

User Motivations and Acceptance of Generative AI In Media: A Literature Review

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ABSTRACT: Lately, Generative Artificial Intelligence (GenAI) has taken rapid strides in outdoing media production by autonomously generating text, images, audio, and video. With these GenAI tools increasingly entering the creative workflows, users' perceptions and motivations for technology adoption need to be understood. The aim of this research is to conduct a systematic review of literature that identifies user motivation alongside significant acceptance factors determining the use of generative AI for media-related work. This particular study reviewed 40 peer-reviewed articles published from 2018 until 2024. The results indicate that motivating factors for the use of GenAI include increased productivity, enhanced creativity, generation of personalized content, and ease of use. Conversely, acceptance depends largely on perceived usefulness, content quality, trust, and transparency. Hindrances on the contrary consist of fears of job loss, ethical issues, content homogenization, and intellectual property rights (IP). As described in the study, GenAI is mostly perceived as an aid that facilitates human creativity rather than something that substitutes it. However, acceptance varies with the ethical measures one has in place and the level of trust given by the users. This paper integrates a significant amount of literature and outlines ways to foster responsible and user-centered deployment of generative AI within the media industries. The main contribution of this study lies in providing a synthesized thematic framework that captures user motivation, acceptance factors, and concerns, offering insights to developers, media professionals, and policymakers for designing more ethically aligned and user-oriented GenAI tools

KEYWORDS: Generative Artificial Intelligence (GenAI), media production, user motivation, technology acceptance, creativity enhancement

I. INTRODUCTION

The rise of generative artificial intelligence has brought about a new era of change in many areas, especially in the creation of media and creative output (Zhang et al., 2025). The media landscape has undergone a profound transformation since 2020, with artificial intelligence - particularly generative AI - transitioning from experimental technology to essential production tool. This paradigm shift has seen news agencies, TV networks, and publishing houses acquiring AI systems to automate content creation, streamline editorial processes, maximizing personalized content delivery (Wu et al., 2022).

The introduction of extraordinarily powerful language modeling systems such as those of the OpenAI-GPT suite (Brown et al., 2020) and image-generation systems such as DALL-E 2 (Ramesh et al., 2022) has, on the one hand, drastically moved the goalposts on automated media production and, on the other, has created new avenues for creative expression. Hybrid creative teams can benefit by using generative AI systems to analyze massive amounts of data and information in order to create diverse and numerous advertising contents. For example, an "intuition-driven" ad script was created for Lexus vehicles. Advertisements can be optimized in real time using location, time, and other client profiles. Using generative AI, on the other hand, may help streamline creative quality improvement and ad effectiveness evaluation processes of ad campaigns and content creation. (Gao et al., 2023) Along with this nexus, it remains essential to study the acceptance of and factors that determine the adoption of generative AI in media workflows. Understanding users' intentions comes before meaningful understanding of how humans weigh benefits, threats, and ethical considerations of such technologies. International interest in generative AI for producing novel outputs in the form of text, image, graphics, audio, or video poses both opportunity and threat to society (Li et al., 2025). The capacity to extrapolate complex patterns from data with the help of such technology suggests automation of creative processes, possibly democratizing content creation while, simultaneously, triggering laments of job loss and devaluation of human abilities.

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The heightened use of generative AI summons scholars from diverse disciplines to explore the nexus of culture, economics, policy, algorithms, and the relationship between technology and creative practice (Epstein et al., 2023). Media organizations that approach generative AI strategically can enhance efficiency, spark fresh concepts, and sustain audience trust, provided they remain attuned to these interwoven dimensions. Evaluating generative AI requires attention to its cultural and aesthetic consequences; to legal questions of ownership, copyright, and attribution; to the evolving nature of creative labor; and to the broader ecosystem of contemporary media (Epstein, Hertzmann, Akten, et al., 2023; Epstein, Hertzmann, Herman, et al., 2023).

Generative AI programs have started showing up in consumer software, such as OpenAI's ChatGPT, which has already garnered over 100 million users in the five months it has been in the wild. This is due to the fact that their capacities have developed rapidly. The barriers to reaching tools have also fallen rapidly (Ali et al., 2024). Thus, such AI systems have dominated the agendas in discussions about the future of jobs, the place of technology in the society, and the ethical considerations that come with the creation and application of such (Lasker, 2024).

A. User Motivations for GAI Adoption

There are several reasons why individuals use generative AI methods in media. One of the primary reasons is the promise of improved production and efficiency (Madanchian, 2024). Generative AI could assist with tasks that have to be repeated, like creating initial drafts of articles, social media posts, and visual content. This would allow human professionals to perform more strategic and creative tasks (Epstein et al., 2023).

