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The Impact of Artificial Intelligence-Generated Videos on the Information Reception Behavior of Social Media Users

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Abstract: The widespread proliferation of artificial intelligence (AI)-generated videos on social media presents an urgent need to evaluate their impact on information reception behavior. This article employs quantitative analysis techniques (Cronbach's Alpha, exploratory factor analysis, Pearson correlation, and multiple regression) to measure the factors influencing users' levels of acceptance and interaction. The results indicate that "positive perception of the authenticity and attractiveness of AI videos" is the most robust influential factor. Consequently, the article proposes scientific implications aimed at enhancing digital media education capacity and increasing the transparency of AI content, thereby optimizing the effectiveness of users' information reception.

Keywords: AI videos; generative AI; social media; information reception; Vietnam.

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1. Introduction

Amidst the profound digital transformation occurring across various sectors, generative artificial intelligence (AI) has emerged as a technology that fundamentally alters the contemporary media structure. Initially utilized primarily for data processing, image recognition, or technical automation to save time, AI has progressively acquired new capabilities and now directly participates in the production of media content. The increasingly ubiquitous presence of AI-generated videos on platforms such as TikTok, Facebook Reels, Instagram Reels, and YouTube Shorts introduce novel phenomena – not only in the production and distribution of information but also in the information reception process of social media users within the digital environment.

With an ever-improving capacity to simulate realistic images, voices, movements, expressions, and contexts, video generated by AI creates a sensation akin to human-produced content; through this characteristic, it enhances its appeal, attention-grabbing ability, and virality on social media. However, this very trait spawns a new paradox in information reception: the more perceptually authentic the content, the more likely it is to blur the

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boundaries between real and fake, consequently impacting users' cognition, emotions, trust, and interactive behaviors. Given that the current social media landscape operates on content distribution algorithms prioritizing visuality, understanding this issue becomes critical.

Despite numerous recent studies on AI in media, deepfakes, automated content, and human-AI interaction, prior research has largely focused on technological and ethical aspects, the risks of misinformation, or marketing perspectives. In Vietnam, empirical research on the relationship between AI videos and information reception behavior remains limited, leaving a gap regarding the specific factors that influence users' levels of acceptance, vigilance, verification, and interaction.

Drawing upon the uncanny valley theory, the uses and gratifications (U&G) theory, and the stimulus-organism-response (SOR) model, this research views social media users as subjects who are simultaneously influenced by AI video characteristics and who actively interpret, evaluate, doubt, verify, and decide their level of interaction. The research hypothesizes that AI videos impact information reception behavior ambivalently: they simultaneously foster attraction and interaction while increasing the user's reservation and reflexivity.

2. Theoretical Framework and Research Hypotheses

2.1. Theoretical Framework

This study integrates three foundational theoretical approaches: the uncanny valley theory, U&G theory, and the SOR model.

Uncanny Valley Theory: This theory posits that affinity toward artificial entities does not increase linearly with their human-likeness. When an entity closely resembles a human but falls short of complete naturalness, the observer's reaction abruptly shifts from fascination to unease and fear. This explains the "ambivalent" psychology of users when exposed to AI videos: they are simultaneously attracted by the realism and triggered into negative psychological reactions when recognizing the non-human nature of the subject (Mori, MacDorman, and Kageki 2012; Gray and Wegner 2012).

U&G Theory: U&G theory establishes an audience-centric perspective where users actively select media to satisfy personal needs. In the digital sphere, users watch AI videos not merely to receive messages but to seek novel experiences, curiosity, and real-time interactive sensations (Katz, Blumler, and Gurevitch 1973; Ruggiero 2000).

SOR Model: Applied online, the visual technological characteristics of AI videos (realism, novelty) act as stimuli (S), generating ambivalent cognitive states both attracted and skeptical (O) before leading to behavioral decisions to approach, interact, or avoid (R) (Mehrabian and Russell 1974; Jacoby 2002).

2.2. Research Hypotheses

Based on the presented foundational theories, the authors developed a hypothesis system following a unified logic. Specifically, from the uncanny valley theory, it can be seen that the human-likeness of artificial entities not only alters superficial impressions but also strongly governs the psychological responses of the receiver. When an artificial entity approaches a human form but has not achieved complete naturalness, viewers may simultaneously experience attraction and unease. Research by Di Natale et al. (2021) shows that the "authenticity deviations" in virtual faces or expressions are a trigger for uncanny reactions in observers. Meanwhile, the U&G theory emphasizes that media

audiences are not passive subjects, but active individuals who choose and use content to satisfy their cognitive, entertainment, interactive, and self-affirming needs. Combining these two approaches within the SOR framework, it can be hypothesized that the characteristics of AI videos, acting as external stimuli, will impact the internal psychological and cognitive states of users, thereby influencing their information reception behavior on social media.

