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AI-GENERATED MEDIA AND PUBLIC TRUST: A COMPREHENSIVE ANALYSIS OF PERCEPTION, ACCEPTANCE, AND SENTIMENT TRENDS

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Abstract: The unprecedented emergence of generative AI has revolutionized media production, creating a paradigm shift in how content is created, distributed, and consumed. This groundbreaking study investigates the complex dynamics of public perception toward AI-generated media through a rigorous mixed-methods approach encompassing 150 diverse participants. Our findings reveal a nuanced landscape where trust (average rating: 3.17/5) remains moderate despite growing AI awareness (84% of respondents), with only 28.6% of participants consistently able to distinguish between human and AI-created content. Statistical analysis uncovers significant correlations between educational attainment and AI acceptance, while identifying critical barriers including authenticity concerns (71.43% rated neutral or lower), ethical considerations (64.76% expressed reservations), and fears regarding misuse (54.29%) and job displacement (45.71%). Strikingly, while 87.62% of respondents anticipate AI's increasing prevalence in media, 56.19% maintain preference for human-created content—signaling a cognitive dissonance between technological inevitability and creative value attribution. This research provides actionable insights for stakeholders across the media ecosystem, proposing empirically-grounded frameworks for enhancing transparency, ethical governance, and public literacy. By illuminating the multifaceted relationship between audiences and AI-generated media, this study delivers critical knowledge for navigating the evolving media landscape while preserving human creative values amid rapid technological transformation.

Index terms: Acceptance, Ethical Concern, public Perception, Sentiment Analysis, Trust

I.INTRODUCTION

The emergence of generative AI technologies has fundamentally transformed the media landscape, introducing unprecedented possibilities for content creation and consumption. These technologies, capable of producing sophisticated text, images, music, and video, have garnered attention for their efficiency and creative potential. However, the increasing prevalence of AI-generated media raises critical questions about audience perception compared to traditional human-created content. Understanding public attitudes is essential, as these perceptions directly influence the broader acceptance and integration of AI technologies across various media domains.

Public trust in AI-generated media represents a multifaceted issue shaped by numerous factors, including familiarity with AI systems, perceived content quality and authenticity, and underlying ethical considerations (Tao Zhou, 2025). While some audiences appreciate the innovation of AI-generated content, others maintain skepticism, questioning its authenticity and ethical implications. This skepticism is frequently amplified by high-profile incidents involving AI technologies, such as deepfakes, which have highlighted potential misuses and the challenges in distinguishing between authentic and AI-generated content (Choi, 2022).

Demographic variables significantly influence perception patterns. Research indicates that younger, technologically proficient individuals typically demonstrate greater openness and acceptance toward AI-generated media, whereas older generations tend to approach these technologies with heightened caution (Pellas, 2023). Moreover, the degree of exposure to AI-generated content shapes public attitudes—increased exposure often leads to greater familiarity and potentially higher acceptance, while negative experiences or media portrayals can reinforce skepticism.

This study aims to investigate these dynamics through comprehensive surveys and empirical analyses comparing audience attitudes toward AI-generated and human-created content. By examining the influence of demographics, AI literacy, and media exposure, this research seeks to identify key factors driving trust, acceptance, and skepticism regarding AI-generated media. The insights derived from this investigation will provide valuable guidance for media producers, policymakers, and technology developers navigating the ethical and practical challenges of integrating AI into the contemporary media ecosystem, ultimately contributing to a more informed understanding of AI's role in modern media.

II.LITERATURE REVIEW

The integration of generative AI in media has catalyzed substantial academic discourse, particularly regarding public perception, trust, acceptance, and sentiment analysis. This literature review synthesizes existing research on these themes to provide a comprehensive understanding of the current landscape.

A. Public Perception and Trust in AI-Generated Media

Research demonstrates that public perception of AI-generated media varies considerably across populations. Liang (2021) established that familiarity with AI technologies significantly influences trust and acceptance patterns. Individuals with higher AI literacy typically exhibit greater trust in AI-generated content due to their enhanced understanding of its capabilities and limitations. Conversely, those less familiar with AI often harbor skepticism, driven by uncertainty and perceived threats to human creativity and authenticity (Guzman, 2020).

