

Title: Modeling Online Public Discourse on AI-Generated Digital Magazine Content: An Exploratory Regression-Based Study

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ABSTRACT

This study examines online public discourse surrounding AI-generated digital magazine content using a manually curated dataset of 125 Reddit comments from controversies involving AI-generated fashion imagery, fabricated editorial interviews, and broader debates over the use of AI in editorial production. Each comment was coded on a three-point scale for sentiment and also for the presence of six thematic concerns that are authenticity, trust, creativity, labor displacement, beauty standards, and pragmatic AI use. To test how these themes were linked to sentiment, a simple linear regression model was curated and used. A computational text-classification procedure was also applied as a layer of validation to strengthen the methodological transparency of the coding framework, assessing whether the manually coded thematic variables could be recovered from comment text. The dataset indicated that discourse was predominantly negative within the sample that 71.2% of comments were negative, followed by 18.4% for neutral comments and 10.4% for positive comments. 57.9% of the variance in sentiment was explained by the regression model. The strongest positive predictor of sentiment was pragmatic AI use, while beauty-standard framing was also positively linked to sentiment. Authenticity, trust, and labor concerns were all directionally negative but were not significantly independent in the full model. Overall, the findings suggest that how AI was framed as a deceptive replacement for human creativity or a supportive but limited production tool played a more significant role in shaping the sentiment within this curated Reddit discourse sample more than AI alone. This study offers an exploratory framework for analyzing online discourse about AI-mediated editorial media.

Keywords: Generative artificial intelligence; digital magazines; online public discourse; media trust; authenticity; editorial media; regression analysis

INTRODUCTION

In contemporary media production, generative artificial intelligence has become a widely used visible force. Generative AI can produce new outputs, such as text, images, audio, and video, unlike earlier forms of artificial intelligence that are mainly classified, sorted, or predicted from preexisting information (OECD, 2023; McKinsey, 2024). With increasing accessibility of these tools, they have newly generated a sector that no longer depends on human authorship, aesthetic judgment, and audience trust. Magazines have been transformed from primarily printed-based publications into multi-platform content brands competing for online attention, engagement, and cultural relevance from the expansion of digital distribution (Bhuller et al., 2024; Bradstreet, 2018). In this environment, editorial products are assessed not only by their content quality, but also by how much audiences respond to them in digital spaces.

With the aforementioned transformation, AI-generated digital magazine content has become an important and controversial subject at the same time. AI can now be used in many areas, including visual production, design support, writing assistance, and editorial workflows. In many cases, AI promises increasing efficiency and reducing production costs (Opdahl et al., 2023; de-Lima-Santos et al., 2025). However, efficiency does not guarantee public approval. In media and branding contexts, audiences often pay attention to whether content is persuasive or polished, but also to if it appears human-made, authentic, and ethically produced. Brüns and Meißner (2024) found that the disclosed use of generative AI may degrade perceived brand authenticity when creating content, particularly if audiences perceive AI as a tool of replacing other forms of content rather than assisting human labor. This distinction has become especially important for magazine media as visual and editorial identities are closely interconnected to ideas of artistic intention, originality, and cultural legitimacy.

Audiences' concerns about authenticity are closely related to broader concerns about creativity and labor. Lee (2022) argues that how creative industries value human work and how technological systems may obscure or devalue that labor are current issues revealed by debates over AI creativity. Similarly, Magni et al. (2024) indicate how audiences often play a role of "creativity gatekeepers," attempting to assess AI-generated outputs less favorably because of their associations to genuine creativity with human effort and intentionality. These findings help explain why AI-generated magazine content may provoke unusually strong reactions. In magazine and editorial settings, images or texts specifically created by AI may not be simply seen as new tools but as a means of shortcut production, creative disposability, and weakened human authorship.

In editorial and journalistic contexts, these concerns become even more significant as credibility and trust for them are fundamental. According to Opdahl et al. (2023), artificial intelligence may support trustworthy journalism only when it is used in a transparent way and embedded within human editorial oversight as authorship matters. Henestrosa et al. (2023) found that readers do not always react to AI-authored content in the same manner, and this suggests that perceptions of credibility heavily depend on context and framing. At the same time, Jia et al. (2024) indicated that both source credibility and message credibility may be reduced by greater perceived AI authorship by lowering perceived humanness. Similarly, public attitudes toward generative AI in journalism were reported to be influenced

May 2026

Vol 7. No 1.

by trust, risk perception, and resistance (Morosoli et al., 2024). Taken together, these findings support an idea that audiences do not evaluate AI-generated media only by output quality; they assess it with cultural and ethical expectations about transparency, responsibility, and human presence.

