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Can Generative AI Replace Human Communication Professionals?

*A qualitative study comparing social media content generated
by Artificial Intelligence and humans*

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Foreword

Firstly, we would like to express our appreciation to our supervisor and mentor, Nils Holmberg, for challenging our way of thinking, making us discover deeper dimensions of our study but also of ourselves. Your dedication to the subject and interest in helping us achieve our goals shone through in every supervision session.

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We would like to acknowledge that both of the authors have equally contributed to this thesis.



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Abstract

Generative AI is a novel phenomenon, now within the hands of the public. The utilisation of AI has already started replacing human employees in many industries and previous research shows that generative AI have great abilities in creative and communicative contexts. The purpose of this study was to unveil how generative AI may compete with brands' traditional methods of social media content creation, investigating whether generative AI has the potential to replace the work of human communication professionals in regard to creating content on social media. This qualitative study employed a coding frame derived from social media theory to conduct a comprehensive content analysis of human-generated content and AI-generated content. Two types of AI-generated content were sampled, one of which leveraged prompt engineering techniques and theories concerning effective brand communication on social media platforms. The human-generated content was sampled from already existing content on social media from three different brands. All posts were analysed, to seek patterns, contributing to insights in answering three research questions all of which contributed to an in-depth exploration of the phenomenon. The findings of the study indicated that although generative AI can be used to improve efficiency, it can not replace human communication professionals in creating content for social media due to three critical aspects; *AI's inability to tag accounts in captions, lacking quality in generated images & Societal unacceptance of AI-generated content.*

Keyword: Generative AI, AI visualisation tools, Artificial Intelligence, ChatGPT, DALL·E, Social Media, Content Creation, Digital Marketing, AI-generated content

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Sammanfattning

Generativ AI är ett nytt fenomen som nu finns i allmänhetens händer. Användningen av AI har redan börjat ersätta mänskliga anställda i många branscher och tidigare forskning visar att generativ AI har stora förmågor i kreativa och kommunikativa sammanhang. Syftet med denna studie var att avslöja hur generativ AI kan konkurrera med varumärkens traditionella metoder för att skapa innehåll på sociala medier och undersöka om generativ AI har potential att ersätta det arbete som utförs av mänskliga kommunikatörer när det gäller att skapa innehåll på sociala medier. Denna kvalitativa studie använde en kodningsram som bygger på sociala medie-teori för att genomföra en omfattande innehållsanalys av mänskligt genererat innehåll och AI-genererat innehåll. Två typer av AI-genererat innehåll samlades in, varav en tillämpade prompt engineering-tekniker och teorier om effektiv varumärkeskommunikation på sociala medieplattformar. Det mänskligt genererade innehållet samlades in från redan befintligt innehåll på sociala medier från tre olika varumärken. Alla inlägg analyserades för att hitta mönster, vilket bidrog till att besvara tre forskningsfrågor som alla bidrog till en djupgående undersökning av fenomenet. Resultaten av studien visade att även om generativ AI kan användas för att förbättra effektiviteten, kan den inte ersätta mänskliga kommunikatörer när de skapar innehåll för sociala medier på grund av tre kritiska aspekter: AI:s oförmåga att tagga konton, bristande kvalitet i genererade bilder och samhällets oacceptans av AI-genererat innehåll.

Nyckelord: Generativ AI, AI visualiseringsverktyg, Artificiell Intelligens, ChatGPT, DALL·E, Sociala Medier, Innehållsskapande, Digital Marknadsföring, AI genererat innehåll

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List of Abbreviations and Acronyms

SoMe - Social Media

AI - Artificial Intelligence

AIGC - Artificial Intelligence Generated Content

HGC - Human Generated content

LLM- Large Language Model

1. Introduction

1.1 Background

In 1996, chess champion [Garri Kasparov] faced off against the supercomputer “Deep Blue” for the first time. Kasparov could breathe a sigh of relief after winning the match with a score of 4-2. However, the numbers were a sign of the rapid progress of computer technology. For the first time, a chess computer had won a set against a reigning world champion. Seven years earlier, Kasparov had played a match against the computer “Deep Thought” and easily won both games. In 1997, the fateful rematch took place with an upgraded “Deep Blue”. This time, Kasparov could no longer match the computer, which won the series with a score of 3.5-2.5. This was the first time a computer defeated a human, the moment when computers became stronger than humans. (Mächts, 2014).

The anecdote above provides a historical moment of the first real breakthrough of *Artificial Intelligence (AI)* and indicates the rapid development of technology in general and AI in particular. Another significant moment in relation to the role of AI in society came to be the transition of November and December 2022 when *ChatGPT* was released, as *generative AI* became a tool of the public. The release of the tool was accompanied by an immense increase in public interest in generative AI tools, referring to systems that can create text, images, video and voice (Sheikh et al., 2023). The number of Google searches for "AI" increased significantly in just a few days and has consistently increased each month since then (Google Trends, n.d.). The release of this generative AI tool would influence the paradigm shift of which we are now in the midst as today, one can see how different AI tools are released, one by one, and how the general use of these tools within business contexts is increasing every day to simplify procedures (Haleem et al., 2022).

1.1.1 Definition of AI

The term “Artificial Intelligence” encompasses a wide range of technologies designed to execute tasks that typically necessitate human intelligence. Various forms of technology fall under this umbrella term, with machine learning being the predominant approach, enabling computers to identify solutions to complex problems autonomously (Verdegem, 2021).

However, AI is a complex phenomenon with various academic definitions; thus, scholars face the challenge of proposing a widely accepted definition. Both Verdegem (2021) and Sheikh et al. (2023) explain that it is because of the complexity of the phenomenon, primarily related to what “intelligence” entails. However, the definition of AI that will be used in this study is Sheikh et al. (2023) definition: “Systems that display intelligent behaviour by analysing their environment and taking actions –with some degree of autonomy –to achieve specific goals.” (p. 20).

1.1.2 ChatGPT

"ChatGPT" is, as previously mentioned, a generative AI tool and was released to the public at the end of November 2022 (Haleem et al., 2022). ChatGPT offers the public a chat function where one can ask the tool almost everything and get a direct response (Haleem et al., 2022). ChatGPT is free for everyone to use (even if paid versions are available for faster responses) and works as a chatbot that one can communicate with and ask questions or give demands (*prompts*), for it to then generate responses (*outputs*) (White et al., 2023).

ChatGPT uses *natural language processing*, indicating that it can understand and produce human language (Ouyang et al., 2022). It means that ChatGPT “...is trained to comprehend human speech and words the way a person would, rather than relying on coded instructions” (Feng et al., 2020, p. 253). ChatGPT can be described as a *large language model (LLM)*, which means that it operates on the principles of machine learning to produce the best outputs. By leveraging advanced algorithms, it analyses and learns from past conversations. Additionally, ChatGPT taps into a vast database of information to gather knowledge, condense it, and generate novel content (Wang et al., 2023). These capabilities enable ChatGPT to produce outputs that cater to the user's needs (Ouyang et al., 2022). ChatGPT is frequently used for various purposes, including but not limited to text completion, text generation, and the development of conversational AI (Wang et al., 2023).

1.1.3 DALL·E

Among the generative AI tools, some tools can produce images (Sheikh et al., 2023). These can also go by the name of *AI visualisation tools*, and one of the most well-known is *DALL·E* (White et al., 2023). As ChatGPT, DALL·E is free for everyone to use, however, in comparison to ChatGPT, it is only possible to produce a limited amount of outputs per month (OpenAI, n.d.).

DALL·E analyses prompts to create images based on the description provided (OpenAI, n.d.). Strickland et al. (2022) describe that DALL·E uses natural language processing to understand the description in a given text prompt, to then generate a corresponding image based on its database and learned patterns. The model has been trained on approximately 650 million image-text pairs to identify relationships between images and words commonly used to describe them. She continues to highlight that it is important to note that DALL·E's ability to generate coherent and visually plausible images is based on the patterns it has learned during training. While it can generate impressive and imaginative results, the model's understanding is limited to the training data it has been exposed to and is not programmed to produce visually appealing results specifically.

1.2 Research Problem

The emergence of social media (SoMe) as a significant platform for brand visibility and marketing has made it imperative for companies to actively engage and establish a solid online presence (Sutherland, 2020). Historically, this task has depended on human resources and knowledge (Campbell et al., 2021), i.e. competence of communications professionals. However, as previous research shows AI to have significant strengths in creative and generative contexts (Haleem et al., 2022), it is possible that generative AI can make *AI-generated content (AIGC)* that can be used within the area of content creation on SoMe. AI has already started to replace human employees in some specific tasks due to resources saved regarding time and money (Haleem et al., 2022), and worldwide uncertainty among employees about eventually being replaced by the computer is highly present (Brower, 2023). As generative AI tools are connected to a massive database and can be asked to access specific knowledge (White et al., 2023), it indicates that it could access the knowledgebase of a communication professional in creating content. Hence, it could be argued that specific knowledge on how to communicate on SoMe is no longer required as a human resource and

that *human-generated content (HGC)* will soon be a thing of the past. Given these contexts, it could be argued that the premise of how creative professions industries look, and are being operated, is challenged. This is further strengthened as previous research also concurs that AI will change businesses' marketing strategies (Feng et al., 2020; Frey & Osborne, 2017).

However, even though favourable aspects and functions of generative AI can be identified, research professionals have started to discuss the limitations of the tools (Haleem et al., 2022). Questions are raised regarding AI's ability to keep up with the constant evolution of society in terms of norms and trends, whether it can do a job equivalent to humans, and if it can produce material with a human touch (Haleem et al., 2022). Having the different constraints and abilities of generative AI and humans in mind, the question of whether people working with content creation on SoMe, educated communications professionals, are having their jobs challenged by AI proves to depict a gap that warrants this study to examine how their capabilities can be compared.

1.3 Study Aim and Research Questions

The study aims to increase the understanding of how generative AI may compete with brands' traditional methods of SoMe content creation, thereby contributing to a more critical and nuanced view of AI's potential of replacing the work of human communications professionals.

The following questions have been formulated to fulfil the purpose of the study:

RQ1: Can generative AI be used to generate SoMe content for brands?

RQ2: What differences and similarities can be identified between AIGC and HGC?

RQ3: Can AIGC replace HGC?

1.4 Relevance and Knowledge Contribution

Strategic communication is the purposeful communication by a person or an organisation designed to persuade audiences with the goal of increasing knowledge, changing attitudes, or introducing desired behaviour. Strategic Communication campaigns are generally designed to respond to the perceived communications needs of significant publics. (Connolly-Ahern, 2008, referred to in Falkheimer & Heide, 2014, p. 85)

As studies show that AI will change businesses' marketing strategies (Feng et al., 2020; Frey & Osborne, 2017), it can be argued that AI can play a significant and relevant role in the future field of Strategic Communication. By investigating the full spectrum of AI's capabilities and limitations, professionals within the field of Strategic Communication could use it to its full potential rather than being afraid of it, understanding that in a perfect world, AI could be used as a tool for communicators and in a way that optimises the workflow, but in symbiosis with human power. As the prerequisites of this situation are still uncovered, an investigation of the phenomenon and increased knowledge contribution is in demand, strengthening the relevance and importance of this study within Strategic Communication.

2. Previous Research

2.1 A Critical View of AI from a Content Creation Perspective

As it has been established, the field of AIGC is still new; therefore, the knowledge of how people perceive content that AI generates is scarce (Arango et al., 2023; Campbell et al., 2021; Davenport et al., 2020; Sands et al., 2022). However, despite the limited amount of previous research, some negative perceptions regarding AI are still prominent. In the scope of this study, external factors could influence AI's potential replacement of human communication professionals. Hence, the following text will address the most prominent themes that present a critical view of AI from a content creation perspective.

2.1.1 Perceived Falsity & Lack of Authenticity

The first prominent theme is the connection between AIGC and perceived falsity and lack of authenticity. Campbell et al. (2021), have proven AI to affect the experience of the authenticity of ads negatively, and consumers prefer a perceived authenticity of an ad. As brands are posting organic content on SoMe intending to advertise their brand and products, the finding of Campbell et al. (2020) becomes applicable to this study as well. Similar findings appear in a study by Sands et al. (2022). As the use of virtual influencers (or “AI influencers”) began to emerge in 2018, when the luxury brand Balmain appointed three virtual influencers to advertise their new collection, the study managed to examine how these virtual influencers performed in comparison to human influencers. The findings made in the study show that consumers perceive an AI influencer as less trustworthy than a human influencer (Sands et al., 2022). Thus, the authors argue the use of AI influencers to be less effective for brands that rely on a high level of trust (Sands et al., 2022).

Further, Arango et al. (2023) conducted a study where they researched whether and how consumers received AI-generated and human-generated images in charity ads differently and whether the knowledge that an image was created by AI affected the outcome of how it was perceived. The study found that the perceived intention behind a published ad greatly

influenced how the reader processes the information they are consuming, when consumers do not trust what they see, it makes them less likely to be persuaded by the message (Arango et al., 2023). A consumer's perceived intention of a company will be considered when choosing what to think and feel and how to interpret a message of that company. It will be negative if they think it is of manipulative intent, where apparent AIGC evoked that feeling (Arango et al., 2023). Davenport et al. (2020), who conducted a study on how artificial intelligence will change the future of marketing, also endorse this fact as they point out that consumers may react negatively if they find out, retroactively, that communication is from an AI source and not human. Arango et al. (2023) highlight that this can be even more problematic in for-profit organisations as it is increasingly common to have intentionally manipulative content and relatively common to have some level of falsity to embellish the reality of the company's offer. These facts prove to be problematic in a marketing setting in any way since it has been proven that consumers are prone to expect manipulative intent behind advertising in general (Arango et al., 2023), so combined with the fact that an ad is then connected to being created by AI this would mean that it can be even more of a challenge to gain the trust from the audience. In summary, the Arango et al. (2023) article mentioned that it proved profitable to mention the use of AI because the risk of not mentioning it and then finding out is not desirable and can significantly and negatively affect opinions about the company. However, it is worth mentioning that they only investigated marketing for charities, so as ethics are highly present, it could impact this finding.

Another point brought up by Campbell et al. (2021) is that consumers consider the perceived cost of the advert when forming their thoughts about it. More specifically, the researchers argued that a customer would compare the size of the cost they believe the company spent on the advert with the value of what the advert (and therefore the company) suggests the customer should pay for, i.e. what is being promoted.

The reality is, however, as Arango et al. (2023) point out, that consumers will interpret the authenticity of an ad based on their previous knowledge and experiences, and they also point out that the reaction to AIGC is malleable to some extent. They raise the question of whether the negative opinions and prejudices currently exist towards AI and AIGC will slowly but surely decrease as it becomes more and more standardised and that it eventually will result in feelings of indifference towards the falsity aspects of it. However, some researchers also argue that consumers will become better at acknowledging AIGC as their experience of it extends (Campbell et al., 2021).

2.1.2 Inability to Communicate and Feel Emotions

Consumers have a preconception that AI is unable to take the role of a person convincingly but also that AI has trouble seeing, interpreting and taking into account human-specific details like feelings, undertones etc., that are difficult to read in by just reading and analysing text and not being a feeling human itself (Davenport et al., 2020). Davenport et al. (2020) highlight that consumers have doubts about whether AI has the ability to communicate in a way that will connect with the consumer on a deeper level, as the preconception is that it only can communicate facts and not feelings, especially not in a convincing way. The study of Sands et al. (2022) further strengthens this point as their study showed that AI influencers are perceived as more socially-psychologically distant than human influencers, resulting in consumers may have challenges relating to the AI influencer to the same extent as human influencers.

Furthermore, it has been shown that customers appreciate employee-based services over AI chatbots, as their interactions with employees positively impact their customer experience (Kushwaha et al., 2021). Davenport et al. (2020) endorse this and add that purchases drop by 75% when customers chat with an AI bot instead of an actual employee. They also mention a widespread concern that human connection will be lost if people develop relationships with AI-enhanced robots, which is a fact that Sands et al. (2022) point out especially can affect brands that rely on a high level of emotional connection between the brand and the consumer.

2.1.3 Uncanny Valley

The *Uncanny Valley* phenomenon refers to the unsettling feeling experienced when encountering non-human entities that closely resemble humans but fall short of being convincingly realistic. It creates a sense of unease or eeriness due to the subtle differences between the robot and a real human (Di Natale et al., 2023). However, as seen in the graph (*see Figure 2.1*), the Uncanny Valley effect disappears as the robot becomes indistinguishable from a human. As the Uncanny Valley effect centres around how people experience AI when it tries to pass as a human, the phenomenon is perceived as relevant in the study as it may be relevant to be observant of the Uncanny Valley effect in the AIGC.

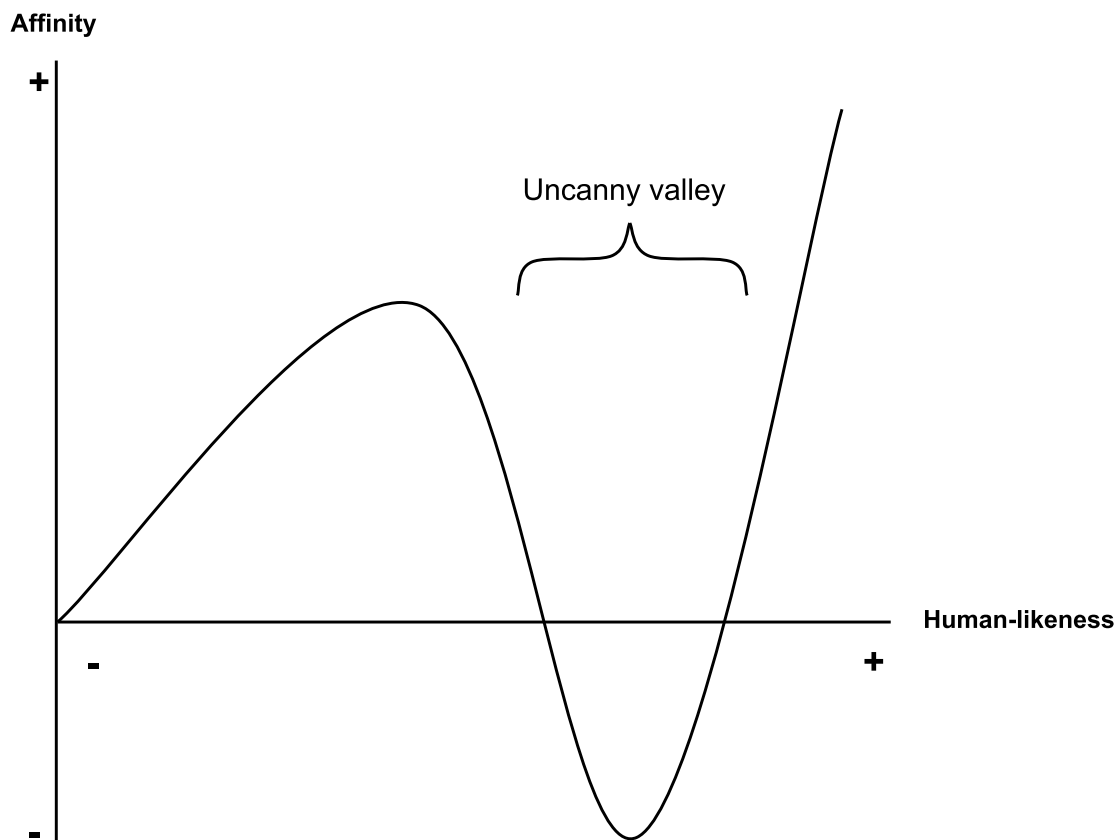


Figure 2.1: The Uncanny Valley Effect
(Di Natale et al., 2023, p. 2)

2.2 A Favourable View of AI from a Content Creation Perspective

As favourable external aspects of AI also can constitute influencing factors in examining whether AIGC can replace HGC, the following section identifies the favourable views of AI found in previous research. The amount of favourable aspects has shown to be limited but can be summarised by two main themes: *Uniqueness-factor & Resource efficiency*.

2.2.1 Uniqueness-factor

In the study of Sands et al. (2022), findings showed that using AI influencers can be effective for brands as consumers appreciate the uniqueness that an AI influencer delivers with the AI aspect. Furthermore, AI influencers outperformed human influencers regarding launch campaigns with word of mouth as an overall goal (Sands et al., 2022).

2.2.2 Resource Efficiency

AI's replacement of human resources has already emerged within some specific tasks and industries, mainly because of the resource efficiency of adapting generative AI (Frey & Osborne, 2017). The research efficiency of adapting AI centres around two main aspects: 1) cost efficiency, and 2) time efficiency. Within the study performed by Sands et al. (2022), these aspects were deeper examined from the perspective of content creation on SoMe. The authors remarked that the use of AI-Influencers can be perceived as favourable compared to a human influencer, as AI influencers do not require any repayment or salary when advertising the brand and are more time-effective and flexible (Sands et al., 2022). Although the study does not focus specifically on the usage of AI influencers within content creation on SoMe, these aspects are considered valuable given that it proves AI to be more time-efficient and cost-effective than humans (Frey & Osborne, 2017).