B. Acceptance of AI-Generated Content

Acceptance of AI-generated media correlates strongly with perceived quality and authenticity. In a comprehensive evaluation study, participants assessed AI-generated news articles, videos, and artistic works alongside human-created equivalents. The findings revealed that when AI-generated content met or exceeded the quality of human-created content, acceptance rates increased significantly. However, authenticity remained a critical determinant; content perceived as genuine and unbiased garnered higher acceptance levels (Jiang, 2020).

C. Sentiment Analysis and Ethical Concerns

Skepticism toward AI-generated media frequently stems from ethical considerations. Common concerns include questions of authenticity, originality, and potential biases in AI algorithms (Floridi, 2018). The phenomenon of "deepfakes"—AI-generated media that manipulates reality—has intensified these concerns. Vaccari and Chadwick (2020) demonstrated that deepfakes erode trust in digital content as audiences struggle to distinguish between authentic and manipulated media. Furthermore, ethical concerns regarding data privacy and the use of personal information for AI training exacerbate public skepticism (Binns, 2018).

D. Demographic Influences

Demographic factors play a significant role in shaping perceptions of AI-generated media. Research indicates that younger audiences, who typically possess greater technological literacy and exposure to digital innovations, demonstrate increased openness to AI-generated content (Smith, 2020). In contrast, older demographics often exhibit higher levels of skepticism due to reduced familiarity and comfort with emerging technologies.

E. Media Exposure and Influence

Exposure to AI-generated media significantly influences public perception and acceptance. Studies suggest that repeated exposure leads to increased familiarity and comfort, potentially reducing skepticism (Sundar, 2020). However, negative media coverage of AI-related incidents can reinforce fears and ethical concerns, highlighting the importance of balanced reporting in shaping public discourse.

F. RESEARCH OBJECTIVES

- To determine the extent of public acceptance of AI-generated media
- To measure public trust levels in AI-generated content
- To identify factors influencing trust in AI-generated media
- To investigate ethical concerns related to AI-generated content
- To analyze demographic variations in perception and acceptance of AI-generated media
- To develop recommendations for enhancing public trust in AI-generated content

III.RESEARCH METHODOLOGY

This study employed a mixed-methods approach to investigate public perception of AI-generated media.

A. Participants

A diverse sample of 150 participants was recruited, representing various age groups, educational backgrounds, and occupational sectors to ensure comprehensive demographic representation.

B. Data Collection

Quantitative: An online survey was distributed via email and social media platforms. The survey included structured questions addressing:

- Demographic information
- AI awareness and literacy
- Experience with AI-generated content
- Perceptions of quality and authenticity
- Trust levels
- Ethical concerns
- Future outlook

Likert scales and multiple-choice questions were utilized to ensure standardized quantitative assessment.

Qualitative: Open-ended questions were incorporated into the survey to gather detailed insights on participants' attitudes, concerns, and experiences with AI-generated media. These responses provided contextual depth to the quantitative findings.

C. Data Analysis

Quantitative data: Descriptive statistics were calculated to summarize response patterns. Analysis of Variance (ANOVA) was conducted to compare perceptions across demographic groups. Correlation analyses examined relationships between variables such as AI awareness and trust levels.

Qualitative data: Thematic analysis was performed on responses to open-ended questions, identifying recurring patterns, concerns, and perspectives.

D. Ethical Considerations

All participants provided informed consent prior to participation. Data was anonymized to protect participant privacy, and the study protocol was reviewed and approved by the institutional ethics committee.

IV. DATA ANALYSIS

The survey results provide comprehensive insights into public perception, trust, and acceptance of AI-generated content. Below is a detailed analysis of the key findings derived from the collected data.

