

Understanding GenAI in the User Generated Content Space

Quirk's March, 2024 Max Martel



Agenda

- Introduction
- UGC Attitudes and Perceptions
- AI in Media
- Influence of Communication and Messaging





Introduction

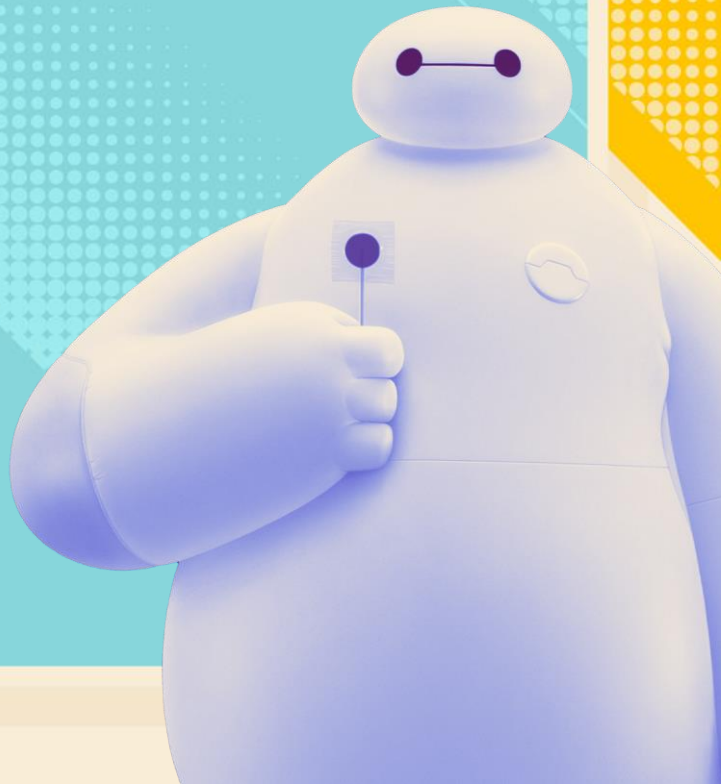
Generative AI tools like ChatGPT and others offer **exciting possibilities** in the user generated content (UGC) space.

But perceptions of AI range from excitement to fear.

Today we will explore perceptions of Generative AI tools through **findings collected across a series of studies** conducted within the Fandom community.

Our findings shed light on the intricate dynamics between users, AI, and community-driven content creation.

[This description was written by ChatGPT and edited by a human.]



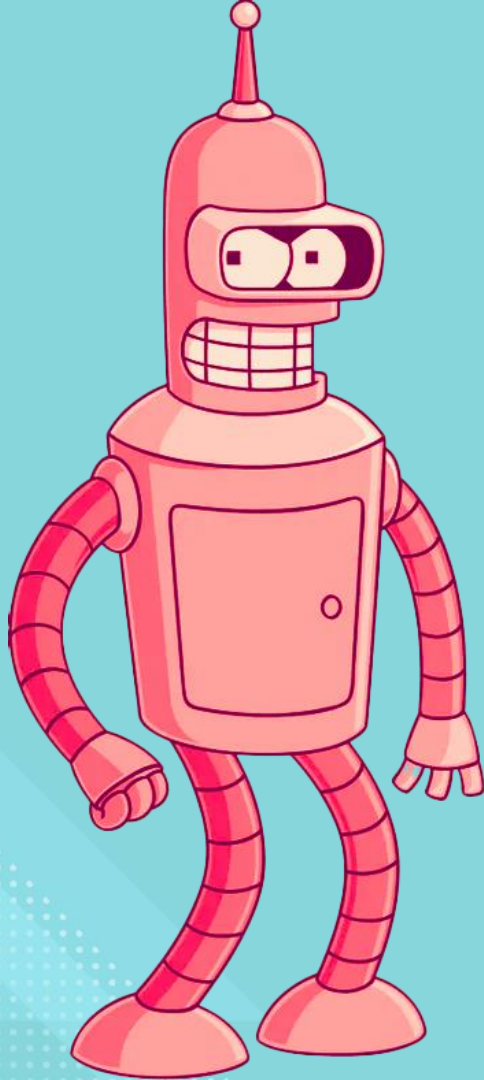
GenAI & UGC

THE **BIG** QUESTIONS

With generative AI models like OpenAI and others, what opportunities do UGC contributors see and what concerns do they have for AI tooling?

