

AI Innovations – Shaping the Future



AI and the Creative Economy

Transforming Content Creation
and Influencer Entrepreneurship

Edited by
Richard Boateng
Sheena Lovia Boateng
Thomas Anning-Dorson
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A **Productivity Press** Book

AI and the Creative Economy

In recent years, the profound impact of artificial intelligence (AI) on fostering new forms of entrepreneurship has become increasingly evident. Entrepreneurs worldwide are harnessing the capabilities of AI to develop innovative solutions and create businesses that address pressing challenges.

Despite the growing recognition of AI's potential, there exists a crucial need to deepen understanding and awareness surrounding how individuals are leveraging AI to establish novel ventures. Many entrepreneurs are pioneering initiatives that deploy AI technologies to tackle complex problems. This challenge revolves around the imperative to explore, document, and comprehend the diverse ways in which AI is driving the emergence of new businesses, solving real-world problems, and reshaping the entrepreneurial landscape. It underscores the necessity for entrepreneurs, researchers, and the wider community to grasp the transformative role of AI in fostering innovation and enabling the creation of businesses dedicated to addressing societal issues. Addressing this challenge will contribute to a more comprehensive understanding of the synergy between AI and entrepreneurship, paving the way for informed and impactful ventures that leverage the full potential of AI technologies.

In this respect, the purpose of this book is to offer an in-depth exploration of the intersection between AI and entrepreneurial ventures. The book aims to provide a contemporary and thorough analysis of how AI is playing a pivotal role in shaping new forms of entrepreneurship across various industries. It seeks to illuminate the ways in which entrepreneurs are leveraging AI technologies to drive innovation, address challenges, and create businesses that contribute to societal progress.

Focusing on the intersection of AI and the creative economy, this book examines the role of AI in content creation, social media, and influencer entrepreneurship. It provides a snapshot of current research, identifies gaps in knowledge, and presents case studies of content creators who have successfully integrated AI into their workflows. This book highlights the impact of AI on various forms of content creation, including educational, lifestyle, health, and entertainment content. It also includes a comprehensive syllabus for training entrepreneurs on leveraging AI for content creation, emphasizing the balance between technological advancements and maintaining authenticity.



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This work is dedicated to creators and innovators fashioning a better world for others and themselves through artificial intelligence technologies and services.



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Foreword

Artificial intelligence (AI) has swiftly moved from the realm of science fiction to a cornerstone of modern business and society. This new book series, *AI Innovations: Shaping the Future*, as a welcomed and timely body of knowledge and practical guide, provides an insightful exploration of this transformative technology, offering valuable perspectives on its applications and implications across various sectors, including the creative economy.

It is an honor to write the foreword for these maiden editions of the book series, which features a four-volume treatise spanning the influence of AI on freelancing, the creative economy, the music industry, and society. Each of the four books as the maiden editions of the series is meticulously structured to guide the reader through AI's practical applications, challenges, and opportunities. The case studies and practical guidelines offer real-world insights that are invaluable for entrepreneurs, practitioners, academics, students, and policymakers looking to integrate AI into their business, industry, and society. The first book, which is on AI and freelancing, for example, highlights the rise of AI freelancers and their strategies for value creation and sustainability. The second book, which focuses on AI and the creative economy examines how AI is revolutionizing content creation, while the third book, *AI and the Music Industry*, provides practical insights into AI tools and skills for music production and distribution. The final book, *AI and Society*, emphasizes the importance of ethical considerations, gendered perspectives, and regulatory frameworks in harnessing AI responsibly.

Particularly, in this second book, *AI and the Creative Economy: Transforming Content Creation and Influencer Entrepreneurship*, the contributors showcase case studies of creators using AI in their workflows and examine its impact on different content types, such as educational, lifestyle, health, and entertainment. They also identify gaps in current research and

provide a detailed syllabus for training entrepreneurs to effectively use AI while maintaining authenticity in their work. These knowledge jugs are novel and many researchers and practitioners will keep drinking from them for a considerable time.

In effect, the editors have assembled a distinguished group of academics and industry practitioners whose combined expertise spans multiple continents and disciplines. This diversity ensures that the book addresses global and region-specific challenges and opportunities associated with shaping the future of AI. The comprehensive nature of this work, from freelancing and content creation to the music industry and societal impacts, provides a holistic view of AI's potential.

This book series and its maiden collection is not just an academic resource; it is a practical guide for anyone interested in understanding and leveraging AI. It offers a roadmap for navigating the AI-driven future for business, industry, and society, while providing the tools and insights needed to drive innovation and growth.

Daniel Sarfo Marfo

CEO, RxHealth Info Systems, Ghana
Former Senior Vice President for Africa,
Zipline International

Preface

AI and the Creative Economy: Transforming Content Creation and Influencer Entrepreneurship is an insightful and comprehensive guide that explores the transformative impact of artificial intelligence (AI) on the creative economy. The book is designed for content creators, influencers, digital entrepreneurs, researchers, policymakers, and industry stakeholders who are keen to understand the role of AI in shaping the present and future of the creative economy. It delves into the practical applications, challenges, and opportunities of AI, offering a roadmap for leveraging this powerful technology to drive innovation, efficiency, and competitive advantage.

The book is structured into nine chapters focusing on the intersection of AI and the creative economy. The chapters examine the role of AI in content creation, social media, and influencer entrepreneurship. It provides a snapshot of current research, identifies gaps in knowledge, and presents case studies of content creators who have successfully integrated AI into their workflows. It highlights the impact of AI on various forms of content creation, including educational, lifestyle, health, and entertainment content. It also includes a comprehensive syllabus for training entrepreneurs on leveraging AI for content creation, emphasizing the balance between technological advancements and maintaining authenticity. Through a mix of theoretical analysis, case studies, and practical guidelines, this book provides a nuanced understanding of how AI is being integrated into freelancing and its implications for the future.

This book is authored by a diverse group of eight esteemed researchers and industry practitioners with backgrounds in AI, entrepreneurship, business systems, and digital transformation. The contributors hail from universities, research institutions, and professional settings, providing a comprehensive and multifaceted perspective on the subject matter.

Their combined experience covers a wide range of areas such as AI tools, technology entrepreneurship, digital content creation, and societal impacts of AI. This diversity ensures that this book addresses both global and region-specific challenges and opportunities associated with AI and the Creative Economy. We also appreciate the enormous time and effort put into the double-blind review process. Their collective knowledge and experience enrich this book, making it a valuable resource for entrepreneurs, researchers, policymakers, and industry stakeholders.

This book is the second of the book series, *AI Innovations: Shaping the Future*. The maiden edition of the series features four books. The first book, *Leveraging AI for Freelancing: Current and Future Prospects*, explores the growth of AI freelancers and their strategies for creating value and ensuring sustainability. The second book, *AI and the Creative Economy: Transforming Content Creation and Influencer Entrepreneurship*, looks at how AI is transforming content creation, while the third, *AI and the Music Industry: Transforming Production, Platforms, and Practice*, offers practical guidance on AI tools and skills for music production and distribution. The final book, *AI and Society: Navigating Policy, Ethics, and Innovation in a Transforming World*, underscores the need for ethical considerations, gender perspectives, and regulatory frameworks to responsibly manage AI's impact.

Together, the four books offer practical applications, challenges, and opportunities of AI, offering a roadmap for leveraging this powerful technology to drive innovation, efficiency, and competitive advantage.

Finally, and most importantly, we thank Kristine Rynne Mednansky, Senior Editor, and Bethany Nelson, Editorial Assistant, Taylor and Francis Group, for continuously supporting us and managing the publication of these projects.

We hope you will enjoy reading the book and applying the directions and perspectives communicated by these diverse contributions. We invite you to contact us for questions, feedback, and discussions.

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This book owes much to the invaluable contributions of numerous volunteer reviewers and the editorial advisory board. Their constructive feedback significantly enhanced the quality of the submissions. We are also deeply thankful to the chapter authors for their engaging and relevant contributions to this project. Additionally, we express our sincere appreciation to *Mr. Daniel Sarfo Marfo* for providing the foreword.

Finally, our deepest gratitude goes to our families, whose blessings, unwavering support, and encouragement enabled us to achieve this milestone.

Wishing everyone happy explorations in Artificial Intelligence!

Richard, Sheena, Thomas, and Obed

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Prof. Richard Boateng is a professor of information systems at the University of Ghana Business School. He is a technology researcher who focuses on developing, communicating, protecting, and promoting ideas and concepts into projects of commercial value and development impact. The AD Scientific Index (Alper-Doger Scientific Index) 2021 and 2022 ranked Prof. Richard Boateng as the number one (#1) Scholar in ICT for Development/E-business Research in Ghana and 9th in Africa. He was also ranked the number four (#4) Scholar in General Business and Management Research in Ghana and 24th in Africa in 2022. He is also the associate editor of the *Information Technologies & International Development Journal* and serves on the editorial board of the *Information Development Journal*. His research experience covers the artificial intelligence and entrepreneurship, digital economy, cloud computing, e-learning, information, and communication technologies (ICT) for development, electronic governance, social media, electronic business, gender and technology, mobile commerce, and mobile health at the national, industrial, organizational and community levels. His research and project funds have been obtained from organizations including Mastercard Foundation, GIZ (German Development Agency, Ghana), World Wide Web Foundation (USA), Vodafone Group (Global/UK), Danish International Development Agency (DANIDA), International Development Research Centre (Canada), and the World Bank. On three occasions, Prof. Boateng has been invited to contribute to global reports on the digital economy. First, by the Renowned Economist, Diane Coyle for the Vodafone Global PLC's Socioeconomic Impact of Mobiles (SIM) Report; second, by the World Wide Web Foundation for the 2019 Women's Rights Online Survey; and third as a panelist at the 2022 UNCTAD Global eCommerce Week, speaking on The AfCFTA and Data Governance Frameworks in Africa.

Dr. Sheena Lovia Boateng is a senior lecturer at the Department of Marketing and Entrepreneurship at the University of Ghana Business School. She is the Communications Coordinator for the College of Humanities, University of Ghana. She is an Associate Editor for the Springer journal, *Humanities & Social Sciences Communications*. Her research interests span artificial intelligence and marketing, gender and technology, fashion and beauty marketing, influencer marketing, online pharmaceutical marketing, online relationship marketing, digital business, and electronic learning. Sheena's research has been published in the *International Journal of Electronic Marketing and Retailing*, *Information Development*, *International Journal of Customer Relationship Marketing and Management*, *International Journal of Bank Marketing*, *Journal of Financial Services Marketing*, *Smart Learning Environments*, and the *Journal of Educational Technology Systems*. She has co-edited two Routledge books on *Empowering Women in the Digital Economy* and *Delivering Distinctive Value in Emerging Economies*, and a Springer book on *Digital Innovations, Business and Society in Africa*. Beyond the University, she has served as a speaker and panelist at the Coalition for Digital Equality (CODE) Forum 2021. She also served as a judge at the maiden Digital Equality Awards.

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Strategic Management, Marketing Intelligence and Planning, European Journal of Innovation Management, and the International Journal of Bank Marketing.

Dr. Obed Kwame Adzaku Penu is a researcher at the University of Ghana. He recently completed a PhD in Information Systems at the University of Ghana. He also holds an MPhil in Management Information Systems from the same university. He is a Jacobs Foundation CERES Scholar and a Building a New Generation of Academics in Africa (BaNGA-Africa) scholar. Obed has worked on numerous projects, including the 2022 Fairwork Foundation project on evaluating the labor practices of gig workers in Ghana. He has also been a consultant on the Social Agriculture project by Caribou Digital in partnership with the Mastercard Foundation. He was also a researcher on the devices and connectivity needs assessment survey along the Shea Value Chain, a Mastercard Foundation commissioned project. The project sought to conduct an actor analysis, scoping and geographical mapping of communities in the five northern regions endemic to shea farming on leveraging technology along the shea value chain to empower youth and women. He was also a research scholar on the “Open Learning Platform for Primary Education (OLPPE)” project. He is a prolific writer who has authored/co-authored several book chapters, conference papers, and journal articles indexed in Scopus. His research interests lie in inequalities, inclusion and/or exclusion of vulnerable, minority, marginalized or socially disadvantaged groups in the digital/platform economy, digitalization (enterprise IS/IT implementation and usage), ICT4D, e-learning/Edtech, and e-governance.

Chapter 1

Trends in Research on Influencers, Social Media, and Entrepreneurship: A Bibliometric Analysis

Sheena Lovia Boateng, Obed Kwame Adzaku Penu,
and Thomas Anning-Dorson

1.1 Introduction

In recent years, the intersection of social media, influencers, and entrepreneurship has garnered significant academic interest, reflecting broader societal shifts toward digital communication and online commerce (Wu et al., 2022). The pervasive influence of social media platforms such as Instagram, YouTube, and TikTok has revolutionised traditional business paradigms (Jhawar et al., 2023), generating a new breed of entrepreneurs, popularly known as social media influencers (SMIs) (Khamis et al., 2017; Giles and Edwards, 2018). These influencers leverage their online presence and follower base to create, promote, and sustain various entrepreneurial ventures (Brooks et al., 2021; Olanrewaju et al., 2018).

The role of influencers extends beyond mere content creation; they act as powerful catalysts in the entrepreneurial ecosystem (Bastrygina et al., 2024). Influencers harness the affordance of social media platforms to build

personal brands, engage with audiences, and monetise their influence through partnerships, sponsorships, and direct sales of products and services (Kozinets et al., 2023; Cheng et al., 2023). This phenomenon is underpinned by the unique characteristics of social media, which facilitate rapid information dissemination (Stockmann and Luo, 2017), interactive communication (Jothi et al., 2011; Ariel and Avidar, 2015), and community building on an unprecedented scale (Shen and Wall, 2021; Komaromi and Erickson, 2011; Wang et al., 2021). Thus, influencers are reshaping consumer behaviour and redefining the traditional boundaries of entrepreneurship (Mardon et al., 2023).

Consequently, the study of influencers within social media and entrepreneurship has emerged as a critical area of inquiry (Mardon et al., 2023), illuminating the mechanisms through which digital influence translates into economic value (Gómez, 2019). Although some scholars have exhibited through research on how influencers leverage social media (e.g., Guinez-Cabrera and Aqueveque, 2022; Mardon, Cocker, and Daunt, 2023; Wasike, 2022, 2023; Archer, 2019; Nascimento et al., 2020), no studies have yet been conducted to summarise the extant literature and reveal the domain's intellectual structure. Similar but not identical bibliometric reviews related to the current review include “trends in influencer marketing” (Tanwar et al., 2022), “influencers and social media” (Fernández-Prados et al. 2021), “mapping the influence of influencer marketing” (Srivastava, 2021), “the value of influencer marketing for business” (Ye et al., 2021), and “authenticity of social media influencers” (Yang and Wang 2024). We note, however, that these existing reviews have either focussed on “social media and influencers” or “influencers and marketing” without the perspective of entrepreneurship. Therefore, despite the valuable insights provided by these evaluations, there is a noticeable absence of a full and current bibliometric review in the literature, highlighting a significant knowledge gap regarding influencers, social media, and entrepreneurship. Consequently, it is essential to summarise the literature in order to identify the current research foci, trends, and concentrations. To address this knowledge deficit, we employ a bibliometric approach to evaluate the nature of research regarding entrepreneurship, social media, and influencers.

This bibliometric review presented in this paper seeks to synthesise and critically evaluate the existing literature on the nexus between influencers, social media, and entrepreneurship. By employing a bibliometric technique,

this review maps the intellectual landscape of this interdisciplinary field, identifying key themes, influential works, and emerging trends (Li and Wong, 2022). Such an analysis is vital for comprehending the dynamic interplay between social media and entrepreneurial activities, thus providing a foundation to guide future researchers in conducting studies on the subject.

Considering the significant role that social media plays in influencers' activities, we posit that conducting a bibliometrics review will yield novel insights by determining influential works and revealing themes concerning influencers, social media, and entrepreneurship. Given this, we aim to meet the following objectives:

1. Identification of the trajectory of publications on influencers, social media, and entrepreneurship.
2. Identification of thematic areas of research focus regarding influencers, social media, and entrepreneurship.
3. Identification of the most prolific authors and outlets that contribute to and influence research on influencers, social media, and entrepreneurship.
4. Identification of future research directions regarding influencers, social media, and entrepreneurship.

The remainder of the paper is structured as follows: Section 1.2 outlines the methodology for conducting this review. This includes steps for extracting data; Section 1.3 presents and discusses the data results; and Section 1.4 concludes with the implications and future search from the gaps identified from this review and limitations of this review for future directions.

1.2 Methodology

For this review, we employed a bibliometric methodology. Using a bibliometric method enables researchers to examine the structure and substance of the literature related to a particular area of study (Zupic and Čater, 2015). It is also helpful to evaluate the influence of authors and journals (Ellegaard and Wallin, 2015). This review followed four fundamental and sequential phases to access and analyse data. The phases comprise (1) literature

identification, (2) screening, and (3) and(4) extracting and reporting (Mohammad Saif and Islam, 2024). Adopting these steps is not new, as many existing bibliometric studies (e.g., Page and Moher, 2017; Shi et al., 2021; Wieland et al., 2021) have also adopted these steps.

1.2.1 Literature Identification

Data for this review were extracted from Scopus. Scopus is an extensive repository of abstracts and citations from scholarly literature that has undergone peer review (Schotten et al., 2017). In selecting the dataset for the review, we considered some inclusion and exclusion criteria. See Table 1.1 for the inclusion and exclusion criteria adopted in identifying literature.

1.2.2 Data Screening

The PRISMA (“Preferred Reporting Items for Systematic Reviews and Meta-Analysis”) flow diagram was used for the literature review process, as proposed by Moher et al. (2010). PRISMA is used in screening literature to find relevant publications for reporting (Moher et al., 2010). The search outcome under this review’s inclusion and exclusion criteria yielded 74 papers. This was followed by a manual review of the papers’ titles, abstracts, and keywords to ensure relevance. Following this manual review, one paper was eliminated because it did not relate to the study. Thus, only 73 papers remained for use as the final dataset for the in-depth analysis. Figure 1.1 illustrates the PRISMA steps used to determine the final 73 papers.

1.2.3 Literature Extraction and Reporting Results

Once the relevant papers were found, the data was extracted as a .csv file. This file was imported into the biblioshiny package in R and VOSviewer software for further analysis. Biblioshiny package in R (Aria and Cuccurullo, 2017) and VOSviewer software (Van Eck and Waltman, 2017) provide visualisation and bibliometric mapping of bibliographic information.

Table 1.1 Inclusion and Exclusion Criteria

<i>Search Target</i>	<i>Inclusion</i>	<i>Exclusion</i>	<i>Comment</i>
Period	From inception	Not applicable	The aim was to trace the development of the field from its first scholarly discussions to the present day (May 2024).
Language	English only	Articles that are not written in English	The authors are proficient in the English language.
Document stage and type	Only journal articles that have been released	Reports, Letters, Doctorate and master's thesis master's theses, textbooks, commentaries, conference papers, and books chapters (Boateng et al., 2024)	Research in journals is the most rigorous. They undergo more rigorous peer review than conference papers, book chapters editorials, and doctorate theses (Boateng et al., 2024)
Keywords (Search space = title, abstract, and keywords fields of Scopus)	(influencer* OR "Influencer marketing" OR "Influencer behaviour*") AND ("social media" OR "Facebook" OR "Twitter" OR "Instagram" OR "social networking sites") AND (entrepreneur* OR "SME" OR "SMEs" OR "small business" OR "small and medium scale enterprises" OR "small and medium scale businesses" OR "small enterprises" OR "small businesses")	Journals not focusing on influencers, social media, and entrepreneurship	Our study aims to analyse publications on influencers, social media, and entrepreneurship

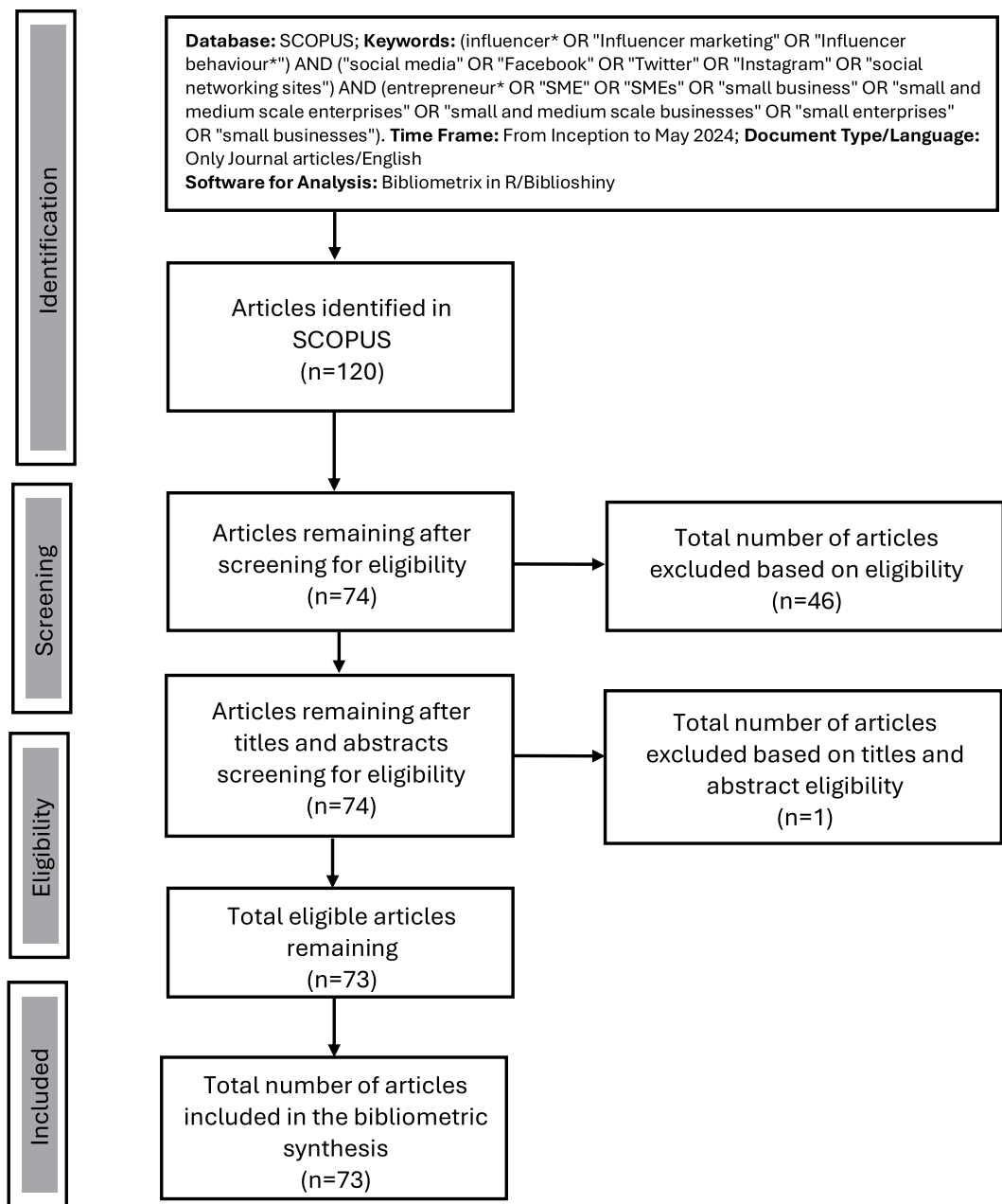


Figure 1.1 PRISMA flow diagram for the review.

Source: Adapted from Moher et al. 2010.

1.3 Results and Discussion

This section presents and discusses the review results based on the dataset extracted from Scopus.

1.3.1 Overview of the Dataset

The Scopus dataset, as shown in Figure 1.2, included 73 separate studies published over the past eight years (i.e., 2016 and May 2024) on the defined subject with a total number of 179 authors with an annual growth rate of 14.72%. This suggests that considering the eight years, an average of 14 papers are published annually on the subject of influencers, social media, and entrepreneurship. The publications were conducted in 62 journal outlets with 4254 references. With an overview of the dataset, the authors applied 289 different keywords to categorise their studies. Furthermore, the average number of citations per paper was 15.93.

1.3.2 Research Trajectory

The distribution of scholarly research is shown in Figure 1.3. The figure shows a constant rise in the number of publications of two papers each in



Figure 1.2 Overview of the dataset.

Source: Review data.

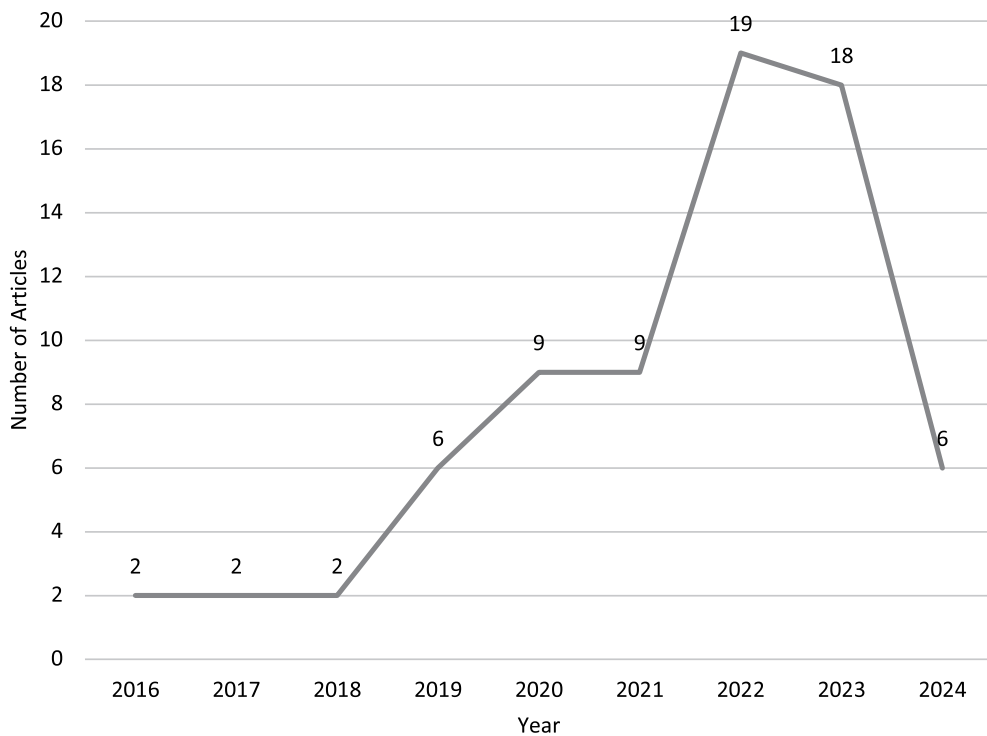


Figure 1.3 Trends in yearly publications of articles.

Source: Review data.

2016, 2017, and 2018. A rapid increase followed this in publications between 2019 and 2023 (61 papers were published during this period). Thus, we divided the analysis time into two sections.

The time frame spanning from 2016 to 2018 is the first phase. We call this the “build-up stage”. During this phase, six studies were published each year. The post-2018 period can be described as the growth stage because research on influencers, social media, and entrepreneurship witnessed an exponential surge. After 2018, the increasing number of publications indicates the growing interest among researchers, reflecting that more researchers are interested in examining the nexus between influencers, social media, and entrepreneurship. Specifically, publications rose from 6 in 2019 to 9 papers each in 2020 and 2021 and peaked at 19 in 2022. A total of 18 articles were published in 2023, which is insignificantly short of 1 paper compared with 2022. As of May 2024, when the data were retrieved for this analysis, there were six papers. We envisage that more publications will be on this subject by the end of 2024.

1.3.3 Topical Trends in Influencers, Social Media, and Entrepreneurship Research

This section presents trends in influencers, social media, and entrepreneurship research. This includes keyword analysis, keyword co-occurrence, and a thematic map of co-words.

1.3.3.1 Keywords Analysis

Keyword analysis is a method used to uncover patterns and areas of investigation by compiling keywords from all relevant papers in a specific field of study (Dixit and Jakhar, 2021). Analysis of the authors' keywords also enables researchers to identify the main topics of the study (Mäntylä et al., 2018).

Table 1.2 displays the top author keywords in the research areas under review. These are keywords that occur 3 or more times. Semantically

Table 1.2 Top 20 Author Keywords (Keywords That Occurred 3 or More Times)

<i>Keywords</i>	<i>Occurrences</i>
Social media	24
Influencers	16
Social media Influencers	10
Influencer marketing	7
Entrepreneurship	6
Digital marketing	5
Instagram	5
Post-feminism	5
Social media marketing	4
Authenticity	3
Marketing strategy	3
Microcelebrity	3
Neoliberalism	3
Platforms	3

Source: Review data.

identical keywords were merged to ensure uniformity of words (Rejeb et al., 2022). This included words such as “influencer” and “influencers” or, similarly, “social media influencers” and “social media influencers”. Table 1.2 reveals that “social media” and “influencers” are terms that drive the focus of this study and are the keywords that are most used. Social media leads that chat with 24 occurrences followed “influencers” with 16 occurrences and then “social media influencers” with 10 occurrences each.

Some of the studies where social media has taken centre stage include Guinez-Cabrera and Aqueveque (2022), Dam and Pillai (2021), and Cotter (2019). For instance, Guinez-Cabrera and Aqueveque (2022) examine how and why social media users turn into SMIs, a particular digital entrepreneur, by drawing on the push and pull entrepreneurship theory. Several studies on influencers have addressed the labour-intensive nature of managing social media accounts for physical stores and their online platforms, particularly during the COVID-19 pandemic (Kneese, 2022). Others have used semi-structured interviews to study the social media practices and revenue strategies of sustainable fashion influencers, as well as an exploration of the private lives of Finnish influencer mothers (Lehto, 2022). Some of the studies that are dominated by the use of “social media influencers” as author keywords focussed on and evaluated how SMIs increase COVID-19 misinformation participation using signalling theory, credibility, and social media engagement (SME) (Wasike, 2022), examining SMI source legitimacy from consumers’ perspectives (Balaban and Mustăţea, 2019), and an investigation into the impact of SMI content on SME engagement, knowledge acquisition, SSE, and social interaction (Wasike, 2023).

1.3.3.2 *Keywords Co-occurrence*

Figure 1.4 further shows the analysis of the co-occurrence of the keywords used by the authors. With a minimum of two occurrences, we received 35 keywords divided into seven coloured clusters (see Figure 1.4). Each node in the cluster represents a keyword. As shown in Figure 1.4, there are 7 coloured clusters comprising the blue, red, green, purple, yellow, orange, and sea-blue clusters. Nodes with the same clusters represent themes on which the authors have closely based their discussions. In hindsight, we consider red clusters (red nodes) to be on issues related to mainly social media use by influencers, focusing on gender, authenticity, labour, and platforms. Two notable studies include Larsson and Ingridsson’s

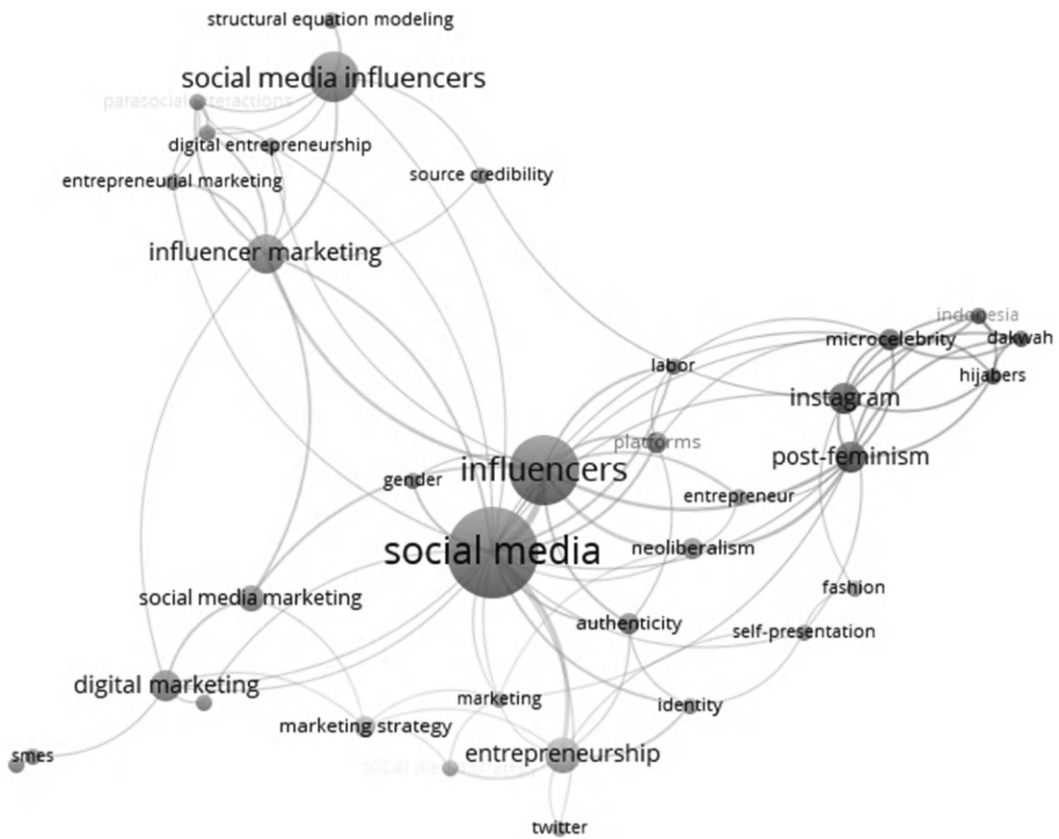


Figure 1.4 Network visualisation of author keyword co-occurrence.

Source: Review data.

(2023) investigation into “off-the-grid representations in social media, with a particular emphasis on how these representations perpetuate notions of nature, location, and gender”, and Roberti’s (2022) analysis of the portrayal of female subjectivity on social media in Italy.

The red cluster relates to discussions on SMIs, influencer marketing, digital entrepreneurship, entrepreneurial marketing, source credibility issues, and structural equation modelling as an analytics technique. Some studies on these related topics include that of Melnychuk et al. (2024), which examined the process of virtual influencer stickiness in the age of influencer marketing, which has received little attention in the literature. Balaban and Mustăţea (2019) also studied users’ perspectives on the credibility of SMIs in Romania and Germany.

In the green cluster, the discussions revolve around “post-feminism”, Instagram”, “microcelebrity”, “hijabers”, and the concept of “dakwah” in

“Indonesia”. Examples of related studies include Baulch and Pramiyanti (2018), who examined the use of Instagram by members of Indonesia’s Hijabers Community.

The study shows explicitly “how hijabers employ Instagram as a stage for performing middle-classness, but also for *dakwah* (‘the call, invitation or challenge to Islam’), which they consider one of their primary tasks as Muslims”. In the purple cluster, entrepreneurship dominates discussions alongside marketing strategy, marketing, and Twitter. For example, Hirna et al. (2022) define the system characteristics inherent in “digital marketing”. In the yellow clusters, digital marketing is discussed alongside social marketing and in the context of SMEs. For example, Suryana et al. (2019) used a qualitative case study approach to explore “how SME actors can build consumer trust through creative marketing communication content”.