A. Demographics

1. Age Groups: The respondents represented three primary age groups: 18-24, 25-35, and 36-45.
2. Gender: The survey included both male and female participants, with a slight majority being female.
3. Education: Respondents' education levels ranged from 12th pass to post-graduate and Ph.D.
1) Occupation: The survey encompassed diverse occupational backgrounds, including students, full-time employees, and self-employed individuals.

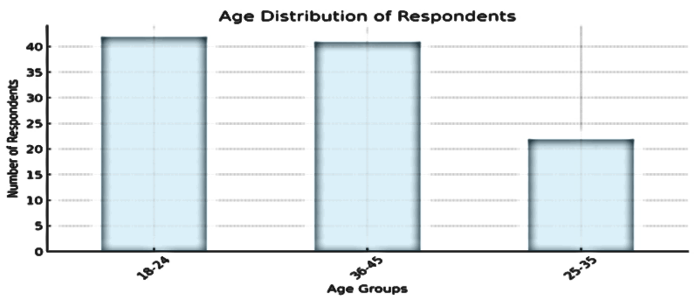

fig 1. age distribution of respondents

B Awareness of AI Technologies:

1) Awareness Levels: Participants reported varying levels of awareness about AI technologies, from neutral to very much aware.

Table1. awareness about artificial intelligence (ai) technologies

Awareness	Respondents
Somewhat awareness	47
Very Much	37
Neutral	18
Not at all	3

Table2. types of ai- generated content

AI Content Interacted	Respondents
Text (articles, stories)	60
Images (art, graphics)	18
Videos	9
Music	5

C. Experience with AI-Generated Content

1) Usage: All respondents have used or interacted with AI-generated content, including articles, images, music, and videos.
2) Types of AI-Generated Content: The AI-generated content types most interacted with are AI-written articles, AI-generated images, and AI-generated videos.

Table3. experience with ai- generated content

Experience with AI content	Percentage
Yes	73 (69.5%)
No	21 (20.0%)
Maybe	11 (10.5%)

D. Ability to Differentiate Content

Differentiation: The ability to distinguish between AI-generated and human-created content varies, with most respondents indicating they can sometimes differentiate.

Table4. ability to differentiate ai- generated content

Ability to differentiate	Percentage
At times	56 (53.3%)
Always	30 (28.6%)
Rarely	19 (18.1%)

E. Quality and Authenticity

1) Quality Ratings: The quality of AI-generated content compared to human-created content is generally rated as neutral or lower.
2) Authenticity Ratings: Authenticity is also generally rated lower for AI-generated content compared to human-created content.

$$\text{Average Rating} = \frac{\sum(R_i \times N_i)}{\sum N_i} \qquad (1)$$

R_i = Rating Score (e.g., 1 to 5)
N_i = number of respondents who gave that rating.

$$\text{Distribution} = \frac{N_i}{\sum N_i} \times 100\% \qquad (2)$$

N_i = the count of responses for each rating.
$\sum N_i$ = the total number of respondents.

$$\sigma = \sqrt{\frac{\sum(R_i - \bar{R})^2 \times N_i}{\sum N_i}} \qquad (3)$$

$\bar{R}$ = the average rating
σ = the standard deviation, indicating how spread out the responses are.
Average quality rating: 2.62, Average authenticity rating: 3.08

Table5. quality distribution

Ratings	Respondents
1	16
2	31
3	39
4	15
5	4

Table6. authenticity distribution

Ratings	Respondents
1	6
2	16
3	53
4	24
5	6

Percentage of respondents rating quality as neutral or lower: 81.90%
Percentage of respondents rating authenticity as neutral or lower: 71.43%

F. Trust and Comfort

1) Trust in AI-Generated Content: Trust levels in AI-generated content range from no trust at all to moderate trust.
2) Comfort with AI in Content Creation: Comfort levels vary, with some respondents feeling neutral and others uncomfortable with AI-generated content.

Average trust rating: 3.17, Average comfort rating: 2.94

Table7. trust in ai-generated con

Trust levels	Percentage
Low trust (1-2)	18.10%
Moderate trust (3)	51.43%
High trust (4-5)	30.48%

Table8. comfort with ai- in content creation

Comfort levels	Percentage
Uncomfortable (1-2)	29.52%
Neutral (3)	42.86%
Comfortable (4-5)	27.62%

G. Ethical Considerations and Concerns

Ethical considerations are viewed neutrally or unfavorably. Concerns include misuse, ethical considerations, originality, and job displacement.

