

The Impact of Generative AI on Content Creation [Working Title]

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Motivation:

Based on limited prompts, generative artificial intelligence (AI) tools, especially large language models (LLMs), can produce coherent text, explanations, summaries, and code-like outputs. Because these systems can deliver “good-enough” content instantly, they are changing when, why, and how people create content in digital environments. This shift matters across many settings, including e.g. knowledge-sharing communities, social platforms, and any ecosystems that depend on steady human contributions (questions, answers, posts, comments, tutorials, reviews, documentation, etc.).

Early evidence from online communities suggests that the introduction of widely available LLMs can reduce certain forms of human content production and participation, but not uniformly. Effects may differ across platforms and contexts. These changes raise broad questions about whether generative AI primarily substitutes for human contributions, reshapes them into new forms, or shifts where content is produced.

Goal:

The goal of this thesis project is to provide an overview of theories and empirical evidence on how generative AI affects human content creation and participation across digital contexts. The thesis should synthesise empirical findings on the effects and discuss implications for the design and governance of digital ecosystems that rely on user-generated content.

References and Related Literature:

Burch, G., Lee, D., & Chen, Z. (2024). The consequences of generative AI for online knowledge communities. *Scientific Reports*, 14(1), 10413. <https://doi.org/10.1038/s41598-024-61221-0>

Quinn, M., & Gutt, D. (2025). Heterogeneous effects of generative artificial intelligence (GenAI) on knowledge seeking in online communities. *Journal of Management Information Systems*, 42(2), 370–399. <https://doi.org/10.1080/07421222.2025.2487313>