The sea-blue cluster addresses questions of authenticity and identity in influencers in addition to self-representation. Iványi (2023) is one study in this field that provides a theoretical and empirical framework centred on Hungarian youth and based on current experiences to comprehend the domestic subtleties of real or perceived processes of neoliberal subjectivation. Additionally, Kneese (2022) looked at the labour-intensive nature of maintaining social media accounts for brick-and-mortar boutiques in Oakland, California, as well as their online storefronts. This is especially relevant as businesses shift their inventory online during the ongoing COVID-19 shelter-in-place. The orange cluster touches on neoliberalism and entrepreneurship. One such research is Archer (2019), which investigates the ways in which the “playbour” of mother bloggers is changing public relations.

The overlay representation of the keyword co-occurrence network is shown in Figure 1.5, where the colour of the nodes represents the average year of publications. We can examine the development of the network and its clusters and spot new themes thanks to overlay visualisation. Figure 1.5 suggests that the yellow nodes and clusters are younger; the average publication year is between 2012 and 2023. Some of the topics that fall within these clusters include “social media influencers”, “digital entrepreneurship”, and “structural equation modelling”. Another cluster includes “entrepreneurship”, “marketing strategy”, “authenticity”, and identity, with other individual nodes such as “entrepreneurs”, “gender”, and digital marketing emerging in this period. Following this are the clusters of words that appeared between 2021 and 2020. The topical issues that fall under this period include “Social media”, influencers”, “neoliberalism” as one cluster; “influencer marketing”,

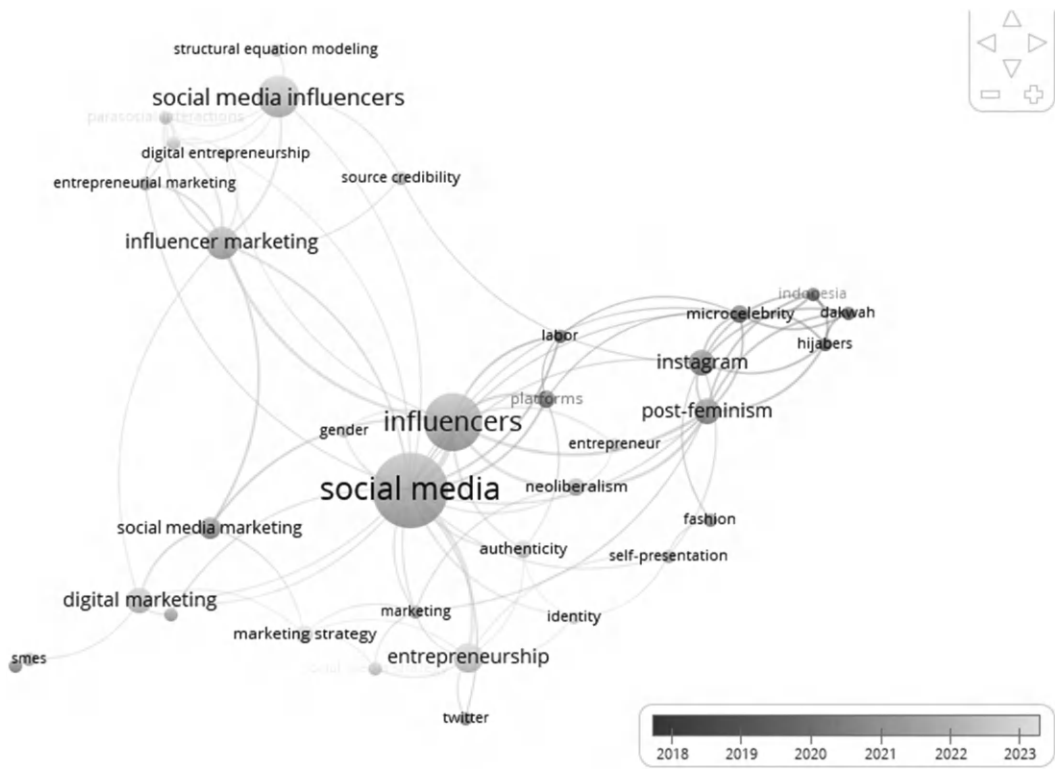


Figure 1.5 Network visualisation of author keyword co-occurrence (yearly analysis).

Source: Review data.

entrepreneurial marketing”, and “source credibility” as another cluster, and other individual nodes such as “social media marketing”. The remaining two clusters emerged between 2018 and 2019. These include “Instagram”, “post-feminism”, and “fashion” as one cluster and “microcelebrity”, “hijabers”, “dakwah”, “labour”, “platforms”, and “Indonesia” as another cluster.

1.3.3.3 Thematic Map of Co-words

Figure 1.6 presents a thematic map of keywords related to influencers, social media, and entrepreneurship research. This was generated using the Biblioshiny package in RStudio. The thematic map categorises the primary themes into four quadrants based on their rankings of density and centrality along the X- and Y-axes (Cobo et al., 2011). Centrality is a metric that quantifies the level of connectivity between a network and other networks. It serves as a gauge of the significance of a theme within the broader scope of research. Density measures the extent to which themes are

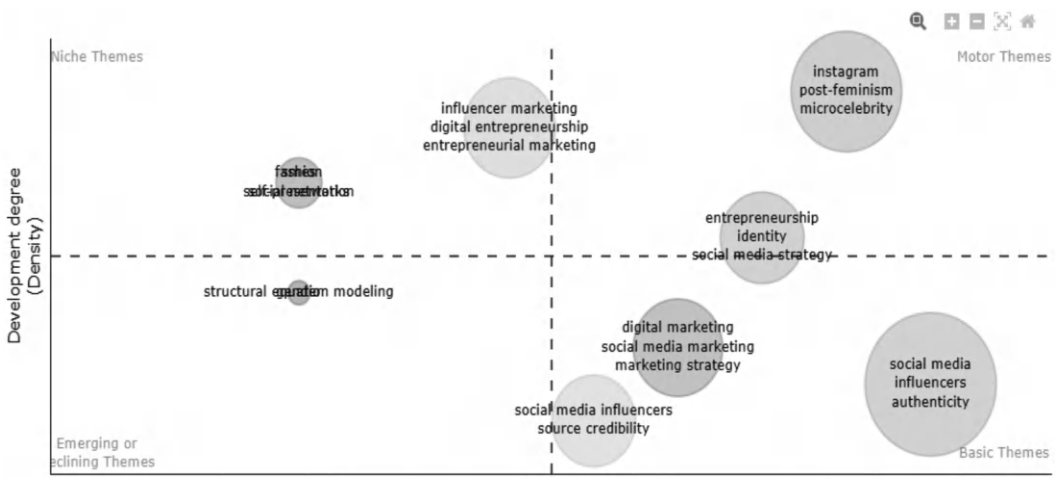


Figure 1.6 Thematic map of co-words.

Source: Review data.

developed within a network, depending on its intrinsic strengths (Zupic and Čater, 2015).

- **Motor themes (top right corner):** These are topics in a research domain that are thoroughly developed and serve as the fundamental framework for the research (Rodríguez-López et al. 2020). These topics have significant levels of centrality and density. In this review, we find that the motor themes comprise two clusters. One of the clusters pertains to “Instagram” “post-feminism” and “microcelebrity”, and the other cluster, which lies close to the density line, touches on “entrepreneurship”, “identity”, and “social media strategy”. These motor themes demonstrate that the primary topics of research developed by scholars in the area of influencers, social media, and entrepreneurship pertain to discussions revolving around “Instagram”, “post-feminism”, and “microcelebrity” as seen in the research conducted by Baulch and Pramiyanti (2018), which aimed to investigate how members of Indonesia’s Hijabers’ Community used Instagram. This demonstrates how hijabers use Instagram for dakwah—loosely defined as “the call, invitation, or challenge to Islam”—as well as for stage performances of middle-classness, which they see as one of their main responsibilities as Muslims. In addition, the research area has fundamentally been shaped by studies on “entrepreneurship” (e.g., Izmaku and Gashi, 2023; Iványi, 2023; Polozhentseva et al., 2022), “identity”

(e.g., Iványi, 2023; Roivainen, 2023), and “social media strategy” (e.g., Polozhentseva et al., 2022; Finney and Penney, 2024). For instance, Roivainen’s (2023) research examined how self-proclaimed “girlbosses” from the millennial generation express their authenticity on three fronts: belonging, productivity, and ordinariness.

- **Niche themes (top left corner):** Niche themes refer to highly specialised and extensively researched topics within a specific field (Am et al., 2023). As shown in Figure 1.6, research on influencers, social media, and entrepreneurship has been extensively done on “influencer marketing” (e.g., Ahuja and Loura, 2020; Rudeloff and Damms, 2022b), “digital entrepreneurship” (e.g., Rudeloff and Damms, 2022b; Guinez-Cabrera and Aqueveque, 2022), and “entrepreneurial marketing” (e.g., Fink et al., 2020; Rudeloff and Damms, 2022a). In a two-wave longitudinal design, Fink (2020) utilised structural equation modelling to examine the long-term influence of Facebook-based celebrity endorsement on purchase intention among 234 Facebook fans. Another set of specialised and extensive research in the area points to “fashion” (e.g., Suryana et al., 2019) and “self-presentation” (Iványi, 2023). Iványi’s (2023) research provides a theoretical and empirical framework centred on Hungarian youth based on current experiences to comprehend the local subtleties of actual or perceived processes of neoliberal subjectivation.
- **Emerging or declining themes (lower left corner):** These themes are either emerging or diminishing in a particular area of research (Nasir et al., 2020). These topics exhibit both low centrality and low density. As shown in Figure 1.6, these themes encompass “gender” (e.g., Larsson and Ingridsdotter, 2023; Roberti, 2022) and issues with the application of “structural equation modelling” as the analytical technique (Wasike, 2023; 2022). Roberti (2022) examines female influencers’ femininity and relationship with their fans. Wasike (2023) explored how SMI material influences SMEs, knowledge acquisition, social self-efficacy (SSE), and social interaction.
- **Basic themes (lower right corner):** These overarching topics span multiple areas or disciplines (Yihua et al., 2023). They have a low population density and a high level of centrality (Yihua et al., 2023). The themes presented in this quadrant are crucial for research in a particular area, although they require sufficient development (Yihua et al., 2023). Figure 1.6 shows three sets of clusters in this quadrant. The first cluster focussed on “social media” (e.g., Guinez-Cabrera and

Aqueveque, 2022; Dam and Pillai, 2021; Cotter, 2019), “influencers” (e.g., Kneese, 2022; Lehto, 2022; Apasrawirote et al., 2022), and “authenticity” (e.g., Kneese, 2022; Hendry et al., 2022). The study by Kneese (2022) examined the labour-intensive nature of managing social media accounts for physical stores and their online platforms, particularly during the COVID-19 pandemic. The second two clusters, which are closer to the centre of the quadrants, include “digital marketing” (e.g., Hirna et al., 2022; Rodner et al., 2022; Ahuja and Loura, 2020), “social media marketing” (e.g., Kujur and Singh, 2016; Jacobson and Harrison, 2022), and “marketing strategy” (e.g., Hirna et al., 2022), while another cluster touches on “social media influencers” (e.g., Rudeloff and Damms, 2022b; Frankel et al., 2022) and “source credibility” (e.g., Melnychuk et al., 2024; Balaban and Mustăţea, 2019). For example, Balaban and Mustăţea (2019) explored the differences and similarities in users’ perceptions of SMIs’ perceived credibility.

1.3.4 Productive and Influential Analysis

This section presents an analysis of the authors who are making the most contributions and are influential in research on influencers, social media, and entrepreneurship. This section also analyses the articles that make the most contributions and are influential in research on influencers, social media, and entrepreneurship.

1.3.4.1 Productive and Influential Authors

Table 1.3 lists the most productive authors who have published articles on influencers, social media, and entrepreneurship. This table was populated using authors who have published at least two papers on the subject matter under review. We find from the table that there are eight authors, each of whom has published two papers. These authors examined how Indonesian Muslims who wear hijab use Instagram to demonstrate middle-classness (Baulch and Pramiyanti, 2018), social media relationship-based communication between international business owners (Chen and Lee, 2022), strategic use of social media for stakeholder engagements (Chen et al. 2017), how the tensions between these women influencers’ real lives and their cyber lives become meaningful in this technological culture (Pettersson McIntyre, 2020), how influencers and gender consultants, respectively, make sense of the relation between feminism, choice and

Table 1.3 Most Productive Authors (At Least 2 Publications)

<i>Authors</i>	<i>Number of Publications</i>
Baulch E	2
Chen ZF	2
Petersson McIntyre M	2
Pramiyanti A	2
Wasike B	2
Campos RD	2
Damms J	2
Rudeloff C	2

Source: Review data.

agency (Petersson McIntyre, 2021), how exposure to SMI content affects SME, knowledge acquisition, SSE, and social interaction (Wasike, 2023), how influencer signalling affects engagement with COVID-19 misinformation (Wasike, 2023), digital influencer-brand endorsement relationship (Nascimento et al., 2020), entrepreneurial consumers and the ecosystemic logics of digital platforms (da Fonseca et al., 2023), building brand loyalty on Twitter (Rudeloff and Damms, 2022a), and entrepreneurs as influencers: the impact of parasocial interactions on communication outcomes (Rudeloff and Damms, 2022b).

In Table 1.4, we present lists of the highly cited author(s) in the area of the area. This includes authors who have received at least 50 citations. “Cotter K” tops the list with 328 citations, followed by “Duffy Be” and “Wissinger E” with 101 citations each. They are followed by “Lee MT” and “Theokary C” with 89 citations each. One of “Cotter K’s” studies, which has received 328 citations, sought to explore how digital influencers and algorithms negotiate influence on Instagram. “Duffy, B. E” and “Wissinger E’s” study to reveal how influencers circulate a patterned set of mythologies about creative work in the social media age received 101 citations. Further, comparing the most precut and most influencing (cited) papers, we notice that most cited authors are not listed as the most productive, suggesting that being productive does not necessarily mean being influential in a research area. As can be observed from Table 1.3, only “Baulch E” and “Pramiyanti A”, listed among the most productive authors, can be found among the most cited authors, each of whom received 64 citations.

Table 1.4 Most Influential Authors (At Least 50 Citations)

<i>Authors</i>	<i>Total Citations</i>
Cotter K	328
Duffy Be	101
Wissinger E	101
Lee MT	89
Theokary C	89
Baulch E	64
Pramiyanti A	64
Fink M	63
Floh A	63
Gartner J	63
Harms R	63
Koller M	63
Balaban D	50
Mustătea M	50

Source: Review data.

1.3.4.2 *Productive Outlets and Influential Articles*

Table 1.5 displays the journals with the most publications on influencers, social media, and entrepreneurship. Here, we present journals with at least two publications. “*Social Media and Society*” has published four papers, making it the most productive journal. It is followed by the “*International Journal of Communication*”, which has three publications. The table suggests a mix of interdisciplinary journals dominating the spread of knowledge on influencers, social media, and entrepreneurship.

These include communication (“*International Journal of Communication*” and “*International Journal of Strategic Communication*”), gender-based journals (“*Gender, Work, and Organisation*”), finance (“*Financial and Credit Activity: Problems of Theory and Practice*”), marketing (“*Journal of Services Marketing*”), social media (“*Social Media and*

Table 1.5 Most Productive Journal Outlets (At Least 2 Publications)

<i>Journal</i>	<i>Number of Articles</i>
<i>Social Media and Society</i>	4
<i>International Journal of Communication</i>	3
<i>Emerald Emerging Markets Case Studies</i>	2
<i>Financial and Credit Activity: Problems of Theory and Practice</i>	2
<i>Gender, Work and Organisation</i>	2
<i>International Journal of Strategic Communication</i>	2
<i>Journal of Business Research</i>	2
<i>Journal of Services Marketing</i>	2

Source: Review data.

Society”), and emerging markets (“*Emerald Emerging Markets Case Studies*) and other broad areas (“*Journal of Business Research*”).

Table 1.6 shows the journals with the most citations regarding studies on influencers, social media, and entrepreneurship. Here, we present journals with at least 10 citations. “*New Media and Society*” dominates the list with 328 citations. This number is about 176 citations, more than the “*Journal of Business Research*” which has received 152 citations. Unsurprisingly, the topmost cited journals are listed in Table 1.6, which has the most papers in the research area under review. These include “*International Journal of Communication*”, “*International Journal of Strategic Communication*”, “*Gender, Work, and Organisation*”, “*Journal of Services Marketing*”, “*Social Media and Society*”, “*Emerald Emerging Markets Case Studies*”, and “*Journal of Business Research*”.

1.3.4.3 Most Influential Articles

Table 1.7 lists the most cited articles on influencers, social media, and entrepreneurship research. Approximately 80% of the articles were published in the past half-decade (i.e., between 2019 and 2023). This suggests that scholars are interested in more contemporary publications on the research area. Cotter (2019) is the most highly cited paper. This “study explores conscious, instrumental interactions with algorithms as a window

Table 1.6 Most Influential Authors (At Least 10 Citations)

<i>Journal</i>	<i>Total Citations</i>
<i>New Media and Society</i>	328
<i>Journal of Business Research</i>	152
<i>International Journal of Communication</i>	102
<i>Social Media and Society</i>	94
<i>Romanian Journal of Communication and Public Relations</i>	50
<i>International Journal of Strategic Communication</i>	46
<i>International Journal of Organizational Analysis</i>	46
<i>Public Relations Inquiry</i>	40
<i>International Journal of Advertising</i>	35
<i>Journal of Marketing Management</i>	33
<i>Journal of Research on Technology in Education</i>	25
<i>Learning, Media and Technology</i>	24
<i>Journal of Cultural Economy</i>	23
<i>Journal of Services Marketing</i>	21
<i>European Journal of Cultural Studies</i>	19
<i>Gender, Work and Organisation</i>	16
<i>Financial Innovation</i>	10
<i>International Journal of Entrepreneurial Behaviour and Research</i>	10

Source: Review data.

into the complexities and extent of algorithmic power” (p. 895). It is followed by Duffy and Wissinger (2017), which draws on a qualitative analysis of more than 200 articles to reveal how these influencers circulate a patterned set of mythologies about creative work in the social media age” (p.4652). It is also interesting to note that the most cited studies in the research area under review have been published in journals that have niche areas (e.g., “*International Journal of Communication*”, “*Romanian Journal of Communication and Public Relations*”, “*International Journal of Strategic Communication*”, “*Social media+ Society*”, and “*Journal of Research on Technology in Education*”), and more generic areas (e.g., “*Journal of Business Research*”, “*New media and society*”).

Table 1.7 Most Influential Articles (At Least 10 Citations)

<i>Authors and Sources</i>	<i>Title of Paper and Purpose</i>	<i>Total Citations</i>
Cotter (2019). <i>New Media & Society</i>	Title: "Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram". Purpose: "This article explores conscious, instrumental interactions with algorithms as a window into the complexities and extent of algorithmic power".	328
Author: Duffy and Wissinger (2017). Source: <i>International Journal of Communication</i>	Title: "Mythologies of creative work in the social media age: Fun, free, and just being me". Purpose: "The study draws on a qualitative analysis of more than 200 articles to reveal how these influencers circulate a patterned set of mythologies about creative work in the social media age".	101
Author: Lee and Theokary (2021). Source: <i>Journal of Business Research</i>	Title: "The superstar social media influencer: Exploiting linguistic style and emotional contagion over content"? Purpose: "Study uses the language expectancy theory and the emotional contagion theory in an elaboration likelihood model of persuasion to understand why the financial success of influencers varies so widely".	89
Authors: Fink et al. (2020). Source: <i>Journal of Business Research</i>	Title: "Effective entrepreneurial marketing on Facebook – A longitudinal study". Purpose: "Employing structural equation modeling, we test the long-term effect of Facebook-based celebrity endorsement on purchase intention among 234 members of a Facebook fan community in a two-wave longitudinal design".	63
Authors: Balaban and Mustăţea (2019). Source: <i>Romanian Journal of Communication and Public Relations</i>	Title: "Users' perspective on the credibility of social media influencers in Romania and Germany". Purpose: "A study on the issue of source credibility of social media influencers from the perspective of users".	50
Author: Konstantopoulou et al. (2019). Source: <i>International Journal of Organisational Analysis</i>	Title: "Improving SMEs' competitiveness with the use of Instagram influencer advertising and eWOM". Purpose: "The purpose of this study is to explore the use of beauty Instagram influencers in advertising as a tool to increase competitiveness for SMEs".	46

(Continued)

Table 1.7 (Continued) Most Influential Articles (At Least 10 Citations)

<i>Authors and Sources</i>	<i>Title of Paper and Purpose</i>	<i>Total Citations</i>
<p>Author: Chen et al. (2017). Source: <i>International Journal of Strategic Communication</i></p>	<p>Title: “Strategic use of social media for stakeholder engagement in startup companies in China”. Purpose: “This study examined the strategic use of social media for stakeholder engagement in startup companies in China”.</p>	43
<p>Authors: Archer (2019). Source: <i>Public Relations Inquiry</i></p>	<p>Title: “Social media influencers, post-feminism and neoliberalism: How mum bloggers ‘playbour’ is reshaping public relations”. Purpose: “This article uses the concepts of precarity and liminality and applies them to a group of ‘mommy/mummy/mum bloggers’, that is, blogging mothers of young children, negotiating their identities as mothers, and moving beyond their homes using social media to, in part, create a sense of belonging (but also, in some cases, to make money)”.</p>	40
<p>Authors: Jacobson and Harrison (2022). Source: <i>International Journal of Advertising</i></p>	<p>Title: “Sustainable fashion social media influencers and content creation calibration” Purpose: “Using semi-structured interviews, this research addresses the use of influencers as an advertising tactic in the sustainable fashion industry to analyse the social media practices and monetisation strategies of sustainable fashion social media influencers”.</p>	35
<p>Authors: Baulch and Pramiyanti (2018). Source: <i>Social Media+ Society</i></p>	<p>Title: “Hijabers on Instagram: Using visual social media to construct the ideal Muslim woman”. Purpose: “This article studies the uses of Instagram by members of Indonesia’s Hijabers’ Community. It shows how hijabers employ Instagram as a stage for performing middle-classness, but also for dakwah (‘the call, invitation or challenge to Islam’), which they consider one of their primary tasks as Muslims”.</p>	35
<p>Author: Nascimento et al. (2020). Source: <i>Journal of Marketing Management</i></p>	<p>Title: “Experimenting, partnering and bonding: a framework for the digital influencer-brand endorsement relationship”. Purpose: “Based on a five-year netnography, this research investigates the main forms of endorsement that connect digital influencers and brands and how endorsement practices evolve along influencers’ trajectories”.</p>	33

(Continued)

Table 1.7 (Continued) Most Influential Articles (At Least 10 Citations)

<i>Authors and Sources</i>	<i>Title of Paper and Purpose</i>	<i>Total Citations</i>
<p>Authors: Duguay (2019) Source: <i>Social media+ society</i></p>	<p>Title: “Running the numbers”: Modes of microcelebrity labor in queer women’s self-representation on Instagram and Vine” Purpose: “This article examines the microcelebrity labor of everyday queer women who aim to increase their social and economic capital by interweaving personal self-representations with entrepreneurial endeavours on Instagram and Vine”.</p>	30
<p>Authors: Carpenter et al. (2023). Source: <i>Journal of Research on Technology in Education</i></p>	<p>Title: “The education influencer: A new player in the educator professional landscape”. Purpose: “This conceptual paper defines and contextualises the education influencer phenomenon concerning the literature on microcelebrity, social media influencers, teacher social media use, teacher identity, and teacher entrepreneurship”.</p>	25
<p>Authors: Hendry et al. (2022). Source: <i>Learning, media and technology</i></p>	<p>Title: “Health education, social media, and tensions of authenticity in the ‘influencer pedagogy of health influencer Ashy Bines”. Purpose: “In this paper, we examine a digital ethnographic case study of Australian entrepreneur and health influencer Ashy Bines”.</p>	24
<p>Authors: Petersson McIntyre (2020). Source: <i>Journal of Cultural Economy</i></p>	<p>Title: “Agencing femininity: Digital Mrs. Consumer in Intra-action”. Purpose: “This article examines how the housewife ideal can be an attractive identity in the 2010s and, drawing on the post-humanist performativity by Barad (2007), it maps the material-discursive agencies that enable the re-emergence of this figure”.</p>	23
<p>Authors: Lehto (2022). Source: <i>European Journal of Cultural Studies</i>.</p>	<p>Title: “Ambivalent influencers: feeling rules and the affective practice of anxiety in social media influencer work”. Purpose: “This article investigates the intimate cultures of Finnish influencer mothers”.</p>	19

(Continued)

Table 1.7 (Continued) Most Influential Articles (At Least 10 Citations)

<i>Authors and Sources</i>	<i>Title of Paper and Purpose</i>	<i>Total Citations</i>
Authors: Petersson McIntyre (2021). Source: <i>Gender, Work, and Organisation</i>	Title: “Commodifying feminism: Economic choice and agency in the context of lifestyle influencers and gender consultants”. Purpose: “This article examines two professional groups, lifestyle influencers and gender equality consultants. The purpose is to examine how questions of feminism, choice and entrepreneurship are made sense of in these contexts”.	16
Authors: Rodner et al. (2022). Source: <i>Journal of Services Marketing</i>	Title: “Is it all just lip service?": on Instagram and the normalisation of the cosmetic servicescape”. Purpose: “This study aims to unravel how the aesthetic labour of influencers acts as the packaging of the cosmetic servicescape”.	14
Authors: Guinez-Cabrera and Aqueveque (2022). Source: <i>International Journal of Entrepreneurial Behavior & Research</i>	Title: “Entrepreneurial influencers and influential entrepreneurs: two sides of the same coin”. Purpose: “Drawing on push and pull entrepreneurship theory, this research investigates how and why social media users become social media influencers (SMIs), a specific type of digital entrepreneur”.	10
Authors: Guo et al. (2021). Source: <i>Financial Innovation</i>	Title: “How important do social connections matter in fundraising outcomes”? Purpose: “This study examines the role of social connections and network centrality in attracting funders to crowdfunding campaigns”.	10

Source: Review data.

1.3.4.4 Productive and Influential Countries

Another leg of this review was to analyse the academic connections and place of origin (i.e., country affiliations). This was done to gain a better understanding of the regional distribution of scholarship in the areas of influencers, social media, and entrepreneurship. Regarding the most productive countries, European and Asian countries dominate in terms of regional representation, followed by Asia (see Table 1.8). However, at the individual country level, the United States of America, located in North America, is the most productive country with a total of 10 publications,

Table 1.8 Most Productive Countries (At Least 2 Publications)

<i>Region</i>	<i>Country</i>	<i>Number of Articles</i>
North America	United States of America	10
Europe	United Kingdom	6
South America	Brazil	4
Europe	Canada	4
Asia	Malaysia	3
Europe	Sweden	3
Europe	Australia	2
Asia	China	2
Europe	Germany	2
Asia	India	2
Europe	Italy	2
Asia	Saudi Arabia	2
Asia	Thailand	2

Source: Review data.

followed by the United Kingdom in Europe with six publications, Brazil in South America, and Canada in Europe with four publications each. The revelation from our analysis points to the lack of production from countries in developing economies, especially from Africa.

Regarding citations, countries in Europe dominate (see Table 1.9). However, at the individual country level, the United States of America in North America dominates with 503 citations, followed by the United Kingdom in Europe with 71 citations. We also note that these two dominating countries in terms of citations are also the two dominant ones in terms of production. This suggests that these two countries are not only producing papers, but the papers being produced also have topics and issues that interest other scholars. We also note from Table 1.7 that countries such as China in Asia have 11 citations, and Chile in South America has 10 citations. These countries were not listed among the countries that produced more than two papers in this area. This suggests that while some countries have produced only one publication, the topics discussed in these papers remain relevant to other scholars.

Table 1.9 Most Cited Countries (At Least 10 Citations)

<i>Region</i>	<i>Country</i>	<i>Total Citations</i>
North America	United States of America	503
Europe	United Kingdom	71
Asia	Malaysia	68
Europe	Canada	65
Europe	Australia	64
Europe	Austria	63
Europe	Sweden	39
South America	Brazil	34
Europe	Finland	19
Europe	Germany	12
Asia	China	11
South America	Chile	10

Source: Review data.

1.4 Conclusion

This section summarises the study, highlights some of the directions for future research, and throws some of the study's implications and limitations of the current study for other scholars to build on.

1.4.1 Summary

This study summarised and analysed existing research on influencers, social media, and entrepreneurship. Using a bibliometric technique enabled us to understand better the intellectual structure of influencers, social media, and entrepreneurship-related research. Overall, the reviews provide valuable insights by identifying and analysing significant terms in the literature, uncovering clusters of knowledge that are semantically related to influencers, social media, and entrepreneurship, summarising previous research, and proposing potential areas for future research. In the points below, we present the primary findings of the assessment on the advancement of research on influencers, social media, and entrepreneurship. The literature has experienced significant growth and garnered considerable interest in the past half-decade,

as evidenced by the increase in the number of articles published since 2019. Although this area of knowledge has not yet reached its complete development (Ye et al., 2021), there are still some unresolved concerns. This can be observed from the yearly trend analysis, which shows six publications as of May 2024, suggesting that exploring unresolved concerns will trigger more publications in the area by the end of 2024 and beyond. The United States and the United Kingdom have high productivity and influence.

Also, research on influencers, social media, and entrepreneurship predominantly discussed “social media” and “influencers”, with some outlier keywords such as “post-feminism”, “authenticity”, “dakwah” which is an Arabic word that refers to the act of inviting people to Islam, “microcelebrity”, “neoliberalism”, “fashion”, and “gender”. Regarding outlets in which articles have been published, *Social Media and Society* is the most productive, while the influential outlet is *New Media and Society*. The most productive authors have been “Baulch E”, “Chen ZF”, “Pettersson McIntyre M”, “Pramiyanti A”, “Wasike B”, “Campos RD”, “Damms J”, and “Rudeloff C”. In contrast, the influential authors include “Cotter K”, “Duffy BE”, “Wissinger E”, “Lee MT”, and “Theokary C”.

1.4.2 Implications of the Study and Future Research

This bibliometric review was tailored toward literature on influencers, social media, and entrepreneurs. To the best of our knowledge, this is one of the initial bibliometric reviews on influencers, social media, and entrepreneurship. We have thoroughly examined this knowledge corpus using keyword trend and co-occurrence analysis, author and journal publications, and citation analytics. In this section, we present some of the areas for future research.

1. An attentive analysis of the keywords employed over time exposes the areas of intense activity and primary research subjects in the literature about influencers, social media, and entrepreneurship, especially in the past half-decade (i.e., 2019–2023). Moreover, we provide a compilation of the most frequently cited studies to determine the research works with the most influence that have been conducted in the subject matter under review. Identifying articles and keywords is a reliable foundation for exploring various possibilities for future research.
2. As shown in Figure 1.6, there is a need to focus attention on basic themes such as social media “influencers” and “authenticity”, “digital

marketing”, “social media marketing”, “marketing strategy”, “social media influencers”, and “source credibility”, as they are crucial for research in a particular area and need further development.

3. In addition, we successfully identified country affiliations by production and influence and realised that the United States and the United Kingdom have been dominant in this regard. However, we notice the conspicuous absence of countries from developing economies, including Africa. This suggests the need for more studies by authors in developing economies to focus on this research area. Such studies will be valuable as they will provide insights into current groundbreaking studies in emerging economies, which can serve as a reference for future academic pursuits.

1.4.3 Limitations

Similar to any other bibliometric review, our study has several limitations. First, the conclusions from the review results are established based on the articles chosen for the ultimate analysis. The extraction of the data was restricted to the Scopus database. Other scholars in the future may consider searching the Web of Science (WoS) database. The data-gathering procedure was limited to selecting search terms, which may not encompass all relevant data from the research areas under review. Hence, future studies must prioritise other keywords (e.g., online platforms, entrepreneurship, and influencers) to obtain more results.

Another limitation pertains to the focus on authors, articles, institutions, countries, and author keywords that are quantitatively significant. Thus, other scholars may consider performing a systematic or content analysis to review each of the 73 publications to identify their significance and contribution to the research area under investigation. Also, future research may consider using “Keywords Plus” to generate additional insights. In addition, we limit our search for articles to include only journal articles, excluding other sources such as conference papers, chapters, and books. Thus, other scholars may consider adding conference papers, book chapters, and books to produce insights we missed due to our exclusion criteria. Future studies should also consider delving into other reports, such as bibliographic coupling and co-citation analysis, as our study did not include these.

Despite these limitations, our bibliometric examination of influencers, social media, and entrepreneurship research reveals the hidden connections within this body of knowledge. This evaluation serves the purpose of

revealing the connections between publications and examining the intellectual framework of the study field. In addition, it illustrates the connections between different elements of the literature, such as the keywords used by authors, their affiliations, and the countries they are associated with.

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Chapter 2

AI and Content Creation Research: A Snapshot of What We Know and What We Don't Know

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and Richard Boateng

2.1 Introduction

The creator economy, also known as the influencer economy, has seen a rapid growth over the past decade, driven by the convergence of the offline and virtual economies. This ecosystem consist of platforms, creators and advertisers that have transformed creative activities and businesses, allowing content creators to leverage their digital skills and monetize their work through various digital platforms (Weerasinghe and Wijethunga, 2022; Rieder et al., 2023). Definitions of content creation typically highlight three core elements: the creator's role, the application of digital technology, and the monetization of content via online platforms. Bhargava, (2022), for example, centered on the creator, defining content creation as “the process through which digitally savvy, creative individuals create content around their interests, hobbies, and experiences and distribute and monetize it on digital platforms.” In contrast, Florida (2022) prioritized technology, defining content creation as “the use of digital technology to make and publish unique creative content, whether in the form of video, film, art, music,

design, text, games, or any other media that audiences can access and respond to.” Both Bhargava, (2022) and Florida (2022) implicitly acknowledge monetization, as they describe content creation as involving the production and distribution of content related to personal interests, hobbies, and experiences, and then monetizing it on platforms such as YouTube, Instagram, TikTok, Patreon, Medium, Spotify, Etsy, and Twitch.

As such, content creators include a diverse range of individuals such as bloggers, writers, influencers, artists, photographers, gamers, podcasters, and streamers. These creators are essential stakeholders in the modern digital platform ecosystem, generating significant economic value through their content. Platform owners often compensate creators by sharing ad revenue or supporting other monetization strategies like membership, subscriptions, and donations (Tafesse and Dayan, 2023). The rise of these digitally savvy entrepreneurs, termed “contentpreneurs and creatpreneurs,” highlights the economic and cultural impact of the creator economy (Johnson et al., 2022).

AI has significantly impacted the creator economy by revolutionizing content production, distribution, and consumption. AI technologies enhance efficiency, personalization, and creativity, enabling machines to perform tasks that typically require human intelligence (Anantrasirichai and Bull, 2020). AI is crucial to the success of many organizations and is considered one of the most influential technologies of the 21st century (Fosso Wamba et al., 2014). It has transformed content creation across various industries, including journalism, marketing, and cybersecurity, challenging conventional ideas of creative labour and fostering new forms of innovation and democratization. AI simplifies the analysis of consumer behaviour and the production of compelling content, enhancing creativity and streamlining digital marketing strategies. It is essential to understand the multifaceted effects of AI on content creation, including consumer perceptions, engagement, human–AI collaboration, and legal, ethical, and societal considerations. As AI continues to develop, its role in content creation is expanding, further influencing how creative work is produced, appreciated, and perceived (Chandra and Rahman, 2024; Lim et al., 2023).