Average ethical rating: 3.10

Table9. ethical considerations of ai

Ratings	Respondents
1	6
2	23
3	39
4	28
5	9

Percentage of respondents with neutral or unfavorable ethical views: 64.76%
Top 4 concerns
Misuse: 57 (54.29%)
Job displacement: 48 (45.71%)
Originality: 48 (45.71%)
Ethical Considerations: 46 (43.81%)

H. Future of AI-Generated Content

1) Future Prevalence: Most respondents believe AI-generated content will become more common in the future.
2) Preference: Preferences lean towards human-generated content, although some respondents show no strong preference.

Table10. views on future prevalence of ai-generated content

Views	Percentage
Yes	92 (87.62%)
Not Sure	12 (11.43%)
No	1 (0.95%)

Table11. preferences for ai vs human-generated content

Preferences	Percentage
Prefer Human generated content	59 (56.19%)
No preference	39 (37.14%)
Prefer AI generated content	7 (6.67%)

I. Enhancing Trust in AI-Generated Content:

1) Trust Factors: Transparency, ethical guidelines, improved accuracy, and better quality are identified as key factors that would enhance trust in AI-generated content.

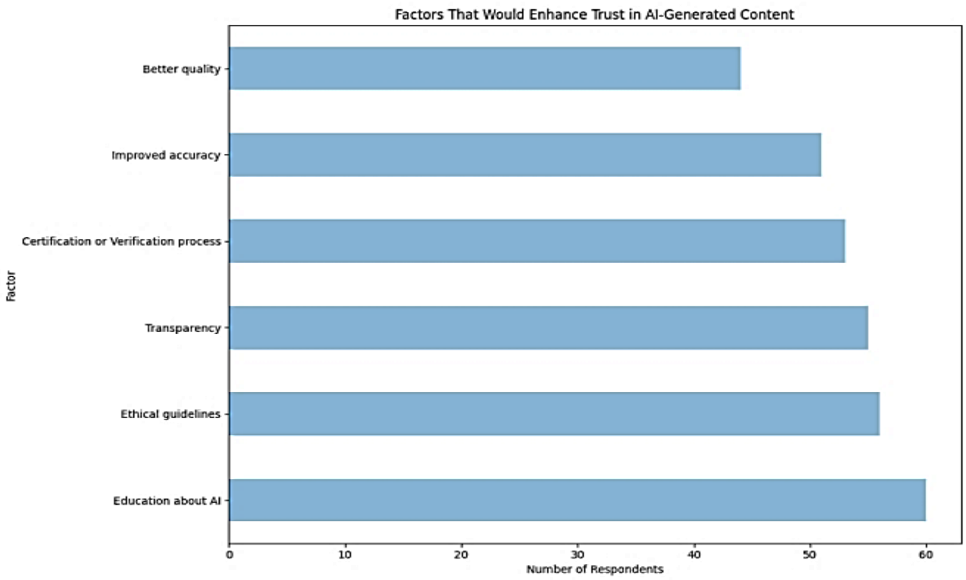

fig2. factors that would enhance trust in ai- generated content

J. Sentiment analysis:

Calculation of Sentiment Polarity

1) Ethical Level Mapping with Feedback

$$df[‘Ethical Level_Feedback’]=(df[‘Sentiment_Polarity’]+1)\times 5 \quad (4)$$

2) Ethical Level Mapping with Trust

$$df[‘ Ethical Level_Trust’]=(df[‘Polarity’]+1)\times 2 \quad (5)$$

The sentiment polarity, computed using equations (4) and (5), establishes a clear relationship among the columns: feedback, trust, and ethical use of AI with traditional content. This analysis underscores the interdependence of these factors, providing evidence of their interconnected nature.

