

قبول المستخدمين المصريين لمحتوى الفيديو المصنوع بأدوات الذكاء الاصطناعي على منصات التواصل الاجتماعي

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ملخص الدراسة:

سعت الدراسة لاختبار مدى قبول المستخدمين المصريين لمحتوى الفيديو المصنوع بأدوات الذكاء الاصطناعي على منصات التواصل الاجتماعي، وذلك بالتطبيق على جيلي الألفية Millennial وجيل ما بعد الألفية (Z). وقد وضعت الدراسة نموذج مقترح يعد امتدادا لنموذج قبول استخدام الذكاء الاصطناعي (AIDUA) حيث تم اضافة بعض المتغيرات الأخرى على النموذج المكوّن من ثلاث مراحل؛ بحيث تم اختبار تأثير تسعة محددات على المرحلة النهائية الخاصة إما بالترحيب بقبول استخدام تكنولوجيا الذكاء الاصطناعي في صناعة محتوى الفيديو أو رفض الاستخدام، وتلك المحددات هي: (التأثير الاجتماعي، دافع الاستماع، اسناد الخصائص البشرية إلى الآلة "الأنسنة"، الشغف بالتكنولوجيا، الكفاءة الذاتية في استخدام الكمبيوتر، توقع الأداء، ادراك الجهد، توليد المشاعر-التحقق من المعلومات). وتم التطبيق على عينة عمدية مكونة من ٤٦١ مبحوثاً وتم جمع البيانات باستخدام استبيان إلكتروني. وقد استخدمت الدراسة نمذجة المعادلات الهيكلية SEM في اختبار فروض الدراسة من خلال تحليل مسارات التأثير بين متغيرات الدراسة. وتم الكشف عن مجموعة من النتائج من بينها قبول صحة فروض الدراسة بوجود تأثيرات معنوية من محددات الدراسة المفترضة على المرحلة النهائية للنموذج المتعلقة إما بترحيب المبحوثين لاستخدام تطبيقات الذكاء الاصطناعي في صناعة المحتوى أو الاعتراض على استخدامها. كما كشفت النتائج بعدم وجود فروق دالة احصائياً بين المبحوثين بحسب فئتهم العمرية بالنسبة لمتغيرات الدراسة.

الكلمات المفتاحية: قبول الاستخدام- الذكاء الاصطناعي- محتوى الفيديو- منصات التواصل الاجتماعي.

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Egyptian Users' Acceptance of AI-Generated Video Content on Social Media Platforms

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Abstract:

This research investigates the acceptance of AI-generated video content on social media platforms among Egyptian Millennials and Generation Z users. A model, extending the AI Device Use Acceptance Model (AIDUA), was proposed, incorporating additional variables into the existing three-stage model. The study examined the impact of nine determinants on the final stage, whether users were willing or opposed to using AI technology for video content creation. These determinants encompassed social influence, hedonic motivation, anthropomorphism, technophilia, computer self-efficacy, performance expectancy, perceived effort, emotion, and information verification. The purposive sample comprised 461 subjects, and data were collected through an electronic questionnaire. Structural equation modeling (SEM) and path analysis were employed to test hypotheses and analyze relationships between variables. Results confirmed the study's hypotheses, demonstrating significant effects of the assumed determinants on users' inclination or objection to AI applications in video content generation. Notably, the study found no statistically significant differences in the study variables based on respondents' age groups.

Keywords: acceptance of use - artificial intelligence – AI- generated content - social media platforms-Video content generation.

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Introduction

The term artificial intelligence (AI) has expanded in meaning to include applications that carry out sophisticated operations that formerly required human input, such playing games, creating content, or dealing with clients online. Deep learning and machine learning (ML) are two of the subfields that are frequently used interchangeably with the term. AI is used by developers to carry out manual jobs, solve issues, and make decisions more quickly.

With the rapid progress in artificial intelligence technologies, the media landscape is witnessing major transformations in content creation, distribution, and audience participation. This technology has proven beneficial to media establishments and content creators across multiple digital platforms, since it keeps up with the rapid advancements of the age that demand its incorporation.

In the present era, numerous applications leverage artificial intelligence tools to generate automated content, particularly on social media platforms. These tools encompass functions such as editing, color correction, motion graphics, sound manipulation, and website creation. This represents a departure from the past, where these tasks demanded significant effort, time, specialized skills, and incurred substantial costs.

On the other hand, there is widespread debate about the problems raised by the increased integration of AI into media and digital content industry, including economic problems that may jeopardize specific media jobs by substituting certain journalistic duties, and other problems related to the risks of the spread of misleading information and fabricated news, that can damage the journalistic integrity and manipulate minds. In addition to arousing ethical challenges, as the use of artificial intelligence in media industry raise many concerns related to privacy, protection of data, and those related to counterfeiting using specialized AI techniques.

Many scholars are now interested in studying how the public views new technologies and the advantages and disadvantages of them. Especially with the growing incorporations of these technologies in various realms, especially those related to social media platforms. This sheds the light on the significance of conducting more research to cover the different aspects of employing AI applications in various scientific fields.

Problem Statement

Artificial intelligence technology has developed rapidly and spread in several fields, including the media industry, especially embedding it in marketing communications, newsrooms, and digital content creation, because the number of tasks it completes has increased while needing less expertise. Content creators on social media platforms such as Facebook, Tiktok, Instagram, and YouTube are now creating accounts mainly based on artificial intelligence tools in generating content, as a result of the relative advantages offered by this technology, including the great speed in generating content by AI tools and saving the production expenses and effort required to produce audiovisual content with acceptable efficiency.

Despite the possibility of exploiting these advanced tools in a positive and constructive manner by creating purposeful and useful content that attracts audience and achieves the goals of its creators, on the other hand, there are unprofessional creators who generate content that lacks scientific accuracy and professionalism, and could even include misleadingly false or inaccurate information.

Given the striking visual effects produced by many of these cutting-edge tools and the draw that users have for them, notably teenagers and youth, who can use them to complete a variety of activities, it is necessary to investigate the users' perception of the extent of the necessity of such technology and the benefits and risks associated with it in creating content on social media. Thus the study seeks to test the factors affecting the extent of users' acceptance or

disapproval of video content generated with these tools on social media, taking into account the user's age group, either belongs to Generation Z or Millennials.

Research significance

The significance of the study is evident from the following aspects:

- 1- The study is considered an academic addition to Arab research as it hypothesized a model derived from recent theoretical models, especially "AI Device Use Acceptance Model", which enriches the studies in the field of applying and developing contemporary communication theories and their applications in digital media research.
- 2- The topics related to the applications of artificial intelligence tools in generating video content are not sufficiently addressed in Arab or foreign research, with its significant matters related, such as their use by amateurs and non-professional digital content creators.
- 3- The study reveals how the users of two significant age groups (Generation Z and Millennials) perceive the benefits and risks of this technology, which provides a more comprehensive future vision towards the probability of using this technology and the field of its applications.
- 4- The results of the study can benefit media institutions, especially those that employ digital platforms in promoting their content, along with amateur content creators and influencers in optimal use of artificial intelligence tools.

Research Objectives

The study aims to achieve the following:

- 1- Revealing the factors influencing the users' acceptance of use and interaction with content generated with artificial intelligence

technology on social media platforms by distinguishing between the Millennials and Generation Z users.

- 2- Interpreting users' perception of the risks and benefits of this technology as well as their feelings about it, including positive ones like futuristic, useful, and exciting ones as well as negative ones like worrying and suspicion.
- 3- Proposing an enhanced model for accepting artificial intelligence technology, building on the "AI Device Use Acceptance Model." This incorporates additional determinants such as "computer self-efficacy," "technophilia," and "information verification," aiming to identify key predictors for AI technology acceptance, considering age as a moderating variable.

Literature Review:

Public Perception of AI-based Content

The general public views artificial intelligence as having two sides: potential benefits and drawbacks (Schwesig, 2022). Kim et al. (2020) examined how consumers perceive AI-based content and how different content generators (human vs. AI) and information delivery methods (text vs. audio vs. video) affect users' impressions of the content. The experiment's findings showed that methods and generators are important factors in producing content that is higher quality, more satisfying, and easier to read.

An extensive poll of 10,005 people's opinions about artificial intelligence from eight different countries and six continents was carried out by Kelley et al. (2021). The findings revealed a broad belief that artificial intelligence (AI) will have a big impact on society, along with substantial support for its responsible development and application. Four main themes emerged from the data that summarize public opinion of AI: fascinating, beneficial, futuristic, and alarming. In developing nations like Nigeria, India, and Brazil, the word "exciting" predominated. "Worrying" was the most common emotion

in the United States, Canada, France, and Australia, among other nations. Regarding the role experts play in the public's perception of the risk posed by artificial intelligence, Neri and Cozman (2019) used data gathered from Twitter between 2007 and 2018 to apply the risk framework, analyzing a total of 3.682.015 public tweets. Important discoveries showed that the perception of AI risk is mostly linked to existential concerns, which gained popularity following 2014's fourth quarter. 88% of respondents believe AI will either bring about the extinction of humanity or develop into a malicious superintelligence.

Kieslich et al. (2022) examine the relative importance of ethical principles such as explainability, fairness, security, responsibility, accuracy, privacy, and machine autonomy when it comes to artificial intelligence ethics. The survey's results (n=1099) indicated that respondents from Germany thought ethical values were equally significant. They discovered, nevertheless, that "accountability" was marginally emphasized as the most significant ethical precept.

In order to find out how the general population in Taiwan feels about artificial intelligence, Yeh et al. (2021) created a survey (n=1018). Although the participants had a relatively positive opinion about AI, they also believed it to be risky. Ninety percent of the respondents said that AI "offers useful information," "promotes quality of life," and is easy to learn. More than half of the respondents did not worry about the future growth of AI-related technology, believing it to be secure. Additionally, Cui and Wu (2021) carried out research in China using data from a nationwide online poll (N = 738). The findings indicated that individuals thought AI was more advantageous than dangerous. While television and WeChat use positively predicted both benefit perception and policy support, newspaper use was adversely linked with both. The findings also showed that perception of AI risk was strongly correlated with personal significance. Furthermore, Wissing and Reinhard (2018) examined the connection between the Dark Triad personality traits—machiavellianism, psychopathy, and narcissism—and the perception of AI risk in their

cross-sectional study (N = 325). The findings demonstrated that there are significant individual variations in how risky artificial intelligence is perceived. Furthermore, Årnfelt (2021) examined how individuals view the dangers and benefits of artificial intelligence. The results indicated that the healthcare industry saw higher perceived risks and rewards than the e-commerce/marketing industry.

Using Scheuer's AI acceptance model, Klein et al. (2023) carried out two online tests with a sample of 221 German individuals to examine public risk perception and trust of automated AI choices. The findings showed that participants trusted AI decisions that were semi-automated (made without the assistance of a human expert) and automatic (made without the assistance of a human expert) equally. Additionally, Schwesig et al. (2022) carried out two online tests to examine how people perceive risk and opportunity in artificial intelligence. The results showed that the likelihood of using AI was positively connected with people's perceptions of risk and opportunity in AI (i.e., opportunity minus risk perception). Furthermore, people's confidence did not significantly modify the strength of this connection.

Using a meta-analysis of 272 studies, Li and Li (2023) developed an analytical framework of "technology–psychology–society" to examine factors impacting public risk perception of developing technologies. According to the findings, risk perception is significantly influenced negatively by perceived benefit, knowledge, inventiveness, trust, and social influence, and significantly positively by perceived cost.

Public Acceptance of AI Technology

Using an integrated theoretical framework that combines the technology acceptance model 3 (TAM3) and the unified theory of acceptance and use of technology (UTAUT), Ferri et al. (2023) investigated risk managers' intentions to use artificial intelligence in carrying out their tasks. They did this by administering a survey to 208 participants. The results demonstrated that the primary determinants of

risk professionals' intention to employ artificial intelligence are perception of risk, perception of external control, and social influence.

Gansser and Reich (2021) examined the behavioral intention to utilize items including artificial intelligence (AI) in the context of three distinct life segments: mobility, household, and health. The study used a sample of 21,841 participants using the UTAUT2 model as its foundation. They expand the model to incorporate personal inventiveness, sustainability, convenience, comfort, health, and safety. The findings demonstrated that every significant factor, with the exception of safety security in the health sector, which is the social influence, effort anticipation, and convenience comfort, is a driver of behavioral intentions. Additionally, Na et al. (2022) used the Technology adoption Model (TAM) and the Technology–Organization–Environment (TOE) framework to investigate the elements that influence end users' intentions and adoption of AI-based technology. The results showed that end users' perceptions of the utility and usability of AI-based technology were positively impacted by technological elements, as well as by external circumstances and individual personality.

In order to look at what influences people's intentions to use artificial intelligence (AI), Song (2019) looked at artificial intelligence virtual assistants and extended the Technology Acceptance Model (TAM). The findings corroborated TAM, which holds that behavioral intention to use an AI virtual assistant is positively impacted by perceived utility and simplicity of use. Additionally, Figueiredo (2019) researched existing theories of technology acceptance in order to create a new model to investigate AI acceptability using an online questionnaire on 321 individuals. The findings indicated that although individuals appeared open to the technology and believed it may be a helpful tool, they are willing to employ AI. And Goli et al. (2023) administered a questionnaire to 378 Chatbot users in order to investigate the effects of variables like perceived ease of use, usefulness, enjoyment, innovativeness, information quality, and

perceived customization on behavioral intention to use Chatbots. The findings showed that all factors, with the exception of perceived enjoyment, had positive effects on the intention to use Chatbots.

Choung et al. (2022) used the Technology Acceptance Model (TAM) in conjunction with a survey of US college students to investigate trust and its significance in the acceptance of AI technology. The findings demonstrated that trust, which was mediated by participants' attitudes toward voice assistants and their perception of AI's utility, had a major impact on their desire to utilize the technology. Additionally, Gillespie et al. (2023) examined public perceptions and trust regarding AI use by surveying over 17,000 respondents from 17 nations across all regions of the world. Findings revealed that 61% of respondents are hesitant to trust AI systems, expressing ambivalence or a lack of willingness to trust, 73% express concern about the possible risks associated with AI, and 85% think there are several advantages to AI, including increased effectiveness, efficiency, and resource utilization as well as lower costs. The impact of AI authorship and evaluative data on the perception of a science journalism piece was also studied by Henestrosa et al. (2023). In their experimental research, they discovered that texts authored by AI and those written by humans are equally regarded as credible and trustworthy. On the other hand, material presented in an evaluative manner was perceived as less credible and trustworthy.

