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Artificial Intelligence Influencers: Navigating Digital Identity and Sustainability in the Era of AI

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ABSTRACT:
The appearance and development of Artificial Intelligence will reshape the world, and will have an impact on PESTELI: Political, Economic, Socio-cultural, Technological, Ecological, Legislative and Industry, sectors in ways never witnessed before. Organizations, no matter if they are for-profit companies, or non-profit organizations, politicians, parties, VIPs, influencers, or even ordinary people, will try to enhance their presence online. This is done to gain more profit and increase brand awareness, notoriety, and even acceptance by the general public. The development of AI provides a tremendous boost to those who use social media networks and want to get in contact with their stakeholders. In this study, we conducted research to determine the audience's level of acceptance toward influencers who either use artificial intelligence for certain features, or rely entirely on AI-generated content. Many of the respondents mentioned that they prefer genuine influencers, while AI-driven avatar influencers should have a distinctive symbol. We have created a classification of influencers who use AI tools, based on the way and percentage of their use of such features. Digital Marketing Influencers can transform brand communication and engagement, not only for a product or service, but for an idea, acceptance, and even for a politician or a party.

Keywords: artificial intelligence, real influencers, non-human influencers, social media networks, classification of influencers by AI usage

1. Introduction

The appearance of Artificial Intelligence (AI) took everyone by surprise. Some stated (Bengio, 2023) that the AI is just another search engine that humanizes the findings by putting them in a text-generated and compiled text form, while others declared that there is much more and can, shortly be much enhanced (Huang & Rust, 2023) to the extent of even having human feelings, behavior and self-awareness. The First Industrial Revolution meant (Kelly, 2022) the mechanization of production along with the appearance and development of the first factories, the discovery of the steam engines, and the progress of the railway and shipment logistics. The productivity boosted and resulted (Allen, 2023) even an important change in the economic structures worldwide. The Second Industrial Revolution started (Mokyr, 2021) with the high use of electricity in production and the discovery of internal combustion engines, as well as automation and mass production. At the same time, the chemical and petrol industry advancement all contributed (Jovanovic & Rousseau, 2020) to the improvement of the expansion of commerce. Also the invention of the telegraph and telephone contributed (Gordon, 2022) to the standard of life improvement. The Third Industrial Revolution began (Perez, 2023) with the development of computers and the connection between computers using the

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Internet. The breakthrough of the invention of cell phones, smartphones, and the incipient of robots contributed (Brynjolfsson & McAfee, 2023) to the appearance of the digital economy. The Fourth Industrial Revolution is stated that began with the Internet of Things (IoT), blockchain, and Artificial Intelligence done (Schwab, 2023) by computers, giving them the ability of humans to fully interconnect with the devices. Also, the hike in green energy, nanotechnology, and biotechnology can be considered important factors that influenced the rapid evolution of the Industrial Revolution. The result is that mankind is (Manyika et al., 2023) now more interconnected than ever before.

2. Review of the scientific literature

Artificial Intelligence is considered to be (Bobro, 2024) a force that will transform almost every aspect of our lives, reshaping (Lu, 2021) the economy, societies, culture, industries, technology, and even the environment to an unprecedented extent. The term PESTELI stands for: Political, Economic, Socio-cultural, Technological, Ecological, and Legislative and Industry, sectors that Artificial Intelligence, as shown in figure no. 1, influenced in different degrees. AI can be seen as a key factor that will reshape (Taddeo & Floridi, 2018) our future. While governments can use AI to eliminate terrorist threats but to increase security and policy decisions, thus companies enhance their productivity and competitiveness.