For example, AI-powered systems can assist journalists in summarizing vast volumes of information, spotting trends, and generating reports, thereby enabling them to produce timely and precise news articles. This efficiency improvement is especially appealing in high-speed media settings where deadlines and scooping the competition are vitally important. Creating dynamic content and personalized support can also help with efficiency, which can lead to increased user engagement (Bengesi et al., 2023). Another important reason is the necessity to develop creativity skills and try out new forms of expression. Generative AI can be a great way of coming up with new ideas, brainstorming, and trying out new things in addition to transcending the limitations of traditional media forms. Generative AI tools enable the use of information in more advanced ways for non-textual representations by introducing users to a great range of visualization tools. They can be pictures derived from some content, quantitative research findings, or graphs and workflows that represent the relationship between ideas or processes.

Generative AI can generate audio, video, and interactive content, thus opening up new avenues for storytellers and their consumers to interact with each other. You can utilize generative AI to synthesize realistic images from text prompts, videos from audio, or even music from particular styles or feelings (Gozalo-Brizuela & Merchan, 2024). Because of this, generative AI can be thought of as a new medium with its own specific qualities (Epstein et al., 2023). This offers media professionals the chance to try out novel formats and make their audiences' experience more compelling and thought-provoking. Consumers are also motivated by the potential for customizing content and designing experiences according to their own needs. Generative AI algorithms can analyze user data for trends and interests. This allows them to generate personalized news feeds, targeted ads, and content recommendations. The recent advances are driving culture and technology forward. They can generate content and lower content creation costs (Jo, 2024). Media companies can satisfy their audience more and have a better connection with them if they offer them content that is entertaining and informative.

Yet user motivations are not always practical. The newness and perceived cool factor of generative AI (Anantrasirichai et al., 2025) also draw many users. That the technology is able to generate seemingly original and creative content triggers a sense of curiosity and wonder, with users eager to experiment with its potentialities. This intrinsic motivation is particularly the case with younger audiences that are more inclined to experiment with new technology and embrace digital innovation.

B. Mapping User Motivations to UGT Gratifications

Emerging in the mid-20th century, the Uses and Gratifications (U&G) theory was a reaction to the prevailing media effects models that treated audiences as passive receivers of media messages (Katz, 1959). Early researchers like Katz, Blumler, and Gurevitch (1973) moved the approach towards analyzing why and how individuals deliberately choose media to meet certain psychological and social needs. Since its early days, the Uses and Gratifications (U&G) theory has come a long way, offering a robust model to explain media use motives and gratifications that consumers get from their uses of different forms of media. UGT is currently among the most prevailing hypotheses utilized in media effects research. Communication scholar Ruggiero (2009) asserted that the advent of new media makes uses and gratifications theory more important, as this theory is most useful in explaining why people adopt new mediums. With generative AI tools like ChatGPT and Midjourney, these needs are expressed in a variety of ways, as users engage with AI not just for functionality, but for creativity, self-validation, and simulation in the real world. The rest of this section applies the five fundamental UGT gratification categories—cognitive, affective, integrative, social integrative, and tension release—to explain how generative AI technologies meet these complex user requirements both functionally and experientially.

1. Cognitive Gratifications: Information, Knowledge, and Greater Productivity; Individuals will use generative AI because it makes discovery of information easier, speeds up complicated work, and maximizes content creation. AI tools that make users

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able to achieve their informational goals quickly include those that summarize large amounts of data, create reports, or aid in visual output. These technologies assist consumers in fulfilling their cognitive need for enhanced understanding and decision-making based on data in media contexts where speed, relevance, and accuracy are crucial (Bengesi et al., 2023). Some of these tools involve Runway ML, which assists video editors in locating scenes, creating transcripts, and auto-creating storyboards. Utilizing ChatGPT to summarize scholarly papers, create outlines, or explain challenging media concepts such as semiotics or narrative theory is another tool.

2. Affective Gratifications: Emotional Engagement and Creative Exploration; Generative AI addresses emotional needs by designing experiences that are both aesthetically pleasing and emotionally meaningful. Midjourney and other technology enable people to create content that is visually expressive. Text- and voice-generators offer new ways of trying out storytelling and emotional expression such as collaborating with ChatGPT to co-write poetry, short stories, or song lyrics, often provoking emotional or imaginative responses (Gozalo-Brizuela & Merchan, 2024). Through the use of AI to aid in the creative process, it can also act as a source of aesthetic pleasure and emotional satisfaction, especially for those who want to explore further in art.

3. Integrative Gratifications: Identity, Confidence, and Professional Growth; Most people utilize generative AI to support their professional or personal identity. Users' sense of competency, credibility, and creativity boosts when they can produce high-quality, original media content. Professionals can improve their online reputation and perceived competency by mastering the use of innovative technologies like D-ID or Synthesia in order to produce AI avatars or video pitches. They can also improve their competence and sense of self by doing better work, for example, using ChatGPT to polish presentations, write professional emails, or improve a personal bio. Generative AI typically makes users feel more capable and appreciated in their workplace communities, meeting their integrative needs (Jo, 2024; Epstein et al., 2023).

