

# DATA RESEARCH

## meetup by MagIC

2<sup>nd</sup> EDITION

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### Uncanny Awards: Ownership, Ethics and Reputation in recognized AI-generated content

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## INTRODUCTION

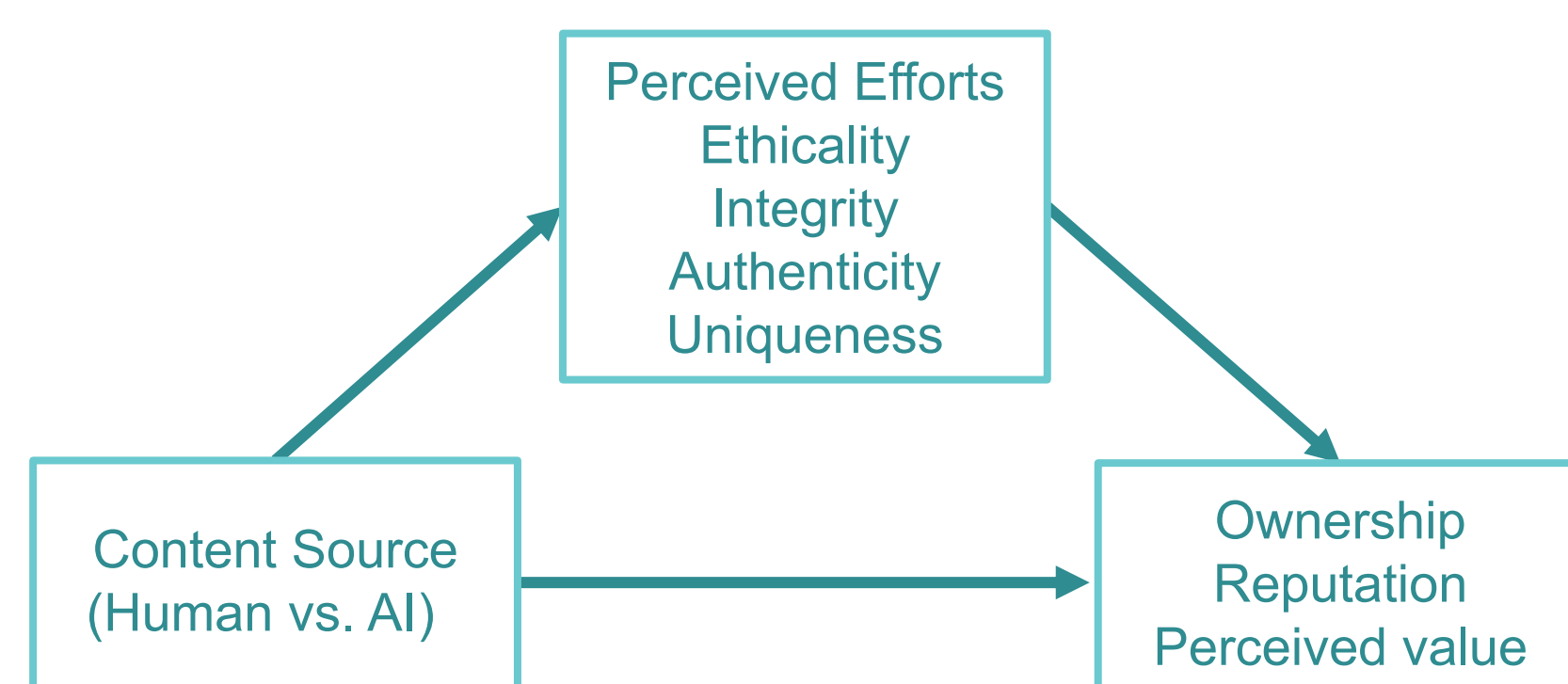
- The use of **generative AI** (genAI) is rapidly evolving, increasing its role in the creation of content such as text and images. However, this raised **ethical concerns** related to **ownership, perceived value, efforts, and reputation**, especially when such content is awarded and recognized by others. Prior research suggests that consumers often attribute less **integrity, authenticity, and value** to content created by machines. These perceptions may reflect **implicit biases**, as people tend to assign credit based on who they believe put more efforts.
- This research explores how individuals perceive **awarded and recognized content** that is created **by humans (vs. AI involvement)**, based on **theories of psychological ownership perceived ethicality**. (Costa Pinto et al., 2019; Peck & Shu, 2009; Puntoni et al., 2021; Valenzuela et al., 2024)