3. Theoretical Framework

3.1 Prompt Engineering

As previously noted, LLMs work where one, via a chat, puts in an instructing prompt and then receives an output based on that prompt. White et al. (2023) described what a prompt is and how a prompt works in the following citation:

A prompt is a set of instructions provided to an LLM that programs the LLM by customizing it and/or enhancing or refining its capabilities. A prompt can influence subsequent interactions with—and output generated from—an LLM by providing specific rules and guidelines for an LLM conversation with a set of initial rules. In particular, a prompt sets the context for the conversation and tells the LLM what information is important and what the desired output form and content should be.

(p.1)

Consequently, as presented by White et al. (2023), the quality and content of the prompts put into a LLM will directly impact the quality and content of the outputs that the LLM constructs. They introduce the theory of *prompt engineering*, which refers to the programming of LLM via prompts. Even though there are no right or wrong answers as to what the correct prompt would be to receive a given output, prompt engineering provides a framework on how to construct effective prompts related to how one wants to customise the output for a desirable result. As prompt engineering is central to achieving the most favourable AIGC, taking the theory into consideration is seen as crucial for the purpose of this study, as it provides the prerequisites for the AIGC to demonstrate its full potential.

White et al. (2023) conclude 17 different prompt patterns where the choice of prompt patterns within a given situation is based on the user's prerequisites and the desired outcome of the contents of the output. Based on the description of applying the prompt patterns the *Persona Pattern*, *Template Pattern* and *Visualization Generator Pattern* were deemed applicable within the prompt engineering of this study. Hence, the following section will

further expand on the intent, motivation and contextual statements for the use of these chosen patterns.

3.1.1 The Persona Pattern

The *Persona Pattern* aims to instruct a LLM to act or think as a “persona” (White et al., 2023). This pattern intends to guide the LLM to know what details and information that are deemed relevant to consider when generating the output. The chosen persona evokes a set of attributes that enables the LLM to seek relevant information and details needed to generate the output (White et al., 2023). Hence, the pattern supports the LLM to deliver the most suitable content from a certain point of view and perspective. The pattern is perceived as favourable when the user does not know what specific details the LLM needs to deliver the output but rather the role of the person that usually performs the task manually (White et al., 2023). *Figure 3.1* depicts how one can write to use the Persona Pattern when prompt engineering.

Contextual statements
Act as persona X
Provide outputs that persona X would create

Figure 3.1: Contextual statements of The Persona Pattern (White et al., 2023, p. 7)

3.1.2 The Template Pattern

The *Template Pattern* intends to ensure that the output delivered by the LLM follows the specific structure needed for the task (White et al., 2023). White et al. (2023) describes that the Template Pattern allows the user to instruct the LMM on how to produce and deliver the output. The motivation of the pattern is that some tasks need to be delivered consistently with the user's formatting needs, which might be an unknown format for the LMM. *Figure 3.2* depicts how one can write to use the Template Pattern when prompt engineering.

Contextual statements
I am going to provide a template for your output X is my placeholder for content
X is my placeholder for content
Try to fit the output into one or more of the placeholders that I list
Please preserve the formatting and overall template that I provide
This is the template: PATTERN with PLACEHOLDERS

Figure 3.2: Contextual statements of *The Template Pattern*
(White et al., 2023, p. 12)

3.1.3 The Visualization Generator Pattern

The *Visualization Generator Pattern* is intended to be used when one needs the LLM to produce a prompt for an AI visualisation tool within its output (White et al., 2023). As presented by White et al. (2023), the prompt that the LLM delivers can then be put into an AI visualisation tool, such as DALL·E, to generate the image based on that prompt. To use the pattern one needs to include an instruction indicating that the LLM should create a visualisation prompt that could be used to put into that specific visualisation tool to create that image (White et al., 2023). *Figure 3.3* depicts how one can write to use the Visualization Generator Pattern when prompt engineering.

Contextual statements
Generate an X that I can provide to tool Y to visualize it.

Figure 3.3: Contextual statements of *The Visualization Generator Pattern*
(White et al., 2023, p. 13)

3.2 Digital Marketing Communication on SoMe

Organic content created and published on SoMe by a brand, referred to as “owned social media”, is central to business-to-consumer marketing as it enables companies to communicate brand-related information to a broad audience without advertisement costs (Sutherland, 2020). In addition, due to the two-way functionality of SoMe (allowing online conversations), it is also perceived as a valuable tool from the perspective of relationship management since it

facilitates long-term- and meaningful interactions, favouring a loyal, emotional connection between the company and the consumer (Sutherland, 2020).

As the study seeks to investigate how well AIGC can perform compared to the HGC on brands' SoMe, it suggests that the content is analysed in relation to a theoretical framework of how to communicate as a brand on SoMe.

To limit the amount of data in the study, enabling more comprehensive analysis, the study used the platform of Instagram as a representation of SoMe. Instagram was chosen based on two factors, 1) it is one of the most popular platforms for digital marketing communication (Sutherland, 2020), and 2) posts on Instagram include both visual- and text elements (Sutherland, 2020), enabling an examination of two types of generative AI, text generative as well as visualising.

Within the field of digital marketing on SoMe for brands, there are many theories regarding the most effective strategies. Sutherland (2020) summarises these theories and speaks specifically on how to create the most effective content for Instagram as a brand. Based on her theories, we have extracted the following points central to this study; *Elements, Style & Key message, Brevity, Clarity, Tone of Voice & Brand Identity*.

3.2.1 Elements

Existing theories within the field highlight the importance of always including text-based elements with a visual element when communicating on SoMe (Sutherland, 2020).

Sutherland, (2020) argues that it is vital to use the two elements in combination since one element alone will not convey all necessary information.

When advertising products, Sutherland (2020), highlights the importance of accurately depicting the product as the audience's perception of it will vary based on how it is visually represented. She further argues that another beneficial method in adding context and emotional appeal to a post is to include people, as it enhances the impact compared to showcasing a product alone.

3.2.2 Key Message & Style

Sutherland (2020) emphasises the importance of clarity in conveying a post's key message and purpose. Including only one key message per SoMe post is advisable due to limited characters and the fact that a distinct key message is more beneficial (Sutherland, 2020).

According to Sutherland (2020) four main style categories are commonly attributed to writing on SoMe: *Expository*, *Descriptive*, *Persuasive* and *Narrative*. Expository writing refers to content aimed to explain a concept or give instructions. Descriptive writing refers to creative content, for example, poems or fictional pieces. Persuasive writing is when the post encourages or inspires the audience to behave in a certain way or take a specific action. Narrative writing refers to the use of anecdotes and storytelling. The review of writing styles will seek to find differences between the HGC and AIGC and to be able to review the connection to the brand's identity.

To increase the exposure and engagement of a post on Instagram, hashtags are perceived as effective (Sutherland, 2020). The number of hashtags recommended varies based on profile size, where larger profiles (over 10k followers) benefit from fewer hashtags. Sutherland (2020) highlights that it is crucial to use hashtags strategically, only including relevant hashtags related to the brand or key message (Sutherland, 2020).

Lastly, Sutherland (2020) argues that brands can benefit from tagging accounts in their posts as it is an effective strategy for the following reasons: 1) to build trustworthiness as it opens up for transparency, 2) increasing audience engagement as one could adapt campaigns based on user-generated content, and 3) to build a strong network, as it increases reach and therefore visibility, increasing chances of gaining more followers.

3.2.3 Brevity

Brevity refers to the concise use of language (Sutherland, 2020). Sutherland (2020) notes that people are exposed to a wide range of different SoMe posts every day, making longer text-based content tend to be ignored. Hence, when communicating on SoMe, it is essential to note that less is more. Captions on Instagram are recommended to use a maximum of 125 characters as it enables the receiver to read the entirety of the message without having to click on the “more” button. In cases where longer captions are needed to convey the message, Sutherland highlights the importance of creating a strong introducing “lead” to the post within the first 125 characters, attracting the audience's attention and willingness to read further and click on the “more” button.

3.2.4 Clarity

When writing a caption for SoMe, Sutherland (2020) explains that it is beneficial to remove anything that can be misunderstood by the receiver of the post. Ambiguous language, internal jokes and acronyms can implicate the caption's clarity (Sutherland, 2020). She further highlights the importance of remembering that “social media is social media” (p.300) and that strict corporate language does not belong on SoMe platforms where the purpose is to be friendly, conversational and chatty.

3.2.5 Tone of Voice & Brand Identity

Sutherland (2020) refers to the fact that consistency is key when communicating externally and explains that it is important that the tone of voice communicated by brands on SoMe is the same as the tone of voice communicated on other platforms as well as aligns with their overall tone of voice and brand identity. She further argues that the use of emojis in Instagram posts can have a favourable impact on consumers' perception of the brands and the tone of voice it communicates. However, Sutherland notes that it is imperative that the use of emojis aligns with the brand's identity.

4. Method

4.1 Scientific Approach

This study has been conducted with a sociocultural ontologist perspective. The perspective sees that 'reality' is based on social structures and norms created within the interaction of individuals, indicating that there is no such thing as objective truth (Craig, 2007). From a sociocultural perspective, communication is theorised as a symbolic process that produces and reproduces shared sociocultural patterns, and the process is affected by society's surrounding environment, norms and structures (Craig, 2007). In this study, it indicates that the content was analysed through the lens of already existing norms and structures of how to communicate on SoMe.

As documents are never published without a context (Rapley & Rees, 2018), a hermeneutic, epistemological perspective was deemed suitable for the study. This meant that the circumstances and context in which the posts were published were taken into account in the interpretation and hence, the understanding of the data (Clark et al., 2021). Furthermore, the perspective was well-fitted with the interpretive nature and questioning mindset that was needed with the qualitative research design (Clark et al., 2021). Texts and information were interpreted based on previous knowledge of the subject.

The research design had an abductive approach, where the process was iterative as both theory, empirics and analysis influenced the process throughout (Kennedy & Thornberg, 2018). Due to the use of a coding method, the research design went through several steps, going back and forth, to ensure that the thematisation and thus the final product of the coding frame, was adapted to answer the research questions efficiently (Schreier, 2014). The novelty status and, therefore, the under-researched reality of the phenomenon further strengthens this approach as the abductive approach seeks to discover “...new concepts, ideas and explanations by finding surprising phenomena, data, or events that cannot be explained by pre-existing knowledge” (Kennedy & Thornberg, 2018, p. 52).

4.1.1 Research Method

The study was conducted as a qualitative content analysis, with a coding frame as the basis for the analysis. The coding frame was based on central themes within SoMe theory. The qualitative research method was chosen as the phenomenon and research questions required an interpretation of qualitative, interpretative variables (Schreier, 2014). Hence, by performing qualitative content analysis, the data could be deeper described and interpreted (Schreier, 2014). In addition, using a coding frame allows the possibility of gaining more information from limited material (Schreier, 2014).

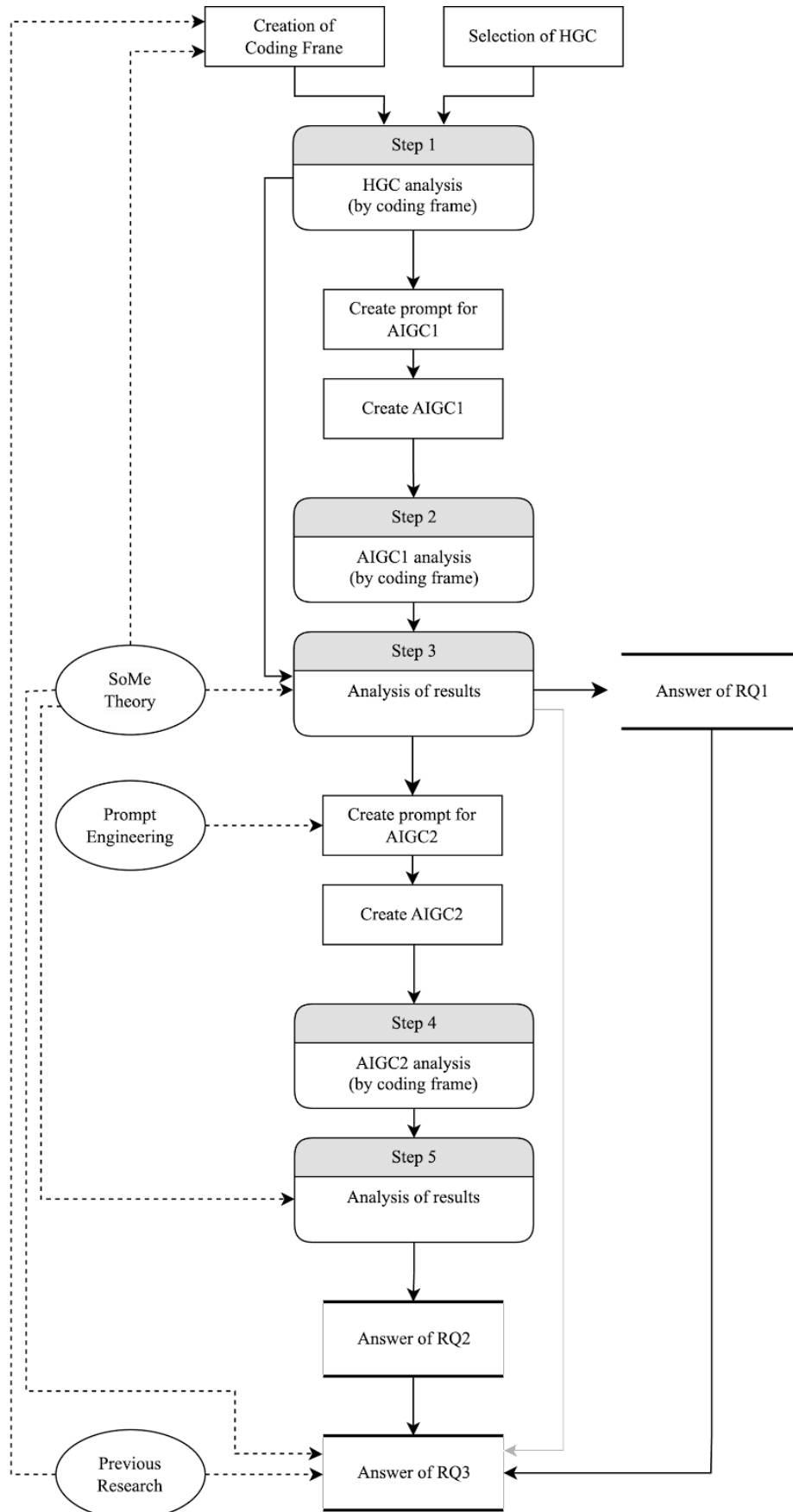
The study was carried out in different steps to ensure that all three research questions would be answered (*see Figure 4.1*). When the sampling of the HGC had been selected, step one was to analyse the HGC through the coding frame. This step constituted an essential first step as the theme of the post of the respective HGC was implemented in the prompts to make the data comparable.

With the first step completed, it allowed for the creation of the first prompt, which was then used to generate the first version of the AIGC, which in this study will be referred to as *AIGC1*. Step two was then to analyse the *AIGC1* through the coding frame.

Step three combined the analysis of the *AIGC1* with the analysis of the HGC and was put in relation to SoMe theory. Based on the findings made in this step, RQ1 was answered. In addition, this step also allowed for the identification of possible improvements that could be made to optimise the prompt for the second round.

The third step was followed by implementing the possible improvements identified within the third step, combined with existing theories of prompt engineering to make an updated, optimised prompt. This prompt was then used to generate the second and final version of the AIGC, which in this study will be referred to as *AIGC2*. Step four was to analyse the *AIGC2* through the coding frame.

Step five, and the last step of the study, was to analyse *AIGC2* in relation to *AIGC1* and HGC, in relation to SoMe theory. Hence, in the last step of the study, the result of the coding frame was analysed as a whole to examine the phenomenon from an in-depth perspective, making it possible to detect similarities and differences within the AIGC and HGC, answering RQ2. By combining and relating the findings made in RQ2 with possible impacts of external factors found in previous research as well as SoMe theory, RQ3 could be answered.



Figur 4.1: Analysis Workflow

4.2 Collection Method & Selection of Data

4.2.1 Case Study

The study at hand was a collective case study, indicating that multiple cases have been studied simultaneously to generate an in-depth understanding of the phenomenon (Schreier, 2018).

The study was based on three cases, however, it is essential to highlight that the chosen cases are not of interest, instead the cases are only used as material to analyse and examine the chosen phenomenon in depth (Schreier, 2018). It was fitting for this study because it enables it to compare several cases to see the similarities and different outcomes (Flick, 2014), focusing on how AI can perform under different conditions.

4.2.2 Sampling of HGC

A stratified purposive sampling method was applied as the method fitted the need for a heterogeneous sample with a limited timeframe (Schreier, 2018). A stratified purposive sampling enabled the study to explore various manifestations of similarities and differences within the phenomenon (Schreier, 2018).

As previously mentioned, it was not the chosen brands themselves that were interesting when studying the phenomenon. That said, the selection of brands still constituted a central and essential aspect, but rather in ensuring reliability, generalisation and creating an in-depth understanding of the phenomenon (Schreier, 2018). The criteria used to select the sample group were as follows; 1) An established brand with an established Instagram presence, measured by the number of followers (100 000 follower limit) and at least five published posts within the last month, 2) A clear brand identity communicated on the official webpage. The second criterion mentioned was perceived as vital to ensure objectivity when examining the AIGC and as the information would be used in the prompt when generating the AIGC2.

The two factors used to ensure heterogeneous cases within the sampling group were; 1) different types of industries, and 2) different brand tonalities. The spread of the chosen cases is presented in a sampling matrix (*see Figure 4.2*). The material of the HGC was then one selected Instagram post of the brands' respective Instagram accounts (*see Figure 4.3, 4.4 & 4.5*).

Industry	Company	Humour Tonicity	Informational Tonicity	Friendly Tonicity	Total
Beauty	Sephora			x	1
Food	Oatly	x			1
Cars	Volvo Cars		x		1
Total		1	1	1	3

Figure 4.2: Sampling Matrix

Brand 1: Sephora

Sephora is a leading beauty omni-retailer, offering products in over 2,700 stores in 35 countries worldwide and on their online webshop (Sephora, n.d.). The company offers over 78,000 products from 250 brands, always providing a vast selection of on-trend products and innovative concepts (LVHM, n.d.).

Deborah Yeh, the senior vice president of Marketing & Brand at Sephora, describes Sephoras SoMe strategy as an honest and open two-way conversation (Sonsev, 2018). She describes their tonality as friendly in nature, focusing on community. LVMH (n.d.) further emphasises that Sephora always strives to keep up with the latest trends.

Some common themes that are recurring on the website are the importance of diversity, inclusivity and empowerment.

Brand 2: Oatly

Oatly is a brand that sells oat-based products meant to replace ordinary dairy products. The brand is evident in its desire to work for a sustainable environment (Oatly, n.d.a).

The company defines itself as a company with solid opinions, regardless of discussed subject, and on the official webpage, it is stated as follows; “Most companies think that having a strong opinion means scaring away customers who think differently. We think it’s a good way to make some new friends” (Oatly, n.d.b). These strong opinions, in combination with the use of sarcasm- and irreverent tonality, speaking directly to the target audience, is prominent within external communication (Oatly, n.d.b). Furthermore, the company overall encompasses a very humorous tone in their communication.

Brand 3: Volvo Cars

Volvo Cars is an international manufacturer and seller of cars, founded in 1927 (Volvo Car Corporation, n.d.b). Volvo themselves expresses that;

We want to disrupt the auto industry and be a leader in safety, sustainability, online business and set a new global people standard. Our mid-decade ambitions set a clear path for us as we rise to meet our – and society’s – challenges. (Volvo Car Corporation, n.d.b)

Volvo's tonality strategies are not something they have explicitly communicated. However, one can read how they work with images, typography etc. (Volvo Car Corporation, n.d.a). Based on that information, the themes that they want their communication to be are *inspiring* and *informing* messages and the message/content they present should be pretty clear without much filling words.



“Re: the humidity.

@thedrybar @curlsmith_official”

*Figure 4.3: HGC; Sephora
(Sephora, 2023)*



“If you do your grocery shopping in a part of the world where winter is a slow-moving, gray blanket sweeping you in its cold and dark embrace for a large part of the year, it makes sense that your mind might wander to a warmer and happier time when you and your favorite peeps took a trip to the vanilla oat drink pool and played the day away in stretchable Lycra of various colors to the sound of laughter and shuddering diving boards, and when you eventually snap back to reality and realize there never was a vanilla oat drink pool after all, you’ll still have the warmth of your memory and maybe a real-life vanilla oat drink carton will be patiently waiting in front of you, giving this story the product-focused ending our commercial team was hoping for.”

*Figure 4.4: HGC; Oatly
(Oatly, 2023)*



“📷: @emi.wre #VolvoMoment #volvo240

A true Volvo icon sets the mood on this night in Penig, Germany.