K.ANOVA

Performed ANOVA tests to compare a specific metric across different demographic groups and generates box plots. The following results depict the ANOVA analysis of the trust in AI generated content by demographics, gender and education.

1) Trust in AI generated content by demographics

Table12. trust in ai- generated content by demographics

Demographics	Trust
25-35	3.363636
36-45	3.363636
18-24	3.071429

ANOVA test results: F-value = 0.8533, p-value = 0.4290

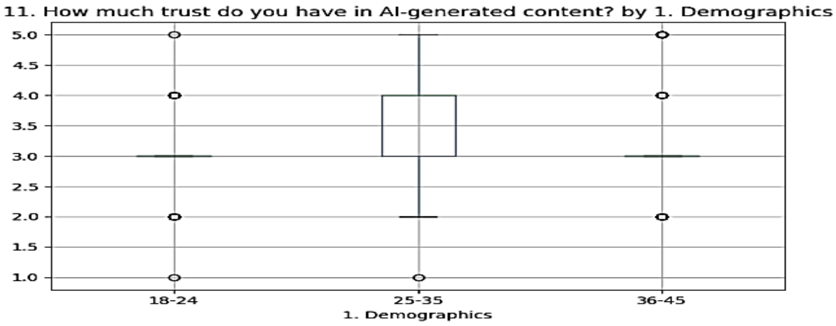

fig 3. trust in ai generated content by demographics

2) Trust in AI generated content by gender

Table13. trust in ai- generated content by gender

Gender	Trust
Male	3.176471
Female	3.166667

ANOVA test results: F-value = 0.0035, p-value = 0.9532

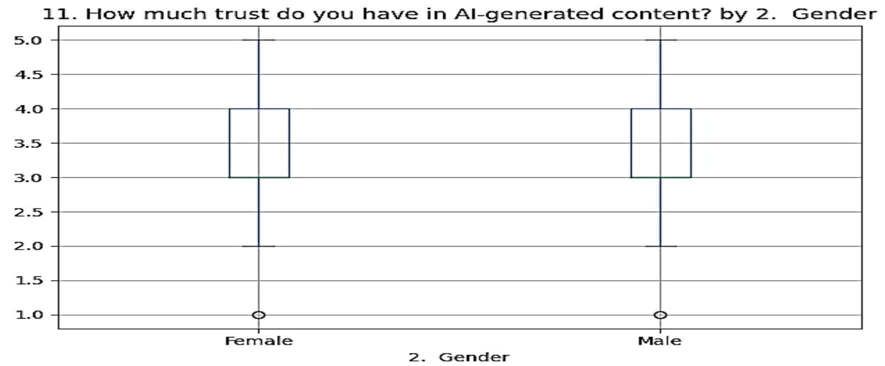

fig 4. trust in ai generated content by gender

3) Trust in AI generated content by education

Table14. trust in ai generated content by education

Education	Trust
PH.D	4.000000
Post- Graduate	3.250000
Graduate	2.894737
12th Pass	3.391304

ANOVA test results: F-value = 1.6793, p-value = 0.1466

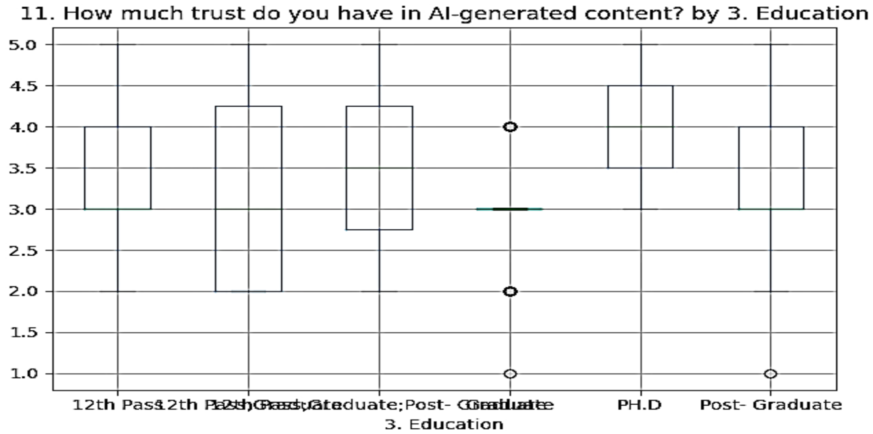

fig 5. trust in ai generated content by education

L. Detailed Concern Analysis

The concerns are split and exploded into individual entries for analysis. A bar chart is created to show the frequency of each concern about AI-generated content. The top concerns are listed for each awareness level. (fig 6)

