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A Cross-Cultural Study on the Sustainable Governance of AIGC Short Video Platforms: Addressing Tripartite Interest Imbalances

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Abstract. This research examines the growing adoption of AIGC tools in short-video production, which significantly enhances platforms' content output and operational efficiency while simultaneously generating divergent expectations and structural tensions among platforms, creators, and users. These stakeholder frictions are conceptualized as a tripartite interest imbalance, representing a fundamental obstacle to the sustainable governance of AIGC-driven short-video ecosystems. Drawing on stakeholder theory and platform governance theory, a structured questionnaire is developed to compare Chinese and overseas users' perceptions of AIGC platform governance. The findings reveal notable cross-cultural differences in governance attitudes, as well as distinct gaps in perceptions of stakeholder interest conflicts. Perceived AIGC governance and user trust are also positively associated with continuance intention and attitudes toward long-term sustainable governance. The empirical results suggest that effective AIGC platform governance should extend beyond content safety and productive efficiency, with coordinated mechanisms to reconcile the competing demands of all three stakeholder groups being equally critical. Accordingly, transparent, equitable, and culturally adaptive regulatory frameworks are essential for achieving sustainable governance of global AIGC short-video platforms.

Keywords: AIGC, Short-Video Platforms, Platform Governance, Cross-Cultural Study

1. Introduction

Bloomberg Intelligence predicts generative AI will unlock USD 1.6 trillion annual market value by 2032, transforming the whole system of digital content creation and consumption [1]. Artificial Intelligence Generated Content (AIGC) is now widely adopted across video production, script writing, and post-editing. Excessive reliance on AIGC has created visible industry drawbacks, such as repetitive, identical content and fierce market competition. Such issues worsen users' viewing experience, hurt platform reputation, and reduce the commercial gains of original creators. This brings forward a critical governance task: coordinating the interests of platforms, original creators, and users to secure stable, long-term platform development.

Existing research mainly discusses AIGC technical application and algorithm management, while few papers analyze the complex interest links between the three key participants. Most relevant

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studies only cover users within one region, leading to limited generalizability. Based on stakeholder theory and platform governance theories, this study employs a structured questionnaire survey of short-video platform users [2, 3]. It further compares differences in user cognition across cultural contexts. The findings are expected to enrich theoretical discussions on the governance and sustainable development of AIGC platforms while also offering practical implications for short-video platforms seeking to formulate more equitable, transparent, and sustainable governance strategies.

2. Literature review

Existing research has increasingly examined how AIGC is reshaping short-video platforms and generating new challenges for platforms, creators, and users. This chapter begins by outlining the broader industry context of AIGC-driven short-video platforms, followed by a review of existing research on the three key stakeholders—creators, users, and platforms. It then identifies areas of consensus and controversy before highlighting the research gaps surrounding tripartite interest imbalances and platform governance.

AIGC substantially lowers the entry barriers for both individual creators and businesses in the short-video sector, while simultaneously improving creative efficiency [4]. This phenomenon can be attributed to the ability of AIGC tools to streamline the short video creation process and significantly lessen the burden of manual production [5]. However, AI tools often rely on preset generation templates for the batch production of audio-visual content, which can result in standardized and homogenized outputs and weaken the differentiated competitiveness of platform content [6]. Although large-scale AIGC production capacity may enhance the platform's overall playback metrics, empirical evidence continues to reveal a persistent tension between the vast volume of algorithm-generated content and users' inherent preference for human-created works [7]. Furthermore, the lack of mature platform governance mechanisms has led to emerging concerns surrounding the application of AIGC, including copyright disputes, the spread of misinformation, and ethical risks [8].

AIGC can free creators from repetitive mechanical tasks and help them overcome creative limitations imposed by professional equipment and editing techniques [9]. Furthermore, generative video tools can assist creators in refining narrative structures and bridging story gaps within live-action footage [10]. However, these efficiency gains give rise to an "autonomy paradox": greater efficiency comes alongside creators' fears of losing creative control [11]. Moreover, resource-limited creators who cannot afford the high costs of disguising AI-generated content may be forced to engage in invisible authenticity labor to hide traces of AI to maintain their traffic. This dynamic has intensified inequality among creator groups and reshaped labor distribution on short-video platforms [12].