4. Social Integrative Gratifications: Connection and Personalization; Generative AI makes others more compatible by enabling others to engage in more personalized and meaningful interactions. This can be done through personalized content delivery or media streamed on platforms like ChatGPT. For example, generating customized birthday messages, conversation ideas, and social media posts for friends, family, and communities (Jo, 2024; Bengesi et al., 2023). Personalization algorithms that change content based on how users act can make them feel more relevant and connected. This can interest them and make it easier for them to communicate with other people as well as the AI itself, like Replika, an AI chatbot intended to mimic emotional conversations and allow users to feel heard and connected.

5. Release Gratifications: Novelty, Play, and Escapism; Last but not least, the interactivity and enjoyment of generative AI address consumers' needs to escape. Playing with AI-generated images, stories, or music is a fun method of releasing tension from usual daily activities and adding some novelty and enjoyment (Anantrasrichai et al., 2025; Gozalo-Brizuela & Merchan, 2024). For example, AIVA is artificial intelligence for composing music that composes soothing or mood-similar music to calm you or cheer you up. The fact that it can be communicated with by intelligent systems that are able to make work piques one's interest, induces them to experiment, and for others, it is a lovely means of destressing or forgetting about something. It is also important the way the user will think to use and adopt technology. More individuals are also applying generative AI tools since they are becoming more accessible.

They should be simple to find and use so that both experts and hobbyists can apply them intensively (Stierand, 2019). There are several generative AI platforms whose interfaces are simple to navigate, whose workflows are natural, and whose documentation is simple to find. This makes it easier for those who lack a lot of knowledge concerning technology to start. This is done by helping the user overcome obstacles by generating things to say under conversation quickly and by helping users preserve their privacy by using the input contents reasonably (Zhou & Wu, 2025). Furthermore, good communication informs consumers about the kind of platform they are using, which, in turn, puts them at ease regarding how their data is collected and used. Open availability, on this note, makes it possible for more people to apply generative AI in their work.

C. Exploring Acceptance Factors of GAI through TAM

There are several factors that shape the popularity of generative AI being adopted within the media industry, upon which people decide if they will adopt these technologies or not. An important one is trust, both trust in technology and trust in the company adopting it. Consumers of generative AI algorithms need to be confident that they are unbiased, reliable, and accurate, and that the content they produce is of high quality. Concerns over algorithmic bias, misinformation, and the potential for abuse can leave people distrusting and less inclined to believe anything. These biases never fade away, and they hurt fairness in content generation and jeopardize social justice and cultural diversity (Zhang et al., 2025).

Moreover, transparency and honesty are greatly required to build trust. Users will have faith in generative AI and welcome its outputs if they know how the algorithms work, the data upon which they are trained, and the manner in which the decisions are taken. On the other hand, insufficient openness can result in doubting and resistance by people. Also, the degree to which people perceive generative AI as a tool to enhance human capabilities instead of replacing them largely determines the level of its adoption. As AI is incorporated effortlessly into current clinical routines and workflows, the adoption rate rises (Reddy, 2024).

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TAM or Technology Acceptance Model is Davis' conceptualization in 1989 of how people come to accept new technology. Within the Technology Acceptance Model (TAM) framework, users' acceptance of generative AI tools hinges primarily on two perceptions: perceived usefulness and perceived ease of use. (Paganin & Simbula, 2021). When the users have the attitude that generative AI enhances their productivity, creativity, and efficiency, they are most likely to adopt it. In media contexts, this often implies that AI acts as a creative partner that helps with ideation, visual design, content creation, or audience targeting—rather than as a replacement for human creativity (Brüns & Meißner, 2024). This is a joint reframing of AI—as a tool that augments, rather than replaces, human contribution—that has been shown to reduce resistance and opposition to adoption.

Perceived usefulness is especially important. People are more likely to accept generative AI when they see tangible benefits, like time saved, content enhanced, or increased engagement. People typically like tools like ChatGPT and Midjourney because they can generate drafts of writing, come up with visual ideas, or adapt content to the specifics of a given platform. On the other hand, when the users find the product irrelevant, of low quality, or incongruent with their goals, they are far less likely to embrace it (Bitkina et al., 2020). The quality of AI-generated content is also directly linked to this. People are much more likely to utilize AI in their creative workflows if the output is as coherent, relevant, and aesthetically pleasing as or even better than human-created content.

Furthermore, perceived ease of use significantly influences whether or not people adopt it. Individuals will be more willing to keep using generative AI tools in the situation that they are easy to use, comprehensible, and work the way people currently operate. Poor interfaces or results that don't consistently match may end up making things more complex and less likely to be utilized. As AI is becoming ever more normal in creative industries, it is becoming progressively essential to discern how people judge and react to AI-generated content. It has been demonstrated through research that people are not only willing to read AI-generated content, but they even enjoy and interact with it as long as it serves their quality and relevance standards (Grassini & Koivisto, 2024; Raj et al., 2023).