How can providers understand and manage these perceptions to create better experiences for their users and UGC community?

"I don't think it's evil the way that some of the people that contribute to my wiki or read my wiki do, but we're gonna have to be very, very careful about how this is handled from the social reaction of others aspect. We accidentally had an AI generated picture up [on the wiki and we] didn't even know it. And oh man, you'd have thought we were [the devil]. We finally ended up having to make a policy that we wouldn't use AI art"



Attitudes and Perceptions

PERCEPTIONS OF AI FOR UGC

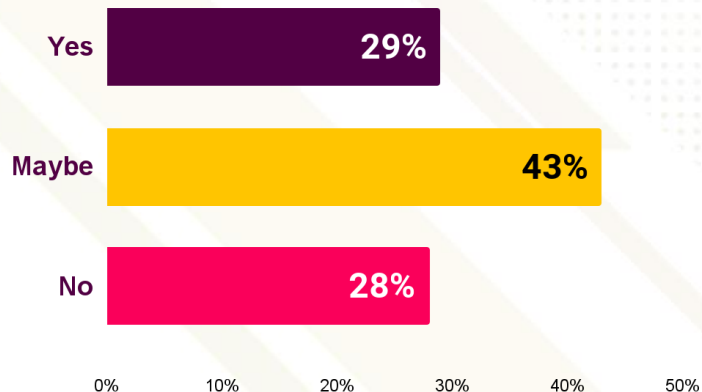
72% of UGC contributors open minded on using AI tools done ethically with respect for the creator community, but also have concerns:

- Advocate **against tools that generate art** to protect fan art community
- Concerned about Ethics of AI training such as **properly sourced data and copyright**
- Worry **AI is prone to mistakes, bugs, or issues**, that would **damage credibility**

AI as Tools Not Peers

- **Contributors want to be seen as the experts** rather than being a “peer” to the technology and **don’t want to train their replacements**
- The UGC community wants to ensure AI efforts have a human element-- **“Flag rather than fix”** and **“human in the middle”**