For a chance to be featured, simply tag your Volvo shots 🙌 #VolvoMoment”

*Figure 4.5: HGC; Volvo Cars
(Volvo Cars, 2023)*

4.2.3 Sampling of AIGC1

With the base of the HGC analysed, the next step was the creation of the AIGC1. To create the AIGC, the generative AI tools ChatGPT (see 1.1.2) and DALL·E (see 1.1.3) was used. As previously mentioned, a quality construction of the prompt is vital regarding the output quality that ChatGPT delivers (White et al., 2023). Even though previous research shows that prompt engineering is crucial to get quality outputs, it is reasonable to conclude that the competence of prompt engineering is not common knowledge in today's society. Based on this fact, the first prompt will not use prompt engineering. Additionally, as the purpose of this study is to see if the communications professional can be replaced, the stance of a person without the specific competence of a communications professional will be taken. As mentioned in "4.1.1 Research Method", the theme of the post was the only information regarding the goal of the post that was included in the prompt.

Once for each brand, the prompt was put into ChatGPT, and the output laid the basis for the AIGC1 in our analysis (See Figure 4.6 for the prompt template used to create the AIGC1). Prompts given and outputs received can be seen in Figures 4.7, 4.8, 4.9, 4.10, 4.11 & 4.12 and attached in the appendix as numbers 1, 2 & 3.

As seen in the prompt, the input included the instruction to generate a description that could be put into DALL·E to generate the image of the post. The reason for making ChatGPT create the prompt for DALL·E was that it was seen as the most effective way to create an image that aligns with the idea of the post that ChatGPT generated.

Hi, I am looking to make an Instagram post for the brand *[INSERT BRAND NAME]* about *[INSERT THEME OF POST]*. Can you help me?

I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL·E and generate that picture?

Figure 4.6: Template of the prompt for AIGC1

Prompt	<p>Hi, I am looking to make an Instagram post for the brand Sephora about Curlsmith's "Essential moisture" cleanser and conditioner as well as the Drybars "Final Call" Frizz & static control mist. Can you help me?</p> <p>I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?</p>
ChatGPT Output	<p>Sure, I can help you with that! Here's a possible caption for your Instagram post:</p> <p>"Say goodbye to frizz and hello to gorgeous curls with these must-have hair products from Curlsmith and Drybar! 💧 Our Essential Moisture Cleanser and Conditioner from Curlsmith deeply hydrate and nourish your curls, leaving them soft and bouncy. ✨ And with Drybar's Final Call Frizz & Static Control Mist, you can achieve salon-worthy hair in seconds. 🧑‍🦱 Don't let frizz ruin your good hair day! Shop now at Sephora. #Curlsmith #Drybar #Sephora #HairCare #FrizzControl"</p> <p>For the picture, you can have a model with beautiful curly hair holding the Curlsmith Essential Moisture Cleanser and Conditioner in one hand, and the Drybar Final Call Frizz & Static Control Mist in the other hand. She can be standing in front of a background with lush green foliage or a minimalist background with a white or pink color scheme to match Sephora's branding. The model can have a happy and confident expression on her face, as if she's proud of her gorgeous curls. You can also include some Sephora branding elements, like the Sephora logo or shopping bags, to further highlight the connection to the brand.</p>
Prompt	<p>That description of the picture is way to long for DALLE, could you rewrite it so I can copy it into DALLE?</p>
ChatGPT Output	<p>Sure, here's a shorter description that you can use for DALL-E:</p> <p>"A model with curly hair holds the Curlsmith Essential Moisture Cleanser and Conditioner in one hand and the Drybar Final Call Frizz & Static Control Mist in the other hand. She stands in front of a lush green foliage background or minimalist background with white or pink colors. The model has a happy expression and can include Sephora branding elements like the Sephora logo or shopping bags."</p>

Figure 4.7: Sephora AIGCI; Prompt and Output



"Say goodbye to frizz and hello to gorgeous curls with these must-have hair products from Curlsmith and Drybar! 🧴 Our Essential Moisture Cleanser and Conditioner from Curlsmith deeply hydrate and nourish your curls, leaving them soft and bouncy. ✨ And with Drybar's Final Call Frizz & Static Control Mist, you can achieve salon-worthy hair in seconds. 🧑‍🦱 Don't let frizz ruin your good hair day! Shop now at Sephora. #Curlsmith #Drybar #Sephora #HairCare #FrizzControl"

Figure 4.8: AIGC1; Sephora

Prompt	<p>Hi, I am looking to make an Instagram post for the brand Oatly about their vanilla oat drink. Can you help me?</p> <p>I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?</p>
ChatGPT Output	<p>Sure, I can definitely help you come up with a caption and a description for the picture you want to create for the Oatly vanilla oat drink.</p> <p>Caption: "Indulge in the creamy, dreamy goodness of our vanilla oat drink. Made with premium oats and real vanilla, it's the perfect way to sweeten up your day. #Oatly #VanillaOatDrink #PlantBased #Delicious"</p> <p>Description for the picture: The picture should feature a tall glass filled with the creamy vanilla oat drink, with some ice cubes floating on top. In the background, there could be a few vanilla beans and a sprig of fresh mint to add some visual interest. The lighting should be bright and airy, with the glass and its contents as the main focus of the image.</p>

Figure 4.9: Oatly AIGCI; Prompt and Output



"Indulge in the creamy, dreamy goodness of our vanilla oat drink. Made with premium oats and real vanilla, it's the perfect way to sweeten up your day. #Oatly #VanillaOatDrink #PlantBased #Delicious"

Figure 4.10: AIGCI; Oatly

Prompt	<p>Hi, I am looking to make an Instagram post for the brand Volvo Cars about their campaign #VolvoMoments. Can you help me?</p> <p>I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?</p>
ChatGPT Output	<p>Sure, I'd be happy to help you with that! Here's a sample caption you could use for your Volvo Cars Instagram post:</p> <p>Caption: "Life is full of moments that take your breath away. Capture them all with Volvo Cars. Share your #VolvoMoments and let's make memories that last a lifetime."</p> <p>For the accompanying image, you could try generating a picture using DALL.E with the following description:</p> <p>"An open road stretches out ahead, winding through a picturesque landscape of rolling hills and verdant forests. A sleek and modern Volvo car is parked nearby, waiting to take its passengers on a journey to remember. The sun is setting in a blaze of orange and red, casting long shadows across the scene and infusing everything with a warm and inviting glow."</p> <p>This image could be a great visual representation of the sense of adventure and excitement that Volvo Cars wants to evoke with their #VolvoMoments campaign. Just be sure to check that any images you generate with DALL.E are legally and ethically appropriate for use in your social media campaign.</p>

Figure 4.11: Volvo Cars AIGCI; Prompt and Output



"Life is full of moments that take your breath away. Capture them all with Volvo Cars. Share your #VolvoMoments and let's make memories that last a lifetime."

Figure 4.12: AIGCI; Volvo Cars

4.3 Delimitations and Critical Reflection on Sampling Method

Instagram, a platform combining visual- and text elements, was chosen as the study aimed to comprehensively explore AI's suitability for brands' organic communication in SoMe.

However, the limitation of only using Instagram provided a result not directly applicable to other SoMe platforms, as the specific SoMe theories included in the study were tailored to Instagram specifically.

To reach the aim of the study, three heterogeneous cases were examined. While limited in number, these cases provided representative and varied conditions to challenge the AI tools in different contexts of brand communication on SoMe.

The results are based solely on two generative AI tools (one text generative tool and one visualisation tool), indicating that other tools on the market may yield different results. However, the chosen tools were selected for their popularity, user-friendliness, and the availability of extensive research on their correct usage, as these considerations make them suitable for the scenario of inexperienced users engaging with AI tools for content creation.

Moreover, the study focuses solely on analysing posts with still images rather than videos, despite video's increased prevalence in contemporary SoMe usage (Sutherland, 2020). This choice stems from the advanced capabilities of AI in image-based content generation compared to videos. Narrowing the study's visual analysis to images also ensures a deeper examination of the chosen AI's visualisation tool used in the study.

4.4 Analysis Method

4.4.1 Coding Frame

As the coding frame needed to encompass all essential aspects featured in the description and interpretation of the material, designing the coding frame was iterative and flexible and matched to the material (Schreier, 2014). A concept-driven approach was applied to structure and generate the coding frame categories (Schreier, 2014). The concept-driven approach meant that the main categories reflected the theories and previous research used for the analysis.

Brief definitions were given to the main categories and more extensive definitions were given to the subcategories, which enabled the coding frame to be interpreted correctly

(Schreier, 2014). Due to the limitation of character amount in the study, the definition of the main- and subcategories can be found in *Appendix 4*.

When conducting the analysis, the posts were separately analysed by filling in the coding frame for every separate post independently by both authors. When all posts were analysed, the results were cross-checked and analysed from a larger perspective to seek patterns, contributing to insights in answering the research questions.

4.5 Critical Reflection on Method

In examining the methodological choices employed in this study, it was valuable to evaluate the aspects of *credibility*, *transferability*, *dependability*, and *confirmability* to confirm trustworthiness (Lincoln & Guba, 1985 as cited in Clark et al., 2021). The following section presents noteworthy, self-critical aspects.

4.5.1 Credibility

While adopting a sociocultural ontologist perspective and employing a hermeneutic epistemological approach provided valuable insights into the influence of social structures and norms on reality, it is essential to acknowledge that these perspectives also introduce subjectivity and interpretive biases (Craig, 2007). The reliance on existing norms and structures of communication on SoMe may limit the exploration of alternative perspectives or marginalized voices, potentially affecting the credibility of the findings.

4.5.2 Transferability

The use of qualitative content analysis allowed for a deeper understanding of the data. However, it is important to note that the transferability of the findings might be limited due to the specific context (Clark et al., 2021), in this case, of communication on Instagram. The choice of a coding frame helped extract more information from limited material, but it could also have imposed preconceived categories and restricted the exploration of emergent themes or unique aspects, potentially limiting the transferability of the results (Schreier, 2014).

4.5.3 Dependability

This study's systematic and iterative research design enhanced dependability (Schreier, 2014). However, it is crucial to recognise that the research process, including the development of the coding frame, involved subjective decision-making. The researchers' perspectives might influence the interpretation and categorisation of the data, potentially introducing biases and compromising the study's dependability (Schreier, 2014).

4.5.4 Confirmability

Efforts were made to minimise bias and subjectivity in this study through independent analysis and consensus resolution of discrepancies. Nevertheless, it is important to acknowledge that the researchers' subjectivity and prior knowledge may have influenced the interpretation and categorisation of the data, affecting the objectivity and neutrality of the findings (Schreier, 2014).

4.5.5 Rationale of Methodological Choices

It is worth noting that the chosen methods were carefully selected after a rigorous evaluation of various alternatives, weighing their positive aspects against their limitations. Despite the acknowledged limitations, these methods were deemed the most appropriate and effective for capturing and analysing the complex sociocultural dynamics of communication on SoMe. The selected methods demonstrated strengths in providing in-depth insights, facilitating the exploration of contextual nuances, and enabling a comprehensive understanding of the research phenomenon (Schreier, 2014). By consciously considering and justifying these methodological choices, the study aims to establish a robust foundation for its findings and contribute to the advancement of research in this field.

5. Analysis & Results

5.1 Analysis of HGC

Step one was an analysis of the HGC data through the coding frame. The results have been summarised in Figure 5.1. However, the full results of the analysis, containing specific findings for each brand, can be found in *Appendix 5 (see Appendix 11 & 12 for the authors' separate findings)*.

Main categories	Subcategories	HGC
Elements	The production of elements	<i>N/A</i>
	How do the elements work together?	<i>Strong alignment</i>
Key Message	Clarity of key message	<i>Clear key messages</i>
Style	Style of the text	<i>Persuasive, Expository, Descriptive</i>
	Hashtags	<i>Included in one post</i>
	Tagged accounts	<i>Included in 2/3 posts</i>
Brevity	Amount of characters	<i>47, 171 & 759 characters</i>
	Strong introducing leads	<i>No posts included strong leads</i>
Clarity	Clarity of the text	<i>One post had influences of unclarity</i>
Tone of Voice	Type of tone	<i>Trendy, Ironic/Self-Aware, Inspiring/Friendly</i>
	The use of emojis	<i>Included in one post</i>
Connection to Brand Identity	Text	<i>Strong connection</i>
	Images	<i>Strong connection</i>
The Apparency of Generative Source	Text	<i>Was not apparent</i>
	Images	<i>Was not apparent</i>

Figure 5.1: Summary of coding frame analysis results; HGC

5.2 Analysis of AIGC1

Step two was an analysis of the AIGC1 data through the coding frame. The results have been summarised in Figure 5.2. However, the full results of the analysis, containing specific findings for each brand, can be found in *Appendix 6 (see Appendix 11 & 12 for the authors' separate findings)*.

Main categories	Subcategories	AIGC1
Elements	The production of elements	<i>Produced text element with some fault</i>
	How do the elements work together?	<i>Weak alignment</i>
Key Message	Clarity of key message	<i>Clear key messages</i>
Style	Style of the text	<i>Persuasive, Expository, Descriptive</i>
	Hashtags	<i>Included in all posts</i>
	Tagged accounts	<i>Included in no posts</i>
Brevity	Amount of characters	<i>156, 197 & 475 characters</i>
	Strong introducing leads	<i>All posts included strong leads</i>
Clarity	Clarity of the text	<i>No posts had influences of unclarity</i>
Tone of Voice	Type of tone	<i>Exiting/Friendly, Quirky, Inspiring</i>
	The use of emojis	<i>Included in one post</i>
Connection to Brand Identity	Text	<i>Weak connection</i>
	Images	<i>Weak connection</i>
The Apparency of Generative Source	Text	<i>Was not apparent</i>
	Images	<i>Was apparent</i>

Figure 5.2: Summary of coding frame analysis results; AIGC1

5.3 AIGC1 vs. HGC vs. SoMe Theory

The following table analyses the AIGC1 in relation to HGC as well as SoMe theory, representing the third step of the analysis (*see Figure 4.1 for overview of analysis workflow*). Numbers found within parentheses in the table are referring to potential improvements for the creation of the final prompt. “5.4.1 Sampling of AIGC2” presents the direct actions taken into consideration for the final prompt in reference to the numbers within this analysis.

<p>5.3.1 Elements</p>	<p><i>The production of elements</i></p> <p>The generative AI tools had no problem delivering a caption and image based on the prompt. Although, the Sephora output required an additional prompt to get an applicable DALL·E prompt (<i>see Appendix 1</i>). The problem was that ChatGPT’s first proposal of the DALL·E prompt was too long for DALL·E to manage. The finding indicated a need for improvement when creating the prompt for step three of the analysis (1).</p> <p><i>How do the elements work together?</i></p> <p>When analysing the HGC, a strong alignment between the text- and visual elements were identified as all images visualised the central topic discussed within the accompanying captions. This was perceived as favourable as it conveys the information clearly and consistently to the audience (Sutherland, 2020).</p> <p>Comparing the HGC with the AIGC1, the AI tools did not manage to align the elements to the same extent. For the AIGC1 of Volvo and Sephora, the specific products mentioned in the caption were not included in the image, resulting in a weak alignment (Sutherland, 2020). In contrast, a strong alignment was found between the elements in Oatly’s AIGC1 as both the image and the text centres a delicious vanilla oat drink.</p> <p>As the elements of AIGC1 did not align enough to convey the information for Sephora and Volvo Cars, it was deemed of interest to improve this aspect for the final prompt (2).</p>
<p>5.3.2 Key Message</p>	<p><i>Clarity of key message</i></p> <p>Regarding the existence and clarity of the key message, both HGC and AIGC1, generally had one clear key message, which according to</p>

	<p>Sutherland (2020), is beneficial when writing on SoMe. However, it is worth noting that specific instructions regarding the post's topic were implemented in the prompt, possibly affecting the outcome of this aspect.</p> <p>Moreover, the images adversely affect the key message's clarity due to the weak alignment of the text- and visual elements. For example, within the AIGC1 of Volvo, it is unclear whether the car visualised in the image is a Volvo.</p>
<p>5.3.3 Style</p>	<p><i>Style of the text</i></p> <p>The writing styles of the text showed a general similarity between the HGC and AIGC1 for the different brands.</p> <p>Oatly was the brand with the most difference in writing styles when comparing the HGC and AIGC1. The HGC for Oatly is descriptive, while the AIGC1 is persuasive. This finding was one of the most prominent in the context of writing style as Oatly as a brand is careful not to use standard "persuasive" marketing. Further discussion regarding this matter can be found under “Connection to brand identity”.</p> <p><i>Hashtags</i></p> <p>According to Sutherland (2020), hashtags are a great tool for increasing the exposure and engagement of a post and should therefore be used on SoMe by brands. However, the analysis showed that only Volvo included hashtags in their HGC. In this regard, the AIGC1 performed better in line with the guidelines of SoMe theory as all of the AIGC1 included hashtags. It is worth mentioning that as all brands in the study have over 10k followers, indicating that limiting the number of hashtags identified within the AIGC1 is beneficial (Sutherland, 2020).</p>

The hashtags in the AIGC1 were related to the posts' key messages and themes, which is desirable (Sutherland, 2020). However, as some of them were vague and did not capture the themes that one would use hashtags to search for, there were possible improvements in this area as some hashtags could be more strategically chosen (3).

Tagged accounts

The HGC of Sephora and Volvo Cars tagged accounts in their captions. The two brands had different uses/causes for the tagging, contributing to different results.

Sephoras HGC tagged the brands of the products mentioned in the post, which contributes to feelings of transparency (Sutherland, 2020). In this case, the AIGC1 mentioned the brands in hashtags instead. When tagging the accounts, it makes it very easy for the audience to visit the mentioned brands' accounts and get a better perception of the products (Sutherland, 2020), something that does not work the same with hashtags, as anyone can post whatever they want with whatever hashtags they want. This indicated something to consider asking the generative AI specifically for in the second prompt (4).

Further, Volvo Cars HGC tagged the account of the person who took and submitted the picture of the post. For the post's campaign, getting tagged most likely works as the motivator for the audience to participate, thereby making the tagging crucial for the campaign. Comparing Volvo's HGC and AIGC1 in this regard, there was no tagged account in the AIGC1. Because of this, the AIGC1 post of Volvo gave the feeling of being the first post of the campaign. It raised the question of whether user-generated content, and these kinds of campaigns are something that brands would have to create outside of generative AI or if it is possible to do it in combination. As the campaign was based on the audience sending in pictures and creating

	<p>posts, these types of campaigns would not need a picture created by DALL·E.</p>
<p>5.3.4 Brevity</p>	<p><i>Amount of characters</i></p> <p>Existing theories within the field highlight the importance of remembering that “less is more” when communicating on SoMe and that longer text elements often tend to be ignored (Sutherland, 2020). The AIGC of Sephora included 475 characters, while the HGC of Sephora included 47. However, the AIGC1 of Oatly included 197 characters, while the HGC of Oatly included 759 characters. This indicated that neither the human creator nor the AI took existing theories of how to communicate on SoMe into account.</p> <p><i>Strong introducing leads</i></p> <p>A strong introducing lead is vital if the caption contains more than 125 characters as the audience is deemed to click on “read more” to read the whole caption (Sutherland, 2020). All of the AIGC1 was found to have strong introducing leads incorporated in their captions within the first 125 characters. In contrast, the HGC of Oatly and Volvo showed an absence of a strong introducing lead. It could be seen to be especially problematic within the HGC of Oatly due to placement of the key message in the last part of the sentence.</p> <p>The overall result of this analysis indicated that the AI outperformed the human in regards to strong introducing leads.</p>
<p>5.3.5 Clarity</p>	<p><i>Clarity of the text</i></p> <p>It was only Sephora's HGC that had some influence of unclarity as it contained ambiguous language as well as an acronym. No other of the HGC or AIGC1 indicated unclear language, which is perceived as beneficial from a communicative point of view since it enables</p>

	<p>everyone to understand the caption (Sutherland, 2020). This showed that the generative AI had no problem communicating clearly.</p>
<p>5.3.6 <i>Tone of Voice</i></p>	<p><i>Type of tone</i></p> <p>Regarding the type of tone, the AIGC1 has shown a capacity to use different tones. However, in comparison to the HGC, the tonalities used in the AIGC1 were not all fitting to the different brands. This indicated a point of possible improvement for the final prompt (5) as it is important that the communicated identity on SoMe aligns with the overall tonality of the brand (Sutherland, 2020). This is further discussed under the section of “5.3.7 <i>Connection to brand identity</i>”.</p> <p><i>The use of emojis</i></p> <p>Emojis was identified within two of the posts; the HGC of Volvo and the AIGC1 of Sephora. All emojis used were suitable for the message of the post as they were related to the key message.</p> <p>As there was no distinction between the HGC and the AIGC regarding the use of emojis, and existing theories within the field indicate that the relevance of emojis in the caption is dependent on the overall tonality of the brand (Sutherland, 2020), the decision was made not to include any instruction regarding the need of implementing emojis within the final prompt. This ensured that the AIGC2 had full potential to adapt the use of emojis as it saw fit.</p>
<p>5.3.7 <i>Connection to Brand Identity</i></p>	<p><i>Text</i></p> <p>As it is important that SoMe posts follow the brands overall identity, it was deemed important to examine how well the AIGC1 performed within this aspect. The AIGC1 of Volvo Cars showed a good connection to the brand's identity regarding the tone of voice in the caption. Sephora's AIGC1 caption lacked in connection to their brand identity as an amount of the friendly and communicative nature was</p>

missing, however the post especially lacked being trendy, which is an important part of Sephora's identity (Sonsev, 2018). Oatlys AIGC1 generated the worst results regarding connection to brand identity as the caption was a very traditional persuasive style text that completely missed the humour, self-awareness and focus on making advertisements for people that feel irreverence against traditional and sell-focused marketing (Oatly, n.d.).