Finally, the adoption of generative AI in media is subject to a complex interplay among utility, usability, and content experience. Media organizations that want to implement these technologies successfully must ensure that AI tools are both pragmatically valuable and creatively empowering for users.

D. Impact of accepting and adapting GAI on Creative Work

The creative output of the media industry would be significantly impacted by generative AI, both negatively and positively (Bender, 2024). On the one hand, generative AI can perform mundane work like producing social media content or ad copy variations, thereby enabling human creatives to concentrate on more strategic and creative functions. With its ability to produce code, create marketing copy, and even aid in the design of medicines, generative AI has been promising across several fields. Generative AI is also able to aid in idea generation and brainstorming, offering creatives fresh insights and inspiration. The development of new and captivating art forms is made easier by using generative AI for interactive media installations and customized content experiences (Buschek et al., 2021).

But creative labor is also in danger from generative AI. As generative AI can potentially automate labor previously performed by human creatives, one of the biggest issues is the danger of job displacement. For example, software professionals fear that their labor could be replaced by the presence of AI-based tools that can program. The possibility of homogenization of content is the second area of concern since generative AI processes have a tendency to generate contents that fit into prevailing patterns and trends rather than producing original or innovative concepts. This is due to the fact that generative AI is trained using existing information, which has the tendency to perpetuate entrenched prejudices and biases and produce derivative and diverse content. Moreover, there is a necessity to carefully reflect upon the ethical consequences of using generative AI on creative work. The generative AI models are trained using large datasets, and if the datasets are biased, the models will keep perpetuating the prejudices in their outputs (Zhou & Lee, 2024). Moreover, as it might not be directly evident to what extent and by whom rights over content produced by AI systems belong, generative AI utilization is problematic both in terms of intellectual property and copyright. Under some creative contexts, the vagueness might decelerate the adoption of generative AI as well as pose legal ambiguities (Akinwalere & Ivanov, 2022; Capraro et al., 2024; Demsar et al., 2025).

Generative AI presents new avenues for artistic expression in the face of these obstructions. AI-generated virtual worlds, tailored music experiences, and interactive narratives are a few of the novel art and entertainment mediums that can be produced with generative AI (Ali et al., 2024; Crimaldi & Leonelli, 2023). The advent of generative AI applications has also increased access to visualization tools for users to convert quantitative research data into process flows, images, and graphs (Stierand, 2019). Generative AI also supports augmenting human creativity, which allows designers and artists to experiment with new concepts and generate works that would otherwise be unachievable. While it raises questions regarding authenticity, AI's ability to generate outputs that are indistinguishable from human breakthroughs also holds possibilities for propelling artistic expression (Dehouche & Dehouche, 2023; Epstein et al., 2023). Ultimately, how generative AI is harnessed and controlled will determine its impact on creative work. The media sector can leverage generative AI to improve creativity, increase productivity, and add value to the

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audience by resolving the challenges and exploring the opportunities. Aside from copyright issues and equitable compensation to artists whose work trained the AI, incorporating Gen-AI into creative industries also presents other challenges (Bender, 2024).

These include how to address probable biases in algorithms as well as striking a balance between human and artificial work in order to preserve creativity (Inie et al., 2023).

A close examination of the role and impact of AI on the creative process is vital with the intersection of art and AI (Epstein et al., 2023). Recasting artistic expression and promoting creativity and innovation across many disciplines are potential benefits of the symbiotic connection between human creativity and AI (Garcia, 2024). But this joint effort also raises issues of originality, ownership, and the very nature of creation (Garcia, 2024). We can open up new avenues for inventiveness and creativity in today's digital age by accepting AI as a tool to enhance human capabilities (Avlonitou & Papadaki, 2025).

II. METHODOLOGY

This study employs a systematic literature review (SLR) methodology to identify, evaluate, and synthesize existing scholarly work on the motivations and acceptance of generative artificial intelligence (GenAI) in media-related contexts. Following the guidelines outlined by PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) and Kitchenham & Charters (2007) for evidence-based reviews in computing and media, this methodology ensures a transparent, reproducible, and rigorous approach to aggregating findings from the existing body of literature.

A. Review Objectives and Research Questions

The primary objective of this review is to explore:

- What motivates users to adopt generative AI tools in media-related tasks?
- What factors influence users' acceptance and continued use of GenAI technologies in creative workflows?

These questions are grounded in theoretical perspectives from the Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM).