Interest in using AI for UGC Editing



PERCEPTIONS OF AI FOR UGC

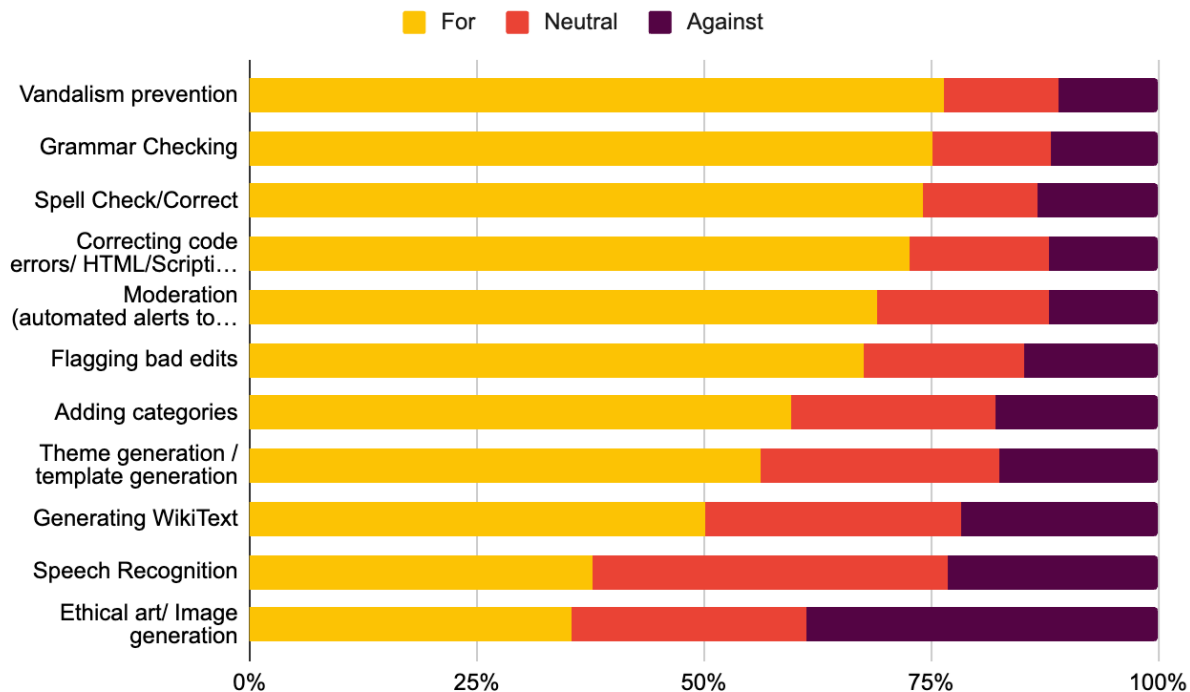


- UGC Contributors want to maintain their role as experts. A human element is important and note “flag” rather than “fix” is the best way to ease into using AI
- UGC Contributors are wary of the term “artificial intelligence”
- They recognize the usefulness of tools that identify, predict, and suggest and in many cases are excited about actual applications,
- UGC creators and admins are worried about trying to sell “AI” tools to their community and suggest alternative names such as “assistant,” or “bot”

PERCEPTIONS OF AI FOR UGC

Potential features of the AI were then evaluated

- Features centered on **“flagging”** performed well
- Features more focused on **“generation”** did not perform as well
- **AI art** garners a particularly **negative response**



Q: Please rate the following in terms of how interested you would be in each potential feature (n=1458)

PERCEPTIONS OF AI FOR UGC

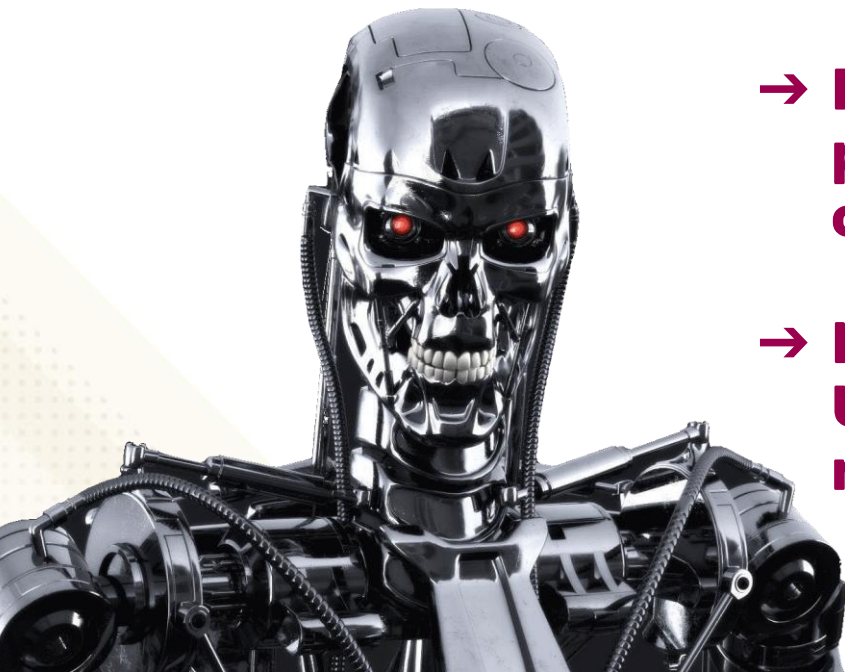
- Across studies UGC contributors were wary of using AI for art generation and have concerns about the ethics of AI training
- UGC contributors felt strongly that artists are an especially at-risk subsection of their community at the moment

