NOVA IMS Information Management School

MDDM

Master Degree Program in

Data-Driven Marketing

IF AI CREATES IT, WHO SIGNS IT?

Exploring Human-AI Collaborations and Perceptions of Ownership

Cláudia Isabel Pereira Pintão

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School

Instituto Superior de Estatística e Gestão de Informação

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STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Lisbon, 2025

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ABSTRACT

Artificial Intelligence is increasingly part of our lives, and with the growing use of technologies such as Generative AI, it is especially important to understand and study human-AI interactions. While past studies have analyzed the broader impact of Generative AI in different areas, few have explored how people's emotional responses to AI-generated work shape their perception on who created it and who owns it. The purpose of this study is to analyze the relationship between the utility of Generative AI (utilitarian or meaningful) with the user sense of ownership over the AI-generated work, through the emotional attachment a user forms with that content. An experimental study was conducted through an online questionnaire using two initial conditions, one condition being a utilitarian Generative AI utility (cake recipe), and the other being meaningful Generative AI utility (personal letter). These conditions were made to assess whether the two different types of utility lead to different emotional attachments with the Generative AI outputs and if consequently that affects the user's sense of ownership. The results obtained evidence that emotional connection can be a significant predictor of the sense of ownership, meaning that users that felt more emotionally connected with the resulted work, felt a stronger sense of ownership over it. However, the findings support that the emotional connection does not mediate the relationship between Generative AI utility and the user sense of ownership over the resulted work. Finally, this research contributes to highlighting the importance of studies on human-AI interactions, as they serve as a foundation for advancing most different technologies across various fields. Understanding this type of interactions it's an important piece for creating AI systems that are effective, safe, and designed with user's needs in mind.

KEYWORDS

AI; Generative AI; Ownership; AI Utility; Human-AI Interaction

Sustainable Development Goals (SDG):

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LIST OF ABBREVIATIONS AND ACRONYMS

AI	Artificial Intelligence
GenAI	Generative Artificial Intelligence

1. INTRODUCTION

Artificial Intelligence (AI) has quickly moved from being a new idea to a major influence in our daily lives and businesses (IBM, 2024). As we look ahead to 2025, how will this technology continue to shape our world? But before we move on to what the future holds, it's important to understand where it stands.

In the last two decades, AI has outpaced nearly all other technologies, transforming our lives, from work and learning to communication and decision-making. Technologies like face ID, search algorithms, voice assistants and even self-driving cars all rely on AI (Amanov & Pradeep, 2023). On the foundation of these technologies is machine learning, which enables computers to learn from data and patterns without human assistance, and deep learning, which mimics the human brain's processing of data through artificial neural networks are the base that enable the success of this technologies. With these capabilities AI has found its ways to be useful in numerous sectors, like healthcare, business and manufacturing (Mohammad, 2020). AI is also considered crucial in healthcare for improving diagnosis, treatment, and patient care (Van Kolfschooten & Van Oirschot, 2024). In the business sector, AI is making its impact by enhancing productivity, decision making and innovation (Guler et al., 2024).

Generative AI (GenAI), a type of artificial intelligence, is also seen as a powerful technology that can greatly boost efficiency and drive innovation in many sectors. Highlighting its importance, it is even projected that the global market for GenAI will reach $110 billion by 2030, proving its relevance and economic potential (Ali et al., 2024). The growing use of GenAI technologies like ChatGPT has raised concerns about possible ethical issues they might cause (Ning et al., 2024). Currently, there are few clear regulations guiding the ethical use of GenAI systems, leaving many open questions about liability, privacy, and data protection (Novelli et al., 2024). Issues around authorship, ownership, and artistic authenticity are significant and came with the fear that those technologies, like ChatGPT, may compromise individual artistic identity (Zhu et al., 2024). A deep understanding of user perceptions in this area can inform the design of future GenAI models (Marassi, 2023). Users may feel that GenAI-generated content reduces personal creative contributions, as AI-generated works are capable of replicating styles and forms that were once uniquely human (Ornes, 2019).