POLITICAL Influence of Artificial Intelligence - AI was and will be used (Ahmer, 2024) to segment, target, and transmit messages to the wanted audience with the perfect information, at the perfect time, and even in the perfect form. Even the messages can be created and adapted (Hine & Floridi, 2023) by AI in a personalized manner as a result the audience will prefer to watch and even change their behavior. What can be considered more alarming, AI can develop the desired information by the audience, only by scrutinizing the profile or the history browsing, or the behavior on social media network platforms. The likes, the sharing and even just watching some types of messages can be analyzed and transformed in an algorithm. AI influenced policy-making, global politics and even international relations between countries. Cybersecurity and the analysis of tremendous data information can be (Brynjolfsson & McAfee, 2023) done by AI, which can predict, sometimes even better than humans, the risks and how resources can be allocated to overcome threats. AI raised (Allan et al., 2022) also concerns in many countries regarding misinformation, privacy, and misguiding as it is not a flawless system. Even ethical implications of heavily using and relying only on AI, determined many nations to enforce regulations on AI, such as the EU Artificial Intelligence Act, that emphasize (European Commission, 2021). responsible development and usage, while other countries in the race for AI development loosened the regulations as the executive order "Removing Barriers to American Leadership in Artificial Intelligence" by eliminating existing policies and directives seen as obstacles to AI innovation, which will lead to the creation of an AI Action Plan. So we can state that AI can be influenced (Lobel, 2023) by politicians, but also AI can influence elections and even politicians. As in some countries, due to the intensive use of AI, elections were cancelled and repeated.

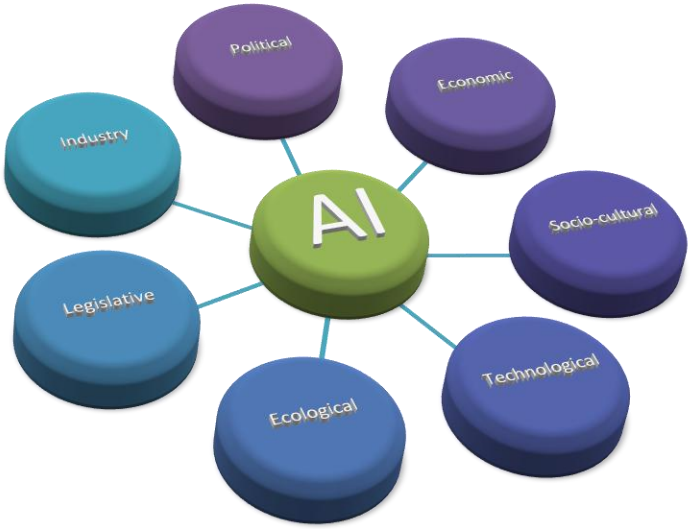

Figure no. 1 AI influence on PESTELI

ECONOMIC Impact of AI – especially on labor markets, as many jobs will be taken (Morgan et al, 2019) and done by AI, 24/7/365, the only conditions are an internet connection, electricity, and a device or space on the cloud to work with the data. AI increased productivity and driven automation in many economic sectors. If at the beginning of AI development, it was capable only of replacing (Acemoglu & Restrepo, 2020) low-skilled jobs and repetitive ones, nowadays it is able to create, predict, and even think. The paradox is that even the IT sector which contributes to the appearance and development of AI is one of the most affected fields, as many CEOs state that in a couple of years, more than 90% of the line codes will be written by AI, along with the important shifts in the labor market, new opportunities for Fintech, digital entrepreneurship, and gig economy development (Manyika et al., 2023). A CEO of a French AI company stated (Goel, 2025) that it is very important for each country to develop its own AI infrastructure, as in the next years AI will influence GDP with two digits. He even went further to compare the AI evolution with the discovery of electricity, and stated that it is much better to have your own AI infrastructure, than borrowing or buying from other countries, as you will be dependent. The main difference between AI and electricity is that AI can transmit values and the culture of a country, by creating content and not only in comparison with electricity.