“The growing question of morality around AI in general is troubling. The ethics of how these tools are being taught, i.e. using work that real people have curated”



AI in the Media

MEDIA INFLUENCE



- **AI in media is often malevolent and has influenced perceptions of AI**
- **Respondents cited far fewer positive examples of AI in media as opposed to negative examples**
- **Notable “evil” AIs include SkyNet, Ultron, GlaDos, Hal9000 and recently M3gan**

Influence of Communication and Messaging

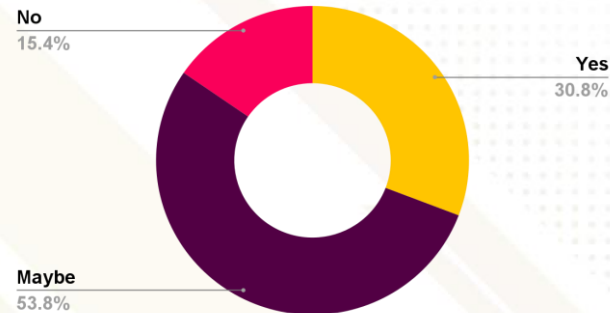


COMMUNICATION IMPACT

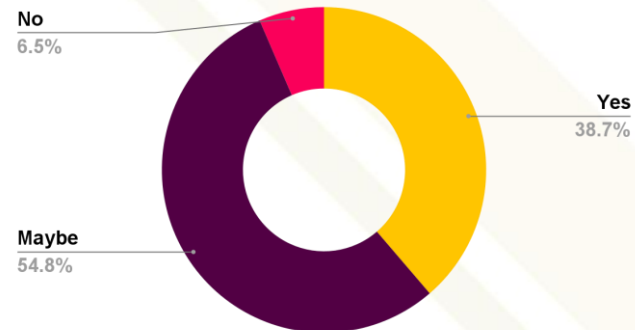
- **Additional testing after community updates showed an increase in acceptance**
- **Pre-post testing revealed discussion and sharing at an in person event was also associated with greater acceptance and lower levels of worry**
- **This clearly demonstrated potential for tailored communication to impact UGC community perception of AI tools**



Pre-event Interest in AI



Post-event Interest in AI



COMMUNICATION IMPACT

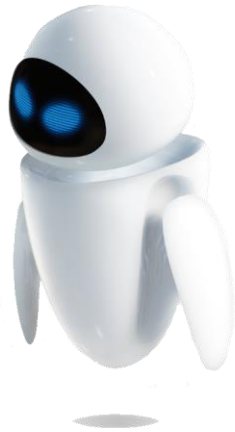
- **Participants were shown 1 term (such as “AI”) and given the same potential functionality for it. They then answered a series of questions about the “AI”**
- **These questions were in the form of statements the participants could rate their agreement with**
- **Questions were categorized into 5 categories:**
 - **Negative Impact** (ie “I am worried about this”)
 - **Affect** (ie “I find this appealing”)
 - **Association** (ie “This is made for someone like me”)
 - **Clarity** (ie “This is easy to understand”)
 - **Behavioral Intent** (ie “I would use this”)
 - **Ease of Use** (ie “This sounds intuitive”)

Assistant
Smart Features
Enhancements
Toolkit
Smart Suggestions
Suggestions
Smart Toolkit
Smart Assistant
Smart Enhancements
Bot
Smart Bot
Smart AI
AI

Participants see one of the above terms

POSITIVE AFFECT

- Significant differences were seen between top and bottom performers with 35% gap between “Assistant” and “AI”



	Appealing	Want Added	Excited	Average
Assistant (A)	High	High	High	High
Smart Features (B)	High	High	High	High
Enhancements (C)	High	High	High	High
Toolkit (D)	High	High	High	High
Smart Suggestions (E)	High	High	High	High
Suggestions (F)	High	High	High	High
Smart Toolkit (G)	High	High	High	High
Smart Assistant (H)	High	High	High	High
Smart Enhancements (I)	High	High	High	High
Bot (J)	Low	Low	Low	Low
Smart Bot (K)	Low	Low	Low	Low
Smart AI (L)	Low	Low	Low	Low
AI (M)	Low	Low	Low	Low

Note: High values indicate a higher level of agreement that the AI is appealing, that they want it added and that they are excited for it

Statements: “I find this ... appealing” “I want this ... added” “I am excited about this ...”