As also mentioned in the section “Tone of voice”, connecting the posts' tonality with the respective brands' identities showed the need for improvement for the AIGC2 (5).

Images

The AI-created images showed many faults. Focusing on the quality of the images, both the AI-generated image of Sephora and Volvo showed many detail errors that would not hold the standard needed to fit in with their usual communication on SoMe. These detail errors were further discussed within the section of “5.3.8 *The apparency of the generative source*”.

In addition, images in the AIGC1 for Sephora and Volvo, represented an unrealistic depiction of the products and brands mentioned in the caption. The absence of these elements weakened the connection to the brand identity as the products shown in the image should represent reality (Sutherland, 2020). Hence, the absence of these elements was perceived as unfavourable for the overall goal of the post. Furthermore, as Instagram is an image-based platform (Sutherland, 2020), improving the final prompt regarding this aspect was deemed vital (6).

Worth noting is the fact that the AIGC1 for Oatly is of excellent quality but that the image is not representative of Oatly's brand identity. However, by improving the final prompt, instructing the tonality of the

	<p>brand (5), it was expected that the alignment between Oatly’s AIGC2 image and brand identity would be more prominent.</p>
<p>5.3.8 <i>The Apparency of Generative Source</i></p>	<p><i>Text</i></p> <p>It could not be identified whether the caption had been written by a human or by AI in any of the posts. The longer sentence in the caption of Oatly’s HGC gave a feeling of randomness, however, it did not give a feeling of being more AI- or human-generated in this case. All captions, including the AIGC1, gave an emotional feeling through different vocabularies, words and expressions evoking a feeling of being created by a human as it has been argued in previous research that AI can not express emotional feelings (Haleem et al., 2022).</p> <p>This was perceived as an interesting and important finding in relation to RQ1 focusing on AI’s ability to create content on SoMe, at least from the perspective of creating text elements for SoMe.</p> <p><i>Images</i></p> <p>In contrast to the analysis of the text-based elements of the posts, the analysis of the visual elements showed multiple factors in need of improvement.</p> <p>None of the human-created images gave a feeling of being created by a human or AI, even though the human-generated image of Oatly can be perceived as unrealistic due to the elements visualised within the picture.</p> <p>However, the apparency of generative sources is prominent within the AIGC1 of Sephora and Volvo. Both images include detail errors and an absence of information regarding the products being shown, i.e. labels, logo and brand name, which evoked the feeling of being generated by AI. In addition, the woman in the AI-generated image of Sephora</p>

	<p>generated feelings of creepiness and eeriness, representing characteristics of the Uncanny Valley effect (Di Natale et al., 2023). Within the AI-generated image of Volvo, a grey bar at the top of the image can also be identified, raising the question of whether the element would have been placed there if a human had created it. Moreover, there were also some errors in the text element in the image of Volvo as the text was unreadable and blurry, contributing further to the feeling of the image being AI-generated.</p> <p>Lastly, in contrast to the detail errors identified within the AI-generated images of Sephora and Volvo, no apparencey of generative sources could be identified within the image of Oatlys AIGC1. The image is pleasant with nice lighting, visualising the Vanilla Oat drink in a detailed, favourable and representative way. Hence, it was not apparent whether or not the image of Oatly had been generated by AI or created by a human.</p> <p>However, even though DALL·E has shown abilities to generate an image in a successful way in one of the posts, it is, again, of importance to note that Instagram is an image-based platform deemed to serve high-quality content. Hence, the need for further development of the prompt was identified to avoid detail errors, characteristics of the Uncanny Valley effect, and unreadable text for the AIGC2 (7).</p>
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5.4 Can Generative AI be Used to Generate SoMe Content for Brands?

Even though generative AI is a new phenomenon regarding the public's ability to use it in everyday life, previous research clearly shows a great variety of uses for the tool (Haleem et al., 2022; White et al., 2023). However, research shows no direct proof that generative AI can generate SoMe content for brands. As the AIGC1 was created after putting a simple, unsubstantiated prompt into the text-generative- and visualisation tool, RQ1 could be

addressed as the result of the analysis under 5.3 proved that generative AI can create content for SoMe. However, at this stage, it becomes a question of quality.

ChatGPT delivered captions that showed to be of excellent quality, containing strong introducing leads within a suitable amount of characters. Furthermore, the captions were written clearly, communicating clear key messages and using hashtags and emojis according to the post's message.

The analysis conducted under 5.3 proved that ChatGPT had the ability to deliver captions in various writing styles and tonalities. However, the analysis indicated that the posts' writing styles and tonalities were only sometimes adapted to the respective brand identities. The finding indicated a crucial point that would need improvement for AIGC2 as the tonality of the posts published by brands must align with their brand identity (Sutherland, 2020).

Further, the analysis identified an absence of tagged accounts in all AIGC1. As the HGC contained tagged accounts in two of the posts, and the fact that tagging accounts in posts is favourable when done correctly (Sutherland, 2020), the question could be raised whether the absence of tagged accounts in the AIGC1 was based on limitations of the ChatGPT or if it was a conscious, strategic choice by the AI. Regardless, as two of the AIGC1 would favour using tagged accounts, the absence of tagged accounts was worth considering for further analyses.

The biggest fallback showed to be the images created by the AI visualisation tool, as the images did not withhold the quality needed to be posted on one of the respective brands' Instagram pages. Correct representation of logotypes, products and text as well as alignment between the text- and image elements, is vital in posts published by brands on SoMe (Sutherland, 2020), and these specific aspects showed to be points of which DALL·E failed. Aside from that, the result of the study indicated that the DALL·E produced images that strongly evoked the Uncanny Valley effect. The detail errors strongly indicated the images to have been created by AI, which previous research proves negatively affects how the audience interprets, trusts and receives the message (Arango et al., 2023; Sands et al., 2022). However, it is worth noting that the description of the DALL·E prompt generated by ChatGPT showed a good alignment with both the brand identity and the content of the text, indicating that the failing link was DALL·E's ability to deliver images representing ChatGPT's descriptions.

In summary, AI exhibits an ability to produce content for SoMe. However, for AIGC to be able to replace HGC, addressing RQ3, there is a need for improvement on several aspects. For a brand to be able to create usable and fitting content for its Instagram account

without using a communications professional, it was deemed ideal to create an optimised prompt that would work as a template for the brands to fill in. This leads us to the following section, which is the creation of the AIGC2.

5.4.1 Sampling of AIGC2

Based on the results of the analysis made in 5.3 and 5.4, the following instructions were added to the final prompt with the aim to compensate for the areas in need of improvement:

- (1) Include instructions that the description of the image needs to work to put into DALL·E.
- (2) Include instructions that the caption and image element needs to align.
- (3) Include specific instructions regarding hashtags being strategically chosen.
- (4) Include instructions regarding tagging accounts if improving the message of the post.
- (5) Include instructions on what tonality the post should convey.
- (6) Include instructions that potential logotypes and product designs need to be correctly representing reality.
- (7) Include instructions that the DALL·E should avoid the uncanny valley effect.

As prompt engineering is the most effective way to generate wanted outputs (White et al., 2023), the Persona-, Template-, and Visualization Generator Pattern was used to optimise the prompt. The Persona Pattern helps the generative AI know what skills to channel when creating the prompt (White et al., 2023), and in this case, it makes the generative AI take on the knowledge of a communications professional. The Persona Pattern was deemed useful as the goal in creating this prompt template was that the person putting in the prompt would not need any communications professional's skills. The use of the Template Pattern was perceived as vital due to the identified need to instruct the text generative AI to follow and include some specific aspects in the output. Using the pattern, the generative AI can be instructed to present the output in a suitable and fitting way for the selected platform, Instagram. The Visualization Generator Pattern was deemed a purposeful choice as a crucial part of the prompt was to make ChatGPT, the text-generative AI, include a prompt for DALL·E the AI visualisation tool, within its output. As seen within the output of Sephora, the creation of the AIGC1 needed an additional prompt to get a proper, usable prompt for DALL·E, indicating that

implementing the Visualization Generator Pattern could prevent this issue within the creation of AIGC2.

The template created (see Figure 5.3) was then used for all brands to create the sampling of AIGC2 (see Figures 5.4, 5.5, 5.6, 5.7, 5.8 & 5.9).

Act as a Communications Professional.

[**BRAND**] is looking to create an Instagram post.

Please help generate a post for the brand [**BRAND**].

When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.

Take these things into consideration when generating the posts:

The tonality of the post should be: [**FILL IN**]

The post should be about: [**FILL IN**]

If you want to include hashtags, please make sure that they are strategically chosen.

If you feel that it is beneficial to tag any accounts to make the message better, please do.

When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect.

Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.




 The Persona Pattern  The Template Pattern  The Visualization Generator Pattern

Figure 5.3: Improved and Final Prompt; Referencing Prompt Engineering

<p>Prompt</p>	<p>Act as a Communications Professional.</p> <p>Sephora is looking to create an Instagram post. Please help generate a post for the brand Sephora. When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.</p> <p>Take these things into consideration when generating the posts: The tonality of the post should be: Trendy, honest, friendly, and community-focused The post should be about: Curlsmith’s “Essential moisture” cleanser and conditioner as well as the Drybars “Final Call” Frizz & static control mist If you want to include hashtags, please make sure that they are strategically chosen. If you feel that it is beneficial to tag any accounts to make the message better, please do. When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect. Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.</p>
<p>ChatGPT Output</p>	<p>Caption: Say goodbye to frizz and hello to moisture! We’ve got your curls covered with Curlsmith’s “Essential Moisture” cleanser and conditioner and Drybar’s “Final Call” Frizz & static control mist. #CurlsForDays #SephoraCommunity</p> <p>Description of Image: The image features a diverse group of people with beautiful, defined curls, smiling and laughing together, all holding their favorite products from the Curlsmith and Drybar lines. In the background, a vibrant and colorful mural with a tropical theme can be seen, giving off a fun and trendy vibe.</p> <p>DALL.E Prompt: Create an image of a group of diverse people with curly hair, standing in front of a colorful and vibrant tropical mural. Each person is holding a bottle of Curlsmith's "Essential Moisture" cleanser and conditioner or Drybar's "Final Call" Frizz & static control mist, smiling and laughing together.</p>

Figure 5.4: Sephora AIGC2; Prompt and Output

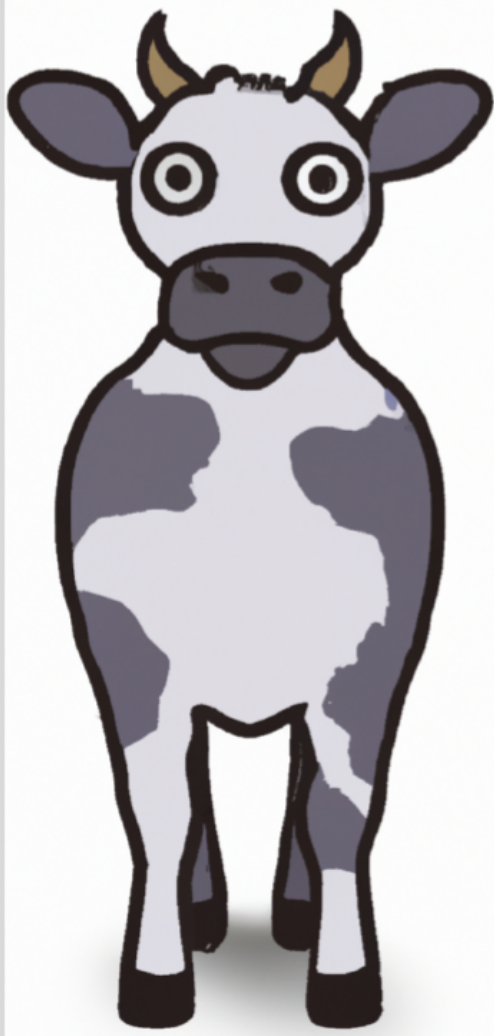


“Say goodbye to frizz and hello to moisture! We’ve got your curls covered with Curlsmith’s “Essential Moisture” cleanser and conditioner and Drybar’s “Final Call” Frizz & static control mist. #CurlsForDays #SephoraCommunity”

Figure 5.5: AIGC2; Sephora

<p>Prompt</p>	<p>Act as a Communications Professional.</p> <p>Oatly is looking to create an Instagram post. Please help generate a post for the brand Oatly. When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.</p> <p>Take these things into consideration when generating the posts:</p> <p>The tonality of the post should be Very humorous, sarcastic, irreverent & self-aware The post should be about Oatly's Vanilla Oat Drink If you want to include hashtags, please make sure that they are strategically chosen. If you feel that it is beneficial to tag any accounts to make the message better, please do. When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect. Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.</p>
<p>ChatGPT Output</p>	<p>Caption: "Our Vanilla Oat Drink is so good, it'll make you forget that cow juice even exists. Sorry, Bessie 🐮"</p> <p>Description of image: A cow standing next to a glass of Oatly's Vanilla Oat Drink with a bewildered expression on its face. The cow's thought bubble says "Wait, what am I even doing here?" while the glass of Oatly has a smug expression on its face.</p> <p>DALL.E prompt: "A cow standing next to a glass of Oatly's Vanilla Oat Drink with a bewildered expression on its face. The cow's thought bubble says "Wait, what am I even doing here?" while the glass of Oatly has a smug expression on its face."</p>

Figure 5.6: Oatly AIGC2; Prompt and Output



Why's
not thing a
with 20?



"Our Vanilla Oat Drink is so good, it'll make you forget that cow juice even exists. Sorry, Bessie 🙄"

Figure 5.7: AIGC2; Oatly

<p>Prompt</p>	<p>Act as a Communications Professional.</p> <p>Volvo Cars is looking to create an Instagram post. Please help generate a post for the brand Volvo Cars. When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.</p> <p>Take these things into consideration when generating the posts: The tonality of the post should be: Inspiring and informing (clear without much filling-words) The post should be about: Their campaign #VolvoMoments If you want to include hashtags, please make sure that they are strategically chosen. If you feel that it is beneficial to tag any accounts to make the message better, please do. When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect. Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.</p>
<p>ChatGPT Output</p>	<p>Caption: "Capture every moment with Volvo Cars. Share your #VolvoMoments with us and let's inspire each other to keep exploring the world."</p> <p>Description of Image: The image shows a panoramic view of a beautiful mountain range in the background. In the foreground, a Volvo car is parked on a dirt road, with its doors and trunk open. Inside the car, there is a picnic basket, a camera, and a backpack, suggesting that the occupants are about to embark on an adventure. The sun is setting, casting a warm glow over the scene.</p> <p>DALL.E Prompt: "Generate an image of a Volvo car parked on a dirt road with a panoramic view of a mountain range in the background. The car's doors and trunk are open, revealing a picnic basket, a camera, and a backpack inside. The sun is setting, casting a warm glow over the scene."</p>

Figure 5.8: Volvo AIGC2; Prompt and Output



"Capture every moment with Volvo Cars. Share your #VolvoMoments with us and let's inspire each other to keep exploring the world."

Figure 5.9: AIGC2; Volvo

5.5 Analysis of AIGC2

Step four was the analysis of the AIGC2 data through the coding frame. The results have been summarised in *Figure 5.10*. However, the full results of the analysis, containing specific findings for each brand, can be found in *Appendix 10* (see *Appendix 11 & 12* for the authors' separate findings).

Main categories	Subcategories	AIGC2
Elements	The production of elements	<i>Produced text- & visual elements without fault</i>
	How do the elements work together?	<i>Weak alignment</i>
Key Message	Clarity of key message	<i>Clear key messages</i>
Style	Style of the text	<i>Persuasive, Expository</i>
	Hashtags	<i>Included in 2/3 posts</i>
	Tagged accounts	<i>Included in no posts</i>
Brevity	Amount of characters	<i>103, 128 & 222 characters</i>
	Strong introducing leads	<i>All posts included strong leads</i>
Clarity	Clarity of the text	<i>Had influences of unclarity</i>
Tone of Voice	Type of tone	<i>Friendly/Trendy, Humorous/Irreverent, Inspiring/Friendly</i>
	The use of emojis	<i>Included in one post</i>
Connection to Brand Identity	Text	<i>Strong connection</i>
	Images	<i>Weak connection</i>
The Apparency of Generative Source	Text	<i>Was not apparent</i>
	Images	<i>Was apparent</i>

Figure 5.10: Summary of coding frame analysis results; AIGC2

5.6 AIGC2 vs. AIGC1, HGC & SoMe Theory

The following table analyses the AIGC2 in relation to AIGC1, HGC as well as SoMe theory, representing the fifth step of the analysis (see *Figure 4.1* for overview of analysis workflow). Hence, this section of the study examines if added instructions within the final prompt have come to improve the areas in need of improvement identified under 5.3 and 5.4 of the analysis. References to the specific improvements that were added to the final prompt (see 5.4.1) can be found in parentheses in the following table.

<p>5.6.1 Elements</p>	<p><i>The production of elements</i></p> <p>As within the AIGC1, ChatGPT had no problem delivering the text-based element. No implication occurred regarding the DALL·E prompt that ChatGPT generated, most likely due to the added implementation of The Visualization Pattern (1).</p> <p><i>How do the elements work together?</i></p> <p>Even though an instruction regarding the need for alignment between the text- and visual elements was added to the second prompt (2), the alignment between the two elements was weaker in the AIGC2, negatively affecting the post's message (Sutherland, 2020). The AIGC2's images of Sephora and Oatly impaired the information conveyed since the images did not correspond to the caption, making the connection of the elements weak, hurting the potential effectiveness of the post (Sutherland, 2020), indicating a weakness of the AIGC.</p> <p>Although Volvo showed a better result where both the text and visual elements conveyed a beautiful moment worth capturing and sharing with others, it was unclear that the car visualised in the image was a Volvo, weakening the alignment between the two elements.</p>
<p>5.6.2 Key Message</p>	<p><i>Clarity of key message</i></p> <p>The generative AI continued to deliver clear key messages within the captions of all the AIGC2, which is perceived as a strength in connection to SoMe theories (Sutherland, 2020). However, the images of the AIGC2 confused and decreased the clarity of the key messages communicated as they did not align with the caption, indicating a weakness of the AIGC.</p>

5.6.3
Style

Style of the text

All captions of the AIGC2 had a mainly persuasive writing style which was suitable for all brands. Even though the round of AIGC1 produced a persuasive writing style for Oatly that did not fit the brand, this round showed a distinct difference in how the persuasive message was delivered, making it much more suitable for the brand (see 5.6.7).

Hashtags

The hashtags used in AIGC2 adapted better to the different brands and the messages the posts delivered, which according to SoMe theory, are favourable (Sutherland, 2020). The Volvo caption did, like for AIGC1, only include one hashtag, more precisely, the hashtag of the campaign that the post. The hashtag used was also very fitting, as Volvo generally keeps its captions concise. The AIGC2 for Sephora contained two hashtags, #CurlsForDays and #SephoraCommunity. The hashtag #SephoraCommunity, has a solid connection to Sephoras overall identity. However, the hashtag does not have any connection to the post, which makes the decision of the hashtag used questionable (Sutherland, 2020).

Further, it is worth noting that no hashtag has been used in Oatly's AIGC2. However, the absence of hashtags is not perceived as unfavourable due to the identity of Oatly. This will be further discussed in 5.6.7.