H1: The higher the perceived human-likeness of the AI video, the stronger the user's emotional response. According to the uncanny valley theory, as an artificial entity gets closer to human appearance and behavior, the receiver's reaction no longer moves linearly toward fondness, but shifts to a state of unease and fear. Characteristics such as gestures, movements, voices, faces, or the difficulty in distinguishing AI-generated videos from real humans can arouse feelings of novelty, curiosity, and excitement, and then cause discomfort if their authenticity has not reached complete naturalness.

H2: The higher the perceived human-likeness of the AI video, the greater the user's tendency toward vigilance and information verification. The second hypothesis also stems from the foundation of the uncanny valley theory, but shifts the focus of impact from the emotional aspect to cognitive evaluation. Specifically, the human-likeness of AI-generated videos forces viewers to think more, be more vigilant, verify more, compare, and be more reserved with the content being received.

*H3: The stronger the emotional elicitation, the higher the level of acceptance and interaction with the AI video***.** The third hypothesis is built upon the U&G theory. Accordingly, social media users actively select content because it provides emotional satisfaction, attractiveness, a sense of novelty, or a personalized experience. Therefore, if AI-generated videos evoke stronger emotions, users tend to view the content for longer periods of time, and are more willing to accept, express attitudes, interact, or share more.

H4: The higher the user's tendency toward vigilance and information verification, the lower the level of acceptance and interaction with the AI video. AI-generated videos may contain risks of misinformation or forgery. The more vigilant users are and the more they tend to verify information, the less likely they are to accept the content easily. However, this does not mean users completely reject AI-generated videos, but the level of interaction, sharing, or reception will decrease when users' checking and skepticism arise. Risk-defensive cognitive responses will reduce the user's level of acceptance of the video's content.

H5: The higher the perceived human-likeness of the AI video, the higher the user's level of acceptance and interaction with it. In an environment filled with short videos, many reception decisions occur very quickly, almost instantaneously, based on initial visual impressions of images, voices, faces, and rhythms. Therefore, even before the process of practical emotional and cognitive evaluation fully takes place, highly human-like AI-generated videos can still retain viewers, making them continue watching, pay more attention, or be willing to interact with the video.

H6: The level of emotional elicitation plays a positive mediating role in the relationship between the perceived human-likeness of the AI video and the user's level of acceptance and interaction. From hypotheses H1, H3, and H5, the authors developed the first mediating hypothesis. According to the SOR model, part of the

external stimulus's impact will be transmitted through internal states before manifesting as behavior. This means the human-likeness of AI-generated videos not only directly increases the level of acceptance and interaction but also intensifies the elicited emotions. It is this newly elicited emotional intensity that continues to motivate users to keep watching, interacting, or sharing.

H7: The tendency toward vigilance and information verification plays a negative mediating role in the relationship between the perceived human-likeness of the AI video and the user's level of acceptance and interaction. From hypotheses H2 and H4, the authors developed the second mediating hypothesis in the opposite direction. That is, the more human-like the AI-generated video is, the more vigilant viewers may become, thereby prompting them to verify the source, double-check the information, and be more cautious of the video's content. As the tendency toward vigilance and verification increases, the level of acceptance and interaction with the AI-generated video tends to decrease.

3. Research Methodology

Employing a quantitative design, this study conducted a sociological survey via a structured questionnaire to measure the impact of AI videos on the information reception behavior of social media users. The objective was to test the relationships among variables such as the perceived human-likeness of AI videos, emotional responses, tendency toward vigilance and information verification, as well as the level of user acceptance and interaction. On this foundation, the study both describes the current reality of AI video exposure and analyzes the factors affecting social media users' information reception behavior.

Regarding the research subjects, the paper focuses on social media users aged 16 to 30 years in Hanoi. This demographic exhibits a high frequency of social media usage, frequent exposure to short-form videos, and a relatively higher likelihood of encountering AI videos in the current digital media environment compared to other groups. During primary data collection, the survey was conducted primarily at high schools and universities in Hanoi, with random selection within the target age group to ensure sampling representativeness and objectivity. After data cleaning, which involved eliminating incomplete or invalid questionnaires containing contradictory responses, the valid sample size utilized for analysis was 320 cases.