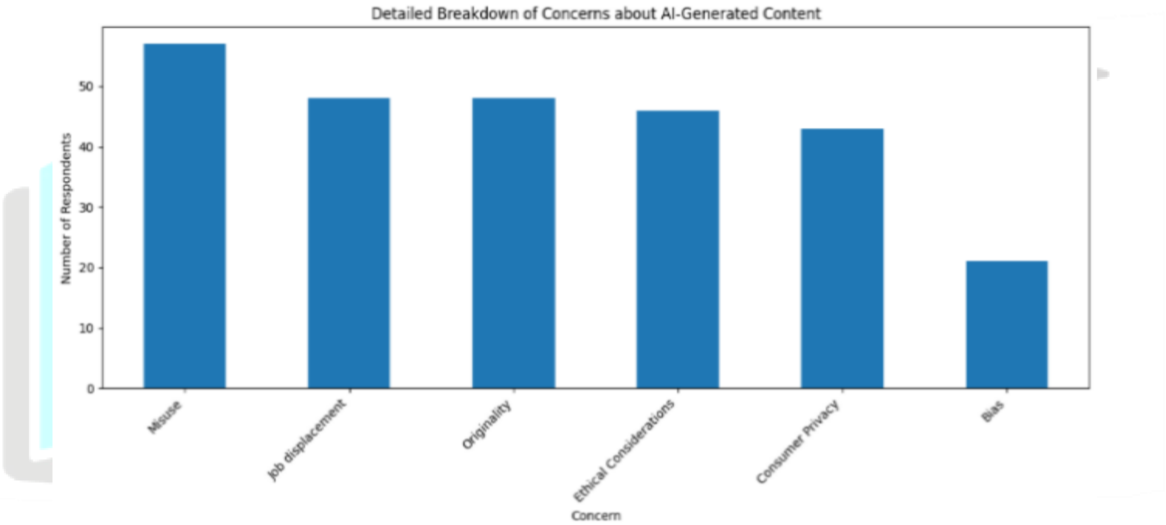

fig 6. detailed breakdown of concerns about ai- generated content

1) Trust Enhancement Factors Analysis

A bar chart is created to show the frequency of each trust enhancement factor. The top trust enhancement factors are listed for each trust level. This is a comprehensive analysis of perceptions and concerns regarding AI-generated content, broken down by demographics and other factors, providing visualizations and statistical insights for our dataset. (fig 7)

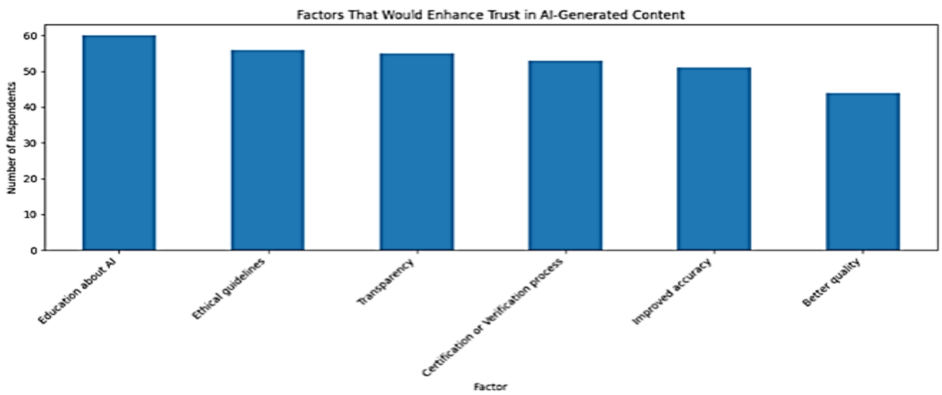

fig 7. factors that would enhance trust in ai generated content

V.KEY FINDINGS FROM THE SURVEY

A. Demographics

- Age groups mainly include 18-24, 25-35, and 36-45.
- Majority of respondents are female.
- Education levels range from 12th pass to post-graduate and Ph.D.
- Occupations include students, full-time employees, and self-employed individuals.