The contribution of this research lies in the comprehension of how the use of GenAI, and how the users' emotions towards it may impact to whom the users attribute authorship of the GenAI assisted work. While prior studies have shown broader implications of these technologies in industries like the creative one (Amankwah-Amoah et al., 2024), few have invested in understanding how users' emotional responses to AI generated work influence their perception of authorship and intellectual ownership. Existing literature has focused on ethical dilemmas (Zohny et al., 2023), legal frameworks (Cordella & Gualdi, 2024), and technological capabilities of GenAI (Holmström & Carroll, 2024a), creating a gap in the study of investigating how emotional engagement with AI-assisted outputs can impact the attribution of credit and authorship. By researching the relationship between the utility of GenAI, which for the purposes of this study can be either utilitarian or meaningful, the

emotional attachment users form with the AI-generated content, and how this affects the user sense of ownership over the output, this research addresses this gap and offers insights into the human-AI interactions processes. In this sense, this research focuses on the understanding of: how do users' emotional responses and the utility behind the use of GenAI influence their sense of ownership?

Additionally, this study investigates how these emotional connections may mediate users' perceptions of GenAI's role in content creation, influencing individual understandings of authorship. This is particularly significant as GenAI continues to shape industries where authorship and intellectual property are central concerns (Fenwick & Jurcys, 2023), and understanding how users engage and feel towards it, is a step toward addressing gain awareness regarding these concerns.

Ultimately, by exploring these relationships, this research may offer valuable insights into how users interact and relate with AI-generated content. These findings may help with future discussions on human-AI collaboration.

2. LITERATURE REVIEW

2.1 What is Artificial Intelligence and generative artificial Intelligence?

Despite what people think, Artificial Intelligence (AI) is not a new concept developed in the recent years, the term having been mentioned for the first time in 1956 during the Dartmouth Conference. This conference was the first of its kind, in the sense that it brought together researchers from seemingly disparate fields of study, with the sole aim of exploring the potential of AI (Moor, 2006). During this period, researchers expected that within a few decades, AI would solve complex problems and be able to handle complex tasks that were traditionally seen as requiring human intelligence (Kline, 2011).

Currently, AI refers to the capability of machines or computer systems to perform tasks that would normally require human intelligence, including activities such as logical reasoning, learning, and problem-solving (Morandín-Ahuerma, 2022). Moreover, it is commonly referred to the use of computers to simulate intelligent behaviors with minimal dependence on human involvement (Hamet & Tremblay, 2017). The researchers of the past would be interested to know that their expectations were indeed correct. Within what AI is, we have a subset of it, which is Generative Artificial intelligence (Generative AI). GenAI uses computational methods that can create new and meaningful content, such as text, images, or audio, based on a training data, technologies like DALL-E 2, GPT-4, and Copilot are prime examples of this innovation (Feuerriegel et al., 2024).

2.2 Generative AI Across Industries

AI has evolved from being designed like machines to be able to use methods that mimic natural evolution, this shows intelligence as something that can adapt and grow, shaped by both human and natural influences (Spector, 2006). These days, modern intelligent systems that provide artificial intelligence functionalities frequently depend on machine learning. Machine learning enables these systems to learn from specific training data, automating the creation of analytical models and addressing related tasks (Janiesch et al., 2021). Today, GenAI is used across various sectors, including education, finance, cybersecurity and healthcare.

Educational institutions are exploring the use of GenAI to support learning by assisting with content creation, automating tasks, and providing personalized learning experiences for students (Williams, 2024). This type of evolution also began to reach higher education where it is being used to generate essay responses, provide personalized tutoring, and support student writing (Jensen et al., 2024).

In finance, there are already algorithms that identify fraudulent behavior, analyze market trends and enhance investment decision-making (Chopra & Sharma, 2021). GenAI is also making significant impact in the field of cybersecurity, since it is used to simulate cyber-attacks, identify vulnerabilities, and improve security systems, using tools like PentestGPT to o conduct penetration testing, helping organizations identify potential security threats (Hilario et al., 2024).

When it comes to the healthcare sector, this type of technology has the potential to improve clinical outcomes by aiding in diagnostics, creating personalized treatment plans, and increasing administrative efficiency (Reddy, 2024).

All of this is to say, like Holmström and Carroll (2024) declares, that GenAI has brought new capabilities that have led to a new wave of innovation. This wave also brought several new challenges, and multiple advantages and disadvantages, as will be discussed in the next chapter.

