

Chapter 12

The Impact and Consequences of Artificial Intelligence in Copywriting

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ABSTRACT

The implications of artificial intelligence (AI) on content creation, especially the impact on copywriting remain little explored in Academia. This article aims to determine the ability of social media users to distinguish AI-generated content from human-crafted prose. Using a mixed methodology, this study combines qualitative insights from a focus group, with quantitative data (n=514) from an online experiment. Results indicate a discord in discernment skill based on the specific content pairs presented, with no overarching consensus on AI's detectability. This signifies how AI can be recognized if used by inexperienced hands, but it cannot if used correctly as a tool. The study revealed that participants consistently underestimated AI's capabilities, highlighting a gap between perceived and actual discernment abilities, and showing that participants with a writing background demonstrated a higher accuracy rate. This research emphasizes the need for a holistic understanding that integrates the technological prowess of AI and the intricate human factors influencing content perception

DOI: 10.4018/979-8-3693-8442-8.ch012

INTRODUCTION

Throughout history, technological advancements have consistently reshaped human societies, transforming daily practices, lifestyles, and traditions, and signifying broader shifts in human thought and societal values. History is full of inventions that altered the world, addressing present problems and offering solutions that once seemed impossible (Zhao et al., 2022). This continuous interplay between the old and the new is a fundamental aspect of human civilization (Frank et al., 2019). However, it is understandable to feel a sense of mistrust when a new technology, capable of transforming history, is introduced into everyday life. When OpenAI introduced ChatGPT, an acronym for Chat Generative Pre-Trained Transformer, on November 30, 2022, it was not only revealing another technological tool, significant only for people working in tech (OpenAI.com, n.d.). This Large Language Models (LLMs) chatbot, prepared to adapt and lead conversations according to user preferences in terms of length, format, style, detail, and language, immediately became a focal point of discussions far beyond the realms of artificial intelligence. Its launch sparked overall reflection on the profound implications of AI for different aspects of human existence (Hameed et al., 2022).

In this renaissance sparked by innovations in AI, the field of copywriting stands at a crossroads, facing the innovative power of AI language models such as OpenAI's ChatGPT. While the impact of AI and Language Models on Marketing and Advertising has been already studied by several researchers (Duarte & Neumaier, 2022), how social media users react to AI advertisements remains unclear (Argan et al., 2022), and especially, the impact on copywriting is even more unsure.

This research delves into the critical inquiry of AI's influence on the field of copywriting, aiming to understand the ability of social media users to recognize AI-generated text. The relevance of this study stems from the rapid integration of AI technologies in content creation, posing unprecedented opportunities and challenges. Understanding AI's impact is imperative for the future of communication, marketing, and brand narrative.

THEORETICAL FRAMEWORK

Every time a new technology emerges, the attention it receives, and its transformative power expectations are usually high. Human history is full of examples (steam engine, telegraph, telephone, television, computers, and so on - just to name a few), and Artificial Intelligence is no different. For Rodgers (2021), AI is one

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