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Ху Шичэн
Магистр
Казахский национальный университет имени аль-Фараби
Алматы, Казахстан

ПРЕДВАРИТЕЛЬНОЕ ИССЛЕДОВАНИЕ ВНЕДРЕНИЯ ИНСТРУМЕНТОВ AIGC СОЗДАТЕЛЯМИ КОНТЕНТА В СОЦИАЛЬНЫХ СЕТЯХ

Аннотация. Статья посвящена предварительному анализу факторов внедрения инструментов AIGC (Artificial Intelligence Generated Content) создателями контента в социальных сетях в условиях развития экономики креаторов. Цель исследования заключается в выявлении ключевых механизмов, определяющих принятие генеративного ИИ в сфере цифрового творческого труда. Методологическую основу составляют систематический обзор литературы и теоретический синтез с опорой на модель UTAUT. Установлено, что внедрение AIGC не носит линейного характера и зависит от типа контента, профессиональных задач, ожиданий аудитории и платформенных условий. Выделены три модели использования: экспериментаторы, интеграторы и активные пользователи. Показано, что основным стимулом принятия выступает ожидаемая результативность, тогда как существенными сдерживающими факторами являются тревога по поводу аутентичности, неопределенность авторских прав, алгоритмические риски и зависимость от платформенной политики. Делается вывод, что AIGC в большей степени усиливает творческую деятельность автора, чем полностью замещает ее, формируя гибридные модели взаимодействия человека и ИИ.

Ключевые слова: AIGC, экономика креаторов, создатели контента, генеративный искусственный интеллект, UTAUT, цифровой труд

Hu Shicheng

Master
Al-Farabi Kazakh National University
Almaty, Kazakhstan

A PRELIMINARY STUDY ON THE ADOPTION OF AIGC TOOLS BY SOCIAL MEDIA CONTENT CREATORS

Abstract. This article is devoted to a preliminary analysis of the factors influencing the adoption of AIGC (Artificial Intelligence Generated Content) tools by social media content creators in the context of the expanding creator economy. The aim of the study is to identify the key mechanisms shaping the acceptance of generative AI in the field of digital creative labor. The methodological basis of the research consists of a systematic literature review and theoretical synthesis grounded in the UTAUT model. The study finds that the adoption of AIGC is not linear and depends on content type, professional tasks, audience expectations, and platform conditions. Three patterns of use are identified: experimenters, integrators, and power users. The findings show that performance expectancy is the main driver of adoption, while concerns about authenticity, uncertainty over copyright, algorithmic risks, and dependence on platform policies act as important limiting factors. The article concludes that AIGC is more likely to enhance creators' work than to fully replace it, contributing to the formation of hybrid models of human–AI collaboration.

Keywords: AIGC, creator economy, content creators, generative artificial intelligence, UTAUT, digital labor

Introduction

In recent years, the rapid development of artificial intelligence generated content (AIGC) technologies has profoundly reshaped the ecology of digital content production. With the widespread application of tools such as ChatGPT, Midjourney, DALL-E, and AI-assisted video editing systems, content creation is increasingly characterized by automation, intelligence, and platform integration. At the same time, the expansion of

the creator economy has made social media content creators an important group in contemporary digital labor systems. Unlike traditional media professionals working within formal organizations, creators usually operate as independent and highly platform-dependent workers whose production decisions are closely tied to audience engagement, personal branding, and unstable algorithmic environments. Against this background, the adoption of AIGC tools by social media content creators has become not only a technical issue, but also a question involving creative autonomy, labor transformation, authenticity, trust, and platform governance.