2.3 Both sides: Advantages and disadvantages of Generative AI

Although AI is making groundbreaking creations and offers numerous advantages, including the ability to create realistic synthetic data (Umesh et al., 2024), and even enhance productivity and innovation by automating complex processes, enabling intelligent decision-making (Rashid & Kausik, 2024), it seems that there is always a "but" after listing all the advantages and uses of AI. As Rashid and Kausik (2024) argue, AI does enhance productivity and innovation, but is also rises with ethical challenges and potential risks, such AI being a potential reason for job displacement. Some similar words have been said by Spencer (2024), when he discussed that AI offers opportunities for improving work conditions if managed properly, although it also poses threats to job quantity and quality.

Keeping a consistent performance, and being available at any time, makes AI types as GenAI an asset and extremely useful tool for almost all sectors and areas, but there are also many challenges that come with it.

GenAI evolution is anticipated to have a significant effect on traditional search engine products, driving rapid industry innovation and advancement (Lv, 2023). These innovations are also revolutionizing the healthcare sector with innovative solutions, improving treatments, diagnosis and patient care (Moulaei et al., 2024).

When it comes to GenAI tools, there are several relevant concerns. This type of technology can create synthetic images and even manipulate image, audio and video content. These abilities are nominated as deepfake and pose a significant risk on privacy and freedom (Moreno, 2024).

GenAI also has the capacity to drive consumers towards deceptive content bringing challenges to the news media market. Even with this negative side, as Sandrini and Somogyi (2023) say, in the long term, if well-regulated and supported, this ability can eventually benefit consumers and news producers, as GenAI technology became more reliable, the consumers shift back to higher-quality news.

Other concern regarding these technologies, is plagiarism. The texts that GenAI tools can generate may incorporate phrases and ideas coming from the various sources, without giving it the proper citations. Even with the use of a software able to identify AI-generated text, its accuracy can be inconsistent (Dien, 2023).

Last but not least, one of the significant challenges associated with GenAI is the lack of clear copyright and ownership rules for AI-generated content, as will be discussed in the next chapters, there is a whole gap when it comes to understanding who owns the credits and copyright of works produced with AI, there is still no clear answer that says who “owns” results obtained with AI.

2.4 Copyright and Ownership Issues with Generative AI

Generative AI is significantly transforming the creative industries (Messer, 2024). Although creativity has traditionally been regarded as a uniquely human trait, characterized by imagination, intuition, and emotional intelligence (Sundquist & Lubart, 2022). The line between human and machine abilities has become blurred as AI algorithms have shown, they can match and even surpass human performance (Cuzzolin et al., 2020).

GenAI is used in the creative world in the most varied fields, there are AI-powered tools such as DeepDream, developed by Google, that allows artists to visualize the patterns hidden within images (Tenti, 2023), AIVA (Artificial Intelligence Virtual Artist) that can create music symphonies autonomously (Zulić, 2019), OpenAI's GPT (Generative Pretrained Transformer) which is a tool capable of creating human like texts, which can range from reports, poems, or even essays (Blanchard et al., 2023). These are some of the many Generative AI tools available out there. The thing is, whether we are referring to art, music, writing, or film, this tools can improve the artistic process, generate fresh ideas, and inspire new directions, all of this, precious and significant help in the creative world (Shukla, 2024).

The integration of GenAI in so many industries pose significant challenges to intellectual property (IP) rights, particularly in terms of authorship, ownership, and protection (Samuel, 2024). One significant and impactful part of the ongoing discussion of AI and copyrights is that AI-generated works currently occupy an uncertain legal gray area (Watiktinnakorn et al., 2023). Some believe that current laws are insufficient to face the distinct challenges presented by AI as said by Scherer (2015), following this, discussions are occurring regarding new legal frameworks, including the possibility of establishing a distinct category of copyright for AI-generated works or developing a system that acknowledges the contributions of both AI systems and human creators (Yanisky-Ravid, 2017). Since these types of innovations are increasingly part of the creative process, the line between human and machine ownership blurs, making traditional notions of authorship less clear (Rapp et al., 2025).

When we try to discuss ownership and copyrights, it's important to understand how those are perceived by the GenAI users. It's discussed (Formosa et al., 2024) that the degree of assistance from AI does impact the perceptions of terms like authorship and creatorship, it's also stated that there is an ongoing debate about whether copyright laws should protect AI-generated works and how should be credited for them. On a recent study (Rapp et al., 2025), the participants in general do not recognize the AI model´s “creativity” or even attribute it ownership, since they see AI as a tool or process without genuine creativity. It is also important to mention and try to understand what factors affect the sense of ownership in the view of users, to whom the users would see as the owner of GenAI resulted work, and what can influence that.