Embedding AI in Art Creation

Huston and Lang (2023) used a mixed-methods approach to collect data on the use of AI art generators in digital media courses in order to evaluate the use of AI technology in art and design. According to the findings, participants felt that generative AI techniques should only be utilized for final projects and cannot fully replace human creativity. However, Gong's (2021) experimental results demonstrated that the virtual reality teaching approach, which combines the benefits of artificial intelligence algorithms, has good practical importance and

prospective application value in the instruction of digital media art production. Additionally, Sofy (2023) carried out research on the use of AI to the creation of motion graphics videos for digital storytelling. The research included a survey and in-depth interviews to gather information, and it came to the conclusion that, in addition to saving up to 38% of production time, using artificial intelligence technologies in the field of production will result in cost savings of almost 40% when compared to traditional methods.

AI technology in different Media Outlets' messages

Brennen et al. (2018) examined eight months' worth of AI reportage from six major UK news sites to better understand how the UK media covers AI. The examination of 760 articles showed that the subjects covered by the outlets are politicizing artificial intelligence. It also looked at how AI was portrayed as a capable and pertinent answer to a variety of societal issues. Furthermore, Fast and Horvitz (2017) concentrated on opinions regarding AI that were published in the New York Times throughout a 30-year span. The findings showed that since 2009, there has been a noticeable increase in the amount of talk about artificial intelligence, and that this talk has generally been more positive than negative. But they also discovered that anxieties about AI taking over, AI's ethical implications, and AI's detrimental effects on the workplace have increased recently.

Brennen et al. (2022) outline and examine the enduring expectation for the widespread social integration of AI-related techniques and technologies through a critical discourse study of news content in UK outlets. The study found that outlets often use two reporting strategies—source selection and human-AI system comparisons—to address the difficulties presented by AI integration. These methods assist outlets in enhancing expectations regarding AI's ability to address a variety of issues. Suerdem and Akkilic (2021) investigated how artificial intelligence (AI) is framed in various national media outlets by performing an automated text analysis on

about 5,000 news articles. This study offered some evidence in favor of the claim that AI is portrayed in various national media outlets in a manner that reflects the political, social, and cultural context in which it is embedded. For instance, the US is home to big-tech companies like Google, which explains why "Big Tech" and "Deep Learning" are so popular there. In contrast, European nations like France, Germany, and the UK have expressed concerns about the ethical, political, and cultural implications of AI. In this context, Moran and Shaikh (2022) also examined how artificial intelligence (AI) was covered in journalism during a five-year span, beginning in 2016 and concluding in 2020, across 20 US and UK news media outlets that reflected a variety of media types and political slants. The research revealed a conflict between the newsroom profession (journalists) and the industry (funders and newsroom executives), which gives rise to divergent accounts on how AI is being used in newsrooms. Journalists also have a narrow perspective on the audience's capacity to recognize and assess AI-produced material, arguing that readers won't be able to tell the difference between a human-written report and one generated by AI.

Cui and Wu (2019) carried out a study in China using an online poll (N=738) to examine how media use affects the public's view of AI. The findings indicated that respondents thought AI was more advantageous than dangerous. While television and WeChat use positively predicted both benefit perception and policy support for AI, newspaper consumption was negatively linked with both.

Employing AI technology in News Industry

Metwally and Farhat (2022) examined The New York Times, The Wall Street Journal, The Washington Post, and The Guardian websites to look into the application of AI techniques in foreign newspaper websites and how it affects the messages that are generated. The outcomes demonstrated the variety of applications for artificial intelligence tools, such as content editing with Visual Forensics

technology to illustrate criminal activities utilizing 3D animation and photos. Additionally, Heliograph, a robot journalist technology, was employed. Other artificial intelligence (AI) tools that were employed included T Brand Studio, Perspective API, Wildfire Tacker, and Virtual Reality (VR) technology. Additionally, de-Lima-Santos and Ceron (2021) examined the use of AI in the news sector. The results indicate that three subfields—machine learning, computer vision, and planning, scheduling, and optimization—are being further explored in the news industry.

AI in Arab Media Institutions and related Perceptions

Because artificial intelligence is not as widely used in Arab societies as it is in other countries, there is a dearth of literature on the subject in the Arab world when it comes to media studies, particularly when it comes to artificial intelligence. Most of these research were planned for later, and most of them looked into the potential applications of AI technologies in media organizations or the relationship between AI and digital marketing. To investigate the future of employing AI apps and their role in creating news content, Abdel Azeez (2021) combined a survey (N=124) with in-depth interviews with communicators and media specialists at various media institutions in Egypt. The outcomes demonstrated that this technology is still being employed in a basic and uncommon manner.

In order to look at the present and potential future trends surrounding the use of AI technology in Egyptian and Arab media organizations, Abdel Razek (2022) conducted a study on 451 communicators who depended on UTAUT. The participant's interest in artificial intelligence news was indicated by the findings, which also highlighted how this technology might mimic human behavior in media production. According to them, the media, marketing, and administrative and technical fields are the key areas where these technologies are being used. They mentioned that machine translation,

data journalism, and the employment of robots for editing were the three most significant AI technologies. They provided insight into the institutions' plans to use these technologies to raise performance standards.

Researchers Musa and Abdulfattah (2020) also looked at leaders' and journalists' perspectives on using AI in Egyptian press organizations' newsrooms. In-depth interviews and a survey (N=150) were conducted using the Diffusion of Innovation Theory. The findings showed that while 88% of respondents stressed the value of using this technology in newsrooms, a sizable portion of newsrooms lack the resources to do so due to outdated organizational structures, a lack of quality systems, a lack of text editing algorithms for Arabic versions, and a decrease in funding. Attia (2019) also used a poll (N=200) and the Technology acceptance Model (TAM) to examine media professionals' acceptability of using AI applications in media. They discovered that 40% of respondents thought that adopting these applications would be beneficial. The findings showed a positive relationship between the anticipated advantages of these apps and how easy they are perceived to be to use. Furthermore, there is a direct link between behavioral intentions to use mobile apps and perceptions of ease of use.

According to practitioners, Moswi (2022) used a survey based on UTAUT to examine the function of AI technologies in Saudi media institutions' content development. The findings showed that there is a strong relationship between the degree to which an institution uses these technologies and its readiness to use them into content creation. Additionally, there is a relationship between the respondents' assessments of how these tools are used to create media material and the degree of benefits they anticipate as a consequence. Regarding the use of AI technologies in daily event coverage by mobile journalism practitioners in Iraq, El Tamimi and Alsaray (2023) polled forty journalists. The findings showed that artificial intelligence (AI) tools support journalists with their day-to-day work, problem-solving and

solution-giving, as well as with producing unique material that keeps up with current trends.

Abdel Hamid (2020) surveyed 400 participants who watch economic news in order to learn more about how the Egyptian public views the credibility of media content created by artificial intelligence versus content edited by humans. The results showed a positive correlation between the participants' attitudes toward using AI applications and the degree of credibility of the media messages these applications produce. The participants ranked themes related to technology and economics as the most producible by artificial intelligence. Elkoly's (2020) study also sought to ascertain Egyptian journalists' perspectives regarding the use of AI in content creation. A survey (N=250) of journalists working for 16 Egyptian organizations was used in the study. The findings showed that 51.6% of the institutions reported using AI tools, and a relationship was established between the institutions' views about this technology and the employment of these tools in journalism output.

Being the first Egyptian website to use AI technology, Badawi (2021) investigated the use of robotic journalism on the Cairo 24 News website. The study used UTAUT and a questionnaire to gather information from journalists. The study's findings indicated that robot journalism has been used on Egyptian news websites because it can produce content that is more unique than that of a human journalist and has a greater level of public trust. Furthermore, Ismail (2021) studied how journalists felt about utilizing AI to create material for the Al-Masry Al-Youm, Masrawy, and Cairo 24 websites using UTAUT. According to the findings, 60% of respondents thought that employing these technologies aided in content development, while 22% said that they had the opposite effect and caused institutions to hire less people. Furthermore, Abdelwahed (2023) used the Technology Acceptance Model (TAM) in conjunction with a survey (N=120) to examine the opinions of TV presenters on the use of robotic presenter technology in Egyptian TV channels. The findings showed that participants had

moderate attitudes toward using this technology. Additionally, there were notable differences in the degree of acceptance of this technology between TV presenters working in private and governmental institutions; those in the former have higher levels of acceptance.

Hassan (2022) surveyed 300 respondents to learn more about how university students use artificial intelligence applications. The survey's findings showed a substantial relationship between the degree of usage of these programs and the satisfaction they provide. Elyamany (2023) also polled 400 Egyptian youth, and the findings showed that most of the sample knew a lot about artificial intelligence (AI) and its methods, and that, in their opinion, one of AI's most significant functions is to make interaction easier in all circumstances. It was discovered that 75.3% of respondents give media statements generated by AI a high degree of believability. Furthermore, Omar (2023) examined the popularity among Egyptian youth of utilizing Chat GPT, one of the most well-known. A survey (N=121) was used in the study to gather information from people who had previously used this technology, based on the Technology Acceptance Model (TAM). The results showed that opinions regarding this tool and the amount of use it receives are correlated, and that users prefer to use this tool to select between concise and detailed information.

Theoretical Background

AI is being used in social media in a way that has never been seen before; it can create and manage some social media content in a matter of minutes. AI tools can be trained to leverage individual behaviors, preferences, beliefs, and interests to personalize experiences. (Sadiku et al., 2021). The media's process of becoming more intelligent is speeding up with the steady maturation of technology such as cloud computing, mobile internet, and artificial intelligence. Machine writing and intelligent recommendation are the primary ways that artificial intelligence is being applied in new media communication (Lu & Nam, 2021).

The use of AI will become a worldwide phenomenon; impacting people's psychologically and influence their behavior. It will also have a significant effect on social media, growing more dishonest as abusers take use of it. However, AI will encourage more artistic components and collaborate with humans to create things (Block, July 19, 2023).

The idea of artificial intelligence has moved from science fiction to a realistic reality in recent years. AI is defined as "the science and engineering of creating intelligent machines, especially intelligent computer programs" by John McCarthy, who is regarded as the father of the field (Johnsen, 2021: 20). Forbes (a global media company) defines AI as "the broader concept of machines being able to carry out tasks in a way that would consider smart" (Lele, 2019:3). "A variety of intelligent human behaviors, such as perception, memory, emotion, judgment, reasoning, proof, recognition, understanding, communication, thought, and creating, which can be achieved artificially by machine, system or network" (Benabdelouahed & Dakouan, 2020: 83).

Artificial intelligence can be classified into three types of systems:

- 1- Analytical AI: contains characteristics consistent with cognitive intelligence only.
- 2- Human –inspired AI: contains elements of cognitive and emotional intelligence.
- 3- Humanised AI: contains characteristics of all types of competencies (cognitive, emotional, and social intelligence) (Biswal & Gouda, 2020; Kaplan, 2021).

AI-Generated Video Content on Social Media

Content producers can use artificial intelligence to have even the easiest activities automatically generate content. At every stage of the content creation lifecycle, artificial intelligence helps content creators create intelligent material for their audience (Ahmed &

Ganapathy, 2021). As artificial intelligence (AI)-generated materials proliferate, it becomes more challenging to distinguish between modified and genuine content. Images of Pope Francis and former President Donald Trump have been altered using AI. We are seeing things that appear to be real news or an image of a certain person thanks to generative AI, but they are not. AI is also being utilized to replicate actor images and compose songs that sound like well-known musicians (Block, July 19, 2023). Without human assistance, AI can update and restructure information for various channels. AI makes it simple to create visually appealing and more audience-preferred content; it can bulk plan and produce needed material in a matter of minutes. Additionally, it uses keyword research to produce outlines or fresh ideas (Avcontentteam, April 26, 2023). Social media companies leverage user-generated material, which is effectively released for free, to monetize their platforms. By producing content and getting paid through advertising revenue, members of revenue-sharing social media platforms can make money on digital platforms (Hödl & Myrach, 2023).

Zhu et al. (2020) posed a significant query in this context in their study: What occurs when artificial intelligence and multimedia collide? They developed the idea of "Multimedia Intelligence" in order to address this question by investigating the reciprocal influences between multimedia and artificial intelligence from two angles: first, multimedia causes artificial intelligence to undergo a paradigm shift in favor of greater explainability, and second, artificial intelligence in turn introduces fresh perspectives for multimedia research. Generating the same object in a new modality is the task. Two common uses are, for example, image/video captioning and image/video production from natural language.

The term "Generative AI," as used by Pavlik (2023), describes a kind of AI that can produce new content—such as text, graphics, or music—based on specific inputs. A generative model, a kind of machine learning model, is frequently used to do this.

Popular artificial intelligence tools that are used in content development include the following (Avcontentteam, March 29, 2023):

- 1- GPT-3 (OpenAI): makes it possible to write product descriptions, blog pieces, and social media updates.
- 2- Copy.ai: can generate content on numerous channels.
- 3- Article Forge: this tool may create original content on any subject and incorporate keywords for search engine optimization (SEO).
- 4- Jarvis by Conversion.ai: in addition to having the ability to automatically rewrite content, this tool can write blog and social media articles.
- 5- Rytr: in addition to having the ability to create content in several languages, Rytr can write blog and social media articles.
- 6- Articoolo: creates summaries and original pieces based on keywords.
- 7- Texttitio: an AI-powered writing tool that can make already published material more effective by enhancing its language and tone.
- 8- Writesonic: in addition to writing descriptions, it can also create blog and social network posts.

Other significant AI-based products include ChatGPT (<https://chat.openai.com/auth/login>), which is trained to provide responses to natural language input that resemble those of a human. This technology is highly significant to increase both the quality and efficiency of media production, particularly when there are restrictions in resources (Pavlik, 2023). In addition, Google has built a very good conversational AI tool called Bard (<https://bard.google.com/>), which uses data from the web to offer high-quality answers to user requests in a conversational manner. Another AI tool from Microsoft is Bing Chat (<https://www.bing.com/new>). It allows users to ask sophisticated questions, get thorough responses, acquire summary information, and

find ideas for new projects—all in a side-by-side view that eliminates the need to switch between tabs.