Although existing studies have examined the creator economy, creator labor, and technology adoption from different perspectives, research specifically addressing how social media content creators adopt AIGC tools remains relatively limited and fragmented. Current scholarship suggests that creators may benefit from AIGC in terms of efficiency, workflow optimization, and lower production barriers, but they also face significant concerns related to creative identity, audience perceptions, ownership, and uncertainty surrounding platform rules. In this context, the present study aims to provide a preliminary theoretical exploration of AIGC adoption among social media content creators. Drawing on a systematic literature review and theoretical synthesis, and using the Unified Theory of Acceptance and Use of Technology (UTAUT) as an analytical lens, this paper examines the main factors shaping creators' adoption behavior, identifies different patterns of use, and discusses the broader implications of human–AI collaboration in the creator economy. By doing so, the study seeks to enrich current discussions on digital creative labor and to offer a foundation for future empirical research on the evolving relationship between creators and generative AI technologies.

Literature Review on the Creator Economy, Creator Labor, and AIGC Adoption

The creator economy has gradually emerged as an independent field of research over the past decade, although its boundaries remain subject to debate. In essence, it describes

an economic system in which individuals monetize their creativity, personality, and skills through digital platforms usually by first building an audience and then developing multiple revenue streams on that basis: advertising, sponsorships, subscriptions, and merchandise [1]. Unlike traditional media employment, creator work is often precarious, platform-dependent, and requires continuous personal branding and audience engagement.

Research on creator labor has highlighted several distinctive characteristics. Glatt documented the cross-platform strategies adopted by creators to manage uncertainty, reducing their reliance on a single algorithm by maintaining a presence across multiple platforms [2]. Duffy and Ononye examined the politics of vulnerability in the influencer economy, demonstrating how shifts in platform policies and algorithmic changes can abruptly disrupt carefully built careers [3]. Bainotti explored the portfolio careers of content creators, emphasizing how labor, precarity, and identity intersect within this field [4]. Collectively, these literature present a picture of creators as entrepreneurial workers navigating an unstable environment, continuously adapting to platform changes while preserving authentic connections with their audiences.

This context is crucial for understanding the adoption of AIGC. Creators are not employees with stable job descriptions and dedicated technical support teams, but independent operators who must decide for themselves which tools to invest their time and money in, often with limited information about potential returns. Their adoption decisions are shaped not only by the functional features of the tools but also by concerns such as authenticity, audience trust, and competitive positioning [5, 6].

A substantial body of research has explored why individuals adopt new technologies, and the Unified Theory of Acceptance and Use of Technology (UTAUT) has emerged as one of the most comprehensive frameworks [7]. This model identifies four key constructs: performance expectancy (the degree of benefits gained from using technology), effort expectancy (ease of use), social influence (the extent to which

significant others believe an individual should use the technology), and facilitating conditions (the organizational and technical infrastructure that supports usage).

Recent applications of UTAUT to AI tools have yielded relevant insights. Menon and Shilpa applied the model to ChatGPT adoption and found that performance expectancy and effort expectancy exerted particularly significant effects [8]. Kim et al. investigated generative AI adoption in Korean enterprises, underlining the importance of social influence and facilitating conditions [9]. Ali et al. examined GenAI acceptance in media content creation across Arab Gulf states, validating the applicability of UTAUT while noting cultural specificities [10]. Li surveyed designers' adoption of AIGC tools, introducing perceived anxiety and perceived risk as important extensions to the baseline model [11].

However, research specifically on AIGC in content creation is still emerging but growing rapidly. Wei and Tyson examined the impact of AIGC on social media through the case of Pixiv, documenting how AI-generated content disrupts existing creative communities [12]. Wang and Xu explored the mechanisms of user interaction with AI-generated content, finding that transparency regarding AI involvement shapes audience acceptance [13]. Zhou and Lu investigated trust formation in AIGC adoption, highlighting the psychological barriers users face when engaging with machine-generated content [14].

Several studies have focused on specific groups of creators. Zhu et al. examined AIGC adoption among designers and identified challenges related to workflow integration [15]. Zhang observed visual creative practitioners in China and noted concerns over skill depreciation [16]. Hussain et al. analyzed interactions around ChatGPT-related content on YouTube, offering insights into how audiences respond to AI-related topics [17]. Collectively, these fragmented studies paint a picture: creators are experimenting with AIGC tools and experiencing genuine productivity gains, but they

are also struggling with concerns such as authenticity, creative identity, and uncertainty surrounding platform policies.