2.5 Relationship between GenAI use, emotions, and ownership

Puntoni et al. (2021), has an interesting analysis of how users experience AI through interactions that can go from data-capture and classification to social exchange. These experiences reveal both the value and challenges AI brings to users, shaping their sense of connection, degree of control and autonomy, and even their sense of influence over the outcomes produced by AI. The authors (Puntoni et al., 2021) discuss that while AI provides useful assistance, it also goes into deeper aspects of consumer identity, especially when the interaction involves personal or meaningful tasks.

AI can enhance users' capabilities, assisting with both everyday practical tasks and more personal activities. Such interactions can lead users to feel that AI complements their efforts, strengthening their sense of control and agency over the resulted work, although, the line between AI as a tool and AI as a partner can begin to blur, potentially impacting how individuals perceive their role in the final product and maybe influencing the user's perception of who owns the result (Puntoni et al., 2021). We can find studies that highlight that, the way users interact with AI and the control the user perceives in the process influence their sense of ownership over the generated content (Draxler et al., 2024). That study states that the users' sense of ownership over AI-generated texts is influenced by the degree of control the user wields during the text creation process.

With this, this study proposes that the nature that drives a person to use generative AI, Generative AI utility, being that in this study this can be utilitarian (a simple task that may not even generate connection or emotion) or meaningful (a task that can feel personal or sentimental that can generate emotion in the user), may influence how this user perceived the owner of the resulted work to be:

H1: The nature of the Generative AI utility (utilitarian vs meaningful) has a direct effect on the sense of ownership.

Recent research in this filed (Gonçalves et al., 2025), gets into how AI classification, specifically when it misreads the users' preferences, influences the user's sense of self expression and their emotional response to it. When an AI classification does not align with what the user considers to be part of their identity, it can lead to emotions such as dissatisfaction and regret, and when the AI output aligns with the user identity, the user satisfaction and self-validation increases. It becomes more complex when we consider the reason that led the user to utilize AI. The authors find that the way users react to the AI classification often depends on their motivation for using it, particularly when identity-driven intentions are involved. For instance, when a user turns to AI with a more personal or sentimental context, even minor misclassifications can decrease experience satisfaction.

Authors (Baek & Kim, 2023) have investigated how user motivations for using ChatGPT can influence users' perceptions of specific emotions such as creepiness and trust, emphasizing the importance of understanding the motivations behind GenAI use to enhance user experience and trust in these type of technologies. Gonçalves et al. (2025) also highlights the complex role that AI has in how people connect with its outputs, especially when used for creative or personal purposes. When trying to link emotional connection and the sense of ownership, we can analyze studies done, for example on customer loyalty in the context of social media use that demonstrates that emotions play a significant role in developing a sense of ownership, stating that psychological ownership appear from different types of emotional attachments (Zhao et al., 2016).

A different study done on consumer psychology, explores the fact that emotional attachment, particularly through positive affective reactions, contributes to the increment of psychological ownership by making the object feel personally valuable and emotionally significant (Shu & Peck, 2011).

The approach done by Puntoni et al. (2021) suggests that AI interactions, especially those involving complex or emotionally meaningful tasks, can shape not only how people engage with AI but also how they perceive and relate to the outputs. In cases where AI contributes to personal tasks or activities with significant meaning like health monitoring, memory

preservation, or even interactions that copy human relationships, users may experience a stronger emotional connection.

Ultimately, having in mind the literature about the topic, considering the possible relationship between the utility or motivation that leads a person to use GenAI, the possible emotion towards the result, and the sense of ownership, that can be influenced by both emotion connection as for GenAI utility. This study proposes that the emotional connection to the result produced with GenAI can serve as a mediator between the utility of GenAI and the sense of ownership:

H2: The emotional connection a user has with the resulting work done with Generative AI mediates the relationship between Generative AI utility and the users' sense of ownership.

The proposed research model is presented below in Figure 0.1.