Using AI tools in content creation has several advantages. For example, an AI system may propose a melody that a musician would never have thought of on their own. AI can facilitate faster production, enabling artists to produce more art in a shorter amount of time. By automating tedious and repetitive activities, artificial intelligence (AI) frees up authors and editors to concentrate on more creative parts of content generation. AI content creation is not without its restrictions, though. The fact that AI occasionally produces work devoid of the human touch or emotional nuance is one of its biggest drawbacks. Furthermore, AI might not always be able to comprehend the cultural relevance or context of particular artistic forms (Rijo, 2023). The ability of artificial intelligence to function autonomously exposes users to risks and uncertainties, in contrast to traditional technologies where users have total control over how the technology operates. Furthermore, a lot of artificial intelligence is dependent on machine learning algorithms, which have been called "black boxes" since they produce uncertainty and unpredictability (Choung et al. 2022).

AI Tools used in Video Generation

In this part, some of the most popular video generator applications or websites using artificial intelligence will be presented as follows:

Studio.D-ID: (<https://www.d-id.com/>) can use Creative Reality™ studio or D-ID's API to create and communicate with talking avatars that use generative artificial intelligence. With the help of this tool, one can turn written text into a digital video and turn avatars into talking ones using either written text or previously recorded audio files.

Visla: (<https://www.visla.us/ai-video-generator/text-to-video>) allows users to convert text to videos. It can create videos from scripts, e-books, articles, short stories, and song lyrics.

Invideo AI: A video generator application (<https://invideo.io/make/ai-video-generator>) makes the process easier by creating the screenplay and adding video clips, transitions, background music, and subtitles.

Vidnoz: (<https://www.vidnoz.com/>) With the use of avatars, users may tell stories in videos and add a more human touch by using motions and lip-syncing that are accurate representations of real people. It may also apply a variety of voices in many dialects and languages. Videos can be created from URLs, PPTs, PDFs, ready-made media assets, and local resources. It also provides an assortment of well-designed, modifiable templates.

Genmo: (<https://www.genmo.ai/>) can be used to create videos by adding text that describes the scene. With the help of basic natural language commands, Genmo can produce 3D models, animate pictures, and more. Its chat feature, which allows you to ask an AI to modify your video in real time, is one of its best features. For instance, the user might instruct the AI to animate particular scenes from a little video clip—or even a still image—that they have uploaded.

Runway: (www.runwayml.com) it makes it possible to create videos from text, photos, or video clips. Additionally, it has the ability to create images from text, extract objects from videos with a single brush stroke, convert any movie into incredibly slow-motion footage independent of frame rate, and create animated videos from a series of photographs.

Elai: (<https://elai.io/>.) It just needs to text to produce videos. Users can select any presenter from the library to use in their movies, and they can even use their own avatar.

Kaiber: (<https://kaiber.ai/>) is a platform that lets users create films and graphics based on user input. It also allows users to modify videos by translating them into another video format by defining the original video and style. Additionally, users can design a unique music

video with the program by uploading a song, selecting a topic, and choosing an aesthetic.

Synthesia: (<https://www.synthesia.io/>) it may provide a range of avatars and transform basic text into videos or naturally occurring high-quality voiceovers.

Adobe Express: (<https://www.adobe.com/express/>) by selecting a character, uploading an audio file, or recording a dialogue, it allows users to transform their voice into a distinctive animated character for YouTube channels.

HeyGen: (<https://app.heygen.com/>) transforms screenplays into animated films with AI avatars that can be customized in a matter of minutes.

Bith.AI: (<https://bith.ai/en>) a component of the Bith.tv toolkit, which is an intuitive video editing and social media distribution platform, is Bith.AI (<https://bith.ai/en>). Ghost the Text-to-Video AI application Bith.AI helps producers expand their social media followings.

Dall.E2: (<https://openai.com/dall-e-2AI>) a system that can create realistic visuals and art from a description in natural language developed by OpenAI*.

AI Studios: (<https://www.deepbrain.io/aistudios>) allows users to quickly convert text to videos.

Additional useful resources for producing AI images include [imagin.art](https://www.imagine.art/) (<https://www.imagine.art/>), [playground](https://playgroundai.com/) (<https://playgroundai.com/>), [midjourney](https://www.midjourney.com/) (<https://www.midjourney.com/>), [Leonardo](https://leonardo.ai/) (<https://leonardo.ai/>), and [Gencraft](https://gencraft.com/) (<https://gencraft.com/>). Users might depend on one of them in generating different images or avatars as a first step before moving through AI video generator tools to complete their process of creating

* OpenAI: a research institute focused on creating and promoting AI technologies.

movies. Furthermore, Elevenlabs (<https://elevenlabs.io/>) is an AI-generative tool that can produce voice and convert text to speech. The online text-to-speech program IFLYTEK (<https://global.xfyun.cn/>) offers a selection of voices and lets you change the volume, intonation, and pace. Descript (www.descript.com) for the production of videos and podcasts. Another artificial intelligence application is called Riverside (<https://riverside.fm/>); it is mostly used for transcribing audio and video recordings into written words in multiple languages. Other tools that allow you to change your voice and listen to songs by different singers include Voice.ai (<https://voice.ai/home>), the Banger app available on Google Play or the Apple Store, Uberduck (<https://www.uberduck.ai/>), which is a music-making AI tool, and MURF.AI (<https://murf.ai/>), which is categorized as a voice generator and realistic voice changer.

Deepfake and Digital Content Creation

The phenomenon of producing lifelike digital goods is known as deepfake. Anyone with a modest level of technical ability and equipment can readily make such content. The danger is that people won't be able to quickly discriminate between false and authentic material, which could damage public trust in the media and result in the pervasive idea that "everything is fake" (Karnouskos, 2020). Deepfakes are artificial intelligence (AI)-generated synthetic media that distort speech and images to elicit strong emotions and appear more and more realistic. In their most popular form, they are videos in which an artificial face has been superimposed over a real person's. Due to recent significant advancements in technology, artificial intelligence (AI) is now able to produce fake photographs that appear authentic with the use of generative adversarial networks (GANs). Conversely, forensic analysis and pornographic content may contain deepfakes (Heintz, 2023).

Employing AI in Media Organizations

Robotics, a primary driver of the fourth industrial revolution, was formed by a number of widely used technologies, including big data, blockchain, artificial intelligence, machine learning, and virtual and augmented reality (Micó et al., 2022).

AI was used by some media outlets, like The Washington Post, to cover and produce straightforward local articles. Automated journalism is used by The Los Angeles Times, ProPublica, Forbes, and Associated Press. News reporting that is automatically generated by computers rather than by human reporters is referred to as robot, algorithmic, or automated journalism. Natural language generation (NLG) technology, the foundation of automated journalism, often enables the creation of text-based journalism from a dataset made up of digitally structured data. News reports started to be automated in newsrooms more and more. Although machine learning algorithms are used in some of these projects, many still rely on simple automation that fills in the blanks of template stories rather than producing stories based on prior data (Biswal & Gouda, 2020; Pihlajarinne & Alén-Savikko, 2022; de-Lima-Santos & Ceron, 2022).

Generative AI can be relevant to journalism and mass media; it can be used to generate news stories or articles, creating personalized content for individual readers based on their interests, and generate summaries of long articles (Pavlik, 2023). With artificial devices that are always connected, people can now communicate with audiences who are spread out and far away (Micó et al. 2022).

Hassan and Albayari (2022) determined the use of AI systems in newsrooms in three areas: 1. whole searching for new: such as program audio-to-text interviews and translate foreign news sources, 2. during the article writing process: such as checking news, suggesting grammatical corrections, and customizing articles for a variety of different audiences, 3. During publishing and distribution: AI tools are

applied to analyze news and automatically tag important news by category news topics.

Ethical Issues associated with the Use of Artificial Intelligence

Duality or dilemmas of AI have been discussed by many people, including some pioneer researchers and practitioners. For example, Stuart Russel, one of the authors of a representative AI textbook "Artificial Intelligence: A Modern Approach", claimed that "AI is as dangerous as nuclear weapons". In 2020, Denning and Denning proposed ten challenging ethical and design dilemmas brought forward by AI, including: "explainability, fragility, bias, fakes, high costs of reliable training data, military use of AI, weapons and control, employment and jobs, surveillance capitalism, and decision making" (Yeh et al. 2021).

Newsrooms now use artificial intelligence (AI) technologies to select a course of action and carry it out without human intervention. Nobody has enough control over the machine's actions to accept responsibility for them. These comprise the "responsibility gap" (Pihlajarinne & Alén-Savikko, 2022: 27). AI ethical guidelines must also address the issue of "ethics washing," which refers to "the practice of exaggerating a company's interest in promoting beneficial AI systems and also when ethics is used as a substitute for regulation" (Verdegem, 2021). Furthermore, prejudice is one of the most prominent issues that can arise in AI journalism. The usage of robots is a "moral question"; because part of objectivity's handling of news is due to the arbitration of reason and logic and feeling (Hassan and Albayari, 2022).

One of the main ethical issues raised by generative AI and its impact on society is the question of accountability. As a result of the ability to produce new content, there is a significant potential to produce malicious information that is difficult for humans to distinguish from genuine content. As a result of the irresponsible

practices, have detrimental effects on both individuals and society as a whole (Pavlik, 2023).

The High-Level Expert Group on AI defines trustworthy AI as having three major elements that must be met over the system's full life cycle: 1. it should be lawful, ensuring compliance with all applicable laws and regulations; 2. it should be ethical, ensuring adherence to ethical principles and values; and 3. it should be robust, ensuring that the implementation meets technical and social expectations, as AI systems can cause unintentional harm even with good intentions (Biswal, 2023).

Four additional fundamental rights-based principles are as follows: 1. a regard for human autonomy, which calls for AI systems to empower, enhance, and support people; 2. prevention of harm: this is arguably the simplest premise, meaning AI systems should shield people from mental and bodily pain; 3. fairness: this calls for an equal distribution of costs and benefits; and 4. explainability: this encompasses crucial ideas like traceability, explainability, and transparency (Biswal, 2023).

Famous Social Media Accounts that produce AI- Generated Videos

This section will feature a review of well-known accounts and social media pages on TikTok, Facebook, Instagram, and YouTube that use artificial intelligence (AI) to create videos. These accounts were ascertained by both keeping an eye on and following numerous pages that were interested in creating that kind of content or by looking at the responses provided by study participants in an online survey. It is noteworthy that millions of people have viewed some of the videos on these accounts. The following accounts will be displayed based on the platforms they are on:

Table 1*Social media accounts that use AI in generating create video content*

| Account name | Account's platforms | Content description |
|---|---|---|
| Haydar Stories (Prophecy) | Tiktok: 1.3 million followers and 17.4 Likes Instagram: 61.6 thousand followers YouTube: 898 Subscribers | This account produce AI video series about a lot of topics, for example: "when we die", "The black snake in the grave", "signs of strong Iman", and "3 types of Muslims that will go to hell". The account uses a virtual avatar to narrate the stories in English. The length of videos ranged between 1-3 minutes. |
| Ultras "Your favorite place for Ai stories" | Facebook: 5 million followers | The page relies on generating AI-based videos by producing images that resemble the appearance of the real celebrities and then animating them to tell stories based primarily on crime and excitement, in addition to stories of other non-celebrities that include sexual crimes. The duration of the majority of the videos ranges between 4 to 6 minutes. |
| Mervat Salem | Facebook: 4.2 million likes, 4.2 million followers | This page creates AI-based videos, but it doesn't base totally on these types of content. It uses real persons' images that are animated with AI tools. It makes use of AI-animated photos of actual people. It recounts dramatic tales as well as others involving historical personalities. |
| HekayaToday "Today's story" حكاية النهاردة | Facebook: 1 million followers, 186 thousand likes | The page generates AI-based videos that narrate real stories focusing mainly on crimes, dramatic stories of actors, and others of some figures who have an influential role in history. The videos rely on generating animated images, some of which have real features. The duration of the videos range between 4 to 6 minutes with high user interaction. |
| PN بالعربي (PN in Arabic) | Facebook: 1.1 million followers | The page mostly uses photographs of actual people that have been animated using artificial intelligence techniques to make stories. The attributes of such pictures resemble those of the real characters. Every story that is told is tragic and includes incidents of harassment, illness, suicide, and accidents. The 3-5 minute videos |

| Account name | Account's platforms | Content description |
|-----------------------------------|---|---|
| | | center on solving mysteries and finding out who the story's protagonist is. |
| Nezaralmonzer (AIMonzer) | TikTok: 177.4 thousand followers and 900.4 thousand likes YouTube: 104 thousand subscribers | This account uses a simulated AI avatar to create video stories. Together with fairy tales and non-fiction narratives, it tells historical stories about various states and individuals. Stories like "Israelis," "vampires," and "The secret of immortality" are told in Arabic. The video stories vary in duration from one minute to more than fifteen minutes. |
| Ell7alawany | TikTok: 71.8 thousand followers and 928 thousand likes Instagram: 186 thousands followers YouTube: 307 subscribers | The basis of this account is the use of deep fake technology in producing videos especially of famous actors and singers, by replacing the face of one character with another and syncing a different voice. The account's videos receive great interaction from users, and this is evident in the presence of thousands of comments on the videos on the extent of the mastery of using this technique in deception. |
| AlFidoProject @ai.fido.project | TikTok: 69.3 thousand followers, 223.8 thousands Likes Youtube: 1.3 thousands subscribers Facebook: 1.5 thousands likes, 1.5 thousands followers | The account specializes in creating song clips by manipulating voices through singing the lyrics of different songs by the voice of another singer. |
| @a.i_production1 بالعربي AI | TikTok: 138.3 thousand followers, 390.9 thousand likes | The account relies on generating short AI-based videos using only the face of 3 real characters by animating them where each does not exceed a minute. These videos provide human and psychological development content. |
| The story is yours الحكاية حكايتك | Facebook: 891 thousand followers | The page relies on generating many videos with artificial intelligence, but not all of them based on AI. The page mainly is concerned with telling stories of sexual crimes. It works on animating faces of real characters besides some pictures that add the overall mood. The duration of the |

| Account name | Account's platforms | Content description |
|---|--|---|
| | | majority of the videos ranges between 5 to 8 minutes. |
| Serk fbeer - سرک فبیر | Facebook: 910 thousand followers | The page generates some videos using AI technology and tells stories of crimes, especially sexual ones, by animating pictures of real characters, and their duration ranges between 3 to 5 minutes. |
| Kaloos-كالوس | Facebook: 431 thousand followers, 76 thousand likes | The page narrates stories of Egyptian celebrities through videos made with AI by animating their real photos, focusing on the exciting side of the lives of those celebrities. It was noted that these videos achieved high viewership and interaction rates, and their duration ranges between 3 to 5 minutes. |
| The story is with us "real stories generated by AI" الحكاية معنا | Facebook: 521 thousand followers, 254 thousand likes Instagram: 468 followers | Using images of actual, unidentified people and animating them with artificial intelligence (AI) capabilities, the page narrates tales of common people and claims that they are all based on sexual encounters and immoral actions. On the Facebook page, the videos often run up to fifteen minutes in length, but on Instagram, they are no more than two minutes. |
| Your secret in life سرک فالحياء | Facebook: 171 thousand followers, 9.7 likes | The page generates AI-based videos by animating persons' images with real features. The videos based on narrating sexually provocative stories and immoral incidents. The duration of the videos extends to approximately 10 minutes. |
| @Historia2601 | TikTok: 52.4 thousand followers, 273.7 thousand likes | The account generates videos that tell historical stories about kings especially the Pharaohs, royal families, different historical eras, and the history of old cities in Arab countries, using animated images made with artificial intelligence. Most of the videos duration does not exceed one minute. |
| Our lives stories with AI حكايات حياتنا بالذكاء الاصطناعي | Facebook: 5 thousand followers | The page generates videos that tell stories of singers and actors, particularly the thrilling ones. It uses animated images of actual people, but not using the voices accurately because the voices are nothing like the voices of the real characters. |