2.2 Methodology

Reviewing literature entails gathering, assimilating, and analyzing extant literature from diverse academic sources (Boateng et al., 2008). This study followed the methodology adopted by previous researchers (Boateng et al., 2024;

Duncombe & Boateng, 2009). The process involves searching relevant scientific databases and top information systems (IS) peer-reviewed journals using specific keywords related to the topic to evaluate the availability and scope of existing research (see Table 2.1).

Two scientific databases were utilized: Scopus and ScienceDirect. The search terms were (*“Artificial intelligence” OR “AI” OR “Machine Learn*” OR “Deep Learn*” OR “Robotic” OR “Machine Intelligence” OR “Artificial Neural Network”*) AND (*“Content Creation” OR “Content Generation” OR “Creative Industries” OR “Creative Automation” OR “Content Marketing” OR “Creative Tools” OR “Creative Process Enhancement” OR “Content Marketing”*). The search was limited to articles written in English and published between 2021 and 2024. This yielded a total of 938 from the 2 databases. After removing duplicates and reviewing titles, abstracts, and keywords, the number of articles was reduced to 50.

In addition to the two databases, related papers from eight top IS journals were reviewed: *Journal of Information Technology (JIT)*, *Journal of the Association for Information Systems (JAIS)*, *Information Systems Research (ISR)*, *European Journal of Information Systems (EJIS)*, *Information Systems Journal (ISJ)*, *Journal of Management Information Systems (JMIS)*, *Journal of Strategic Information Systems (JSIS)*, and *MIS Quarterly (MISQ)*. Using the search terms (*“Artificial intelligence” OR “AI” OR “Machine Learn*” OR “Deep Learn*” OR “Robotic” OR “Machine Intelligence” OR “Artificial Neural Network”*) AND (*“Content Creation” OR “Content Generation” OR “Creative Industries” OR “Creative Automation” OR “Content Marketing” OR “Creative Tools” OR “Creative Process Enhancement” OR “Content Marketing”*), these journals produced a total of 98 articles. After reviewing titles, abstracts, and keywords, this was further reduced to 1 article.

Combining the relevant literature from the two selected databases and the eight top IS journals resulted in a total of 51 articles. A detailed introduction review yielded 44 relevant articles; full-paper reading further narrowed this to 37 relevant articles. Consequently, 37 articles were selected for the study. Table 2.1 shows the inclusion and exclusion criteria for the database search. Table 2.2 shows the number of articles returned database or journal.

Table 2.1 Inclusion and Exclusion Criteria

<i>Search Target</i>	<i>Inclusion</i>	<i>Exclusion</i>	<i>Comment</i>
Time period	2021–2024	Documents published before 2021	The objective was to examine AI for content creation in extant literature
Language	English	Non-English language articles (e.g., Spanish, Chinese, and French)	The authors understand English language only
Document stage and type	Journal articles only	Conference papers, book chapters, books, editorials, feature articles, research studies, erratum, reports, master's theses, doctorate dissertations, commentary, and articles-in-press	The most thorough and excellent research is found in journal articles
Keywords	("Artificial intelligence" OR "AI" OR "Machine Learn*" OR "Deep Learn*" OR "Robotic" OR "Machine Intelligence" OR "Artificial Neural Network") AND ("Content Creation" OR "Content Generation" OR "Creative Industries" OR "Creative Automation" OR "Content Marketing" OR "Creative Tools" OR "Creative Process Enhancement" OR "Content Marketing")	Terms not related to the inclusion criteria	This study examines the use of AI in content creation processes

Table 2.2 Databases/Journals

<i>Databases/Journals</i>	<i>Articles Returned</i>
Scopus	358
Science Direct	580
<i>Subtotal</i>	938
JIT	5
JAIS	63
ISR	12
EJIS	0
ISJ	0
JMIS	7
JSIS	1
MISQ	10
<i>Subtotal</i>	98

Note: period 2021–2024.

2.3 What Do Researchers Say about AI and Content Creation?

To examine what researchers say about AI for content creation, a systematic literature review was performed. This literature review aims to provide a comprehensive examination of the current research on AI in content creation, categorizing the findings into ten important but related themes. The first theme, the content creation process, delves into the step-by-step processes of generating content aided by AI. The second theme, AI tools for content creation, explores the variety of AI tools and artefacts used for creating various content, including pictures, audio, and videos. The third theme, the impact of AI on creativity and creative sectors, examines how AI is influencing the works of creative industries and creators' talents. The fourth theme, AI influence on digital marketing, focusses on how creators incorporate AI into digital marketing plans.

The fifth theme, public perception and trust for AI-generated content, displays public approval or disdain for AI-generated content. The sixth theme, consumer engagement with AI-generated content, delves into

consumer attitudes and interactions with AI-generated content. The seventh theme, human–AI collaboration, investigates the synergistic potential of combining human creativity with AI capabilities to enhance creative processes and outcomes. The eighth theme, AI/Content Creation (CC) algorithms and prompts, investigates the available algorithms for AI-enabled content creation. The ninth theme, AI/CC integration, frameworks, and applications, explores the practical implementation of AI technologies in various fields, highlighting both opportunities and challenges. Finally, the tenth theme addresses the legal, ethical, and societal implications of AI in content creation, emphasizing the need for balanced and informed approaches to regulation, ethics, and societal impact.

By categorizing and analyzing the literature across these themes, this review provides a holistic understanding of the current state and future directions of AI in content creation. It aims to identify key trends, challenges, and opportunities, offering insights for researchers, practitioners, and policymakers to navigate the rapidly evolving landscape of AI-driven content creation.

2.3.1 The Content Creation Process

The content creation process consists of distinct stages, each playing a crucial role in producing and promoting quality digital content. The initial stage, research and ideation, involves brainstorming, topic identification, and outlining, often facilitated by generative AI tools like ChatGPT that provide creative prompts and research summaries to enhance the ideation phase (Brüns and Meißner, 2024; Bahrini et al., 2023). Following this is strategy and planning, where creators structure their content through storyboarding, goal-setting, and timeline development to ensure cohesive narratives and strategies (Brüns and Meißner, 2024; Tan, 2018). In the production stage, creators utilize AI-driven tools, such as Generative Adversarial Networks (GANs), to synthesize multimedia content, including vlogs, text, and visuals, thus improving the efficiency and quality of production (Kumar and Singh, 2024a). The review and editing phase involves refining, correcting, and enhancing the content with tools like Grammarly or Jasper, while GANs provide filtering or style adjustments to visual content (Brüns and Meißner, 2024; Kumar and Singh, 2024a). Once refined, creators proceed to the publishing stage, where they distribute their work through social media platforms like Facebook, YouTube, and Twitter, utilizing technological features that help deliver content to target audiences



Figure 2.1 Content creation process.

Source: Adapted from Tan (2018), Brüns and Meißner (2024), Kumar and Singh (2024a).

(Tan, 2018). Promotion follows, involving marketing campaigns across social media channels and newsletters, supported by AI recommendations to identify optimal outreach strategies (Brüns and Meißner, 2024; Bahrini et al., 2023). Finally, in the analysis and feedback stage, analytics tools monitor engagement metrics and gather audience feedback to refine future strategies, highlighting performance gaps and areas for improvement (Tan, 2018; Bahrini et al., 2023). Together, these stages outline a comprehensive framework for the systematic creation of high-quality digital content. Figure 2.1 presents the content creation process.

2.3.2 AI Tools for Content Creation

AI models play a vital role in enhancing and accelerating each stage of the content creation process. Table 2.3 delineates a taxonomy of AI tools throughout the many stages of the content creation process, including the individual tools utilized at each stage and their respective features. The initial phase is research and ideation, which uses AI tools to develop

content ideas and subjects. The advanced natural language processing capabilities of tools such as OpenAI GPT-4 and Jasper are well-known, as they aid creators in the generation of content ideas and the refinement of topics (Bahrini et al., 2023; Brüns and Meißner, 2024; Khan et al., 2023; Knowles, 2022; Stornaiuolo et al., 2024). AI tools assist in the organization and planning of the content development process at the second stage, which is strategy and planning. Visual planning is facilitated by tools such as Milanote, Airtable, and Lucidchart, which enable artists to successfully outline their ideas and establish execution timetables (Kumar and Singh, 2024a).

Production is the third stage, which entails the actual development of content. The production of high-quality material in a variety of forms is contingent upon the use of AI tools, such as Canva for design, Descript for audio editing, and Adobe Creative Cloud for comprehensive creative work (Brüns and Meißner, 2024; Islam et al., 2024). In the fourth stage, AI techniques are employed to refine the content through review and editing. To guarantee that the final material is polished and professional, Grammarly offers assistance with grammar and rewriting, while Canva and Lumen5 offer tools for enhancing graphic aspects (Kumar and Singh, 2024b).

The fifth stage is publishing, during which the technologies are utilized to distribute the material across a variety of venues. WordPress is a significant web publishing tool, and Magisto and Synthesia facilitate the fast creation and publication of video content (Raut et al., 2025). AI solutions assist in expanding the content's reach during the sixth step, which pertains to promotion. Buffer and Hootsuite are utilized to manage social media marketing campaigns and improve exposure and interaction, while Adobe Sensei assists with Search Engine Optimization (SEO) (Stornaiuolo et al., 2024). The analysis and feedback step is the final stage, which entails the assessment of the content's performance. Google Analytics and IBM Watson offer insights into audience interaction, while Hotjar and IBM Watson assist in the analysis of user comments, allowing creators to modify their tactics based on data-driven insights.

The incorporation of AI at every level of the content creation process, from ideation to feedback analysis, is underscored by the classification of AI technologies. These tools demonstrate the transformative influence of AI in the creative economy by improving the quality of content, creativity, and efficiency. The following table, Table 2.3, classifies AI tools across various stages of the content creation process.

Table 2.3 Classification of AI Tools Across the Content Creation Process

<i>Process Stages</i>	<i>Content Format</i>	<i>Functionality</i>	<i>Tools</i>	<i>References</i>
Research and Ideation	Text	Brainstorming and topic identification	OpenAI GPT-4, Claude, Jasper, and SudoWrite	Knowles (2022) Khan et al. (2023) Stornaiuolo et al. (2024) Bahrini et al. (2023) Brüns and Meißner (2024)
Strategy and Planning	Text and image	Outline, storyboard creation, and timeline	Milanote, Lucidchart, and Airtable	Kumar and Singh, (2024a)
Production	Text, audio, and visual	Writing, recording, and design	Canva, Descript, Adobe Creative Cloud, Amazon Transcribe, and Jasper	Islam et al. (2024) Brüns and Meißner (2024)
Review and Editing	Text and image	Grammar checking, rewriting, and visual adjustments	Grammarly, Canva, DeepArt, Lumen5	Kumar and Singh (2024b)
Publishing	Text, audio, and image	Distribution across platforms	Magisto, Synthesia, Wisecut, Descript, Runway, and Wordpress	Raut et al. (2025)
Promotion	Text, image, audio, and video	SEO optimization, social media marketing	Adobe Sensei, Buffer, HubSpot, and Hootsuite	Stornaiuolo et al. (2024)
Analysis and Feedback	Text, image, audio, and video	Engagement tracking and feedback analysis	Google Analytics, IBM Watson, and Hotjar	Stornaiuolo et al. (2024)

Source: Author's Construct.

2.3.3 Impact of AI on Creativity and Creative Sectors

Khosravi et al. (2023) discuss the impact of AI on enhancing creativity in content creation. They argue that AI tools can assist in generating ideas and content, thereby enhancing the creative process and productivity of content creators. AI's role in automating routine tasks allows creators to focus more on creative aspects, thus fostering innovation and efficiency in content development (Khosravi et al., 2023). Lee (2022) examines how AI affects the conventional creative sectors. The author contends that AI upends conventional ideas of creativity by putting the creative process above labour and isolating it from it. AI democratizes creativity, but by prioritizing intellectual property over labour rights, it also dehumanizes it. For instance, while AI-generated art has the potential to democratize the creative process, there are worries that it may displace human artists. Lee advocates for laws that respect human innovation and ensures AI enhances rather than supplants human creativity.

An overview of AI's application in the creative sectors is given by Anantrasirichai and Bull (2020). They divide the uses of AI into five groups: compression, data management, content generation, enhancement, and retrieval. According to their research, AI's main function should be to enhance human creativity rather than to replace it. They anticipate uses of AI in the future in which humans and AI collaborate on creative projects, but they also acknowledge ethical and creative constraints. Chen (2023) finds and suggests important cues in public behavioural data and brand communities by comparing content marketing strategies of digital brands using machine learning (ML). The author recommends a research framework to improve social monitoring and data analysis.

2.3.4 AI Influence on Digital Marketing

In terms of digital marketing, Brüns and Meißner (2024) concentrate on incorporating AI into digital marketing plans. The paper offers insights into the application of AI in consumer behaviour analysis and marketing campaign personalization. It highlights how crucial AI is to creating content that is specifically targeted and boosts the efficacy of digital marketing campaigns. Adwan (2024) focusses on the ways that AI enhances digital marketing by enabling the creation of tailored content. The author notes that through evaluating consumer data, making tailored recommendations, and raising

customer involvement, AI improves focussed marketing campaigns. While AI boosts productivity, ethical concerns mean that human control is necessary to make sure the content generated is consistent with corporate messaging.

Nixon et al. (2024) delve into the utilization of AI for optimizing digital content marketing specifically in the broadcasting sector. Their research introduces the “Trans-Vector Publishing” process, which leverages predictive analytics, neural networks, and GANs to enhance topic selection, content search, and video summarization for digital platforms. This comprehensive approach not only streamlines content management but also tailors it to engage effectively with target audiences across various digital channels (Nixon et al., 2024).

2.3.5 Public Perception and Trust for AI-Generated Content

Several authors discussed audience trust and contentment for AI-generated content. The biases in customer judgements between content provided by AI and human beings are examined by Zhang and Gosline (2023). These biases draw attention to the necessity for increased openness and cooperation in content creation between AI and humans to close the trust gap. The authors discover that despite consumers’ favourable ratings of AI-generated advertising and persuasive material, there is still a bias in favour of work that is entirely human-generated. This prejudice is lessened but not eliminated when the source of the content is disclosed. The report recommends strategic cooperation that strikes a balance between human innovation and AI efficiency to build customer trust.

A recent study looks at the relationship between sociodemographic characteristics and students’ perceptions of AI-generated video content (Pellas, 2023). According to the study, younger, tech-savvy audiences are more accepting of AI-generated entertainment content. This realization highlights how crucial education and exposure to technology are in fostering favourable perceptions of information generated by AI. The balance between human and AI collaboration at the front lines of organizations is examined by Haupt et al. (2024). Their results show that algorithm aversion can be lessened by collaborative techniques where humans supervise AI or vice versa. Customers’ perceptions of a business stay positive when it is transparent about how it uses AI. Preserving the apparent legitimacy and quality difference between content generated by AI and human content is made possible by human control over AI.

2.3.6 Consumer Engagement with AI-Generated Content

Scholars have conducted a thorough investigation into the crucial aspects of customer perceptions and engagement in the context of AI applications in content development. Yang et al. (2024) examine how consumers perceive virtual influencers' product-using habits, especially in terms of their levels of involvement and competency. Their results show that to increase consumer engagement, customers tend to credit higher competence to virtual influencers who consistently and relevantly use products. This is consistent with previous research indicating that perceived competence and authenticity play a critical role in building consumer trust and engagement (Kapitan and Silvera, 2016).

Similarly, Brüns and Meißner (2024) delve into how generative AI influences brand authenticity and algorithm aversion among followers. Their study indicates that while AI can enhance content creation efficiency and personalization, it may also evoke scepticism and resistance due to the perceived lack of human touch, known as algorithm aversion. This phenomenon has been previously noted by Castelo, Bos, and Lehmann (2019), who highlighted that consumers often prefer human judgement over algorithmic decision-making, especially in domains requiring creativity and empathy. Further expanding on engagement dynamics, Hussain et al. (2024) compare consumer engagement with ChatGPT-related content to other content types on YouTube. They find that ChatGPT-generated content tends to attract significant engagement, particularly due to its novelty and the curiosity it sparks among viewers. This observation is consistent with Malthouse et al. (2013), who emphasized that content novelty and relevance are crucial drivers of consumer engagement in digital platforms. Oc et al. (2023) provide a nuanced understanding of how electronic word-of-mouth (eWOM) marketing of luxury products is influenced by AI and ML. Their study reveals that AI-driven analysis of consumer comments on dynamic video content can significantly impact brand perception, luxuriousness, and consumer diversity. This reinforces the idea that AI can effectively enhance consumer engagement by providing tailored and relevant content (Babatunde et al., 2024). Collectively, these studies underscore the complex interplay between AI-generated content and consumer perceptions. While AI offers remarkable capabilities in enhancing content creation and personalization, it also brings challenges related to authenticity, algorithm aversion, and biases. Addressing these challenges requires a nuanced understanding

of consumer behaviour and a strategic approach to integrating AI in content creation that balances technological efficiency with human creativity and empathy.

2.3.7 Human–AI Collaboration

Human–AI collaboration is a rapidly evolving area that holds significant potential for transforming various industries by combining the strengths of human creativity and AI efficiency. Haupt et al. (2024) examine the potential for human–AI collaboration in content creation to preserve message credibility and positive consumer attitudes. Their study establishes that different forms of human–AI collaboration can mitigate negative consumer reactions, particularly when AI assists rather than replaces human creators. This aligns with the findings of Felzmann et al. (2020), who emphasized the importance of maintaining a balance between human judgement and AI capabilities to ensure credibility and trustworthiness in content creation.

Fernández-Castrillo (2023) explores AI co-creative processes in the artistic field, mapping collaborative practices in Generative Art. The study highlights how the interaction between humans and AI can lead to innovative creative outcomes that neither could achieve alone. This is supported by McCormack et al. (2019), who noted that AI can serve as a powerful tool for artists, enabling them to explore new creative territories and expand their artistic capabilities. In the educational sector, Pellas (2023) investigates the relationship between AI-generated video content creation and the sociodemographic variables of undergraduate students. The study focuses on inclusivity, equity, and representation in the digital media landscape, revealing that AI can help address disparities by providing diverse and inclusive content. This echoes the findings of Holmes (2020), who highlighted the potential of AI to enhance educational outcomes through personalized and inclusive learning experiences.

Du et al. (2024) examine the integration of AI into digital art therapy with the development of an AI-infused art-making system called DeepThInk. Their research demonstrates that human–AI co-creation can enhance creativity and expressivity in art therapy, providing new therapeutic tools that augment traditional practices. This supports the broader literature on the therapeutic applications of AI, such as the work by Levin et al. (2024), who explored how AI can be used to support mental health interventions through creative and expressive means. Lee (2022) investigates the practical application of AI in fashion design, focussing on how AI can

enhance creative work, improve productivity, and provide sustainable solutions in the fashion industry. The study finds that AI can significantly boost productivity by automating routine tasks and providing designers with innovative tools for creativity. This is consistent with the findings of Yuan et al. (2022), who highlighted the efficiency and creativity enhancements brought by AI in design processes. Collectively, these studies underscore the transformative potential of human–AI collaboration across various domains. By leveraging AI’s capabilities to assist and enhance human creativity, these collaborations can lead to more innovative, inclusive, and efficient outcomes. However, achieving the optimal balance between human input and AI assistance is crucial to preserving the authenticity, credibility, and ethical considerations inherent in creative and collaborative endeavours.

2.3.8 AI/CC Algorithms and Prompts

Concerning AI algorithms, Diwan et al. (2023) focus on automated editing and summarization in their investigation of ML’s application to the production of video content. The use of recurrent neural networks (RNNs) and convolutional neural networks (CNNs) in processing and producing video content that appeals to audience preferences and boosts engagement on digital platforms is covered in this study. In their study, Carlson et al. (2023) investigate the use of GANs in the creation of realistic video and image content. The study demonstrates how GANs may provide varied and engaging material while cutting down on the time and expense involved in producing traditional content. A prediction regarding the potential effects of AI on content creation is given by Salminen et al. (2023). They foresee dramatic shifts in interaction and content customization, arguing that AI will play a key role in producing more interesting and tailored user experiences by leveraging advanced algorithms to analyze user behavior and preferences in real-time.

2.3.9 AI/CC Integration, Frameworks, and Applications

The integration and application of AI in various fields have opened new avenues for enhancing efficiency, creativity, and personalization. Rozo-Torres et al. (2024) explore the integration of generative AI in interactive multimedia applications, highlighting both the challenges and opportunities that this technology presents. Their case studies reveal that generative AI can significantly enhance user experience by providing more dynamic and personalized content, which aligns with the broader literature emphasizing

the transformative potential of AI in multimedia (Sharda et al., 2021). However, they also identify challenges related to technical implementation and user acceptance, suggesting that successful integration requires addressing these barriers comprehensively through a combination of user-centric design principles and robust technical frameworks. In the broadcasting sector, Maezawa et al. (2024) focus on the development and evaluation of automatic generation systems for creating summary videos and program websites. Their research indicates that AI techniques can streamline content distribution on social media platforms, improving both efficiency and audience engagement.

Adwan (2024) investigates how digital marketing can benefit from AI in content creation and proposes an AI infrastructure adoption model for content creators. The study emphasizes that AI can facilitate more targeted and efficient content creation, leading to better engagement and conversion rates. This echoes the findings of Chaffey and Ellis-Chadwick (2019), who highlighted the critical role of AI in optimizing digital marketing strategies through enhanced data analytics and personalization. The potential utilization of generative AI in graphic design, specifically for poster design, is examined by Hwang (2023). The study underscores that while generative AI can augment the creative process and expand design possibilities, it also faces limitations in replicating the nuanced creativity of human designers. This observation is consistent with the work of McCormack et al. (2019), who noted that AI in creative fields often complements rather than replaces human creativity, suggesting a collaborative rather than a replacement role for AI in design.

Finally, Zacharis and Patsakis (2023) developed an AI-assisted framework, AiCEF, that uses named entity recognition (NER) to automate content generation for cybersecurity exercises. They help planners create realistic training scenarios by using NER and ML to find trends in cybersecurity threats. Their framework demonstrates how AI can enhance the creation of complex, context-specific content, thereby improving the effectiveness and efficiency of cybersecurity training. Their system with AI support proves how automation may expedite the creation of content.

This application of AI aligns with broader trends in AI-enhanced training and education, as highlighted by Holmes (2020), who pointed out that AI can significantly improve personalized learning and training outcomes through tailored content delivery and real-time feedback. Therefore, the integration and application of AI across different domains reveal a common theme of enhancing efficiency, creativity, and personalization. However, these advancements also bring challenges, particularly related to technical implementation, user acceptance, and the balance between AI capabilities

and human creativity. Addressing these challenges requires a strategic approach that leverages the strengths of both AI and human ingenuity to achieve optimal outcomes by fostering collaboration, continuous learning, and ethical considerations in AI deployment.

2.3.10 Legal, Ethical, and Societal Implications

The rapid advancement of AI in content creation has raised significant legal, ethical, and societal implications that need to be addressed to ensure responsible and equitable use of these technologies. In terms of legal issues, Vesala (2023) investigates the legal issues surrounding AI-generated content in the EU, pointing out exceptions to the current copyright and antitrust regulations. The author contends that although text and data mining exceptions are provided by EU law, these methods are insufficient for extensive AI training. The paper advocates for more flexible copyright laws that strike a compromise between preserving the rights of original content creators and facilitating data access. The study also highlights the complex interplay between protecting the interests of copyright holders and fostering innovation in AI development. It suggests that a balanced approach is required to ensure that legal regulations do not stifle technological advancements while protecting creators' rights. This perspective is supported by Lescrauwaet et al. (2022), who emphasized the importance of legal adaptability in the face of rapidly evolving AI technologies.

Xie and He (2023) examine the impact of generative AI on copyright limitations and exceptions (L&E) in China, particularly within the short video sector. Their comparative analysis with United States and Japanese copyright approaches reveals that while AI-generated content offers creative and economic benefits, it also poses challenges for existing legal frameworks, necessitating reforms to accommodate new forms of content creation. This aligns with the observations of Gervais (2020), who noted the need for updating intellectual property laws to address the unique challenges posed by AI. Ali et al. (2021) explored the introduction of generative AI techniques to middle school students, focusing on fostering digital media literacy and discussing societal and ethical implications. Their study underscores the importance of early education in AI literacy to prepare future generations for the ethical challenges posed by AI technologies. This aligns with the recommendations of Floridi et al. (2018), who argued for integrating AI ethics into educational curricula to cultivate a more informed and responsible digital society.

Chen (2023) identifies key characteristics and trends in the content marketing strategies of digital brands using an ML framework. The study highlights ethical concerns related to data privacy and algorithmic transparency, suggesting that companies need to adopt ethical guidelines to ensure responsible AI usage in marketing. This supports the findings of Martin (2019), who emphasized the need for transparency and accountability in AI-driven marketing practices to build consumer trust. Sun et al. (2024) examined the impact of various factors on individuals' attitudes towards social media platforms and brands, utilizing the uses and gratifications theory. Their study reveals that while AI can enhance user engagement and content personalization, it also raises ethical concerns regarding data exploitation and user manipulation. This echoes the concerns raised by Zuboff (2019), who highlighted the risks of surveillance capitalism and the ethical implications of extensive data collection and analysis by AI systems.

2.4 Discussion

The systematic literature review of AI for content creation demonstrates that AI considerably enhances the efficiency and quality of the content creation process across all stages, from ideation to feedback analysis. ChatGPT and GPT-4 are AI tools that are essential for the generation of creative prompts and the refinement of ideas during the ideation phase (Brüns and Meißner, 2024; Bahrini et al., 2023). Milanote and Airtable are tools that assist in the strategic planning and visualization of content workflows (Kumar and Singh, 2024a). AI-driven solutions, such as Adobe Creative Cloud, Descript, and Canva, optimize multimedia content creation during the production phase, hence enhancing output quality and efficiency.

AI's influence is felt in the realm of digital marketing, where it facilitates the creation of tailored and targeted content, thus improving the success of campaigns and the study of consumer behaviour (Adwan, 2024; Brüns and Meißner, 2024). Engagement with target audiences is guaranteed by the optimization of content selection and a video summarizing using predictive analytics and neural networks (Nixon et al., 2024). Nevertheless, there is a preference for human-generated content, particularly among older audiences, despite the positive reception of AI-generated content (Zhang and Gosline, 2023). It is imperative to establish trust between AI and humans through transparency and collaboration, as younger, tech-savvy audiences are more receptive to AI-generated content (Pellas, 2023).

Perceived competence and authenticity are the primary factors that influence consumer engagement with AI-generated content. Consumer engagement can be improved by the frequent and pertinent use of products by virtual influencers, according to research (Yang et al., 2024). Nevertheless, algorithm aversion continues to be a concern, since customers frequently favour human judgement in creative circumstances (Brüins and Meißner, 2024; Castelo Bos and Lehmann, 2019). Engagement is significantly influenced by the novelty and relevancy of AI-generated material, yet it is imperative to preserve authenticity and eliminate biases to ensure long-term engagement.

Human–AI collaboration in content production integrates AI efficiency with human creativity, resulting in new results (Haupt et al., 2024). AI can enhance creativity in domains such as art, education, and design by assisting rather than replacing human creators. AI is crucial in the provision of inclusive and diverse content in the field of education, hence addressing inequities. Nevertheless, it is essential to strike a balance between the use of AI aid and human input to preserve credibility and authenticity (Davenport and Kirby, 2016).

AI algorithms, such as RNNs, CNNs, and GANs, are essential for the automation of content generation chores, as well as the enhancement of engagement and customization (Carlson et al., 2023; Salminen et al., 2023). These algorithms develop material that is both interesting and realistic, hence lowering the time and expense of creation (Diwan et al., 2023). The promise of AI to improve the user experience and simplify information distribution is demonstrated by its incorporation into a variety of sectors, including multimedia and broadcasting. However, technical and user acceptability hurdles persist such as ensuring seamless integration and fostering user confidence in AI-driven systems.

The rapid growth of AI in content creation has substantial legal, ethical, and societal ramifications (Vesala, 2023; Xie and He, 2023). To accept AI-generated content, legal frameworks must be modified to balance the rights of creators with the necessity of data access. Data privacy and algorithmic transparency are ethical considerations, as AI can perpetuate biases (Chen, 2023; Sun et al., 2024). It is imperative to provide future generations with early education in AI literacy to prepare them for these problems, with a focus on the responsible and equitable use of AI.

In summary, AI provides a plethora of advantages in the domain of content creation, such as improved efficiency, originality, and personalization. However, it also introduces obstacles that must be resolved. Leveraging the strengths of both AI and human creativity, human–AI collaboration emerges as a critical strategy for achieving AI's full potential in content production.

2.5 Questions to Shape Future Research

When taken as a whole, the papers reviewed offer a comprehensive picture of how AI is changing the content creation landscape. Although AI has the potential to increase productivity and creativity, it also poses issues with consumer trust, regulatory frameworks, and the preservation of human innovation. Future studies should focus on frameworks that strike a compromise between the efficiency of AI and human intuition and creativity, making sure that moral considerations drive these creative solutions. The following are key areas with questions that are vital for future research on AI and content creation:

1. Ethical Implications and Bias Mitigation in AI-Generated Content
 - a. What strategies can be implemented to mitigate algorithmic biases in AI content creation processes?
 - b. How do cultural and social contexts influence the ethical use of AI in content creation, and what measures can be taken to respect these contexts?
 - c. What are the best practices for ensuring data privacy in the collection and use of data for AI-generated content?
2. Enhancing Human–AI Collaboration in Creative Processes
 - a. What models and tools can optimize the synergy between human creativity and AI capabilities in content creation?
 - b. How can user experience be improved in human–AI collaborative content creation environments?
 - c. What are the key factors in maintaining the authenticity and originality of content in human–AI collaborations?
 - d. How does human intuition contribute to the effectiveness of AI in creative processes, and how can this relationship be enhanced?
3. Personalization and Consumer Engagement through AI
 - a. How effective are advanced ML techniques in understanding user preferences and behaviour for content personalization?
 - b. What is the impact of personalized AI-generated content on consumer loyalty and brand perception?
 - c. How can AI be used to optimize consumer engagement and satisfaction through personalized content?
4. AI-Driven Content Creation in Emerging Digital Platforms
 - a. How can AI be leveraged to create immersive and interactive content experiences in virtual reality (VR), augmented reality (AR), and the metaverse?

- b. What are the technical challenges and opportunities associated with AI-driven content creation on these emerging digital platforms?
 - c. How does AI influence the design and implementation of content in VR, AR, and the metaverse?
 - d. What are the potential impacts of AI-generated content on user engagement and experience in these new digital environments?
5. Evaluating the Long-Term Impact of AI on Creative Industries
- a. How is AI transforming traditional content creation workflows in media, entertainment, marketing, and education?
 - b. What are the economic implications of AI integration in creative industries, including potential job creation and disruption of existing roles?
 - c. How is AI-driven innovation influencing cultural production and consumption patterns?
 - d. What long-term effects might AI have on the sustainability and evolution of various creative industries?

These research directions aim to address critical gaps in the current understanding of AI's role in content creation and provide valuable insights for academia, industry, and policymakers.

2.6 Conclusion

This literature review has explored the multifaceted impact of AI on content creation, providing a comprehensive analysis across ten key themes: the content creation process, AI tools for content creation, the impact of AI on creativity and creative sectors, AI influence on digital marketing, public perception and trust for AI-generated content, consumer engagement with AI-generated content, human–AI collaboration, AI/CC algorithms and prompts, AI/CC integration, frameworks, and applications. The synthesis of research findings highlights the transformative potential of AI technologies while also underscoring the challenges and considerations that must be addressed to harness this potential responsibly and effectively.

The incorporation of AI into content creation has demonstrated considerable promise in multiple fields, augmenting efficacy, customization, and inventive capacities. Research shows that AI tools enhance rather than take the place of human ingenuity in creative fields, including writing, music, and the visual arts. The significance of the synergy between AI and human creativity is shown by the fact that AI-generated material still lags behind

human efforts in complicated, unstructured activities in terms of originality and quality.

Digital marketing benefits greatly from the automation of tedious chores and the provision of personalized data analysis provided by AI frameworks like NER. By customizing information to individual tastes, AI-driven content models increase audience engagement, yet human oversight is still necessary to resolve ethical issues and guarantee quality. When AI facilitates human writing rather than completely automating it, consumers react more favourably, according to several authors who have studied human–AI collaboration.

The reviewed literature emphasized that to maintain message credibility and consumer confidence, human oversight of AI-generated content is crucial. Together, these findings imply that although AI has enormous potential to produce content, its application needs to be carefully controlled by humans to allay ethical worries and preserve customer trust. Also, despite the advancements, the application of AI in content creation faces challenges related to consumer trust, ethical issues, and the requirement for complex algorithms when using AI in content creation.

This literature review underscores the importance of a holistic approach to AI in content creation—one that integrates technological advancements with ethical considerations and societal impacts. Future research should continue to explore these dimensions, focussing on developing best practices and policies that support the sustainable and equitable use of AI. By addressing the identified challenges and leveraging the opportunities presented, stakeholders can foster an environment where AI enhances human creativity and productivity while upholding the values of transparency, fairness, and inclusivity.

2.7 Chapter Summary

This chapter presented the transformative role of AI in content creation, identifying ten major themes through a systematic literature review of peer-reviewed journal articles from 2021 to 2024. Building on this foundation, the chapter examined AI's applications across various stages of content creation, including strategy formulation, production, review and editing, publication, promotion, analysis, and consumer engagement. It also discussed the legal, ethical, and societal ramifications of AI in creative fields, advocating for the development of new theoretical frameworks to

understand human–AI interactions. The chapter highlighted AI’s potential to enhance efficiency, originality, and customization in content creation while also addressing the challenges and opportunities associated with this technological integration. By synthesizing current research, identifying gaps, and proposing new research avenues, the chapter provided valuable insights for both academic discourse and practical applications in digital marketing and creative industries. The next chapter presents the research methodology and framework.

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Chapter 3

Theorizing and Collecting Data on AI-Content Creators

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3.1 Introduction

The digital era has revolutionized content creation, dissemination, and monetization, catalyzing the rise of the creator economy (Tafesse and Dayan, 2023). In this paradigm, content serves not only as a medium of expression but also as a valuable economic asset, becoming increasingly central to the digital landscape, particularly in developing economies (Chaffey and Smith, 2022). At the heart of this transformation is artificial intelligence (AI), which is redefining creativity, audience engagement, and economic opportunities for content creators. This chapter explores the role of AI in enhancing content creation, fostering value, and improving monetization strategies, with a particular focus on its implications for developing economies. AI technologies have been instrumental in optimizing content distribution and personalization, significantly increasing viewer engagement and advertising revenues (Hussain et al., 2024). By providing sophisticated analytics, AI-driven platforms empower creators to develop targeted content strategies and allocate resources more efficiently. This capability is particularly crucial in developing economies where access to advanced technological tools can bridge gaps in digital literacy and infrastructure (Adwan, 2024).