Tagged accounts

No accounts were tagged in any of the AIGC2 captions, even though instruction and encouragement were given in the final prompt for ChatGPT to tag accounts in the caption if deemed relevant (4). This finding was perceived as significant as it indicates a potential incapability of ChatGPT to tag accounts. It is possible that ChatGPT did not deem it as important, however, as existing SoMe theories states

	<p>that tagging accounts is important (Sutherland, 2020), and the fact that the Persona Pattern was used, it suggests that the absence of tagged accounts is due to limitations of the generative AI tool.</p>
<p>5.6.4 Brevity</p>	<p><i>Amount of characters</i></p> <p>Even though no instruction regarding the suitable number of characters was implemented into the second prompt, fewer characters were used in the AIGC2. Hence, the range of characters of the AIGC was in line with SoMe theory recommendations (Sutherland, 2020). Thus, this indicated a strength of the AIGC as it performed better than the HGC in this regard. This difference may lie within the implementation of the Persona Pattern.</p> <p><i>Strong introducing leads</i></p> <p>As within the AIGC1, all captions in the AIGC2 favourably included a strong introducing lead within the first 125 characters as it encourages the audience to continue reading (Sutherland, 2020).</p> <p>Even though there was no specific instruction regarding this matter, AIGC consistently performed better than the HGC regarding this aspect, indicating a strength of AIGC.</p>
<p>5.6.5 Clarity</p>	<p><i>Clarity of the text</i></p> <p>Regarding the clarity of the text, the AIGC2 showed no improvement from the AIGC1. Sephoras AIGC2 contained ambiguous language, and Oatly’s contained ambiguous language and internal jokes. Hence, according to Sutherland (2020), the level of clarity of the captions was worse in the AIGC2. However, it should be noted that this outcome was not considered substantial as the ability to understand the texts was not deemed affected.</p>

<p>5.6.6</p> <p><i>Tone of Voice</i></p>	<p><i>Type of tone</i></p> <p>As the final prompt included added instructions regarding the use of different tonalities for the different brands (5), there was an expectation of a greater variety of tonalities for the AIGC2. The results showed to be successful in this regard.</p> <p>The extent to how well the AI performed in delivering the different tonalities for the respective brands will be discussed further under section 5.6.7.</p> <p><i>The use of emojis</i></p> <p>The AIGC2 performed similarly to the AIGC1 regarding the use of emojis in the posts. However, as AIGC2's use of emojis was relevant and strategic, this indicated an aspect where AIGC delivered up to par according to SoMe theory (Sutherland, 2020).</p>
<p>5.6.7</p> <p><i>Connection to Brand Identity</i></p>	<p><i>Text</i></p> <p>The AIGC2 showed great results regarding the connection of the caption with the respective brand identity. This finding was significant as it was regarded as a lacking characteristic of the AIGC1. This further suggests that using the Template Pattern and instructing the AI to take the companies' specific tonalities into account (5) successfully influenced the result of AIGC2. Further, ChatGPT was more strategic in the AIGC2 regarding hashtags for the different brands as they fit their respective identities. The fact that the AIGC2 for Oatly did not include any hashtags strengthens this finding, as Oatly usually do not use hashtags on Instagram (Oatly, n.d.).</p> <p><i>Images</i></p> <p>Even though specific instructions were given in regards to making the visual elements representative of reality (6), the AIGC2 did still not</p>

	<p>hold the standard needed to fit in with the brands' regular communication as none of the produced images represented the advertised products in a way that aligns with reality. It is deemed related to an inability of AI to generate usable images, and will be discussed under section 5.6.8.</p> <p>Aside from these points, it was also worth noting that, as for the AIGC1, there were still many detail errors in the images of the AIGC2. This affected the ability to conclude whether or not the images aligned with the brands' identities and will be discussed further in 5.6.8 as they are deemed dependent on AI as the generative source. It is also worth mentioning that the AIGC specifically did not represent products and logotypes correctly, indicating a great weakness of the AIGC as it is crucial for the brand identity that these are represented realistically for marketing purposes (Sutherland, 2020).</p> <p>If the detail errors were to be ignored, there was arguably a favourable development of the AIGC as the connection of the images to the brands' identities was more prominent (Sutherland, 2020). The most notable improvement could be identified within the image of Oatly, which in the AIGC2 was in line with the brand's identity as it had a more humoristic and artistic vibe. Moreover, this improvement was also identified within the AIGC2 for Sephora as elements of "diversity" and "community" were included within the image, aligning with Sephora's brand identity.</p>
<p>5.6.8 <i>The Apparency of Generative Source</i></p>	<p><i>Text</i></p> <p>Similarly to the AIGC1, the AIGC2 generated texts that were indistinguishable in regards to whether a human or AI had written them. The result of Oatly's AIGC2 is worth noting as it contained much humour and phrasing that seemed very humanlike (or at least very hard for a robot to accomplish). As previous research concludes a</p>

preconception that AI are unable to produce elements with emotional touch (Davenport et al., 2020), this finding was deemed significant and will be discussed under section 5.8.

Images

The images of the AIGC2 did not perform better than the AIGC1, even though there were specific instructions given to ChatGPT regarding the expected quality of the images (7). As detail errors still occurred, none of the AIGC2 images gave the feeling of being created by a human.

The images produced had inaccuracies in terms of representation of faces (showing characteristics of the Uncanny Valley effect), products, logos, texts (containing unreadable characters), as well as contained words not meaning anything, but also in terms of texture.

5.7 Differences and Similarities between HGC and AIGC

As the AIGC2 was created based on existing theories of prompt engineering as well as improved from AIGC1 to best perform in a content creation perspective, the AIGC2 were deemed to be comparable to HGC and therefore gave a good basis for answering RQ2 and RQ3. Based on step five of the analysis, which examines the AIGC2 compared to AIGC1, HGC and SoMe theories (*see 5.6*), a result could be shown to address RQ2, displaying the differences and similarities between the AIGC and HGC (*see Figure 4.1 for an overview of analysis workflow*).

Addressing RQ2, focusing on the differences and similarities between the HGC and AIGC, the results showed to be complex as the respective generative sources had their own areas of superiority as well as inferiority.

The analysis showed that the HGC performed better in terms of alignment between the text- and image elements and that the images were of overall greater quality when compared to the AIGC. This finding was deemed significant as the AIGC2 still showed no improvement in this regard, even though specific instructions were given regarding the required quality of the images and the alignment of the two elements. Moreover, the images in the AIGC2 still connoted prominent feelings of being generated by AI, as DALL·E still was inadequate in representing realistic logotypes, products, faces, shapes and textures. This indicated a negative result relative to the fact that the prompt for AIGC2 was formulated so that DALL·E would not produce images it could not handle. Furthermore, the AIGC lacked the aspect of tagging accounts. In comparison to the HGC, the AIGC proved to be less accurate in terms of the relevance of hashtags, however, as the AIGC still delivered relevant hashtags and used them at a somewhat legitimate level, this finding was not deemed significant.

The analysis showed equivalent qualities of the AIGC and HGC in regards to the use of clear key messages and emojis. In terms of clarity, both the AIGC2 and the HGC showed some signs of unclarity which could be seen as rejecting existing theories in the field, arguing the importance of avoiding unclarity (Sutherland, 2020). However, the specific aspects of unclarity that were used strengthened the alignment of the post to the brand identity, indicating that the unclarity was a strategic choice. This choice could also be strengthened as communicating the correct brand tonality on SoMe is deemed as even more fundamental (Sutherland, 2020).

The AIGC delivered great quality captions indicating no signs of being AI-generated. AIGC2 also proved to produce captions of an equal level to the HGC in regards to connection to brand identity.

In some capacity, the AIGC even showed to perform better than the HGC, which was perceived as a remarkable finding of the study. According to existing SoMe theories, arguing the importance of using fewer characters and strong introducing leads in captions of the posts (Sutherland, 2020), the generative AI showed to generate more favourable results than the human.

5.8 Can AIGC replace HGC?

The analysis of this study has indicated a clear theme of generative AI's ability to deliver outputs of high standard, arguably even of a quality that could replace the human creator. However, the AI visualisation tool used, DALL·E, has not been shown to deliver the same quality regarding the images, and as found in previous research (*see 2.1 & 2.2*) there are external factors that also could have an impact on the ability of AIGC to replace HGC. Hence, to answer RQ3 comprehensively, previous analysis and answers of RQ1 (*see 5.4*) and RQ2 (*see 5.7*) was put in relation to the following themes found in previous research indicating critical and favourable aspects of AI; *Perceived Falsity & Lack of Authenticity, Lack of "Personal Touch", Uncanny Valley, Uniqueness-factor and Resource Efficiency.*

5.8.1 Perceived Falsity & Lack of Authenticity

The prominent apperancy of AI as the generative source of the AIGC images, was perceived as problematic as previous research shows that audiences may react negatively to content not being created by a human (Davenport et al., 2020), indicating that AIGC can not replace HGC. Sands et al., (2022) argues that using AI when creating images for brands that rely on a high level of trust is inadvisable as consumers perceive AI as less trustworthy than humans. As not all existing brands on SoMe rely on a high level of trust, this fact could support the possibility of AIGC replacing HGC in some cases. However, the clear apperancy of AI as the generative source found within the AIGC can still negatively affect the post's message as previous research shows that it is harder to convince an audience to do something if they do not trust what they see (Arango et al., 2023). Taking Sephora as an example, the AIGC was trying to persuade the audience to buy hair products but the woman advertised did clearly not

represent “real” women, and hence not real hair, making it difficult for the audience to trust that the messaging about the product's quality and usefulness was truthful. Hence, it may negatively affect the identity of the brand and make it harder to promote the products when using AIGC which clearly denotes AI as a generative source of its images, speaking against the ability of AIGC to replace HGC.

As previously mentioned, the findings of this study proved that AI has no problem in delivering text elements of human quality, indicating that AIGC can replace HGC in this regard. However, the ability of AI to “pass” as a human, does not necessarily indicate that it is a good idea for brands to try to pass AIGC as being HGC as previous studies show that not mentioning that content is generated by AI may result in negative consequences impacting the audience's perception of the brand in relation to perceived falsity and authenticity (Arango et al., 2023).

However, in addressing RQ3, it is important to remember that Instagram is an image-based platform (Sutherland, 2020). Hence, the negative results that the AIGC delivered in terms of the images carry greater weight than the positive results that the AIGC produced in terms of captions, therefore suggesting that limitations of the AI visualisation tools will play a decisive role in why AI can not replace humans in creating content for SoMe.

5.8.2 Inability to Communicate and Feel Emotions

As mentioned by Sutherland (2020) it is important for brands on SoMe to communicate messages with an underlying personality as well as messages that evoke emotions. As there are general preconceptions that AI has an inability to communicate feelings and human undertones in texts (Davenport et al., 2020; Sands et al., 2022), it indicated a possible issue that would prove generative AI unable to replace the human in SoMe content creation for brands.

However, this study proved a contradictory result as the AI interpreted instructions and generated outputs that indicated that the AI accounted for human-specific details such as feelings and undertones. The AIGC convincingly delivered feelings, such as excitement, undertones such as irony and friendliness, and overall adapted its writing styles in a way where it delivered customised texts for all different brand's respective key messages and tonalities. The AIGC2 for Oatly proved to generate an especially impressive result as the AI managed to communicate humoristic and sarcastic tonality in a very human-like way. To

summarise, the finding suggests that the preconceptions of AI's inability to take human-specific details into account should not be significant when answering RQ3.

5.8.3 Uncanny Valley

The AIGC proved to generate images including people for both of Sephora's posts. Sutherland (2020), emphasises that the implementation of people in marketing practices has a favourable impact on the message, suggesting the choice of the generative AI tool to be advantageous. However, even though the finding may indicate that AI has the ability to identify the favourable use of people within brands' marketing practices, supporting the possibility of AIGC replacing HGC, the portrayal of the humans showed many critical faults, indicating that AIGC can not replace HGC.

Both AI-generated images of Sephora strongly show characteristics of the Uncanny Valley effect, even though instructions were added within the final prompt to avoid these characteristics (*see 5.4.1.*). As the faces of the women in the image evoke a feeling of eeriness and creepiness, it could be argued that characteristics of the Uncanny Valley effect not only can be prominent when an AI robot looks human (Di Natale et al., 2023), but also when a human is visualised by an AI tool. Hence, for brands such as Sephora, partly relying on advertising their products through the use of people, the finding suggests the characteristics of the Uncanny Valley effect to be another limitation speaking against the possibility for AIGC to replace HGC. In addition, it is worth noting that even though no characteristics of the Uncanny Valley effect could be identified within the two other images generated by AI, the images still contained detail errors connoting a feeling of being AI-generated. Hence, considering RQ3, the number of limitations of the AI identified when it comes to generating images plays a significant role when answering whether or not AIGC can replace HGC.

5.8.4 Uniqueness-factor

As the point of uniqueness-factor is only relevant when being open about using AI as the generative source, this aspect is affected by the fact that this study primarily has examined if AIGC is of a quality that could pass as HGC. However, the aspect of uniqueness-factor brought up by Sands et al. (2022), raises the question of whether brands possibly can use AIGC as a selling point in itself. However, the study at hand has not examined whether to

change the marketing strategy itself, but rather whether AIGC can be used to continue with the marketing strategies that brands already possess today.

In addition, to be able to take advantage of the uniqueness factor of adapting AI, it would indicate that the brands would need to be transparent about the use of AI. However, when accounting for the aspect of brands being transparent about the use of AI as a generative source, previous research also shows that there are accompanying negative side effects for brands. This as people connect AI as being less trustworthy than humans (Sands et al., 2022) and that openness of AI use overall affects people's opinions about a brand to become more negative (Arango et al., 2023). In conclusion, as brands can both benefit from being open with AI as the generative source, but that it can also harm the perception of the content and brand, it indicates that the aspect of uniqueness-factor will not be central when answering if AIGC can replace HGC.

5.8.5 Resource Efficiency

Previous research indicates that replacing HGC with AIGC would benefit resource efficiency as both time and money can be saved (Frey & Osborne, 2017). However, as the quality of content on SoMe is key to reaching the overall goal of posting on SoMe, it becomes apparent that replacing HGC with AIGC only becomes valuable if the AIGC generates equivalent or better results. As the analysis showed that the AIGC lacked quality regarding the images, which is a crucial part of Instagram (Sutherland, 2020), it does not withhold the standard needed to produce results of the same or higher quality than the HGC.

However, as the analysis shows that text production in the AIGC is at a very high quality, it is not unlikely that the creation of text-elements could be replaced by AI, already today, to save resources. Furthermore, the text-generative AI tool's suggestions for images could be used as guidelines for humans to then produce the images themselves. In that case, it would remove a lot of work in regards to brainstorming what visual elements that should be complementing the text elements, which in itself saves resources in some capacity. Within this area it could also be recognised that even though the images that was created by DALL·E turned out not to be the quality needed to replace humans, it turned out to be on such a good path that the underlying idea behind it could clearly be seen. This also indicated a possibility to use DALL·E or other AI visualisation tools as a quick way to get inspiration on how to illustrate the image that the text-generative AI suggests. An implementation of such a method

could also contribute to saving resources as it could make the preliminary work faster, but also as it opens up for seeing what the most promising direction to go is with the photos earlier in the process, in turn minimising any unnecessary costs on photoshoots that do not lead to useful material.

However, the obvious opportunity to save resources by adapting AI shows to have negative aspects as well. According to Campbell et al. (2021), when audiences view an ad, they tend to assess its production cost, and if they perceive the cost as low, it adversely affects their perception of the promoted product and their willingness to engage with the brand. It is reasonable to draw the connection that the same negative aspects may emerge when using AI for organic posts, further implicating the replacement of HGC with AIGC.

6. Discussion & Conclusion

The study aimed to increase the understanding of how AI may compete with brands' traditional methods of SoMe content creation, thereby contributing to a more critical and nuanced view of AI's potential of replacing the work of human communications professionals. To analyse the empirical data, the posts were individually analysed using a coding framework constructed upon central themes derived from SoMe theory. This analysis aimed to determine the generative sources' performances in relation to these themes. The hermeneutic epistemological stance adopted in this study proved crucial as both the contextual aspects of the posts as well as the audience's perception of AI emerged as vital considerations when addressing whether AIGC can replace HGC (RQ3).

The results of this study indicate that AIGC can not replace HGC. This conclusion stems from three factors: firstly, the generative AI tool indicated an inability to tag accounts in captions, secondly, the quality of the images generated by the AI visualisation tool did not meet the required standards, and lastly, society is not yet at a stage where AIGC can be embraced entirely. Nevertheless, all of these aspects can be subject to further discussion.

The fact that the text-generative AI tool did not include any tagged accounts in the generated captions was found to be crucial in the analysis regarding whether AIGC can replace HGC, as tagging accounts offer numerous advantages for businesses in their organic posts SoMe. However, the study's results in this regard are worth discussing, as various factors could impact the reliability of the findings. It could be a matter of ChatGPT's specific inability to tag accounts, as other text-generative AI tools may be capable of tagging accounts. There is also a possibility that the prompt could have been formulated differently to make the generative AI understand the instruction correctly. Lastly, the absence of tagged accounts could also be due to GDPR or similar security measures. Regardless, AIGC needs to be able to generate tagged accounts in its captions because of the valuable opportunities that the function of tagging accounts offers, which ultimately is the reason why AIGC cannot replace HGC because of this limitation.

The argument that the AI visualisation tool's images fail to meet the required standards is worth discussing, as AI's capability to generate high-quality images may be a matter of time, considering the rapid advancements in AI development. The anecdote of the chess player versus the computer that introduced this paper exemplifies the rapid progression that AI has had, and it should indicate its potential for rapid future advancements. Worth noting is that the study solely used DALL·E as visualisation tool, and that other AI visualisation tools might already be capable of handling this issue, which warrants further investigation. There is also the possibility that a development of prompt engineering will contribute in being able to make outputs more in line with the desired results. The novelty status of the phenomenon strengthens this aspect as it is plausible that there is much undiscovered potential within the use of generative AI.

The aspect of probable societal unacceptance of AIGC is also a topic eligible for further discussion. An issue emerges as research both advocates transparency about content being AI-generated and highlights the negative perceptions of content that is generated by AI. This study's adoption of a sociocultural ontological perspective acknowledges that "reality" is shaped by social structures and norms that evolve through interactions between individuals. Consequently, based on this ontological stance, societal structures and norms will change alongside advancements and increased utilisation of AI. It could be argued that, as previous research presents preconceptions of AI from a few years ago, this indicates that they do not have to fully represent what perceptions of AI look like today. Moreover, even if the conducted analysis depicted present societal norms and structures, it does not account for future developments of these societal norms and structures. Considering society's constant exposure to digital innovations and adaptability to them, it would be naive to assume that these perceptions of AI will remain unchanged. As the hermeneutic perspective indicates, social structures will most likely evolve as AI improves and becomes more prevalent, influencing how people perceive it. This will consequently affect brands' SoMe marketing practices, and then a spiral will most likely occur that perpetually produces and reproduces shared sociocultural patterns. Therefore, change will permeate society as AI continues to improve, leading to shifts in norms, opinions, and what is deemed acceptable. Hence, the subject matter is highly time-dependent, and it is important to acknowledge that it is an ever-evolving phenomenon.

To conclude, the findings of the study proved that the limitations of AI are too prominent to replace communications professionals in content creation for SoMe today.

Although there is no doubt that brands can utilise generative AI for generating content on SoMe, but rather as a tool that can be used in parallel with human creativity to enhance the efficiency of resources.

6.1 Suggestions for Further Research

Where this study has contributed to a more critical and nuanced view of generative AI's potential of replacing the work of human communications professionals on SoMe, we encourage future researchers to combine the discussions from this study with more rigorous empirical research;

Firstly, a comparative analysis of the performance of AIGC and HGC over time would provide valuable insights. This research could involve uploading both AIGC and HGC on SoMe platforms to observe real-time results and determine any significant differences in performance metrics such as reach, engagement, and conversion rates. By analysing these outcomes, we can gauge the effectiveness and impact of AIGC in comparison to traditional human-centered approaches, thereby informing brands on the optimal content creation strategies.

Exploring advancements in AI visualisation tools and alternative approaches is another important avenue for research. By investigating differences within various AI visualisation tools, techniques that generate more realistic and high-quality images could be identified, which was one of the faulty aspects identified within this study. Another intriguing aspect to investigate is the connection that was found between the Uncanny Valley phenomenon and the people that the AIGC visualised.

Furthermore, it would be valuable to quantify the amount of resources that brands could save by utilising AIGC as opposed to HGC. This research could analyse factors such as production time, financial costs, and human labour requirements. Assessing the cost-effectiveness of integrating AI in content creation could provide valuable insights for brands seeking to optimise their content production processes and allocate resources more efficiently.

By exploring these research areas, further insights can be gained into the capabilities and limitations of AIGC and AI's potential to replace the human communications professionals within digital marketing contexts.

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Appendix

1. Sephora AIGC1; Prompt and Output

The screenshot shows a chat interface with a dark background. It contains four messages: a user prompt, a GPT-4 response with a caption and image description, a user follow-up question, and a shorter GPT-4 response.

User Prompt:

Hi, I am looking to make an Instagram post for the brand Sephora about Curlsmith's "Essential moisture" cleanser and conditioner as well as the Drybars "Final Call" Frizz & static control mist. Can you help me?
I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?