Scholarship has also begun to identify whether AI is represented in media discourse and how such representations relate to public opinion. For example, Moriniello et al. (2024) analyzed WIRED's coverage of AI and found that public-facing discourse in artificial intelligence may be polarized rather than consistently optimistic or negative. Similarly, Sanguinetti (2024) reported that artificial intelligence is often described to be disruptive, culturally unsettling, and socially destabilizing by media discussions. These studies suggest that recurring themes of replacement, disruption, and legitimacy are currently shaping AI-related discourse. However, much of the existing literature focuses on AI in journalism in a broad category, including experimental studies of AI discourse or general media framing of AI. How AI-generated digital magazine content is perceived as a distinct object of study has received far less attention. In particular, only limited research has been conducted using a simple quantitative framework to examine how aforementioned recurring concerns, such as authenticity, trust, creativity, labor displacement, and beauty standards relate to sentiment in audience responses.

Since controversies surrounding AI-generated fashion models, fabricated interviews, and AI-assisted editorial productions have been increasingly visible in public discourse, this literature gap is important to examine. These controversies are not only about technological novelty but also about how they involve fears about deception, weakened editorial standards, unrealistic representation, and the replacement of human workers and creators. As aforementioned recurring concerns are most strongly linked to positive, neutral, or negative sentiment, a quantitative framework can help move discussion forward and beyond anecdotal reaction.

Accordingly, this study examines online public discourse on AI-generated digital magazine content by using an exploratory and manually curated public discourse dataset from Reddit comments and a regression-based framework. More specifically, this study investigates which thematic concerns are most closely linked to positive, neutral, or negative sentiment within visible online discussion rather than asking only whether audiences support or reject the use of AI in media broadly. This study also incorporates a computational text-classification procedure as a layer of validation to strengthen confidence in the coding framework. This study specifically seeks to answer the research question about how recurring concerns about authenticity, trust, creativity, labor, and representation are linked to sentiment in online public discourse about AI-generated digital magazine content. The hypothesis proposed in this study is that comments highlighting authenticity, trust, labor, and beauty-standard concerns will be more linked to negative sentiment, while comments framing the use of AI as a limited practical tool rather than a replacement for human creativity will be correlated less with negative sentiment.

METHODS AND MATERIALS

In this study, an exploratory, manually curated public-discourse dataset based on Reddit comments was used to analyze sentiment toward AI-generated digital magazine content. The dataset was generated to capture audience reactions to visible controversies surrounding AI-generated magazine imagery, AI-assisted editorial production, and fabricated or AI-mediated media practices. Since no single publicly available spreadsheet directly measured sentiment toward AI-generated digital magazine content, a custom dataset was generated after being compiled from publicly accessible Reddit discussion threads. With this approach, this study aligns the data closely with the research question, while maintaining transparency and feasibility of the analysis.

There were 125 observations in the final dataset where each observation represented one individual public Reddit comment. Comments were chosen from threads discussing several relevant cases, including broader debates about AI-generated articles and newsroom AI, discussions of AI use in fashion-magazine creation context, specific reactions to Vogue's AI-generated fashion-model controversy, and Esquire Singapore's AI-generated fake interview controversy. Since these cases reflected the main themes of the study: authenticity, trust, creativity, labor displacement, beauty standards, and practical use of AI in digital magazine or editorial settings, they were chosen specifically for the analysis. The dataset was generated from multiple subreddits instead of a single discussion thread. This was to reduce dependence on one online community, while increasing topical range.

While generating the dataset, each row was constructed to contain both source information and coded analytical variables. In the source fields, brand or domain, topic cluster, platform, subreddit, thread title, linked article outlet when visible, comment excerpt, and source URL were included. The main dependent variable was `sentiment_score` that measured the overall tone of the comment toward AI-generated digital magazine or editorial content. Using a three-point scale, sentiment was coded. For example, -1 was for negative, 0 was for neutral or mixed, and +1 for positive. This coding structure was specifically selected as it was interpretable and appropriate for concise public comments often expressed with direct approval, criticism, or skepticism.