#### This research hypothesis

**H1:** Perceived value, ownership, and reputation will be higher when content is created by a human, compared to when it involves AI (Human-AI co-creation or AI only).

**H2:** The effect of content source (human vs. AI involvement) on perceived value, ownership and reputation will be mediated by perceived ethicality, authenticity, uniqueness, integrity and efforts of the blog post.

#### Conceptual Model (mediation)



## METHODS AND MATERIALS

### EXPERIMENTAL STUDIES

#### (Scenario & 9-point Likert Scale questions)

##### **STUDY 1. Scenario: blog post (product).**

N= 203 (43% female, 57% male), +18 years old.

**GOAL:** Investigate the influence of content source (human vs. AI involvement) on **perceived value and ownership**. Examine if that effect is mediated by perceived **ethicality, authenticity, uniqueness, integrity and efforts**.

##### **STUDY 2. Scenario: blog post (service).**

N= 208 participants (43% female, 56% male, 1% not answer), +18 years old.

**GOAL:** Investigate the influence of content source (human vs. AI involvement) on **perceived value, ownership, and reputation**. Examine if that effect is mediated by **perceived ethicality, authenticity, uniqueness, integrity and efforts**.

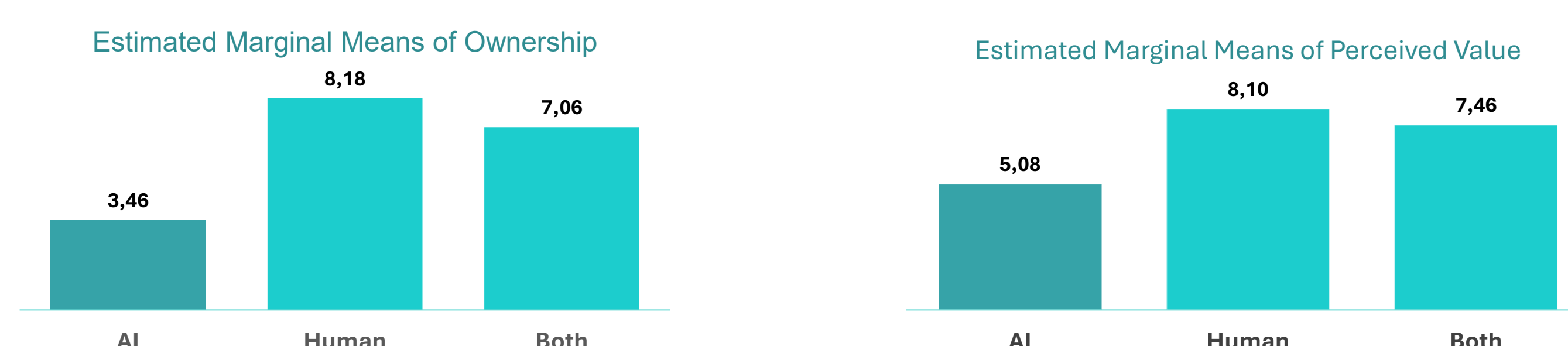
## REFERENCES

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- [3] Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and Artificial Intelligence: An Experiential Perspective. *Journal of Marketing*, 85(1), 131–151.
- [4] Valenzuela, A., Puntoni, S., Hoffman, D., Castelo, N., De Freitas, J., Dietvorst, B., Hildebrand, C., Huh, Y. E., Meyer, R., Sweeney, M. E., Talaifar, S., Tomaino, G., & Wertenbroch, K. (2024). How Artificial Intelligence Constrains the Human Experience. *Journal of the Association for Consumer Research*, 9(3), 241–256.