SOCIO-CULTURAL Transformations resulted from the use of AI – as even education, interactions between humans, and the changes in social structures are affected by the evolution of AI. Social media networks embraced (Zuboff, 2019) heavily the use of AI, starting from segmenting and targeting the market, and continuing with the influence of

consumer behavior and cultural trends. Digital Marketing can use AI to automate tasks that can be easily carried out by machine learning software, creating chatbots to answer simple questions or problems before entering into contact with a human being. Monitoring social media networks, not only that is saving time, but it is more reliable, accurate, and consistent in comparison with the tasks done by a human being. AI can (Cossette-Lefebvre & Maclure, 2022) process and analyze a greater data input. AI software is used by human influencers to help them choose the right pictures, videos, even edit those to show them in the perfect form, or even create new ones, to develop new content, post on their behalf at certain hours, or in certain groups, or even answer to the comments of the followers. The appearance of AI influencers solely computer generated was the next step. AI-generated photos, videos and stories of fake people as if they were humans are rising and becoming more popular. With the improvement of AI, even for a trained expert, it is becoming more difficult to make a difference between realistic and machine-generated figures or pictures. Furthermore, in 2024, there was organized the first World AI Creator Awards, and the competition was only between nonexistent people. The organizers hope that the pageant will become (Mouriquand, 2024) "the Oscars of the AI creator economy". The online platform Fanvue sponsored the competition, as it is allowing only AI-generated content to be posted. More than 1500 AI creators took part in this competition, uploading images of artificial intelligence (Hart,2024) personas from around the world. Although some debates arose as AI nonhumans personas, are going to push (Edwards, 2024) the boundaries of beauty standards even higher but are unrealistic. The judges consist of both humans and AI-generated persons, and the criteria on which were decided the winners were: beauty, tech, and social clout. The three winners, as an organizer mentioned that the contest was deployed to raise (Grace, 2024) standards within the industry.

E-commerce platforms that use AI, increase sales, resulting in more detailed reports of the actual and potential buyers, alike they determine to make a purchase or increase the number of products purchased or the value. Behavior, attitudes, and values can be subject to AI influence. Education is also a domain that is influenced (Kamalov, et all, 2023) by the creation of AI adaptive learning, which teach simulations to a greater number of pupils at the same time and the pace of each one. If a pupil has some gaps regarding (Wang et all., 2024) a discipline, the AI can give more information to bring them to the same level. Moreover, AI-generated problems can be personalized for each child, either with an increased or decreased degree of difficulty. This can be realized, not only in the exact sciences disciplines like mathematics, physics, and chemistry, but also in history, philosophy, theology, philological, etc. In the UK they are experimenting (Luckin, et al., 2023) with the class with no human teachers, using (Major et al., 2023) the latest technologies like AI, VR (virtual reality), AR (augmented reality), etc. In contrast, other countries like Sweden and Holland, have concluded (Kirschner et al, 2021) that the usage of digital devices can have dangerous side effects, and turned (Godhe et al, 2022) to the physical books and even the ban of devices during classes. Additionally, the usage of AI to generate deep-fake news, stories, information, content to mislead and trick people to make some purchases, sending money, or even downloading different malicious applications to become in charge of the banks account, email accounts, contact lists, social platforms apps it must be one of the priorities of the governments to take the necessary measures. The trust in digital usage can be shattered.

TECHNOLOGY use of AI – especially in robotics, machine learning, and automation has increased productivity in logistics, shipping, manufacturing, and even agriculture, being more precise and accurate. Instant language translation for more and more internationally known languages that lead to the ease of communication and globalization trend. The improvement of smart cities, increasing the quality of life, reducing (LeCun, et al., 2015) energy consumption, better traffic management, and enhanced general population safety by implementing surveillance cameras, and sensors monitored by AI. Even generative AI and Large Language Models, like: ChatGPT, Gemini, MidJourney, and InVideoAI, are tools that can be used by individuals in their daily work. Autonomous vehicles or drones, enable (Kaplan & Haenlein, 2020) cars, trucks, boats, airplanes even drones that are controlled by AI with no human control. AI has started to be widely used (Goodfellow et all, 2022) in healthcare and, finance especially in cybersecurity to prevent and detect hackers, identify fake and deepfake mass media news, and malicious software, and even track the source. Each country must design the AI architecture (Goel, 2025), as machine learning technology, AI, will be widely used, especially in military purposes, agriculture, healthcare, agriculture, and public service, as the future trends are AGI – Artificial Generative Intelligence as will reason as a human being.