GPT-4 Response:

Sure, I can help you with that! Here's a possible caption for your Instagram post:

"Say goodbye to frizz and hello to gorgeous curls with these must-have hair products from Curlsmith and Drybar! ✨ Our Essential Moisture Cleanser and Conditioner from Curlsmith deeply hydrate and nourish your curls, leaving them soft and bouncy. ✨ And with Drybar's Final Call Frizz & Static Control Mist, you can achieve salon-worthy hair in seconds. 🚀 Don't let frizz ruin your good hair day! Shop now at Sephora. #Curlsmith #Drybar #Sephora #HairCare #FrizzControl"

For the picture, you can have a model with beautiful curly hair holding the Curlsmith Essential Moisture Cleanser and Conditioner in one hand, and the Drybar Final Call Frizz & Static Control Mist in the other hand. She can be standing in front of a background with lush green foliage or a minimalist background with a white or pink color scheme to match Sephora's branding. The model can have a happy and confident expression on her face, as if she's proud of her gorgeous curls. You can also include some Sephora branding elements, like the Sephora logo or shopping bags, to further highlight the connection to the brand.

User Follow-up:

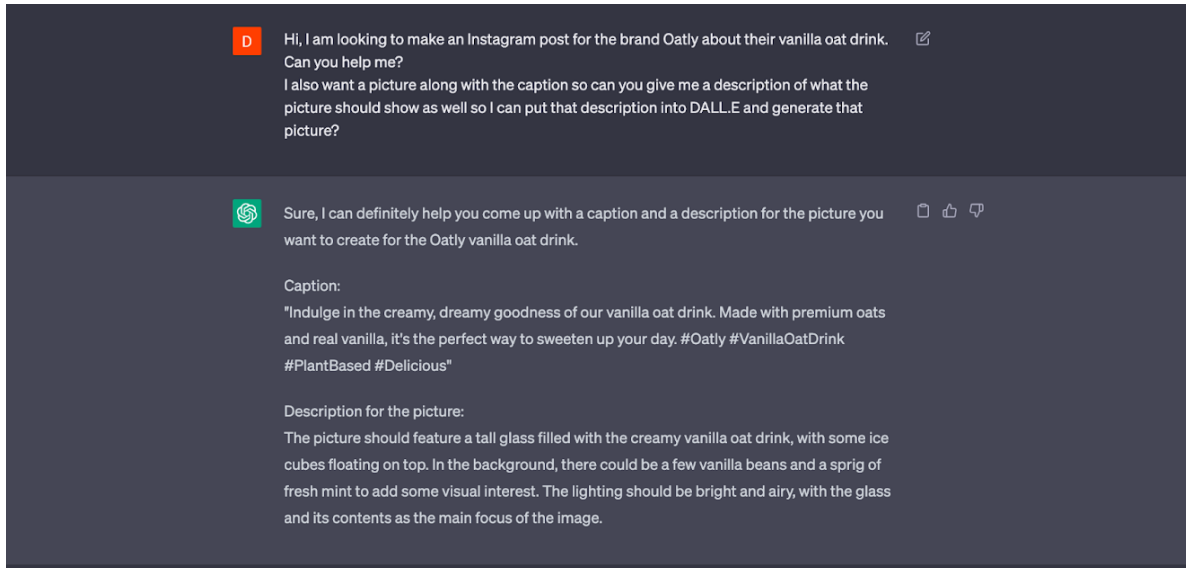
That description of the picture is way to long for DALLE, could you rewrite it so I can copy it into DALLE?

GPT-4 Response:

Sure, here's a shorter description that you can use for DALL-E:

"A model with curly hair holds the Curlsmith Essential Moisture Cleanser and Conditioner in one hand and the Drybar Final Call Frizz & Static Control Mist in the other hand. She stands in front of a lush green foliage background or minimalist background with white or pink colors. The model has a happy expression and can include Sephora branding elements like the Sephora logo or shopping bags."

2. Oatly AIGC1; Prompt and Output



The screenshot shows a chat interface with a dark background. The user's message is on the left, and the AI's response is on the right. The user's message is in a white box, and the AI's response is in a dark grey box. The AI's response includes a caption and a description for a picture.

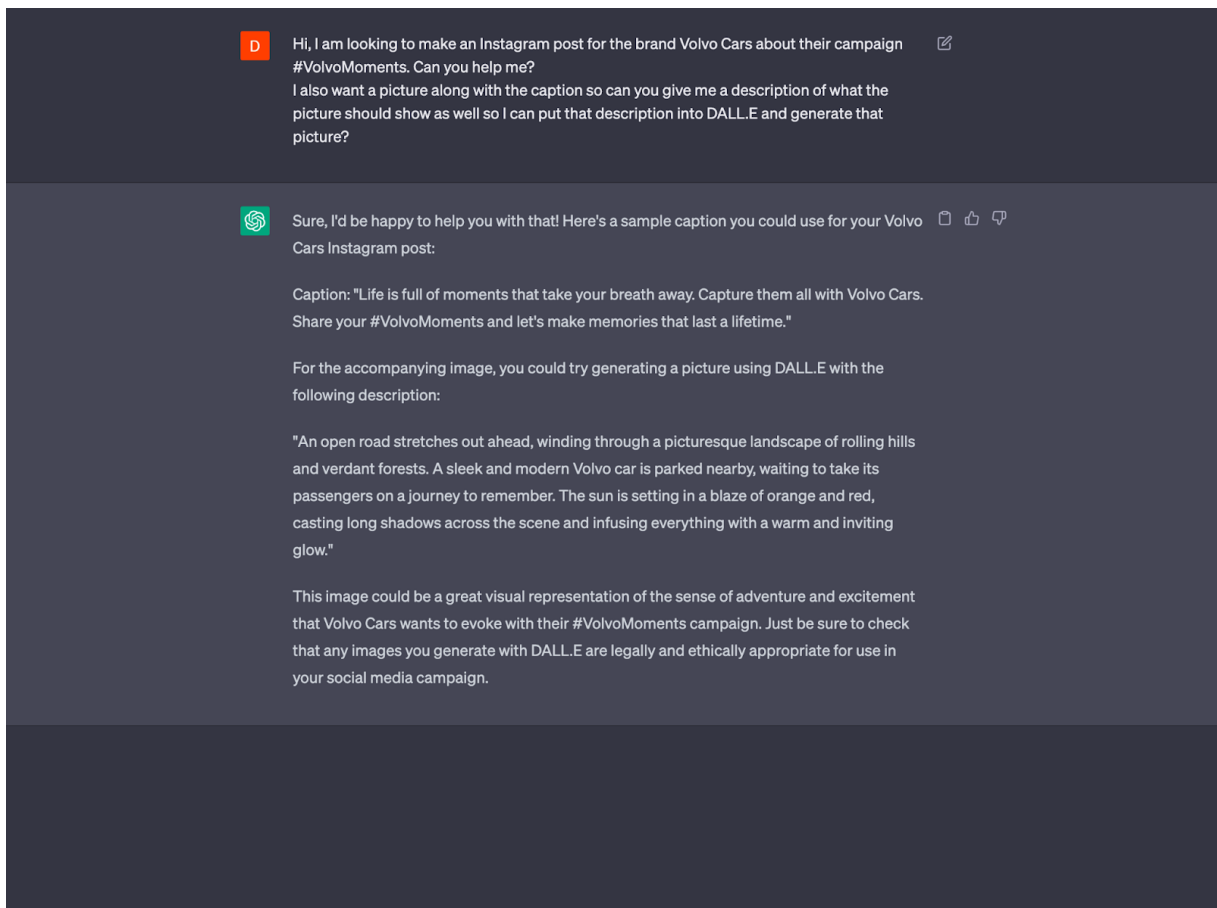
User: Hi, I am looking to make an Instagram post for the brand Oatly about their vanilla oat drink. Can you help me?
I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?

AI: Sure, I can definitely help you come up with a caption and a description for the picture you want to create for the Oatly vanilla oat drink.

Caption:
"Indulge in the creamy, dreamy goodness of our vanilla oat drink. Made with premium oats and real vanilla, it's the perfect way to sweeten up your day. #Oatly #VanillaOatDrink #PlantBased #Delicious"

Description for the picture:
The picture should feature a tall glass filled with the creamy vanilla oat drink, with some ice cubes floating on top. In the background, there could be a few vanilla beans and a sprig of fresh mint to add some visual interest. The lighting should be bright and airy, with the glass and its contents as the main focus of the image.

3. Volvo cars AIGC1; Prompt and Output



The screenshot shows a chat interface with a dark background. The user's prompt is in a light grey bubble, and the AI's response is in a dark grey bubble. The AI response includes a sample caption and a detailed description for an image to be generated by DALL.E.

User Prompt: Hi, I am looking to make an Instagram post for the brand Volvo Cars about their campaign #VolvoMoments. Can you help me? I also want a picture along with the caption so can you give me a description of what the picture should show as well so I can put that description into DALL.E and generate that picture?

AI Response: Sure, I'd be happy to help you with that! Here's a sample caption you could use for your Volvo Cars Instagram post:

Caption: "Life is full of moments that take your breath away. Capture them all with Volvo Cars. Share your #VolvoMoments and let's make memories that last a lifetime."

For the accompanying image, you could try generating a picture using DALL.E with the following description:

"An open road stretches out ahead, winding through a picturesque landscape of rolling hills and verdant forests. A sleek and modern Volvo car is parked nearby, waiting to take its passengers on a journey to remember. The sun is setting in a blaze of orange and red, casting long shadows across the scene and infusing everything with a warm and inviting glow."

This image could be a great visual representation of the sense of adventure and excitement that Volvo Cars wants to evoke with their #VolvoMoments campaign. Just be sure to check that any images you generate with DALL.E are legally and ethically appropriate for use in your social media campaign.

4. Coding frame; Definitions of Main- and Subcategories

<p>Elements (the different elements of the post)</p>
<p><i>Does the post contain a caption?</i></p>
<p>Description: This refers to if there is a text element written aside from any possible text included in the image. Rule: Should be answered by “Yes” or “No”</p>
<p><i>Does the caption and visual element align to convey all necessary information?</i></p>
<p>Description: This category refers to if the visual element (image) and the text based element(caption) are aligned and in combination with each other, convey all necessary information needed. Rule: Answer first “Yes” or “No”, if you answered “yes” then include an explanation as to how.</p>
<p><i>Are there any text elements included in the image?</i></p>
<p>Description: This refers to if there is a text element included in the image. Rule: Should be answered by “Yes” or “No” and then describe the text element.</p>
<p>Key message & Style (how the caption is structured and what it is containing)</p>
<p><i>Is the key message clear? What is the key message?</i></p>
<p>Description: This category refers to the clarity of the key message and the overall purpose of the post. Rule: Answer first “Yes” or “No”, if you answered “yes” include what the key message was. If more than one key message is prominent in the post, both will be included in the answering section.</p>
<p><i>What type of style is the text?</i></p>
<p>Description: This category refers to the four main styles categories commonly attributed to writing on SoMe, and seeks to determine the most prominent writing style in the content. The category distinguishes between expository-, descriptive-, persuasive-, and narrative writing styles. Rule: If writing styles overlap, both styles will be included in the answering section.</p>
<p><i>Does the text include hashtags? How many? Are the hashtags related to the key message?</i></p>
<p>Description: This category refers to if hashtags are being used within the post, and if yes, how many. The category further presents which hashtag (s) that have been used in the post. Rule: Answer first “Yes” or “No”, if you answered “yes” include the hashtags. The used hashtags will be presented within the answering section, indicating the name of the selected hashtags to be presented rather than the number of hashtags included.</p>
<p><i>Does the text include tagged accounts? How many? How are the tagged accounts related to the post?</i></p>
<p>Description: This category refers to if other accounts have been referenced in the caption of the post, and if yes, how many. The category further presents how the tag(s) relate to the post. Rule: Answer first “Yes” or “No”, if you answered “yes” include how many there are and how they are related to the post.</p>
<p>Brevity (the conciseness of the text)</p>
<p><i>What is the character amount?</i></p>
<p>Description: Should answer the exact amount of characters included in the text.</p>

Rule: Should be answered in a number
<i>Does the text have a strong lead?</i>
Description: A strong lead is defined by attracting the audience's attention in the beginning of the text. Rule: Should be answered by "Yes" or "No"
<i>Is the lead/main point within the first 125 characters?</i>
Description: Has the text attracted the audience's attention and willingness to read further within the first 125 characters? Rule: Should be answered by "Yes" or "No"
Clarity (the clarity of the text)
<i>Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?</i>
Description: Analyse whether the text includes each of the above mentioned things. Rule: Should be answered by "Yes" or "No"
Tone of voice and brand personality (is there an underlying tone/personality behind the text)
<i>What type of tone is used in the text?</i>
Description: What underlying tone is experienced in the text? Rule: Answer first with the type of tone of voice and then an explanation
<i>Does the text include emojis? What type of emojis?</i>
Description: Are there any emojis included in the text and what are they depicting? Rule: Answer first "Yes" or "No", then how many by writing a number and then describe the emojis.
Connection to brand identity (does the post align with brand identity)
<i>Does the tonality of the text align with the brand's tonality?</i>
Description: In reading the caption of the post, does its tonality align with the brand tonality? Rule: Answer first "Yes" or "No" and then an explanation as to why
<i>Does the content of the image align with the brand?</i>
Description: When looking at the image of the post, does it align with the brand identity. Rule: Answer first "Yes" or "No" and then an explanation as to why
<i>Does the theme of communication of the post follow the brand's overall identity?</i>
Description: Looking at the theme of communication of the post, does it follow the general themes of communication of the brand? Rule: Answer first "Yes" or "No" and then an explanation as to why
The Apparency of Generative Source (is the generative source apparent in the post)
<i>Is it apparent whether an AI or human has written the text?</i>
Description: What is the feeling you get from reading the text, does it give you a feeling of if an AI or human have written it? Rule: Answer first "Yes" or "No", if you answered "yes" then include which one you believe and then an answer why.
<i>Is it apparent whether the image is AI or human created?</i>
Description: What is the feeling you get from looking at the picture, does it give you a feeling of if it is AI- or human-created?

Rule: Answer first “Yes” or “No”, if you answered “yes” then include which one you believe and then an answer why.

Is it anything that feels off with the text?

Description: See: “Uncanny valley”, is there a similar effect in the text?

Rule: Answer first “Yes” or “No”, if you answered “yes” then explain what gives you that feeling.

Is it anything that feels off with the image?

Description: See: “Uncanny valley”

Rule: Answer first “Yes” or “No”, if you answered “yes” then explain what gives you that feeling.

5. Coding Frame Analysis of HGC

Categories	Sephora HGC	Oatly HGC	Volvo Cars HGC
Elements (the different elements of the post)			
<i>Does the post contain a caption?</i>	Yes.	Yes.	Yes.
<i>Does the caption and visual element align to convey all necessary information?</i>	Yes. The caption indicates, "Regarding the humidity", and the picture contains products used for frizzy and unruly hair.	Yes, the image represents the same things the text does.	Yes. The picture represents an old Volvo car standing on the side of the road in a beautiful sunset. The text element further puts the image in a context, defining the location and encouraging the post receiver to "share their own Volvo movement".
<i>Are there any text elements included in the image?</i>	Yes. The product information is visible on the bottles.	Yes, there is a text written on the "packaging" on the milk carton model representing the original text on a real Oatly vanilla oat milk	No.
Key message & Style (how the caption is structured and what it is containing)			
<i>Is the key message clear? What is the key message?</i>	Yes. As the text indicates, "Regarding the humidity", and the picture contains products used for frizzy and unruly hair, one can imply that Sephora is giving the message that they have products for hair that are frizzy and unruly because of humidity.	It is not extremely clear, but both authors agree that the last part of the sentence gives the most meaning to the text. The text indicates that Oatly vanilla is always there for "you". However, it does so in a sort of ironic and meta-aware way, which makes it unclear as to what the main message Oatly wants to convey is: that Vanilla oat drink is nice or that Oatly is self-aware	Yes, the primary message is to encourage the audience to send in photos and share their own "Volvo Moments".
<i>What type of style is the text?</i>	The text has two styles, both expository and persuasive. The post clearly suggests that one could use the products to help with unruly hair, even though it is not explicitly expressed.	Descriptive.	Persuasive and expository. Persuasive in the way the receiver is encouraged to share his/her own Volvo moments and expository in the way instructions of how to be "featured" is presented.
<i>Does the text include hashtags? How many? Are the hashtags related to the key message?</i>	No.	No.	Yes, #VolvoMoment (two times) and #volvo240 The hashtags are related to the key message as the post is showing and talking about the Volvo 240 and the "Volvo Movement" is connected to where Volvo wants their audience to post their posts to get featured.
<i>Does the text include tagged accounts? How many? How are the tagged accounts related to the post?</i>	Yes. The brands which the image represents are tagged in the post.	No.	Yes, 1, It is tagging the account of who which took the photo and assigned it to the #VolvoMovement campaign, giving them credit for the picture
Brevity (the conciseness of the text)			
<i>What is the character amount?</i>	47	759	171
<i>Does the text have a strong introducing lead?</i>	The authors had different opinions about this.	No.	No, as it starts by tagging the photographer and presenting the hashtags, it loses the strong lead.
<i>Is the lead/main point within the first 125 characters?</i>	N/A	No.	Yes.

Clarity (the clarity of the text)			
<i>Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?</i>	Yes, No, Yes, No	No, No, No, No	No, No, No, No
Tone of voice and brand personality (is there an underlying tone/personality behind the text)			
<i>What type of tone is used in the text?</i>	Trendy. The text uses "re" as an acronym and indirectly delivers the message.	Ironic & Self-aware, as the text indicates a meta-perspective and an unrealistic story. Also, some characteristics of a friendly and natural tone speak directly to the audience.	Inspiring & Friendly. Inspiring in the way the post strives shows how nice it is to own a Volvo and how the audience is inspired to share his/her own Volvo moments. Friendly in the way the post is speaking directly to the audience.
<i>Does the text include emojis? What type of emojis?</i>	No	No	Yes, 2, 🎁 & 🍷
Connection to brand identity (does the post align with brand identity)			
<i>Does the tonality of the text align with the brand's tonality?</i>	Yes, as a trendy tone is used, it aligns with Sephora's brand tonality	Yes. The text uses a self-aware and ironic tone that aligns with the brand identity	Yes, as it is inspiring
<i>Does the content of the image align with the brand?</i>	Yes. The image shows various products that Sephora sells, giving the feeling that Sephora has products for different purposes.	Yes. It is weird and different at the same time, and it has a representation of a product of the brand.	Yes, as it both looks inspiring and suggest a pleasant feeling around owning a Volvo
<i>Does the theme of communication of the post follow the brand's overall identity?</i>	Yes, as it advertises beauty products that Sephora sells.	Yes. The theme is to tell a quirky story that ends up promoting their product, but in an indirect way and by speaking directly to the audience, it aligns with the brand identity.	Yes, as it paints a picture that it is nice to own a Volvo, advertising their product/community
The apparency of generative source (is the generative source apparent in the post)			
<i>Is it apparent whether an AI or human has written the text?</i>	No.	No.	No.
<i>Is it apparent whether the image is AI or human created?</i>	No	No.	No.
<i>Is it anything that feels off with the text?</i>	No	Yes. The use of one long sentence seems weird.	No
<i>Is it anything that feels off with the image?</i>	No.	Yes. The image represents a universe of people living on a nail swimming in a carton, giving a feeling that it is not a real photograph.	No.


6. Coding Frame Analysis of AIGC1

Categories	Sephora AIGC1	Oatly AIGC1	Volvo Cars AIGC1
Elements (the different elements of the post)			
<i>Does the post contain a caption?</i>	Yes.	Yes.	Yes.
<i>Does the caption and visual element align to convey all necessary information?</i>	No. As the products that the woman holds are not the products of the two brands mentioned it does not have a direct connection to the text. The picture also only shows two products, and the text mentions three. Both the text and the picture convey curly and soft hair, so one could imagine that the hair results from using the products mentioned in the text.	Yes. Yes both the image and text represent the vanilla oat drink. The text-based element is needed since the image could be an ice coffee/iced latte.	Yes and No. One could connect the representation from the text, and the picture implies that the scene in the picture is an example of a moment that the text talks about. However, as it is not clear that it is a Volvo car and the fact that the scenery in the picture is not that impressive, one could argue that it weakens the connection between the two elements.
<i>Are there any text elements included in the image?</i>	No.	No.	Yes. There are a few text elements at the bottom of the picture. However, they are all unreadable.
Key message & Style (how the caption is structured and what it is containing)			
<i>Is the key message clear? What is the key message?</i>	Yes. The key message of the post is that Sephora offers products that can be used against frizzy hair. The image of the post makes it more difficult to understand the key message as it does not suggest the same products as mentioned in the text.	Yes, the key message is that their vanilla oat drink is worth trying.	Yes, there are two, 1) you can use your Volvo to catch moments that take your breath away. 2) the audience should post their pictures of Volvo with the hashtag. One could argue the key message to be negatively affected due to the detail errors in the image. It is not clear that the car visualised in the image is a Volvo, which affects the image's representation of a "volvo moment".
<i>What type of style is the text?</i>	Persuasive. The whole text aims to give reasons to buy the products.	Persuasive, As it gives different arguments as to why their oat drink is good, i.e. "Indulge in the creamy, dreamy goodness..."	The text has an expository and persuasive style. It instructs and encourages the audience to upload pictures with the hashtag #VolvoMoments
<i>Does the text include hashtags? How many? Are the hashtags related to the key message?</i>	Yes, #Curlsmith #Drybar #Sephora #HairCare #FrizzControl. #Curlsmith #Drybar refers to the brands of the products referenced in the post #Sephora refers to the brand #HairCare #FrizzControl refers to the theme of the post	Yes. #Oatly #VanillaOatDrink #PlantBased #Delicious They are all related to what the post is about, the brand, and the product.	Yes. #VolvoMoments, which is related to the campaign that the post encourages the audience to take part in
<i>Does the text include tagged accounts? How many? How are the tagged accounts related to the post?</i>	No.	No.	No.
Brevity (the conciseness of the text)			
<i>What is the character amount?</i>	475	197	156
<i>Does the text have a strong introducing lead?</i>	Yes	Yes.	Yes.

