

Optimizing User Experience: AI- Generated Copywriting and Media Integration with ChatGPT on Xiaohongshu

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Abstract: With the rapid advancement of artificial intelligence, ChatGPT has established itself as a pivotal landmark in Artificial Intelligence Generated Content (AIGC). Recently, an intriguing phenomenon has surfaced in the Xiaohongshu, where bloggers have harnessed the potential of ChatGPT to craft copywriting for their blogs. To their amazement, these AI-generated textual pieces have garnered substantial appreciation regarding likes and attention. This prompts an inquiry into whether the infusion of AI-generated copywriting has initiated an impact on the conventional manual copywriting market and whether it has contributed significantly to the promotion of media integration. This study adopts the user experience as its foundational premise based on this consideration. Employing a qualitative research methodology through in-depth interviews, it endeavors to dissect and evaluate whether the deployment of AI-generated copywriting on the Xiaohongshu platform has ushered in favorable repercussions for media integration. Furthermore, this exploration aims to provide more profound insights into the future development of media.

Keywords: AI-Generated copywriting, ChatGPT, media integration

1. Introduction

The rapid development of artificial intelligence makes ChatGPT a milestone in AI-generated content (AIGC). ChatGPT, a generative pre-trained chat robot, released by OpenAI. Because of its distinctive ability, ChatGPT stands out from the previous AI products. ChatGPT, a chatting AI, learns to generate text content using the Large Language Model (LLM) model [1]. The emergence of this technology has attracted attention in the technology field and opened up new opportunities for media integration. With AI-generated technology developed, intelligent content creation is growing, and ChatGPT improves the ability, including automated authoring and news summarization. Significantly, the impact of AI-generated content has extended to contemporary, high-profile areas such as automatic video editing. The application form of ChatGPT, which combines conversation and creation, significantly increases the efficiency of creating content in a limited amount of time and space.

Regarding the applications of AI in the media, it is crucial to recognize that these phenomena are only an iceberg. In addition, by understanding subtle insights into user behavior and preferences, AI's ability to analyze data and create algorithms can help provide personalized content recommendations. As an illustration, TikTok recommends videos based on user preferences through a dedicated algorithm. These personalized recommendations aim to improve the user experience and increase

user attention and involvement. According to the user-generated content (UGC) model, the focus is on encouraging deeper user involvement in creating and distributing content, which in turn promotes an interactive relationship between media integration and user experience. Viewed from this perspective, the relationship between developing media integration and user experience is inextricable, with both influencing and reinforcing each other, creating a virtuous circle of interdependence. Constant innovation in media integration offers a broader array of diverse and imaginative content and services, further stimulating user engagement.

According to the 51st Statistical Report on the Development of the Internet in China by the China Internet Network Information Centre [2], the number of Internet users in China had reached 1.067 billion by December 2022. Of these, 1.031 billion accessed online videos, including short videos. Moreover, 812 million users in online shopping by December 2021 [3]. Xiaohongshu, is a new e-commerce platform, the key feature is the community model of online shopping and sharing of product usage experiences, based on user-generated content (UGC) and spread by word-of-mouth on the Internet [4]. Bloggers worldwide share their lives through multimedia content, including short videos, photos, and other forms, exploring various categories such as fashion, beauty, care, food, travel, etc. They also purchase products recommended by other users.

Recently, however, a new and exciting phenomenon has appeared in Xiaohongshu, showing bloggers have utilized ChatGPT to generate copywriting, followed by sharing said creations on their blogs. Remarkably, this copywriting has resulted in unexpectedly high levels of likes and attention, and the emergence of this intriguing phenomenon has led to profound reflection: does the integration of AI-driven copywriting have the potential to impact user experience? Moreover, does it play a pivotal role in catalyzing the advancement of media integration? Against the backdrop of these conditionals, this essay aims to explore and analyze, from a user experience perspective, whether the application of AI copywriting on the Xiaohongshu platform has yielded any benefits for media integration and whether it has provided any deeper insights for the future development of media.

2. Literature Review

Currently, research on ChatGPT is mainly focused on three aspects, the academic, mass media, and the development of status, risks, and challenges. Various views on ChatGPT research have been presented by scholars from both China and international academic communities.