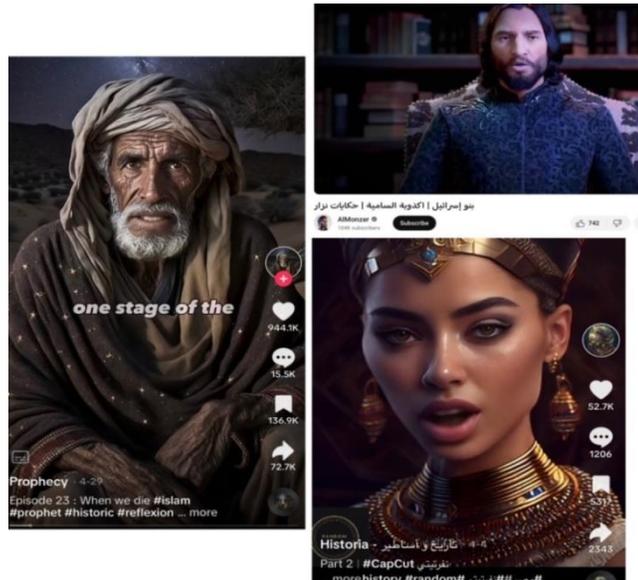
Figure 1

Sample of AI-based videos from three Facebook pages that tell stories of celebrities and historical figures



Figure 2

AI-based videos on TikTok and YouTube that use avatars to tell stories about life facts and history



Theoretical Framework:

The study mainly based on “**AI Device Use Acceptance Model (AIDUA)**” developed by Gursoy et al. (2019). Additionally, the study used various other factors from other models, such as "Technophilia," which was derived from Ronit's (2011) model, which divided users into the following categories to examine the effect of new technology adoption: (technophile and non-technophile), and measuring the impact of users' “computer self-efficacy” which is driven from the (Technology Acceptance 3) TAM3 that was developed by Venkatesh and Bala (2008). The current study also included a new factor, "information verification," to be measured as a sign of support or opposition to the application of AI technology. By splitting the users into two primary groups—Gen Z and Millennials—the study additionally examined the impact of users' "age group" as a moderator variable. It was clear that Venkatesh et al. (2002) and Venkatesh et al. (2012) tested certain demographics such as users' age in both UTAUT and UTAUT2 models, and did not categorize them into two age groups as applied in the study.

Although the TAM (Technology acceptability Model) and its variants are highly recommended for assessing technology acceptability, their predictability has decreased due to the quick development of AI gadgets. Thus, in order to improve the precision of our forecasts, theoretical models created expressly to gauge public acceptability of AI must be taken into account (Kelly et al., 2023). According to Gursoy et al. (2019), conventional technology acceptance models (TAM and UTAUT) are only useful for studying non-intelligent technologies because their predictors don't apply to the use of AI. To find out if users accept AI technology, they created the AI Device Use Acceptance model (AIDUA) (Kelly et al., 2023).

The model of AIDUA developed by Gursoy et al. in 2019, aims to explain customers' willingness to accept the use of AI device in

service encounters. The proposed model incorporates three acceptance generation stages:

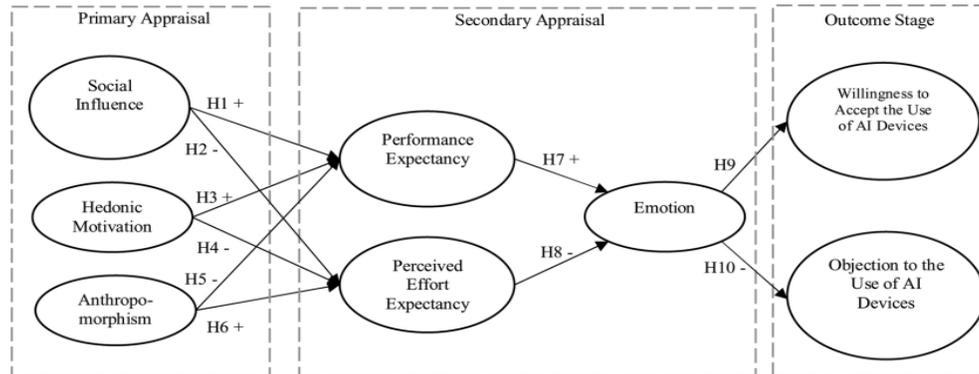
- 1- Primary appraisal: During the primary appraisal stage, customers evaluate the relevance and importance of using AI devices in service interactions based on three factors: social influence, hedonic motivation, and anthropomorphism. Hedonic motivation refers to the perceived enjoyment of using AI devices, while anthropomorphism refers to the level of an object's humanlike characteristics such as appearance, self-consciousness, and emotion.
- 2- Secondary appraisal: consumers who view the use of AI devices during service delivery as relevant and important will deliberate on the benefits and costs of using them based on performance and effort expectancy, leading to emotions towards AI devices.
- 3- Outcome stage: customers' emotional reactions to AI gadgets influence their willingness and objections to utilize them throughout service delivery. This two-pronged outcome step is unlike standard acceptance models. For example, a consumer may reject Amazon owing to ethical concerns, but they express approval by using the website (Kelly et al., 2023).

Thus, according to the model there are six antecedents (social influence, hedonic motivation, anthropomorphism, performance expectancy, effort expectancy, and emotion) that affect willingness or objection of the use of Ai device.

The results of testing the model of Gursoy et al (2019) indicate that social influence and hedonic motivation are positively affect performance expectancy. The results also revealed that anthropomorphism is positively affect effort expectancy and hedonic motivation negatively affects effort expectancy. Also, both performance and effort expectancy are significant antecedents of customer emotions, which determines customers' acceptance of AI device use in service encounters.

Figure 3

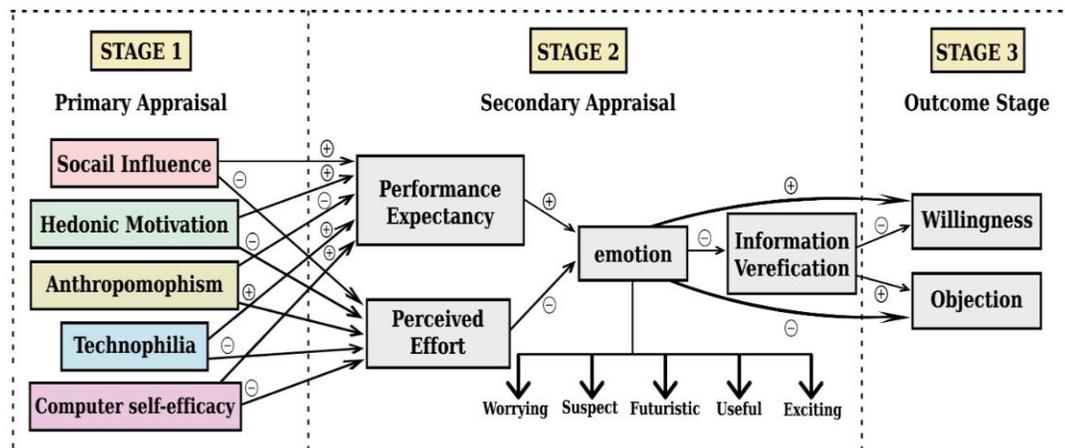
AIDUA Model proposed by Gursoy et al. (2019)



The current study added a special classification of the users' emotions in the secondary appraisal stage by dividing them into 5 categories: 1) exciting, 2) useful, 3) worrying, 4) suspect, and 5) futuristic. Also, the current study added another antecedent variable to be in the secondary appraisal stage which is "user's information verification" to come after "emotion" in order to examine its effect on "emotion" as long as the outcome stage "willingness or objection to use AI application".

Figure 4

The study hypothesized Model



In this regard, some researchers produced models for employing AI, such as Gansser and Reich (2021), who extended the UTAUT2 model to investigate the influence variables on behavioral intention and use behavior for AI-enabled goods. In a similar vein, Cui and Wu (2021) investigated various cognitive and affective characteristics that predict the public's perception of AI risk or advantage, such as personal relevance, perceived knowledge, and unpleasant emotions. Goli et al. (2023) created a model to investigate people's acceptance of AI. They investigate how aspects such as perceived ease of use, perceived usefulness, perceived enjoyment, innovativeness, perceived information quality, and perceived customization influence behavioral intention to use Chatbots. Kelley et al. (2021) also investigated public opinion of AI by categorizing consumers' emotive emotions toward employing AI into four key categories: (exciting, beneficial, frightening, and futuristic). In terms of the factors influencing public risk perception of emerging technologies in general, Li and Li (2023) investigated the effects of some factors such as perceived benefits, perceived cost, knowledge, innovativeness, trust, social influence, as well as testing some moderating factors such as type of emerging technology, demographic factors, and cultural moderators such as uncertainty avoidance and masculinity-femininity. Furthermore, Na et al. (2022) developed a model of accepting AI using the technology acceptance model (TAM) in combination with the Technology-Organization-Environment (TOE) framework, which investigated the impact of some factors such as technical features of AI-based technology, organizational support toward AI, the environment in which the users work, personality, and attitudes towards new technologies on perceiving ease of use and usefulness, and then the intention.

Research Questions:

RQ1: How often do participants watch AI-generated on social media?

RQ2: Which social media platforms the participants typically use in viewing AI-generated videos?

RQ3: What specific categories of AI-generated videos the participants prefer to watch?

RQ4: Which particular social media accounts do the participants follow that specialize in creating AI-generated videos?

RQ5: What prior experience did the respondents have with applications involving artificial intelligence?

RQ6: How participants feel towards AI-generated video content in terms of whether they are exciting, useful, futuristic, worrying or suspicious?

RQ7: How much do participants agree or disagree with the usage of AI technology in the production of video content?

Research Hypotheses:

The study seeks to test the following hypotheses, taking into account the role of the age group variable (Generation Z or Millennials) in causing differences in other variables at all the model stages:

H1. The primary appraisal stage's antecedents: 'Social influence, Hedonic motivation, Anthropomorphism, Technophilia, and computer self-efficacy' affect the secondary appraisal stage's antecedents: 'performance expectancy and effort expectancy of AI applications on social media platforms'.

- H1a: Social influence affects user's performance expectancy positively and user's effort expectancy negatively.
- H1b: Hedonic motivation affects User's performance expectancy positively and user's effort expectancy negatively.

- H1c: Anthropomorphism affects user's perceived performance negatively and users' effort expectancy positively.
- H1d: Technophilia affects user's performance expectancy positively and user's effort expectancy negatively.
- H1e: Computer self-efficacy' affects user's performance expectancy positively and user's effort expectancy negatively.

H2. User's performance expectancy and effort expectancy of AI applications have a significant impact on generating positive emotions toward the use of AI applications.

- H2a: User's performance expectancy has a positive impact on generating positive emotions toward using AI applications.
- H2b: User's effort expectancy has a negative impact on generating positive emotions toward using AI devices.

H3. Positive emotion is negatively affect user's information verification process.

H4. Positive emotions affect user's willingness to accept using AI applications positively and objection to accept using AI negatively.

H5. Users' information verification process affects user's willingness to accept using AI application negatively and user's objection to accept using AI applications positively.

Variables and Measurements

The study tested the effect of nine of determinants 'antecedents variables': (social influence, hedonic motivation, anthropomorphism, technophilia, computer self-efficacy, performance expectancy, perceived effort, emotion, information verification) on two 'dependent variables', which are the willingness or objection to use artificial intelligence applications. In addition, the effect of a 'moderator variable', which is the age group (Millennials or generation Z), was tested.

The measurements of specific previous studies were used in developing and designing the study's scales, in addition to developing special items according to the requirements of the topic of the study. For example, the study benefited from the Yazon et al.(2019) and Venkatesh and Bala (2008) in designing the scale of 'computer self-efficacy', and from Gursoy et al. (2029) in designing the scales of 'social influence', 'hedonic motivation', 'anthropomorphism', 'performance expectancy', 'perceived effort', and 'willingness or objection to use AI'. The development of the "technophilia" scale by Ronit (2011) and the "emotion" scale by Kelley et al. (2021) were also beneficial to the study.

5-point scales were designed for each variable ranging between 'strongly agree (5), Agree (4), Neutral (3), Disagree (2), and strongly disagree (1)*', and their validity and reliability were tested before the final application, as follows:

Social influence: was assessed through 4 statements. The sum of responses ranged between 4 and 20. Responses falling within the range of 4-9 were categorized as indicative of low social influence, those between 10-14 signified moderate, and responses ranging from 15-20 were considered indicative of high social influence.

