



Research article

The Actual Use of Generative AI in Online Literary Production: An Exploratory Study with Lusophone Writers on Wattpad

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Abstract

Generative Artificial Intelligence (Generative AI) has become one of the most controversial topics in literary production. There have already been several reflections in this area, but more remains to be known about the actual use of Generative AI in online literary production. Therefore, this exploratory study, based on the responses provided by a sample of users of the Wattpad platform, aims to contribute to the knowledge of the self-consciousness modes of application, as well as perspectives about Generative AI in online fiction production. We tested two major hypotheses: i) the use of AI provides more consciousness of future injustices, and ii) the concerns about plagiarism clarify the capacity of AI contribution to literary production. The collected data were then analyzed using both quantitative and qualitative methods. The main results show that writers are generally self-aware about the use of Generative AI, and authors with greater ethical concern assume a lower propensity to use Generative AI in content production.

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1. Introduction

Generative artificial intelligence is gaining increasing relevance in content production. Numerous reflections and empirical studies have examined the use of Generative AI in the workplace and higher education, mostly from technical, educational, social, and ethical perspectives (e.g. Dhagare, 2024; Chung *et al.*, 2024; Ifenthaler *et al.*, 2024; Batista *et al.*, 2024; Pecheranskyi *et al.*, 2024; Sahoo *et al.*, 2024). As AI technology grows more sophisticated, its application in literary productionⁱ starts to attract attention of scholars from related areas (e.g. Bhise *et al.*, 2024; Swathi & Dhayalakrishna, 2024; Scsc & Sahu, 2024; Kusmiatun *et al.*, 2024). While Generative AI opens up new possibilities for creative writing, it also poses various challenges. Our research aims to explore the use of Generative AI in online literary production through a case study targeting Lusophone writers on Wattpad, the world's most extensive online reading and writing platform. First, we present respective literature reviews on the use of Generative AI in literary production and on the practices of reading and writing on Wattpad, highlighting the main benefits and negative implications of the use of Generative AI as well as attending to the experience of content creation on Wattpad. The literature review is followed by a description of the methodology and the results of an exploratory study conducted among a group of Wattpad writers, which informs us about their level of self-consciousness, modes of application, and perspectives about Generative AI in online fiction production. Finally, based on the results, we observe the nuanced relationship between AI technology and individual creativity. We provide online readers, writers, internet navigators, and interested third parties with insights into the subject matter, helping them discern and decide while living the virtual reality.

2. The use of Generative AI in literary production

2.1 Relevance, brief history and positive impact

Generative AI refers to computational methods that produce seemingly novel and meaningful content, such as text, images, or audio, based on patterns learned from training data. In interaction with a Generative AI model, a human prompts the system, which interprets the user's intentions and provides feedback to shape contents or subsequent prompts. Advances in AI have enabled machines to produce content that closely resembles human creativity, challenging the long-held belief that tasks like writing, designing, and composing are exclusively human (e.g. Feuerriegel *et al.*, 2023). By leveraging key technologies like deep learning and natural language processing (NLP), AI can generate high-quality texts, deeply influencing the process of information acquisition (e.g. Khurana *et al.*, 2023).

Early examples of AI-generated literature include automated poetry and narrative generation. One of the pioneering projects in this area was the "ELIZA" program in the 1960s, which simulated conversation but could also generate rudimentary responses based on pattern recognition (Weizenbaum, 1966). In the 1980s, the "Racter" program was developed, which produced a poem

ⁱ The notion here refers specifically to the creation or output of works of literature (poetry, novels, plays, etc.) that are considered artistic or intellectual.

and a short narrative, though these works were often nonsensical and lacked coherence (Chamberlain & Racter, 1984). The 2000s saw further advancements with AI systems like “Verse by Verse”, a project by Google, which generated poetry by analyzing the works of famous poets. More recently, sophisticated models such as GPT-3 (and its successors) have demonstrated the ability to generate entire novels, stories, and poems with a high degree of coherence and creativity (Brown *et al.*, 2020).