Firstly, in terms of academic research, some studies have highlighted the interaction characteristics of ChatGPT with users, emphasizing its ability to optimize traditional modes of communication. Scholars such as Wang Ran have proposed that ChatGPT's interaction process displays personification characteristics, which has transformed the role of machines in communication and realized a higher level of interaction and communication [5]. Moreover, the Chinese scholar Ni Minjing et al. pointed out that the performance of ChatGPT in academic writing is comparable to that of manual writing, and that it has had a profound impact on the field of education [6]. On the other hand, the technology of ChatGPT improves the compatibility of education and helps to impart knowledge more effectively, according to Chinese scholar Yang Xin [7]. The difference is that foreign scholars believe that it is very easy to use ChatGPT to write an academic paper [8], but academics should use these tools more rationally and pay more attention to the construction and improvement of human intelligence and critical thinking when writing a paper [9].

Secondly, mass media research tends to focus on the news industry. Internationally, scholars have focused on the application of ChatGPT in news production, such as the generation of intelligent news. Take AP as an example, they use Automated Insight and Zacks Investment Research intelligent technology, mass production of intelligent news, through efficient generation form, Francesco Marconi, co-director of global automation and AI strategy at the Associated Press, said that AI promotes the maximum use of resources and improves the productivity of journalists [10]. However,

Dr. Bharat Dhiman found that ChatGPT does have potential in the field of journalism, it still faces some challenges in practical applications and has not yet fully realized its maximum value [11]. Some Chinese research focuses more on how to use AI tools to improve news writing skills. As Chinese scholars Chen Changfeng and Huo Jie believe that the application of artificial intelligence should integrate human thinking to achieve the improvement of new thinking [12].

Moreover, Other studies have focused on the status quo, risks and challenges of ChatGPT. For instance, Chinese scholars Yu Shui and Fan Dezhi believe that the social justice problems that the development of ChatGPT will bring about will accelerate the phenomenon of social inequalities [13].

McLuhan criticized individuals who emphasized the content of media while disregarding the medium and pointed out that our conventional response to all forms of media is the importance of their utilization. However, this represents the desensitizing attitude of the technologically naive person, because the content of the media is analogous to delicious meat, and the intruder is primarily interested in the content rather than the utility [14].

Media integration is an important topic in the field of media, which has received considerable attention from the academic community. The concept was first proposed by Poole in 1983, who defined media integration as “the trend of multifunctional integration of different media” [15]. In China, scholars mainly focus on the integration path between traditional media and new media, studying how traditional media such as television, newspaper, and radio interact with new media such as the Internet and social media, and discussing the challenges and opportunities of media integration [16]. Internationally, however, research focuses more on technological innovation and digital transformation, discussing the application of new technologies such as digital technology and artificial intelligence in media integration, as well as development trends in multimedia content creation and cross-platform communication [17].

After a careful review and analysis of the literature, the author finds that there is relatively little research on the integration of ChatGPT and media from a user experience perspective. In particular, the number of studies is limited when it comes to targeted literature. By consulting CNKI and Google Scholar, it was found that domestic and foreign research mainly focuses on the development of ChatGPT in specific fields, or focuses on the development opportunities and challenges of ChatGPT. In these studies, user experience is often considered an important perspective. However, its specific exploration is less. In particular, there is a paucity of research that has focused primarily on copywriting and examines the role of AI in promoting media integration.

3. Methodology

This study followed the qualitative research method, mainly with in-depth interviews as the core means. In recruiting research objects, the author adopted a random selection method to choose blogger fans who pay attention to AI copywriting published by Xiaohongshu and repeatedly covered respondents of different ages to ensure the diversity of the sample. To meet the criteria, respondents need to have some internet experience and some understanding of AI technology and copywriting. As part of the recruitment process, the author explained the purpose and content of the research to potential interviewees and conducted the interviews after obtaining their consent. The interviews were open-ended, and focused outlines were developed to ensure that the interviews focused on the research questions. Each case was interviewed for approximately 30 minutes to ensure sufficient information was obtained. In order to increase the diversity of the sample, this study conducted interviews via WeChat voice and included interviewees of different ages, ranging from 20 to 50 years old.

The interviews involved in-depth discussions with each interviewee, focusing on users' perceptions and attitudes towards AI-generated copywriting, the comparison between AI-generated copywriting and human-written copywriting, and whether AI-generated copywriting promotes the

development of media integration. The author approached respondents with an open mind, listening to their views on AI copywriting and understanding their different feelings about language, expression, and the impact of human and AI copywriting on the user experience. Throughout the study, the author fully respected the privacy and rights of the respondents. Before the interview, the author clearly explained the purpose and process of the research and obtained the interviewee's consent. At the same time, the author took the necessary measures to ensure the security and confidentiality of the interview data.