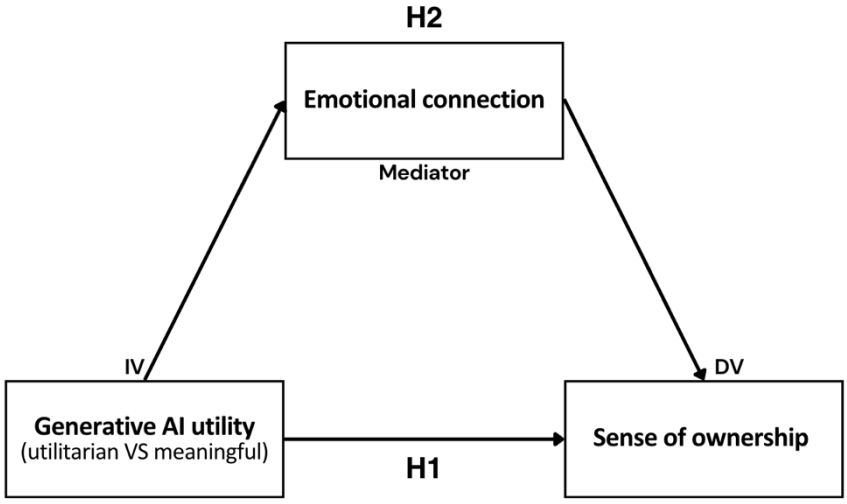

Figure 0.1 – Research Model

3. METHODOLOGY

3.1 Measurement Instruments

A quantitative approach was adopted to test the hypotheses explained before and explore possible relations between variables. Data was collected via an online questionnaire administered through Qualtrics (Appendix C). The objective was to analyze the influence of the independent variable - Generative AI utility - on ownership attribution, which is the dependent variable, and on - emotional connection - which is a mediator between the independent and dependent variable. The data was also collected to examine if the Generative AI utility may impact the sense of ownership a user has through the emotional connection pathway.

The questionnaire was conducted using two initial conditions, to distinguish two types of Generative AI utility, one condition being a utilitarian utility (cake recipe), and the other being meaningful (personal letter). These conditions were broken down to assess whether the two different types of utility affect the sense of ownership. To measure the construct emotional connection, it was used a 9-point Likert scale (1-totally disagree, 9-totally agree) adapted from Ki et al. 2020, and for the construct ownership attribution was also used a 9-point Likert scale which was adapted from Van Dyne and Pierce (2004 - all the items in Appendix B).

3.2 Data Collection and Results

3.2.1 Descriptive Statistics

For data collection, a representative sample of 197 participants was obtained through an online questionnaire shared with random individuals. After cleaning the data and eliminating responses that failed the attention check, it was obtained 80 valid responses, with respondents age ranging from 20 to 60 years old (M = 30, SD = 11.68). 53% of respondents were female, 46% male, and 1% preferred not to answer.

3.2.2 Scale Reliability Analysis

To measure the scale's reliability, we tested internal consistency using the Cronbach's Alpha measure and obtained a good alpha value for emotional connection (α = 0.89). The alpha value for sense of ownership was 0.68, which could be considered between questionable and acceptable according to the usual standards of analysis.

3.2.3 T-test

An independent sample t-test was conducted to compare the sense of ownership between the two groups. Participants who had to write a letter to a loved one with assistance of ChatGPT reported higher levels of sense of ownership (M = 4.89, SD = 1.36) compared to those who asked ChatGPT for a cake recipe (M = 4.57, SD = 1.40).

Levene's test for equality of variances was not significant (F = 0.0, p = 0.99) indicating no significant difference in variances, meaning that the assumption of equal variances was met.

The t-test results revealed no significant difference in the sense of ownership between the two groups (t (98) = 1.02, p = 0.31). Therefore, hypothesis 1 was not supported.

3.2.4 MEDIATION ANALYSIS

Moreover, a simple mediation analysis was conducted using PROCESS Model 4 (Hayes, 2018) to examine whether emotional connection mediates the relationship between the utility of GenAI and the user sense of ownership. The analysis was based on bootstrapped confidence intervals (5000 resamples).

The total effect of the GenAI utility on the sense of ownership was not significant, B = 0.3171, SE = 0.3101, t (76) = 1.02, p = 0.310 and 95% CI [-0.3002,0.9345].