Besides sentiment, each comment was manually coded to examine the presence or absence of six thematic concerns. These binary variables included `authenticity_flag` that showed whether the comment raised concerns about if content was real or false as a part of human authenticity; `trust_flag` that showed references to deception, disclosure, false advertising, or credibility; `creativity_flag` that indicated discussion of artistry, originality, or the replacement of human creativity; `labor_flag` that indicated concern about worker replacement or the displacement of human labor or creativity; `beauty_standard_flag` that showed references to unrealistic body image, representation, or harmful beauty norms, and `pragmatic_ai_use_flag` that indicated the comment supported AI as a practical yet limited tool instead of a replacement of human creators. These variables were chosen as they repeatedly appeared in both the sampled discourse and prior scholarship.

CODING PROCEDURE AND ANALYTIC RATIONALE

Public Reddit threads were chosen only if they clearly focused on AI-generated magazine imagery, fabricated editorial interviews, AI-generated editorial articles, or the use of AI in newsroom and fashion-magazine production. Comments were included when they showed a discernible evaluative perspective toward the use of AI-generated media rather than discussing other general unrelated side topics within those threads. To be more specific, topics that were too vague to interpret, off topic, or unrelated to the use of AI-generated editorial or magazine content were excluded.

Sentiment was coded on a scale of three point that -1 was assigned to comments expressing clearly negative evaluation, criticism, skepticism, or rejection of the use of AI-generated magazine or editorial content, 0 was assigned to comments that were mixed, descriptive, ambivalent, or difficult to classify as clearly positive or negative, and +1 was assigned for comments expressing approval, supportive, or favorable acceptance of the use of AI-generated media.

Each comment was coded then for six binary thematic variables. A value of 1 was assigned only if the theme was explicitly present in the comment, and 0 otherwise. For authenticity, it was coded when a comment referred to “fake,” “not real,” or the loss of human authenticity. For trust, it was coded when a comment discussed deception, disclosure, false advertising, or credibility. For creativity, it was coded when a comment showed artistry, originality, imagination, or the replacement of human creative work. For labor, it was coded when a comment referred to replacement of workers, job loss, or the displacement of human creativity. For beauty standards, they were coded when a comment indicated unrealistic body image, idealized representation, or harmful visual norms. Lastly, pragmatic use of AI was coded when a comment explicitly accepted AI as a supportive but limited tool for transcription, workflow assistance, or preliminary production support, rather than as a replacement for human authorship.

To reduce inconsistency, the same definitions were used across the full dataset to apply the aforementioned coding scheme, while conservatively classifying ambiguous comments. Particularly, the code was not assigned when a comment did not clearly express a theme. This approach limited over-coding and made the analytical logic more reproducible while not completely eliminating interpretive subjectivity.

The coding process was rule-based and manual. Each comment was individually assigned a sentiment score after being read according to its domain evaluative tone toward AI-generated media use. The same comment was then examined for six thematic variables. When the theme was clearly present in the comment, a value of 1 was assigned. However, when it was absent, a value of 0 was assigned. For example, comments criticizing AI-generated imagery as “fake” or “unrealistic” were assigned the authenticity flag. However, comments expressing concern about the replacement of models, writers, or photographers received the labor flag. In addition, comments describing AI as a limited support tool for tasks, such as summarization, transcription, or work assistance were coded under pragmatic AI use. The coding system was intentionally kept simple and explicit even though human judgment was involved in this process as the logic of classification was still understandable and reproducible.

COMPUTATIONAL VALIDATION PROCEDURE

A computational text-classification procedure was applied as a layer of validation to supplement the manual coding framework. The manually coded labels played a role of the reference standard, and separate text-based classifiers were used to predict whether each thematic variable was present or absent from comment text alone. This procedure did not aim to replace the manual coding, but to test whether the manually assigned categories were recoverable from the textual content of the comments.

Computational validation was conducted for the six thematic binary variables. Model performance was evaluated using standard classification metrics including accuracy, F1 score, and Cohen's kappa. These validation results were incorporated to assess whether the manually coded categories corresponded to identifiable textual patterns. For example, higher computational recoverability was seen as providing additional support for the transparency and consistency of the coding framework, while weaker recoverability was seen as evidence to show that several categories were more context-interpretative in nature.

In the main analysis, a simple linear regression model was used to estimate how these coded themes were linked to sentiment. The dependent variable was the comment-level sentiment score, and independent variables included the six thematic flags. The model in this study was as follows:

$$S_i = \beta_0 + \beta_1 A_i + \beta_2 T_i + \beta_3 C_i + \beta_4 L_i + \beta_5 B_i + \beta_6 P_i + \varepsilon_i$$

Where S_i represents the sentiment score for comment i , A_i represents the authenticity flag, T_i is the trust flag, C_i represents the creativity flag, L_i represents the labor flag, B_i represents the beauty-standard flag, P_i is the pragmatic AI-use flag, β_0 is the intercept, and ε_i is the error term.