Although age was taken into account in the study, there were some limitations in the ratio of men to women. The focus of this study is to explore whether AI copywriting in Xiaohongshu can promote the development of media integration from the perspective of personal experience, as well as the respondents' subjective perception of AI copywriting. The purpose of the research is to understand the respondents' personal opinions on whether enhance User Experience through ChatGPT-generated Content on Xiaohongshu and accelerate the development of media Integration.

4. Results

4.1. Profile of Participants

In this study, the author interviewed ten Xiaohongshu users who follow accounts specializing in publishing AI-generated copywriting. The respondents ranged in age from 20 to 50 and spent over five hours a day on Xiaohongshu. Through in-depth interviews, insights gained into these respondents' diverse attitudes and perspectives toward AI-generated copywriting, its potential impact on content creation, and its role in promoting media integration.

4.2. Positive Perception: Agreement of Develop and Recognition

The majority of respondents have a positive attitude towards AI-generated copywriting. They are aware that AI technology can generate copywriting and have encountered such content on platforms such as social media. These respondents believe that the trajectory of AI technology in the field of copywriting is clear, and they expect AI copywriting to be widely used in the future, particularly in areas such as product descriptions and advertising copywriting. These respondents pointed out that "AI-generated copywriting can save writing time, especially in scenarios that require a significant amount of content." Rapid advances in AI technology may lead to a fusion of human and AI-generated copywriting through artificial algorithms. This will involve using AI to rapidly generate copywriting for appropriate product promotions, improving work efficiency, enabling innovative marketing strategies, and providing additional opportunities for creators.

4.3. Negative Perception: Concerns Regarding Human Creativity and Authenticity

However, several respondents expressed concerns about AI-generated copywriting. They raised worries about potential problems such as a lack of authenticity. There is a fear that while AI technology can produce content, it may still need to convey deep emotions and clear ideas compared to human-written copywriting. As one respondent stated, "I am afraid that AI-generated copy may lack the unique perspectives and emotions that human creators bring, potentially leading to formulaic content." This opposing viewpoint highlights some respondents' concerns about the inherent virtual nature of AI-generated copywriting. Despite AI's efficiency in generating content, audiences still need to be convinced about whether the intended emotions are effectively communicated and whether the content retains originality. These concerns contrast with the positive sentiments, illustrating users' diverse perspectives on AI-generated copywriting.

4.4. The Catalytic Role of AI Technology in Media Integration

Despite the varying positive and negative attitudes and perceptions towards AI-generated copywriting, all ten respondents agreed that the advancement of AI, particularly the widespread using of ChatGPT, has contributed significantly to the media integration process. Respondents consistently highlighted the extensive use of AI in various everyday media products, including algorithm-driven personalized recommendations and intelligent search capabilities. In addition, the influence of AI technology can be felt in areas related to copywriting, including content creation, image generation, and video production, effectively enhancing the user experience with media content. The interviews concluded with a unanimous consensus among the ten respondents that “AI technology plays a pivotal role in the area of AI-generated copywriting. In contrast to the personalized customization enabled by big data, AI-generated copywriting highlights the practical implementation of AI technology in different contexts. Respondents emphasized: ‘The copywriting of certain ads is compelling, and I was unaware that it was AI-generated.’ This observation underlines the widespread recognition of the potential of AI technology in AI-generated copywriting. A significant number of respondents strongly believe that as AI advances, AI-generated copywriting will increasingly approach the intricacies of human creation, creating more opportunities for brands and content creators. This feeling was consistent across respondents, underscoring the catalytic role of AI technology in media integration, particularly in AI-generated copywriting.

5. Discussion

This study focuses on users’ perceptions and attitudes towards AI-generated copywriting, discussing how AI-generated copywriting compares to human-generated copywriting and the role of AI-generated copywriting in the evolution of media integration. Through in-depth interviews, the author obtained respondents’ perspectives on AI, revealing their understanding and expectations of this emerging technology. With the rapid development of information technology, media integration has become an important social and cultural change and economic transformation trend. In this context, artificial intelligence technology is becoming increasingly important, especially in copywriting and content generation. The AI copywriting generated by ChatGPT generates enormous traffic on the Xiaohongshu platform, which undoubtedly makes the development of AI push the development of media integration to a higher level. The user’s happiness and sadness represent their love for the copywriting and whether they are satisfied. Based on the user experience, the following is an in-depth discussion on how AI copy can promote the development of media integration.