After controlling for the mediator (emotional connection), the direct effect of the GenAI utility on sense of ownership remained non-significant, B = 0.0224, SE = 0.2410, t (76) = 0.09, p = 0.926, 95% CI [-0.4575, 0.5022].

The indirect effect of GenAI utility on sense of ownership through emotional connection was not significant, B = 0.2947, SE = 0.2062, 95% CI [-0.1011,0.7190], therefore, the mediation was not supported.

However, the path from emotional connection to the sense of ownership was statistically significant, B = 0.4012, SE = 0.0537, t (76) = 7.47, p <0.001, 95% CI [0.2942, 0.5082], indicating that higher emotional connection values are associated with higher sense of ownership scores.

The results suggest that the emotional connection does not significantly mediate the relationship between GenAI utility and sense of ownership. While emotional connection is a significant predictor of sense of ownership, the indirect effect was not significant, indicating that the hypothesized mediation model was not supported in this sample. This means that Hypothesis 2 is not supported.

4. DISCUSSION

The study here presented aimed to analyze the possible relationship between the nature of GenAI utility (utilitarian vs meaningful) and ownership perception a user gets over the resulted work done with GenAI assistance, while also trying to investigate the potential mediating role of emotional connection.

The results provide partial support for the hypothesized relationships. Specifically, while emotional connection was found to be a significant predictor of the sense of ownership, meaning that if the participants felt more emotionally connected with the resulted work, they also felt a stronger perception of ownership over it, it did not significantly mediate the relationship between generative AI utility and ownership perception. It was also supported that the utility given to GenAI, does not significantly affect the ownership perception.

Given prior studies, like Puntoni et al. (2021), which suggest that AI interactions, especially those that refer to meaningful tasks, can influence users' perceived control and agency over AI-generated outputs, it would be reasonable to expect that users' engaging with GenAI for more meaningful tasks might show a higher sense of ownership. However, the results indicate that GenAI utility alone does not significantly impact the users' sense of ownership. The more relevant finding was that the significant relationship between emotional connection and sense of ownership, which strengthens prior literature suggesting that psychological ownership, the sense of ownership a person gets over something, is often connected to the emotional attachment the person has to it (Shu & Peck, 2011; Zhao et al., 2016).

These findings contribute to the literature on AI interactions and highlight the complexity surrounding the psychological ownership sense in digital contexts. The study underscores the need for further research into alternative mediators and mechanisms that shape ownership perceptions in AI-driven interactions.

4.1 THEORETICAL AND PRACTICAL CONTRIBUTIONS

Prior literature has explored how AI classifications affect user satisfaction and self-expression (Gonçalves et al., 2025), as well as how user motivations for AI use influence their perceptions and emotional responses (Baek & Kim, 2023). However, these studies have not thoroughly investigated the potential direct link between AI utility and its possible contribution to the emotional connection a user gets with AI generated output, and the consequent sense of ownership over it. By addressing this gap, this study provides a possible new contribution to the literature on human-AI interactions.

This study advances prior discussions on the ownership perception field (Draxler et al., 2024) by specifically addressing how different types of AI usage could influence emotional connection and ownership perception. Prior studies like Puntoni et al., (2021), explore how AI influences consumer identity and control, especially in meaningful interactions, but they don't specifically focus on how different types of AI use may or may not shape emotional attachment to AI-generated results.

This research also extends the psychological ownership theories proposed by Shu and Peck. (2011), and Zhao et al. (2016) by demonstrating that emotional attachment plays a crucial role in shaping perceptions of ownership in the context of AI. While these theories have been applied to traditional consumer psychology, the findings in this study suggest that they are equally relevant in the digital and AI-generated content area.

By employing a mediation model (Hayes Process Model 4), this study also introduces a structured, quantitative approach to analyzing the relationship between GenAI utility, emotional connection, and sense of ownership, strengthening the reliability of findings.

Beyond theoretical contributions, this research may offer some valuable practical insights for different areas. Better understanding human-AI interactions is essential to designing more effective, safe, and human-centered AI systems. Knowing how users respond emotionally to AI is fundamental for designing empathetic systems that feel more human and supportive (Jiang et al., 2024). This topic is also relevant since it can also guide platform design choices around attribution, licensing and user control, helping establishing ownership guidelines (Shi et al., 2024). Getting insights on the interactions between users and AI-generated works can also be useful to build legal frameworks that align technological advancements with the protection of human rights (Geiger, 2024).