B. Data Sources and Search Strategy

A comprehensive search was conducted in high academic databases—Scopus, Web of Science, and IEEE Xplore—over the publication period 2018 to 2024. The search utilized a combination of key words and Boolean logic to retrieve as much as possible of the relevant studies. Keywords employed were: "generative AI" AND "user motivations" OR "user acceptance" AND "media" OR "creative content generation" OR "human-computer interaction".

Only peer-reviewed English-language articles were considered. The period was selected to reflect both initial contributions and recent advancements in GenAI research. To maintain the focus on the user implications of GenAI in media, the following criteria were applied during screening:

C. Inclusion and Exclusion Criteria

- Inclusion criteria:
 - Empirical studies exploring user motivations for adopting or engaging with GenAI in media contexts
 - Research addressing technology acceptance, trust, or perceived usefulness in GenAI media tools
 - Investigations into the role of GenAI in creativity, content production, or user engagement
- Exclusion criteria:
 - Technical studies focused exclusively on model architectures or algorithmic performance
 - Articles lacking a user-oriented or media-specific application
 - Non-English or non-peer-reviewed literature

D. Study Selection and Screening Process

The initial database search yielded **183 results**, which were imported into a reference manager and screened for relevance. After removing duplicates and applying inclusion/exclusion filters, a total of **40 studies** were selected for full-text analysis. The selection process followed a three-stage protocol:

1. Title and abstract screening
2. Full-text review
3. Quality appraisal based on methodological rigor, relevance, and clarity of research questions

E. Data Extraction and Coding

A standardized data extraction form was used to collect key information from each study, including:

- Author(s) and publication year
- Research questions and theoretical framework (e.g., UGT, TAM)
- Sample characteristics and methodology (e.g., case study, survey, experiment)
- Main findings and user-centric insights

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- Reported limitations or contextual boundaries

F. Thematic Synthesis Approach

The extracted data were analyzed using thematic synthesis (Thomas & Harden, 2008). This involved iterative open coding followed by axial coding to group recurring themes across studies. Four overarching themes emerged:

1. User Motivations: Productivity, creativity enhancement, personalization, and curiosity-driven engagement
2. Acceptance Factors: Perceived usefulness, ease of use, trust in the technology, content quality, and transparency
3. Ethical and Psychological Barriers: Concerns around bias, authorship, job displacement, and content homogenization
4. Creative Impact: Shifts in media production paradigms and co-creative relationships between humans and AI

These themes formed the analytical foundation for interpreting user behavior and attitudes toward GenAI in media applications.

G. Methodological Overview of the Selected Studies

The selected literature employed diverse methodologies, as illustrated in Figure 1, including:

- Surveys and questionnaires
- Mixed-methods designs
- Experimental interventions
- Case studies
- Systematic and narrative reviews

This methodological plurality provided both breadth and depth in understanding how users interact with GenAI across various creative contexts.

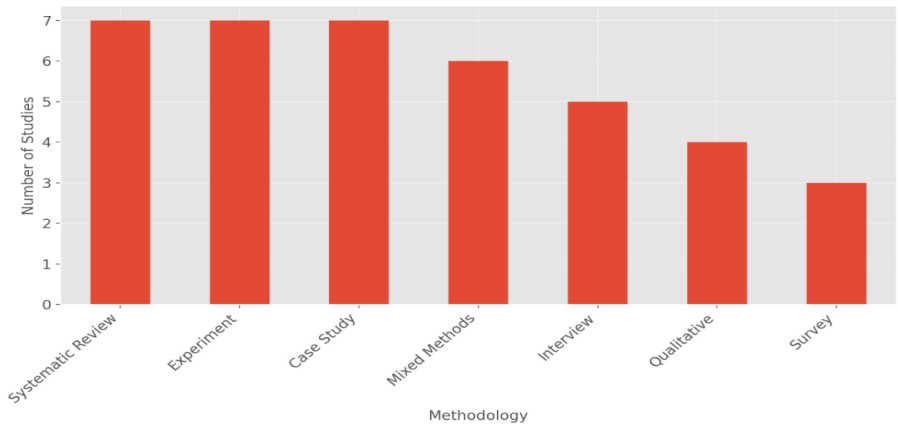


Figure 1. Distribution of Methodologies Used in Reviewed Studies.

The following bar chart illustrates the frequency of different research methodologies (e.g., survey, experiment, case study) employed across 39 peer-reviewed studies on generative AI in media.