ECOLOGICAL impact of AI – plays a crucial role in predicting and even coming up with solutions for what mankind is facing like: climate change, environment, energy consumption, resource depletion, and sustainability in the long term. The paradox, AI is (Masanet & Lei, 2020) a heavy consumer of energy as solely only the data centers and training machines learning use around 1-2% of global electricity. Even the use of digital coins like mining, trading, exchanging, and AI synergy which stands for collaboration between training and learning machines from individuals, means a great usage of electricity power. Not only the consumption (Nordgren, 2023) of electricity is considered to be the issue, but also the use and invention of newer, better, and more reliable hardware to satisfy the increasing needs of computation. Among the positive impacts, we might add (Johnson, 2024) disaster predictions, climate modeling, and weather forecasting, and tracking deforestation, air, and water pollution using and analyzing images from satellites. Optimizing renewable energy for solar, wind, and wave power generation are being more proficient regarding smart grids. The future is Greener AI systems to become (Mana et all., 2024) more energy efficient and at the same time, environmentally friendly and sustainable, being not an option but a must.

LEGISLATIVE impact on AI – many governments have already made (Felzmann et al., 2019) the necessary steps to regulate artificial intelligence, emphasizing ethical use, privacy, transparency, and data protection (Sartor & Lagioia, 2020) as GDPR in EU countries and the AI Act, or the AI Bill of Rights in the USA which aim to protect the citizens in 2022. In 2025 USA emphasized on the innovation and discovery of newer opportunities, loosening the restrictions and regulations. But the accelerated pace of AI development can generate gaps, and in the near future, there must be a Global AI Treaty to which many countries should agree.

INDUSTRY impact of AI – for the moment are very few industries that have (Oksanen, 2023) not had a direct impact on AI development or inclusion, like: handmade art and craftsmanship, luxury goods, therapy, counseling, religious roles, live performance arts, etc. AI usage (Bennet, 2019) extends to many industries to maximize its full potential but

might represent also some important risks if it is used unethically and with few or no regulations at all, leading to greater social movements.

3. Research Methodology

The objective of the research was to determine how the use of AI in different degrees is perceived by followers on social media networks. No matter if they are organizations, politicians, parties, VIPs, human influencers, ordinary people, and even non-human influencers, all of them try to enhance their presence online. This is undertaken to enhance profitability, elevate brand visibility, gain free time, build reputation, and foster acceptance among stakeholders. The advancement of artificial intelligence significantly benefits users of social media network platforms seeking to engage with their actual and potential customers. In this study, we conducted research to determine the audience's level of acceptance toward influencers who either use artificial intelligence for certain features, like using chatbots to answer questions, reply to comments, even ban those who are rude or use trivial language, or rely entirely on AI-generated content. A secondary objective of the study was to establish a classification of influencers by AI usage. We resorted to qualitative research and used semi-structured interviews, analyzing the respondents' answers. The semi-structured interview was divided into four main parts, the likelihood of following a non-human AI influencer created, the inquiry if the respondents encountered and interacted with AI influencers, the identification of AI influencers making an experiment, and the classification of influencers. The questions were addressed in face-to-face conversations regarding the AI-generated non-human influencers and classification, also the participants in the study were asked to answer some open questions as detailed as possible, being a semi-structured interview. We have generated non-human influencers with the help of different online image AI platforms, like: www.dreamstudio.ai and www.imagine.art, we decided to present only those generated from www.imagine.art, as for the first choice, we discovered some irregularities, like the images of the influencers, some of them had three hands or unnatural positions of their hands. The participants in the study revealed that the influencers shown are not real, they were presented as actual persons that exist in real life.