However, the integration of AI into the creator economy is not without challenges. Issues such as data privacy, the digital divide, and varying levels of digital literacy are more pronounced in developing economies, potentially hindering equitable access to AI's benefits (Brüns and Meißner, 2024; Vesala, 2023). Understanding these dynamics is essential for leveraging AI to its fullest potential while mitigating associated risks. This requires strategic investments in digital infrastructure, policy reforms to protect digital rights, and initiatives to enhance digital literacy (Ali et al., 2021). The interplay between AI and the creator economy presents a promising avenue for economic growth and innovation in developing regions. By harnessing AI's transformative capabilities, content creators can explore new creative realms, engage audiences more effectively, and unlock significant economic opportunities (Rozo-Torres et al., 2024). Realizing this potential, however, demands a concerted effort from all stakeholders to address the inherent challenges and ensure an inclusive, ethical, and sustainable integration of AI in the creator economy.

This chapter discusses how the motivation–opportunity–ability (MOA) framework and its corresponding interview guide can be used to examine how content creators in Ghana utilize AI to enhance their creative processes and monetize their efforts.

3.2 Theoretical Framing of AI and Content Creation

The MOA framework offers a comprehensive model for understanding behavior across various contexts, including information systems and consumer behavior. This framework posits that behavior results from the interplay between an individual's motivation, the opportunities available to them, and their abilities (MacInnis and Jaworski, 1989). It has been applied across different fields, demonstrating its versatility in explaining behaviors ranging from consumer responses to advertisements to employee performance and beyond (Rothschild, 1999). The origins of the MOA framework are attributed to MacInnis and Jaworski (1989), who proposed it to explain how consumers process advertising information, integrating motivation, opportunity, and ability as key components influencing behavior. This conceptualization has been expanded upon and applied in various disciplines, highlighting the framework's adaptability and relevance across different research areas. For instance, it has been utilized to understand behaviors in areas as diverse as electronic markets (Ramaswami et al., 1998) and human resource management (Choi et al., 2018), underscoring the

framework's broad applicability. Recent research has further validated the MOA framework's relevance in contemporary settings. For instance, a study on online romance fraud utilized the MOA framework to dissect the behaviors of offenders, analyzing their motivations for engaging in fraud, the opportunities they exploited, and their abilities to commit these crimes effectively (Barnor et al., 2020). This investigation highlighted the framework's utility in understanding complex online behaviors, underscoring its adaptability to digital crime analysis. At its core, the MOA framework is built upon three fundamental constructs: motivation, opportunity, and ability.

Motivation refers to the internal drives that propel an individual toward a behavior. As described by Barnor et al. (2020), it acts as a psychological trigger initiating actions, shaped by personal desires and objectives. This concept is crucial within the MOA framework, highlighting the role of internal drivers in steering individuals toward their goals. In the world of AI-driven content creation, motivation encompasses creators' aspirations to innovate, broaden their reach, and derive economic benefits from their digital endeavors (MacInnis and Jaworski, 1989; Ryan and Deci, 2000). The multifaceted nature of motivation in this context includes a thirst for innovation, audience connection, and financial gains. Creators are drawn to the transformative potential of AI, which promises new avenues of creativity, streamlined workflows, and enhanced personalization of content for better audience resonance, thereby amplifying opportunities for engagement and monetization. These aspirations fuel creators' engagement in the digital creator economy, driven by a mix of personal ambition, creative exploration, and financial incentives. Advanced AI functionalities, such as content personalization and sophisticated audience analytics, pave new pathways for creator–audience interaction and financial success, significantly impacting creators' motivational dynamics (Appel et al., 2020; Tussyadiah et al., 2019). By enabling creators to tailor their content more precisely to audience preferences and track performance metrics in real-time, AI empowers them to set and achieve more ambitious goals, further enhancing their motivation to leverage these tools effectively.

Opportunity refers to the external conditions and circumstances that enable or constrain behavior (Barnor et al., 2020). It pertains to the external circumstances that either facilitate or hinder an individual's ability to perform a specific behavior (MacInnis and Jaworski, 1989). In the context of the creator economy, opportunity is reflected in the access to and availability of AI tools and platforms that enable content creators to enhance their creative processes and outreach to audiences (Kumar and Shah, 2009). The rapid

increase of AI technologies embedded within social media platforms and content creation tools has significantly leveled the playing field, allowing creators from diverse backgrounds (urban and rural) and with varying levels of technical skills to produce, optimize, and distribute high-quality content (Bashang and Puttanna, 2023). This democratization of content creation not only empowers more individuals to engage in creative endeavors but also facilitates a broader and more diverse exchange of ideas and cultural expressions. For instance, AI-powered analytics provide creators with insights into audience preferences, enabling them to tailor their content more effectively, thus increasing engagement and potential monetization opportunities. As our research progresses, we'll explore how creators in developing economies navigate these opportunities, the challenges they face, and the strategies they employ to maximize the potential of AI in their creative endeavors.

Ability refers to an individual's internal competencies necessary for executing a particular task or behavior (Blumberg and Pringle, 1982). This encompasses not just technical know-how but also the creative capacities to utilize AI advancements in enhancing content creation and distribution (MacInnis and Jaworski, 1989). Within the context of information systems research, Guenzi and Nijssen (2023) emphasize that the ability construct represents an individual's capabilities to perform a desired behavior, often moderated by factors like technology proficiency or knowledge depth. It encompasses both the technical know-how for utilizing AI functionalities in content creation platforms and the creative capacity to integrate AI insights into engaging content (MacInnis and Jaworski, 1989). In the creator economy, ability translates into a creator's proficiency with AI-powered tools for content optimization and audience analytics, significantly influencing the production of engaging digital content (Appel et al., 2020). The ability to adeptly navigate AI-driven platforms like Adobe Premiere Pro or utilize TikTok's algorithm for content suggestions directly impacts a creator's capacity to deliver high-quality and engaging content. Furthermore, digital literacy levels and adaptability to rapidly changing AI technologies are vital for maintaining competitiveness in the highly saturated digital space (Bon et al., 2024).

3.3 Methodology

This study employed a qualitative research methodology (Boateng, 2020) to examine the value monetization and prospects of artificial intelligence utilization in the creator economy. The qualitative approach is particularly

suitable for understanding the complex interrelationships between AI-driven innovative content creation, value creation, and monetization opportunities. Additionally, exploratory studies can help identify new theoretical constructs, establish new conceptual frameworks, and advance research on AI adoption (Miles and Huberman, 1994). From March to April 2024, we conducted semi-structured interviews with content creators in Ghana. DiCicco-Bloom and Crabtree (2006) recommend interviewing experts at the experimental and exploratory stages of new technology to discuss its adoption benefits, opportunities, and obstacles. The content creation economy in Ghana is rapidly developing but lacks a comprehensive sampling frame as new creators continuously join platforms like TikTok, YouTube, Instagram, and Facebook. Therefore, in the absence of a formal sampling frame, we utilized snowball sampling to reach out to content creators for interviews. Snowball sampling is effective when a sampling frame is unavailable or the population is hard to reach (Atkinson and Flint, 2001).

The unit of analysis in our study is content creation entrepreneurs. This study followed Eisenhardt's (1989) theory-driven approach to qualitative research, beginning with the definition of research questions and progressing to the identification of a priori constructs, which were then transformed into interview protocol questions based on the theoretical foundations of the MOA framework. Interviews were conducted with five entrepreneurs within the content creation ecosystem. Four content creators were domiciled in urban areas, and one was in rural Ghana. According to Mollenkopf et al. (2011), interviewing respondents from diverse backgrounds enriches the findings and provides a fresh perspective on the research topic. The data analysis involved thematic analysis to identify basic constructs, explanatory concepts, and other variables. This process included coding, categorizing, and selecting activities to create appropriate explanations for the findings using the most relevant quotes from each code. A profile of the sample is presented in Table 3.1.

The table summarizes five individuals, highlighting their demographic and professional profiles. Four are male, and one is female. The age distribution includes one individual in the 21–30 age range and four in the 31–40 range. Educational backgrounds consist of two individuals with a Diploma/HND, one with a Master's degree, and two with First Degrees. Geographically, four reside in urban areas, while one lives in a rural area. Regarding social media engagement, the platforms used include YouTube (by two individuals), Facebook, TikTok, and Instagram. Their content spans educational, health, entertainment, and lifestyle categories. Professionally,

Table 3.1 Interviewee Table

<i>Resp. #</i>	<i>Age</i>	<i>Gender</i>	<i>Experience</i>	<i>Education</i>	<i>Location</i>	<i>Primary Platform (PP)</i>	<i>Content</i>	<i>Profession</i>	<i>PP – Followers</i>
1	21–30	Male	6–10 Years	Diploma/ HND	Urban	YouTube	Educational Technology and Gaming	Full-time creator	10k
2	31–40	Male	6–10 Years	Master's Degree	Urban	Facebook	Educational	Digital marketing	1.7k
3	31–40	Female	1–5 Years	Diploma/ HND	Rural	Tiktok	Health	Midwife	54.4k
4	31–40	Male	1–5 Years	First Degree	Urban	Instagram	Entertainment	Blogger	277k
5	31–40	Male	1–5 Years	First Degree	Urban	YouTube	Lifestyle	Business	33.1k

Source: Authors' construct.

they are involved in roles such as full-time content creators, digital marketers, midwives, and bloggers, with a focus on technology, gaming, digital marketing, health, entertainment, and lifestyle.

3.4 The Interview Guide

This interview guide aims to explore the transformative role of AI in content creation within developing economies. The primary focus is on how AI influences innovative content creation, value monetization, and prospects for content creators. This guide is structured into seven sections, each designed to elicit comprehensive insights from content creators about their experiences, challenges, and expectations regarding AI tools.

The first section collects demographic information to contextualize the respondent's background. This includes age, gender, education level, years of experience, and primary content creation platform. Understanding these demographics helps in analyzing the responses about specific segments of content creators. The second section delves into the respondents' background in content creation. It covers their journey, inspirations, platform choices, and audience engagement strategies. This section aims to provide a holistic view of the content creation landscape and the factors influencing platform selection and audience interaction. The third section focuses on the awareness and adoption of AI tools. It seeks to understand the types of AI tools used by creators, how they discovered these tools, and the benefits and challenges associated with them. This section also explores the creators' involvement in training sessions or online communities related to AI tools. The fourth section examines the impact of AI tools on the content creation process. Respondents are asked to share examples of projects where AI made a significant difference, changes in their brainstorming process, and audience feedback. This section also addresses any negative impacts or limitations experienced with AI tools. The fifth section applies the MOA framework to explore the motivations behind integrating AI tools, the opportunities these tools create, and the skills required for effective use. This section assesses the respondents' confidence and proficiency in using AI tools. The sixth section investigates value monetization and revenue generation. It explores the respondents' primary revenue streams, the impact of AI tools on monetization, and challenges related to revenue retrieval. This section aims to understand how AI tools can enhance content monetization strategies. The final section looks at the respondents'

perceptions of prospects for AI in content creation. It addresses their expectations for future AI developments, potential changes in the content creation landscape, and areas where AI could further improve their processes. This section also explores any concerns about the future integration of AI in creative work.

3.4.1 Interview Guide

Thank you for agreeing to participate in this interview. We are conducting a study titled ***Artificial Intelligence in the Creator Economy: Value Monetization and Future Prospects***. The study aims to explore how artificial intelligence is shaping the creator economy in developing economies, focusing on its impact on innovative content creation, value creation, and monetization opportunities.

Please be assured that all information provided during this interview will be treated with the utmost confidentiality. Your responses will be anonymized, and any identifying information will not be captured in our analysis and reports. You are free to decline to answer any question or to end the interview at any point.

3.4.1.1 Section 1: Demographic Information and Content Creation Experience of Respondent

Demographic Information

1. Name or Alias:
2. Age:
3. Gender Identity:
4. Role in the Music Industry:
5. Years of Experience:
6. Professional Background:
7. Educational Background:
8. Location:

Content Creation Experience

9. Primary Content Creation Platform:
10. What Type of Content Do You Primarily Create?
11. Years of Experience in Content Creation:

3.4.1.2 Section 2: Content Creation Background Information

1. Could you tell us about your journey as a content creator? What inspired you to start creating content? How has your content and approach evolved?
2. What platforms do you primarily use for content creation and distribution? What made you choose these platforms over others? How do you tailor your content for each platform? Have you noticed any platform-specific trends or audience behaviors?
3. How would you describe your audience and the community you've built? Can you share some insights into the demographics of your audience? How do you engage with your community? What kind of feedback or interaction is most common from your audience?

3.4.1.3 Section 3: Awareness and Adoption of AI Tools

1. Are you currently using any AI tools to assist with your content creation? If yes, can you describe them? How did you come across these AI tools? What specific features of these tools do you find most beneficial? Were there any AI tools you tried but decided not to continue using? Why?
2. How did you become aware of these AI tools? Have you participated in any workshops or training sessions for these tools? Are there online communities or forums where you discuss these tools with other creators?
3. What factors influenced your decision to use or not use AI tools in your work?

3.4.1.4 Section 4: Impact of AI Tools on Content Creation

1. In what ways have AI tools impacted your content creation process? Can you share an example of a project where AI tools made a significant difference? Have AI tools changed the way you brainstorm or conceptualize content? How has feedback from your audience changed (if at all) since incorporating AI tools?
2. Describe any negative impacts or limitations you've encountered while using AI tools.

3.4.1.5 Section 5: Motivation, Opportunity, and Ability (MOA) Theory

Motivation

1. What drives your interest in integrating AI tools into your content creation process?
2. Have your motivations changed as you've become more familiar with AI tools?
3. If you do not have these tools, what will you do?

Opportunity

4. How do AI tools open new opportunities for content creation and audience engagement?
5. Have AI tools allowed you to explore content formats or niches you previously couldn't?

Ability

6. How do you assess your ability to use AI tools effectively in your content creation process?
7. What skills or knowledge do you believe are essential for effectively using AI in content creation?
8. Have you undertaken any specific training or self-learning to improve your proficiency with AI tools?
9. Do you feel confident in your ability to choose the right AI tools for your needs?

3.4.1.6 Section 6: Value Monetization and Revenue Generation

1. Can you describe your primary revenue streams from your content? How do these streams differ across the platforms you use? Have you introduced new revenue streams after starting to use AI tools? Which revenue streams have been the most lucrative for you? Any challenges with retrieving money earned from the platform?
2. How has the incorporation of AI tools into your content creation process impacted your revenue generation? Have you noticed a direct increase in earnings attributable to using AI tools? Can AI tools help in better targeting or engaging your audience, leading to increased monetization opportunities? Are there specific AI features or tools that have been particularly effective in enhancing your content's monetization?

3.4.1.7 Section 7: Perception of Future Prospects

1. How do you see the role of AI in content creation evolving in the future? Are there specific AI developments or tools you're excited about or hopeful for? How do you anticipate AI will change the landscape of content creation in the next few years? Do you have concerns about the future integration of AI in creative processes?
2. Are there any AI tools or technologies you're looking forward to using? What features or capabilities are you looking for in future AI tools? How do you stay informed about new AI technologies relevant to your work? Are there areas of your content creation process that you hope AI can address in the future?

3.5 Data Analysis

The qualitative data collected from the interviews were analyzed using thematic analysis, a method that involves identifying, analyzing, and reporting patterns (themes) within the data. Thematic analysis was conducted in several stages. First, researchers immersed themselves in the data by reading and re-reading the transcripts (familiarization). Next, initial codes were generated for significant features of the data relevant to the research questions (coding). These codes were then collated into potential themes, gathering all relevant data within these themes (theme development). Themes were subsequently reviewed and refined to ensure they accurately reflected the data, involving checks against the coded data extracts and the entire data set (reviewing themes). Finally, each theme was defined and named to capture the essence of what it represented, with detailed descriptions developed for each theme, including their relation to the research questions (defining and naming themes) (Braun and Clarke, 2006; Nowell et al., 2017). This iterative process ensured that the identified themes were robust, coherent, and grounded in the participants' experiences.

To ensure the reliability and validity of the findings, several strategies were employed. Triangulation involves comparing data from different sources, such as content creators from various platforms, to identify common themes and discrepancies (Patton, 1999). Member checking invited participants to review and provide feedback on the transcripts and preliminary findings, ensuring their perspectives were accurately represented (Lincoln and Guba, 1985). Additionally, peer review was conducted by colleagues with expertise in qualitative research and AI in the creator

economy, who reviewed the coding and theme development process to provide feedback and ensure rigor (Creswell and Miller, 2000).

3.6 Ethical Considerations

Ethical considerations were paramount throughout the research process. This included obtaining informed consent from all participants, ensuring confidentiality and anonymity of the data, and allowing participants to withdraw from the study at any time. Ethical approval was sought from the relevant institutional review board before commencing the study (Orb et al., 2001; Silverman, 2016).

3.7 Conclusion

This chapter discussed how the MOA framework and its corresponding interview guide were used to examine how content creators in Ghana utilized AI to enhance their creative processes and monetize their efforts. The proposed interview guide is structured to comprehensively explore various facets of the content creation process, including demographic information, background in content creation, awareness and adoption of AI tools, the impact of AI on content creation, and perceptions of future prospects. By addressing these areas, the interview guide aims to capture the multifaceted experiences and challenges faced by content creators in integrating AI into their workflows. The guide's focus on the MOA framework ensures that the interviews will provide detailed insights into the motivations, opportunities, and abilities that influence the adoption and effective use of AI tools in content creation. The subsequent chapters will present detailed case studies based on these interviews, offering a deeper understanding of the practical implications of AI integration in the content creation process.

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Chapter 4

AI and Content Creation: The Case of a Tech and Gaming Content Creator

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4.1 Case Overview

Cyril is a dynamic content creator aged between 21 and 30, based in an urban environment. Holding a Diploma/HND and boasting 6–10 years of experience in the field, Cyril focuses on producing educational content in the realms of technology and gaming. As a full-time creator, YouTube serves as his primary platform, chosen for its pioneering role in content monetization and its broad reach. Cyril's content strategy is innovative and heavily incorporates the use of AI tools. These tools assist him in various stages of content creation, from brainstorming and scripting to recording and editing, allowing him to enhance productivity and maintain high-quality outputs. His audience primarily consists of young people and aspiring entrepreneurs interested in making money online, reflecting the practical, business-oriented advice embedded in his content.

Engagement with his community is a vital part of Cyril's approach. He connects with his audience through multiple channels, including a supportive WhatsApp group for content creators across Ghana. This group serves as both a network and a learning platform, fostering collaboration and

Table 4.1 Summary Table for Cyril

<i>Aspect</i>	<i>Details</i>
Name	Cyril (pseudonym)
Age	21–30 years old
Location	Amanfrom, Greater Accra: Ghana
Education	Diploma/HND
Experience	6–10 years in content creation
Primary platforms	YouTube
Content focus	Educational content related to technology and gaming
Audience demographics	Young people and aspiring entrepreneurs interested in making money online
AI tools	Text to speech (speechify), feed IQ, and Chat GPT

knowledge-sharing among its members. Despite facing financial challenges related to the cost of premium AI services, which are significant relative to the local currency, Cyril remains optimistic about the future. He envisions AI tools becoming increasingly integral to the creative process, enhancing content production capabilities and opening new avenues for engagement and monetization. Cyril's forward-thinking approach and adaptability position him well for sustained growth in the ever-evolving landscape of digital content creation.

The rest of the case study delves deeper into Cyril's strategies, experiences, and insights, offering a comprehensive view of his journey and the innovative methods he employs in his content creation. Table 4.1 provides a comprehensive summary of the key characteristics and professional details of Cyril.

4.1.1 The Journey Into Content Creation

Cyril's journey into the world of content creation was driven by a desire for entrepreneurship, aiming to leverage online platforms to build a brand and generate income. Cyril's choice of YouTube as his primary platform is strategic, driven by its pioneering role in content monetization. He notes,

YouTube has always been the pioneer to this whole thing... it's about, which would generate enough, YouTube will always take it.

This reflects his understanding of the platform's potential to provide more substantial revenue opportunities compared to others like Facebook and TikTok, which have more stringent monetization criteria. His content strategy includes not only producing educational material but also subtly integrating product recommendations and services. Cyril maintains a balance between educating and marketing, ensuring his content does not overtly sell but instead subtly guides viewers towards products or services that could be of use, as he articulates,

I don't try to make my content look like I am selling... but the fact at the end of the day, psychologically it tells you what you would need.

Cyril also engages with other creators and brands, enhancing his content's reach and diversity. He acknowledges ongoing collaborations and his role as a marketing consultant, which allow him to create advertising content that further helps in monetizing his skills and content. His engagement strategies are tailored to the dynamics of each platform, though he emphasizes the utility of content that is broadly applicable across different media: "Because my kind of content is mostly a general knowledge thing... I can equally reupload to other channels." He is particularly attentive to the shifts in content consumption trends, noting the rise of short-form videos popularized by TikTok, which have influenced content strategies across all platforms, including YouTube (see Figure 4.1) and Facebook. This adaptability highlights his keen observation of market trends and audience preferences, which is crucial for maintaining relevance and engagement in the fast-evolving digital content space.

Cyril describes his audience as young individuals eager to learn about online entrepreneurship and making money online without significant investment. This demographic aligns well with his educational content, which aims to empower and inform viewers looking to start or grow their businesses online. Cyril's journey is marked by an evolving understanding of digital platforms' potential, strategic content creation, and an entrepreneurial approach to building and monetizing a personal brand online. His insights reflect a deep engagement with his audience and sophisticated use of digital tools to achieve business success. The list of gadgets and equipment owned by Cyril is outlined in Table 4.2.

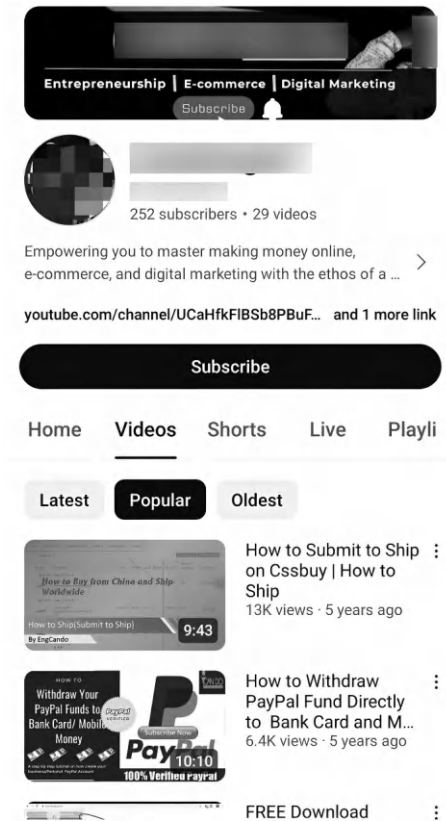


Figure 4.1 Screenshot of Cyril’s YouTube account.

Source: Cyril’s YouTube account.

Table 4.2 Gadgets and Equipment Owned

Gadget	Type
Camera	Mi 10Pro,
SmartPhone	iPhone 7 Plus
Lighting	Light Boxes, Practice RGB lights
Audio	Microphone+ Audio card, Mixer Console. Laptop

4.1.2 Adoption and Utilization of AI Tools

Cyril describes AI as “like the best friends so far, the superhuman being does anything,” highlighting how these tools have become central to his daily operations. This reliance on AI is not just a matter of convenience but stems from a fundamental alignment with his workflow preferences,

particularly because he finds it easier to communicate with AI than to explain his thoughts to people. Cyril's journey into the world of AI began as he noticed a growing trend on YouTube discussing the potential and applications of AI in various fields, including content creation. Curious about these discussions, he decided to explore AI tools himself, stating,

It was a trend on YouTube. Everybody was talking about it; it took me about a few weeks. I'm like, let me go check out what this was.

His exploration led him to adopt these tools extensively, opting for a premium version to leverage their capabilities fully, especially ChatGPT.

One of the most critical features he utilizes is the text-to-speech function (speechify), which significantly aids his content production, especially given his background in web development and content creation. Cyril's approach to learning and using AI tools is self-directed and informed by his interactions with other content creators. He shares,

I would say out of experience because I was already doing a bit of web development stuff and content creation and then that. So, with the marketing knowledge... I just took my time to also learn a bit from other content creators.

Moreover, Cyril emphasizes the importance of “prompt engineering,” a skill he considers essential for anyone looking to effectively use AI in content creation. He explains,

I think that is where the word prompt engineering comes in. It's kind of a new skill set out there, once you want to get into AI, you must know how to go about prompt engineering.

This skill allows him to generate numerous content ideas efficiently, as he illustrates with his use of AI to generate over a thousand video ideas related to importing from China.

Largely, Cyril's adoption of AI is deeply integrated into his work, driving approximately 90% of his content creation process. This integration is not just a testament to the efficiencies and capabilities of modern AI tools but also reflects Cyril's proactive approach to adopting new technologies that enhance his ability to produce engaging and effective content. His decision to use AI tools is primarily influenced by their ease of use and the improved expressiveness they offer him in content creation.

4.1.3 *Impact of AI*

Cyril reports that AI influences “almost 90% of the process,” encompassing scripting, brainstorming, conceptualization, recording, and editing. This extensive use of AI allows him to significantly speed up content production, making it “very fast with AI.” For instance, tasks that would typically take hours can now be completed in minutes, illustrating AI’s role in enhancing productivity. He notes, “*Within a few minutes I’ve created my content. My creatives already have AI tools that make the process extremely fast.*”

Strategic Use of AI in Marketing: Beyond content creation, Cyril leverages AI for strategic marketing purposes. He uses AI-driven analytics tools, like Feed IQ, to determine the optimal times to post content, ensuring maximum visibility and engagement from his audience. This strategic deployment of AI tools helps him not only in creating content but also in effectively marketing his products: “I use AI [Feed IQ] to analyze data and inform my marketing strategies on the best times my viewers engage with my content.”

Community and Collaboration: Cyril is also part of a paid WhatsApp group that connects content creators across Ghana, where they share insights and discuss advancements like new AI technologies. This community aspect underscores the collaborative potential among creators leveraging AI, despite the costs associated with such premium groups.

Anticipation of New Technologies: Looking forward, Cyril is excited about the potential of upcoming technologies like Sora, which he describes as offering “two major kinds” of content creation options—one of which allows for creating content without showing one’s face. This feature is particularly beneficial for creators who prefer to remain anonymous or who do not have the resources to produce high-quality video content traditionally. Cyril explains his anticipation:

I can just type in. I need a video or food... So, Sora's access to Sora could easily get footage that would solve the problem”

4.1.4 *Monetization and Revenue Analysis*

Despite the overwhelming positives, Cyril acknowledges that not everyone views AI as beneficial; there is a segment of the population that fears or mistrusts AI technology. Cyril discusses several challenges and barriers he faces in adopting and using AI technologies for content creation. His reflections provide insights into both the practical and strategic aspects

of integrating AI into content production, particularly focusing on the dynamics of team collaboration, brand building, and the creation of a personal connection with the audience. Cyril acknowledges that while AI significantly speeds up many aspects of content creation, there are elements that still require human intervention, particularly those involving personal branding and on-camera presence. He notes,

My concept is all about the team as much as AI can make things faster for me as an individual, I believe if I have one or two people on the team, I could equally just have them do some of the stuff”

This statement highlights the limitation of AI in tasks that require personal touch and creativity, underscoring the importance of human collaboration in content production.

The transition from Faceless to Face: Initially, Cyril produced mostly faceless content, which allowed him to maintain privacy but limited his ability to build a personal brand that audiences could connect with directly. He explains the transition to appearing on camera as a strategic move to enhance brand trust and audience relations,

So here, that is what not the item as a brand building because every business needs a fish. People need to relate to a particular face.

This change was partly motivated by the need to establish trust and authenticity, which are crucial for transactions and engagements in markets like Ghana, where personal connection influences consumer behavior. The Volume of Content Production: Despite the efficiencies brought by AI, Cyril faces the challenge of managing a large volume of content, as he prefers to have a significant batch of videos ready before publishing. *“I do 30 videos before posting, I want to have all before posting,”* he mentions, highlighting his approach to maintaining a consistent and high-quality content stream.

4.1.5 Future Prospects

Cyril is optimistic about the future of AI in content creation, envisioning it as an integral part of the creative process that will continue to evolve and improve. He anticipates that AI tools will become even more sophisticated and accessible, allowing content creators to produce higher-quality content

more efficiently. Cyril believes that as AI technology advances, it will lower the barriers to entry for aspiring content creators, enabling more individuals to participate in the digital content landscape. This democratization of content creation will likely lead to a more diverse and dynamic online community.

Moreover, Cyril foresees AI tools becoming essential in enhancing audience engagement and monetization strategies. He is particularly excited about the potential of AI-driven analytics to provide deeper insights into audience behavior, enabling more precise targeting and personalization of content. By leveraging these advanced analytics, Cyril expects to optimize his content release schedules and tailor his offerings to better meet the preferences of his viewers. This strategic use of AI will not only improve audience retention but also attract more sponsorships and partnerships, thereby increasing his revenue streams.

Cyril is also aware of the potential challenges and ethical considerations that come with the increasing use of AI in content creation. He acknowledges that while AI can significantly boost productivity and creativity, it is crucial to maintain a balance between automation and the human touch to preserve the authenticity and originality of content. Cyril is cautious about the regulatory landscape and anticipates that future developments in AI technology will prompt new regulations and guidelines to ensure ethical use. He is committed to staying informed and adapting to these changes, ensuring that he can continue to leverage AI tools effectively while maintaining the trust and engagement of his audience.

4.2 MOA Findings

4.2.1 Motivation for Integrating AI Tools

4.2.1.1 Alignment with Personal and Professional Goals

Cyril's motivation to use AI tools stems from their alignment with his overarching goals of entrepreneurship and monetization. He views AI as a critical tool in building and monetizing his brand, enabling him to deliver valuable content to his audience efficiently. He says, "My mission is just unlocking value and then delivering satisfaction to whoever I come across." This highlights how AI helps him achieve his mission more effectively, thereby motivating his continued use and exploration of these tools. This perspective is

supported by Jarrahi et al. (2023), who discuss how AI can serve as a collaborative partner in the publishing industry, enabling content creators to focus more on strategic and creative tasks rather than mundane, repetitive ones. The research highlights that AI's ability to handle routine tasks frees up human creators to concentrate on higher-value activities, which aligns with Cyril's goal of unlocking value and delivering satisfaction.

4.2.1.2 Enhanced Creative Process

AI tools also enhance Cyril's creative process, making content creation more enjoyable and less cumbersome. This is evident when he discusses the benefits of AI in generating ideas and assisting with scriptwriting: *"I would say it is taking about 90% of the process. So, first from planning video ideas, brainstorming, scripting, and many more."* This substantial reduction in manual effort increases his motivation to produce more content and experiment with new ideas. Furthermore, Patil et al. (2024) describe how AI's capabilities in natural language generation can streamline the creative process, making it less daunting and more efficient for content creators. This supports the notion that AI can significantly reduce the effort required for idea generation and scriptwriting, which are critical components of Cyril's workflow.

4.2.2 Ability To Integrate AI

4.2.2.1 Skill Enhancement and Adoption

Cyril's ability to use AI effectively is largely due to his willingness to learn and adapt. He mentions, "Understanding chat GPT or AI is all about your identity. Knowing how you're feeling about the problem and what it's about to do can bring out the best." AI tools significantly enhance Cyril's creative process, making content creation not only more efficient but also more enjoyable and creatively stimulating. This substantial support allows Cyril to focus on refining and innovating his content, increasing his motivation to produce more and experiment with new ideas. This observation is consistent with the findings of Shukla (2023), who discusses the potential of AI to foster creativity in literary creation. Hu argues that AI tools, by providing new perspectives and generating diverse ideas, can significantly enhance the creative process. These tools enable creators to explore novel concepts and styles that they might not have considered otherwise. This aligns with

Cyril's experience, where AI not only reduces the manual workload but also enriches the creative process by offering fresh ideas and possibilities. AI enhances creativity, enabling creators to push boundaries and achieve greater innovation.

4.2.2.2 Overcoming Technical and Financial Barriers

While AI offers substantial benefits, Cyril also acknowledges barriers like the high cost of premium tools and the need for specific knowledge to utilize them fully. However, he overcomes these challenges through self-education and community engagement: "I always say it like the way it makes me feel like the Super friend. I also feel like it is that thing that I see a lot of opportunities all the time." Agustina et al. (2020) in their study acknowledged the importance of a proactive approach to learning and adapting to technological advancements in the creative industries. This is consistent with Cyril's strategy of self-education and leveraging community engagement to enhance his technical proficiency and maximize the benefits of AI. Cyril's ability to use AI effectively is facilitated by his technical background and willingness to invest in premium tools that offer advanced features. This ability is crucial for maximizing the potential of AI in content creation.

4.2.3 Opportunity for AI Integration

4.2.3.1 Access to Advanced Tools and Features

AI opens up a myriad of new opportunities for Cyril by providing advanced features that would otherwise demand extensive technical expertise or additional personnel. These tools empower him to create content that is both competitive and professionally crafted. Cyril uses AI for tasks such as text-to-speech and prompt engineering, significantly enhancing his creative output. He illustrates this by saying, "*I use a text-to-speech tool, and then ask it to give me 1100 content ideas,*" showcasing how AI enables him to brainstorm and develop content strategies that would be overwhelming to tackle manually. This dynamic use of AI is consistent with the research of Verma and Singh (2022), who explore the role of AI in creative freelance work and its impact on content quality and innovation. The authors note that AI tools offer powerful capabilities that can significantly enhance creative processes by providing sophisticated, high-quality outputs that human creators might find challenging to produce alone. This aligns with Cyril's experience,

where AI not only automates repetitive tasks but also introduces advanced functionalities that elevate his content, allowing for greater creativity and professional polish. By leveraging these advanced AI tools, Cyril can maintain a competitive edge in the fast-paced digital content landscape.

4.2.3.2 Expansion of Monetization Avenues

AI tools help Cyril explore new monetization avenues. By improving the quality and reach of his content, he attracts more viewers and sponsors, thereby increasing his revenue streams. AI's analytics capabilities also allow him to optimize his posting schedule for maximum engagement and revenue: *"I use their AI to be able to get those analytics and then data that would now advise on where and when my viewers mostly view my content, and what time exactly."* This strategic use of AI aligns with the research by Bhattacharyya (2023), who asserts how AI-driven analytics and insights can transform content marketing and monetization strategies. They argue that AI's ability to analyze vast amounts of data allows creators to understand audience behavior better, optimize content distribution, and identify new revenue opportunities. This supports Cyril's experience, where AI not only improves content quality but also provides critical data that guides his marketing strategies, ensuring higher engagement and more effective monetization. By leveraging AI for analytics, Cyril can fine-tune his content strategy to maximize audience reach and revenue potential, demonstrating AI's pivotal role in expanding his monetization avenues.

4.3 Reflections on the MOA Framework in This Case Study

The case study of Cyril, a tech and gaming content creator, illustrates the practical application of the MOA framework in understanding how AI tools influence content creation.

4.3.1 Motivation

Cyril's motivation to integrate AI tools into his content creation process stems from their alignment with his entrepreneurial goals and the efficiency they bring to his workflow. He views AI as essential in building and

monetizing his brand, stating, “My mission is just unlocking value and then delivering satisfaction to whoever I come across.” This perspective underscores how AI tools facilitate his goal of delivering valuable content efficiently, thus driving his continued use and exploration of these technologies. This aligns with Jarrahi et al. (2023), who argue that AI can serve as a collaborative partner, allowing content creators to focus more on strategic and creative tasks by handling mundane, repetitive ones.

AI tools also enhance Cyril’s creative process, making content creation more enjoyable and less cumbersome. He emphasizes that AI significantly reduces the manual effort involved in brainstorming and scriptwriting, covering “about 90% of the process.” This substantial reduction in manual effort increases his motivation to produce more content and experiment with new ideas. Patil et al. (2024) describe how AI’s capabilities in natural language generation streamline the creative process, making it less daunting and more efficient for content creators.