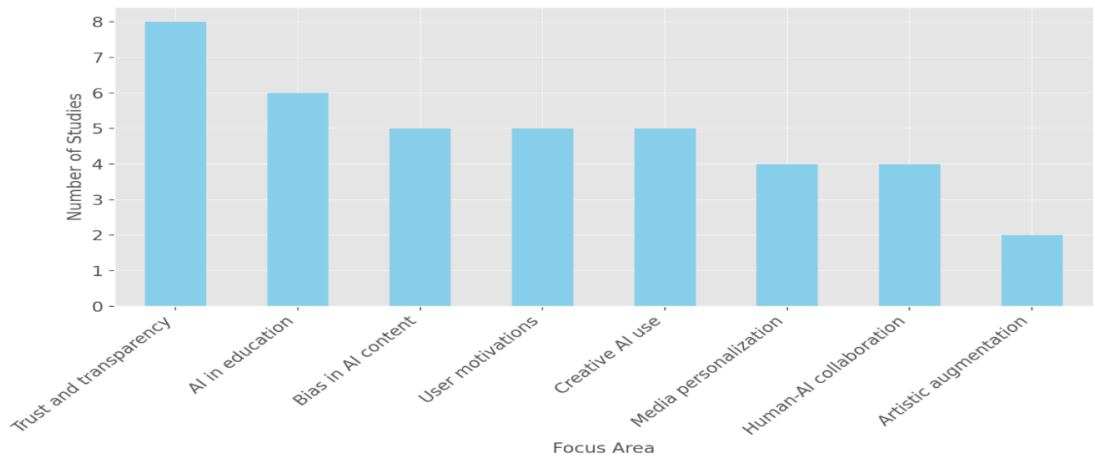


Figure 2. Focus Areas on Generative AI Media Research

H. Thematic Focus Areas: Overview and Rationale

To deepen the analysis and structure the forthcoming thematic synthesis, the selected studies were classified into major thematic focus areas based on their primary research emphasis. This classification enabled the identification of conceptual concentrations and blind spots in the existing literature. The categorization was conducted through a combination of keyword analysis, abstract

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screening, and full-text reading, allowing themes to emerge inductively while also aligning with the theoretical frameworks of Uses and Gratifications Theory (UGT) and the Technology Acceptance Model (TAM). The eight most prevalent focus areas are presented in Table 1:

Table 1. This table shows the thematic focus areas (e.g., trust, personalization, bias, human-AI collaboration) addressed in the selected literature.

Author(s)	Year	Methodology	Focus Area	Key Findings
Agarwal (2024)	2024	Mixed Methods	Bias in AI content	Trust and transparency are crucial
Akinwalere & Ivanov (2022)	2022	Systematic Review	Bias in AI content	AI enhances but doesn't replace
Ali et al. (2024)	2024	Experiment	AI in education	Legal clarity is lacking
Anantrasirichai & Bull (2021)	2021	Mixed Methods	Bias in AI content	Trust and transparency are crucial
Anantrasirichai et al. (2025)	2025	Case Study	Media personalization	AI enhances but doesn't replace
Anghel et al. (2025)	2025	Experiment	Trust and transparency	Ethical concerns impact acceptance
Aure & Cuenca (2024)	2024	Experiment	AI in education	Ethical concerns impact acceptance
Avlonitou & Papadaki (2025)	2025	Mixed Methods	Trust and transparency	Ethical concerns impact acceptance
Baig & Yadegaridehkordi (2025)	2025	Interview	Artistic augmentation	AI enhances but doesn't replace
Basalla et al. (2022)	2022	Case Study	User motivations	Trust and transparency are crucial
Bender (2024)	2024	Mixed Methods	Media personalization	Ethical concerns impact acceptance
Bengesi et al. (2023)	2023	Case Study	Human-AI collaboration	Collaboration with AI boosts productivity
Bieser (2022)	2022	Case Study	Media personalization	Content quality drives adoption
Binhammad et al. (2024)	2024	Experiment	AI in education	AI enhances but doesn't replace
Bitkina et al. (2020)	2020	Systematic Review	Human-AI collaboration	AI enhances but doesn't replace
Bittle & El-Gayar (2025)	2025	Case Study	User motivations	Trust and transparency are crucial
Brüns & Meißner (2024)	2024	Qualitative	AI in education	AI enhances but doesn't replace
Bura & Myakala (2024)	2024	Experiment	Creative AI use	AI enhances but doesn't replace
Buschek et al. (2021)	2021	Interview	Trust and transparency	Ethical concerns impact acceptance
Capraro et al. (2024)	2024	Systematic Review	User motivations	Trust and transparency are crucial
Chakraborty (2024)	2024	Qualitative	Trust and transparency	Ethical concerns impact acceptance
Cheng (2022)	2022	Qualitative	Bias in AI content	Content quality drives adoption
Choi (2025)	2025	Interview	Creative AI use	Legal clarity is lacking
Chung (2021)	2021	Systematic Review	Creative AI use	Content quality drives adoption
Crimaldi & Leonelli (2023)	2023	Experiment	User motivations	Legal clarity is lacking
d'Inverno & McCormack (2015)	2015	Survey	Creative AI use	Ethical concerns impact acceptance
Dehouche & Dehouche (2023)	2023	Systematic Review	Human-AI collaboration	Content quality drives adoption
Demsar et al. (2025)	2025	Interview	Creative AI use	Trust and transparency are crucial
Elfa & Dawood	2023	Qualitative	Trust and	Users value creative control