Regarding ethical approval, at the time of data collection, a formal Institutional Review Board for non-clinical social science research was not established at the authors' institution. However, the study was conducted in accordance with ethical principles for educational research. Permission to conduct the research was granted by the school administration and participating teachers. All data collected were anonymized, non-sensitive, and posed no risk to the participants.

The data collection instrument was a structured questionnaire design based on the research model and previously established theoretical variable groups. The content comprised two main sections. The first section gathered demographic information alongside data on usage frequency, platforms utilized, exposure levels, and the types of AI videos respondents frequently encounter, serving descriptive statistical purposes. The second section included statements aimed at measuring the variables within the research model, focusing on four groups: (1) perceived human-likeness of AI videos; (2) level of emotional elicitation of AI videos; (3) tendency toward vigilance

and information verification when exposed to AI videos; and (4) level of acceptance and interaction with AI videos. The observed variables were measured using a 5-point Likert scale, ranging from low to high.

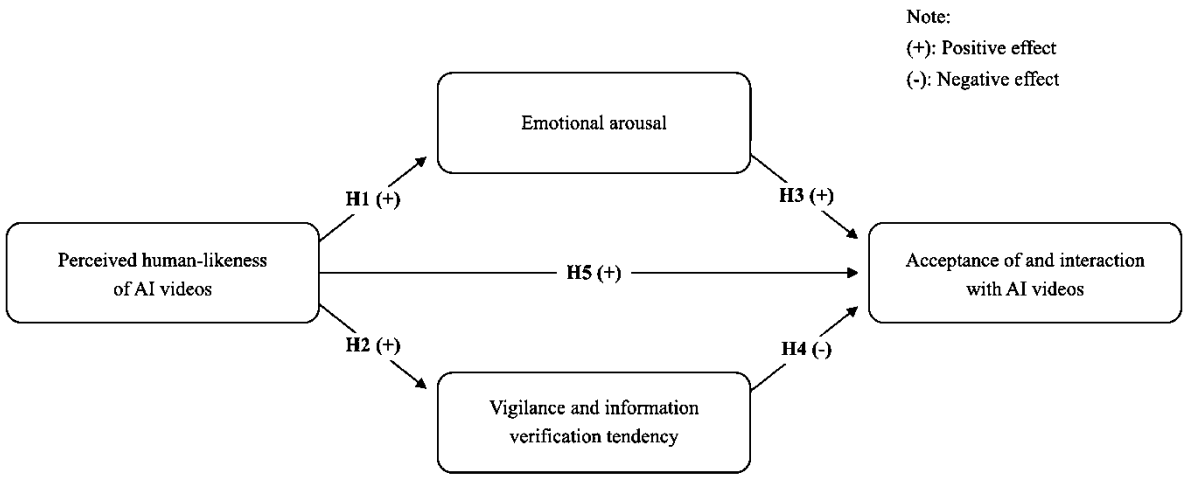
Regarding the implementation procedure, the research was conducted in three steps.

First, a literature review was conducted to construct the theoretical framework from the perspectives of the uncanny valley and U&G theories, integrated with the SOR model to form the proposed research model and the system of observed variables. Specifically, the model was built following the SOR logic, wherein the perceived human-likeness of AI videos serves as the stimulus (S), the level of emotional elicitation and the tendency toward vigilance/verification are mediating internal states (O), and the level of acceptance and interaction with AI videos represents the behavioral output (R).

Second, a questionnaire was developed to survey social media users in Hanoi.

Third, the survey data were coded, entered, and processed using SPSS 27.0.1 software.

Figure 1.1: *Diagram of the proposed research model*



H6: Emotional arousal plays a positive mediating role.

H7: Vigilance and information verification tendency plays a negative mediating role.

For data analysis, the study utilized descriptive statistics to identify sample characteristics, social media usage habits, AI video exposure levels, and response trends. Scale reliability was tested using Cronbach's Alpha. Subsequently, exploratory factor analysis (EFA) was employed to evaluate the convergent and discriminant validity of the measurement variables, allowing for the adjustment of the scale structure based on empirical data. Using the extracted factors, Pearson correlation analysis examined linear relationships among variables, and multiple linear regression determined the impact level of independent factors on the dependent variable.