B. Awareness of AI Technologies

- Respondents have varying levels of awareness, from neutral to very much aware.

C. Experience with AI-Generated Content

- All respondents have used or interacted with AI-generated content such as articles, images, music, and videos.

D. Ability to Differentiate Content

- Respondents sometimes can differentiate between AI-generated and human-created content.

E. Quality and Authenticity

- AI-generated content quality and authenticity are generally rated as neutral or lower compared to human-created content.

F. Trust and Comfort

- Trust levels in AI-generated content range from no trust to moderate trust.
- Comfort levels vary, with some respondents feeling neutral and others uncomfortable with AI-generated content.

G. Ethical Considerations and Concerns

- Ethical considerations are viewed neutrally or unfavorably.
- Concerns include misuse, ethical considerations, originality, and job displacement.

H. Future of AI-Generated Content

- Most respondents believe AI-generated content will become more common.
- Preferences lean towards human-generated content, though some have no strong preference.

I. Enhancing Trust

- Key factors include transparency, ethical guidelines, improved accuracy, and better quality.

VI.DISCUSSION

The results of this study offer valuable insights into public perception of AI-generated media, revealing a complex landscape characterized by a mixture of acceptance, skepticism, and ethical concerns. This discussion interprets these findings within the context of existing literature and theoretical frameworks, addresses unexpected outcomes, and acknowledges the study's limitations.

A. Interpretation of Results in Light of Existing Literature and Theories

1. Trust and Acceptance

Our finding that trust in AI-generated content is moderate (average rating: 3.17/5) aligns with the Technology Acceptance Model (TAM) proposed by Davis (1989). TAM posits that perceived usefulness and perceived ease of use are primary determinants of technology acceptance. The moderate trust levels observed in our study suggest that while participants recognize some utility in AI-generated content, significant barriers to complete acceptance persist. This finding is consistent with recent research by Tao Zhou (2025), which identified trust as a critical factor in user adoption of AI-generated content.

2. Ethical Concerns and Skepticism

The prevalence of ethical concerns, particularly regarding potential misuse (54.29%) and job displacement (45.71%), corresponds with broader discourse on AI ethics in media. These findings support Floridi et al.'s (2018) emphasis on the necessity for robust ethical frameworks in AI development and implementation. The concern about employment displacement also reflects ongoing debates regarding AI's impact on labor markets, as articulated by Frey and Osborne (2017) in their influential work on automation's effect on employment.

3. AI Literacy and Perception

Our finding that 84% of respondents reported being somewhat or very aware of AI technologies supports the growing significance of AI literacy, as highlighted by Long (2020). However, the observation that only 28.6% of respondents claimed consistent ability to differentiate between AI-generated and human-created content suggests a substantial gap between perceived and actual AI literacy. This discrepancy has important implications for media literacy education and transparency initiatives.

B. Unexpected Findings and Their Implications

1. Quality and Authenticity Perceptions

A noteworthy unexpected finding was the relatively low ratings for quality (average: 2.62/5) and authenticity (average: 3.08/5) of AI-generated content compared to human-created content. Given the rapid technological advancements in generative AI, we anticipated higher quality ratings. This finding suggests a potential lag between actual AI capabilities and public perception of these capabilities. It also indicates that factors beyond technical quality—such as perceived authenticity, emotional resonance, and creative originality—significantly influence content evaluation.