AI-generated copywriters work and reflect differently from human creators, and this difference often leads to unexpected innovation. This innovative thinking can lead media integration development in a more diversified and diverse direction. AI-generated copy has played a positive role in driving innovation in media form, providing users with a more diverse experience by pushing the boundaries of content creation. For example, AI-generated copy can quickly adapt to different platforms and media forms, from social media to news reports, short videos, and blogs. This multi-platform capability helps media content to spread and be distributed more widely, thereby enhancing the coherence of media integration. At the same time, by integrating art and technology, AI-generated copywriting has brought a new paradigm of thinking to media content creation, improving the depth and breadth of the user experience. Building on the positive impact of AI-generated copywriting on media integration described above, the author also uses ChatGPT as an example to propose some measures to show how AI-generated copywriting can promote media integration.

Firstly, when using the copywriting generated by ChatGPT, media professionals and creators must always ensure its authenticity and objectivity. In the modern media environment, the accuracy and credibility of information are essential, especially on platforms such as social media, where

information spreads rapidly and can quickly influence the views and decisions of audiences. As Wang Ran and others have pointed out, media professionals must be extremely vigilant when using ChatGPT, especially when dealing with small details, and be sensitive to possible biases and inaccuracies [5]. This is crucial because even minor misdirection or error in disseminating information can lead to severe misunderstanding or misdirection. Therefore, both practitioners and producers need to have the appropriate professionalism and work ethic to ensure that they can identify and correct any inaccuracies that may exist. In this way, we can better address the challenges posed by AI-generated copy to ensure the accuracy and credibility of communication and promote the healthy development of media integration.

Secondly, when using ChatGPT, the key is to meet the user's needs and show the features of the advertised product. Before embarking on copywriting, practitioners and creators should have a deep understanding of the needs and preferences of their target audience. Although AI-generated copy could be derived from learning from massive amounts of data, it still needs to be personalized and modified according to the unique needs of the target audience to ensure that the content of the copy is not only attractive to readers but also adequately meets their needs and interests. In order to create a more immersive interactive experience, practitioners and creators should input more customized words when using AI to generate copy to showcase the product's characteristics better and achieve a specific promotional effect; Furthermore, through real-time interaction with the audience, practitioners, and creators can adapt to user responses and generate copywriting content closer to user needs, thereby strengthening the connection between users and content.

Finally, creating copywriting with ChatGPT requires an emotional connection with the user. Chinese scholar Kuang Wenbo points out that a critical motivation for individuals to use media is to satisfy emotional needs. By satisfying emotional needs, users receive information and experience emotional pleasure, which increases user satisfaction with copywriting [18]. By generating emotional content, AI copywriters can establish a deeper emotional connection with users and give users a sense of humanized interaction. For example, ChatGPT can create emotionally rich stories or responses that users can relate to and identify with, thereby strengthening users' emotional engagement with the media platform.

6. Conclusion

This study takes user experience as a starting point to discuss the influence of AI copywriting applications on the Xiaohongshu platform on media integration. Through in-depth interviews with fans who follow the release of AI copywriting accounts on the Xiaohongshu platform, combined with literature reviews, it is found that previous studies primarily focus on the development of ChatGPT in specific areas or the development opportunities and challenges of ChatGPT. From the user experience perspective, studies on the application and development of AI copywriting and the promotion of AI to media integration are relatively limited. Based on this, the author deepens the research, puts forward the research purpose, and finds that the potential of AI technology in copywriting has been gradually explored and plays a positive role in media integration. The application of AI copy enriches the media content and enhances the user's reading experience. As this study shows, AI-generated copy can be personalized according to the preferences and characteristics of the audience to meet users' needs better and enhance the interaction between users and content. This emotional resonance increases the user's sense of participation and promotes the development of media integration. It is particularly noteworthy that AI technology does not replace human creators but works in conjunction with them, opening up new possibilities for media content creation. The emergence of AI copywriting enriches the creative thinking of media creation and expands the form of expression of content. Integrating technology and humanistic creation provides more creativity and imagination for media integration and accelerates media development. In addition,

this study has some limitations. First of all, only ten samples are selected for analysis in this paper, which means that the selected samples are single and unique and only describe the relevant characteristics of Douyin users under certain conditions. Furthermore, although AI copywriting has improved the user experience to a certain extent, its application still needs to be further optimized; for example, the emotions and subjectivity of the human writer are still indispensable for copywriting in a particular field. In addition, user acceptance of AI-generated copywriting will also be influenced by factors such as personal preferences and cultural background, which require further research and discussion.

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