4. Research Results

4.1. Sample Characteristics and the Reality of AI Video Access on Social Media

Descriptive statistical results from 320 valid samples indicate that the survey participants are highly representative of young digital users. Demographically, females predominated at 58.8%. In terms of age and occupation, the core segment consisted of individuals aged 19 to 22 years (49.1%), the majority of whom were students (53.1%). Working young adults (aged 23 to 30 years) also constituted a significant proportion at 31.3%. This structural characteristic perfectly aligns with the research orientation, as this audience segment has high online engagement, frequent digital content use, and high exposure to short-form videos.

Regarding social media usage habits, the data reflect a frequent and dense online presence. A majority of respondents (71.0%) spend three hours or more per day on online platforms, with TikTok (84.1%) and Facebook (76.9%) being the most dominant. This reflects a current information reception environment tightly bound to algorithmically distributed short-video formats.

On these platforms, AI videos within the entertainment and creative categories are the most prevalent, reaching 84.1% of users, followed by commercial/advertising videos (61.6%) and deepfake social news videos (36.3%). Notably, 96.9% of participants reported encountering three or more AI videos daily. These empirical facts clearly demonstrate that AI videos are no longer sporadic but have deeply integrated into the daily information streams of social media users.

4.2. Scale Reliability and Empirical Factor Structure

Reliability testing demonstrated that all scales achieved acceptable to good levels. Specifically, the scale for perceived human-likeness of AI videos yielded a Cronbach's Alpha of 0.790; emotional elicitation reached 0.764; tendency toward vigilance and verification was 0.681; and acceptance and interaction achieved 0.819. All observed variables had corrected item-total correlations greater than 0.3, meeting internal consistency requirements.

EFA results indicated data suitability (KMO = 0.885, Bartlett's test Sig. < 0.001). Three factors were extracted with Eigenvalues greater than 1, accounting for a cumulative variance extracted of 56.798%.

Based on the rotated factor matrix, the initial theoretical model was adjusted into three empirical factors: PAA (Positive perception of the authenticity and attractiveness of AI videos)**:** Encompassing variables related to human-likeness, sense of realism, novelty, excitement, and positive impressions; UVV (Reactions of unease, vigilance, and information verification): Including feelings of vigilance, loss of trust, discomfort, emotional disturbance, ambivalent excitement/skepticism, and information-checking behaviors; AIT (Level of acceptance and interaction based on conditional trust): Comprising willingness to receive, share, and interact, preference for personalization, tendency to continue watching, and increased trust when origins are clearly stated.

Factor 1 (PAA) combines perceived realism in gestures, voices, and human-likeness with interest, novelty, and positive impressions. Factor 2 (UVV) groups unease and distrust with vigilance and information verification. Factor 3 (AIT) groups

willingness to watch, share, accept, and interact with source-dependent trust, as reflected in Table 1.

Table 1: *Rotated component matrix of observed variables*

Observed variables (Items)	**Factor 1 (PAA)**	**Factor 2 (UVV)**	**Factor 3 (AIT)**
Gestures and movements of AI characters appear realistic	0.732		
AI characters evoke a realistic human-like feeling	0.714		
Feeling interested	0.713		
Feeling of novelty	0.669		
Feeling impressed	0.654		
Voices and sounds are natural	0.638		
Difficult to distinguish between AI-generated and human-produced videos	0.636		
Feeling vigilant		0.783	
Feeling distrustful		0.777	
Feeling uncomfortable		0.756	
Feeling emotionally disturbed		0.752	
Feeling simultaneously interested and skeptical		0.678	
Tendency to verify information		0.505	
Willingness to interact (like, comment, save)			0.806
Prioritizing highly personalized AI videos			0.748
Willingness to share if the content is reliable			0.714
Willingness to accept information across various contents			0.659
Higher trust in AI videos if the source is disclosed			0.577
Tendency to watch up to 70% of the video duration			0.563

Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations

Consequently, the seven initial theoretical hypotheses were restructured into two empirical hypotheses for direct testing:

- **H1':** Positive perception of authenticity and attractiveness (PAA) positively impacts the level of acceptance and interaction based on conditional trust (AIT).
- **H2':** Reactions of unease, vigilance, and information verification (UVV) impact the level of acceptance and interaction based on conditional trust (AIT).