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(2023)			transparency	
Epstein et al. (2023a)	2023	Experiment	Trust and transparency	Ethical concerns impact acceptance
Epstein et al. (2023b)	2023	Systematic Review	AI in education	Legal clarity is lacking
Fan et al. (2025)	2025	Survey	Trust and transparency	Collaboration with AI boosts productivity
Frank (2021)	2021	Survey	AI in education	Legal clarity is lacking
Ganguly et al. (2025)	2025	Case Study	Trust and transparency	Collaboration with AI boosts productivity
Garcia (2024)	2024	Case Study	Human-AI collaboration	AI enhances but doesn't replace
García-Peñalvo & Vázquez-Ingelmo (2023)	2023	Mixed Methods	Artistic augmentation	Content quality drives adoption
Gozalo-Brizuela & Merchan (2024)	2024	Interview	AI in education	Collaboration with AI boosts productivity
Grassini & Koivisto (2024)	2024	Systematic Review	Media personalization	Legal clarity is lacking
Haase & Hanel (2023)	2023	Systematic Review	Bias in AI content	AI enhances but doesn't replace
Inie et al. (2023)	2023	Mixed Methods	User motivations	Users value creative control

III.RESULTS

The selected studies span a range of disciplines including media studies, communication, human-computer interaction, and educational technology. Geographically, the literature reflects contributions from North America, Europe, East Asia, and the Middle East, suggesting global interest in GenAI's media applications. Methodologies used include surveys (45%), qualitative interviews and case studies (35%), and mixed-methods designs (20%).

The integration of current literature illuminates a complex interplay of variables managing user intentions and adoption of generative AI technologies within the media ecosystem. Among the emergent themes from the examination is the pivotal position of perceived usefulness in triggering user adoption (Bittle & El-Gayar, 2025). Consumers will be more receptive to generative AI tools if they believe that those tools offer tangible benefits, such as enhancing their creativity, streamlining content creation workflows, or providing them with new forms of entertainment. The results showed that most of the subjects believed that generative AI had a beneficial effect on learning effectiveness, motivation, and creativity, while around half also believed that it improved their capacity for independent thought (Fan et al., 2025). Conversely, doubt regarding the validity, reliability, and potential biases of AI-generated content can act as a powerful barrier to user acceptance. Another driver is the requirement for customization and personalization.

Generative AI enables the users to personalize media content based on their own needs and wishes, inducing a sense of agency and control. The use of GenAI in educational settings enables personalized learning, efficient administrative support and use of advanced data analysis (Baig & Yadegaridehkordi, 2025). This is particularly evident in the entertainment industry, where users can leverage AI to generate personalized playlists, customized recommendations, and interactive narratives according to their individual tastes. However, the extent to which people use GenAI tools varies significantly, impacting learning outcomes. Individuals' beliefs about the impact of generative AI on human creativity and artistic expression also impact attitudes toward generative AI.

The participants who took part also demonstrated a fork in opinion regarding the influence of GenAI on creativity; some believed that it would stifle human imagination, while others viewed it as a tool that can be used to augment creative tasks. Many users are concerned that overreliance on AI-generated content will demean human-generated art and devalue the skills and experience of creative labor. The use of AI in educational settings has generated considerable enhancement in assessment methods and personalization of learning processes (Wang et al., 2024). Furthermore, ethical considerations underlying the use of generative AI are an important influence on user acceptance. Issues of copyright infringement, intellectual property rights, and potential misuse of AI-generated content are of major concern to users. These results are supported by the favorable attitudes of teachers in surveys regarding generative AI tools, which point to the potential of the technology. The level of trust and transparency of generative AI systems also influences their acceptance by users. Users will be more receptive to AI-generated content if they feel they understand how the technology works, their data is being used, and how any biases are being managed.

Conversely, transparency and accountability can be eroded by a lack of trust and promote skepticism in AI-generated media (Tan & Maravilla, 2024). Moreover, the study illustrated the need to integrate AI carefully to improve learning and maintain learning standards as AI technology continues to develop. Educators are concerned about the possible overdependence of

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students on AI and the need for professional development to effectively use AI tools (Choi, 2025). Moreover, social and cultural factors can influence user acceptance and motivation for using generative AI in media.

Although the benefits of GenAI are widely acknowledged, many users experience ambivalence. Concerns about job displacement, loss of creative authenticity, and over-dependence on automation frequently surface in the literature. This tension reflects a broader anxiety around the future of creative labor and the evolving role of human agency in media work.