Nowadays, AI software like ChatGPT, Dall-E, Bard, Sudowrite, and Copilot can not only assist basic practical writing but also perform satisfyingly on creative tasks. AI has proven effective in generating poetry, short stories, and even full-length novels, utilizing sophisticated language models to produce narratives that mimic human-like creativity. However, given the fact that Generative AI systems operates mainly by a human-machine collaborative production mode, it seems more appropriate to use the term “co-creation” rather than “creation” (e.g. Newport, 2024). From this point of view, Generative AI is, above all, a *tool* that does not dominate humans, but could be harnessed by its users.

Generative AI has been applied in literary production in several ways: collaborative writing, content refinement, and translation (e.g. Chakrabarty *et al.*, 2024). In collaborative writing, AI acts as a co-creator, assisting human authors by brainstorming ideas, suggesting plot twists, character development, or even stylistic changes, benefiting less experienced authors or those facing writer’s block (e.g. Haase & Pokutta, 2024; Shaji & Manivasagam, 2024; Doshi & Hauser, 2024). AI is also being used extensively in editing and revision, offering grammar and style suggestions, improving coherence, and enhancing overall content quality, making it a great tool for writers seeking to refine their manuscripts (e.g. Dauley *et al.*, 2024). Additionally, AI is advancing rapidly in the field of translation, enabling more accurate and fluid translations of literary works across languages (e.g. Mohamed *et al.*, 2024).

2.2 Major concerns surrounding actual application

Applying Generative AI in literary production also presents various technical and ethical challenges. Issues such as quality, authenticity, attribution, and the potential devaluation of human creativity are significant concerns. From a technical perspective, while AI can replicate existing stylistic patterns and narrative frameworks, AI-generated literature often lacks the coherence required for complex narratives, emotional depth, and cultural nuance, which are central to human creativity (e.g. Rao *et al.*, 2024; Danesi, 2024). Additionally, as AI models tend to generate outputs that follow predictable patterns, the reliance on AI for storytelling risks a homogenization of literary content, jeopardizing its originality (e.g. Lai, 2023; Kusmiatun *et al.*, 2024; Doshi & Hauser, 2024).

On the ethical front, the concept of authorship is increasingly blurred as AI systems contribute to or independently create literary works. This shift has led to significant debates about intellectual property rights, raising concerns over plagiarism and the ethical implications of data usage (e.g. Orlando, 2024; Kim, 2024). The proliferation of AI-generated content could undermine the value of human creativity, potentially marginalizing human authors (e.g. Jacques & Flynn, 2024; Frosio, 2024). Beyond these issues, biases in AI training data may also lead to the reinforcement of stereotypes in literary outputs (e.g. Baumler & Daumé, 2024).

In short, as Generative AI is reshaping online literary production in more complex ways, it forces us to rethink what literary creativity means and to consider how these technologies will influence our culture in the long run. Looking ahead, more research should be done to find ways to responsibly integrate AI into creative works, ensuring that the efficiency and innovation it brings don't come at the cost of ethical principles or the authenticity of artistic expression (e.g. Vinchon *et al.*, 2023; Lin, 2024; Floridi, 2024).

3. Dynamics of online literary represented by Wattpad

3.1 Reading and writing practices on Wattpad

Wattpad is a popular online platform where users can read, write, and share stories across a wide range of genres. Since its launch in 2006, it has become one of the largest digital platforms for user-generated content, with millions of active users. The platform's combination of storytelling, social interaction, and algorithm-driven content discovery has transformed reading and writing experiences online, especially for younger audiences. It has a diverse user base with support for both English and non-English languages. These characteristics give Wattpad an ideal space to explore online literary creation and consumption.

The reading practices on Wattpad are a highly personalized experience. The platform's algorithmic recommendations tailor reading suggestions based on user preferences, which makes Wattpad stand out as a space for studying digital reading habits (e.g. Pianzola *et al.*, 2020). Readers on the platform can interact with writers, discuss story elements via comments or private messages, and even influence the narrative's unfolding in real time (e.g. Sinaga *et al.*, 2024).