Materials and Methods

This study adopts a mixed exploratory and conceptual research approach. Through a systematic literature review and theoretical synthesis, it preliminarily outlines the key issues and influencing factors in the process of AIGC (Artificial Intelligence Generated Content) adoption among content creators. Given the rapid iteration of current AIGC technologies and the ongoing evolution of creators' usage behaviors and application scenarios, this study is not positioned to pursue large-scale empirical data collection. Instead, at the initial stage of research, it prioritizes constructing a relatively comprehensive theoretical framework, focusing on capturing the diversity and complexity of the phenomenon.

In the literature review section, this study conducted extensive searches across multiple academic databases including Google Scholar, ACM Digital Library, and IEEE Xplore. The main keywords employed consisted of both Chinese and English combinations such as "AIGC adoption", "content creators", "generative AI", "creator economy", and "opinion leaders". To accurately reflect the explosive development of generative AI technologies and their impact on content production in recent years, the literature covered is mainly concentrated between 2022 and 2025, with particular attention paid to academic discussions triggered after the advent of ChatGPT. Meanwhile, to maintain the integrity of the theoretical context, this study also appropriately incorporated foundational literature related to technology adoption theories and creator labor, ensuring that the investigation of cutting-edge phenomena remains grounded in existing academic achievements.

Results and Discussion

Literature indicates that creators adopt AIGC tools in highly diverse ways, and their patterns do not fully align with traditional technology diffusion models. Many creators

appear to engage in selective, task-specific adoption applying AI to particular functions while retaining human control over other aspects rather than following a simple progression from non-adoption to full integration.

The study identifies three distinct adoption patterns. "Experimenters" occasionally try out AIGC tools, usually for specific tasks such as generating thumbnail ideas or brainstorming script concepts, without fundamentally altering their workflows. "Integrators" have incorporated AI more substantially into their work for routine production tasks—editing, subtitling, and image generation while retaining human control over creative direction and final decisions. "Power users" rely extensively on AI, sometimes producing complete content with minimal human intervention, although this group appears to be smaller and more controversial within creator communities.

The tools adopted vary by content type and creator resources. Text creators bloggers, newsletter authors, and scriptwriters have widely adopted ChatGPT and similar large language models for drafting and editing. Visual creators use Midjourney, DALL-E, and platform-integrated AI for image generation and editing. Video creators are increasingly exploring AI editing tools, though adoption here appears more cautious, likely due to greater technical complexity and stronger concerns over the "authenticity" of video content.

Applying the UTAUT lens to the creator context reveals both familiar patterns and distinctive twists. Performance expectancy the belief that AIGC tools will improve work outcomes appears to be the strongest driver of adoption. Creators report genuine productivity gains: faster content production, more consistent posting schedules, and the ability to experiment with formats that previously required extra skills or team members. For creators operating under platform algorithms that reward frequency and consistency, these efficiency gains translate directly into competitive advantages.

Effort expectancy is also important, but in subtle ways. The learning curve for basic AIGC tools has flattened dramatically the conversational interface of ChatGPT requires

little technical skill. However, achieving high-quality outputs that do not appear obviously AI-generated demands craft and experimentation. Creators view prompt engineering as a new skill to master; some find this learning investment worthwhile, while others experience it as additional unpaid labor.

Social influence operates through creator networks and platform discourse. When prominent creators share their AI workflows on Twitter or YouTube, they set an example of adoption for others. Yet social influence can also inhibit adoption communities of practice may stigmatize “lazy” uses of AI, and audiences sometimes respond negatively to disclosed AI involvement. Creators must navigate these competing social signals.

Beyond the standard UTAUT factors, creators’ AIGC adoption is shaped by distinctive concerns. Authenticity anxiety runs through much of the literature creators fear that using AI will undermine the genuine personal connection with their audiences that forms the foundation of their brand. This anxiety is especially acute for creators whose value proposition is centered on personal expertise or unique perspective.