This model was constructed to test whether recurring thematic concerns were associated with more negative or more positive sentiment within the curated discourse sample. A negative coefficient shows that the present of a given concern is linked to lower sentiment, while a positive coefficient indicates correlation with higher sentiment. Since the purpose of this study was exploratory rather than predictive, and because priority was given to interpretability, no logarithmic transformation or machine-learning method was utilized.

A thread-level summary sheet was also created in addition to the comment-level dataset to calculate average sentiment and sentiment shares within discussion threads. These summaries were descriptively used in an attempt to compare the tone of different controversy types in spite of the main statistical analysis being comment-based.

RESULTS

In the final dataset, a total of 125 manually curated Reddit comments referring to AI-generated digital magazine or editorial content were contained. Each comment was coded for overall sentiment and for the presence or absence of six recurring thematic concerns. A three-point scale was used to measure sentiment, where -1 showed negative sentiment, 0 showed neutral or mixed sentiment, and +1 showed positive sentiment. The findings reported below should be interpreted not as estimates of general public opinion but as patterns within a curated online discourse sample. Overall, there was a strongly negative pattern of public reaction in the dataset (Figure 1).

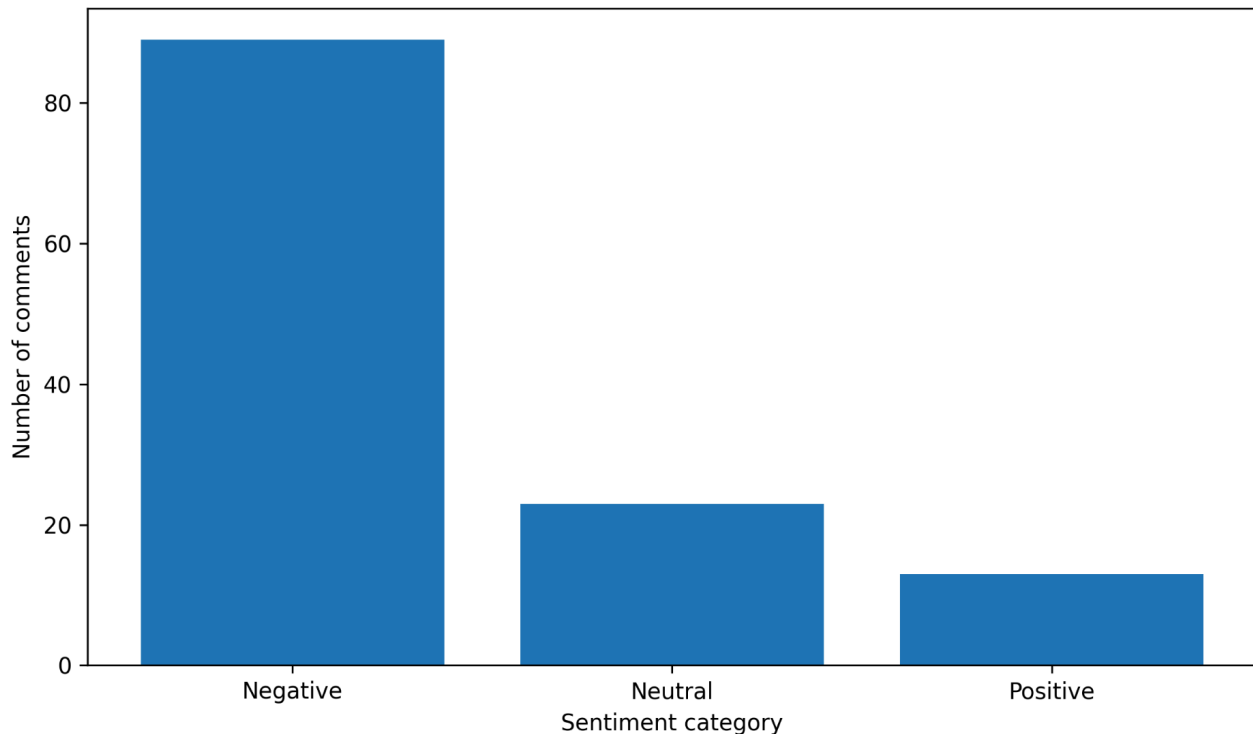


Figure 1. Distribution of sentiment toward AI-generated digital magazine content. Most of the comments in the dataset were reported to be negative, with significantly fewer neutral and positive comments.