Writing on Wattpad is distinct from traditional publishing, primarily due to its open-access, self-publishing model, thus considered an example of democratization of literary creation (e.g. Pineda, 2021). In recent years, traditional publishers have started paying more attention to Wattpad, using it as a way to discover new talent. Some of the most popular stories have even been adapted into books or movies. A few writers have closed major publishing deals through the platform, which proves Wattpad's growing influence in this industry (e.g. Pozzoni, 2023).

One of the most outstanding features of Wattpad is its encouragement of interaction between writers and readers, which fosters a strong sense of online community (e.g. Sinaga *et al.*, 2024). Writers can revise their stories based on real-time reader feedback mechanisms, modifying even the direction of the narrative and the writing style. The ever ongoing reader-writer dialogue provides a unique and enriching experience for both readers and writers, accounting for the platform's attractiveness.

While Wattpad has become popular worldwide, its content's quality and ethical standards are often debated (e.g. Fast *et al.*, 2021). Since the platform lacks curatorial oversight, it can be hard to control the quality or verify the originality of stories, which has led to issues like plagiarism (e.g. Hicks, 2016). Despite these concerns, Wattpad's role in promoting experimental storytelling and building a space for community-driven creativity is still one of its most undeniable strengths (e.g. Sinaga *et al.*, 2024).

3.2 AI-generated Content on Wattpad: Practices and Attitudes

Reader perception is a key factor in understanding the impact of AI-generated content on Wattpad. Readers usually expect authenticity and emotional resonance in the stories they consume, which AI-generated narratives may fail to deliver due to limitations in capturing human experiences (e.g. Goldberg, 2024; Salkowitz, 2024). A survey published by Wattpad in 2024 reveals that over half of authors (54%) fear AI could compromise aspects of inclusive storytelling, such as character authenticity and diversity. Additionally, 23% are concerned that AI might perpetuate systemic biases, undermining efforts like sensitivity reading aimed at ensuring cultural accuracy (Wattpad, 2024).

On the side of writers, studies have found that AI can be especially useful for certain genres on Wattpad, like romance, fantasy, and sci-fi, due to its amazing ability to generate imaginative scenarios (e.g. Pozzoni, 2023). Writing with AI can speed up the creative process, helping authors keep up with readers' expectations for frequent updates. AI tools can also be used to tailor narratives to audience preferences, thus increasing the stories' popularity. However, there is evidence suggesting that authors on the platform experience skepticism regarding AI's role. According to the Wattpad survey, 79% of writers have never utilized AI in their creative processes, and 43% express apprehension that AI could impede monetization and publishing opportunities (Wattpad, 2024).

4. Exploratory study on the use of Generative AI by Lusophone writers on Wattpad

4.1 Hypotheses

Based on the above literature review, we present here our two main hypotheses for this work:

1. The use of AI allows for greater recognition that the same AI may introduce injustices in the future (whether by generating distortions that lead to unfair rankings on platforms such as Wattpad or in other platforms);
2. The response/sensitivity to plagiarism situations leads to a clearer perception that AI may affect the future of writing activity.

To test these hypotheses, we will recur to an analysis of the responses collected from a sample of Wattpad's Lusophone authors.

4.2 Methodology

This exploratory study on the use of Generative AI by Lusophone writers on Wattpad was based on a questionnaire survey with closed questions, all of which are mandatory, including multiple-choice questions and Likert-scale questions, formulated to investigate the writers' necessity, motivation, self-consciousness, modes of actual application and perspectives on the use of Generative AI in creative writing. This methodology allows for the collection of a large amount of data within limited resources and time.

