PROJECT DETAILS

Project Title:

Consumer Acceptance of Artificial Intelligence (AI)-Generated Artwork

Project Summary:

Aim: This research investigates consumer acceptance and adaptation of AI-generated artwork, examining the factors influencing perceptions, valuation, and emotional responses towards AI-created visual content.

Significance: The study will examine consumer attitudes toward the authenticity, creativity, and commercial viability of AI-generated art in comparison to human-created pieces.

Expected outcomes: Providing insights into the role of trust, transparency, and artistic context in shaping consumer perceptions of AI-generated artworks, with implications for artists, marketers, and the broader creative industries.

Research impact: Identifying the psychological, cultural and contextual factors driving consumer acceptance and providing recommendations for integrating AI-generated art into commercial and cultural settings.

Preferred Applicant Skillset:

We are looking for a highly motivated PhD student, preferably with work experiences with good analytical ability and critical thinking ability. Candidates must have the attitude to learn new research methodologies. Knowledge of qualitative and quantitative techniques is desirable. Experience in using AI tools is desirable.

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