4.3.2 Ability

Cyril’s ability to use AI effectively is largely due to his proactive approach to learning and adapting. He mentions, “Understanding chat GPT or AI is all about your identity. Knowing how you’re feeling about the problem and what it’s about to do can bring out the best.” His technical background and willingness to invest in premium AI tools significantly enhance his creative process, making content creation both efficient and enjoyable. Shukla (2023) supports this view, highlighting the potential of AI to foster creativity by providing new perspectives and generating diverse ideas, thus enriching the creative process.

Despite the benefits, Cyril acknowledges barriers such as the high cost of premium AI tools and the need for specific knowledge to utilize them fully. He overcomes these challenges through self-education and community engagement, reflecting Agustina et al.’s (2020) findings on the importance of a proactive approach to learning and adapting to technological advancements in creative industries.

4.3.3 Opportunity

AI tools provide Cyril with advanced features that enhance his content creation process. He uses AI for tasks such as text-to-speech and prompt engineering, which significantly boosts his creative output. For example,

he states, “I use a text-to-speech tool and then ask it to give me 1100 content ideas,” showcasing how AI enables him to brainstorm and develop content strategies efficiently. This aligns with Verma and Singh (2022), who note that AI tools offer powerful capabilities that enhance creative processes by providing sophisticated, high-quality outputs.

Moreover, AI tools help Cyril explore new monetization avenues. By improving the quality and reach of his content, AI attracts more viewers and sponsors, thereby increasing his revenue streams. AI’s analytics capabilities allow him to optimize his posting schedule for maximum engagement and revenue. Bhattacharyya (2023) discusses how AI-driven analytics transform content marketing and monetization strategies, enabling creators to better understand audience behavior, optimize content distribution, and identify new revenue opportunities.

4.4 Implications

4.4.1 Implications for Students

For students, particularly those studying digital media, marketing, and content creation, this case study provides valuable insights into the practical application of AI tools in a real-world context. It highlights the importance of adaptability and continuous learning in staying relevant within the rapidly evolving digital landscape. Students can learn from Cyril’s proactive approach to self-education and community engagement, which emphasizes the necessity of acquiring new skills and leveraging peer networks to enhance one’s technical proficiency. Additionally, the case study underscores the potential of AI to streamline content creation processes, thereby freeing up time for more strategic and creative endeavors. This can inspire students to explore how AI can be integrated into their projects and future professional endeavors, fostering a mindset that embraces technological advancements for improved productivity and innovation.

4.4.2 Implications for Practitioners/Content Creators

Practitioners in the fields of digital marketing, content creation, and entrepreneurship can draw significant lessons from Cyril’s strategic use of AI tools to enhance productivity and engagement. The case study illustrates how AI can be harnessed to optimize content distribution, personalize

audience interactions, and develop data-driven marketing strategies. For practitioners, this underscores the importance of staying abreast of technological trends and investing in premium tools that offer advanced functionalities. Furthermore, Cyril's approach to integrating AI highlights the need for a balanced strategy that combines automation with human creativity and personal touch, essential for building authenticity and trust with audiences. Practitioners can also benefit from understanding the challenges associated with AI adoption, such as financial constraints and the need for continuous skill development, and strategize accordingly to overcome these barriers.

4.4.3 Implications for Researchers

Researchers studying the intersection of AI, digital content creation, and the creator economy will find this case study a rich source of empirical data. It provides a detailed account of how AI tools are utilized at various stages of the content creation process, offering insights into the practical challenges and benefits of AI integration. The study reinforces the applicability of the MOA framework in analyzing technology adoption behaviors, thus contributing to the theoretical understanding of how motivation, opportunity, and ability influence the use of AI in creative fields. Moreover, the case study opens avenues for further research into the socio-economic impacts of AI on content creators, especially in developing economies. Researchers can explore how AI-driven innovations are democratizing content creation, the ethical considerations involved, and the long-term implications for the digital economy. This case also suggests the need for longitudinal studies to track the evolution of AI usage and its sustained impact on content creators' careers and business models.

4.5 Future Research Directions

4.5.1 Exploring the Long-Term Impact of AI On Content Creation

Future research should investigate the long-term effects of AI integration on the content creation industry. This includes studying how AI tools influence content quality, audience engagement, and creator profitability over extended periods. Researchers could conduct longitudinal studies to track

changes in creators' workflows, productivity, and income, providing a comprehensive understanding of AI's sustained impact on the creator economy.

4.5.2 Ethical and Societal Implications of AI in Content Creation

The ethical and societal implications of AI in content creation warrant further exploration. Future research should examine issues such as data privacy, the potential for algorithmic bias, and the digital divide exacerbated by unequal access to AI technologies. Investigating how these factors affect different demographics, particularly in developing economies, can provide valuable insights into ensuring equitable and ethical AI integration.

4.5.3 AI's Role in Democratizing Content Creation

While AI has the potential to democratize content creation by lowering barriers to entry, its actual impact on inclusivity and diversity within the creator economy needs more research. Studies should focus on how AI tools are being adopted by creators from various backgrounds and regions (e.g., developed vs. developing) and whether these tools genuinely enhance opportunities for underrepresented groups. Researchers could analyze the extent to which AI facilitates a more diverse and inclusive digital content landscape.

4.5.4 Skill Development and Education for AI Integration

Future research should explore the educational and training needs of content creators to effectively integrate AI into their workflows. Identifying the specific skills and knowledge required for the proficient use of AI tools can inform the development of targeted training programs and resources. Additionally, examining the effectiveness of different learning approaches, such as formal education, online courses, and community-based learning, can help optimize skill development strategies.

4.5.5 AI and Creativity Enhancement

Another promising direction for research is understanding how AI influences creativity in content creation. Studies could investigate the interplay between human creativity and AI capabilities, exploring how AI tools can

augment, rather than replace, the creative processes of content creators. Research could focus on identifying best practices for leveraging AI to enhance creativity and innovation in various content genres.

4.5.6 Monetization Strategies and Economic Impact

Future research should examine how AI-driven insights and tools affect monetization strategies and economic outcomes for content creators. This includes analyzing how AI can optimize advertising, sponsorship, and other revenue streams. Researchers could also investigate the broader economic impact of AI on the digital content industry, including job creation, market dynamics, and shifts in consumer behavior.

4.5.7 Cross-Platform Integration and Collaboration

As content creators often operate across multiple platforms, research should explore how AI tools can facilitate cross-platform integration and collaboration. Investigating the challenges and benefits of using AI to manage content distribution, audience engagement, and monetization across different platforms can provide valuable insights. This research could also examine how AI supports collaboration among creators, enhancing collective creativity and productivity.

By addressing these future research directions, researchers, in collaboration with AI content creators, can contribute to a deeper understanding of AI's transformative potential and its implications for the content creation industry.

4.6 Conclusion

This chapter presented the case study of Cyril, a content creator specializing in technology and gaming, who extensively utilizes AI tools in his content creation process. Cyril's intentional and strategic use of AI tools demonstrates the transformative impact of AI on the digital media landscape. AI enables content creators to focus on audience engagement and creativity by automating routine tasks and enhancing the creative process. Cyril's experience underscores AI's potential to significantly increase productivity, broaden monetization opportunities, and foster a collaborative community among creators.

However, the integration of AI in content creation also presents challenges. Continuous skill development and financial constraints are critical obstacles that content creators must navigate to fully leverage AI's benefits. Cyril's journey highlights the importance of balancing automation with the human touch to maintain authenticity and trust with audiences. As AI continues to evolve, content creators must adapt proactively, embracing lifelong learning and strategic investments in technology.

The insights from this case study emphasize the significance of adaptability and proactive learning in utilizing AI to achieve sustainable growth and success in the ever-changing digital content ecosystem. For content creators, finding the right balance between leveraging AI's capabilities and preserving the personal, creative elements of their work is essential for long-term success. This case study demonstrates how AI enhances content creation, providing practical lessons for students, practitioners, and researchers.

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Chapter 5

Transforming Maternal Health Advocacy with AI: The Journey of a Rural Midwife

Stephen Boateng, Sheena Lovia Boateng,
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5.1 Case Overview

Effia, aged between 31 and 40, grew up in the rural landscapes of Nsuta in the Ashanti Region, where she first encountered the profound healthcare challenges faced by women during pregnancy and childbirth. With a diploma in midwifery, she chose to dedicate her career to addressing these challenges, driven by a childhood dream to improve maternal health in her community. Her professional journey is deeply rooted in the realities of rural healthcare, where resources are scarce and information is critical.

Transitioning from hands-on healthcare to digital advocacy, Effia embraced the power of social media to extend her reach beyond her immediate community. Her foray into content creation began on Facebook, using an old smartphone to share essential maternal health tips. This initial platform choice was strategic, leveraging a widely accessible medium to target a broader demographic that included not just expectant mothers but also a general audience interested in health education.

As social media landscapes evolved, Effia recognized the growing potential of TikTok, a platform that significantly differed from Facebook in its algorithmic approach and user engagement. TikTok offers a dynamic and visually engaging way to connect with younger audiences, who are less active on platforms like Facebook. This insight led her to shift her primary content creation efforts to TikTok, adapting her message for a platform known for its short, impactful videos and a community eager for quick, digestible content. Effia's adaptation to TikTok was not just about changing platforms but also about transforming her content delivery to match the energetic and vibrant nature of TikTok's user base. She learned to tailor her videos to be concise and direct, all while maintaining the educational core of her message.

This strategic pivot was crucial in cultivating a following of 54,400 on TikTok, where she regularly engages with her audience through direct interactions, live streams, and responsive content that addresses the pressing and often urgent questions related to maternal health. In her digital transition, Effia has not only managed to translate her in-person counseling and educational sessions into virtual formats but also magnified her impact, reaching a wide spectrum of individuals including young women, expectant mothers, curious men, and involved fathers. Her presence on social media has become a digital extension of her real-world mission: to empower, educate, and transform maternal health awareness on a scale that was previously unattainable.

The rest of the case study delves deeper into Effia's strategies, experiences, and insights, offering a comprehensive view of her journey and experiences in content creation. A summary of Effia's demographics is outlined in Table 5.1.

5.1.1 The Journey into Content Creation

Effia's entry into the realm of content creation was driven by a deep-seated desire to make a meaningful impact on maternal health—a passion rooted in her early experiences in Nsuta, where she witnessed firsthand the health-care challenges faced by women. Her journey began with a simple setup, using an old smartphone to share valuable health insights on Facebook. Reflecting on her beginnings, Effia shares,

It all started with a childhood dream to make a positive impact in my community, particularly in the realm of maternal health.

Table 5.1 Summary Table for Effia

<i>Aspect</i>	<i>Details</i>
Name	Effia (pseudonym)
Age	31–40 years old
Location	Nsuta, Ashanti Region: Ghana
Education	Diploma in Midwifery
Experience	Several years of hands-on maternal healthcare experience
Primary platforms	Started on Facebook, expanded to TikTok
Content focus	Maternal health education
Audience demographics	Global audience including expectant mothers, young women, “curious” men, and involved fathers
AI tools	TikTok AI filters and effects; AI-automated caption, TikTok creative assistant

Her initial motivations was purely educational, aimed at bridging the information gap that often led to preventable health issues during pregnancy and childbirth.

As she ventured into the world of content creation, Effia focused on leveraging her professional expertise as a midwife to educate and empower women. She realized early on that the power of social media could extend her reach far beyond the physical boundaries of her local community. This realization was pivotal in her decision to transition from traditional in-person engagements to digital platforms. Effia explains, “With the rise of social media platforms like Facebook and TikTok, I saw an opportunity to reach a broader audience and educate women and mothers about maternal health issues.”

Her approach to content creation evolved significantly as she adapted to the nuances of social media engagement. Initially, her posts were straightforward, focusing on delivering quick tips and essential advice. However, as she grew more attuned to the needs and preferences of her audience, she began to explore more interactive and engaging formats.

When I first started, it was just me and my old phone sharing quick tips and advice on maternal health. Effia reflects.

Effia started to experiment with live streams, interactive Q&A sessions, and in-depth discussions, transforming her content to ensure it was not only informative but also engaging and relatable.

The transition to TikTok marked a significant evolution in Effia’s content creation strategy. Recognizing the platform’s growing popularity and its appeal to a younger demographic, Effia embraced TikTok’s dynamic and visually engaging environment. This platform allowed her to craft content that was not only educational but also concise and tailored to capture the fleeting attention spans typical of TikTok’s user base. Effia’s ability to adapt her messaging to the platform’s unique demands was crucial in expanding her influence and engagement levels. She notes,

TikTok community building is so quick now on social media, especially for reaching younger folks who might not be as active on other platforms.

Effia’s journey into content creation is characterized by a continuous learning process and a strategic adaptation to the changing landscapes of social media. Her commitment to her mission—empowering women through education—remains unwavering, even as she navigates the complexities of digital engagement and audience building. By embracing new platforms and refining her content strategies, Effia has effectively broadened her impact, reaching a diverse audience that transcends geographical and cultural boundaries.

These gadgets (Table 5.2) are essential tools that enable Effia to create, manage, and distribute her content effectively. The use of smartphones, particularly models known for their camera quality like the Huawei P30 Pro, suggests that Effia prioritizes the visual quality of her content. The laptop serves as a more powerful device for managing more complex tasks such as video editing, research, and analytics.

5.1.1.1 Revenue Analysis

Effia’s revenue sources (see Table 5.3) reflect a diversified income stream predominantly generated through her engagement on social media

Table 5.2 Gadgets and Equipment Owned

<i>Gadget/Equipment</i>	<i>Description</i>
Smartphones	Huawei P30 Pro
	Samsung A51
Laptop	Dell Inspiron Pro 5889—for research, and social media management

Table 5.3 Revenue Analysis

<i>Revenue Source</i>	<i>Description</i>	<i>Monthly Income (USD)</i>
TikTok gifts	Virtual gifts from viewers during live sessions	413.31
Direct donations	Contributions from followers via mobile money	172.21
Airtime and data gifts	Value of gifts sent offline in Kind (Airtime and Data)	34.44
WhatsApp subscription	Personalized maternal health services	123.99
Total		743.95

platforms like TikTok and WhatsApp. Virtual gifts, during live sessions on TikTok, accounts for her highest income, underscoring the importance of real-time interaction and audience engagement in her revenue generation strategy. Direct donations and personalized services on WhatsApp also contribute significantly, indicating a strong follower base willing to support her work financially.

5.1.1.2 Expenditure Analysis

Effia's expenditure on her content creation activities is detailed in Table 5.4 below.

Effia's expenditure is primarily centered around acquiring and maintaining the necessary technology for her content creation. The recurring monthly cost is relatively low, limited to data subscription fees, which are essential for her online activities. The one-time costs are associated with purchasing high-quality smartphones and a laptop, critical investments that enable her to produce professional-grade content.

Table 5.4 Expenditure Analysis

<i>Expenditure Description</i>	<i>Monthly Cost (USD)</i>	<i>One-Time Cost (USD)</i>
Data subscription	13.78	
Smartphone 1 (Huawei P30 Pro)		245.23
Smartphone 2 (Samsung A51)		191.50
Laptop (Dell Inspiron Pro 5889)		289.32

5.1.2 Key Insights

1. **Technology Investment:** Effia’s investment in high-quality gadgets underscores the importance of reliable and efficient technology in content creation. This investment enables her to produce high-quality videos and manage her social media presence effectively.
2. **Revenue Streams:** Effia has successfully diversified her income streams, reducing reliance on any single source of revenue. The significant contribution from TikTok gifts indicates a strong engagement with her audience, while direct donations and WhatsApp subscriptions suggest a loyal and supportive follower base.
3. **Cost Management:** Effia’s monthly operational costs are minimal, primarily consisting of data subscriptions. This indicates a cost-effective approach to content creation, maximizing the return on her initial investment in technology.
4. **Audience Engagement:** The high revenue from live session gifts highlights the value of real-time interaction with her audience. Engaging in live sessions not only increases viewer loyalty but also enhances revenue opportunities.

5.1.3 Adoption and Utilization of AI Tools

Effia’s foray into utilizing AI tools was a strategic shift propelled by the need to enhance her content creation and distribution on social media platforms, particularly TikTok. Her engagement with AI began as part of her effort to leverage TikTok’s built-in functionalities, which are inherently designed to optimize user engagement and content visibility. Effia describes her initial attraction to TikTok’s AI features:

For starters, there’s this thing in TikTok called the TikTok creative assistant, which uses AI to read user behavior and recommend content. I think TikTok is pure AI behind the scenes.

The simplicity and integration of AI tools within TikTok played a significant role in their adoption (Figure 5.1). Effia, with minimal technical knowledge, was drawn to the user-friendly aspect of these tools. She explains, *“As someone with minimal AI knowledge, I was initially drawn to tools that were easy to use and integrated seamlessly into the platform.”*

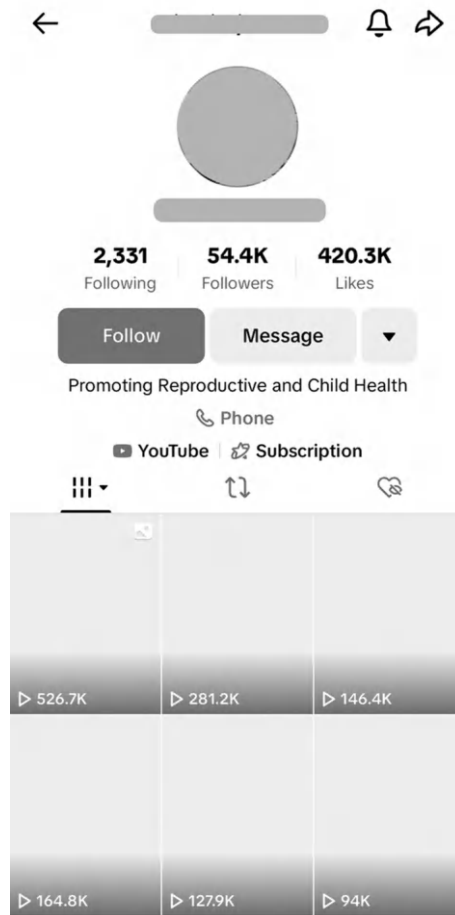


Figure 5.1 Screenshot of Effia’s TikTok page.

This ease of use was crucial for Effia, allowing her to focus more on content creation without being bogged down by complex technical processes.

Effia’s approach to adopting AI tools was highly pragmatic, focusing on features that could directly enhance her content’s reach and engagement. The TikTok algorithm, particularly the For You page, significantly influenced her decision to use these AI functionalities. She appreciated how these tools automated content personalization, making her educational videos more accessible to a targeted audience. Effia notes the impact of these tools:

You can capture, edit, and put effects on videos so easily, and I think it is the AI system making it easy to do auto-caption and other effects.

Moreover, Effia's utilization of AI extends beyond content creation to include content strategy and analytics. The insights provided by TikTok's AI-driven analytics tools were invaluable for her to understand her audience better and tailor her content accordingly. She shares her experience with the analytics dashboard:

Not long ago, I was on TikTok and stumbled upon a video teaching another feature for creators, the dashboard that shows you everything about your videos and performance numbers and stuff like that. The analysis you get is very insightful.

These analytics tools enabled Effia to see which videos resonated most with her viewers and at what times they were most active, allowing her to strategically plan her content. This level of data-driven content strategy was transformative for her outreach efforts, enabling a more focused and effective approach to educating her audience on maternal health.

5.1.4 Impact of AI

AI tools have significantly streamlined Effia's content production process, enabling her to maintain a consistent and engaging presence on TikTok. By automating several aspects of video creation, such as captioning and applying visual effects, AI has reduced the technical challenges associated with content production. Effia appreciates the simplicity AI brings to her workflow, remarking, *"These click-and-click features sure make it easy."*

This automation allows him to focus more on the content itself rather than the intricacies of video editing. The use of AI in content creation not only saves time but also enhances the overall quality and appeal of Effia's videos. She notes, *"Features like auto-captioning, video effects, and filters make it easy for me to produce nicer videos."*

This enhancement is crucial for engaging a platform like TikTok, where the visual quality of content can significantly impact viewer engagement rates.

5.1.5 Monetization and Revenue Analysis

AI tools have played a pivotal role in optimizing Effia's video timing and content, which in turn has positively impacted her monetization strategies. By leveraging TikTok's AI-driven analytics, Effia gains insights into the

performance of her videos, such as views and engagement metrics, which guide her in creating more targeted and appealing content. She states,

I tell you, the analysis you get is very insightful. I see which videos are resonating most with viewers and when they're most active.

This data allows her to strategically plan her posts to maximize viewer engagement and, consequently, monetization opportunities.

The enhanced visibility and engagement facilitated by AI have attracted brand partnerships and increased viewer donations during live sessions. Effia illustrates this by sharing,

When more people see my videos, they come watch me live, and sometimes they send me gifts and small money during the live sessions.

Additionally, AI's role in improving content quality and reach has made Effia an attractive partner for brands looking to target her audience, further boosting her revenue through sponsorships.

5.1.6 Broader Impacts

The use of AI in Effia's content creation extends her influence far beyond local boundaries, facilitating the global spread of critical health information. By optimizing content for broader visibility, AI helps Effia reach an international audience, including the Ghanaian diaspora, who value her insights into maternal health. Her global reach is exemplified by her interaction with viewers not just locally but also from abroad,

Many are expectant mothers or new moms but I have seen men, dads, and some young ladies who I think are curious join my live streams. Geographically, I'd say a good chunk are from Ghana and other Ghanaians in the diaspora.

Moreover, AI's impact transcends individual content creation, influencing broader health education and awareness. By ensuring that Effia's content is accessible and engaging, AI tools help in demystifying complex health topics and debunking myths, thus enhancing public health knowledge on a global scale. AI's ability to push her content to those who need it most

ensures that vital health education reaches a wider and more diverse audience, ultimately fostering a better-informed public.

5.1.7 Challenges and Limitations

While AI tools have significantly empowered Effia's content creation and distribution, they also present a set of challenges and limitations that affect her ability to consistently reach and engage her target audience. These challenges stem from the inherent unpredictability of algorithm-driven platforms, technical constraints, and broader socioeconomic factors that impact digital content creation.

5.1.7.1 Algorithm Dependence and Unpredictability

One of the primary challenges Effia faces is the heavy reliance on TikTok's algorithm, particularly the "For You" page, which dictates the visibility and reach of her content. The algorithm's opaque nature can make content performance seem unpredictable and inconsistent, which is a common frustration for many creators. Effia expresses this concern, stating,

Yes, the main limitation I've faced is the reliance on AI algorithms, particularly the TikTok For You page algorithm, to determine the visibility and reach of my content. While the algorithm is designed to recommend content to users based on their interests and behavior, it can sometimes feel unpredictable and opaque, making it challenging to consistently reach and engage with my target audience.

This dependence on algorithmic recommendations can lead to significant fluctuations in viewer engagement, which directly affects her ability to educate and interact with her audience.

5.1.7.2 Technical Limitations and Creativity Constraints

Effia also notes the technical limitations of the AI tools provided by TikTok. While these tools simplify video editing and enhance content presentation, they also impose certain constraints that can stifle creativity. The preset nature of filters and effects means that customization options are limited, which can frustrate creators who wish to impart a unique aesthetic or feel

to their videos. Effia reflects on this limitation: “*See, I like using these filters, but sometimes I wish it was more flexible; it’s like when you select them, you cannot change much but use it as is.*” This limitation not only affects the visual diversity of the content but may also hinder a creator’s ability to fully express their creative vision.

5.1.7.3 Security Concerns and Data Privacy

Another significant concern for Effia is the security and privacy of the data collected by TikTok. The platform’s ability to provide detailed analytics and personalized content recommendations comes at the cost of collecting and analyzing vast amounts of user data. Effia acknowledges her unease with this aspect, expressing,

Another thing is security; as for that one, I think the way TikTok can tell me so much about my community, the app collects and analyzes vast amounts of user data to be able to do that. Is my private data exposed? Well, I don’t know and frankly, I try not to think too much into it.

The lack of transparency regarding how personal data is used and protected by the platform raises concerns about privacy and the potential misuse of sensitive information.

5.1.7.4 Connectivity Issues and Digital Divide

Finally, Effia’s transition from rural to urban settings highlights the digital divide that can impact the effectiveness of AI tools. While residing in the UK has alleviated many connectivity issues for her personally, many of her viewers in Ghana still face these challenges. Effia describes the situation:

You are aware of the recent fiber cut or something. It was a challenge for many. Again, people close to my neighborhood didn’t understand what I was doing.

This digital divide not only affects the accessibility of AI-enhanced content for viewers in rural areas but also influences the overall engagement and effectiveness of health education efforts.

5.1.8 Future Prospects

Effia's innovative use of AI and social media has laid a strong foundation for her future in digital advocacy and content creation. As she continues to grow and adapt to new technological advancements, several promising prospects can be envisioned.

First, Effia's current follower base of 54,400 on TikTok demonstrates her significant influence. However, there is potential for even greater expansion. Leveraging AI tools to optimize content delivery and engagement can help Effia reach a broader audience, including international communities that may benefit from her insights on maternal health. She notes that "*TikTok community building is so quick now on social media especially for reaching younger folks who might not be as active on other platforms.*" This suggests that with the strategic use of AI, her influence can extend far beyond her current reach.

As AI technologies evolve, Effia can adopt more advanced AI tools that offer enhanced capabilities such as real-time translation and personalized content recommendations. These tools can help Effia provide tailored advice to her diverse audience, breaking language barriers and ensuring that her educational content is accessible to non-English speakers. Effia is enthusiastic about this potential, stating, "*I'm excited about tools that can automatically generate translations for videos, making content more accessible to diverse audiences.*" This integration of advanced AI can significantly amplify the accessibility and impact of her educational efforts. Future collaborations with healthcare organizations, NGOs, and educational institutions could further amplify Effia's impact. By partnering with these entities, Effia can co-create content, host webinars, and conduct live Q&A sessions, establishing herself as a thought leader in maternal health education. She describes her collaborative efforts:

I do my live streams with other Midwives on the platform. We team up on each other's live streams and answer questions from different women.

Such collaborations can enhance the depth and reach of her content, bringing in diverse expertise and perspectives.

Effia could also develop a dedicated digital platform or mobile app that consolidates her content and offers additional resources such as forums, digital consultations, and a repository of maternal health information.

Integrating AI-driven features like chatbots and predictive analytics could enhance user experience and engagement on this platform. This comprehensive digital health platform would serve as a centralized hub for her educational efforts, providing a range of interactive and personalized services to her audience.

Expanding her educational reach through structured programs and workshops represents another promising avenue. These could be virtual or in-person, aimed at training other healthcare professionals, community health workers, and digital content creators on effectively using social media and AI for health education. By sharing her expertise and experiences, Effia can empower others to leverage digital tools in their educational efforts, multiplying the impact of her work.

Exploring further monetization strategies beyond social media gifts and live session donations can sustain and grow Effia's initiatives. Options include subscription-based models, sponsorship and advertisements, and merchandising. Effia already sees potential in these areas, mentioning,

I also have a WhatsApp platform for pregnant women who want personalized services and they pay GHC200 subscription fee throughout their pregnancy.

Additionally, she highlights the value of partnerships: *"Companies pay to have their products featured or reviewed in my videos because they recognize the influence I have within the maternal health community."*

These strategies can provide the financial support necessary to maintain and expand her educational initiatives.

Engaging in research to analyze the impact of her digital advocacy on maternal health outcomes can provide valuable insights. Publishing findings in academic journals and presenting at conferences can contribute to the broader body of knowledge in digital health education and influence policy-making. Effia utilizes AI analytics to understand her content's performance:

TikTok's AI-powered analytics dashboard provides valuable insights into the performance of my videos, including metrics like the views I have, the likes, shares, and the like.

These insights can inform both her content strategy and broader health education practices. As her influence grows, Effia can leverage her platform

to advocate for policy changes in maternal healthcare. Engaging in public speaking at conferences, health forums, and policy discussions can amplify her voice and drive systemic improvements in maternal health services. By sharing her insights and advocating for evidence-based practices, Effia can contribute to shaping policies that improve maternal health outcomes.

Effia's innovative use of AI and social media in maternal health education sets a precedent for digital health advocacy. By continuing to adapt to technological advancements and exploring new avenues for engagement and impact, Effia can significantly contribute to improving maternal health outcomes on a global scale. Her journey illustrates the profound potential of combining traditional healthcare expertise with modern digital tools to address critical health challenges. As she leverages AI to enhance her reach, optimize her content, and engage more deeply with her audience, Effia stands poised to make a lasting impact in the field of maternal health education.

5.2 MOA Findings

5.2.1 Motivation for Integrating AI Tools

Effia's primary motivation for utilizing AI tools in her content creation is deeply rooted in her mission to improve maternal health education. Her journey from a midwife to a digital content creator is driven by the need to address and correct the widespread misinformation and dangerous practices surrounding maternal health. This section delves deeper into the various motivational aspects that drive Effia to integrate AI into her content creation strategy.

5.2.1.1 Educational Impact

Effia's early experiences in Nsuta, where she witnessed the severe healthcare challenges faced by women during pregnancy and childbirth, inspired her to pursue a career in midwifery. This foundational experience has shaped her commitment to providing accurate and practical health education. Effia states, "There's a lot of misinformation out there and it's crucial to correct these myths with accurate science-based information." This motivation aligns with intrinsic motivation theory, which posits that individuals are driven by internal rewards and the personal satisfaction of helping others (Bandhu et al., 2024). Literature supports that intrinsic motivation, such as

Effia's passion for improving maternal health, is crucial in driving individuals to adopt and sustain innovative practices. Shah (2024) highlights that intrinsic motivation enhances engagement and persistence, which are essential for the effective use of new technologies like AI. Effia's motivation is not only about reaching a broad audience but also about making a tangible impact on public health by disseminating reliable information.

5.2.1.2 Reach and Engagement

The rise of social media platforms like TikTok offered Effia a powerful tool to extend her reach beyond her immediate community. AI tools embedded within these platforms, such as content recommendation algorithms, help Effia ensure that her educational messages reach a broader and more targeted audience. She mentions, "TikTok community building is so quick now on social media, especially for reaching younger folks." Munaro et al. (2021) emphasize the significance of social media in disseminating information quickly and engagingly, making it an ideal medium for engagement. Effia's choice of TikTok is strategic, recognizing the platform's potential to engage younger demographics who are less likely to be reached through traditional methods. This engagement is critical, as younger audiences often act as information conduits within families and communities, amplifying the reach of health messages.

5.2.1.3 Content Optimization

Effia is motivated by the ability of AI to enhance the quality and engagement of her content. AI tools provide her with insights into audience behavior, helping her tailor her content to meet the specific needs and preferences of her viewers. Effia notes, "The AI helps me make smarter decisions about what to post." This data-driven approach aligns with findings by Ezinwa et al. (2024), who note that data-driven decision-making significantly improves the effectiveness of educational interventions by aligning content with audience needs. AI analytics allow Effia to monitor which videos perform best, the times of highest engagement, and the demographic details of her audience. This level of detailed feedback is invaluable in refining her content strategy to ensure maximum impact (Kamal and Himel, 2023). "TikTok's AI-powered analytics dashboard provides valuable insights into the performance of my videos," she says, highlighting the importance of data in her decision-making process.

5.2.1.4 Collaborative Opportunities

AI tools also facilitate collaborative opportunities, which are crucial for expanding Effia's impact. By using AI, Effia can collaborate more effectively with other healthcare professionals and content creators. "I do my live streams with other midwives on the platform. We team up on each other's live streams and answer questions from different women." This collaboration not only enhances the quality of the information provided but also broadens the reach of her educational messages. Collaborative efforts are supported by literature on social learning (Ouyang et al., 2022), which underscores the importance of learning within a community. By collaborating with other professionals, Effia enhances her knowledge and skills, which she can then pass on to her audience.

5.2.1.5 Practical Benefits

The practical benefits of using AI tools are also a significant motivator for Effia. The ease of use and the efficiency of these tools allow her to focus more on content creation rather than the technical aspects of video production. "As someone with minimal AI knowledge, I was initially drawn to tools that were easy to use and integrated seamlessly into the platform." Törhönen et al. (2020) support the assertion that perceived advantages are critical factors in the adoption of new technologies. Effia's ability to quickly learn and adapt to these tools underscores the importance of user-friendly technology in empowering individuals with limited technical backgrounds to become effective digital content creators.

5.2.2 Ability to Integrate AI

Effia's ability to effectively utilize AI tools in her content creation is a combination of her practical approach to learning, the user-friendly nature of the tools she employs, and her ability to leverage community resources. This section discusses Effia's ability to adapt and maximize AI tools, supported by quotations from the transcript and insights from relevant literature.

5.2.2.1 User-Friendly Tools

Effia's transition to TikTok was significantly influenced by the platform's ease of use. The AI-powered features, such as auto-captioning, video effects, and

filters, enable her to create high-quality videos without requiring advanced technical skills. Effia states, “As someone with minimal AI knowledge, I was initially drawn to tools that were easy to use and integrated seamlessly into the platform.” The Technology Acceptance Model (TAM) by Davis (1989) posits that perceived ease of use and perceived usefulness are critical factors influencing the adoption of new technologies. Effia’s adoption of TikTok’s AI tools is a practical application of this model, as the platform’s user-friendly interface makes it accessible even to those with limited technical backgrounds. The seamless integration of AI tools allows Effia to focus on content creation rather than the intricacies of video editing.

5.2.2.2 *Learning from the Community*

Effia actively learns from other content creators and online tutorials, which helps her stay updated on new features and best practices. This communal learning environment is crucial for her ability to adapt and grow as a digital content creator. She mentions, “*I also learned more about these and other tools through other content creators and online tutorials which motivated me to give them a try.*”

Wang et al. (2023) underscore the importance of collaborative learning and knowledge sharing within communities. By engaging with other creators and participating in online tutorials, Effia benefits from the collective expertise and experiences of her peers. This social learning approach enhances her ability to effectively use AI tools and continuously improve her content.

5.2.2.3 *Adaptability and Continuous Learning*

Effia demonstrates a high degree of adaptability and a commitment to continuous learning, which are essential for effectively using AI tools. She actively seeks out new information and adapts her strategies based on the insights she gains. “I see which videos are resonating most with viewers and when they’re most active. I can tailor my content to better meet their needs and interests.” Fromm et al. (2021) suggest that effective learning involves a cycle of experiencing, reflecting, thinking, and acting. Effia’s approach to content creation mirrors this cycle, as she reflects on the performance of her videos, thinks about how to improve them, and acts by implementing new strategies. This continuous learning process enhances her ability to effectively use AI tools.

5.2.3 Opportunity for AI Integration

AI presents several significant opportunities for Effia to expand and enhance her digital advocacy efforts. These opportunities range from enhanced reach and visibility to diversified content formats, global accessibility, monetization, and fostering collaborative ventures. Each of these areas is supported by insights from both the transcript and relevant literature.

