?

## Cover letter

Hello,

The purpose of this interview is to investigate how Instagram and LinkedIn content creators are using generative AI in their work, and gain insight on how their work is affected by it.

The duration of the interview is approximately 15-25 minutes.

The interview will be recorded and transcribed to ensure truthfulness. All respondents will stay anonymous and all identifying information will be omitted. Participation can be cancelled at any time. Do you consent?

## Appendix 3. Survey questions

### Perception of content creators using generative AI

Mandatory questions are marked with a star (\*)

This is a survey for a thesis that studies the public's perception of using generative AI (*generative artificial intelligence, such as ChatGPT, can be used to create new content, including audio, code, images, text, simulations, and videos*) in content creation and content marketing.

Responses to the survey are anonymous and do not identify any individual person. The results of the questionnaire will only be used for the purposes of the thesis and the data collected will be destroyed once the study is completed. The thesis report will be published in the Theseus online library.

The survey is open until the 5th of April.

**1. I have reviewed the research announcement and the content of the consent form, and I give my consent to participate in the research. \***

- Yes
- No. Completing the form requires giving consent. [Responding to the survey will be defined as ending]

**2. Gender**

- Female
- Male
- Prefer not to answer

**3. Age**

- 18-23
- 24-29
- 30-35
- 36-41
- 42-47
- 48-53
- 54+

**4. Current employment status**

- Employed
- Unemployed
- Student
- Prefer not to answer

**5. Are you working and/or studying in the field of marketing?**

- Yes
- No

**6. Have you used generative AI (such as Chatgpt, GitHub Copilot or Midjourney) before?**

- Yes, I use generative AI tools daily/weekly
- Yes, I use generative AI tools weekly/monthly
- Yes, I have tried generative AI tools, but don't use them often
- No, I have not tried generative AI tools

**7. Have you come across AI-created text or images on social media?**

- Yes
- No
- I'm not sure

**8. Do you find it easy to differentiate when an image has been created by an AI tool?**

- Yes
- No
- I'm not sure

**9. Do you find it easy to differentiate when text has been created by an AI tool?**

- Yes

- 
- No
  - I'm not sure

**10. Can you guess or identify which image is created by AI?**





You were right! The picture is generated by generative AI (Dream.AI)

Wrong answer! This image was taken by a Getty images photographer

**11. Author asked a human and Chatgpt to describe a pasta sauce in a social media advertisement. The following guidelines were given: text needs to be less than 5 sentences long and needs to come up with a hashtag for the ad.**

**Can you guess or identify which text was written by an AI?**

**Text 1: What are you craving for dinner tonight? 🍝 We recommend you to #GetSaucy and try our tomato-parmesan sauce! Mixed with roasted garlic and lemon, it's a combo you can't resist 😊**

**Text 2: 🌶️ Spice up your pasta life with our Fire-Roasted Red Pepper Delight sauce! 🍷🍷 Bursting with the bold flavors of charred red peppers and a hint of garlic, this sauce is a taste sensation like no other. Elevate your pasta game and turn ordinary**

---

**meals into extraordinary culinary adventures! 🚀 ✨ #RedPepperRevolution  
#PastaPassion #FlavorFireworks**

Text 1

Text 2

You were right! This text was generated by ChatGPT-3

Wrong answer! This text is written by a human

**12. Do you trust content that is produced by an AI tool?**

Yes, I trust it fully

Yes, but I think a human needs to review the content before publishing

No, it should only be used as a helping tool for humans

No, I don't trust it