<i>Is the lead/main point within the first 125 characters?</i>	Yes, but also no. You could say that the main point is brought forward in the first sentence, but you can also say that the main point is "shop at Sephora" which is the last sentence. However, it can still be argued that the first sentence attracts the audience's attention and willingness to read further, so the answer would be Yes.	Yes. It says right away, "Indulge in ..." which goes straight to the point	Yes, one of the main points is brought up before 125 characters, and the other a combination of before and after the 125 character mark.
Clarity (the clarity of the text)			
<i>Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?</i>	No, No, No, No	No, No, No, No	No, No, No, No
Tone of voice and brand personality (is there an underlying tone/personality behind the text)			
<i>What type of tone is used in the text?</i>	Exiting, and friendly as the text contains a lot of energy and positivity. A little bit trendy based on the use of some specific words "must-haves", "good hair day", etc.	Quirky ("creamy, dreamy goodness") Informative ("made with premium oats and real vanilla") Friendly/Kind ("..... to sweeten up your day")	Inspiring. Inspiring Volvo Owners to share their own content and inspire non-Volvo owners by showing off how nice life is with a Volvo.
<i>Does the text include emojis? What type of emojis?</i>	Yes. 3. 🍌 🍌 🍌	No.	No.
Connection to brand identity (does the post align with brand identity)			
<i>Does the tonality of the text align with the brand's tonality?</i>	Yes and No. Not that much emphasis on community. Not that much two-way communication encourages the receiver to do anything else than discover the products. It might be slightly friendly based on the direct and friendly way of speaking to the receiver. Using a non-white emoji can be perceived as in line with diversity and inclusion.	No. No use of sarcasm, humour, irreverent tonality or strong/controversial opinions. The weird use of hashtags does not align with brand tonality. It could be more humorous and self-aware.	Yes - Inspiring and not overuse of words, short and precise content.
<i>Does the content of the image align with the brand?</i>	Yes and no, Yes because the model in the image aligns with the brand identity from the perspective of diversity and inclusion. However, you could also say No since some things about the picture look off. For example, the products (does not represent how the products truly look).	No. The image can be perceived as very much "traditional advertising" of a drink - not reaching the goal of providing its audience with the meta-aware and unique/controversial advertising.	Yes if you talk about what it represents (i.e. freedom). However, No, as the quality of the picture is not good enough (it almost looks like a painting when Volvo in real life uses high-quality pictures), the text would have to be readable, and the car also misses a logo which does not fit the Volvo brand.
<i>Does the theme of communication of the post follow the brand's overall identity?</i>	Yes, as it promoted products that they sell.	Yes, as it promoted products that they sell. However, it is overly "selly" as Oatly usually focuses their communication on other things and the products are just mentioned in passing.	Yes as it refers to an ongoing campaign that Volvo has.
The apparency of generative source (is the generative source apparent in the post)			
<i>Is it apparent whether an AI or human has written the text?</i>	No.	No.	No.





<p><i>Is it apparent whether the image is AI or human created?</i></p>	<p>Yes. This looks very AI generated as it has many details in the picture that wouldn't look like that if it was an image created by a human. And even though you probably could recreate it by Photoshop, you probably would never do that as it makes the picture look weird.</p>	<p>No.</p>	<p>Yes. Even though it looks like a great picture at first glance, it looks very AI-generated the second you look at it for more than a second. It has many details in the picture that would not look like that if you just took a picture with a camera. Moreover, even though you probably could recreate it with photoshop, you probably would never do that as it makes the picture look weird. The text is a big teller, as well as the lack of brand on the car.</p>
<p><i>Is it anything that feels off with the text?</i></p>	<p>No. Although it is worth mentioning that the text has dots before the emojis which is something that you seldom see in real life.</p>	<p>No.</p>	<p>No.</p>
<p><i>Is it anything that feels off with the image?</i></p>	<p>Yes. A lot of things. Hands, eyes, teeth and hair are blurry and slightly scary-looking. The end of the hair looks weird. Not showing the name of the products (labels) in the image is also perceived as weird.</p>	<p>No.</p>	<p>Yes, the texture of the trees and road, the blurred effect over the licence plate, the text at the bottom of the picture, the logo(which looks more like Renault, if anything), there is also a grey bar at the totherf the image which looks like it has no reason to be there, some details of the car is also weird.</p>

7. Sephora AIGC2; Prompt and Output

D Act as a Communications Professional. 

Sephora is looking to create an Instagram post. Please help generate a post for the brand Sephora. When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.

Take these things into consideration when generating the posts:
The tonality of the post should be: Trendy, honest, friendly, and community-focused
The post should be about: Curlsmith's "Essential moisture" cleanser and conditioner as well as the Drybars "Final Call" Frizz & static control mist
If you want to include hashtags, please make sure that they are strategically chosen.
If you feel that it is beneficial to tag any accounts to make the message better, please do.
When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect.
Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.



 Caption: Say goodbye to frizz and hello to moisture! We've got your curls covered with Curlsmith's "Essential Moisture" cleanser and conditioner and Drybar's "Final Call" Frizz & static control mist. #CurlsForDays #SephoraCommunity   

Description of Image: The image features a diverse group of people with beautiful, defined curls, smiling and laughing together, all holding their favorite products from the Curlsmith and Drybar lines. In the background, a vibrant and colorful mural with a tropical theme can be seen, giving off a fun and trendy vibe.

DALL.E Prompt: Create an image of a group of diverse people with curly hair, standing in front of a colorful and vibrant tropical mural. Each person is holding a bottle of Curlsmith's "Essential Moisture" cleanser and conditioner or Drybar's "Final Call" Frizz & static control mist, smiling and laughing together.





Appendix 4

8. Oatly AIGC2; Prompt and Output

 Act as a Communications Professional. 

Oatly is looking to create an Instagram post.
Please help generate a post for the brand Oatly.
When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.



Take these things into consideration when generating the posts:
The tonality of the post should be Very humorous, sarcastic, irreverent & self-aware
The post should be about Oatly's Vanilla Oat Drink
If you want to include hashtags, please make sure that they are strategically chosen.
If you feel that it is beneficial to tag any accounts to make the message better, please do.
When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect.
Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.

 Caption: "Our Vanilla Oat Drink is so good, it'll make you forget that cow juice even exists. Sorry, Bessie 🐮"   

Description of image: A cow standing next to a glass of Oatly's Vanilla Oat Drink with a bewildered expression on its face. The cow's thought bubble says "Wait, what am I even doing here?" while the glass of Oatly has a smug expression on its face.





DALL.E prompt: "A cow standing next to a glass of Oatly's Vanilla Oat Drink with a bewildered expression on its face. The cow's thought bubble says "Wait, what am I even doing here?" while the glass of Oatly has a smug expression on its face."

9. Volvo Cars AIGC2; Prompt and Output

 Act as a Communications Professional. 


Volvo Cars is looking to create an Instagram post. Please help generate a post for the brand Volvo Cars. When generating the answer, please include a caption for the post as well as a description of an image that aligns with the caption. Please write the description of the image in the form of a DALL.E prompt that I can use to put into DALL.E to create that image.

Take these things into consideration when generating the posts:
The tonality of the post should be: Inspiring and informing (clear without much filling-words)
The post should be about: Their campaign #VolvoMoments
If you want to include hashtags, please make sure that they are strategically chosen.
If you feel that it is beneficial to tag any accounts to make the message better, please do.
When making the description of the image, make sure that DALL.E can handle the prompt and make sure that the image that DALL.E generates avoids the uncanny valley effect.
Potential logotypes and product designs in the image created by DALL.E need to correctly represent reality.

 Caption: "Capture every moment with Volvo Cars. Share your #VolvoMoments with us and let's inspire each other to keep exploring the world."   

Description of Image: The image shows a panoramic view of a beautiful mountain range in the background. In the foreground, a Volvo car is parked on a dirt road, with its doors and trunk open. Inside the car, there is a picnic basket, a camera, and a backpack, suggesting that the occupants are about to embark on an adventure. The sun is setting, casting a warm glow over the scene.

DALL.E Prompt: "Generate an image of a Volvo car parked on a dirt road with a panoramic view of a mountain range in the background. The car's doors and trunk are open, revealing a picnic basket, a camera, and a backpack inside. The sun is setting, casting a warm glow over the scene."



10. Coding Frame Analysis of AIGC2

Categories	Sephora AIGC2	Oatly AIGC2	Volvo Cars AIGC2
Elements (the different elements of the post)			
<i>Does the post contain a caption?</i>	Yes	Yes	Yes
<i>Does the caption and visual element align to convey all necessary information?</i>	No. The caption gives information, but the picture is not helping to convey that information. If anything, it only makes the text more difficult to understand as it is tough to understand the connection. The products in the image are not representative of the products that the text element describes. In addition, the text element above the girls does not align with the information conveyed within the text element and seems to not connect to the post. Hence, the caption and the visual element do not align.	No. The caption does not need additional information to be understood (maybe aside from showing who Bessie is). However, combined with the text bubble in the image, it makes it more difficult to understand the meaning.	Yes and No. Yes, since the thing visualised in the image aligns with the meaning of the text-based element. In addition, the image truly represents a Volvo moment. No, since it could be clearer that the car visualised in the image is a Volvo. However, nothing indicates that it is not a Volvo.
<i>Are there any text elements included in the image?</i>	Yes. At the top of the image is a white text that says "PENITENNYSNILL". The text is readable, but the word is not real, and there seems to be no connection to the post's message.	Yes, the text is in the speech bubble, but it is unreadable and does not really give any meaning.	No
Key message & Style (how the caption is structured and what it is containing)			
<i>Is the key message clear? What is the key message?</i>	Yes and No. Yes, as the text is obvious in its key message, but No, as the image works to make the post much harder to understand and therefore takes away the clarity of the key message. The Key message is that Sephora has products that can help the audience with frizzy hair.	Yes and no, the text formulates that the key message is that Oatly's vanilla oat drink is so good that it makes one forget that normal milk exists, but the image makes it harder as it does not complement the text in making the text clearer. However, the description of the image that ChatGPT created would have worked well to complement the key message.	Yes. You should share your Volvo moments by uploading them with a "#VolvoMoments" hashtag.
<i>What type of style is the text?</i>	Persuasive. Communicates that Sephora can help the audience with the problem of frizzy hair.	Persuasive. It wants to inspire and encourage the post receiver to discover Oatly's vanilla oat drink since it is much better than conventional milk.	Persuasive and expository. Persuasive in how the text inspires and encourages the audience to share his/hers own volvo moments, Expository by explaining how to do this with the #Volvomoment hashtag.
<i>Does the text include hashtags? How many? Are the hashtags related to the key message?</i>	Yes, #CurlsForDays #SephoraCommunity. The #CurlsForDays are related as they talk about making curls nice, but it is not necessarily a strategically chosen hashtag. #SephoraCommunity is not necessarily connected to the post specifically and therefore is not perceived as relevant for this post but could be connected to the brand identity of Sephora.	No.	Yes. One #VolvoMoment. Related to the key message of the post since it is the name of the campaign.

<i>Does the text include tagged accounts? How many? How are the tagged accounts related to the post?</i>	No.	No.	No.
Brevity (the conciseness of the text)			
<i>What is the character amount?</i>	222	103	128
<i>Does the text have a strong introducing lead?</i>	Yes.	Yes.	Yes.
<i>Is the lead/main point within the first 125 characters?</i>	Yes.	N/A	Yes.
Clarity (the clarity of the text)			
<i>Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?</i>	Yes, (they never explicitly talk about hair, that is something that one concludes by themselves - however, this is not a level of ambiguity that is perceived as inappropriate for the occasion). No, No, No	Yes, (cow juice) Yes, (Bessie) No, No.	No, No, No, No.
Tone of voice and brand personality (is there an underlying tone/personality behind the text)			
<i>What type of tone is used in the text?</i>	Friendly, trendy Friendly as they are speaking directly to the audience → "We've got <u>YOUR</u> curls covered...." As well as giving the message that they got their audiences back Trendy in the way they are using "We've".	Humoristic. "cow juice" "sorry Bessie 🐮", Also Irreverent.	Inspiring and Friendly. Inspiring in the way the text inspires Volvo owners to share their own moments, which also inspires other Volvo owners. Friendly in the way the text states, "lets inspire each other to keep explore the world" (also a little bit community focused)
<i>Does the text include emojis? What type of emojis?</i>	No.	Yes, 🐮 .	No.
Connection to brand identity (does the post align with brand identity)			
<i>Does the tonality of the text align with the brand's tonality?</i>	Yes, because of the trendiness and the friendly nature "We've got your curls covered "	Yes, as it is very humorous and irreverent in tonality. The "you" messaging as well (speaking directly to the audience). In addition, the reference to "Bessie" is perceived as a typical Oatly statement. This is because everyone does not know that Bessie is the most common nickname for a cow. Hence, not everyone will understand the statement, making it more thought through and, therefore, more fun for those who do understand.	Yes. The tonality is inspiring and does not use many overfilling words. Short and precise.

<i>Does the content of the image align with the brand?</i>	No. The image is not up to par as it does not represent the products advertised, depicts faces that look very unsettling and has a text that is irrelevant or connected to the post or brand.	No. The image is not up to par, as it does not make sense.	No. The depiction of that image is not of the quality that would need to be published. In addition, the image did not depict a Volvo.
<i>Does the theme of communication of the post follow the brand's overall identity?</i>	Yes, the text is very on point with selling a product. The theme and idea of the image would work well with Sephora's brand identity, but the way it was carried out do not.	Yes, as it is giving props to one of their own products but in an indirect way, focusing more on being funny.	Yes, as it represents one of Volvo's ongoing campaigns.
The apparency of generative source (is the generative source apparent in the post)			
<i>Is it apparent whether an AI or human has written the text?</i>	No	No	No
<i>Is it apparent whether the image is AI or human created?</i>	Yes, the faces and products look very weird and unsettling and are not something that one would think that a human would produce with the thought of posting it on social media. The image gives a feeling of eeriness.	Yes, as the text bubble over the milk makes no sense and is not readable. But aside from that - No.	Yes, the picture looks edited in a way that a human would not believe is beneficial for the brand to have on its Instagram account - which gives the feeling that an AI has created it. The picture has different quality errors in different areas of the image (for example, the hills and the grass). The car also looks wrong as some things do not look like you would think the car would look like (i.e. the windows).
<i>Is it anything that feels off with the text?</i>	Yes. There is a #SephoraCommunity in the post when the rest of the post has nothing to do with it.	No.	No.
<i>Is it anything that feels off with the image?</i>	Yes, the text at the top has nothing to do with the rest of the post. The text also does not mean anything. Also, the faces, hands and products, amongst other things, look very weird and unsettling	Yes, the text bubble is directed to nothing as well as the text within it being unreadable and having weird-looking characters.	Yes, the details of the car and the different qualities of different objects in the picture (some things look painted, and other things do not, for example, the landscape in the background).

11. Coding frame; Separate Findings of Author 1

Categories	Sephora HGC	Oatly HGC	Volvo Cars HGC	Sephora AIGC1	Oatly AIGC1	Volvo Cars AIGC1	Sephora AIGC2	Oatly AIGC2	Volvo Cars AIGC2
Elements (the different elements of the post)									
<i>Does the post contain a caption?</i>	Yes.	Yes	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.
<i>Does the caption and visual element align to convey all necessary information?</i>	Yes. The image shows a range of different products, at a closer look, various hair products that can be used in humid environments to prevent "frizzy" hair. The text element (caption) "Re: the humidity" further puts the products in a context.	Yes. The image illustrates nail art, people swimming and playing in a small oatly vanilla in a context, giving the feeling that Oatly's vanilla milk is associated with happiness and "good times". The image does not convey the message of the post on its own, hence, the text based element plays a crucial part in giving the post a meaning.	Yes. The image shows an old Volvo car, standing on the side of the road in a beautiful sunset. The text element further puts the image in a context, defining the location and encouraging the receiver of the post to "share their own Volvo movement".	Yes. The image denotes same thing as the caption does (products, fizzy and curly hair etc). The text-based element puts the image in a more precise context and is needed for the overall understanding of the post from the perspective of information. The suggestion is that Sephora offers products against frizzy hair.	Yes. The image and caption in combination conveys the information intended to convey (delicious vanilla oat drink).	Yes. The denotation of the image aligns with the denotation of the caption and together they connote an enjoyable feeling of owning a Volvo. Could be argued that the post would convey the information in a more suitable way if another environment was used for the image (Life is full of moments that take your breath away - not really). Still aligned though.	No. The products in the image are not representative due to its lack of details such as product name, label, product information etc. In addition, the text element above the girls does not align with the information conveyed within the text element. Hence, the caption and the visual element do not align.	No. The image and text element does not indicate the same.	Yes and No. Yes since the image and text based elements convey the same i.e a Volvo moment worth capturing. No, since it could be clearer that the car visualised on the image is a Volvo. However, nothing indicates that it is not a Volvo.
<i>Are there any text elements included in the image?</i>	Yes. One can read product information on the bottles.	Yes. One can identify information about the product on the small package on the thumb nail which gives the feeling that the posts are being published in order to advertise Oatly's Vanilla milk.	No.	No.	No.	Yes but the text is not readable.	Yes. And the text element is readable. However, it is not a real word and not connected to the post.	Yes. But unreadable.	No.
Key message & Style (how the caption is structured and what it is containing)									
<i>Is the key message clear? What is the key message?</i>	Yes. The key message is that Sephora offers various products that can be used in humid environments to prevent frizzy hair.	Yes. Based on the last part of the sentence of the post the key message is being conveyed in a humorous and funny way, more precisely, that the Oatly Vanilla carton is waiting for the receiver of the post regardless of the time of the year.	Yes. The key message of the post is to encourage Volvo owners to share their own "moments" with their Volvo car. Since another account is tagged in the post, the feeling is that the image is taken by a Volvo owner. The connotation is that Volvo wants its followers to engage with the brand, by tagging their own Volvo shots/movements.	Yes. The key message of the post is that Sephora offers products that can be used against frizzy hair. One could argue the strength of the key message to be negatively affected by the image since the image does not denote the same as the text element.	Yes. The key message is to try Oatly's Vanilla drink.	Yes. The key message is to capture and share your own Volvo moments. One could argue the strength of the key message to be negatively affected by the image since the image does not denote the same as the text element.	Yes. But only based on the information conveyed within the text element. The key message of the post is that Sephora offers products that can be used against frizzy hair and that they "got your curls covered".	Yes. That key message is that Oatly's vanilla oat drink is so good that it makes one forget that normal milk exists.	Yes. To share "own Volvo moments"
<i>What type of style is the text?</i>	Yes. Both persuasive and expository.	Descriptive.	Persuasive writing. Encouraging the Volvo owners to publish their own moments with Volvo by using the hashtag.	Yes. Persuasive. As the text aims to provide reasons to buy the products.	Yes. Persuasive. "Indulge in the creamy, dreamy goodness..."	Persuasive in the way the receiver is encouraged to share his/hers own Volvo moments.	Persuasive. Wants to inspire the audience to discover the products that can be used against frizzy hair.	Persuasive. Want to inspire and encourage the receiver of the post to discover Oatly's vanilla oat drink since it is much better than traditional milk.	Persuasive and expository. Persuasive in the way the text inspire and encourages the audience to share his/hers own volvo moments, Expository by explaining how to do this with the #Volvomoment hashtag.