Out of the 125 comments, 89 comments (71.2%) turned out to be negative, 23 comments (18.4%) were neutral, and 13 comments (10.4%) were positive. The mean score of sentiment across the full sample was calculated to be -0.608. This indicated that criticism and skepticism greatly outweighed approval. As shown from this broad distribution, it was suggested that AI-generated magazine and editorial content were more often interpreted as problematic than innovative in the sampled discourse.

Meaningful variation was shown across content domains in the dataset. By brand or domain, 66 comments (52.8%) concerned content related to Vogue, 33 comments (26.4%) concerned general editorial media or newsroom AI, 22 comments (17.6%) concerned content related to Esquire, and 4 comments (3.2%) concerned AI-assisted fashion-magazine creation. According to the topic-level averages, the most

negative public reaction was reported in the fake-interview cluster that had an average sentiment score of -0.909. The fashion-ad cluster was also strongly negatively linked to sentiment and had an average sentiment score of -0.773. However, the small fashion-page-creation cluster was reported to be positively linked to the sentiment on average (+0.750), while the newsroom AI cluster was much closer to neutral (-0.048) (Figure 2).

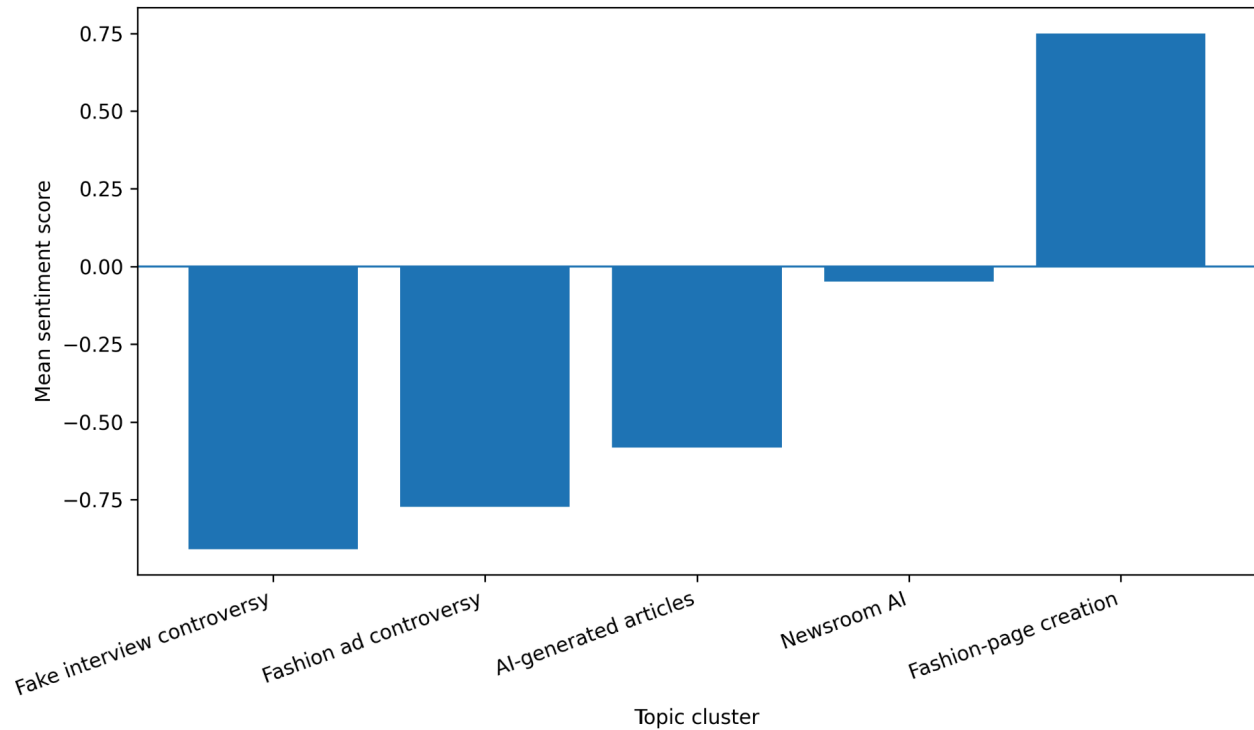


Figure 2. Average sentiment by AI-media controversy type. The most negative average sentiment was generated by fake-interview and fashion-ad controversies, while fashion-page-creation comments were more favorable.