NEGATIVE IMPACTS

- People also felt more negatively about “AI” and “Smart AI” than the average term and less negatively with “Smart Suggestion” and “Smart Toolkit”



	(Not) Worried About	(Not) Intimidating	Average
Assistant (A)	██████████		
Smart Features (B)			
Enhancements (C)	██████████		
Toolkit (D)			
Smart Suggestions (E)		██████████	
Suggestions (F)			
Smart Toolkit (G)		██████████	
Smart Assistant (H)			
Smart Enhancements (I)			
Bot (J)			
Smart Bot (K)			
Smart AI (L)		██████████	██████████
AI (M)	██████████	██████████	██████████

Statements: “I am worried about this ...” “This ... is intimidating”

BEHAVIORAL INTENT

- Respondents also indicated lower levels of behavioral intent when features were labeled AI than alternatives, with consistent winners seen again



	Want To Learn More	I Would Use	I Would Recommend	I Would Go More	Average
Assistant (A)	Green	Green	Green	White	Green
Smart Features (B)	White	Green	White	Green	Green
Enhancements (C)	Green	Green	White	White	Green
Toolkit (D)	White	White	White	White	White
Smart Suggestions (E)	White	White	White	White	White
Suggestions (F)	White	White	White	White	White
Smart Toolkit (G)	White	White	White	White	White
Smart Assistant (H)	White	White	White	White	White
Smart Enhancements (I)	White	White	White	White	White
Bot (J)	White	White	White	White	White
Smart Bot (K)	White	White	White	White	White
Smart AI (L)	White	Red	Red	Red	Red
AI (M)	Red	Red	Red	Red	Red

Statements: "I would want to learn more about this ..." "I would use ... automations" "I would recommend this ... to others" "I would go to Fandom more if this ... was available"

EASE OF USE

- **More people rate “Assistant” as easier to use overall compared to the average term** while fewer people felt “AI” sounds easy to use overall



	Easy To Use	Intuitive	Fast and Efficient	Average
Assistant (A)	█	█	█	█
Smart Features (B)				
Enhancements (C)				
Toolkit (D)				
Smart Suggestions (E)	█			
Suggestions (F)				
Smart Toolkit (G)				
Smart Assistant (H)			█	
Smart Enhancements (I)				
Bot (J)				
Smart Bot (K)				
Smart AI (L)	█			
AI (M)	█		█	█

AI is scary, but what it does may not be..

	Negative Impact	Affect	Association	Clarity	Behavioral Intent	Ease of Use	Overall
Assistant (A)							
Smart Features (B)							
Enhancements (C)							
Toolkit (D)							
Smart Suggestions (E)							
Suggestions (F)							
Smart Toolkit (G)							
Smart Assistant (H)							
Smart Enhancements (I)							
Bot (J)							
Smart Bot (K)							
Smart AI (L)							
AI (M)							



*n=1458; T2B Stat testing against average at 90% with green above average and red below

KEY FINDINGS

- ★ MESSAGING MATTERS-The term AI is more intimidating than the actual concepts it is being used to convey
- ★ Contributors want tools, not peers
- ★ Contributors were mostly interested in functionality that would flag followed by functionality that would suggest
- ★ UGC contributors are generally excited about practical applications
- ★ But...areas like AI art generation show that there is nuance to AI functionality and perceptions





Fandom

CI/UX RESEARCH

THANK YOU