Companies like Google and Microsoft analyze human-AI interactions to refine their guidelines, in a way to ensure their products are user-centered and make sure they address the user wants and expectations (Wright et al., 2020).

Following this, researchers from Apple even utilized an analysis of human-AI interactions to improve the STEER (Semantic Turn Extension-Expansion Recognition) and STEER+ models (designed to enhance voice assistants), which significantly optimized the natural flow of conversation with voice assistants. This advancement enhances user experience and helps reducing friction between the user and the voice assistant (Zhang et al., 2023).

Once again, the points mentioned previously supports the importance of studies based on user interactions with AI in improving technology in the most different fields.

4.2 Limitations and Future Research

This study provides insight into the role of the utility that is given to the generative AI in shaping the users' emotional connections to the resulting work, and to whom or what the ownership of it is attributed. However, it is important to acknowledge its limitations.

Initially, the study depended on self-reported data gathered through a survey conducted on Qualtrics, which could be influenced by biases like the tendency to respond in a socially desirable way and the personal interpretation of Likert-scale items (Kreitchmann et al., 2019). Future research could incorporate additional methodologies such as interviews or open-ended responses, providing more qualitative insight into the emotional connection area.

Furthermore, the current sample was split into two randomly assigned groups (utilitarian vs meaningful), while this approach helped establish a controlled framework for analysis, it might not fully capture how users perceive the utility of AI in more different real-

world situations. Exploring a wider range of AI-generated tasks in future studies (including creative, educational, and professional contexts) could help determine if patterns of emotional connection and the sense of ownership are the same across different areas.

This study primarily focused on AI-generated text outputs (recipe vs. letter), which, while relevant, may not apply to other forms of AI-generated media like images, music, or videos, since various content types can trigger different emotional responses (Li et al., 2024), future research should expand these findings to other AI-generated outputs to see if the relationships observed are consistent across different AI applications.

Additionally, the research centered on a specific mediation model (Hayes Model 4) to examine the role of emotional connection in the relationship between GenAI utility and the user's sense of ownership. While this offers valuable insights, testing alternative models could help identify potential moderators (Abbu & Gopalakrishna, 2021), such as prior experience with AI or the perceived creativity of the generated output. Using a different model could help better understand the psychological factors that affect ownership attribution in AI-assisted creation.

By addressing these limitations, future research can enhance our understanding of how Generative AI utility, emotional connection, and ownership attribution interact, advancing the discussion on human-AI interaction and digital co-creation.

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APPENDIX A

NOVA IMS Ethics Committee Approval

This is to certify that
Project No.: **DDMKT2024-11-181017**
Project Title: **IF AI CREATES IT, WHO SIGNS IT? Exploring Human-AI Collaborations and Perceptions of Ownership**
Principal Researcher: **Cláudia Isabel Pereira Pintão**

according to the regulations of the Ethics Committee of NOVA IMS and MagIC Research Center this project was considered to meet the requirements of the NOVA IMS Internal Review Board, being considered **APPROVED** on 11/18/2024.

It is the Principal Researcher's responsibility to ensure that all researchers and stakeholders associated with this project are aware of the conditions of approval and which documents have been approved.

The Principal Researcher is required to notify the Ethics Committee, via amendment or progress report, of
- Any significant change to the project and the reason for that change;
- Any unforeseen events or unexpected developments that merit notification;
- The inability of the Principal Researcher to continue in that role or any other change in research personnel involved in the project.

Lisbon, 11/18/2024

NOVA IMS Ethics Committee
ethicscommittee@novaims.unl.pt

APPENDIX B

Summary of Measurement Items

Construct	Code	Items	Adapted from
Emotional Connection	**E1**	I find the resulted work done with ChatGPT to be a part of me.	(Ki et al., 2020)
	E2	I feel personally connected to the resulted work done with ChatGPT.	
	E3	I feel emotionally attached to the resulted work done with ChatGPT.	
Sense of Ownership	**PO1**	This is MY resulted work.	(Van Dyne & Pierce, 2004)
	PO2	I sense that this resulted is ours.	
	PO3	I feel a very high degree of personal ownership for the resulted work done with ChatGPT.	
	PO4	I sense that this is MY resulted work.	
	PO5	This is OUR resulted work.	
	PO6	Most of the people that work with ChatGPT, feel as though they own the resulted work.	
	PO7	It is hard for me to think about this resulted work as MINE.	