This pattern indicates that public response was not uniformly negative towards all uses of AI in media. Rather, when AI appeared to replace human representation, fabricate editorial content, or undermine trust, reactions were reported to be most negative. However, when AI was framed as a limited but supportive production tool, reactions were less negative.

The thematic coding results further reported clarification of the structure of the discourse. Out of the 125 comments, 45 comments (36.0%) reference the authenticity, followed by 38 comments (30.4%) referencing trust, 26 comments (20.8%) referencing creativity, 21 comments (16.8%) referencing labor, 23 comments (18.4%) referencing beauty standards, and 27 comments (21.6%) referencing pragmatic AI use. As shown from these results, authenticity and trust were reported to be the most common critical themes, while pragmatic acceptance of AI was reported to be in about one-fifth of the sample.

As an additional validation step, a computational text-classification procedure was applied to see whether the manually coded thematic variables were recoverable from comment text. Authenticity was observed to have the strongest computational recovery (accuracy = 0.752, F1 = 0.627, kappa = 0.443), followed by trust (accuracy = 0.784, F1 = 0.542, kappa = 0.416), beauty standards (accuracy = 0.872, F1 = 0.529, kappa = 0.466), and labor (accuracy = 0.864, F1 = 0.414, kappa = 0.354). For creativity, lower recovery was observed (accuracy = 0.784, F1 = 0.270, kappa = 0.167). For pragmatic AI use, recovery was observed with accuracy of 0.792, F1 of 0.278, and kappa of 0.190. These results show that some of the manually coded categories show meaningful textual patterns, while others were still more context-dependent and interpretive.

As reported from the descriptive comparisons, comments coded for pragmatic AI use were much less negative than comments without that coding. The average value of sentiment calculated from comments with the pragmatic AI-use flag was calculated to be +0.296, and the one without it was -0.857. This was the largest raw difference reported among all thematic variables. However, comments referencing trust concerns were reported to be more negative on average than the ones without trust concern referencing (-0.711 vs. -0.563). Comments referencing authenticity were also slightly negative on average (-0.644 vs. -0.588), and comments referencing labor concerns reported a slightly lower mean sentiment as well (-0.667 vs. -0.596). Interestingly, comments referencing beauty standards were reported to be somewhat less negative than the ones without that theme (-0.522 vs. -0.627). This indicated that these comments were often comparative rather than purely condemnatory. Comments coded with creativity were reported to be mixed rather than uniformly negative.

To evaluate these relationships more systematically, the study estimated the coefficients of the proposed model. The regression model explained a great share of variation in sentiment for an exploratory discourse study. The model yielded $R^2=0.579$, and adjusted $R^2=0.557$. This indicated that the thematic variables together explained about 57.9% of the observed variation in comment sentiment. The overall model was reported to be statistically significant, $F(6, 118) = 27.01$, $p < 0.001$. This showed that the predictors collectively reported a meaningful relationship with sentiment (Figure 3). These coefficients should be interpreted not as population-level estimates but as associations within the curated Reddit discourse sample.