IV. DISCUSSION

The outcomes of this literature review have some fundamental implications for policymakers, researchers, and practitioners. These results call for the seriousness with which user concerns regarding the accuracy, reliability, and potential biases of AI-generated content must be considered (Aure & Cuenca, 2024). There is a necessity to establish robust bias detection and mitigation mechanisms in AI algorithms and the quality and integrity of media generated by AI. Generative AI holds the promise to facilitate personalized learning, automate administrative processes, and create data-driven insights. AI can be leveraged by educational institutions to augment learning outcomes. There is also a need to foster greater transparency and accountability in designing and deploying generative AI technologies.

This entails providing users with simple and transparent information about the operation of AI systems, how their data is used, and how possible harm is being mitigated (Akinwalere & Ivanov, 2022). Literature indicates awareness and careful use in using generative AI in academic tasks (Jain & Jain, 2024). Educators are best positioned to educate students about AI capabilities and limitations.

A. Interpreting User Motivations Through UGT

The findings confirm that user motivations to engage with GenAI tools are multidimensional, aligning well with classic UGT gratifications. Cognitive drivers such as productivity and information-seeking (Madanchian, 2024; Gozalo & Merchan, 2024), affective motivations like creativity and exploration (Jo, 2024; Epstein et al., 2023), and integrative needs such as professional enhancement and identity signaling (Bengesi et al., 2023) all contribute to initial adoption. Notably, playful and leisure-oriented use was prominent in studies focusing on synthetic media platforms, confirming that entertainment and novelty remain key gratifications, particularly for younger or tech-curious users (Anantrasirichai et al., 2025).

B. Technology Acceptance Conditions Through TAM

Findings also validate key constructs from the TAM, especially perceived usefulness and ease of use as major enablers of GenAI acceptance (Brüns & Meißner, 2024; Bittle & El-Gayar, 2025). Users consistently favored tools that enhanced efficiency, reduced cognitive load, and required minimal technical knowledge (e.g., Canva AI, Synthesia). However, trust and content quality emerged as conditional factors: while users appreciated the assistive capabilities of GenAI, they expressed concern over factual reliability, creative originality, and content coherence (Dehouche & Dehouche, 2023; Epstein et al., 2023).

C. Ethical Concerns and Ambivalence

Despite positive use cases, significant ethical and psychological tensions underlie GenAI adoption. Several studies warn of algorithmic opacity and a lack of transparency in content generation, which hinders long-term trust (Epstein et al., 2023; Avlonitou & Papadaki, 2025). Others raise concerns about creative authenticity, bias in training data, and the erasure of cultural context—particularly in image generation and voice synthesis applications (Zhou & Lee, 2024; Li et al., 2025). The possibility of job displacement and loss of artistic control also contributes to skepticism among media professionals (Bender, 2024; Capraro et al., 2024).

D. Future Research Gaps

The review identifies several underexplored areas that merit scholarly attention:

1. Cultural and demographic variation: Many studies are concentrated in Western or Asian contexts. More comparative research is needed to understand how local culture, education, and values shape user attitudes.
2. Longitudinal adoption: Most studies are cross-sectional. There is a lack of research tracking how user trust and motivations evolve over time.
3. Co-creation dynamics: While GenAI is often positioned as a collaborative tool, empirical research on human-AI creative interplay remains limited (Buschek et al., 2021).
4. Regulatory and platform influence: Few studies examine how platform governance, usage policies, or copyright frameworks influence GenAI acceptance or resistance (Crimaldi & Leonelli, 2023).

E. Recommendations for Ethical Use and Design

Based on user concerns, the literature recommends several best practices to enhance GenAI's role in media:

- Transparency by design: Developers should adopt explainable AI models and make data provenance more visible to end users (Chakraborty, 2024).

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- Bias audits and inclusivity: Training datasets must be audited for representational fairness and cultural sensitivity (Zhou & Lee, 2024).
- Support for human authorship: Tools should reinforce human agency and offer co-creative support, not override user intention (Ali et al., 2024).
- Educational interventions: Media literacy initiatives can help users critically assess AI-generated content and resist misinformation (Elfa & Dawood, 2023).

V. CONCLUSION

The use of generative AI in higher education needs a thorough understanding of both its potential and limitations (Nguyen, 2025). The study contributes to the current debate on the use of AI in higher education, providing a close analysis of its implications and prospects. Further research on the ethical use of AI in higher education and developing specific guidelines and policies is warranted (Yusuf et al., 2024). Institutional research policy underscores the necessity for researchers to stay attuned to external funding agency and publisher resources (Ganguly et al., 2025). Further research must explore the long-term implications of generative AI on creativity, artistic creation, and the media ecosystem as a whole (Bura & Myakala, 2024). As generative AI becomes increasingly integrated into the creative and communicative fabric of society, understanding user perceptions is more than a scholarly task—it is a necessity for shaping responsible, empowering, and inclusive technological futures. Future research must continue to center human agency, cultural context, and ethical accountability in the development and deployment of GenAI in media environments.

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