Hedonic motivation: was measured through 3 statements. The sum of responses ranged between 3 and 15. Responses falling within the range of 3-6 were considered as indicative of low hedonic motivation, those between 7-11 signified moderate, and responses ranging from 12-15 categorized high.

Anthropomorphism: was assessed through 4 statements. The sum of responses ranged between 4 and 20. Responses falling within the range of 4-9 were low in anthropomorphism, 10-14 signified moderate, and responses ranging from 15-20 were high.

* The findings section presents the statements for every variable scale in the questionnaire.

Technophilia: was measured through 5 statements. The sum of responses ranged between 5 and 25. Responses falling within the range of 5-11 were categorized low technophilia, 12-18 considered moderate, and responses ranging from 19-25 were high.

Computer self-efficacy: was measured through 8 statements. The sum of responses ranged between 8 and 40. Responses falling within the range of 8-18 considered low efficacy, those that ranged from 19-29 were moderate, and the range from 30-40 was high.

Performance Expectancy and effort expectancy: each was measured through 3 statements. The sum of responses ranged between 3 and 15. Responses falling within the range of 3-6 considered low in performance expectancy or effort expectancy, those that ranged from 7-11 were moderate and ranging from 12-15 was high in performance expectancy or effort expectancy.

Emotion: was measured through 15 statements, 3 statements for each kind of emotion: “exciting, useful, worrying, futuristic, and suspicion (distrust)”. The sum of responses ranged between 15 and 75. Responses falling within the range of 15-34 considered low in positive emotions, those that ranged from 35-55 were moderate, and ranging from 56-75 was high positive emotions towards AI applications.

Information verification: was measured through 4 statements. The sum of responses ranged between 4 and 20. Responses falling within the range of 4-9 considered low in information verification process, those that ranged from 10-14 were moderate, and ranging from 15-20 was high in information verification process.

Willingness or objection to accept the use of AI: each of them ‘willingness’ and ‘objection’ measured through 3 statements. The sum of responses ranged between 3 and 15. Responses falling within the range of 3-6 considered low in willingness or objection to use AI, those that ranged from 7-11 were moderate and ranging from 12-15 was high in either willingness or objection to use AI applications.

Conceptual and Operational Definitions:

AI- generated video content: generating videos using artificial intelligence tools, which is a process that embeds special algorithms and techniques such as deep learning for automatic creation of videos. The study classified AI- generated videos into several categories, including converting text into images, animating still images and avatars, creating modified songs clips, and creating motion graphics with AI.

Users: were divided in the study according to their age group:

a- Generation Z: born between 1995 and 2012, are considered the first 'digital natives' by the United Nations Development Program and Pew Research Center. They represent today's young adults. They grew up in a society where smart technology is ubiquitous and were born just as the internet was becoming widely used (Dimock, 2019, January 17; UNDP, 2021, March 5). Gen Z, having grown up in a digital environment, often has a more intuitive awareness of technology.

b- Millennials: often known as Generation Y, fall between Gen X and Gen Z. They're known as Millennials since the eldest members of this generation reached adulthood around the turn of the millennium. Because of their experience, millennials are the most tech-savvy in the workplace today; they had to learn and adapt to new technologies as they arose, resulting in a broad range of digital abilities acquired through trial and error or formal training (Dimock, 2019, January 17).

Social media platforms: mean all the platforms that include accounts create video content with artificial intelligence tools, most notably TikTok, Facebook, YouTube, and Instagram.

Methodology:

This quantitative study, which employed the survey method, focused on Millennials and Generation Z, who are between the ages of

11 and 42 and who use or have accounts on social media. These two age groups were chosen because they are the ones that adapt to new technological developments the fastest, particularly Generation Z, often known as the Internet generation and the first generation of really digital natives. In addition to the millennial age who is trying to develop themselves in using advanced technology.

Sampling:

The study sample is purposive applied on 461 subjects who use social media. An online questionnaire was filled out between October 12, 2023 and October 26, 2023, and distributed electronically on different student groups in middle and high school, in addition to groups of university students, graduates, employees in various entities in Egypt.

The following table shows the characteristics of the sample distributed according to age group: a) Millennials, whose year of birth falls between 1981 to 1995 and who will be between 28 to 42 years old in 2023, b) and Generation Z, whose year of birth falls between 1996 to 2012 and their ages range approximately from 11 to 27 years old in 2023.

Table 2

Sample characteristics

| Demographics | | Millennial (n=170) | | Generation Z (n=291) | | Total (n=461) | |
|--------------|---|-----------------------|-------|-------------------------|-------|------------------|-------|
| | | f | % | f | % | f | % |
| Gender | Male | 46 | 27.1% | 71 | 24.4% | 117 | 25.4% |
| | Female | 124 | 72.9% | 220 | 75.6% | 344 | 74.6% |
| Education | School student | - | - | 44 | 15.1% | 44 | 9.5% |
| | University Student | 2 | 1.2% | 173 | 59.5% | 175 | 38% |
| | Fresh graduate | 1 | 0.6% | 32 | 11% | 33 | 7.2% |
| | Graduate and have been working for many years | 167 | 98.2% | 42 | 14.4% | 209 | 45.3% |

Data collection tool:

The data was collected using an online questionnaire and was designed consisting of three main sections. The first section consisted of questions related to identifying the respondents' uses of artificial intelligence applications, their preferences, and their evaluation of AI-generated video content. The second consisted of 11 scales to measure the model's variables, and in the third and last section came the demographic questions.

Validity and reliability

After designing the questionnaire, a pre-test on 25 respondents to ensure validity and reliability of the scales to measure what they were designed for. The questionnaire was modified in its final form according to the respondents' notes about ambiguous or unclear questions and statements. Factor analysis test was conducted to establishing construct validity, and all values "item loadings" are more than 0.6 proved high validity. In addition, the AVE 'Average Variance Extracted' indicated that all the items value is greater than 0.5 which is an acceptable level of convergent validity.

For assessing reliability, Cronbach's alpha was applied to measure internal consistency, and all of its values are higher than 0.7 which considered good.

Table 3

Validity and reliability values

| Variables | | Item Loadings | AVE | Cronbach's alpha |
|--------------------|--------|---------------|-------|------------------|
| Social Influence | Item 1 | 0.769 | 0.576 | 0.739 |
| | Item 2 | 0.775 | | |
| | Item 3 | 0.736 | | |
| | Item 4 | 0.755 | | |
| Hedonic motivation | Item 1 | 0.780 | 0.595 | 0.712 |
| | Item 2 | 0.786 | | |
| | Item 3 | 0.747 | | |
| Technophilia | Item 1 | 0.805 | 0.646 | 0.916 |

| | | | | | |
|---------------------------------------|-------------------|---------|-------|-------|-------|
| | | Item 2 | 0.811 | | |
| | | Item 3 | 0.772 | | |
| | | Item 4 | 0.777 | | |
| | | Item 5 | 0.851 | | |
| computer self-efficacy | | Item 1 | 0.855 | 0.604 | 0.924 |
| | | Item 2 | 0.748 | | |
| | | Item 3 | 0.837 | | |
| | | Item 4 | 0.843 | | |
| | | Item 5 | 0.804 | | |
| | | Item 6 | 0.807 | | |
| | | Item 7 | 0.852 | | |
| Anthropomorphism | | Item 1 | 0.785 | 0.602 | 0.727 |
| | | Item 2 | 0.791 | | |
| | | Item 3 | 0.752 | | |
| Performance Expectancy | | Item 1 | 0.803 | 0.650 | 0.718 |
| | | Item 2 | 0.809 | | |
| | | Item 3 | 0.807 | | |
| Effort Expectancy | | Item 1 | 0.789 | 0.609 | 0.730 |
| | | Item 2 | 0.795 | | |
| | | Item 3 | 0.756 | | |
| Emotion | Exciting | Item 1 | 0.804 | 0.627 | 0.825 |
| | | Item 2 | 0.765 | | |
| | | Item 3 | 0.798 | | |
| | Useful | Item 4 | 0.783 | | |
| | | Item 5 | 0.771 | | |
| | | Item 6 | 0.804 | | |
| | Worrying | Item 7 | 0.823 | | |
| | | Item 8 | 0.784 | | |
| | | Item 9 | 0.803 | | |
| | Futuristic | Item 10 | 0.828 | | |
| | | Item 11 | 0.834 | | |
| | | Item 12 | 0.795 | | |
| | Suspicion | Item 13 | 0.833 | | |
| | | Item 14 | 0.839 | | |
| | | Item 15 | 0.812 | | |
| Willingness to Accept Using AI | | Item 1 | 0.743 | 0.638 | 0.775 |
| | | Item 2 | 0.831 | | |
| | | Item 3 | 0.819 | | |

| | | | | |
|---------------------------------|--------|-------|-------|-------|
| Objection to Using AI | Item 1 | 0.747 | 0.589 | 0.763 |
| | Item 2 | 0.748 | | |
| | Item 3 | 0.805 | | |
| Information Verification | Item 1 | 0.823 | 0.628 | 0.711 |
| | Item 2 | 0.784 | | |
| | Item 3 | 0.803 | | |
| | Item 4 | 0.759 | | |

Statistical Data Processing:

Following the completion of data collection, the gathered information underwent coding and entry into a computer system. Subsequently, the dataset was processed and analyzed using the "Statistical Package for the Social Sciences" program (SPSS: version 23). Various statistical procedures were employed, including calculating frequencies and percentages, determining averages and standard deviations, and assessing the relative importance (RI) of Likert scale items by computing their arithmetic mean, multiplying the results by 100, and then dividing by the maximum scale scores. Additionally, an Independent-Samples T-Test was conducted to examine the statistical significance of differences between two arithmetic means of independent groups in relation to a variable of distance or ratio. Furthermore, path analysis was performed using structural equation modeling (SEM) to evaluate the effects of a set of variables on a specified outcome through multiple causal pathways.

The results of the statistical tests were accepted at a confidence level of 95% or more, that is, at a level of significance of 0.05 or less.

Findings:

Goodness-of-fit (GoF) of the Study's Proposed Model

In order to confirm the significance of the model paths; a number of necessary criteria are required to be tested to verify the overall goodness of fit. The Chi-Square value is significant (≤ 2), suggesting that the model is fit, and the other values such as CFI shown in the following table indicating a good fitted model, also

RMSEA value is 0.05, providing more evidence for the structural model adequacy:

Table 4

Indicators of overall goodness of fit of the model

| Indicators | Calculated value | Ideal value |
|-------------------|------------------|-------------|
| Chi-Square | 38.136 | - |
| Sig. | 0.003 | Significant |
| Normal Chi-Square | 1.896 | ≤ 2 |
| GFI | 0.961 | ≥ 0.95 |
| AGFI | 0.952 | ≥ 0.95 |
| NFI | 0.958 | > 0.95 |
| NNFI | 0.911 | > 0.90 |
| CFI | 0.924 | - |
| RMR | 1.743 | - |
| RMSEA | 0.05 | 0.05 |

The study findings will be divided into the general findings of users' acceptance of AI-generated video and those of testing hypotheses as follows:

(A) Findings of users' acceptance of AI-generated video content on social media:

1. Watching videos made with AI on social media

Table 5

Watching videos made with AI on social media

| Watching videos \ Generation | Millennial | | Z | | Total | |
|------------------------------|------------|-------|-----|-------|-------|-------|
| | f | % | f | % | f | % |
| Sometimes | 123 | 72.4% | 200 | 68.7% | 323 | 70.1% |
| Rarely | 34 | 20% | 59 | 20.3% | 93 | 20.1% |
| Always | 13 | 7.6% | 32 | 11% | 45 | 9.8% |
| Total | 170 | 100% | 291 | 100% | 461 | 100% |

From the table, respondents watch videos made with artificial intelligence "Sometimes" at the highest rate (70%); also the viewing rate has increased among Generation Z compared to millennials. This

indicates that this type of content attracts the attention of audiences from those age groups, especially Generation z.

2. Social media platforms used to view videos created with AI

Table 6

Social media platforms used to view videos created with AI

| Platforms \ Generation | Millennial (n=170) | | Z (n=291) | | Total (n=461) | |
|------------------------|-----------------------|-------|--------------|-------|------------------|-------|
| | f | % | f | % | f | % |
| Facebook | 134 | 78.8% | 150 | 51.5% | 284 | 61.6% |
| TikTok | 39 | 22.9% | 147 | 50.5% | 186 | 40.3% |
| Instagram | 58 | 34.1% | 91 | 31.3% | 149 | 32.3% |
| YouTube | 22 | 12.9% | 33 | 11.3% | 55 | 11.9% |
| Other | 3 | 1.8% | 1 | 0.3% | 4 | 0.9% |

The data presented show that “Facebook” topped the list of the most viewed platforms regarding watching videos made with AI (61.6%), and this confirms that it is the most popular platform, followed directly by TikTok (40.3%). It turns out that TikTok users are from Generation Z, more than Millennials, which confirms the popularity of that platform among the younger generation.

3. Specific categories of AI-generated videos most preferred to watch

Table 7

Specific categories of AI-generated videos preferred to watch

| Categories \ Generation | Millennials (n=170) | | Gen Z (n=291) | | Total (n=461) | |
|--|------------------------|-------|------------------|-------|------------------|-------|
| | f | % | f | % | f | % |
| 1-AI-generated videos where the lyrics of a song are sung with the voice of a different singer, especially when it involves older artists performing modern songs. | 76 | 44.7% | 177 | 60.8% | 253 | 54.9% |

| Categories | Generation | Millennials (n=170) | | Gen Z (n=291) | | Total (n=461) | |
|--|------------|------------------------|-------|------------------|-------|------------------|-------|
| | | f | % | f | % | f | % |
| 2-AI-generated videos that animate people to simulate speech and share their stories particularly those featuring artists and individuals who have passed away. | | 109 | 64.1% | 141 | 48.5% | 250 | 54.2% |
| 3-Videos that animate historical, religious, or fictional characters to narrate their stories and provide information about them. Such as Cleopatra and other notable personalities. | | 51 | 30% | 84 | 28.9% | 135 | 29.3% |
| 4-AI-generated animation (cartoons). | | 42 | 24.7% | 73 | 25.1% | 115 | 24.9% |
| 5-Videos created using Augmented Reality, especially those that allow me to explore 3D environments and move within them. | | 49 | 28.8% | 56 | 19.2% | 105 | 22.8% |
| 6-AI technology used to superimpose characters' faces onto other characters, especially in the context of superheroes. | | 34 | 20.0% | 44 | 15.1% | 78 | 16.9% |
| 7-Videos and photos created through Deep Fake technology, especially instances involving political figures from various countries. | | 26 | 15.3% | 32 | 11% | 58 | 12.6% |
| 8-Other | | 2 | 1.2% | 3 | 1% | 5 | 1.1% |

As shown in the table, the most preferred AI-based videos (54.9%) is “lyrics of a song are sung with the voice of a different singer”, which confirms that the goal of enjoyment and entertainment is the first purpose of viewing. At the second rate (54.2%) comes “videos that animate people to share their stories particularly those featuring artists and individuals who have passed away”, which indicates that telling stories is something appeals audience and attracting. Surprisingly, the percentage of viewing deep fake videos decreased, reaching only (12.6%).