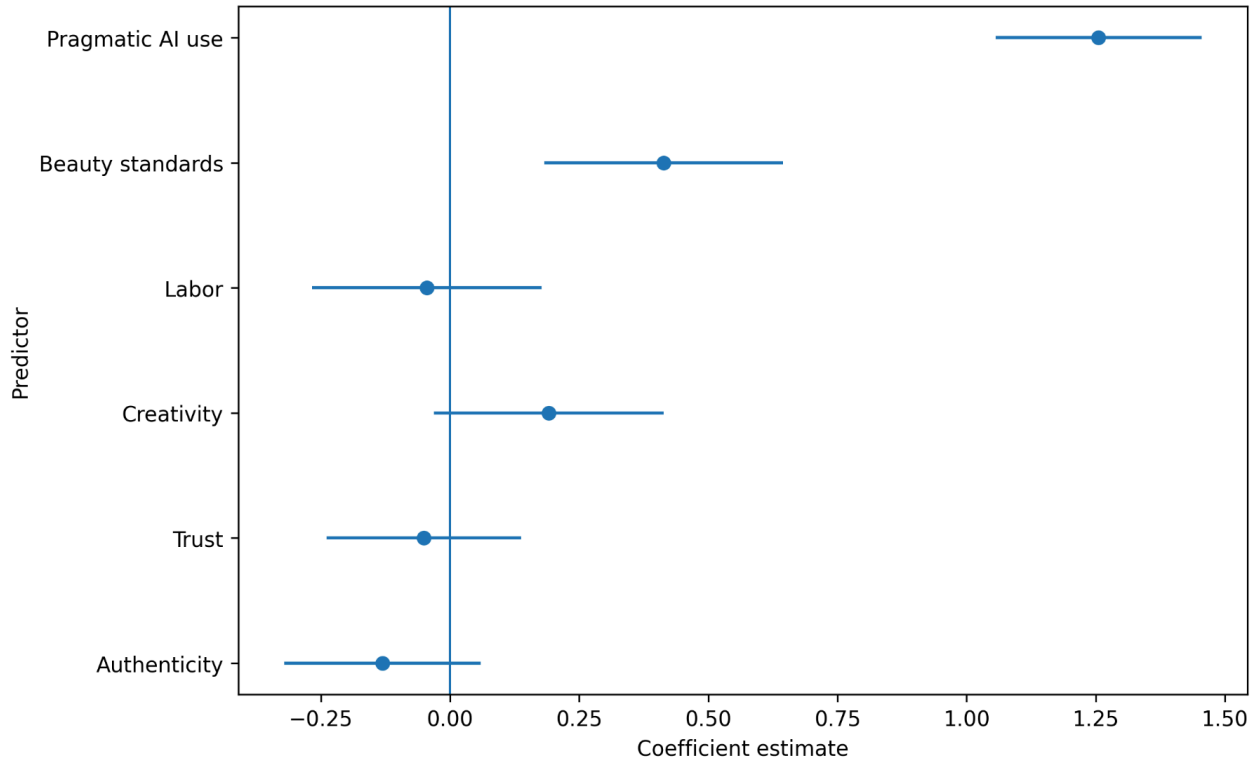


Figure 3. Regression coefficients predicting sentiment. The strongest positive predictor of sentiment was pragmatic AI use, while beauty-standard framing was also positively associated with sentiment. Authenticity, trust, and labor were reported to be directionally negative but not statistically significant.

Among all the predictors analyzed in this study, pragmatic AI use was reported to be the strongest and most statistically significant variable. The coefficient was $\beta_6=1.255$, $p<0.001$. This indicated that comments referencing AI was a supportive yet limited tool were substantially linked to more positive sentiment. This was the clearest result in the model, suggesting that, when AI is understood as a supportive tool for human work rather than a replacing mean of it, public reaction becomes much less negative.

The beauty-standard variable was also reported to be a statistically significant positive coefficient, $\beta_5 = 0.413$, $p = 0.001$. In this dataset, comments referencing unrealistic beauty standards or representational distortion compared AI-generated imagery or older magazine practices, including airbrushing, retouching, and visual idealization. Therefore, these comments were reported to be a bit less negative than expected when taking other thematic factors into account.

The remaining predictors were reported to be directionally mixed. Authenticity was reported to have a negative coefficient ($\beta_1 = -0.313$, $p = 0.176$). In addition, both trust ($\beta_2 = -0.051$, $p = 0.594$) and

labor ($\beta_4 = -0.045$, $p = 0.689$) had negative coefficients. These directions supported the hypothesis proposed in this study. However, the effects were not significant independently in the full model. Creativity was a variable that had a positive but only marginal ($\beta_3 = 0.191$, $p = 0.092$). This suggests that comments referencing creativity were often more ambivalent than uniformly critical.

Taken together, the results indicate that there was a predominant negative sentiment toward AI-generated digital magazine content in the dataset, but this was not monolithic. Negative reactions were reported to be strongest in controversies when fake interviews, deceptive representational practices, and AI-generated fashion imagery were involved. At the same time, when AI was framed as a practical but limited supportive tool rather than a replacing tool for human creativity or editorial labor, sentiment became substantially less negative.

DISCUSSION

In this study, online public discourse on AI-generated digital magazine content was examined using a manually curated Reddit-comment dataset, a simple regression-based framework, and a layer of computational validation. Three main findings were reported in the analysis. First, sentiment in the sample was reported to be predominantly negative. When AI appeared to replace human representation or editorial credibility, public reactions were especially critical. This pattern was reported to be consistent with prior scholarship suggesting that perceived authenticity and favorable audience response may be reduced by disclosed AI use, especially if AI is seen to be a replacing tool of human representations rather than a human creative supporting tool (Brüns and Meißner, 2024). It is also consistent with prior research conducted to show that whether the content still appears recognizably human in authorship and responsibility plays an important role in readers' evaluations of AI-mediated media (Jia et al., 2024).