5.2.3.1 Global Accessibility and Enhanced Visibility

AI algorithms on platforms like TikTok help Effia's content reach a wider audience by recommending her videos to users who are most likely to benefit from them. This targeted approach maximizes the impact of her educational messages. Effia notes, "AI tools have had a significant impact on my content creation process on TikTok, helping me streamline workflows, enhance engagement and reach a wider audience." Literature supports this view, indicating that AI algorithms significantly enhance the reach and impact of digital content by ensuring it is seen by the most relevant audiences (Singh & Pathania, 2024). These algorithms analyze user behavior and preferences to recommend content, thus increasing the likelihood that Effia's videos will be viewed by those who need them most. Research by Manoharan (2024) further emphasizes that social media platforms, powered by AI, are effective for disseminating information quickly and engagingly.

Future AI tools that offer automatic translation can make Effia's content accessible to a global audience, breaking down language barriers and expanding her reach internationally. Effia expresses excitement about this possibility: "I'm excited about tools that can automatically generate translations for videos, making content more accessible to diverse audiences." AI-driven translation tools can democratize access to educational content, as supported by research on language barriers and global communication (Pellas, 2023). By providing translations, Effia can reach non-English-speaking audiences, including the Ghanaian diaspora and other international communities, thereby amplifying her impact on global maternal health education.

5.2.3.2 Diversified Content Formats

AI-powered video editing tools enable Effia to experiment with different content formats and styles, making her videos more engaging and visually appealing. This flexibility helps her attract and retain a diverse audience.

“AI tools have allowed me to explore content formats and niches that I previously couldn’t.” The flexibility and creativity afforded by AI tools are essential for engaging diverse audiences. Anantrasirichai and Bull (2022) highlight the importance of creativity and innovation in maintaining audience interest. By diversifying her content formats, Effia can cater to various preferences and learning styles, thereby enhancing the educational value of her videos.

5.2.3.3 Monetization and Revenue Growth

AI-driven insights into audience behavior and content performance help Effia optimize her monetization strategies, from live session gifts to brand partnerships. These tools provide her with the data needed to attract sponsors and create content that aligns with audience interests. “With this knowledge, I can talk to companies that sell things related to babies and mothers and we work together.” Data analytics and targeted content strategies have been shown to significantly enhance revenue generation in digital content creation (Chaffey and Ellis-Chadwick, 2019). AI tools provide Effia with detailed insights into her audience’s preferences, enabling her to create content that is more likely to attract sponsorships and donations. This not only boosts her income but also ensures the sustainability of her educational efforts.

5.2.3.4 Real-Time Interaction and Community Building

AI tools enhance real-time interaction with Effia’s audience, fostering a sense of community and engagement. Effia mentions, “AI makes it easier for me to interact with my audience. Like with the live sessions AI helps me to know the best times to go live when most people can join.” Real-time interaction is crucial for building a supportive and engaged community. According to Marti et al. (2024), virtual communities are essential for social learning and support. By leveraging AI to optimize live session timings, Effia can ensure maximum participation and engagement, thus strengthening the community around maternal health education.

5.3 Reflections on the MOA Framework in This Case Study

The motivation, opportunity, and ability (MOA) framework provides a comprehensive lens for analyzing the factors influencing Effia’s successful

integration of AI tools in her digital content creation for health advocacy. Below are reflections on each component of the MOA framework, supported by relevant literature.

5.3.1 Motivation

Effia's motivation to integrate AI tools into her content creation stems from a deep-seated desire to improve maternal health education and correct widespread misinformation. Her transition from a traditional midwife to a digital health advocate was driven by intrinsic motivation, a critical factor in sustaining innovative practices (Bandhu et al., 2024). Effia's motivation is rooted in her early experiences witnessing the severe healthcare challenges in Nsuta, Ghana, which shaped her commitment to providing accurate and practical health education. This aligns with intrinsic motivation theory, where individuals are driven by internal rewards and personal satisfaction (Shah, 2024).

Effia's strategic use of TikTok to reach a younger, more dynamic audience further highlights her motivation to maximize the impact of her educational messages. The platform's AI-driven content recommendation algorithms enhance her ability to engage a broader audience quickly and effectively, aligning with findings that social media can significantly enhance information dissemination and engagement (Munaro et al., 2021).

5.3.2 Ability

Effia's ability to integrate AI tools is a result of her practical approach to learning, the user-friendly nature of the tools, and her engagement with the content creator community. The ease of use of AI-powered features like auto-captioning and video effects on TikTok allowed Effia to produce high-quality videos without advanced technical skills. This reflects the TAM by Davis (1989), which posits that perceived ease of use is crucial for technology adoption.

Effia's continuous learning and adaptability are evident in her engagement with online tutorials and other content creators, enhancing her skills and knowledge. This communal learning approach, supported by social learning theories (Wang et al., 2023), underscores the importance of collaborative learning and knowledge sharing within communities. Effia's proactive approach to using TikTok's AI-driven analytics to understand her audience and tailor her content further demonstrates her ability to leverage AI for effective content creation.

5.3.3 Opportunity

Effia's integration of AI tools presents several significant opportunities, ranging from enhanced reach and visibility to diversified content formats and monetization. The AI algorithms on TikTok help her content reach a broader audience by recommending her videos to users most likely to benefit from them. This targeted approach maximizes the impact of her educational messages, supported by literature indicating that AI algorithms significantly enhance the reach and impact of digital content (Singh and Pathania, 2024).

The potential for future AI tools offering automatic translation can further expand Effia's reach, making her content accessible to a global audience and breaking down language barriers (Pellas, 2023). AI-powered video editing tools enable Effia to experiment with different content formats, enhancing the engagement and visual appeal of her videos. This flexibility is crucial for maintaining audience interest and is supported by the importance of creativity and innovation in content creation (Anantrasirichai and Bull, 2022).

Effia's ability to leverage AI-driven insights into audience behavior and content performance optimizes her monetization strategies, attracting sponsors and increasing viewer donations during live sessions. This aligns with findings that data analytics and targeted content strategies enhance revenue generation in digital content creation (Chaffey and Ellis-Chadwick, 2019). AI tools also enhance real-time interaction with her audience, fostering a sense of community and engagement, which is essential for building supportive virtual communities (Marti et al., 2024).

5.4 Implications

5.4.1 Implications for Students

Students can derive several key lessons from Effia's case, particularly those studying health communication, digital marketing, or AI integration. Effia's journey illustrates the power of leveraging AI tools to amplify educational content and engage diverse audiences effectively. By understanding the motivations and strategies behind Effia's success, students can appreciate the importance of intrinsic motivation and the role of passion in driving impactful digital advocacy. Additionally, students can learn the significance

of continuous learning and adaptability, as Effia's ability to stay updated with AI tools and social media trends is crucial for maintaining relevance and effectiveness.

5.4.2 Implications for Practitioners/Content Creators

Effia's case provides valuable insights for practitioners and content creators, especially those in the health sector or those looking to use AI to enhance their digital presence. The practical benefits of AI tools, such as ease of use, content optimization, and enhanced audience engagement, demonstrate the potential for AI to streamline content creation processes and improve the quality of educational materials. Practitioners can learn from Effia's strategic use of AI-driven analytics to tailor content to audience preferences, ensuring that educational messages are both impactful and widely disseminated. Additionally, the case highlights the importance of collaboration and community learning, suggesting that practitioners can benefit from engaging with peers and leveraging shared knowledge.

5.4.3 Implications for Researchers

Effia's innovative use of AI in digital health advocacy opens several avenues for further research. Researchers can explore the long-term impact of AI-enhanced content on health outcomes, particularly in maternal health education. Effia's case suggests that AI can significantly improve the reach and engagement of educational content, but empirical studies are needed to quantify these effects and understand their broader implications. Additionally, the ethical and societal implications of AI in content creation warrant further investigation, particularly concerning data privacy and algorithmic biases. Effia's concerns about data security highlight the need for research into best practices for safeguarding user information while leveraging AI for educational purposes.

5.4.4 Implications for Policymakers

Effia's case underscores the potential of AI tools to democratize access to health education and bridge informational gaps in underserved communities. Policymakers can draw from Effia's experiences to develop policies that support the integration of AI in public health initiatives, ensuring that educational content is both accessible and effective. Effia's success in reaching

a global audience through AI-enhanced social media platforms suggests that policymakers should consider supporting digital literacy and AI training programs for health educators and advocates. Furthermore, the case highlights the importance of addressing the digital divide, as connectivity issues and limited access to technology can hinder the effectiveness of AI-driven educational efforts.

By examining Effia's case through the MOA framework, content creators and researchers can gain a deeper understanding of the factors that enable successful AI integration in digital content creation and its broader implications for education, practice, research, and policy.

5.5 Future Research Directions

5.5.1 Exploring the Long-Term Impact of AI on Content Creation

Future research should focus on the long-term effects of AI on content creation and its sustainability. This includes examining how AI influences the quality, consistency, and engagement of educational content over extended periods. Studies could analyze the impact on various metrics such as audience growth, retention rates, and overall health outcomes in targeted demographics.

5.5.2 Ethical and Societal Implications of AI in Content Creation

Given Effia's concerns about data privacy and algorithmic biases, future research should delve into the ethical and societal implications of using AI in content creation. Investigating how AI algorithms can be made more transparent and equitable will be crucial. Researchers should explore ways to safeguard user data and ensure ethical practices in AI application, especially in sensitive fields like health education.

5.5.3 AI's Role in Democratizing Content Creation

AI has the potential to democratize content creation by making advanced tools accessible to individuals with limited technical skills. Future research can explore how AI can bridge the digital divide and empower content creators from diverse backgrounds, particularly in rural or underserved

communities. Studies could evaluate the effectiveness of AI in enhancing digital literacy and providing equal opportunities for content creators globally.

5.5.4 Skill Development and Education for AI Integration

Effia's case highlights the importance of continuous learning and adaptability in leveraging AI tools. Future research should investigate the most effective methods for educating and training individuals in AI integration. This includes developing curriculum frameworks, instructional strategies, and assessment tools to enhance AI proficiency among content creators and health educators.

5.5.5 AI and Creativity Enhancement

AI's potential to enhance creativity in content creation is a promising area for future research. Studies could examine how AI tools influence the creative processes of content creators, the diversity of content formats, and the innovation in educational messaging. Research could also explore how AI can support collaborative creativity, enabling content creators to work together more effectively.

5.5.6 Monetization Strategies and Economic Impact

Effia's experience with monetization through AI-driven content provides a basis for further research into the economic impacts of AI on content creation. Future studies could analyze various monetization strategies, the economic sustainability of AI-enhanced content, and the financial opportunities available to content creators. This research can help identify best practices for maximizing revenue while maintaining educational integrity.

5.5.7 Cross-Platform Integration and Collaboration

Effia's success across multiple social media platforms suggests the need for research into cross-platform integration and collaboration. Future studies could explore how AI can facilitate seamless content creation, distribution, and engagement across different platforms. This includes examining the effectiveness of cross-platform strategies and the role of AI in optimizing content for diverse audiences.

5.6 Conclusion

Effia's journey from a midwife in a rural Ghanaian community to a digital health advocate leveraging AI on social media platforms is a testament to the transformative power of technology in education and advocacy.

Through the lens of the MOA framework, her case illustrates how MOA interplay drives successful AI integration in content creation.

Effia's intrinsic motivation, rooted in her passion for improving maternal health, propelled her to adopt AI tools that enhance the reach and impact of her educational messages. The opportunities presented by AI, such as global accessibility and enhanced visibility, allowed her to overcome geographical and cultural barriers, extending her influence to a diverse, international audience. Her ability to adapt to AI tools, facilitated by their user-friendly nature and community learning, underscores the importance of continuous learning and technological proficiency.

The implications of Effia's case are profound, offering valuable insights for students, practitioners, researchers, and policymakers. Her success demonstrates the potential of AI to democratize content creation, bridge informational gaps, and foster innovative educational practices. However, it also highlights the need for ethical considerations, data privacy, and addressing the digital divide.

Future research should build on Effia's experiences to explore the long-term impacts, ethical implications, and economic potentials of AI in content creation. By continuing to investigate these areas, stakeholders can develop strategies to harness AI's power responsibly and effectively, ensuring that technological advancements contribute positively to educational and advocacy efforts.

Effia's story is a powerful example of how traditional expertise can be amplified through modern digital tools, creating lasting impacts on public health education. As AI continues to evolve, the lessons learned from her journey will be invaluable in guiding future endeavors in digital advocacy and content creation.

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Chapter 6

AI-Driven Success: A Journey into Educational Content Creation and Digital Marketing

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6.1 Case Overview

David (pseudonym), a male digital marketer and content creator between the ages of 31 and 40, has carved out a specific area for himself in educational content development, specifically on Facebook. In addition to having a Master's Degree and 6–10 years of experience, he is a content creator who works in an urban area in Ghana and devotes his entire life to the content creation process. His content is concentrated on value proposition, knowledge, and strategy sharing, as well as the provision of free workshops to engage the audience and create value. He does this by utilizing his job as a digital marketer. A summary of David's demographics is outlined in Table 6.1.

6.1.1 The Journey into Content Creation

David's journey into content creation exemplifies the adaptive nature of online content marketing. Facing financial challenges, he sought a way to

Table 6.1 Summary Table for David

<i>Aspect</i>	<i>Details</i>
Name	David (pseudonym)
Age	31–40 years old
Location	Takoradi, Western Region: Ghana
Education	Master's Degree
Experience	6–10 years in digital marketing and content creation
Primary platform	Facebook
Content focus	Educational content on digital marketing, value proposition, knowledge sharing, strategy, and free workshops
Audience demographics	Global audience, including Ghana, Nigeria, the United States, Canada, and the United Kingdom; age 18–40
AI tools	SEMrush, QuillBot, Grammarly, CopyAI

earn an income online and quickly recognized the potential in design and video editing. With guidance from a mentor, he learned how to monetize his newfound skills on Fiverr, allowing him to offer his services to a global clientele. He states that this mentorship was pivotal, explaining that the mentor “*provided a course that helped me start making money on Fiverr.*”

Armed with these skills and a growing base of knowledge, David strategically expanded his influence by responding to the specific needs and requests of a community of nearly 1,000 followers.

Facebook emerged as his primary platform due to its ease of use and effectiveness in connecting with his target audience. Through Facebook advertising and digital marketing techniques, he tapped into the potential of this network, particularly for selling courses. He shared his passion for the platform, noting, “*I found Facebook very easy to use and effective for reaching my ideal customers.*”

Despite his initial unawareness of other social media platforms, David cultivated a community on Facebook that thrives on his educational content and personalized connections.

David’s audience spans several countries, including Ghana, Nigeria, the United States, Canada, and the United Kingdom, all within the 18–40 age demographic. He attributes this international reach to Fiverr referrals and effective engagement during his educational tours to Ghana’s tertiary

institutions and secondary schools. By catering to the interests of his international audience, he harnesses the power of global digital marketing while reinforcing his local roots. His journey illustrates the power of mentorship, the importance of platform specialization, and the immense value of adapting to audience needs in content creation.

6.1.2 Revenue and Expenditure Analysis

This section does not have revenue and spending details for this case owing to a lack of data.

6.1.3 Adoption and Utilization of AI Tools

David's integration of artificial intelligence tools into his content creation workflow demonstrates a strategic understanding of AI's capabilities for improving efficiency and quality. For instance, in enhancing writing clarity, he leverages Grammarly, a popular AI-based writing assistant, to "ensure clarity and correctness."

He also employs QuillBot to paraphrase and improve his content, optimizing it for readability and engagement. These tools ensure that his digital marketing content resonates with his audience by maintaining high standards of writing.

Moreover, David acknowledges the creative potential of AI in marketing copy generation, finding Copy.AI indispensable for crafting compelling project copy. *"These tools have been instrumental in enhancing the content quality and effectiveness of my digital marketing strategies,"* he asserts, underscoring his reliance on AI not just for productivity but also as a strategic asset.

His selection of tools reflects a careful alignment with his goals of boosting the creative impact and value of his digital marketing efforts.

David's awareness and adoption of these tools are driven by extensive research and experimentation. He prioritizes tools that "offer unique benefits to my business and align with my specific needs." To ensure that he fully leverages their potential, he complements this by acquiring knowledge through specialized courses taught by leading professionals. This proactive learning approach positions him at the forefront of adopting AI in content creation, allowing him to harness these innovations for maximum impact in his work.

6.1.4 Impact of AI

David's journey into the adoption of AI tools has impacted his content creation and monetization strategies, shaping how he approaches both his creative process and business. By using premium AI services for high-quality imagery and voiceovers, he has successfully boosted the professionalism and engagement of his work. This impact is evident in his ability to attract a larger, more diverse client base. *“By investing in premium services like high-quality images and voices for videos, I've been able to produce more engaging and professional content,”* he remarks, underscoring the importance of quality in standing out to clients in markets like Canada.

His exploration of AI tools wasn't a haphazard process but the result of meticulous research and strategic testing. Pursuing a master's in computer science provided him with the foundational knowledge to evaluate various digital tools. He says, *“My approach is to experiment and assess the effectiveness of each tool in practical scenarios,”* combining academic learning with practical implementation. By deeply understanding these tools, he can determine which AI applications best align with his business needs, even if this involves some trial and error.

6.1.5 Challenges and Limitations

David's experience with AI tools for content creation and marketing reveals several challenges that stem primarily from dependence on these systems.

Dependence on Internet Access: A notable incident underscored the fragility of relying solely on digital tools when internet access was disrupted in parts of West Africa, also affecting a friend in Canada. As David recalls,

We had planned many webinars and had scheduled our emails to be sent out weeks ahead through a platform called Mailytica. This situation showed us the risk of depending too much on these online tools because when they stop working, it can mess up our plans.

This disruption highlighted a critical vulnerability in automated workflows, where downtime can lead to missed deadlines, lost communications, and significant business consequences. To mitigate these risks, David emphasizes the need for contingency plans that can be enacted swiftly if AI tools

fail. He learned that while automation provides unparalleled efficiency, businesses must remain prepared to handle tasks manually or through alternative methods if necessary. As he notes, “Even though AI and automation are great, we still need to be ready to do things the old-fashioned way if needed.” This backup approach ensures resilience and continuity in operations, even when technical challenges arise.

High Costs: Another challenge is the potential for high costs associated with AI tools. David acknowledges this and is continuously seeking more cost-effective solutions. “I’m paying \$50 a month for a service, and if I find something that offers more for \$20, I would switch,” he explains, emphasizing the importance of staying curious about new, more affordable tools. This cost-conscious mindset ensures that businesses can maximize efficiency and maintain profitability by reducing overhead costs linked to digital tools.

Balancing Confidence with Practicality: Despite these challenges, David’s confidence in AI tools remains high because of their positive impact on his work. He notes, “My confidence in using these AI tools comes from the results they provide.” The return on investment from AI-driven campaigns and their ability to streamline tasks reinforce his trust in them, balancing out their challenges with tangible benefits in quality, revenue, and client satisfaction. Ultimately, while challenges exist, a strategic, adaptable approach to AI use allows David to leverage its power while safeguarding his business.

6.1.6 Future Prospects

David’s perspective on the prospects of AI in content creation is nuanced and reflective of the evolving challenges and opportunities in the field.

Authenticity Concerns: He points out the growing ambiguity around the authenticity of content, noting that “it’s becoming harder to know if the content is coming from someone’s experience or just generic information.” This blurring of lines between genuine and AI-generated material raises concerns over the potential loss of the personal touch that makes certain creators stand out. His fear of “super realistic videos AI can churn out” suggests a pressing need for clear guidelines and detection mechanisms to differentiate between real and synthetic content, thereby preserving trust and credibility in online media.

Constructive Potential: Despite these concerns, David remains optimistic about the constructive potential of AI, particularly in education and

analytics. He envisions AI playing a supportive role in content creation, stating, “It should be there to back us up, help speed things along, not take over our jobs or do our thinking for us.” This insight reflects a balanced approach to AI adoption, where it augments human creativity rather than replaces it.

Advancements in Social Media Analytics: He is also interested in seeing advancements in social media analytics tools, anticipating that these technologies could empower creators to make data-driven decisions and enhance their reach and engagement. Ultimately, his perspective underscores the importance of a responsible approach to integrating AI, ensuring it complements human expertise while upholding authenticity.

6.2 MOA Findings

6.2.1 *Motivation for Integrating AI Tools*

6.2.1.1 *Educational Drive*

David’s motivation for content creation is rooted in his desire to share knowledge and connect with learners in digital marketing. He finds immense fulfillment in “seeing someone apply what I’ve taught them and succeed,” which drives him to educate and empower others in the field. This finding is consistent with previous studies, which showed that key motivations for content creation are to generate interaction (Geyser, 2022) and acquire followers (Sanyoura and Anderson, 2022). This enthusiasm aligns seamlessly with AI tools that elevate the quality and effectiveness of his content. He points out how AI helps manage time by handling mundane tasks, allowing him to focus on the creative aspects of content creation. With this efficiency, he can reach a broader audience, ultimately achieving his goal of spreading knowledge and empowering others more effectively. He notes, “AI not only supports my goals but amplifies the impact of my work, making it a vital component of my content creation process.” Anantrasirichai and Bull (2020) also reiterated the fact that AI’s main function should be to enhance human creativity rather than replace it.

6.2.1.2 *Curiosity and Entrepreneurial Ambition*

David’s passion for exploring emerging technologies further fuels his curiosity, keeping him at the forefront of new digital trends and AI tools.

He embraces innovative methods that can “enhance my content and marketing strategies” to provide more value to his audience and clients. This curiosity is intertwined with his entrepreneurial ambition to grow his business and achieve financial success. His drive to “scale up and expand my operations, reaching new markets and developing new products or services” reflects his motivation to push forward in his career. Sanyoura and Anderson (2022) observed that creators leverage AI and similar technologies to reach large and diverse audiences through online platforms. The convergence of his educational drive, curiosity, and entrepreneurial spirit establishes a foundation where AI becomes indispensable in his creative process, amplifying both his reach and impact.

6.2.1.3 Amplifying Reach and Impact

David’s use of AI tools allows him to manage time efficiently and focus on the creative aspects of content creation. This efficiency enables him to reach a broader audience, achieving his goal of spreading knowledge and empowering others more effectively. “AI not only supports my goals but amplifies the impact of my work, making it a vital component of my content creation process,” he notes. This sentiment is echoed by Anantrasirichai and Bull (2022), who emphasize that AI’s main function should be to enhance human creativity rather than replace it.

6.2.1.4 Alignment with Emerging Trends

David’s curiosity about emerging technologies keeps him at the forefront of new digital trends and AI tools. He actively seeks innovative methods to enhance his content and marketing strategies, providing more value to his audience and clients. This continuous learning and adaptation align with his entrepreneurial ambition to grow his business and achieve financial success. “Scaling up and expanding my operations, reaching new markets and developing new products or services” is a key motivator for him. Sanyoura and Anderson (2022) observed that creators leverage AI and similar technologies to reach large and diverse audiences through online platforms, illustrating the powerful synergy between David’s motivations and his use of AI.

The convergence of his educational drive, curiosity, and entrepreneurial spirit establishes a foundation where AI becomes indispensable in his creative process, amplifying both his reach and impact.

6.2.2 Ability to Integrate AI

6.2.2.1 Hands-On Experience and Continuous Learning

David's ability to use AI tools effectively in content creation stems from a proactive approach rooted in hands-on experience, continuous learning, and feedback analysis. He understands the importance of experimenting with different tools to evaluate their potential fit for specific tasks. He emphasizes, "I like to get my hands dirty and try out different AI tools to understand their capabilities and how they fit into my workflow." This practical exploration allows him to select tools that best complement his unique needs, optimizing his workflow and ensuring the content produced is engaging and relevant. Additionally, his commitment to keeping his skills sharp through courses and workshops enables him to stay ahead of new features and trends that can elevate his creative process. Previous studies have observed that AI's role in automating routine tasks allows creators to focus more on creative aspects, thus fostering innovation and efficiency in content development (Khosravi et al., 2023).

6.2.2.2 Audience Engagement and Feedback Analysis

David also recognizes the value of audience engagement metrics and actively listens to feedback to refine his AI-driven strategies. This ongoing analysis enables him to assess how these tools impact the quality of his content and the level of audience engagement. He notes that by "tracking engagement metrics and listening to what my audience has to say," he can measure the success of his AI-enhanced approach. Diwan et al. (2023) found that the use of AI in processing and producing video content appeals to audience preferences and boosts engagement on digital platforms. David's thoughtful combination of exploration, learning, and fine-tuning ensures a constant evolution in his methods, allowing him to adapt and create the best possible content while expanding his service offerings for his clients.

6.2.2.3 Strategic Use and Adaptation

David's proactive and strategic use of AI fosters a dynamic creative process that aligns with audience needs and business goals. By integrating AI tools into his workflow, he can automate routine tasks, freeing up time to focus

on the more creative aspects of content creation. This approach not only enhances his efficiency but also allows him to deliver high-quality, engaging content that resonates with his audience. His methodical combination of hands-on experimentation, continuous learning, and feedback analysis ensures that he remains at the forefront of digital content creation, leveraging AI to its fullest potential.

Ultimately, David's proactive and strategic use of AI tools supports a dynamic and innovative creative process, aligning with both audience needs and business objectives.

6.2.3 Opportunity for AI Integration

6.2.3.1 Personalization and User Engagement

David provides a compelling view of how AI tools create new opportunities in content creation, particularly through their ability to personalize and streamline production. He highlights how data analysis tools help tailor content to individual interests, significantly enhancing user engagement. "This personalized approach," he states, "improves the user experience and also boosts engagement rates." By leveraging user behavior data, he ensures that his content aligns with the specific needs of his audience, increasing its relevance and impact. Personalization fosters deeper connections, encouraging viewers to interact with content creators who truly understand their preferences. Brüns and Meißner (2024) also found AI useful in digital marketing plans and highlighted how crucial artificial intelligence is to creating content that is specifically targeted and boosts the efficacy of digital marketing campaigns.

6.2.3.2 Optimization and Efficiency in Production

Beyond personalization, David finds AI indispensable in optimizing content production. He notes that his firm employs AI for video editing, automating tedious tasks like framing and adding effects. This automation speeds up production, allowing him to increase output while maintaining high-quality standards. AI tools such as SEMrush aid in scaling content marketing strategies by identifying trending topics and optimizing content for search engines. This broadens the reach of his videos, connecting them to a larger

audience. AI-driven tools that generate voiceovers and virtual avatars have enabled more interactive content that was previously cost-prohibitive.

6.2.3.3 Analytics and Strategic Insights

Additionally, analytics platforms provide “great insights that serve as guidance and feedback” regarding optimal times to post and where viewers are located. These opportunities empower David to engage his audience more effectively, amplifying the reach and influence of his creative work. Adwan (2024) sheds similar light by focusing on the ways that AI enhances digital marketing by enabling the creation of tailored content, the evaluation of consumer data, the making of tailored recommendations, and raising customer involvement.

6.3 Implications

6.3.1 Implications for Students

David’s case study offers valuable insights for students, especially those interested in digital marketing and content creation. His proactive approach to learning and experimenting with AI tools highlights the importance of hands-on experience and continuous education. Students can draw lessons from his strategic use of AI to enhance content quality and engagement, underscoring the necessity of staying updated with technological advancements to remain competitive in the digital space. By integrating AI tools into their workflow, students can improve their productivity and develop content that resonates with their audience.

6.3.2 Implications for Practitioners/Content Creators

For practitioners and content creators, David’s experience underscores the potential of AI to transform content creation processes. The use of AI for personalization, automation, and data-driven decision-making can significantly enhance the quality and relevance of content. Practitioners can learn from David’s strategy of leveraging AI tools to manage time efficiently and focus on creative aspects, thus improving overall productivity and engagement. Additionally, the importance of remaining adaptable and continuously

seeking cost-effective solutions can help practitioners optimize their operations and maintain profitability.

6.3.3 Implications for Researchers

David's case study provides a rich context for researchers to explore the broader impacts of AI on digital content creation. The study highlights several areas for further investigation, including the ethical implications of AI in content creation, the balance between automation and human creativity, and the effectiveness of AI-driven personalization in enhancing user engagement. Researchers can build on these findings to develop frameworks and guidelines that ensure the ethical and effective use of AI in digital marketing and content creation.

6.3.4 Implications for Policymakers

Policymakers can glean important insights from David's experience regarding the integration of AI in the digital economy. The case study emphasizes the need for clear guidelines and regulations to address authenticity concerns and ensure the ethical use of AI. Policymakers can use these insights to develop policies that promote transparency and accountability in AI applications, thereby preserving trust and credibility in digital content. Additionally, supporting initiatives that provide education and resources for small businesses and content creators to adopt AI can foster innovation and economic growth.

6.4 Future Research Directions

6.4.1 Exploring the Long-Term Impact of AI on Content Creation

Future research should focus on the long-term effects of integrating AI into content creation. Studies can examine how sustained use of AI tools influences the quality, creativity, and originality of content over time. Additionally, research could explore the potential for AI to foster innovation in content creation by enabling new forms of storytelling and artistic expression.

6.4.2 Ethical and Societal Implications of AI in Content Creation

The ethical and societal implications of AI in content creation are critical areas for further investigation. Researchers should delve into issues related to data privacy, bias in AI algorithms, and the authenticity of AI-generated content. Understanding these ethical considerations can help in developing guidelines and policies that ensure the responsible use of AI in digital marketing and content creation.

6.4.3 AI's Role in Democratizing Content Creation

AI has the potential to democratize content creation by providing powerful tools to individuals and small businesses that might not have access to extensive resources. Future research could explore how AI tools can level the playing field, allowing a broader range of voices and perspectives to be heard. Studies might also investigate the barriers to AI adoption for under-represented groups and propose solutions to overcome these challenges.

6.4.4 Skill Development and Education for AI Integration

As AI becomes more prevalent in content creation, there is a growing need for education and skill development. Research could focus on identifying the specific skills required to effectively use AI tools and developing educational programs to teach these skills. Additionally, studies could explore the most effective methods for training individuals to integrate AI into their creative processes.

6.4.5 AI and Creativity Enhancement

One intriguing area for future research is the relationship between AI and human creativity. Researchers could investigate how AI tools can enhance human creativity by automating routine tasks, providing new sources of inspiration, and enabling more efficient experimentation. Understanding this relationship can help in designing AI tools that complement and enhance human creativity rather than stifling it.

6.4.6 Monetization Strategies and Economic Impact

Future research could also focus on the economic impact of AI in content creation, particularly in terms of monetization strategies. Studies could

explore how AI tools influence revenue generation, cost efficiency, and market reach for content creators. Additionally, research could examine the broader economic implications of widespread AI adoption in the creative industries, including job displacement and the creation of new economic opportunities.

6.4.7 Cross-Platform Integration and Collaboration

As AI tools become more sophisticated, their ability to integrate across different platforms and facilitate collaboration will be an important area of study. Future research could investigate how AI can streamline workflows across multiple content creation and distribution platforms. Additionally, studies could explore the potential for AI to enhance collaborative efforts between content creators, enabling more seamless and productive partnerships.

6.5 Conclusion

David's journey into AI-driven content creation provides a compelling case study on the transformative potential of artificial intelligence in the digital marketing and content creation landscape. His proactive approach to integrating AI tools—rooted in hands-on experimentation, continuous learning, and strategic feedback analysis—highlights the significant advantages these technologies offer. From enhancing personalization and streamlining production processes to optimizing content for broader reach and engagement, AI has become an indispensable component of David's creative and business strategies.

However, this case study also underscores the importance of addressing the challenges associated with AI integration. Issues such as dependence on internet access, the high costs of AI tools, and concerns about content authenticity must be navigated carefully. David's experiences reveal the necessity of contingency planning and a balanced approach that leverages AI's benefits while maintaining readiness to operate manually when needed.

The implications of David's case extend across various domains, offering valuable lessons for students, practitioners, researchers, and policymakers. For students, it emphasizes the need for continuous education and hands-on experience with emerging technologies. Practitioners can learn from

David's strategic use of AI to enhance content quality and engagement, while researchers can explore the broader impacts of AI on creativity, ethics, and the digital economy. Policymakers are urged to develop guidelines that ensure ethical AI use and support educational initiatives to foster innovation.

Looking ahead, the future research directions identified in this chapter provide a roadmap for further exploration into the long-term impact of AI on content creation, the ethical and societal implications, and the role of AI in democratizing content creation. By investigating these areas, the academic and professional communities can develop frameworks and strategies that maximize the benefits of AI while mitigating its risks.

Ultimately, David's story is a testament to the power of AI to revolutionize content creation and digital marketing. It demonstrates that with a proactive, adaptive approach, AI can significantly enhance the efficiency, creativity, and impact of digital content, paving the way for new opportunities and innovations in the field. As AI continues to evolve, its integration into content creation processes will undoubtedly shape the future of digital marketing, offering exciting possibilities for those willing to embrace and adapt to these technological advancements.

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Chapter 7

Harnessing AI for Lifestyle and Health Content Creation: From Hobbyist to Influencer

Jefferson Seyanya Seneadza and Sheena Lovia Boateng

7.1 Case Overview

Alex (pseudonym), a 29-year-old content creator, resides in an urban area of Detroit, Michigan, USA. With a bachelor's degree in communications and over five years of experience in content creation, Alex has built a significant following on YouTube and Instagram. His content primarily focuses on fitness routines, wellness tips, and personal development strategies. Alex's decision to become a content creator was motivated by a passion for health and a desire to inspire others to lead healthier lives.

Alex's approach is characterized by strong community involvement. He routinely engages with his followers through comments, live sessions, and social media posts, cultivating a supportive and participatory community. The majority of his audience comprises individuals between the ages of 18 and 35 from the United States, Canada, and the United Kingdom. They are interested in receiving practical health advice and finding encouragement to enhance their lifestyle.

Alex's journey into content creation began during his college years as a hobby, where he shared fitness tips and wellness routines on YouTube. Initially aimed at friends and family, his content quickly gained traction. Recognizing the potential, Alex invested more time and resources into his

Table 7.1 Summary Table for Alex

<i>Aspect</i>	<i>Details</i>
Name	Alex (pseudonym)
Age	29 years old
Location	Urban area of Detroit, Michigan
Education	Bachelor's degree in Communications
Experience	Over five years in content creation
Primary platforms	YouTube and Instagram
Content focus	Lifestyle and Health (fitness routines, wellness tips, and personal development strategies)
Audience demographics	Individuals aged 18–35 from the United States, Canada, and the United Kingdom
AI tools	Grammarly, Canva Pro, Adobe Premiere Pro, TubeBuddy, VidIQ

content, learning about video editing, search engine optimization (SEO), and social media marketing, which helped him refine his approach and expand his reach. He chose YouTube as his main outlet due to its large audience and diverse monetization options. Subsequently, Alex extended his presence on Instagram to take advantage of its user base that focuses on visual content and to communicate with followers more dynamically. His unwavering dedication to producing top-notch material and fostering authentic interaction has enabled him to cultivate a devoted and dynamic community. A summary of Alex's demographics is outlined in Table 7.1.

7.1.1 The Journey into Content Creation

Alex's journey into content creation began during his college years when he was pursuing a bachelor's degree in Communications. Initially, content creation was a hobby for Alex, where he shared fitness tips and wellness routines on YouTube aimed at his friends and family. His straightforward and practical approach quickly gained traction as more people outside his immediate circle started to find value in his content. Motivated by the positive feedback and increasing engagement, Alex decided to invest more time and resources into his content creation efforts. He began learning about video editing, SEO, and social media marketing.