AIGC significantly expands content production on short-video platforms, enabling creators to produce content at scale [7]. Meanwhile, AI-generated content and its disclosure can influence users' credibility perceptions and engagement with platform content [13]. At the same time, template-based batch generation may contribute to content homogenization [6]. Huang et al. found that the continuous delivery of highly homogeneous content on traditional mobile short-video applications can induce media burnout, weaken long-term usage intention, and ultimately lead to user churn [14]. The mechanism identified in their study—whereby homogeneous content triggers user burnout—is equally applicable to the context of AI-generated short videos. More importantly, AI-generated videos and photos can hardly be distinguished from authentic ones by the naked eye alone,

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suggesting that visual realism no longer serves as a reliable indicator of truthfulness [15]. This may increase users' cognitive burdens and create new challenges for trust and content verification.

Regulatory initiatives in the European Union, China, and the United States have progressively established governance requirements for generative AI and synthetic media, providing a legal baseline for the AIGC industry, including the AI short video segment [16]. Major short-video platforms have also implemented mandatory disclosure and labeling requirements for AI-generated visual content [17]. However, this platform-centered governance model may create an asymmetrical power structure, as responsibility for AI-mediated interactions is redistributed towards creators while platforms retain significant control over the boundaries of "authentic" creativity and the technological infrastructure on which creators rely [18]. Existing governance measures primarily focus on harmful AI-generated content, while relatively few mechanisms systematically balance the interests of platforms, creators, and users simultaneously [19].

3. Methodology

This study adopted a quantitative research approach and collected primary data through a structured questionnaire survey. The questionnaire was designed to reflect realistic governance contexts of AIGC applications on short-video platforms. This study aims to collect at least 400 valid questionnaires, with 200 from Chinese users and 200 from overseas users, to support a cross-cultural comparative analysis.

This questionnaire consists of five parts: demographic and background information, AIGC platform governance, tripartite interest imbalances, user trust, and platform sustainability. In this research, AIGC platform governance is treated as the independent variable, reflecting users' perceptions of the platform's governance measures for AI-generated content. Meanwhile, tripartite interest imbalance and user trust serve as two core mediators: the former captures the conflicts of interest among the platform, creators, and users in the development of AIGC, while the latter measures the degree of user trust in the platform's AI governance capabilities. Platform sustainability serves as the sole dependent variable in assessing users' perspective on its long-term growth. All variables were assessed using a five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree".

The four core variables comprised 18 self-developed measurement items: four items for AIGC platform governance, six for tripartite interest imbalance, four for user trust, and four for platform sustainability. All items were developed based on the conceptual framework and research objectives of this study.

SPSS software was employed to assess data quality through reliability and validity analysis. Specifically, Cronbach's Alpha coefficient was used to examine the internal consistency of the scale, while the KMO test and Bartlett's test of sphericity were applied to determine whether the data were suitable for further analysis. Furthermore, descriptive analysis was conducted to examine the basic characteristics of the samples. Independent sample t-tests were employed to compare differences between domestic and foreign users across the four dimensions. To further validate the research model, hierarchical regression analysis was adopted to examine the relationships among the variables.

This study adheres to the ethical standards required for academic research. All participants participated in the survey voluntarily. All data are used exclusively for academic analysis, and we confirm that the findings will not be employed for any commercial purposes.

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4. Results

428 questionnaires were collected. Respondents with no AIGC exposure were excluded, and 13 overseas respondents residing in China were reallocated to the domestic group, resulting in 407 valid samples, including 216 domestic and 191 overseas users.

Reliability and validity tests verified satisfactory scale performance, with Cronbach's α of 0.920, a KMO value of 0.930, and a significant Bartlett's sphericity test ($\chi^2 = 3712.151$, $p < 0.001$). Descriptive statistics indicated all core variables scored above the midpoint of 3 on the five-point Likert scale. Independent-samples t-tests detected notable cross-cultural discrepancies. Domestic users possessed higher governance perception ($M = 4.524$ vs. 4.116, $t = 6.040$, $p < 0.001$), while overseas users perceived stronger creator conflict ($M = 4.026$ vs. 3.817, $t = -2.263$, $p = 0.024$) and platform conflict ($M = 4.047$ vs. 3.773, $t = -2.945$, $p = 0.003$). No intergroup differences emerged regarding user conflict, user trust, continuance intention, or platform sustainability. Levene's test and Welch's correction were adopted to address unequal variances.

