

Am I I, or am I AI? How AI-Assisted Content Creation Affects Self-Authenticity

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Abstract

As generative artificial intelligence (AI) becomes deeply integrated into content creation, questions arise about how it affects individuals' sense of authenticity. Across five empirical studies, this research demonstrates that AI-assisted content creation significantly reduces creators' perceived self-authenticity. This effect is not driven by the extent of AI-generated content incorporated but by heightened impostor feelings. Furthermore, we identify perceived content ownership as a key boundary condition: when creators feel strong content ownership, AI usage significantly reduces self-authenticity, whereas in non-ownership contexts, this effect is attenuated. Together, these findings show a paradox at the heart of human-AI collaboration: the tools that democratize creativity and increase productivity can simultaneously undermine the psychological foundations that make creative expression meaningful.

Track: Consumer Behaviour