Concerns over creative ownership also stand out prominently. When AI generates a substantial portion of the content, who holds ownership of the final product? Platform terms of service, evolving copyright laws, and norms within creator communities together create a confusing landscape. Some creators report avoiding AI for these reasons they do not wish to invest in content that may later face removal or legal challenges. Uncertainty surrounding platform algorithms adds another layer of complexity. Creators operate in an environment where visibility and monetization depend on opaque algorithmic systems. If platforms begin to demote AI-generated content, creators who have built workflows around AI tools may suddenly find themselves at a disadvantage.

Practical Implications, Limitations, and Future Directions

This analysis offers several practice-oriented implications for multiple stakeholders in the creator economy, with relevance for tool design, education and training, and skill development. For platform designers, the development of AIGC tools should prioritize augmenting rather than replacing human creativity, recognizing the dominant role of creators in the content production process. In practice, this means designing tools that support creators in adopting AI selectively according to specific contexts and creative goals, rather than allowing efficiency considerations to override human agency in the creative process. In the design of human–AI interaction, features such as transparent disclosure mechanisms, flexibly adjustable editing functions for AI-generated content, and clear attribution markers may be especially valuable. These design choices can help address audience concerns about authenticity while also lowering barriers for creators to experiment with and integrate AI technologies in more controllable ways.

At the same time, these implications should be interpreted in light of several important limitations. Most notably, because this study relies on secondary literature rather than primary data from creators themselves, the analysis may overlook important nuances of lived experience. Creators' actual adoption decisions are likely shaped by personal circumstances, platform-specific dynamics, and genre conventions that are not always fully captured in published research. In addition, the rapid evolution of AIGC technologies and platform policies means that the landscape described here may change quickly: tools that are novel today may soon become standard, and newly introduced platform policies could significantly reshape the facilitating conditions for adoption. Future research should therefore place greater emphasis on direct engagement with creators through interviews, surveys, and ethnographic observations, so as to generate a more grounded and up-to-date understanding of how creators navigate AI adoption in practice.

Conclusion

This study provides a preliminary analysis of the adoption of AIGC tools by social media content creators within the broader context of the creator economy. Based on a systematic review of recent literature and a theoretical synthesis grounded in the UTAUT framework, the paper shows that creators' adoption of AIGC cannot be understood as a simple linear process of technological diffusion. Instead, creators tend to adopt AI selectively and strategically according to specific production tasks, creative goals, resource constraints, and audience expectations. The study identifies three broad adoption patterns experimenters, integrators, and power users which reflect different degrees of reliance on AIGC and different understandings of the relationship between efficiency and creative control. Performance expectancy emerges as a major driver of adoption, while effort expectancy, social influence, and facilitating conditions also play important roles. At the same time, creators' behavior is shaped by concerns that go beyond conventional technology acceptance models, especially authenticity anxiety, creative ownership uncertainty, and sensitivity to changing platform policies and algorithmic governance.

The findings suggest that AIGC tools are not simply replacing human creators, but are more often being incorporated into hybrid modes of human–AI collaboration in which creators remain central to decision-making, aesthetic judgment, and audience relationship management. This indicates that future development of AIGC in the creator economy should emphasize augmentation rather than substitution. At the practical level, platform and tool designers should support flexible, transparent, and creator-controllable forms of AI use in order to reduce barriers to adoption while addressing concerns about authenticity and trust. Nevertheless, this study remains limited by its reliance on secondary literature and the rapidly changing nature of AIGC technologies and platform environments. For this reason, future research should move beyond conceptual synthesis and engage directly with creators through interviews, surveys, case studies, and ethnographic observation, so as to develop a more grounded and dynamic understanding

of how AIGC is reshaping creative labor in practice. Overall, this paper argues that the adoption of AIGC by social media content creators is a complex socio-technical process that reflects not only the diffusion of new tools, but also deeper transformations in digital labor, platform dependency, and the meaning of creativity itself.

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