Separate hierarchical regressions were conducted, taking user trust, continuance intention, and platform sustainability as dependent variables, respectively. Control variables merely explained 0.9% variance of user trust; the inclusion of governance perception increased ΔR^2 by 26.9%, and the full model covering three types of interest conflicts reached $R^2 = 0.583$, where governance perception and all conflict variables showed significant predictive power with user conflict exerting the largest influence. For continuance intention, control variables explained 1.0% variance, governance perception lifted ΔR^2 by 15.6%, and the final model obtained $R^2 = 0.378$, in which only governance perception and user conflict were statistically significant. When predicting platform sustainability, control variables accounted for 3.0% variance. Model explanatory power was sequentially improved by adding governance perception, user trust, and continuance intention, and the introduction of tripartite conflict variables further raised ΔR^2 by 1.6% to a final R^2 of 0.673. Governance perception, user trust, creator conflict, and continuance intention significantly predicted attitudes toward sustainable governance, and user trust functioned as the dominant predictor.

5. Finding

All variables had mean scores above the midpoint of 3 on the Likert scale, indicating that both domestic and international respondents recognized the importance of AIGC content governance and held positive attitudes toward it. This finding is consistent with existing studies regarding the authenticity and governance challenges arising from the expanded scale of content production enabled by AIGC [7, 19].

The regression results further show that users' perceptions of platform governance are closely associated with their trust and continued platform use. When AIGC governance perception was added, the explanatory power for user trust increased by 26.9% ($\Delta R^2 = 0.269$, $p < 0.001$), with a significant positive effect ($\beta = 0.593$, $p < 0.001$). Similarly, governance perception significantly predicted continuance intention ($\beta = 0.555$, $p < 0.001$). This suggests that effective AIGC governance has become an important component of platform-user relationships and may contribute to maintaining user trust and continued platform use.

The most evident cross-cultural differences were found in governance perception and interest conflicts involving creators and platforms. Domestic users reported significantly higher governance perceptions than overseas users ($M = 4.524$ vs. 4.116, $t = 6.040$, $p < 0.001$). Conversely, overseas users reported stronger perceptions of creator conflict ($M = 4.026$ vs. 3.817, $p = 0.024$) and platform conflict ($M = 4.047$ vs. 3.773, $p = 0.003$). These findings suggest that although users from different

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cultural backgrounds generally recognize the importance of AIGC governance, their concerns regarding stakeholder interests are not entirely aligned. Therefore, AIGC governance should address common needs for trust and security while remaining sensitive to differences in stakeholder perceptions across cultural contexts.

The regression analysis indicates that perceived conflicts among platforms, creators, and users are significantly associated with user trust. The final model explained 58.3% of the variance in user trust ($R^2 = 0.583$, $p < 0.001$). Among the predictors, user conflict exerted the strongest effect ($\beta = 0.368$, $p < 0.001$), followed by governance perception ($\beta = 0.265$, $p < 0.001$) and platform conflict ($\beta = 0.153$, $p < 0.001$). This suggests that users are particularly concerned with whether their own interests are affected, including content quality, information authenticity, and viewing experience. This finding also echoes the "scale-over-preference" phenomenon proposed by Shi et al.: although AIGC can substantially expand content supply, greater content volume does not necessarily translate into stronger user preferences [9].

The final regression model explained 67.3% of the variance in platform sustainability ($R^2 = 0.673$, $p < 0.001$), with user trust showing the strongest predictive effect ($\beta = 0.612$, $p < 0.001$). Governance perception also remained a significant predictor ($\beta = 0.235$, $p < 0.001$), while creator conflict and continuance intention showed smaller but significant effects.

These findings suggest that sustainable AIGC governance should not focus solely on restricting AI-generated content. Instead, platforms need to balance platform efficiency, creator rights, and user interests through transparent AIGC labeling, content review, creator protection, and user feedback mechanisms. Governance strategies should also consider cultural differences in users' perceptions of stakeholder interests, thereby supporting trust, continued engagement, and the long-term sustainable development of AIGC platforms.

6. Conclusion

Overall, both domestic and international users demonstrate a relatively high level of awareness regarding AIGC governance, and platform governance has emerged as a shared concern. On the one hand, notable differences exist between domestic and foreign users in terms of governance cognition and the conflicts of interest between content creators and platforms. On the other hand, no significant differences are observed between the two groups with respect to user interest conflicts, trust, willingness to continue using, and attitudes toward sustainable governance.

Furthermore, regression analysis confirmed that establishing user trust is the key driver for achieving the sustainable development of AIGC platforms. Accordingly, AIGC governance should not be understood solely as curbing illegal, harmful, or false content; it should also address the responsibilities, rights, interests, and benefit distribution among the various stakeholders throughout the process of technology application.

This research reveals that the core challenge AIGC poses to the short-video industry is how to rebalance technical efficiency, commercial interests, creator rights, and user trust. Only by embedding the coordination of multiple stakeholders into the core of platform governance can AIGC short-video platforms evolve from rapid expansion towards fairer, more transparent, and more sustainable development.

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