4. Following regularly a particular social media page or account, specializing in creating AI videos

Table 8

Following social media page or account specialized in creating AI videos

| Having a particular page | Millennial | | Z | | Total | |
|--------------------------|------------|-------|-----|-------|-------|------|
| | f | % | f | % | f | % |
| Yes | 7 | 4.1% | 16 | 5.5% | 23 | 5% |
| No | 163 | 95.9% | 275 | 94.5% | 438 | 95% |
| Total | 170 | 100% | 291 | 100% | 461 | 100% |

The data shows that the largest percentage of participants does not follow a specific page or account, which can be interpreted that the viewing habits are more accidental than intended. And by asking the respondents who answered 'yes' (f=23) about the names of the specific accounts they follow that generates AI videos, (21.7%) referred to 'Ell7alawany', (17.4%) for 'AIFidoProject', and (13%) for 'PN in Arabic' as the highest three percentages.

5. Previous use of AI application

Table 9

Previous use of AI application

| Previous Use | Millennial | | Z | | Total | |
|--------------|------------|-------|-----|-------|-------|-------|
| | f | % | f | % | f | % |
| Yes | 50 | 29.4% | 65 | 22.3% | 115 | 24.9% |
| No | 120 | 70.6% | 226 | 77.7% | 346 | 75.1% |
| Total | 170 | 100% | 291 | 100% | 461 | 100% |

The largest percentage of participants (75.1%) had not used AI technology before, which indicates a lack of sufficient integration with it yet. And by asking the respondents who answered 'yes' about the AI applications they used, (41.7%) referred to 'ChatGPT', (11%) for 'Bard', (7%) for 'Midjourney', (6.1%) for 'FaceApp', (5.2%) for 'Microsoft Bing' and 'Poe', (1.7%) for 'Adope Podcast', 'QillBot', and 'Remini'. While just one frequency came to each of these

applications: ‘Adobe meta- Namesake- Cloud AI- ArabicAi- Dawn AI- Eleven Labs- copy.ai- ELSA app-Adobe enhance- animaker- LOVO AI-arabyai- Genie- Nova- durable -Leonardo - Kapwing- PhotoRoom- Pixelup- Fliki-InVedio-Oxolo-TheB.AI- Synthesia- Rytr’. All the names of the applications mentioned by the respondents have been checked and confirmed that they work with artificial intelligence, which indicates that they have no confusion between which applications work with this technology and others.

6. Social influence

Table 10

Respondents' position on the statements that measure social influence

| Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|---|---|----------------|-------|---------|----------|-------------------|------|-------|
| Statements | | | | | | | | |
| 1-The current era imposes us the necessity of learning AI applications. | F | 208 | 168 | 61 | 20 | 4 | 4.21 | 84.1% |
| | % | 45.1% | 36.4% | 13.2% | 4.3% | 0.9% | | |
| 2-Some colleagues and friends encourage me to learn AI applications to create videos. | F | 53 | 144 | 125 | 107 | 32 | 3.17 | 63.4% |
| | % | 11.5% | 31.2% | 27.1% | 23.2% | 6.9% | | |
| 3-I feel that individuals who use AI and whom I follow on social media are highly regarded and hold a prestigious status among their followers. | F | 23 | 111 | 196 | 110 | 21 | 3.01 | 60.2% |
| | % | 5.0% | 24.1% | 42.5% | 23.9% | 4.6% | | |

| Statements | | Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|---|----------|-------|----------------|-------|---------|----------|-------------------|---|----|
| | | F | % | | | | | | | |
| 4-Some of my friends on social media have inspired me to also explore AI and utilize these tools for video content creation. | F | 36 | 113 | 159 | 123 | 30 | 3.00 | 60.1% | | |
| | % | 7.8% | 24.5% | 34.5% | 26.7% | 6.5% | | | | |

As the data shows, the most sentence that got the highest rank (84.1%) is " The current era imposes us the necessity of learning AI applications", which can be interpreted that respondents believe that the most important social pressure to adopt AI is the requirements of the current digital era, which imposes the necessity of keeping up with such technology. At the second place (63.4%) the respondents referred to that "some colleagues and friends encourage them to learn AI applications", which prove the significance of the social influence role in convincing the one's self to develop and seek knowledge.

7. Hedonic motivation

Table 11

Respondents' position on the statements that measure Hedonic motivation

| Statements | | Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|---|----------|-------|----------------|-------|---------|----------|-------------------|---|----|
| | | F | % | | | | | | | |
| 1-Learning how to animate pictures, making videos, and change sounds with AI is fun. | F | 91 | 204 | 114 | 44 | 8 | 3.71 | 74.1% | | |
| | % | 19.7% | 44.3% | 24.7% | 9.5% | 1.7% | | | | |
| 2-I enjoy watching AI-created content. | F | 64 | 187 | 162 | 42 | 6 | 3.57 | 71.3% | | |
| | % | 13.9% | 40.6% | 35.1% | 9.1% | 1.3% | | | | |
| 3-I find using AI applications for content creation enjoyable and appealing. | F | 55 | 184 | 145 | 68 | 9 | 3.45 | 69.0% | | |
| | % | 11.9% | 39.9% | 31.5% | 14.8% | 2.0% | | | | |

Data shows that the highest item in percentage (74.1%) in hedonic motivation is “Learning how to animate pictures, making videos, and change sounds with AI is fun’ which means that participants enjoy the process of creating content using AI not only enjoying watching content created by others, which prove that the majority of the respondents have the tendency to learn using that technology.

8. Anthropomorphism

Table 12

Respondents' position on the statements that measure Anthropomorphism

| Statements | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|---|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | | | | | | | |
| 1-AI applications can create purposefully and convey meanings. | F | 65 | 197 | 137 | 58 | 4 | 3.57 | 71.3% |
| | % | 14.1% | 42.7% | 29.7% | 12.6% | 0.9% | | |
| 2-The features of the characters shown in videos made with AI resemble the features of real humans. | F | 61 | 185 | 130 | 69 | 16 | 3.45 | 68.9% |
| | % | 13.2% | 40.1% | 28.2% | 15.0% | 3.5% | | |
| 3-AI applications have the ability to deliver different emotions. | F | 42 | 124 | 133 | 134 | 28 | 3.04 | 60.8% |
| | % | 9.1% | 26.9% | 28.9% | 29.1% | 6.1% | | |
| 4-I see content produced with AI often resembles content created by the human mind. | F | 37 | 107 | 108 | 182 | 27 | 2.88 | 57.6% |
| | % | 8.0% | 23.2% | 23.4% | 39.5% | 5.9% | | |

As for Anthropomorphism, the data shows that the statements which states “AI applications can create purposefully and convey meanings” occupied the first place (71.3%), and this indicates that

respondents believe in the ability of AI technology in creating in conscious way and deliver meaning which enhances the status of this technology among respondents. At the second place (68.9%) came the statement that states “The features of the characters shown in videos made with AI resemble the features of real humans”, which also proves the capabilities of AI technology in the respondent’s point of views in imitating human beings features. In addition, more than half (57.6%) evaluated that “the content produced with AI often resembles content created by the human mind” which considered an extremely important result because it brings the truth of realizing that AI technology may be similar to human mind, which constitutes a warning alarm for the future as a result of the work that this technology may control.

9. Technophilia

Table 13

Respondents’ position on the statements that measure Technophilia

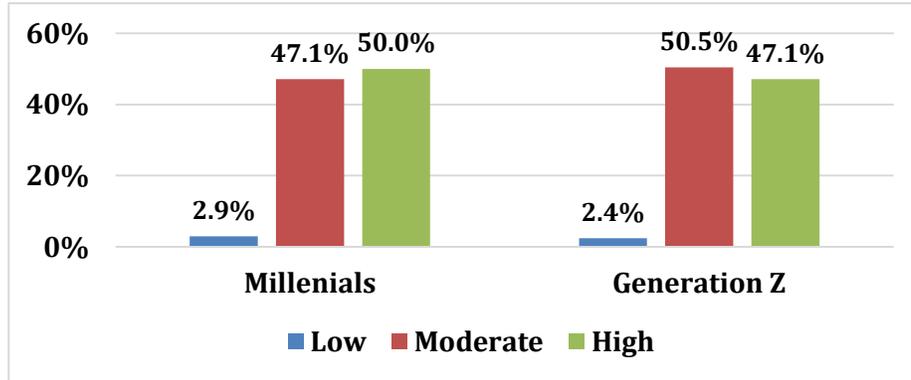
| Statements | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|---|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | | | | | | | |
| 1-I enjoy keeping up with technological advancements, especially the latest applications that can be installed on smartphones | F | 101 | 210 | 120 | 28 | 2 | 3.82 | 76.5% |
| | % | 21.9% | 45.6% | 26.0% | 6.1% | 0.4% | | |
| 2-I enjoy engaging with the latest technology to stay up-to-date with developments in the modern era. | F | 89 | 209 | 139 | 21 | 3 | 3.78 | 75.6% |
| | % | 19.3% | 45.3% | 30.2% | 4.6% | 0.7% | | |

| Statements | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | | | | | | | |
| 3-I see that everything new in technology is beneficial and facilitates many things in life, particularly in the digital realm. | F | 108 | 177 | 136 | 33 | 7 | 3.75 | 75% |
| | % | 23.4% | 38.4% | 29.5% | 7.2% | 1.5% | | |
| 4-I'm always eager to embrace new technology in my work, studies, and daily life. | F | 90 | 188 | 146 | 33 | 4 | 3.71 | 74.2% |
| | % | 19.5% | 40.8% | 31.7% | 7.2% | 0.9% | | |
| 5-I am not interested in dealing with modern technology quickly, such as various applications. I approach it cautiously because it's not consistently useful for me. | F | 37 | 175 | 133 | 90 | 26 | 3.23 | 64.6% |
| | % | 8.0% | 38.0% | 28.9% | 19.5% | 5.6% | | |

The data showcase that highest percentages were for statements in which the respondents supported the necessity of using technology and that they were passionate about dealing with it and keeping up with its developments which means that the majority of them are technophile. On the other hand the lowest percentage (64.6%) was for the statement that referred to the worry of rapid adoption of new technology and using it cautiously. This means that the majority of the respondents are passionate for using AI technology, and this is consistent with the requirements of the age group to which the study was applied. This is what the following graph shows, with an obvious convergence in the average of technophilia among both Generation Z and Millennials.

Figure 5

Averages of technophilia compared between Millennials and Generation Z



10. Computer self-efficacy

Table 14

Respondents' position on the statements that measure computer self-efficacy

| Statements | Position | Position | | | | | M | RI |
|---|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | | |
| 1-I can use the mobile phone to make calls or video calls with others | F | 224 | 181 | 46 | 8 | 2 | 4.34 | 86.8% |
| | % | 48.6% | 39.3% | 10.0% | 1.7% | 0.4% | | |
| 2-I am capable of sending and receiving various files and videos through various methods over the internet. | F | 200 | 196 | 52 | 13 | 0 | 4.26 | 85.3% |
| | % | 43.4% | 42.5% | 11.3% | 2.8% | 0% | | |
| 3-I can create personal accounts on any website or application easily | F | 193 | 189 | 66 | 13 | 0 | 4.22 | 84.4% |
| | % | 41.9% | 41.0% | 14.3% | 2.8% | 0% | | |

| Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|---|----------------|-------|---------|----------|-------------------|------|-------|
| 4-I am skillful in searching for information on the Internet and identifying the sources of that information | F | 178 | 203 | 63 | 17 | 0 | 4.18 | 83.5% |
| | % | 38.6% | 44.0% | 13.7% | 3.7% | 0% | | |
| 5-I am skillful in using internet | F | 164 | 219 | 72 | 6 | 0 | 4.17 | 83.5% |
| | % | 35.6% | 47.5% | 15.6% | 1.3% | 0% | | |
| 6-I can easily download content and install programs on a computer. | F | 179 | 192 | 69 | 19 | 2 | 4.14 | 82.9% |
| | % | 38.8% | 41.6% | 15.0% | 4.1% | 0.4% | | |
| 7-I can deal well with various programs and applications on computers or smart phones | F | 168 | 205 | 74 | 13 | 1 | 4.14 | 82.8% |
| | % | 36.4% | 44.5% | 16.1% | 2.8% | 0.2% | | |
| 8-I don't encounter difficulties when visiting new ones. | F | 156 | 184 | 101 | 16 | 4 | 4.02 | 80.5% |
| | % | 33.8% | 39.9% | 21.9% | 3.5% | 0.9% | | |

The data makes it clear that respondents have high levels of computer self-efficacy, indicating that they are comfortable using technology in general and the internet in particular. This indicates that they have high expectations regarding the likelihood of implementing AI technology in the near and long term.

11. Performance Expectancy:

Table 15

Respondents' position on the statements that measure Performance Expectancy

| Statements | | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|---|---|----------|----------------|-------|---------|----------|-------------------|------|-------|
| 1-Content created with AI is characterized by efficiency and high creativity. | F | | 66 | 201 | 143 | 48 | 3 | 3.61 | 72.1% |
| | % | | 14.3% | 43.6% | 31.0% | 10.4% | 0.7% | | |
| 2-Content made with AI is very accurate. | F | | 55 | 159 | 141 | 93 | 13 | 3.33 | 66.5% |
| | % | | 11.9% | 34.5% | 30.6% | 20.2% | 2.8% | | |
| 3-AI applications offer more unique and consistent services compared to human capabilities. | F | | 46 | 120 | 150 | 123 | 22 | 3.10 | 62.0% |
| | % | | 10.0% | 26.0% | 32.5% | 26.7% | 4.8% | | |

The data showcase that respondents evaluated AI applications at the first place (72.1%) as efficient and highly creative. The respondents who evaluated the performance of AI as more unique and consistent than human capabilities were the lowest percentage (62.0%), and that the percentage exceeding half is surprising and worrying at the same time because it indicates that users' perception of the capabilities of AI from their point of view considered high to the point of evaluating it higher than human capabilities.