APPENDIX C

Online Questionnaire

Dear participant,

This survey invites you to reflect about Generative Artificial Intelligence (GenAI) and the way we interact and perceive it. There are no right or wrong answers in this survey and there are no risks involved in its completion. Your responses are very important, completely anonymous, and will be used only for academic purposes.

The survey takes about 5 minutes to complete, and we appreciate your availability!

Informed Consent Form

I declare that I am 18 or over 18 and agree to participate in this research. I declare that I was informed that my participation in this study is voluntary and that I can leave this survey at any time without penalty, and all data is confidential. I understand that I will evaluate responses and that this study does not offer serious risks.

○ I agree to participate

○ I do not agree to participate

Condition 1 (randomized with condition 2)

Please carefully read the following scenario:

Nowadays it is very common for anyone to turn to generative AI tools (like ChatGPT) for the most varied tasks and reasons. Platforms like ChatGPT can be used to assist in the simplest and most utilitarian tasks, giving a quick, and easy to understand, answer to what you are looking for. As part of this study, we invite you to do a quick task:

Open ChatGPT using the link: https://chatgpt.com/ and ask ChatGPT to give a recipe for a type of cake you like, don't forget to specify details that may be relevant to you (without eggs or milk if you are vegan, or without gluten, whichever best suits your case).

Please insert here the **instructions (prompt) you gave ChatGPT** to generate the cake recipe:

_____

Condition 2 (randomized with condition 1)

Please carefully read the following scenario:

Nowadays it is very common for anyone to turn to generative AI tools (like ChatGPT) for the most varied tasks and reasons. Platforms like ChatGPT can be used to assist in meaningful and personal tasks, helping us to formulate and develop what we need in detail. As part of this study, we invite you to do a quick task:

Open ChatGPT using the link: https://chatgpt.com/ and ask ChatGPT to help you write a letter to the person you love most (a father, mother, relative, friend or partner). Imagine that you don't see the person for a while, and you want to make a special gesture and write them a letter. Don't forget to specify how you want the letter to be, what you want it to contain, for example, say how special the person is to you, and if you want, specify a good memory that you want to be included in the letter

Please insert here the **instructions (prompt) you gave ChatGPT** to generate your letter:

_____

Please, before answering the following questions, consider your iteration with ChatGPT and keep in mind that the term "resulted work" represents the product created through your iteration with ChatGPT.

Using a nine-point scale ranging from 1 (totally disagree) to 9 (totally agree), **please evaluate the extent to which you agree with the following sentences:**

I find the resulted work done with ChatGPT to be a part of me.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

I feel personally connected to the resulted work done with ChatGPT.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

I feel emotionally attached to the resulted work done with ChatGPT.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

This is MY resulted work.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

I sense that this resulted is ours (mine and ChatGPT's).

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

I feel a very high degree of personal ownership for the resulted work done with ChatGPT.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

I sense that this is MY resulted work.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

This is OUR resulted work (mine and ChatGPT´s).

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

Most of the people that work with ChatGPT, feel as though they own the resulted work.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

It is hard for me to think about this resulted work as MINE.

	1. Totally disagree	2	3	4	5. Neutral	6	7	8	9. Totally agree
	○	○	○	○	○	○	○	○	○

The prompt you wrote on ChatGPT at the beginning was about:

- ○ A simple and utilitarian task (cake recipe)
- ○ A meaningful and personal task (letter to a loved one)

We have the last few questions about you:

Gender Your gender

- ○ Male
- ○ Female
- ○ Non-binary
- ○ Prefer not to answer

Age Age (please insert numbers only)

_____

Nationality Your nationality

- ○ Portuguese
- ○ Other: _____

Student number:

_____

Survey Debriefing

Thank you for participating in our research on Human-GenerativeAI iterations.

The primary goal of this study today was to understand how the utility of Generative AI (GenAI) can affect our emotional connection with the resulting work and our perception of who owns it. Your personal data will be treated with confidentiality and used only for this study. If you have any concerns or questions regarding your data, please contact us.

The insights collected today will help us understand how the type of use we give to tools like ChatGPT can shape our view of who should or should not be credited for the final work.

NOVA Information Management School
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