Second, pragmatic AI use was reported to be the strongest positively correlated variable with sentiment in the regression model. Comments referencing AI as a bounded, assistive, or workflow-oriented tool were reported to be significantly less negative than the ones framing AI as a replacement tool for writers, models, or creators. This is one of the most significant findings in this study as public reaction is shown not to be simply AI against in general. Rather than that, public sentiment appears to vary depending on how AI is positioned within media production. When AI was presented as a supporting but limited tool to human judgment rather than as a substitute for visible human labor, audiences were more willing to accept AI. This finding aligns with arguments from prior studies showing that AI can support trustworthy journalism and media production when it was used for human-led editorial structures (Opdahl et al., 2023; de-Lima-Santos et al., 2025).

The computational validation results strengthen the methodological interpretation of the study further. Authenticity, trust, beauty standards, and labor were recoverable from the text with moderate success. This suggests that these manual codes reflected identifiable textual patterns. At the same time, creativity and pragmatic AI use had weaker computational recovery, suggesting that several categories were more context-based and interpretive. This reinforces the value of combining manual thematic coding with computational validation in exploratory discourse research of the use of AI-mediated media.

Third, critical themes did not operate in the same way. For example, beauty-standard concerns were positively linked to sentiment in the regression model, but it initially appeared counterintuitive. However, many comments in this category were not reported to focus on AI itself. Instead, they positioned AI-generated imagery within a broader history of idealized representation, airbrushing, and visual manipulation in magazine culture. In this perspective, several commenters framed AI less as a completely new ethical rupture but more as a continuation of existing problems in fashion and editorial media. This result aligned with an idea that public reactions to AI-generated magazine content are shaped by both technological anxieties and long-lasting dissatisfaction with representational norms in magazine culture.

This study contributes to the literature in two particular ways. It methodologically demonstrates how visible online discourse may be converted into a structured exploratory dataset, analyzing it with a transparent regression model, and supplementing manual coding with computational validation. In addition, this study conceptually shifts attention from the broad question of whether people simply approve or reject the use of AI in media to the more particular question of which concerns are more linked to negative or positive sentiment in public online discussion. Since responses to the use of AI-generated media are not uniform, this matters and also depends on whether audiences perceive AI as deceptive, economically threatening, or pragmatically useful.

Several methodological limitations should be acknowledged. First, the dataset was manually curated rather than downloaded from an official platform export that all observations came from Reddit. This shows that the sample may not represent all forms of public opinion about digital magazines. Second, human judgment was involved in the coding process. Although the coding rules were systematically applied, interpretive subjectivity could not be entirely eliminated by manual classification. Third, the computational validation procedure was intended not to replace the manual coding but to supplement it, and computational recoverability was reported to vary across thematic categories. Finally, this study did not find causal relationships but was exploratory, identifying associations. For these reasons, the findings in this study should not be used as a direct measure of population-level attitudes toward the use of AI-generated digital magazine content but interpreted as evidence of recurring patterns in visible online discourse.

Even with aforementioned limitations, this study still provides a useful and reproducible framework for analyzing online public discourse on AI-generated digital magazine content. The findings suggest that the mere presence of AI does not play a significant role for public acceptance of the AI use, but it is more about whether its use appears honest, limited, and compatible with human creative values. This distinction is likely to become more important as editorial and magazine brands continue to experiment with AI-mediated media production.

CONCLUSION

In this study, online public discourse on AI-generated digital magazine content was examined using a manually curated Reddit-comment dataset, a simple regression-based framework, and a layer of computational validation. The results indicated that, when AI was framed as replacing human creativity, weakening editorial trust, or contributing to unrealistic presentation, sentiment within discourse sample

May 2026

Vol 7. No 1.

was predominantly negative. In addition, comments referring AI as a supportive but limited tool were linked with substantially less negative sentiment. These findings suggest that how AI was used and interpreted ethnically and culturally within public discussion mattered more than the presence of AI in terms of reactions to AI-generated digital magazine content. Although the dataset was exploratory, this study provided a transparent method to see which recurring themes in online responses were linked more to positive or negative sentiment in the use of AI for the media, while testing the consistency of the coding framework through computational validation. It is recommended for future research to focus on extending this framework through larger datasets, additional platforms, or survey-based designs.

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May 2026
Vol 7. No 1.

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