4.3. Correlations between Factors and Regression Results

Pearson correlation analysis revealed that all three factors share positive relationships at the 0.01 significance level (2-tailed). PAA correlates with UVV (r = 0.417), and UVV positively correlates with AIT (r = 0.312). This signifies an ambivalent user experience: they are simultaneously attracted by realism while developing a reserved attitude and a need for verification.

Table 2: *Pearson correlation results among factors in the empirical model*

Variables	**PAA**	**UVV**	**AIT**
PAA	1	0.417**	0.638**
UVV	0.417**	1	0.312**
AIT	0.638**	0.312**	1

Note: ** statistically significant at the level of 0.01 (2-tailed).

The multiple linear regression model was statistically significant globally (F = 109.935, Sig. < 0.001) with an Adjusted R Square of 0.406, indicating the model explains approximately 40.6% of the variance in acceptance and interaction levels. The Durbin-Watson statistic (2.023) and VIF values (1.210) confirmed no issues with first-order serial autocorrelation or multicollinearity.

Table 3: *Regression model summary*

R	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
0.640	0.410	0.406	0.65660	2.023

Table 4: *ANOVA test results of the regression model*

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	94.791	2	47.395	109.935	< 0.001
Residual	136.665	317	0.431		
Total	231.455	319			

Table 5: *Regression results of factors in the empirical model*

Independent Variables	B	Std. Error	Standardized Beta	t	Sig.	Tolerance	VIF
(Constant)	0.961	0.170		5.665	< 0.001		
PAA	0.624	0.048	0.614	12.943	< 0.001	0.826	1.210
UVV	0.056	0.047	0.056	1.184	0.237	0.826	1.210

Crucially, of the two independent variables, only PAA (positive perception of authenticity and attractiveness) exhibited a positive and statistically significant impact on users' acceptance and interaction (Standardized Beta = 0.624; t = 12.943; Sig. < 0.001). Conversely, UVV (vigilance and verification) lacked independent statistical significance (Beta = 0.056; t = 1.184; Sig. = 0.237 > 0.05). This proves that the most decisive factor driving AI video reception behavior is not users' reservation or concern, but the extent to which they perceive the content as authentic, attractive, and novel. Ultimately, hypothesis H1' is accepted, while H2' is rejected.

5. Conclusion and Implications

5.1. Conclusion

The study affirms that AI-generated videos have become a familiar component of social media information flows, particularly within entertainment and creative domains. Behaviorally, users experience an "ambivalent" reception process: they are simultaneously attracted by realism while forming skeptical attitudes and a need for verification. However, the decisive catalyst for acceptance and interaction is the positive perception of the AI video's authenticity and attractiveness. Unease or reservation, although present, is insufficiently strong to deter users from viewing this type of content.

5.2. Theoretical and Practical Implications

Theoretically, the findings reinforce the U&G theory by proving that users actively select content offering novel and engaging impressions. Regarding the uncanny valley theory, the study reveals a more flexible perspective in the digital context: the attractive effect of realism currently overrides feelings of alienation or unease. Furthermore, it reaffirms the complexity of the SOR model, indicating that reception

behavior is mediated by multidimensional psychological constructs rather than a mechanical, linear reaction chain.

Practically, through these findings, the compatibility of the empirical data with the theoretical frameworks can be observed, and its practical implications can be drawn as follows.

First, the research results align with the approach of the U&G theory. The fact that the variable "positive perception of the authenticity and attractiveness of AI videos" has a strong, positive, and statistically significant impact on the "level of acceptance and interaction with AI videos" indicates that users tend to engage more strongly with content they find attractive, novel, realistic, and capable of creating a positive impression. In other words, the more authentic and captivating an AI video is perceived to be, the more likely it is to be selected, received, and interacted with by users (Katz et al. 1973).

Second, these findings suggest a more flexible interpretation of the uncanny valley theory. According to Mori, as an artificial entity closely approaches human appearance and behavior but falls short of absolute naturalness, it can evoke eerie, unsettling, or uncomfortable feelings (Mori et al. 2012). Furthermore, research by Di Natale et al. (2021) emphasizes that subtle deviations in realism can trigger adverse reactions in observers. However, the study's empirical data reveals that variables related to human-likeness do not converge with negative emotions; instead, they cluster with variables indicating interest, novelty, and positive impressions. Conversely, variables concerning unease, discomfort, skepticism, and information verification form a separate factor. This means that while the "uncanny valley" has not disappeared, the captivating effect of authenticity appears to outweigh the alienation effect.