“I came to see that I had to enhance not only the material but also my presentation and promotion of it if I wanted a bigger audience,” Alex recalls. This self-driven education was crucial in helping him refine his approach and expand his reach. With a growing number of followers, Alex recognized the potential of turning his hobby into a career. He strategically focused on YouTube, a platform known for its vast audience and robust monetization options. *“For long-form materials and thorough instructions, YouTube was ideal,”* Alex explains. He started producing higher-quality videos, incorporating advanced editing techniques and SEO strategies to ensure his content was discoverable and engaging.

As his YouTube channel grew, Alex decided to expand his presence to Instagram, a platform well-suited for visual content and quick updates. This move allowed him to engage with his audience in more interactive and personal ways, such as through Instagram Stories and live sessions.

“The graphic aspect of Instagram matched my YouTube material exactly. It let me interact every day with my fans and provide bits of my daily life,” he notes.

Engagement with his community became a vital part of Alex’s approach. He regularly interacted with his followers through comments, live sessions, and social media posts, fostering a supportive and interactive community. His audience primarily consisted of individuals aged 18–35 from the United States, Canada, and the United Kingdom who sought practical health advice and motivation to improve their lifestyle.

“I enjoy chatting with my fans. Their comments and queries inspire me to keep producing and honing my work,” Alex shares.

Over the years, Alex’s content and approach have evolved significantly. He continuously adapts to the latest trends and audience preferences, ensuring his content remains relevant and valuable. By leveraging his background in communications and his passion for health, Alex has successfully built a brand that resonates with a broad and engaged audience. His journey exemplifies the dynamic nature of content creation and the importance of continuous learning and adaptation in achieving success.

7.1.1.1 Revenue and Expenditure Analysis

Due to limited access to relevant data, no revenue or expenditure information is available for this case.

7.1.2 Adoption and Utilization of AI Tools

Alex's integration of AI tools into his content creation workflow marked a significant turning point in his career. Initially, Alex used basic tools like Grammarly for editing and Canva for designing social media posts. As his understanding of AI's potential grew, he began experimenting with more advanced tools, transforming his approach to content creation.

7.1.2.1 Early Adoption and Learning Phase

"I was first dubious about artificial intelligence," Alex admits. "I assumed it was merely a buzzword." However, curiosity led him to try out AI-driven video editing software like Adobe Premiere Pro, which uses AI to automate many editing tasks such as color correction, audio balancing, and even generating rough cuts based on the content of the footage. "The AI tools in Premiere Pro save me many editing hours," Alex explains. "From audio balancing to auto-color corrections, these technologies enable me to concentrate more on the creative elements."

7.1.2.2 Advanced AI Tools and Their Benefits

The turning point came when Alex started using AI-powered analytics tools like TubeBuddy and VidIQ. These tools provide insights into viewer behavior, keyword optimization, and competitor analysis on YouTube. *"With TubeBuddy, I can monitor which keywords are popular and how my films fare relative to others," Alex notes. "This information guides my judgments on my content approach."*

For lifestyle and health content, visual appeal and engagement are crucial. Alex began using AI-driven design tools such as Canva Pro, which offers AI-based design suggestions and automates repetitive tasks. *"Canva Pro's striking thumbnails and social media visuals have changed everything," Alex says. "The AI recommendations save much of my time and keep me on brand."*

Personalization is another area where AI has made a significant impact. Alex uses AI-driven recommendation tools to tailor video suggestions and content formats based on viewer preferences. *"Personalization is key," Alex emphasizes. "Knowing what my readers enjoy will help me provide more relevant and interesting material."*

This approach aligns with the findings of Brüns and Meißner (2024), who highlighted the importance of personalization in enhancing viewer engagement.

7.1.3 Challenges and Considerations

7.1.3.1 Dependency on Algorithms

Despite the benefits, Alex has faced several challenges in using AI tools or applications. One major issue is the dependency on algorithms for visibility and engagement. “The YouTube method can be unpredictable,” Alex notes. “Sometimes, despite my best efforts, a video doesn’t perform well because it’s not picked up by the algorithm.” This reliance on algorithms can make content performance inconsistent and difficult to predict.

7.1.3.2 Technical Issues and Costs

Technical issues and costs are also significant concerns. Advanced AI tools often come with steep learning curves and high subscription fees. “Although these tools are rather effective, their cost can be high,” Alex explains. “I have to choose carefully which tools I buy to guarantee a decent return on investment.” Balancing the cost of AI tools with their benefits requires careful consideration to ensure they are financially viable.

7.1.3.3 Maintaining Authenticity

Maintaining authenticity while using AI is another challenge. “It’s important that my content remains genuine,” Alex emphasizes. “AI tools can help, but they can’t replace the personal touch that my followers expect and appreciate.” Ensuring that AI enhancements do not detract from the authenticity of his content is crucial for maintaining audience trust and engagement.

7.1.3.4 Literature Support

The literature substantiates and validates Alex’s experiences. AI-driven solutions have been found to significantly enhance efficiency and promote ingenuity in content generation. According to Brüns and Meißner (2024), AI can enhance content creation processes, enabling authors to consistently

produce high-quality information. However, they also warn of potential disadvantages, such as a reduced perception of authenticity in AI-generated content. Khosravi et al. (2023) highlight how AI can assist in generating ideas and content, thereby enhancing the creative process and productivity of content creators. This aligns with Alex's experience of using AI tools for brainstorming and content personalization. Furthermore, studies by Anantrasirichai and Bull (2022) emphasize that AI's primary function should be to enhance human creativity rather than replace it, a sentiment echoed by Alex in his balanced approach to using AI.

7.1.4 Impact of AI Tools on Content Creation

The adoption of AI tools has profoundly impacted Alex's content creation process, transforming not only how he produces content but also how he engages with his audience and monetizes his work.

7.1.4.1 Enhancing Content Quality and Efficiency

One of the most significant benefits of AI tools for Alex has been the enhancement of content quality and efficiency. *"AI-driven editing tools like Adobe Premiere Pro have revolutionized my workflow,"* Alex explains.

Tasks that used to take hours, like color correction and audio balancing, are now automated, allowing me to focus on the creative aspects of content production.

This efficiency has enabled Alex to maintain a consistent posting schedule, which is crucial for building and retaining an audience on platforms like YouTube and Instagram.

AI tools have also improved the visual appeal of Alex's content. Tools like Canva Pro provide AI-based design suggestions, helping Alex create eye-catching thumbnails and social media graphics quickly and easily.

"The AI suggestions in Canva Pro are incredibly helpful," Alex notes. *"They keep my visuals consistent and professional, which is important for maintaining my brand."*

AI analytics tools have played a crucial role in optimizing audience engagement for Alex. By using TubeBuddy and VidIQ, Alex can gain deep insights into viewer behavior, keyword optimization, and content performance.

“These tools give me valuable data on what my audience likes and how they interact with my content,” Alex says. “I can see which keywords are trending and how my videos compare to others in my niche, which helps me make informed decisions about my content strategy.”

Personalization algorithms have also boosted engagement by tailoring content recommendations to individual viewer preferences. “Personalization is key to keeping my audience engaged,” Alex emphasizes. *“AI-driven recommendations help ensure that my viewers see content that aligns with their interests, which increases watch time and subscriber growth.”*

7.1.4.2 Monetization and Revenue Growth

AI tools have not only enhanced Alex’s content and engagement but also positively impacted his monetization strategies. “By using AI analytics, I can identify which content generates the most revenue and why,” Alex explains. *“This insight allows me to focus on creating videos that are both engaging and profitable.”*

Alex has seen a noticeable increase in earnings since incorporating AI tools, particularly through targeted advertisements and personalized sponsorship deals.

AI-driven platforms like Patreon and Ko-fi have also enabled Alex to diversify his revenue streams. These platforms use AI to recommend personalized donation tiers and rewards, encouraging more substantial and consistent support from his audience. *“AI helps me create compelling offers that resonate with my supporters,” Alex notes. “It’s been a game-changer for my revenue.”*

7.1.4.3 Challenges with Monetization

Despite these benefits, Alex faces several challenges in monetizing his content. One significant challenge is the fluctuating nature of ad revenue. “Ad rates can vary widely from month to month, making it difficult to predict income,” Alex explains. This unpredictability underscores the importance of having multiple revenue streams. Retrieving money earned from various platforms can also be cumbersome, as each platform has its own payment schedule and fee structure. “Managing income from different sources can be complicated and time-consuming,” Alex admits. “It requires careful tracking and planning to ensure everything is accounted for.”

Research in the field of literature confirms that artificial intelligence techniques have the potential to greatly improve revenue generation for content creators. Brüns and Meißner (2024) emphasize the potential of AI-driven analytics and personalization tools to enhance content performance and engagement, resulting in greater revenue opportunities. Khosravi et al. (2023) highlight the significance of AI in helping creators select and concentrate on the most profitable content, thereby increasing their earnings.

The utilization of AI techniques has greatly influenced Alex's capacity to generate revenue from his material by offering relevant analysis and improving user interaction. Through the use of AI analytics and personalization techniques, Alex has enhanced his revenue streams and increased his earnings. Despite the obstacles posed by factors like volatile advertising revenue and the need to handle revenues from many channels, AI continues to be an essential element of his revenue generation strategy. This section emphasizes the significance of AI in facilitating financial stability and prosperity for content creators in the digital economy.

7.1.5 Future Prospects

7.1.5.1 Advancements in AI Tools

Looking ahead, Alex is optimistic about the future of AI in content creation. He anticipates further advancements in AI that will offer even more sophisticated tools for content optimization and engagement. "I'm excited about the future of AI in this space," Alex says. "There's so much potential for these tools to help creators like me reach new heights." Alex is particularly interested in AI tools that offer real-time analytics and more advanced personalization features. "Tools that provide real-time feedback and deeper insights into viewer preferences will be game-changers," he predicts.

7.1.5.2 Automation and Creative Freedom

He also sees potential in AI-driven automation tools that could handle more complex tasks, freeing up more time for creative pursuits. These advancements could enable content creators to focus more on the creative aspects of their work while relying on AI for technical and repetitive tasks.

7.1.5.3 Ethical Considerations and Transparency

However, Alex also stresses the need for ethical considerations and transparency in AI use. “As these tools become more powerful, it’s important to use them responsibly,” he concludes. “Creators need to ensure that AI enhances their work without compromising authenticity or viewer trust.” Ensuring ethical use and transparency in AI applications will be crucial as these tools continue to evolve.

7.2 MOA Findings

The motivation, opportunity, and ability (MOA) theory, as explained in previous chapters, offer a framework for comprehending Alex’s motivation to incorporate AI tools into his content creation process. This section examines the influence of these three reasons on Alex’s adoption of AI technologies and the resulting impact on his work.

7.2.1 Motivation for Integrating AI Tools

Alex’s primary motivation for integrating AI tools into his content creation process stems from his desire to enhance content quality, efficiency, and audience engagement. “I wanted to create the best possible content for my followers,” Alex explains. “AI tools promised to streamline my workflow and help me achieve a professional standard that I couldn’t reach on my own.” As Alex became more familiar with AI tools, his motivations evolved. Initially driven by the need to improve content production efficiency, Alex soon realized the potential of AI in personalizing content for his audience. “Seeing the positive feedback from my audience and the increase in engagement motivated me to dive deeper into AI,” he notes. The ability to deliver tailored content that resonated with his viewers became a significant motivational factor.

7.2.2 Opportunity for Integrating AI

AI tools have created new opportunities for Alex in content creation and audience engagement. These tools have enabled him to explore content formats and niches that were previously out of reach due to technical limitations. “AI has enabled me to experiment with different types of

content, like creating interactive fitness routines and personalized wellness tips,” Alex says. “The possibilities are endless, and that’s exciting.” The opportunity to gain deeper insights into audience behavior through AI analytics has also been transformative. “Understanding what my audience likes and how they interact with my content has been invaluable,” Alex explains. “It has helped me make more informed decisions and tailor my content strategy to meet their needs.” Furthermore, AI has provided Alex with the tools to optimize monetization strategies. By analyzing data on viewer engagement and revenue generation, Alex can identify the most lucrative content types and sponsorship opportunities. “AI has helped me pinpoint what works best in terms of revenue, allowing me to focus my efforts more strategically,” he notes.

7.2.3 Ability to Integrate AI

Assessing his ability to effectively use AI tools has been a critical part of Alex’s journey. Initially, there was a learning curve associated with mastering these advanced technologies. “It took some time to get comfortable with AI tools,” Alex admits. “I had to invest in learning and experimenting to understand how to use them effectively.” Alex believes that continuous learning and adaptation are essential for effectively leveraging AI in content creation. He has undertaken various training sessions and self-learning initiatives to improve his proficiency with AI tools. “I’ve participated in online courses and webinars, and I’m always reading up on the latest AI developments,” he explains. “Staying updated is crucial in this fast-evolving field.” Confidence in choosing the right AI tools for his needs has also grown over time. “Initially, I was overwhelmed by the sheer number of tools available,” Alex recalls. “But through research and experimentation, I’ve learned to identify which tools align best with my content goals and workflow.”

7.2.4 Literature Support

The implementation of the MOA framework in Alex’s example is consistent with the current research on the adoption of artificial intelligence in creative processes. Brüns and Meißner (2024) state that producers are inclined to utilize AI tools in order to improve the quality of their material and effectively communicate with their viewers. The potential of AI in personalizing content and maximizing interaction tactics has been extensively studied by

Khosravi et al. (2023), highlighting its disruptive impact on creative sectors. Anantrasirichai and Bull (2022) emphasize the significance of acquiring proficiency in utilizing AI technologies, underscoring the necessity for ongoing learning and adjustment. Alex's approach to learning AI technologies and effortlessly incorporating them into his content creation process reflects this perspective.

The MOA theory offers a thorough framework for comprehending Alex's incorporation of AI tools into his process of content production. Alex has utilized AI to investigate innovative content formats and optimize tactics for monetization, driven by the goal of improving content quality and engagement. By engaging in ongoing learning and adjustment, he has acquired the proficiency to efficiently utilize AI technologies, guaranteeing that they augment rather than diminish his creative vision. The significance of MOA in the effective implementation of AI technology in the creative economy is emphasized by this well-rounded approach.

7.3 Implications

7.3.1 Implications for Students

Alex's case study offers valuable insights for students interested in digital marketing and content creation. It demonstrates the importance of integrating AI tools into the content creation process to enhance quality, efficiency, and engagement. Students can learn from Alex's proactive approach to experimenting with various AI technologies and his commitment to continuous learning. The case highlights the need for adaptability and staying updated with the latest trends to remain competitive in the digital landscape. By leveraging AI tools, students can improve their productivity and develop content that resonates with their audience, ultimately preparing them for future challenges in the digital economy.

7.3.2 Implications for Practitioners/Content Creators

For practitioners and content creators, Alex's experience underscores the transformative potential of AI in content creation. AI tools can significantly enhance the quality of content, streamline production processes, and optimize engagement strategies. Practitioners can take away the importance of maintaining authenticity while using AI, ensuring that the personal touch

expected by their audience is not lost. The case also highlights the need for a balanced approach, where AI is used to complement and enhance human creativity rather than replace it. Practitioners are encouraged to continuously explore new AI tools, assess their effectiveness, and integrate them strategically into their workflow to maximize benefits and maintain profitability.

7.3.3 Implications for Researchers

Alex's case study provides a rich context for researchers to explore the broader impacts of AI on digital content creation. It presents several avenues for future research, including the ethical implications of AI use, the balance between automation and human creativity, and the effectiveness of AI-driven personalization in enhancing user engagement. Researchers can build on these findings to develop frameworks and guidelines that ensure the ethical and effective use of AI in digital marketing and content creation. The study also emphasizes the importance of ongoing learning and adaptation, suggesting a focus on educational programs and training methods for AI integration.

7.3.4 Implications for Policymakers

Policymakers can glean important insights from Alex's experience regarding the integration of AI in the digital economy. The case study highlights the need for clear guidelines and regulations to address authenticity concerns and ensure the ethical use of AI. Policymakers can use these insights to develop policies that promote transparency and accountability in AI applications, thereby preserving trust and credibility in digital content. Additionally, supporting initiatives that provide education and resources for small businesses and content creators to adopt AI can foster innovation and economic growth. Ensuring that AI tools are accessible and affordable for all content creators can help democratize the digital content creation landscape.

7.4 Future Research Directions

7.4.1 Exploring the Long-Term Impact of AI on Content Creation

Future research should focus on the long-term effects of integrating AI into content creation. Studies can examine how sustained use of AI tools

influences the quality, creativity, and originality of content over time. Additionally, research could explore the potential for AI to foster innovation in content creation by enabling new forms of storytelling and artistic expression.

7.4.2 Ethical and Societal Implications of AI in Content Creation

The ethical and societal implications of AI in content creation are critical areas for further investigation. Researchers should delve into issues related to data privacy, bias in AI algorithms, and the authenticity of AI-generated content. Understanding these ethical considerations can help in developing guidelines and policies that ensure the responsible use of AI in digital marketing and content creation.

7.4.3 AI's Role in Democratizing Content Creation

AI has the potential to democratize content creation by providing powerful tools to individuals and small businesses that might not have access to extensive resources. Future research could explore how AI tools can level the playing field, allowing a broader range of voices and perspectives to be heard. Studies might also investigate the barriers to AI adoption for under-represented groups and propose solutions to overcome these challenges.

7.4.4 Skill Development and Education for AI Integration

As AI becomes more prevalent in content creation, there is a growing need for education and skill development. Research could focus on identifying the specific skills required to effectively use AI tools and developing educational programs to teach these skills. Additionally, studies could explore the most effective methods for training individuals to integrate AI into their creative processes.

7.4.5 AI and Creativity Enhancement

One intriguing area for future research is the relationship between AI and human creativity. Researchers could investigate how AI tools can enhance human creativity by automating routine tasks, providing new sources of inspiration, and enabling more efficient experimentation. Understanding this relationship can help in designing AI tools that complement and enhance human creativity rather than stifling it.

7.4.6 Monetization Strategies and Economic Impact

Future research could also focus on the economic impact of AI in content creation, particularly in terms of monetization strategies. Studies could explore how AI tools influence revenue generation, cost efficiency, and market reach for content creators. Additionally, research could examine the broader economic implications of widespread AI adoption in the creative industries, including job displacement and the creation of new economic opportunities.

7.4.7 Cross-Platform Integration and Collaboration

As AI tools become more sophisticated, their ability to integrate across different platforms and facilitate collaboration will be an important area of study. Future research could investigate how AI can streamline workflows across multiple content creation and distribution platforms. Additionally, studies could explore the potential for AI to enhance collaborative efforts between content creators, enabling more seamless and productive partnerships.

7.5 Conclusion

Alex's case study illustrates the profound impact of AI tools on content creation and digital marketing, highlighting both the opportunities and challenges that come with integrating these advanced technologies. By adopting AI tools, Alex has significantly enhanced the quality, efficiency, and engagement of his content, demonstrating the transformative potential of AI in the creative process. His journey from a hobbyist to a successful influencer underscores the importance of continuous learning, adaptability, and strategic use of AI to achieve professional standards and reach a broader audience.

The implications of Alex's experience extend beyond individual content creators to students, practitioners, researchers, and policymakers. For students, Alex's proactive approach and commitment to learning new technologies provide a valuable model for integrating AI into content creation. Practitioners can learn from his balanced approach to maintaining authenticity while leveraging AI tools to enhance productivity and engagement. Researchers are presented with numerous avenues to explore the broader

impacts of AI on creativity, ethics, and economic opportunities in digital content creation. Policymakers can draw insights to develop guidelines that ensure ethical AI use and support initiatives that democratize access to AI tools.

Future research directions are critical for advancing our understanding of AI's role in content creation. Investigating the long-term effects of AI, ethical and societal implications, and the potential for AI to democratize content creation will provide deeper insights into the transformative capabilities of these technologies. Furthermore, exploring skill development, creativity enhancement, monetization strategies, and cross-platform integration will help shape the future landscape of digital content creation.

Alex's case exemplifies the dynamic and evolving nature of content creation in the digital age. His success story highlights the significant benefits of integrating AI tools while also emphasizing the need for responsible and ethical use. As AI continues to evolve, its potential to revolutionize content creation and digital marketing will only grow, offering exciting possibilities for those willing to embrace and adapt to these technological advancements.

In conclusion, the strategic integration of AI tools into content creation processes, as demonstrated by Alex, offers a roadmap for leveraging AI to enhance creativity, efficiency, and engagement. This case study serves as a testament to the transformative power of AI in the digital content landscape, providing valuable insights and practical lessons for content creators, educators, researchers, and policymakers alike.

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Chapter 8

Leveraging AI for Blogging and Entertainment Content Creation: A Case Study

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8.1 Case Overview

The 34-year-old content producer Damian (pseudonym) has made a noteworthy impact in the highly competitive field of digital entrepreneurship. Following his graduation in 2013 from the University of Cape Coast (Ghana), he made the move from a typical academic career to the fast-paced world of content creation. Damian began his career in Ghana as a modest celebrity photographer, but his talent and hard work paid off when he was able to move to London and embrace a new direction for his business. Currently residing in London, Damian has honed his blogging skills over the past eight years, mostly on Instagram. He started out creating content as a way to pursue his entrepreneurial dreams of making the most of his abilities and enthusiasm in a quickly changing digital environment. His photographic experience gave him a strong foundation that allowed him to produce and distribute engaging material that connects with his audience. Damian stands apart in the crowded social media landscape thanks to his emphasis on celebrity news. He has developed a devoted following that turns to him for the most recent information on celebrity culture by giving timely and pertinent updates. His work is not only educational but also interesting and approachable because it combines personal comments, in-depth research, and breaking news on his Instagram page.

Table 8.1 Summary Table for Damian

<i>Aspect</i>	<i>Details</i>
Name	Damian (pseudonym)
Age	34 years old
Location	Originally from Ghana, currently residing in London
Education	Degree from the University of Cape Coast
Experience	Eight years in content creation, initially worked as a celebrity photographer in Ghana
Primary platforms	Instagram
Content focus	Celebrity news, combining personal comments, in-depth research, and breaking news
Audience demographics	Primarily ages 18–45, with a nearly even gender split, followers from the United Kingdom, Ghana, and other African countries, including young professionals and students
AI tools	Chat GPT, Quillbot, Jasper AI

Damian’s success has been largely attributed to his distinctive voice and astute sense of popular culture.

Damian’s blog’s success reflects his business spirit. He is constantly looking for new ways to improve his content and grow his audience, whether it’s via collaborating with other influencers and businesses or using new Instagram features. The table labeled Table 8.1 presents a thorough overview of Damian’s essential attributes and professional information.

8.1.1 The Journey into Content Creation

Damian’s journey to becoming a prominent content creator began in Ghana, where he initially worked as a photographer for local celebrities. His talent for capturing captivating moments quickly garnered attention, creating opportunities that eventually led him to London. With a degree from the University of Cape Coast, Damian sought to merge his academic background with his passion for media, transitioning into content creation as a form of entrepreneurship.

Upon relocating to London, Damian recognized the vast potential of digital platforms and decided to leverage Instagram as his primary medium. He identified a niche in celebrity news and focused on delivering timely and relevant updates. Over the past eight years, Damian has honed his skills, creating a successful and engaging presence on social media. His

audience is a vibrant and diverse group passionate about staying updated on the latest celebrity news. The community he has built feels more like a close-knit group of friends than just followers. Sharing a mutual love for pop culture and entertainment, this community is characterized by a genuine sense of connection and interaction.

Damian's target audience is primarily between the ages of 18 and 45, with a nearly even gender split. While many of his followers are from the United Kingdom, he also has a significant following from Ghana and other African countries. His audience consists mainly of young professionals and students who are internet-savvy and use social media to stay current with trends and events.

Engagement is the cornerstone of Damian's strong community. Instagram users connect regularly through comments, direct messaging, and live sessions. Polls, Q&A sessions, and story updates are popular ways to maintain ongoing conversations. Making followers feel heard and respected is a top priority, and Damian strives to respond to as many comments and messages as possible. His followers often express their appreciation for the quick dissemination of news and his unique take on various stories. They particularly enjoy behind-the-scenes content and personal insights. Interaction typically occurs through comments on posts and participation in live sessions, with the audience frequently sharing their opinions and thoughts. Followers often tag Damian in their posts when discussing or sharing his content, which underscores the strong connection within the community. The Instagram page of Damian is shown in Figure 8.1.

8.1.2 Adoption and Utilization of AI Tools

Damian's integration of AI tools into his content creation process has revolutionized his workflow, blending efficiency with creativity. These tools are now indispensable in producing high-quality content that resonates with his audience.

- **Streamlining Scheduling and Analytics:** To maintain a consistent posting schedule and analyze engagement metrics, Damian leverages Hootsuite and Buffer. "These tools help me keep a consistent posting schedule and analyze engagement metrics," he explains. "They're great for understanding which types of content hit the mark with my followers." By automating these tasks, Damian can focus more on real-time engagement and creative pursuits.

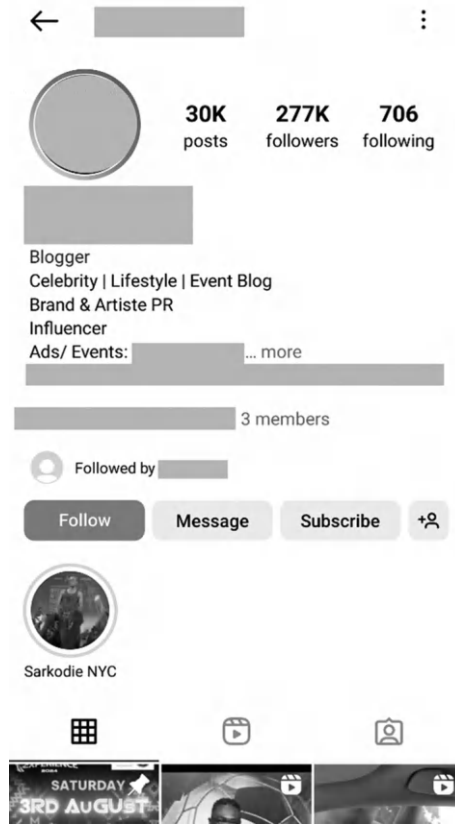


Figure 8.1 Screenshot of Damian’s Instagram page.

- **Innovative Content Generation:** For content creation, Damian relies on Grammarly and ChatGPT. “I use ChatGPT to come up with story ideas and draft content. Then, I run it through Quillbot and Grammarly to paraphrase and polish it, ensuring it’s clear and engaging,” he shares. This combination allows him to brainstorm and refine his content, ensuring it meets the high standards his audience expects.
- **Visual Excellence with AI-Driven Design:** Canva Pro is Damian’s preferred tool for design, offering AI-driven suggestions that help him create visually stunning graphics. These design ideas ensure his visual content remains fresh and appealing, capturing the attention of his diverse audience.
- **Learning and Adaptation:** Damian’s journey with AI tools began through online research, referrals from fellow bloggers, and instructional YouTube channels focused on digital marketing and content development. “A lot of my colleagues were talking about these tools,

and I found some great tutorials and reviews on YouTube that helped me get started,” he says. Through this exploration, he identified the most beneficial elements of these tools: automated scheduling, advanced analytics, design assistance, and Search Engine Optimization (SEO) guidance.

- **Tailoring Tools to Fit Needs:** While experimenting with various AI tools, Damian found some to be more suitable than others. For instance, he tried Jasper AI for content writing but felt it lacked the personal touch his audience values.

Jasper AI has some impressive features, but the content it produced felt a bit impersonal. My audience values authenticity, so I decided to stick with writing my content manually and using AI to assist rather than replace my creative process, he explains.

- **A Balanced Approach:** By embracing AI tools, Damian has managed to strike a balance between automation and authenticity. These tools have not only streamlined his workflow but also enhanced the quality of his content, allowing him to maintain a strong connection with his audience. His journey highlights the potential of AI in transforming content creation, making it more efficient while preserving the creator’s unique voice.

Tables 8.2–8.4 provide valuable insights into Damian’s strategic use of AI tools and financial management in his content creation process. To maintain a consistent posting schedule and analyze engagement metrics, Damian leverages Hootsuite and Buffer. These tools automate routine tasks, enabling him to focus more on real-time engagement and creative content development. This approach highlights the importance of using AI to streamline workflow, allowing content creators to devote more time to interaction and innovation.

For content generation, Damian relies on Grammarly and ChatGPT. He uses ChatGPT to brainstorm story ideas and draft content, then refines it

Table 8.2 Gadgets and Equipment Owned

<i>Gadget/Equipment</i>	<i>Description</i>
Smartphones	iPhone 12
Laptop	MacBook. For research and social media management
Digital camera	For taking professional-quality pictures

Source: Interview with Damian (Field Data).

Table 8.3 Revenue Analysis

<i>Revenue Source</i>	<i>Description</i>	<i>Monthly Income (USD)</i>
Brand advertisement	Brands advertisements on Instagram	2500
Celebrity posts	Paid celebrity featured posts	1000

Source: Interview with Damian (Field Data).

Table 8.4 Expenditure Analysis

<i>Expenditure</i>	<i>Description</i>	<i>Monthly Cost (USD)</i>	<i>Monthly Cost (USD)</i>
Data subscription	Internet data for research and uploading	50	
Smartphone 1	iPhone 12	—	600
Digital camera	For taking professional-quality pictures	—	400
Laptop	MacBook. For research and social media management	—	600
TOTAL		50	1600

Source: Interview with Damian (Field Data).

with Grammarly to ensure clarity and engagement. This combination ensures that his content is high-quality and meets his audience's expectations. Additionally, for design purposes, Damian utilizes Canva Pro, which offers AI-driven design suggestions that keep his visual content fresh and appealing. This tool is crucial for maintaining a visually engaging presence that captures his diverse audience's attention.

Damian's journey with AI tools began through online research, referrals from other bloggers, and instructional YouTube channels focused on digital marketing and content development. This proactive approach to learning about AI tools underscores the importance of continuous learning and adaptation in the ever-evolving digital landscape. Damian's willingness to experiment with different tools, such as his trial of Jasper AI, demonstrates his commitment to authenticity. Although Jasper AI had impressive features, it lacked the personal touch his audience values, leading him to continue writing manually while using AI to assist rather than replace his creative process.

Tables 8.3 and 8.4 also provide a detailed financial overview, highlighting Damian's investments in essential gadgets and equipment. He owns

smartphones, a MacBook for research and social media management, and a digital camera for professional pictures. These high-quality tools are crucial for professional content creation and social media management. Financially, Damian benefits from diversified revenue streams, including brand advertisements and celebrity posts, which together generate a monthly income of \$3500. Managing both recurring costs, like data subscriptions, and one-time expenses, such as high-quality equipment, is vital for sustainable financial planning. These investments support the professional quality of Damian's content and ensure continuous online activity.

In summary, Damian's strategic use of AI tools enhances efficiency and creativity in his content creation process. By balancing automation with authenticity, he maintains a strong connection with his audience. His financial strategy, characterized by significant investments in quality equipment and diversified revenue sources, underscores a well-rounded approach to success in the digital content creation landscape.

8.1.3 Challenges and Limitations

Damian has found it fascinating to embrace AI-driven content creation, but there are drawbacks and obstacles as well. As he navigates this evolving landscape, he encounters challenges that test his creativity, adaptability, and ethical compass.

- **Balancing AI Efficiency with Authenticity:** One of the biggest challenges Damian faces is finding the right balance between leveraging AI tools and maintaining a personal touch in his content. While AI streamlines his workflow and boosts efficiency, he is wary of losing the authenticity that defines his brand. "One of the biggest challenges I've faced is finding the right balance between leveraging AI tools and maintaining the personal touch in my content," Damian explains. This tension underscores the importance of integrating AI in a way that enhances rather than diminishes the unique voice and connection with his audience.
- **Keeping Up with Technological Advances:** Another significant challenge is staying updated with the rapid advancements in AI technology. The AI landscape is constantly evolving, making it crucial for Damian to keep abreast of the latest tools and techniques. "Staying ahead of the curve is essential to ensure I'm using the most effective tools for my content creation needs," he notes. This necessity for continuous learning highlights the dynamic nature of AI and its impact on content creation.

- **Ethical Considerations:** Ethical considerations weigh heavily on Damian's mind as he explores AI-driven content creation. There's a responsibility to ensure the content generated by AI is accurate, credible, and ethically sound. "I'm mindful of the potential for misinformation and biased narratives, so I take extra care to vet the content produced by AI tools," he states. This conscientious approach emphasizes the importance of maintaining integrity and trustworthiness in AI-generated content.
- **Personalization and Customization Challenges:** Despite AI's prowess in processing data and generating large-scale content, it sometimes struggles to capture the nuances of Damian's distinct style. He strives to infuse his unique personality into every piece of material, but using AI complicates this effort. Personalization and customization pose significant challenges, as Damian seeks to ensure that his content remains true to his voice and resonates with his audience.
- **Technical and Integration Issues:** Technical problems and issues with AI tools not working together smoothly also add to Damian's list of difficulties. Incorporating AI seamlessly into his routine involves overcoming technological glitches and navigating learning curves. These obstacles highlight the practical challenges of adopting new technologies in content creation.

8.1.4 Future Prospects

When contemplating the future of AI in content creation, one envisions a revolutionary tool that will transform how creators connect with audiences. More than just a technical advancement, AI represents a gateway to more personalized and engaging content experiences.

- **Enhanced Understanding of Human Language:** What excites many is AI's potential to better understand human language. Imagine AI assistants who can brainstorm ideas or help write content in a creator's unique voice. "It's like having a creative partner that understands on a whole new level," Damian says. This capability could significantly enhance the creative process, making it more collaborative and innovative.
- **AI-Driven Content Recommendations:** Developments in AI-driven content recommendation systems offer hope for creators looking to expand their reach. These systems could suggest content to individuals

most likely to enjoy it, fostering deeper connections with the audience and ensuring they receive content that resonates with them. This personalized approach could revolutionize audience engagement, making interactions more meaningful and impactful.

- **Exploring New Formats and Styles:** Looking ahead, AI is expected to profoundly change the content creation landscape. It will enable creators to explore new formats and styles, pushing the boundaries of creativity. From AI-generated videos to interactive storytelling experiences, the possibilities are endless. These advancements promise to enrich the content creation process, offering fresh and innovative ways to engage audiences.
- **Concerns about Creative Homogenization:** Despite the excitement surrounding AI's potential, there are valid concerns. One major worry is the risk of creative homogenization, where everything starts to feel the same because it's generated by AI. Creators must strive to maintain their unique voices and perspectives, even as they embrace these new technologies. Preserving individuality in a landscape increasingly influenced by AI will be crucial.
- **Ethical Considerations:** Ethical considerations also play a significant role in the future of AI-driven content creation. Issues like copyright and data privacy need to be addressed responsibly. "As creators, there's a responsibility to use AI in ways that respect these principles and uphold the trust of the audience," Damian emphasizes. Ensuring that AI applications are used ethically will be key to maintaining audience trust and integrity in content creation.

8.2 MOA Findings

The motivation, opportunity, and ability (MOA) framework provides a comprehensive lens to analyze Damian's decision to incorporate AI tools into his content creation process. This section examines how these three factors influence Damian's adoption of AI technologies and the subsequent impact on his work.

8.2.1 *Motivation for AI Integration*

Damian's motivation to explore AI-driven content creation is rooted in his passion for storytelling, creativity, efficiency, and audience

engagement. Driven by a desire to enhance his storytelling capabilities, reach new audiences, optimize his workflow, and deliver personalized content experiences, Damian sees AI as a powerful tool to elevate his content creation endeavors and make a significant impact in the digital landscape.

