

AI-Assisted Writing and Sharing Decisions: The Role of Process-Level Eeriness

Chiara Di Fazio
Luiss University Guido Carli

Cite as:

Di Fazio Chiara (2026), AI-Assisted Writing and Sharing Decisions: The Role of Process-Level Eeriness.
Proceedings of the European Marketing Academy, 55th, (133663)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



AI-Assisted Writing and Sharing Decisions: The Role of Process-Level Eeriness

Abstract

Creating and sharing written content is central in education and healthcare. Generative AI tools are now widely used to support writing, yet little is known about how they affect users' sharing decisions toward the text. Across two experiments—a naturalistic student writing task ($N = 262$) and a simulated telemedicine scenario ($N = 185$)—we show that AI-assisted (vs. human-only) writing reduces users' sharing decisions. In Study 1, students using AI assistance were less likely to share their text with the university. Study 2 extends this effect to healthcare practitioners, who reported lower willingness to share AI-assisted diagnostic notes with patients. Mediation analyses indicate that AI-assisted writing heightens process-level eeriness, a sense of unease when interacting with human-like AI, which contributes to reduced sharing. These findings clarify psychological barriers to sharing AI-assisted writing and offer guidance for integrating GenAI tools into content creation.

Track: Consumer Behaviour