12. Effort Expectancy

Table 16

Respondents' position on the statements that measure Effort Expectancy

| Statements | | Position | | | | | M | RI |
|---|---|----------------|-------|---------|----------|-------------------|------|-------|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | | |
| 1-Using AI applications in creating content consumes time and effort. | F | 59 | 140 | 141 | 111 | 10 | 3.28 | 65.5% |
| | % | 12.8% | 30.4% | 30.6% | 24.1% | 2.2% | | |
| 2-Dealing with AI applications is difficult and requires a lot of effort and training. | F | 42 | 135 | 167 | 105 | 12 | 3.20 | 63.9% |
| | % | 9.1% | 29.3% | 36.2% | 22.8% | 2.6% | | |
| 3-Learning how to use AI applications in creating video content is a difficult and complex process. | F | 32 | 111 | 173 | 136 | 9 | 3.05 | 60.9% |
| | % | 6.9% | 24.1% | 37.5% | 29.5% | 2% | | |

The data revealed that more than half of the respondents evaluated the use of AI technology as consuming time and effort, requiring practice, and considered a complex process. This indicates that there is still insufficient awareness of how to deal with these applications and use them in different fields smoothly and with high efficiency.

13. Emotion

The data of the respondent's responses according to the type of emotion shown in table (17) illustrates that the means of the

participants' responses on the statements which measure the positive emotions of 'futuristic', 'exciting', and 'useful' are higher than the means of the statements that measure the negative emotions of 'worrying' and 'suspicion', which means that participants holds positive sentiments towards AI technology more than negative ones. Overall, the statement "I see that future is moving toward AI, and it is necessary to learn how to interact with it" came in first place (82.6%), which express the respondents' sentiment towards AI as futuristic. In the second place (75.5%) came the statement which states "I'm captivated by AI-generated content due to its potential to shape future content production tools" that express the respondents' sentiment towards AI as exciting. While the lowest percentage (38.8%) was for the statement which state "I am concerned that the automated creation of content through AI, particularly by non-professionals, may contribute to the dissemination of fake and inaccurate information, resulting in misinformation" which express the feeling of being worried and this means that only a small percentage of participants have feelings of anxiety or worry about spreading misinformation through AI generated content by non- professionals content creators on social media. The majority of respondents, according to the data, have good feelings about AI technology, which raises the possibility that people will embrace its use and adoption.

Table 17

Respondents' position on the statements that measure Emotion

| Statements | | Position | | | | | M | RI | |
|------------|---|----------------|-------|---------|----------|-------------------|------|------|-------|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | | | |
| Exciting | 1-I'm captivated by AI-generated content due to its potential to shape future content production tools. | F | 81 | 232 | 117 | 26 | 5 | 3.78 | 75.5% |
| | | % | 17.6% | 50.3% | 25.4% | 5.6% | 1.1% | | |
| | 2-I am impressed by the ability of AI applications in producing interesting content effortlessly. | F | 79 | 219 | 129 | 29 | 5 | 3.73 | 74.7% |
| | | % | 17.1% | 47.5% | 28.0% | 6.3% | 1.1% | | |

| Statements | | Position | | | | | M | RI | |
|--|---|----------------|-------|---------|----------|-------------------|-------|-------|-------|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | | | |
| | 3-I find it enjoyable to watch content created with AI applications. | F | 61 | 179 | 161 | 52 | 8 | 3.51 | 70.1% |
| | | % | 13.2% | 38.8% | 34.9% | 11.3% | 1.7% | | |
| Useful | 4-AI applications are useful because they reduce the pressure on humans in producing content using traditional tools | F | 64 | 193 | 148 | 45 | 11 | 3.55 | 71.0% |
| | | % | 13.9% | 41.9% | 32.1% | 9.8% | 2.4% | | |
| | 5-AI applications are valuable as they help us make informed decisions in various everyday situations. | F | 61 | 168 | 168 | 52 | 12 | 3.46 | 69.3% |
| | | % | 13.2% | 36.4% | 36.4% | 11.3% | 2.6% | | |
| 6-I am satisfied with the advantages that AI applications offer in video content production. | F | 47 | 154 | 195 | 57 | 8 | 3.38 | 67.6% | |
| | % | 10.2% | 33.4% | 42.3% | 12.4% | 1.7% | | | |
| Worrying | 7-I find content generated by AI frustrating and irritating. | F | 30 | 175 | 147 | 71 | 38 | 3.19 | 63.8% |
| | | % | 6.5% | 38.0% | 31.9% | 15.4% | 8.2% | | |
| | 8-I have some concerns about the future leaning towards greater use of AI and robots, potentially at the expense of human involvement. | F | 4 | 35 | 100 | 160 | 162 | 2.04 | 40.9% |
| | | % | 0.9% | 7.6% | 21.7% | 34.7% | 35.1% | | |
| | 9-I am concerned that the automated creation of content through AI, particularly by non-professionals, may contribute to the dissemination of fake and inaccurate information, resulting in misinformation. | F | 4 | 23 | 94 | 160 | 180 | 1.94 | 38.8% |
| | | % | 0.9% | 5.0% | 20.4% | 34.7% | 39.0% | | |
| Futuristic | 10-I see that future is moving toward AI, and it is necessary to learn how to interact with it. | F | 171 | 196 | 81 | 9 | 4 | 4.13 | 82.6% |
| | | % | 37.1% | 42.5% | 17.6% | 2.0% | 0.9% | | |

| Statements | | Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|------------|---|----------|---|----------------|-------|---------|----------|-------------------|------|-------|
| | | F | % | | | | | | | |
| | 11-AI is the latest technology that will boost career and community progress. | F | | 116 | 199 | 121 | 21 | 4 | 3.87 | 77.4% |
| | | % | | 25.2% | 43.2% | 26.2% | 4.6% | 0.9% | | |
| | 12-AI technology is amazing and will lead to an advanced future. | F | | 93 | 165 | 162 | 31 | 10 | 3.65 | 73.0% |
| | | % | | 20.2% | 35.8% | 35.1% | 6.7% | 2.2% | | |
| Suspicion | 13-I trust the content created by AI and the information it provides. | F | | 27 | 60 | 207 | 141 | 26 | 2.83 | 56.6% |
| | | % | | 5.9% | 13.0% | 44.9% | 30.6% | 5.6% | | |
| | 14-I'm skeptical about the credibility of information in AI-generated videos that narrate stories about various characters. | F | | 8 | 42 | 207 | 139 | 65 | 2.54 | 50.8% |
| | | % | | 1.7% | 9.1% | 44.9% | 30.2% | 14.1% | | |
| | 15-I doubt the accuracy of the information provided in videos made with AI on social media | F | | 7 | 26 | 162 | 173 | 93 | 2.31 | 46.2% |
| | | % | | 1.5% | 5.6% | 35.1% | 37.5% | 20.2% | | |

14. Information Verification:

Table 18

Respondents' position on the statements that measure Information Verification

| Position | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|---|----------------|-------|---------|----------|-------------------|------|-------|
| 1-I'm always cautious about verifying the accuracy of information presented in videos on social media. | F | 121 | 187 | 119 | 32 | 2 | 3.85 | 77.0% |
| | % | 26.2% | 40.6% | 25.8% | 6.9% | 0.4% | | |
| 2-I'm skeptical of video content generated by AI, especially when it involves storytelling, and I verify the information it provides through research. | F | 102 | 191 | 133 | 31 | 4 | 3.77 | 75.4% |
| | % | 22.1% | 41.4% | 28.9% | 6.7% | 0.9% | | |
| 3-I've attempted to uncover the accuracy of certain stories and information presented by AI by cross-referencing with various other sources. | F | 64 | 183 | 137 | 66 | 11 | 3.48 | 69.7% |
| | % | 13.9% | 39.7% | 29.7% | 14.3% | 2.4% | | |
| 4-I'm drawn to AI-generated videos, and I continue to follow them, regardless of the accuracy of the information they convey. | F | 42 | 127 | 148 | 120 | 24 | 3.09 | 61.9% |
| | % | 9.1% | 27.5% | 32.1% | 26.0% | 5.2% | | |

The data shows that the highest percentages came for the first three sentences shown in the table that illustrated that users check the information provided in the content created with artificial intelligence, while the lowest percentage (61.9%) came for the sentence that implied

the user's lack of interest in investigating the veracity of the information provided in the content. This indicates the awareness of the largest percentage of respondents about the necessity of checking and cross-referencing the information which means that they are well digital literate to an acceptable level.

15. Willingness to accept the use of AI

Table 19

Respondents' position on the statements that measure Willingness to Accept the Use of AI

| Statements | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | | | | | | | |
| 1-I am ready to learn and develop myself in using AI to create video content. | F | 159 | 194 | 85 | 22 | 1 | 4.06 | 81.2% |
| | % | 34.5% | 42.1% | 18.4% | 4.8% | 0.2% | | |
| 2-I look forward to using and learning various AI applications for video content creation. | F | 126 | 193 | 113 | 24 | 5 | 3.89 | 77.8% |
| | % | 27.3% | 41.9% | 24.5% | 5.2% | 1.1% | | |
| 3-I will feel happy when interacting and using AI applications for creating video content. | F | 113 | 188 | 125 | 33 | 2 | 3.82 | 76.4% |
| | % | 24.5% | 40.8% | 27.1% | 7.2% | 0.4% | | |

The data clearly shows that most respondents are in favor of using artificial intelligence technology to create video content for social media. This supports respondents' views that it is imperative to keep up with technological advancements and the demands of the modern digital environment, in addition to reaffirming their belief that artificial intelligence will eventually become a necessary tool.

16. Objection to accept the use of AI:

Table 20

Respondents' position on the statements that measure Objection to the Use of AI

| Statements | Position | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | M | RI |
|--|----------|----------------|-------|---------|----------|-------------------|------|-------|
| | | | | | | | | |
| 1-I avoid using AI applications for video content creation because the process lacks a human touch. | F | 44 | 86 | 150 | 160 | 21 | 2.94 | 58.8% |
| | % | 9.5% | 18.7% | 32.5% | 34.7% | 4.6% | | |
| 2-I have a preference for content created by the human mind over that generated by AI. | F | 112 | 164 | 154 | 29 | 2 | 3.77 | 75.4% |
| | % | 24.3% | 35.6% | 33.4% | 6.3% | 0.4% | | |
| 3-I do not embrace the idea of watching or using AI-generated content because it lacks the human touch and authentic social interaction. | F | 60 | 75 | 176 | 132 | 18 | 3.06 | 61.2% |
| | % | 13.0% | 16.3% | 38.2% | 28.6% | 3.9% | | |

The data shows that large percentages of respondents still do not accept the use of artificial intelligence technology in creating content, especially their preference for content made with human mind compared to that generated with AI (75.4%). Despite this, their acceptance rates for use AI technology are higher, as shown in the previous table.

(B) Testing Hypotheses:

H1: The primary appraisal stage antecedents: (Social influence, Hedonic motivation, Anthropomorphism, Technophilia, and computer self-efficacy) affect the secondary appraisal stage antecedents: (performance expectancy and perceived effort expectancy of AI applications).

Table 21

The impact of the primary appraisal stage antecedents on performance expectancy and perceived effort

(n=461)

| Predictor variables | Path | Outcome Variables | Non-Standardized beta | Standardized error | t | Sig. |
|------------------------|------|------------------------|-----------------------|--------------------|-------|------|
| Social Influence | → | Performance Expectancy | 0.801 | 0.106 | 9.549 | *** |
| | → | Perceived Effort | -0.274 | 0.036 | 5.526 | *** |
| Hedonic Motivation | → | Performance Expectancy | 0.263 | 0.064 | 5.128 | *** |
| | → | Perceived Effort | -0.232 | 0.023 | 4.609 | *** |
| Anthropomorphism | → | Performance Expectancy | -0.221 | 0.026 | 4.085 | *** |
| | → | Perceived Effort | 0.248 | 0.051 | 5.107 | *** |
| Technophilia | → | Performance Expectancy | 0.395 | 0.062 | 6.638 | *** |
| | → | Perceived Effort | -0.536 | 0.127 | 6.111 | *** |
| Computer self-efficacy | → | Performance Expectancy | 0.458 | 0.087 | 5.025 | *** |
| | → | Perceived Effort | -0.242 | 0.041 | 5.129 | *** |

The data of the structural equation model indicated that H1 is totally supported. The results revealed that social influence is positively related to performance expectancy ($\beta=0.801$, $p<0.000$) and negatively related to perceived effort ($\beta=-0.274$, $p<0.001$). Hedonic Motivation is positively related to performance expectancy ($\beta=0.263$, $p<0.000$) and negatively related to perceived effort ($\beta=-0.232$, $p<0.000$). Anthropomorphism is negatively related to performance expectancy ($\beta=-0.221$, $p<0.001$) and positively related to perceived effort ($\beta=0.248$, $p<0.000$). Technophilia is positively related to performance expectancy ($\beta=0.395$, $p<0.000$) and negatively related to perceived effort ($\beta=-0.536$, $p<0.000$). Finally, computer self-efficacy is positively related to

performance expectancy ($\beta=0.458$, $p<0.000$) and negatively related to perceived effort ($\beta=-0.242$, $p<0.000$).

Also the direct and indirect effects of those predictors were tested and results showed significance ($p<0.01$), as shown in the following table:

Table 22

Direct and Indirect effects of the primary appraisal stage antecedents on performance expectancy and perceived effort

| Predictor \ Outcome | Performance Expectancy | | | Perceived Effort | | |
|------------------------|------------------------|---------------|-----------------|------------------|---------------|-----------------|
| | Total effect | Direct effect | Indirect effect | Total effect | Direct effect | Indirect effect |
| Social Influence | 0.795 | 0.79 | 0.169 | 0.271 | 0.266 | 0.166 |
| Hedonic Motivation | 0.254 | 0.249 | 0.149 | 0.226 | 0.221 | 0.121 |
| Anthropomorphism | 0.218 | 0.213 | 0.113 | 0.239 | 0.234 | 0.134 |
| Technophile | 0.389 | 0.384 | 0.284 | 0.533 | 0.528 | 0.428 |
| computer self-efficacy | 0.449 | 0.444 | 0.344 | 0.236 | 0.231 | 0.131 |

H2. Performance expectancy and perceived effort expectancy of AI applications have a significant impact on generating positive emotions toward the use of AI applications on social media platforms.