Does the text include hashtags? How many? Are the hashtags related to the key message?	No.	No.	Yes. #VolvoMoment #volvo240. The first one mentioned is related to the key message of the post, encouraging the receiver to share his/hers own Volvo moments. The second mention is related to the Volvo moment that is described in the post, since it is an "Volvo icon" (Volvo 240) that the image represents.	Yes. #Curlsmith #Drybar #Sephora #HairCare #FrizzControl". All used hashtags are related to the post. Frizz Control and hair care is related to the key message. #Curlsmith #Drybar is the name of the products and therefore related to the information in the caption. Sephora is the name of the publisher of the post.	Yes. #VanillaOatDrink #PlantBased #Delicious. Related to the key message.	Yes. #VolvoMoments. Aligns with the key message of the posts since this is the tag that one should use.	Yes. #CurlsForDays #SephoraCommunity The first one related to the key message of the post, even though it can be argued to be a kind of a weird hashtag. The second one is not perceived as highly relevant to the key message since the overall purpose of the post not is to promote the Sephora community.	No.	Yes. One #VolvoMoment. Related to the key message of the post since it is the name of the campaign.
Does the text include tagged accounts? How many? How are the tagged accounts related to the post?	Yes, two tagged accounts 1) the producer of the shampoo/conditioner and 2) the producer of the control mist	No.	Yes. The account of the Volvo owner who took the picture is tagged in the caption.	No. (reflektera över!!!)	No.	No.	No.	No.	No.
Brevity (the conciseness of the text)									
What is the character amount?	47	759	171	475	197	156	222	103	128
Does the text have a strong introducing lead?	No.	No.	No.	Yes.	Yes	Yes.	Yes.	Yes.	Yes.
Is the lead/main point within the first 125 characters?	N/A	No	Yes	Yes.	Yes	Yes.	Yes.	n/a. However, it only contains 103 characters and hence the audience is not deemed to click on "read more" in order to read the full caption of the post. However, a strong lead is still favourable.	Yes.
Clarity (the clarity of the text)									
Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?	Yes No Yes No	No No No No	No No No No	No, No, No, No	No No No No	No No No No	No No No No	No Yes No No	No No No No
Tone of voice and brand personality (is there an underlying tone/personality behind the text)									

<i>What type of tone is used in the text?</i>	Trendy as "re" is being used as an acronym which gives the feeling that Sephora strives to convey the message in a trendy way.	Oatly is speaking in a natural, funny and friendly way. A friendly tone is used in the content, speaking directly to the receiver of the post. The feeling is that Oatly tries to create a bond with the receiver.	Friendly. A friendly tone, speaking directly and encouraging the receiver of the post to share his/hers ("your") own Volvo Moment.	Friendly and a little bit trendy. Friendly in the way the products and the aim of the products are being described. Trendy by the use of some specific words "must-haves" "good hair day".. etc.	Informative and very soft/kind. Encouraging the receiver to sweeten up his/hers day by trying the product and describing the product in detail.	Inspiring. Inspiring Volvo Owners to share their own content as well as inspire non volvo owner in the way of showing off how nice life is with a Volvo.	Friendly. Speaking directly to the audience "we've got your curls covered"	Humoristic. "cow juice" "sorry Bessie"	Inspiring and friendly. Inspiring in the way the text is inspiring Volvo owners to share their own moments, which also is inspiring for other Volvo owners. Friendly in the way the text states "lets inspire each other to keep exploring the world.
<i>Does the text include emojis? What type of emojis?</i>	No	No	Yes. 2. A camera taking a picture and a hand pointing at the tag.	yes. 3. raised hands. Woman tipping hand and sparkles.	No.	No.	No.	Yes. 🐮	No.
Connection to brand identity (does the post align with brand identity)									
<i>Does the tonality of the text align with the brand's tonality?</i>	Yes. The use of an acronym makes the text feel trendy which is aligned with the brand tonality.	Yes. The use of a sarcasm and ironic tone makes the text feel aligned with the brand identity	Yes. The text is inspiring in the way it encourages the receiver to share own posts and by showing nice moments with Volvo. Not many filling words.	Yes and No. Not that much emphasis on community. Not that much two-way communication encourages the receiver to do anything else than discover the products. Might be a little bit friendly based on the direct and friendly way of speaking to the receiver. Using a non-white emoji = can be perceived as in line with diversity and inclusion.	No. No use of sarcasm, humour, irreverent tonality or strong/controversial opinions. Weird use of hashtags does not align with brand tonality.	Yes. Inspiring and not overuse of words, short and precise content.	Yes.	Yes. The tonality of the text is very humoristic and aligns with the brand's tonality. In addition, the referral to "Bessie" is perceived as a typical Oatly referral. This is because, it is not clear that Bessie is the most common nickname for a cow, hence, not everyone will understand the statement.	Yes. The tonality is inspiring and does not use many overfilling words. Is short and precise.
<i>Does the content of the image align with the brand?</i>	Yes. The image represents products that Sephora offers in a pleasant way and gives the feeling that the image is aligning with the identity of the brand of being trendy and offering a variety of different products.	Yes. The image is weird but creative and does not give the vibe of a "traditional advertising" image aligned with the brand identity of aiming to stand out and not offering delusional advertising.	Yes. The image is beautiful and feel harmonic (and hence inspiring)	Yes and no. The image does not represent how the products truly look like. The use of models can on the contrary be argued to align with the brand.	No. The image can be perceived as very much "traditional advertising" of a drink - not reaching the goal of providing its audience with delusional/controversial advertising.	Yes and No. Gives the feeling of "freedom" (as the mission states) but not the well known Volvo logo on the car.	Yes and no. The image visualises more than one woman with, kind of, different ethnicities, which can be connected with the "community" Sephora aims to communicate. However, since the products shown on the image are not representative, it does not clearly align with the brand identity.	No. The image is boring and does not connote a humoristic feeling. Also, the brand would not advertise the product in that way i.e in a normal glass without the carton showing.	Yes and No. It is not clear that the car visualised in the image is a Volvo. However, it is a very inspiring image with beautiful elements.
<i>Does the theme of communication of the post follow the brand's overall identity?</i>	Yes. The post is advertising products Sephora offers and hence wants to advertise.	Yes. The post is aligning with the brand's identity of speaking directly to the audience in sarcasm and a little bit irony.	Yes. Making the life of a Volvo owner feel less complicated (mission).	Yes. The text promotes the products the brand sells.	Yes. The text promotes the products the brand sells.	Yes. The post is referring to an ongoing campaign of Volvo.	Yes. The post promotes products that Sephora sells.	Yes. Promotes a product that Oatly are offering in a humoristic way.	Yes. Promotes a real Volvo campaign.
The apparence of generative source (is the generative source apparent in the post)									

<i>Is it apparent whether an AI or human has written the text?</i>	No.	No. The use of only one longer sentence can be perceived as weird and not so "human". But a lot of emotional expressions are used as well as quite humoristic sarcasm which gives the feeling that the caption has been written by a human.	No.	No.	No.	No.	No.	No.	No.
<i>Is it apparent whether the image is AI or human created?</i>	No.	No. The image contains small details, which can be difficult for a human to make by hand. Hence, the feeling is that a computer might have been involved in some parts of the image creating process.	No.	Yes. It is apparent that the image is AI created due to the weirdness/scariness of the eyes, hand, hair, teeth.	No. Looks nice and real.	Yes. At first, the denotation is a normal image. At a closer look, the connotation is that an AI has created the image. This because: The text is not correct/readable. Looks like a painting (wierd trees in the background) The Volvo sign is not correct.	Yes. The faulty representation of the people in the images gives the feeling of the image to be generated by AI.	Yes. Based on the text element in the "bubble" over the glass of milk. Is not readable.	Yes. At first glance no, then YES. Small detail errors giving the feeling that the image is not a real photograph and has not been edited by a human.
<i>Is it anything that feels off with the text?</i>	No.	Yes. The use of one long sentence.	No.	Yes. Dots are being used quite often (before emoji) which could make the text feel AI generated.	No.	No.	No.	No.	No.
<i>Is it anything that feels off with the image?</i>	No. All products look "real" and "normal" and the direct feeling is that the image is from a photograph.	Yes. The image is based on very small detailed prototypes (mail sized) that gives a wierd feeling that something might be off with the image.	No. All items in the image looks proper to size and the sunset looks real giving the feeling that the image is taken for a real life photography.	Yes. A lot of things. Hand, eyes, teeth and hair are blurry and a little bit scary looking. Not showing the name of the products (labels) on the image is also perceived as weird.	No.	Yes. Blurry and not readable text. Weird Volvo sign. Painted trees.	Yes. The face of the people. The hands of the women. The products shown. The text on the top of the image. Some clothes are weird looking.	Yes. The text element is not readable and does contain weird looking characters and characteristics.	Yes. details on the car (left side) as well as inside the car (blurry). The landscape in the background does not look real, rather like a painting.

12. Coding frame; Separate Findings of Author 2

Categories	Sephora HGC	Oatly HGC	Volvo Cars HGC	Sephora AIGC1	Oatly AIGC1	Volvo Cars AIGC1	Sephora AIGC2	Oatly AIGC2	Volvo Cars AIGC2
Elements (the different elements of the post)									
<i>Does the post contain a caption?</i>	Yes	Yes	Yes	Yes.	Yes.	Yes.	Yes	Yes	Yes
<i>Does the caption and visual element align to convey all necessary information?</i>	Yes, As the picture contains products that are needed to "lame " unruly hair and the caption suggests that the picture is somehow connected to humidity(which can cause unruly hair, one can suggest that they are both related to each other.	Yes, The image contains a drawing that compliments the story of the caption. As the picture is not a realistic picture it is not 100% clear but one can clearly see the connection. The caption in and of itself is pretty weird so the weird picture fits in with the overall message.	Yes, Both the text and image indicates a Volvo 240	No. As the products that the woman holds are not the products of the two brands mentioned it does not have a direct connection to the text. The picture also only shows two products even though the text mentions three. However, both the text and the picture indicate curly and soft hair so one could suggest that the hair is a result of using the products mentioned in the text.	Yes. The text in combination with the glass of yellow liquid suggests that the picture is of the Vanilla oat drink that the text is about.	Both yes and no. It is not 100% clear but it could be argued that it works. Even if the picture or the text was changed out to something else completely both the picture and the text could stand by themselves. However, The pictures clearly represented a nice and scenic view which is what the text also indicates so one could draw the conclusion that the scene in the picture is one of those moments that the text is talking about. The car included in the image has no clear Volvo markings in the backside which also weakens the connection.	No. The caption gives information but the picture is not helping to convey that information. If anything it only makes the text more difficult to understand as it is very hard to understand the connection.	No. The caption does not really need any more additional information to be understood (maybe aside from showing who Bessie is), but combined with the text-bubble in the image it makes it more difficult to understand the meaning.	Yes, the caption indicated that you can have nice moments exploring the world with a Volvo and the picture depicts one of those possible moments.
<i>Are there any text elements included in the image?</i>	Yes, there are text on the packaging on the products.	Yes, there are text on the Oatly carton model representing the text on a real Oatly carton.	No	No. Which I would say should have been in this image since it now has products included in the image with no indication as to which products they are.	No.	Yes. There are a few text elements in the bottom of the picture. However they are all unreadable.	Yes, at the top of the image there is a white readable text that says "PENITENNSNILL". The word written is no real word and there seems to be no connection to the message of the post.	Yes, the text in the speech-bubble, it is unreadable and does not really give any meaning.	No.
Key message & Style (how the caption is structured and what it is containing)									
<i>Is the key message clear? What is the key message?</i>	Yes, as there are indications of humidity and products that are used for unruly hair it gives the feeling that they offer products that can help with unruly hair that is the effect of humidity. However the message is not explicitly expressed.	No. It is not clear. However the last part of the sentence indicates that they are meta-aware where they tell that they "should" include something about a product and the suggestion can be made that they are then making the post into advertising.	Yes. That the reader should send in their own photos of a Volvo for a chance to get featured on their page.	Yes, The key message is that Sephora has great products for frizzy hair and that the audience should use them/buy them. However the picture, containing only two products, when the text mentions three, as well as the products on the picture not having any indication of what products they are, made the key message a little bit harder to understand.	Yes, the key message is that their vanilla oat drink is worth trying.	Yes. That the audience should post their pictures of Volvo with the hashtag. However the key message fails a bit as the picture does not indicate that the car is a Volvo.	Yes and no, the text formulates the key message of that they have these products that can help with frizz. The picture however does not really complement the key message of the text. The description of the image that ChatGPT created would have worked well to complement the key message.	Yes and no, the text formulates the key message that their vanilla out milk is superior to cow milk but the image makes it a bit harder as it does not complement the text in making the text clearer. However, the description of the image that ChatGPT created would have worked well to complement the key message.	Yes. Two, That you can have nice moments exploring the world with a volvo and that you should share those pictures by uploading them with a "#VolvoMoments"

<i>What type of style is the text?</i>	Expository and Persuasive. The text is difficult to narrow down to one style as I see both expository and persuasive attributions. The post clearly suggests that one could use the products shown to help with unruly hair even though it is not explicitly expressed.	Descriptive. The text is descriptive in writing as it is a fictional piece and does not really try to be expository, persuasive or narrative.	Expository and persuasive. Expository as gives instructions but also persuasive as it encourages or inspires the audience to behave in a certain way alternatively to take some specific action.	Persuasive as the whole text aims to give reasons to buy the products.	Persuasive, As it gives different arguments as to why their oat drink is good	Expository and Persuasive. It instructs and encourages the audience to upload pictures with the hashtag #VolvoMoments	Persuasive.	Persuasive.	Expository and Persuasive
<i>Does the text include hashtags? How many? Are the hashtags related to the key message?</i>	No	No	Yes, #VolvoMoment #volvo240 and then #VolvoMoment again. The hashtags are related to the key message as the post is showing and talking about the Volvo 240 and the "Volvo Movement" is connected to where Volvo wants their audience to post their posts to get featured.	Yes, #Curlsmith #Drybar #Sephora #HairCare #FrizzControl. #Curlsmith #Drybar refer to the brands of the products in the post #Sephora refers to the brand #HairCare #FrizzControl refers to the theme of the post	Yes. #Oatly #VanillaOatDrink #PlantBased #Delicious They are all related to what the post is about, the brand, the product.	Yes. #VolvoMoments, it is related to the campaign that the post talks about	Yes, #CurlsForDays #SephoraCommunity. The #CurlsForDays are related as they talk about making curls nice. #SephoraCommunity is not necessarily connected to the post specifically but could be argued to be connected to the brand identity of Sephora.	No.	Yes, #VolvoMoments, it does relate to the campaign that the post is about.
<i>Does the text include tagged accounts? How many? How are the tagged accounts related to the post?</i>	Yes, the tagged accounts are of the brands of which the image represents.	No.	Yes, 1, It is tagging the account of who which took the photo and assigned it to the #VolvoMovement campaign giving them credit for the picture	No.	No.	No.	No.	No.	No.
Brevity (the conciseness of the text)									
<i>What is the character amount?</i>	47	759	171	475	197	156	222	103	128
<i>Does the text have a strong introducing lead?</i>	Yes	No	No, as it starts by tagging the photographer and presenting the hashtags it loses the strong lead.	Yes	Yes.	Yes.	Yes.	Yes.	Yes.
<i>Is the lead/main point within the first 125 characters?</i>	N/A	No	Yes.	Yes, but also no. You could say that the main point is brought forward in the first sentence but you can also say that the main point is "shop at Sephora" which is the last sentence. However I would say Yes as you can still argue that the first sentence attracts the audience's attention and willingness to read further.	Yes. It says right away "Indulge in..." which goes straight to the point	Yes one of the main points is brought up before 125 characters and the other a combination of before and after the 125 character mark.	Yes.	N/A	Yes.

Clarity (the clarity of the text)									
<i>Does the text contain; Ambiguous language, Internal jokes, Acronyms, Corporate language?</i>	Yes, No, Yes, No	No, No, No, No	No, No, No, No	No, No, No, No	No, No, No, No	No, No, No, No	Yes, (they never explicitly talk about hair, that is something that one draws a conclusion by themselves.) No, No, No	Yes, (cow juice) Yes, (Bessie) No, No.	No, No, No, No.
Tone of voice and brand personality (is there an underlying tone/personality behind the text)									
<i>What type of tone is used in the text?</i>	Trendy, as the text includes the acronym as well as delivers the message in an indirect way it gives a cool vibe and that Sephora is on trend	Ironic & Self-aware, as the text indicates meta-perspective as well as an unrealistic story.	Inspiring, as it both shows how nice it can be to own a volvo but also since they inspire the audience to send in their own pictures	Exiting, Friendly. The text gives a lot of energy and positivity.	Quirky, fun, cute.	Inspiring	Trendy, cool, friendly. Trendy and cool in the way they phrase their sentences and the use of "We've". Friendly as they formulate it "We've got <u>YOUR</u> curls covered..." (a little bit like "We've got your back")	Humorous, irreverent	Inspiring.
<i>Does the text include emojis? What type of emojis?</i>	No	No	Yes, 2, A camera taking a picture & A emoji of a hand pointing.	Yes. 3. Raised hands. Woman tipping hand, Sparkles. (worth noting is that the hands and the woman has a dark skin-tone)	No.	No.	No.	Yes, 🌈.	No.
Connection to brand identity (does the post align with brand identity)									
<i>Does the tonality of the text align with the brand's tonality?</i>	Yes, as the post communicates trendy tone	Yes, as oatly generally is very self-aware in their communication as well has the ironic/humorous tone	Yes, as the tone is inspiring.	Yes as it is friendly, but I would say that it could be more trendy and be formulated in a way as to focus a bit more on community	Yes but it could have been even more humorous or self-aware.	Yes	Yes, because of the trendiness, the friendly nature "We've got your curls covered "	Yes, as it is very humorous and irreverent in tonality. The "you" messaging as well.	Yes as it is inspiring
<i>Does the content of the image align with the brand?</i>	Yes it is of the products that Sephora sells	Yes, it represents their Vanilla oat milk. The picture is also very weird wich also aligns with the brand identity	Yes, as the image represents a Volvo as well as doing so in a beneficial way.	Yes and No. Yes because the overall look looks to fit in. No, since there are some things about the picture that look off. For example, the products, the fingernails, the ends of the hair, the eyes.	No. I do not believe that the brand would post a picture like this. It looks way to serious	Yes if you talk about what it represents. However, the quality of the picture is not good enough (it almost looks like a painting when Volvo in real life uses high quality pictures), the text would have to be readable and the car also misses a logo which does not fit the Volvo brand.	No. The image is not following the brands identity as it does not give a true representation of the products.	Yes, if it were not for the text-bubble being unreadable and directed the wrong way it would be very fitting with Oatly's brand identity.	Yes and no, it does not hold the quality level that it needs to but the idea of the image is something that would work well for Volvo.
<i>Does the theme of communication of the post follow the brand's overall identity?</i>	Yes as it is intended to sell the products that are shown in the picture	Yes, as the theme is to tell a quirky story that ends up promoting their product but in an indirect way	Yes, as it is talking about one of their products as well as encouraging their audience to participate in their campaign.	Yes, as it promoted products that they sell.	Yes, as it promoted products that they sell. But it is a little bit too "silly"... Oatly usually focuses their communication on other things and the products are just mentioned in passing.	Yes as it refers to an ongoing campaign.	Yes. The text is very on point with selling a product. The theme and idea of the image would work well with Sephora's brand identity but the way it was carried out does not (due to detail errors).	Yes, as it is giving props to one of their own products but in a indirect way, focusing more on being funny	Yes as it represents one of Volvo's ongoing campaigns.

The apparency of generative source (is the generative source apparent in the post)									
<i>Is it apparent whether an AI or human has written the text?</i>	No, the text does not contain much emotions but not a "robotic" vibe either.	No	No	No.	No.	No	No.	No.	No.
<i>Is it apparent whether the image is AI or human created?</i>	No, the picture looks very realistic but there are some white lines/rectangles in the bottom right corner that feel out of place.	No	No, however, the picture is out of focus which gives the feeling of human error, then indicating that a human has taken the picture	Yes. This looks very AI generated as it has many details in the picture that wouldn't look like that if you would just take a picture with a camera. And even though you probably could recreate it by photoshop you probably would never do that as it makes the picture look weird.	No.	Yes. This looks very AI generated as it has many details in the picture that wouldn't look like that if you would just take a picture with a camera. And even though you probably could recreate it by photoshop you probably would never do that as it makes the picture look weird. The text in the image is a big teller, as well as the lack of brand on the car.	Yes, the faces and products look very weird and unsettling and is not something that one would think that a human would produce with the thought of posting it on social media.	Yes, as the text-bubble makes no sense.	Yes, as the picture has different types of quality errors in different areas of the image (see for example the hills and the grass). The car does also look wrong as there are some things that do not look like you would think that the car would look like(i.e the windows).
<i>Is it anything that feels off with the text?</i>	No	No	No	No.	No.	No	Yes, why there is a #SephoraCommunity in the post when the rest of the post has nothing to do with it.	No.	No.
<i>Is it anything that feels off with the image?</i>	No, the picture looks very realistic but there are some white lines/rectangles in the bottom right corner that feel out of place.	Yes, the image shows a universe of people living on a nail swimming in a carton and it gives them that it is not real.	No	Yes. For example, the products, the fingernails, the ends of the hair, the eyes.	No.	Yes, the texture of the trees and road, the blurred effect over the licence plate, the text at the bottom of the picture, the logo(which looks more like Renault if anything), there is also a grey bar at the top of the image which looks like it has no reason to be there, some details of the car is also weird.	Yes, the text at the top has nothing to do with the rest of the post. The text also does not mean anything. Also the faces and products look very weird and unsettling	Yes, the text bubble being directed to nothing as well as the text within it being unreadable.	Yes, the details of the car, the different faulty qualities of different objects in the picture.