Third, from the perspective of the SOR model, the results indicate that this framework should be understood more flexibly rather than as a mechanical chain from stimulus to response. According to Mehrabian and Russell, the operational structure of the SOR model posits that environmental stimuli affect the subject's internal state, which in turn leads to behavioral responses (Mehrabian and Russell 1974). Jacoby and Eroglu later expanded this understanding in studies on behavioral responses and online environments (Jacoby 2002; Eroglu et al. 2001). Within the scope of this study, the data does not show a clear separation between each layer as hypothesized in the original theoretical model. Instead, "stimulus" variables (e.g., authenticity and human-likeness) merged with positive emotions into a single factor; adverse reactions merged with vigilance and verification into another; and conditional trust was linked to acceptance and interaction. This outcome clearly does not negate the SOR model; on the contrary, it highlights the model's value in explaining that reception behavior does not stem directly from technology but is mediated through higher-order, complex psychological and cognitive structures.

Finally, although the factor "reactions of unease, vigilance, and information verification" correlates positively with the level of acceptance and interaction with videos, it loses statistical significance in the regression model when placed alongside the "positive perception of the authenticity and attractiveness of AI videos" factor. This result suggests that user vigilance does not equate to outright rejection. Users can simultaneously be skeptical and continue watching; they can be cautious yet continue interacting. This helps refine the somewhat dualistic understanding of "attraction" versus "unease" commonly found in

oversimplified approaches. Thus, it better explains that the psychological profile of users encountering AI videos is neither simply conquered by technology nor automatically withdrawn when skepticism arises. Instead, they view AI videos in a dual state: simultaneously open but keeping a distance.

Based on the above results, several practical implications can be drawn.

First, it is essential for digital content creators to understand that the strongest factor influencing users' acceptance and interaction with AI videos is the perceived authenticity and attractiveness of the content. To compete on social media, AI video content must be well-designed in terms of visuals, motion, voice, rhythm, and the ability to create a positive impression to gain a distinct advantage in attracting and retaining users.

The second practical implication is relevant for social media platforms and content producers. The study indicates that users do not watch AI videos entirely unconditionally. Even though the feelings of unease and vigilance lack a sufficiently strong independent relationship in the regression, they remain an important part of the viewing experience. Therefore, platforms and creators must pay greater attention to transparency regarding origins. Practices such as labeling videos and providing clear sources or identifiers for AI-generated content help users form a "conditional trust," thereby enhancing user reception without eliminating necessary mechanisms of vigilance.

A third practical implication concerns social media users. The research findings reveal a reality: on one hand, users are strongly attracted to highly authentic and captivating AI videos; on the other hand, they maintain certain levels of skepticism, caution, and verification. This demonstrates that crucial skills in today's digital media landscape involve not only identifying fake content but also critically evaluating highly engaging material. The current technological environment highlights the fact that the boundary between real and fake is more blurred than ever. Consequently, verification capacities and habits of reflexive reception are becoming increasingly essential requirements for users.

The final implication concerns digital media and media education. To achieve maximum effectiveness, digital literacy policies and programs must focus on two parallel elements. First, they must equip users with the ability to identify, verify, and evaluate the reliability of AI-generated content. Second, they must help users to understand the psychological mechanisms that make them susceptible to the authenticity, novelty, and impressive nature of AI videos. Only then can users take control of their information reception process amidst the currently rapid development of digital media.

5.3. Limitations and Future Research

The limitations of the research include its reliance on a convenience sample of urban youth, which reduces the generalizability of the findings to the broader social media population. Additionally, the cross-sectional design precludes causal findings, and self-reported data may harbor subjective biases. Future studies should broaden their demographic scope, integrate qualitative methodologies, and implement longitudinal designs to accurately track behavioral shifts as AI technology continues to evolve.

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Declaration of AI Use

During the preparation and revision of this manuscript, the authors used ChatGPT (OpenAI) to assist in reviewing SPSS output tables, with the aim of minimizing manual errors in reading and reporting statistical results. The tool was also used to support translation and academic language editing. All interpretations of the research findings and conclusions presented in this article were independently developed by the authors based on their own research. The authors take full responsibility for the accuracy, integrity, and final content of the manuscript.

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