## RESULTS & DISCUSSION

### STUDY 1 (blog post about a dessert)

- Content created by humans or co-created by **humans** and AI is perceived as having greater **ownership** and **perceived value** than content created **solely by AI**.



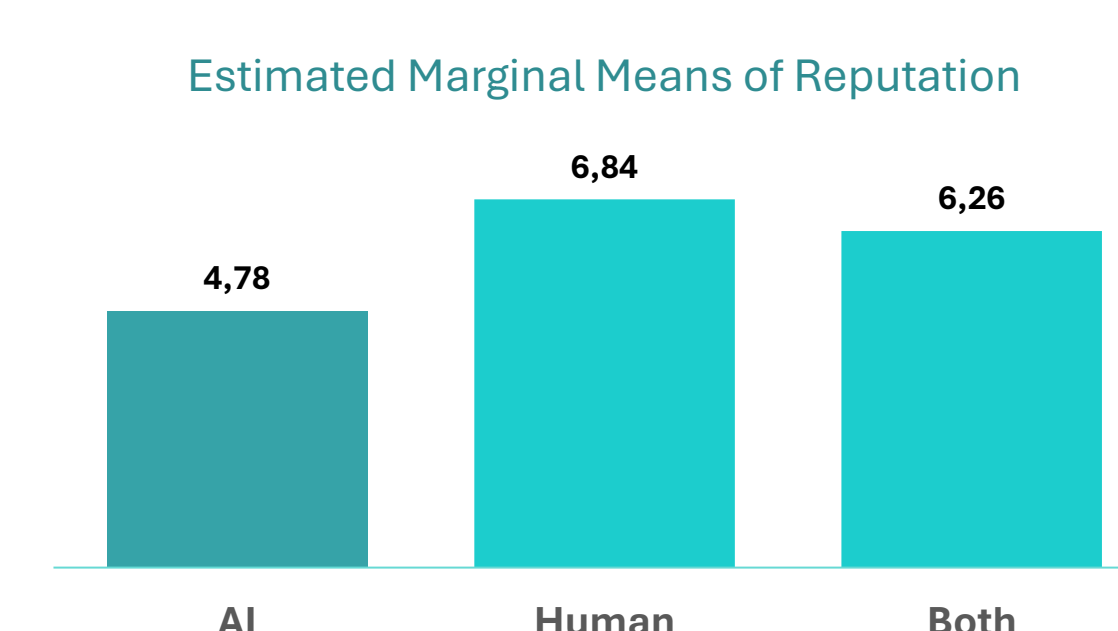
- Effect mediated by **perceived Efforts, Ethicality, Integrity, Authenticity** and **Uniqueness**.

### STUDY 2 (blog post about a custom service)

- Content created by **humans** or humans-AI is perceived as having greater **ownership, perceived value and reputation** than content created **solely by AI**.



- Effect mediated by **perceived Efforts, Ethicality, Integrity, Authenticity** and **Uniqueness**.



- Effect mediated by **Ethicality** and **Ownership** (**Serial Mediation**).

## CONCLUSION

**Perceived value, ownership, and reputation** are lower when content is exclusively created by AI (vs. Human or both), confirming **H1**. **Ethicality, authenticity, uniqueness, integrity, and efforts** mediate the effect of content source on **perceived value, ownership, and reputation**, being lower when content is AI-generated (vs. human or both), supporting **H2**.

This research contributes to psychological ownership theory by demonstrating that attributions of ownership depend on effort, authenticity and ethical perceptions of how success is achieved.

## ACKNOWLEDGEMENTS

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