Table 23

The impact of performance expectancy and perceived effort on generating positive emotions

(n=461)

| Predictor variables | Path | Outcome Variables | Non-Standardized beta | Standardized error | t | Sig. |
|------------------------|------|-------------------|-----------------------|--------------------|-------|------|
| Performance Expectancy | → | Emotion | 0.352 | 0.026 | 7.206 | *** |
| Perceived Effort | → | Emotion | -0.502 | 0.162 | 9.036 | *** |

The data supported H2 that user's performance expectancy has a positive significant impact on generating positive emotions toward using of AI applications ($\beta=0.352$, $p<0.000$). Also the results revealed that perceived effort has a negative significant impact on generating positive emotions toward the use of AI devices ($\beta=-0.502$, $p<0.000$).

That's means the greater the expectation of performance of using AI applications, the more positive feelings towards using those applications will be generated such as evaluating those applications as futuristic, useful, entertain and lack of negative feeling such as worry and suspicion. In addition, the greater the expectation of effort of using AI applications, the less positive feelings will be generated.

Also the direct and indirect effects of emotions were tested and proved significance ($p<0.01$) as shown in the following table:

Table 24

Direct and Indirect effects of emotions on performance expectancy and perceived effort

| Outcome \ Predictor | Performance Expectancy | | | Perceived Effort | | |
|---------------------|------------------------|---------------|-----------------|------------------|---------------|-----------------|
| | Total effect | Direct effect | Indirect effect | Total effect | Direct effect | Indirect effect |
| Emotion | 0.635 | 0.410 | 0.224 | 0.325 | 0.198 | 0.170 |

H3. Positive emotion is negatively related to user's information verification process.

Table 25

The impact of positive emotion on information verification

(N=461)

| Predictor variables | Path | Outcome Variables | Non-Standardized beta | Standardized error | t | Sig. |
|---------------------|------|--------------------------|-----------------------|--------------------|-------|------|
| Emotion | → | Information Verification | -0.452 | 0.169 | 8.061 | *** |

The data revealed supporting to H3 that positive emotions have negative impact on user's information verification process ($\beta=-0.452$, $p<0.000$) which means that the more positive feelings a user holds toward artificial intelligence applications, the less verification of information in content produced with those applications.

The direct and indirect effects of emotions were tested and proved significance ($p<0.01$) as shown in the following table:

Table 26

Direct and Indirect effects of emotions on information verification

| Predictor \ Outcome | Information Verification | | |
|---------------------|--------------------------|---------------|-----------------|
| | Total effect | Direct effect | Indirect effect |
| Emotion | 0.392 | 0.217 | 0.202 |

H4. Positive emotions affect user's willingness to accept using AI applications positively and objection to accept using AI negatively.

Table 27

Impact significance of emotions on the acceptance of using AI applications

(n=461)

| Predictor variables | Path | Outcome Variables | Non-Standardized beta | Standardized error | t | Sig. |
|---------------------|------|-------------------|-----------------------|--------------------|-------|------|
| Emotion | → | Willingness | 0.459 | 0.326 | 9.554 | *** |
| | → | Objection | -0.411 | 0.117 | 8.306 | *** |

The results supported H4 that positive emotion positively affect user's willingness to accept using AI application on social media platforms ($\beta=0.459$, $p<0.000$) and positive emotion is negatively affect user's objection to accept using AI application ($\beta=-0.411$, $p<0.000$). That's can be interpreted as when user has positive emotions toward AI applications, he is more willing to accept their use, and whenever he

holds negative emotions toward those applications, he is more opposed to using them.

To provide more insights, the direct and indirect effects of emotions on the outcome stage were tested and proved significance ($p < 0.01$) as shown in the following table:

Table 28

Direct and Indirect effects of emotions on the acceptance of using AI applications

| Outcome Predictor | Willingness | | | Objection | | |
|----------------------|--------------|---------------|-----------------|--------------|---------------|-----------------|
| | Total effect | Direct effect | Indirect effect | Total effect | Direct effect | Indirect effect |
| Entertain | 0.253 | 0.195 | 0.235 | 0.294 | 0.288 | 0.203 |

H5. Users' information verification process affects user's willingness to accept using AI application negatively and user's objection to accept using AI applications positively.

Table 29

Impact significance of information verification on the acceptance of using AI applications

(n=461)

| Predictor variables | Path | Outcome Variables | Non-Standardized beta | Standardized error | t | Sig. |
|--------------------------|------|-------------------|-----------------------|--------------------|-------|------|
| Information Verification | → | Willingness | -0.389 | 0.035 | 7.313 | *** |
| | → | Objection | 0.438 | 0.038 | 6.864 | *** |

The data supported H5 that Users' information verification process is negatively affect their willingness to accept using AI applications ($\beta = -0.389$, $p < 0.000$) while Users' information verification process is positively affect their objection to accept using AI applications on social media platforms ($\beta = 0.438$, $p < 0.000$).

And in order to add more insights, the direct and indirect effects of information verification process on the outcome stage were examined and revealed significance ($p < 0.01$) as shown in the following table:

Table 30

Direct and Indirect effects of information verification on the acceptance of using AI applications

| Predictor \ Outcome | Willingness | | | Objection | | |
|----------------------------|--------------|---------------|-----------------|--------------|---------------|-----------------|
| | Total effect | Direct effect | Indirect effect | Total effect | Direct effect | Indirect effect |
| Informational Verification | 0.382 | 0.375 | 0.275 | 0.432 | 0.427 | 0.227 |

Age group as a Moderator:

To test if the users' age group (either generation z or millennial) will cause differences in research variables at all the different stages. T-test was conducted to identify differences, and it was found that there were no statistically significant differences between both age groups in all variables of the study ($p > 0.05$) except for performance expectancy ($P = 0.022$), as the Mean value of Generation Z ($M = 10.22$) is higher than Millennials ($M = 9.71$) in expecting the performance of artificial intelligence applications. As a result that 'age' variable didn't cause significant differences in the variables; it was excluded as a moderator variable from the structural equation model.

Discussion:

Utilizing an extended version of the AIDUA model proposed by Gursoy et al. (2019), the current study applied the developed model to a sample of 461 subjects. The findings provided substantial support for all hypothesized relationships within the model's suggested paths, with one exception: the age group variable did not demonstrate a significant impact on the study variables. The outcomes of hypothesis testing through the structural equation model (SEM) aligned with the findings of Gursoy et al. (2019), affirming the substantial influence of social

influence, hedonic motivation, and anthropomorphism on performance expectancy and perceived effort. However, diverging from Gursoy et al. (2019), where no significant negative effects were found from social influence on effort expectancy and anthropomorphism on performance expectancy, the present study revealed a significant negative impact from social influence on effort expectancy and anthropomorphism on performance expectancy. The inconsistency between the results of two studies in this part may be due to the nature of the topic to which it was applied. In the first study, it was applied to artificial intelligence in the field of marketing and service context, and in the current study in the field of creating video content with artificial intelligence, in addition to the difference in the nature of the population in the two studies and the difference in some of the sample characteristics.

Social influence proved to be a significant predictor to affect effort expectancy and performance expectancy until affecting the outcome stage of willingness or objecting the use of AI tools, and this agreed with a lot of previous studies (e.g. Gansser & Reich, 2021; Ferri et al., 2023) that revealed that social influence is one of the main predictors of the intention to use artificial intelligence. In addition, Li and Li (2023) found that social influence has significant negative effects on risk perception and then adopting AI technology. This provides an evidence of the importance of social pressure as a major role as well as imitation of others in adopting a specific behavior.

Regarding 'hedonic motivation' determinant, the study found a significant impact of it as one of the key antecedents in the primary appraisal stage, and that agreed with AIDUA Model but disagreed with Goli et al. (2023) found that perceived enjoyment hasn't a significant effects on the intention to use Chatbots, and this can be explained by the fact that the purpose of chatbot is often utilitarian to obtain specific information and not for entertainment, which is different from the field of application of the current study, as many people use artificial intelligence tools to create videos to enjoy.

Regarding the 'computer self-efficacy' determinant; the results of the study proved a significant negative effect from it on effort expectancy which supported the result of Venkatesh and Bala (2008) in their TAM3 that 'computer self-efficacy' is a significant predictor of 'perceived ease of use' which affect the intention to use technology, it is according to the technology acceptance model (TAM) which states that person's self-efficacy is a major determinant in their acceptance and using technology. And with regard to 'technophilia' the results of the current study supported the hypothesis that it is a significant predictor before accepting the use of AI technology. This variable was driven from the model of Ronit (2011) who divided the participants into technophile and non-technophile and found it as a key predictor for adopting new technology.

The study agreed with previous research that effort expectancy is a key determinant of adopting AI technology (e.g.Song, 2019; Attia, 2019; Gansser & Reich, 2021; Goli et al., 2023) wherein perceived ease of use has a positive impact on behavioral intention to use AI.

The study divided the emotion at the second appraisal stage into five major sentiments, three of them are positive emotions (useful, futuristic, entertain) and two of them are negative (worrying, suspect). This categorization of sentiments is based on Kelley et al.'s (2021) framework, with the inclusion of an additional fifth sentiment, namely skepticism or suspicion. The result of the current study agreed with the results of Kelley et al. (2012) which revealed that 'exciting' was the dominant sentiment in the developing countries, and this finding is consistent with the what the current study explored that 'futuristic' and 'exciting' are the highest among participants. This can be interpreted by the fact that artificial intelligence technologies have not yet been employed to a large extent in all areas of work in Egypt, or have not replaced the human minds in various fields, and that one of the most prominent uses of them is simply enjoyment, supporting performance in some works, or enhance efficacy in jobs. In addition, the results of the study agreed to some extent with Fast and Horvitz (2017) that participants were more optimistic than pessimistic towards AI

technology. However, there is a somewhat difference in results regarding worrying sentiment toward AI, which is that the current study did not reveal a high level of feelings of worry towards this technology, unlike the second study, which found that worries of losing control of AI, ethical concerns for AI, and negative impact on work have grown in recent years. Also, the results disagreed with Neri and Cozman (2019) that evaluated AI as the end of the human race. Regarding seeing AI as useful, the results of the study agreed with Yeh et al. (2021) that found AI can promote quality of life and Cui and Wu (2021) that showed that participants perceive AI as more beneficial than risky. Also the study agreed with Yeh et al. (2021) in evaluating AI as futuristic that found over half of the respondents did not worry about AI future development. Also the findings supported Choung et al. (2022) that trust had a significant effect of adopting the new technology, and this came consistent with the current study that negative emotions such as feeling distrust or suspicion affects the objection of using AI tools. And although the higher percentage of the study's subjects (56.6%) trust the content created by AI and the information it provides, this disagree with Gillespie et al. (2023) that found (61%) are wary about trusting AI systems, reporting either ambivalence or an unwillingness to trust. This inconsistency may be due to the difference in the nature of the populations, subjects' age group, and individual differences.

Information verification was added in the second appraisal stage in the model of the current study to test its impact before the final outcome stage of adopting the AI technology for generating video content. The result proved that 'information verification' is a significant predictor to use AI technology. Also, it was found that positive emotion relates negatively with information verification process made by users and that consistent with the categories of sentiments proposed in the model as one emotion is suspicion which is a negative sentiment, and doing verification process is triggered by user's skeptical and curious manner that led him to evaluate the credibility of information and its sources. Also, when users conduct a high level of information verification this is

considered a significant indicator for distrust the information generated by AI technology and then affect the probability of using this technology at future in generating content. Hence, it is important to pay attention to the process of information verification in future research, as with the proliferation of content creators with artificial intelligence tools, attention is not paid to good preparation of the content because the focus is on creating an impressive image, regardless of the source of information that was used in writing the information, and this is consistent with the result of the study that showed that (61%) are still drawn to AI-generated videos, regardless of the accuracy of the information they convey.

The findings of the study agreed with Huston and Lang (2023) that participants agreed that generative AI tools are not a substitute for human creativity, and this is what the findings of the current study revealed that (75.4%) prefer the content created by the human mind over that generated by AI.

The results also indicated that there was no significant difference in the study variables according to the age groups (Generation Z and Millennials) which means that both Generations are similar in the extent of their acceptance of artificial intelligence technology. This result can be interpreted as although Generation Z is the generation who born with smart-technology and is able to deal with it efficiently, the millennials are also trying to adapt to the requirements of the digital era with its innovations and keeping up with it by continuous training so they can cope with their new working conditions imposed by the digital environment.

The areas of artificial intelligence in the Arab world are still require more research and application in different fields, and investigating various determinants that may be significant indicators of the acceptance of this technology according to the field of application, such as personal relevance, job requirements, and other factors may affect the final stage of adopting the new technology of AI. This field also

needs many comparative studies in the areas of applying this technology taking into account the diversification of subjects' properties.

Conclusion:

This research delved into the integration of artificial intelligence technologies within the domain of video content generation, examining the acceptance levels among millennials and Generation Z. With a participant pool of 461 individuals, a structural equation model was devised, expanding upon Gursoy et al.'s (2019) AIDUA model by incorporating additional determinants from the TAM3 of Venkatesh and Bala (2008), and Ronit's (2011) exploration of 'Technophilia.' The study tested nine determinants sequentially, establishing their roles as antecedents leading to the ultimate outcome stage of accepting AI in video content generation. The results from path analysis validated all hypotheses, indicating significant influences from social influence, hedonic motivation, anthropomorphism, technophilia, and computer self-efficacy as determinants in the initial stage. Subsequently, performance expectancy, perceived effort expectancy, emotion, and information verification were identified as determinants in the second stage, influencing the willingness or objection to adopt AI technology in the final outcome stage of the model. In conclusion, the study proposes future research avenues for developing additional models in the realm of artificial intelligence adoption, emphasizing the need for diverse applications in various fields and environments while exploring new variables.

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