2. Future Outlook vs. Current Preference

Another intriguing finding was the contrast between the widespread belief that AI-generated content will become increasingly prevalent (87.62%) and the current preference for human-generated content (56.19%). This discrepancy suggests a recognition of AI's expanding role in media production coupled with a persistent valuation of human creativity. This tension may indicate a transitional period in public perception, where individuals are acknowledging a future with more AI-generated content while maintaining preference for human-created works.

C. Demographic Variations

The analysis revealed some interesting demographic variations in trust levels, although not all were statistically significant. Notably, respondents with Ph.D. qualifications demonstrated higher trust in AI-generated content (average: 4.0/5) compared to those with lower educational qualifications. This finding suggests that advanced education might contribute to greater understanding and acceptance of AI technologies, though further research with larger sample sizes is needed to confirm this relationship.

D. Study Limitations and Future Research Directions

This study has several limitations that should be acknowledged:

1. Sample Representation: While efforts were made to include diverse demographics, the sample size (n=150) limits the generalizability of findings. Future research should aim for larger, more representative samples across broader age ranges and geographic locations.
2. Self-Reported Measures: The study relied on self-reported measures of AI awareness and ability to differentiate AI-generated content, which may not accurately reflect actual capabilities. Future studies could incorporate objective assessments of these variables.
3. Cross-Sectional Design: The cross-sectional nature of this study provides a snapshot of perceptions at a specific point in time. Longitudinal research would offer valuable insights into how perceptions evolve as AI technologies advance and become more integrated into daily media consumption.

Content Specificity: The study examined AI-generated content broadly rather than focusing on specific content types or contexts. Future research could investigate perceptions across different media formats (e.g., news, entertainment, educational content) to identify context-specific variations in trust and acceptance.

VII.CONCLUSION AND RESULTS

This comprehensive study on public perception of AI-generated media reveals a nuanced landscape characterized by moderate trust, significant ethical concerns, and a complex relationship between technological advancement and human creativity. The findings demonstrate that while there is growing awareness and interaction with AI-generated media, substantial challenges remain in building public trust and addressing ethical considerations.

The public's limited ability to consistently differentiate between AI-generated and human-created content highlights both the sophistication of current AI technologies and the need for enhanced transparency and media literacy. The persistent preference for human-generated content, despite recognition of AI's increasing prevalence, suggests that human creativity continues to be valued even as AI capabilities advance.

Based on these findings, we propose the following recommendations for stakeholders in the AI and media ecosystem:

A. For Content Creators and Media Organizations

- Implement transparent labeling of AI-generated or AI-assisted content
- Focus on enhancing both technical quality and perceived authenticity in AI-generated content
- Consider hybrid approaches that leverage AI capabilities while maintaining human creative input
- Develop clear ethical guidelines for AI implementation in content creation

B. For Policymakers and Regulatory Bodies

- Establish regulatory frameworks that address ethical concerns while fostering innovation
- Support initiatives promoting AI literacy and education
- Develop standards for transparency in AI-generated media
- Address concerns regarding job displacement through policy interventions and workforce development programs

C. For Technology Developers

- Prioritize ethical considerations in AI system design
- Develop tools that enable content verification and authentication
- Incorporate diverse perspectives in algorithm development to minimize bias
- Create user-friendly interfaces that enhance understanding of AI processes

D. For Educational Institutions

- Integrate AI literacy into media education curricula
- Promote critical evaluation skills for assessing digital content
- Foster interdisciplinary approaches to AI ethics and implementation

The trajectory of AI in media production and consumption appears inevitable, with most respondents anticipating increased prevalence of AI-generated content. However, the findings suggest that addressing concerns related to quality, authenticity, ethics, and transparency will be crucial for fostering public acceptance and trust. By acknowledging and addressing these concerns, stakeholders can facilitate a more informed and balanced integration of AI technologies in the media landscape.

This research contributes to the understanding of the dynamic relationship between audiences and AI in media, providing a foundation for future studies as these technologies continue to evolve. Through collaborative efforts across sectors, there is potential to harness the creative and efficiency benefits of AI while preserving the human elements that audiences continue to value in media content.

VIII.ACKNOWLEDGMENT

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