- **Enhanced Storytelling:** Damian, who holds a degree in Social Science and works as a blogger and photographer, believes that “content is king.” His ambition to captivate his audience with compelling stories and images motivates him to use AI to augment his storytelling expertise. AI-generated content prompts and image-enhancement tools enable him to create engaging tales and visuals that resonate deeply with his audience. Similarly, Oksymets (2024) stated that AI has an impact on the writing skills of writers.
- **Time Optimization:** Balancing his roles as a content creator and photographer, Damian values the time-saving benefits that AI offers. He uses AI-powered tools to automate repetitive tasks like content scheduling, photo editing, and data analysis. This automation streamlines his workflow, freeing up valuable time for creative pursuits and audience engagement, thereby enhancing his efficiency and dependability. Likewise, Khosravi et al. (2023) argue that AI enables users to be more efficient as they can do more within a limited time.
- **Innovation, Adaptation, and Productivity:** Damian’s exposure to the Western world has instilled in him a passion for innovation and adaptability. Motivated to stay ahead of trends and embrace emerging technologies, he explores AI-driven tools for content generation, audience analysis, and trend prediction. By leveraging these tools, Damian can make informed decisions to optimize his content strategy and deliver personalized experiences, thereby increasing his productivity. This aligns with Noy and Zhang’s (2023) findings that AI boosts productivity.

8.2.2 Opportunities for AI Integration

This section explores the diverse opportunities available to Damian as he embraces AI-driven content creation. With his background as a skilled photographer and content creator, Damian can foster cross-cultural exchange through photography, elevate his brand through innovative

content formats, and diversify his revenue streams through targeted marketing campaigns and sponsored content.

- **Personal Brand Development:** Damian's skills in photography and content creation allow him to boost his brand and expand his digital reach. Using AI-powered analytics, he can uncover trends and audience preferences, enhancing his content strategy and online presence. Strategic branding initiatives, such as curated content series, interactive storytelling, and influencer collaborations, position Damian as a thought leader and authority in his field. However, Brüns and Meißner (2024) contradicted this finding as they found out that AI diminishes the personal brand development of content creators.
- **Monetization and Revenue Diversification:** As a content creator with a growing following, Damian can monetize his work and diversify his revenue streams. AI-powered tools enable audience segmentation and personalized advertising, creating targeted marketing campaigns and sponsored content that engage his audience and generate income. Damian can also explore passive income sources like affiliate marketing, digital product sales, and membership subscriptions, using AI-driven analytics to optimize these strategies and maximize profitability. Ezinwa et al. (2024) suggest that AI tools should be more accessible and affordable to bloggers to support such monetization efforts.

8.2.3 *Ability to Integrate AI*

This section delves into Damian's innate abilities and strengths that equip him to thrive in the realm of AI-driven content creation. His diverse background, coupled with his natural talents, provides a solid foundation for leveraging AI technologies.

- **Creativity and Digital Proficiency:** Damian's inherent talent for storytelling and creative vision distinguishes him in AI-powered content creation. His experience in photography and a keen eye for aesthetics allow him to connect with his audience on a deeper level, eliciting emotion and inspiring engagement through captivating visuals and immersive storytelling for accurate results. This supports the recommendation by Ezinwa et al. (2024) for bloggers to enhance their AI proficiency actively. Again, Ali Elfa and Dawood (2023) added that AI improves the accuracy of the user's output.

- **Adaptive Learning and Resourcefulness:** Damian's capacity to adapt to and acquire new technologies and methodologies is noteworthy. His resourcefulness and resilience, developed from navigating new territories as a foreigner, enable him to embrace AI-driven content creation effectively. By remaining open to experimentation and exploration, Damian harnesses AI technologies to enhance his content creation process and deliver innovative content to his audience. His forward-thinking and eagerness to learn new skills position him for success in the rapidly evolving digital landscape. This finding supports the findings of Gligorea et al. (2023), who explain that AI provides a platform for adaptive learning.

In precis, Damian's integration of AI tools into his content creation is driven by a blend of MOA. This strategic approach enables him to enhance his storytelling, optimize his workflow, innovate, and expand his brand, all while navigating the challenges and opportunities presented by AI technologies.

8.3 Implications

Damian's use of AI tools in his content creation process presents several significant implications for different stakeholders, including students, practitioners, researchers, and policymakers. These implications highlight the transformative potential of AI while also addressing the challenges and ethical considerations involved.

8.3.1 Implications for Students

Students can draw valuable lessons from Damian's experience, particularly in understanding the practical applications of AI in content creation. Integrating AI tools into their projects can provide hands-on experience with technologies that are becoming increasingly essential in the digital economy. Moreover, the emphasis on continuous learning and adaptability underscores the importance of staying updated with technological advancements. Students should actively seek opportunities to enhance their technical skills alongside their academic pursuits, preparing them for future careers in content creation and other digital fields.

8.3.2 Implications for Practitioners/Content Creators

For content creators, Damian's experience demonstrates the potential of AI tools to enhance efficiency and creativity. AI can streamline workflows by automating repetitive tasks such as content scheduling, photo editing, and data analysis, allowing creators to focus on the more creative aspects of their work. However, it is crucial to maintain a balance between automation and authenticity. Creators must ensure that the personal touch of their audience's values is not lost in the process. Additionally, AI tools can provide valuable insights into audience behavior and preferences, helping creators tailor their content more effectively and develop targeted marketing strategies. This can lead to increased engagement and diversified revenue streams, such as targeted advertisements, sponsored content, and passive income sources like affiliate marketing.

8.3.3 Implications for Researchers

Damian's integration of AI tools into his content creation process opens several avenues for further research. Researchers can explore the long-term impacts of AI on content creation, particularly in terms of how it influences creative processes, audience engagement, and revenue generation. Investigating the balance between AI-enhanced efficiency and the preservation of creative authenticity can provide insights into maintaining originality in AI-driven content. Additionally, ethical considerations, such as the potential for misinformation and biased narratives, warrant thorough investigation. Research can help develop frameworks for responsible AI use, ensuring that AI applications are used ethically and maintain public trust.

8.3.4 Implications for Policymakers

Policymakers need to consider the regulatory and ethical implications of AI in content creation. Establishing guidelines for the responsible use of AI, including issues related to copyright, data privacy, and transparency, is essential. Policymakers should also promote the accessibility and affordability of AI tools for all creators, regardless of their financial capabilities. This can involve advocating for educational programs that incorporate AI literacy, ensuring that upcoming generations are well-equipped to utilize these technologies effectively. Providing resources and support for continuous learning in AI and digital content creation can help maintain a skilled and adaptable workforce.

8.4 Future Research Directions

The analysis of Damian's integration of AI tools into his content creation process opens several promising avenues for future research. These directions are justified by specific findings and observations from Damian's case study, providing deeper insights into the impacts of AI on content creation and addressing the challenges and opportunities it presents.

1. **Long-Term Impact of AI on Content Creation:** Research should investigate the long-term effects of AI on content creation, including its influence on creative processes, content strategies, and the sustainability of AI-driven models. Damian's continuous adaptation to new AI tools highlights the evolving nature of AI in content creation, suggesting a need to understand these long-term dynamics comprehensively.
2. **Balancing AI Efficiency with Creative Authenticity:** Studies should explore how creators can balance AI-enhanced efficiency with the preservation of creative authenticity. Damian's struggle to maintain the personal touch in his AI-enhanced content underscores the importance of finding this balance. Research can provide guidelines for maintaining authenticity while leveraging AI advancements.
3. **Ethical and Societal Implications of AI:** Future research should address ethical considerations such as biases, misinformation, and the ethical use of AI-generated content. Damian's emphasis on vetting AI-generated content for accuracy and credibility highlights the need for frameworks to ensure responsible AI use, maintaining integrity and public trust.
4. **AI's Role in Personalization and Audience Engagement:** Research should delve into how AI-driven personalization affects audience engagement and retention. Damian's use of AI for tailoring content to his audience's preferences demonstrates the impact of personalized recommendations on engagement, suggesting a need for deeper understanding in this area.
5. **Economic Impact and Monetization Strategies:** Exploring the economic implications of AI in content creation is vital. Damian's diversified revenue streams, aided by AI-driven analytics, highlight the potential for AI to enhance monetization strategies. Research can guide creators in developing effective economic models for AI-enhanced content creation.

6. **Skill Development and Education for AI Integration:** Future research should focus on the educational needs and skill development required for effective AI integration. Damian's proactive approach to learning about AI tools through online research and tutorials emphasizes the importance of equipping creators with the necessary skills. This research can inform educational programs and policies.
7. **Cross-Platform Integration and Collaboration:** Investigating how AI tools can facilitate cross-platform integration and collaboration among content creators can provide valuable insights. Damian's use of various AI tools across different platforms illustrates the potential for AI to enhance content distribution and collaboration, suggesting a need for research in this area.
8. **Impact on Different Content Types and Formats:** Research should explore how AI affects various content types and formats, such as video, audio, text, and interactive media. Damian's use of AI for generating and refining different types of content highlights the unique challenges and opportunities AI presents for each format, warranting targeted research.
9. **User Acceptance and Trust in AI-Generated Content:** Understanding audience perceptions and acceptance of AI-generated content is crucial. Damian's concern for maintaining authenticity and trust in his AI-enhanced content suggests a need to explore how different demographics perceive and engage with AI-generated content.
10. **Policy and Regulatory Frameworks for AI in Content Creation:** Research should focus on developing policy and regulatory frameworks that govern the use of AI in content creation. Damian's ethical considerations in using AI tools highlight the necessity for policies addressing issues like copyright, data privacy, and transparency, ensuring responsible AI use.

8.5 Conclusion

Damian's case study provides a vivid illustration of how AI tools can revolutionize content creation, blending efficiency with creativity. His journey from a celebrity photographer in Ghana to a prominent content creator in London demonstrates the transformative power of AI in enhancing both the quality and reach of digital content. By leveraging AI-driven tools such as Hootsuite, Buffer, Grammarly, and Canva Pro, Damian has been able to

streamline his workflow, maintain a consistent posting schedule, and produce visually appealing content that resonates with his diverse audience. This strategic use of AI highlights the potential for these technologies to support content creators in optimizing their processes and engaging more effectively with their followers.

However, Damian's experience also underscores the importance of balancing AI efficiency with authenticity. While AI tools have enabled him to automate many routine tasks, Damian remains cautious about preserving the personal touch that defines his brand. His decision to continue writing manually and use AI to assist rather than replace his creative process reflects a commitment to maintaining the unique voice that his audience values. This tension between automation and authenticity is a critical consideration for content creators, emphasizing the need for a thoughtful approach to AI integration that enhances rather than diminishes the creator's style and connection with their audience.

The ethical implications of AI use in content creation also emerge as a significant theme in Damian's case study. His conscientious approach to ensuring the accuracy and credibility of AI-generated content highlights the responsibility that creators have to their audiences. As AI tools become more powerful and pervasive, addressing issues such as misinformation, bias, and data privacy will be crucial in maintaining public trust and integrity in digital content. Damian's experience suggests that ethical considerations must be at the forefront of AI integration strategies, guiding the responsible use of these technologies in content creation.

Finally, Damian's case study points to several important directions for future research. Understanding the long-term impact of AI on creative processes, exploring the balance between efficiency and authenticity, and investigating the ethical and societal implications of AI-generated content are all critical areas for further study. Additionally, research into how AI can facilitate cross-platform integration and collaboration, as well as the economic implications of AI-driven content creation, can provide valuable insights for creators, educators, and policymakers. Damian's integration of AI tools into his content creation process illustrates both the potential and the challenges of these technologies. By thoughtfully navigating the balance between automation and authenticity and prioritizing ethical considerations, content creators can harness the power of AI to enhance their work while maintaining their unique voice and trust with their audience. Damian's journey offers a roadmap for leveraging AI in content creation, providing valuable lessons for the future of digital media.

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Chapter 9

AI and Content Creation for Entrepreneurs: A Training Program

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9.1 Introduction

In today's rapidly evolving digital landscape, artificial intelligence (AI) has become a transformative force across various sectors. The integration of AI in content creation is particularly significant, offering unprecedented opportunities for innovation, efficiency, and economic growth. The "AI and Content Creation for Entrepreneurs" training program addresses this critical intersection, preparing participants to harness AI technologies effectively.

Mark Heitmann (2024) highlights the revolutionary impact of generative AI (GenAI) on marketing content creation, emphasizing its ability to produce high-quality content across text, image, and video modalities. This capability allows marketers to drive both quantity and quality in their content production, eliminating traditional trade-offs and expanding the productivity frontier in marketing. This insight underscores the necessity for training programs that equip entrepreneurs with the skills to leverage GenAI in content creation, thereby enhancing their competitive edge in the market.

Furthermore, the study by Nikolaos Pellas (2023) reveals the influence of sociodemographic factors on students' attitudes toward AI-generated video content creation. It demonstrates that AI tools democratize media production, making it accessible to individuals from diverse backgrounds and

promoting inclusivity and representation. This finding highlights the importance of providing comprehensive AI training to a broad audience, ensuring that the benefits of AI-driven content creation are widely distributed and have national relevance. Research by Khosravi et al. (2023) explores the concept of learnersourcing, where students, educators, and machines collaborate in content creation. This partnership enhances the learning process and supports the development of AI competencies, essential for future professionals in various fields. Such collaborative models are vital for fostering innovation and practical skills, which are integral components of the proposed training program.

Additionally, the work by Huang et al. (2023) on the GenAI and content-creator economy provides evidence of AI's significant impact on online content platforms. The study shows how AI-driven tools can optimize content creation and distribution, improving efficiency and opening new revenue streams for content creators (Paper 3). This aligns with the training program's focus on teaching entrepreneurs how to monetize AI-generated content effectively.

In precis, the "AI and Content Creation for Entrepreneurs" training program is designed to address the growing demand for AI skills in the digital economy. By providing participants with the knowledge and tools to utilize AI in content creation, the program aims to foster innovation, enhance economic opportunities, and promote inclusivity in the digital landscape. The insights from recent studies underscore the critical need for such training, ensuring that entrepreneurs are well-equipped to navigate and thrive in an AI-driven world.

9.2 Learning Objectives

By the end of this training program, students will be able to:

1. **Understand the fundamental concepts of AI and its applications in content creation:** This objective aims to provide participants with a thorough understanding of AI's core principles, including machine learning (ML), natural language processing (NLP), and deep learning (DL). By grasping these fundamental concepts, participants will be better equipped to comprehend how AI technologies can be leveraged in content creation. They will explore how AI can be applied to generate text, images, videos, and audio, enhancing creativity and efficiency in their projects.

2. **Identify and use various AI tools and technologies for content creation:** This objective focuses on familiarizing participants with a wide range of AI tools and technologies available for content creation. Participants will learn to identify the appropriate tools for different types of content and gain practical experience in using these tools. This will empower them to integrate AI into their content creation processes, thereby improving the quality and innovativeness of their outputs.
3. **Implement AI-driven content strategies to enhance their projects:** Participants will learn how to develop and implement strategies that leverage AI to optimize their content creation projects. This includes understanding how AI can analyze data, predict trends, and personalize content to better engage audiences. By implementing these strategies, participants can enhance the effectiveness and reach of their content.
4. **Develop effective monetization strategies for AI-generated content:** This objective is designed to teach participants how to create and execute monetization strategies for content generated using AI. They will explore various revenue models, such as subscriptions, advertising, and licensing, and understand how to apply these models to maximize the financial returns of their AI-driven content.
5. **Develop and execute a content creation project using AI tools:** This objective involves a hands-on project where participants will apply the knowledge and skills they have acquired throughout the course. They will develop and execute a content creation project using AI tools, allowing them to experience the entire process from ideation to execution. This practical experience will solidify their understanding and prepare them for real-world applications of AI in content creation.

9.3 Course Structure

The course is structured into seven modules, each focusing on a specific aspect of AI in content creation. The training program spans a total of 13 weeks, as detailed below:

- **Module 1: Introduction to AI in Content Creation** (2 weeks)
- **Module 2: Generative AI Fundamentals and Prompting Techniques** (2 weeks)
- **Module 3: AI Tools and Technologies for Content Creation** (2 weeks)

- **Module 4: Practical Applications of AI in Content Creation**
(3 weeks)
- **Module 5: Monetization Strategies for AI-Driven Content**
(2 weeks)
- **Module 6: Case Studies and Real-World Examples** (1 week)
- **Module 7: Project Work and Implementation** (1 week)

Thus, the entire course is structured to provide a comprehensive and immersive learning experience over the course of 13 weeks.

9.3.1 Module 1: Introduction to AI in Content Creation

This module provides a comprehensive overview of AI and its impact on content creation. Students will learn about the history and evolution of AI, key concepts, and the benefits and challenges associated with using AI in content creation. The module is divided into two weeks, each focusing on specific aspects to build a solid foundation for understanding AI in this field.

9.3.1.1 Week 1: Understanding AI and Its Impact on Content Creation

- **Definition and Scope of AI:**
 - Students will be introduced to the fundamental definition of AI, its scope, and how it differentiates from other related technologies. This includes understanding AI's ability to mimic human cognitive functions such as learning, problem-solving, and pattern recognition.
- **Historical Evolution of AI in Content Creation:**
 - This topic covers the chronological development of AI from its inception to the present day, highlighting significant milestones and breakthroughs. Students will explore how AI has been integrated into content creation processes over time and how it has evolved to its current state.
- **Benefits and Challenges of AI in Content Creation:**
 - Students will examine the advantages of using AI in content creation, such as increased efficiency, scalability, and the ability to personalize content. Conversely, they will also explore the challenges, including ethical concerns, potential job displacement, and the limitations of AI technology.

9.3.1.2 Week 2: Key Concepts and Terminologies

■ **Overview of Machine Learning, Natural Language Processing, and Deep Learning:**

- This section delves into the core concepts of AI, providing a detailed understanding of ML, natural language processing (NLP), and DL. Students will learn how these technologies function, their applications in content creation, and their interrelations.

■ **Comparing AI-Driven Content Generation with Human Content Creation:**

- Students will compare and contrast AI-driven content creation with traditional human content creation methods. This includes understanding the strengths and weaknesses of each approach, the quality and creativity of AI-generated content, and the potential for collaboration between AI and human creators to produce optimal results.

By the end of Module 1, students will have a foundational understanding of AI's role in content creation, the technological principles behind it, and the implications of its use in the industry. This module sets the stage for more in-depth exploration of AI tools, techniques, and applications in the subsequent modules.

9.3.2 Module 2: Generative AI Fundamentals and Prompting Techniques

This module delves into the fundamentals of GenAI and the importance of effective prompting techniques. Students will learn how to craft prompts that maximize the output quality of GenAI models. The module is divided into two weeks, each focusing on specific aspects of GenAI and prompting.

9.3.2.1 Week 3: Introduction to Generative AI

■ **Understanding Generative AI and Its Role in Content Creation:**

- Students will be introduced to the concept of GenAI, which involves AI models that can generate new content such as text, images, videos, and audio. They will explore how GenAI is transforming content creation by enabling the automatic generation of high-quality and diverse content, thereby enhancing creativity and efficiency.

■ Key Technologies and Models:

- This topic covers the key technologies and models that power GenAI. Students will learn about significant models like GPT (Generative Pre-trained Transformer), Meta AI, MidJourney, InVideo, and others. They will understand the principles behind these models, how they are trained, and their specific applications in content creation.

9.3.2.2 *Week 4: Effective Prompting Techniques*

■ Basics of Crafting Effective Prompts for AI Content Generation:

- Students will learn the fundamentals of creating effective prompts, which are the inputs given to GenAI models to produce desired outputs. They will understand the importance of clear and well-structured prompts in achieving high-quality AI-generated content.

■ Examples and Exercises on Generating Prompts for Text, Images, and Videos:

- Through practical examples and exercises, students will gain hands-on experience in crafting prompts for various types of content. They will practice creating prompts for generating text, images, and videos, and analyze the resulting outputs to understand how different prompts influence the quality and relevance of the generated content.

■ Best Practices for Refining and Optimizing Prompts:

- This section focuses on best practices for refining and optimizing prompts to achieve better results. Students will learn techniques for iterating on prompts, adjusting parameters, and providing context to enhance the accuracy and creativity of AI-generated content. They will also explore strategies for troubleshooting common issues and improving the overall effectiveness of their prompting techniques.

By the end of Module 2, students will have a solid understanding of GenAI and the skills to craft effective prompts that maximize the output quality of GenAI models. This knowledge is essential for leveraging AI in content creation and will be further built upon in subsequent modules.

9.3.3 *Module 3: AI Tools and Technologies for Content Creation*

This module introduces students to various AI tools and technologies available for content creation. Students will get hands-on experience with

AI-powered writing assistants, video creation tools, and graphic design software. The module is divided into two weeks, each focusing on specific AI tools and their practical applications.

9.3.3.1 Week 5: Overview of AI Tools

■ Introduction to AI-Powered Writing Assistants:

- Students will be introduced to AI-powered writing assistants such as GPT-4 and Jasper. These tools help in generating, editing, and refining text content. Participants will explore how these writing assistants can improve productivity and creativity by providing suggestions, generating content, and enhancing the overall writing process.

■ Exploring AI Tools for Video Creation:

- This topic covers AI tools designed for video creation, such as Synthesia and Lumen5. Students will learn how these tools can automate the video production process, from generating scripts to creating visuals and editing. The focus will be on how AI can streamline video production and enable the creation of high-quality videos with minimal effort.

■ Utilizing AI Tools for Graphic Design:

- Students will explore AI tools for graphic design, including Canva and Adobe Sensei. These tools leverage AI to assist in designing graphics, optimizing images, and creating visually appealing content. Participants will learn how AI can simplify the design process, enhance creativity, and produce professional-quality graphics.

9.3.3.2 Week 6: Hands-On Sessions with AI Tools

■ Practical Exercises in Writing and Editing with AI:

- Through practical exercises, students will gain hands-on experience using AI-powered writing assistants. They will practice generating and editing text, exploring features such as content suggestions, grammar checking, and style improvements. This will help students understand the capabilities and limitations of AI writing tools.

■ Creating and Editing Videos Using AI Tools:

- Students will engage in hands-on sessions with AI tools for video creation. They will create and edit videos using tools like Synthesia

and Lumen5, exploring features such as automated script generation, visual creation, and editing. These exercises will provide practical insights into how AI can enhance video production.

■ **Designing Graphics with AI Software:**

- Participants will use AI-powered graphic design software to create and optimize graphics. They will explore features such as automated design suggestions, image enhancement, and layout optimization. Hands-on exercises will help students understand how AI tools can streamline the graphic design process and produce high-quality visuals.

By the end of Module 3, students will be proficient in using various AI tools for content creation. They will have hands-on experience with writing assistants, video creation tools, and graphic design software, enabling them to leverage AI technology to enhance their creative projects.

9.3.4 Module 4: Practical Applications of AI in Content Creation

This module focuses on the practical applications of AI in content creation. Students will learn how to personalize content, optimize it for search engines, and automate content distribution using AI. The module is divided into three weeks, each addressing specific aspects of AI-driven content strategies.

9.3.4.1 Week 7: Content Personalization and Optimization

■ **Using AI for Audience Analysis and Segmentation:**

- Students will learn how AI can analyze audience data to identify distinct segments based on behavior, preferences, and demographics. By leveraging AI, content creators can gain deeper insights into their audience, allowing them to tailor content more effectively to meet the needs and interests of different segments.

■ **Strategies for Personalizing Content to Boost Engagement:**

- This topic covers various strategies for using AI to personalize content in real-time, enhancing user engagement and satisfaction. Students will explore techniques such as dynamic content delivery, personalized recommendations, and adaptive content strategies that adjust based on user interactions.

9.3.4.2 Week 8: Enhancing SEO with AI

■ **AI Tools for Keyword Research and Content Optimization:**

- Students will be introduced to AI tools that assist in keyword research and content optimization. These tools analyze search trends, competition, and user intent to suggest the most effective keywords and optimization strategies. By using AI, content creators can improve the visibility and relevance of their content in search engine results.

■ **Techniques for Improving Search Engine Rankings with AI-Generated Content:**

- This section focuses on how AI can enhance SEO efforts by generating high-quality, keyword-rich content that aligns with search engine algorithms. Students will learn techniques for optimizing meta tags, headlines, and content structure to boost search engine rankings and drive organic traffic.

9.3.4.3 Week 9: Automating Content Distribution

■ **AI in Social Media Management:**

- **Explanation:** Students will explore how AI can automate and optimize social media management, including content scheduling, audience engagement, and performance analysis. AI tools can analyze social media trends, recommend optimal posting times, and generate content that resonates with specific audiences, enhancing overall social media strategy.

■ **Automating Email Marketing Campaigns with AI:**

- **Explanation:** This topic covers the use of AI to automate and enhance email marketing campaigns. Students will learn how AI can segment email lists, personalize email content, and optimize send times to improve open rates and conversions. AI-driven analytics will help track campaign performance and refine strategies for better results.

By the end of Module 4, students will be equipped with practical skills to apply AI in various aspects of content creation. They will understand how to personalize content for different audiences, optimize content for search engines, and automate content distribution to maximize reach and engagement.

9.3.5 Module 5: Monetization Strategies for AI-Driven Content

This module explores various monetization models and strategies for AI-generated content. Students will learn how to choose and implement the right monetization strategies to generate revenue from their content. The module is divided into two weeks, each focusing on understanding and applying different monetization techniques.

9.3.5.1 Week 10: Understanding Monetization Models

■ **Overview of Different Content Monetization Models:**

- Students will be introduced to various content monetization models, including advertising, subscriptions, and affiliate marketing. They will learn the fundamentals of each model, how they work, and the potential revenue streams they can generate. This overview provides a foundation for selecting the most suitable monetization strategies for different types of content.

■ **Choosing the Right Monetization Model for Your Content:**

- This topic focuses on the criteria for selecting the appropriate monetization model based on content type, audience, and business goals. Students will evaluate the advantages and disadvantages of each model and learn how to align their monetization strategy with their content creation objectives and target audience.

9.3.5.2 Week 11: Implementing Monetization Strategies

■ **Using AI to Optimize Advertising Strategies:**

- Students will explore how AI can enhance advertising strategies through techniques such as programmatic advertising and AI-driven ad placement. AI tools can analyze user data to deliver targeted ads, optimize ad spend, and increase ad performance, thereby maximizing revenue from advertising efforts.

■ **Leveraging AI for Subscription and Membership Models:**

- This section covers the use of AI to attract and retain subscribers or members. Students will learn how AI can personalize subscription offers, predict churn, and suggest content that keeps subscribers engaged. AI-driven analytics will help optimize pricing and content delivery to enhance the subscription experience.

■ **Enhancing Affiliate Marketing with AI Tools:**

- Students will learn how AI can boost affiliate marketing efforts by providing AI-driven product recommendations and personalized affiliate links. AI can analyze user behavior to recommend products that are more likely to convert, track affiliate performance in real-time, and optimize affiliate campaigns to increase revenue.

By the end of Module 5, students will have a thorough understanding of various monetization models and strategies for AI-generated content. They will be equipped with the knowledge and skills to implement these strategies effectively, leveraging AI to maximize their content's revenue potential.

9.3.6 Module 6: Case Studies and Real-World Examples

This module provides students with insights into real-world applications of AI in content creation and monetization. Through case studies and guest lectures, students will gain practical insights and learn from industry experts. The module spans one week, focusing on detailed analysis and interactive sessions.

9.3.6.1 Week 12: Case Study Analysis and Guest Lectures

■ **Analysis of Successful AI-Driven Content Strategies Across Industries:**

- Students will study a variety of case studies showcasing successful AI-driven content strategies from different industries. These case studies will highlight how AI has been used to enhance creativity, optimize processes, and achieve business goals. The analysis will provide a comprehensive understanding of best practices and innovative applications of AI in content creation.

■ **Insights from AI Content Creation Failures:**

- This topic covers lessons learned from unsuccessful attempts at AI-driven content creation. By examining these failures, students will understand the potential pitfalls and challenges associated with using AI. They will learn how to identify and mitigate risks, ensuring more effective and reliable use of AI in their own projects.

■ Guest Lectures and Expert Insights:**– Presentations from Industry Experts on Their Experiences with AI in Content Creation and Monetization:**

- Industry experts will share their firsthand experiences with AI in content creation and monetization. These presentations will provide students with valuable insights into real-world applications, strategies, and outcomes. Experts will discuss the challenges they faced, how they overcame them, and the impact of AI on their work.

– Interactive Q&A Sessions with AI Tool Developers and Practitioners:

- Students will have the opportunity to engage in interactive Q&A sessions with developers of AI tools and practitioners who use AI in their daily work. These sessions will allow students to ask specific questions, gain deeper insights, and clarify their understanding of AI applications. The direct interaction with experts will enhance their learning experience and provide practical knowledge they can apply in their projects.

By the end of Module 6, students will have a well-rounded understanding of how AI is used in real-world content creation and monetization. They will gain practical insights from both successes and failures, and benefit from the experiences shared by industry experts, preparing them to apply AI effectively in their own content creation endeavors.

9.3.7 Module 7: Project Work and Implementation

In this final module, students will apply their knowledge and skills to a capstone project. They will plan, develop, and present a content creation and monetization project using AI tools, receiving feedback and evaluations from peers and instructors. The module spans one week, focusing on the practical application of all the concepts learned throughout the course.

9.3.7.1 Week 13: Project Planning, Development, and Presentation

■ Defining Objectives and Scope for the Content Creation and Monetization Project:

- Students will start by defining clear objectives and the scope of their capstone projects. This involves setting specific goals for what they

aim to achieve with their content creation and monetization strategies using AI. They will outline the project's purpose, target audience, and expected outcomes.

■ **Selecting Appropriate AI Tools and Technologies:**

- Based on their project objectives, students will select the most suitable AI tools and technologies to use. They will consider factors such as the type of content they are creating, the features of various AI tools, and how these tools can best support their goals. This selection process is crucial for ensuring that their projects are feasible and effective.

■ **Developing Content Using Selected AI Tools and Implementing Monetization Strategies:**

- Students will proceed to develop their content using the chosen AI tools. This includes generating text, images, videos, or other media, and optimizing it for their target audience. Concurrently, they will implement monetization strategies such as advertising, subscriptions, or affiliate marketing, integrating AI to enhance these strategies.

■ **Presenting Final Projects to Peers and Instructors:**

- Upon completing their projects, students will present their work to the class. This presentation will include an overview of their objectives, the AI tools they used, the content they created, and the monetization strategies they implemented. They will demonstrate how AI contributed to their project's success and discuss any challenges they faced.

■ **Peer and Instructor Evaluations and Constructive Feedback:**

- After the presentations, students will receive evaluations from their peers and instructors. This feedback will focus on the effectiveness of their content and monetization strategies, the innovative use of AI tools, and the overall impact of their projects. Constructive feedback will help students understand their strengths and areas for improvement, providing valuable insights for future projects.

By the end of Module 7, students will have hands-on experience in planning, developing, and presenting a comprehensive AI-driven content creation and monetization project. They will be able to apply their theoretical knowledge in a practical context, receive valuable feedback, and refine their skills for future endeavors in the field of AI and content creation.

9.4 National Relevance of the Course

In an era of rapid digital transformation, the relevance of AI and content creation is paramount. The “AI and Content Creation for Entrepreneurs” course holds national significance for several reasons. Firstly, AI technologies are driving innovation and economic growth. By equipping students with AI skills, this course develops a highly skilled workforce capable of leading technological advancements in various industries. Second, there is a growing demand for professionals skilled in AI and digital content creation across sectors such as marketing, media, education, and entertainment. This course prepares students to meet this demand, enhancing their employability and career prospects.

Moreover, by focusing on entrepreneurial applications of AI in content creation, the course fosters a new generation of entrepreneurs who can leverage technology to create innovative business solutions. This is crucial for national economic development and the promotion of small and medium-sized enterprises (SMEs). Additionally, addressing the digital divide is essential; providing advanced digital skills training ensures that more individuals, including those from rural areas, can participate in and benefit from the digital economy. This course promotes digital literacy and inclusion, enabling students from diverse backgrounds to acquire cutting-edge skills and bridge the gap between urban and rural digital capabilities.

9.4.1 Uniqueness

The course stands out due to its distinctive features. It offers a unique blend of theoretical knowledge and practical skills, covering the entire spectrum of AI in content creation, from fundamental concepts to advanced applications and monetization strategies. This comprehensive curriculum provides students with a holistic understanding of the subject. Unlike traditional courses that may focus heavily on theory, this course emphasizes hands-on learning. Students engage with real-world AI tools and technologies, gaining practical experience directly applicable to their future careers.

Another distinctive feature is the inclusion of monetization strategies within the curriculum. Students learn not only how to create content using AI but also how to develop and implement strategies to monetize their content, making the course highly practical and business-oriented. The course integrates examples and applications from various fields, such as

business, media, technology, and marketing. This interdisciplinary approach ensures that students from different academic backgrounds can relate to and benefit from the course content. Additionally, by addressing the ethical implications of AI and fostering critical thinking, the course ensures that students are not only skilled but also conscientious practitioners of AI technologies. The inclusion of strategies and tools tailored for rural content creators further enhances the course's uniqueness, making it accessible and relevant to a wider audience.

9.4.2 Assessment and Evaluation

- Weekly assignments and practical exercises to reinforce learning.
- Peer review sessions to foster collaborative learning and critical thinking.
- Final project submission and evaluation to demonstrate comprehensive understanding and application of AI in music.
- Participation in discussions and activities to encourage engagement and interaction.

9.5 Eligibility Criteria

To ensure that participants can fully benefit from the course, the following eligibility criteria are set:

- **Basic Digital Skills:** Familiarity with standard office software and internet usage. Basic knowledge of content creation tools, such as blogging platforms or graphic design software, is advantageous.
- **Interest in AI and Content Creation:** Demonstrated interest in AI, digital technologies, and content creation through prior coursework, personal projects, or relevant work experience.
- **Entrepreneurial Mindset:** While not mandatory, an interest in entrepreneurship or starting a business is beneficial.
- **English Proficiency:** Proficiency in English.
- **Inclusivity for Rural Content Creators:** Special consideration will be given to applicants from rural areas to promote inclusivity and bridge the digital divide. These applicants should demonstrate a keen interest in leveraging AI for content creation and a desire to bring digital innovation to their communities.

9.6 Conclusion

The “AI and Content Creation for Entrepreneurs” training program offers a robust and immersive learning experience designed to equip participants with the necessary skills and knowledge to excel in the evolving digital landscape. Spanning 13 weeks, the program’s seven comprehensive modules cover essential aspects of AI and content creation, from foundational principles to advanced applications and monetization strategies.

Through a combination of theoretical knowledge, practical exercises, case studies, and project work, participants will gain hands-on experience with AI tools and technologies. This practical approach ensures that learners can apply their skills directly to real-world scenarios, enhancing their professional capabilities and career prospects.

The program also emphasizes the importance of ethical considerations in AI usage, fostering critical thinking and responsible practices. By understanding the broader implications of AI in content creation, participants will be better prepared to navigate the complexities of this technology and leverage it for innovative and impactful outcomes.

Overall, this training program aims to develop a new generation of entrepreneurs who are proficient in AI-driven content creation. By bridging the gap between theory and practice, and addressing both technical and ethical dimensions, the course prepares participants to lead and innovate in the digital economy, contributing to national economic growth and promoting inclusivity in the digital age.

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