4. Results and discussion

Firstly, we experimented with showing the respondents the three pictures, asking if they were following any of these influencers and if they knew their names. Almost all the respondents answered that they did not follow them and did not know their names, or nationality. Very few said that they are probably following them but no intel regarding them and mentioning that several times they saw their posts, but without giving like or share. After we stated that only one of these influencers is AI generated, which one and how they figure out that. All of the respondents indicated that the girl in photo C, they are sure is an AI-generated image, amid the mentions, we can conclude that: it does not look into the camera, the background is blurred, she wears eyeglasses, and looks like she is staring towards the sun, and in the background, there are no objects like buildings, cars, or people as in images A and B. When we revealed that all of the images are image generated, took them by surprise. We conclude that the respondents look if the image is too perfect, with no flaws, no kind of natural backgrounds, buildings, or humans.

Secondly, we applied the semi-structured questionaries' asking if they heard of, or encountered AI influencers. The majority of the participants in the study mentioned they did not encounter or figure out they were AI-generated. Those who affirmed they heard of, or saw AI influencers, do not consider them authenticall, relevant, unreal, or trustworthy, saw them just in movies or anime, or presume they are just robots that they try to influence the general public, or software programs, all this is considered a new and innovative new marketing idea. Another issue that arose to us, was regarding if non-human influencers known as AI influencers can replace real or human influencers. The respondents mentioned that AI influencers will encounter some of the following obstacles: they cannot copy the personality of a real influencer, they lack empathy, feelings, real emotions, pieces of advice, funny and spontaneous moments created only by human influencers, slow but sure, they will have significant influence, being equal to human influencers. The level of trust, and credibility in them, will be at low levels for the AI influencers, while the real influencers have more discernment and will promote better products or services, having their visions. Just a minority of the respondents said they interacted with AI influencers just as spectators, without real interaction, or they considered the interaction very inauthentic.

The participants stated that AI influencers are very different than real influencers, in the way they communicate, gestures or simulate gestures, robotic tone of voice, facial expressions, being suspicious, they look perfect and unrealistic, it is mentioned in their profile, that smooth of the images and details, and aspects. They are unlikely to push the like, follow, and share buttons if the influencer is AI-generated.

Another sensitive and debatable subject was the classification of AI influencers, as even real influencers appeal to the help of AI, not matter if it is for creating content or stories, improving their posts, images, photos, or even videos, discussing with the followers as chatbots, posting on behalf of the influencers in different groups or time of the day. AI influencers have a human or a team that post images and socialize on behalf of the artificial or non-human influencer, and in the near future the AI influencer will be completely autonomous starting from its creation, when interaction is done solely by machine learning.

5. Conclusions

Artificial Intelligence changes and will change almost every aspect of our lives. It depends on mankind and governments how it will be used for the greater good of the entire World and the human species. Social media networks are a thriving terrain for AI generative content and improvement results, pushing and testing new boundaries. E-commerce and digital marketing go hand in hand with AI, only to offer a greater customer experience and even more to change their consumption behavior. AI influencers are at the beginning of their journey, although some might argue that deep fake, misleading, and malicious things can be deployed in social media, the same things can be done also by real influencers. Upon our research, AI influencers started to be more and more difficult to discover, or considered non-human, as the rapid development of image-generated photos and video platforms started to create as realistic as possible results. Influencers must be classified, depending on the degree of AI usage:

- Minimum AI users, which means the influencer is appealing to AI to edit or suggest content
- Hybrid AI users, meaning that the influencer is benefiting from AI to Photoshop its images, videos, posting, commenting, replying to the followers, etc.

- AI influencers, represent non-human influencers, but are managed by a real person or a team, regarding interaction and the things posted.
- Fully AI influencers, starting with the creation, content, and interaction with their followers, and stakeholders are realized with no human involvement at all.

As in the case of promoting on social media network platforms, organizations, VIP's, and influencers are obliged, in many countries, to state and show if the product or service they are revealing, is a paid partnership, the same rule should apply to the degree of AI usage in posts, especially if the influencer is a non-human AI influencer. Most of the participants in the study stated that they prefer real human and genuine influencers, while AI-driven influencers should have a distinctive symbol. Digital Marketing influencers can transform brand communication and engagement, not only for a product or service, but for an idea, acceptance, and even for politicians or political parties.

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