The decision to focus on Lusophone writers on Wattpad as participants was based on a few key reasons. First, while Wattpad supports writers in many languages and has a vast, diverse user base, especially English-speaking users, it was important to narrow the study's scope. The researchers

could explore a linguistic demographic not often studied on the platform by focusing on a non-English-speaking group. Second, the researchers' own language skills had a major influence on this decision. One of the authors is a native Portuguese speaker, and the other has reached a C2 proficiency level. This deep familiarity with Portuguese and its cultural nuances allowed them to engage more thoroughly with participants' work and interactions, contributing to the study's accuracy and insight.

The structure of our questionnaire followed the literature on questionnaire designs and survey conduction (e.g. Eckerdal & Hagström, 2017; Siddique, 2023).

Questions 1 – 4 aim to obtain some demographic background information, namely the writers' gender, age group, education level, and income level. Question 5 is about their motivation(s) to write on a digital platform. In contrast, question 6 asks whether they have had general experience as a paid content producer in other situations in life. Question 7 asks if they have used AI tools to help correct the grammar of their writing, and question 8 asks about their use of translation AI tools. These two questions are immediately followed by question 9, a Likert-scale question, to figure out the writers' sense of responsibility for the content and their awareness of the risk of plagiarism. Question 10 is a sensitive one, asking directly whether the writers have used AI to produce content for their online fiction. This question constitutes a watershed: those who answer "yes" will be directed to questions 11 – 13, where they are invited to name a few AI tools that they have used or heard of, to give some motivations for using AI to generate content, as well as to suggest in what ways they think AI will affect their future fiction writing. On the other hand, those who answer "no" to question 10 are directed to different questions 11 – 12, where they are supposed to give the reasons why they disagree with the use of AI in content generation and how they think AI will affect the future of online fiction writing.

The researchers registered two Wattpad accounts to send private messages containing a questionnaire to authors on the platform. Due to platform restrictions, each account could send a limited number of messages per day, generally adhering to the following 3-day cycle: 8 messages on Day 1, 0 messages on Day 2, and 4 messages on Day 3. With two accounts, the researchers were able to send approximately 24 messages every 3 days. However, as the platform does not publicly disclose its private messaging policies and may change them periodically, the messaging pattern was not entirely predictable or consistently repeatable.

To maximize the likelihood of receiving responses, the researchers carefully selected authors based on the genres and recency of their activity. Wattpad categorizes stories into 23 distinct genres, which the researchers systematically browsed. For each genre, the authors were sorted by selecting "latest" stories instead of "most popular". This approach prioritized contacting authors who had posted recently, under the assumption that these individuals were more likely to be active on the platform and therefore more likely to respond to the questionnaire.

Authors were invited to voluntarily answer the questionnaire, which was presented in Google Forms. They were guaranteed that the study adhered to all ethical standards associated with this type of methodology, including voluntary participation and anonymity.

During the second semester of 2024, a total of 290 messages were sent, achieving 37 completed responses; from this, we calculated a response rate of approximately 12.8%. The messaging

process took about two months, as the researchers couldn't send messages every day due to practical limitations and variability in the platform's policies. To make the most of their outreach, they strategically selected authors and maintained a steady messaging approach, always adhering to ethical research guidelines. The collected data were then analyzed using both quantitative and qualitative methods.

4.3 Results

In descriptive terms, our respondents identified themselves as follows:

23 were female, 9 were male, and 1 was of another gender. 13 of the respondents were aged between 12-18 years old, 12 were between 18-25 years old, 8 were between 25-35 years old, and 6 were between 35-50 years old.

The level of education was also well distributed. 6 of the respondents had an education level below secondary school, 15 had completed secondary school, 13 already had a bachelor's degree, 4 had a postgraduate degree and 1 had another level of education.

The main sources of income of the respondents are: family – 16, self-employment – 12; and work for others – 6. With individual responses, we also find the options: I do not work – 1, I am a student – 1, and I work with my mother – 1.

When asked if they had never thought about the influence of AI on writing and writing collaboration platforms, the majority had already thought about it, thus acknowledging that it is a subject that is important to our respondents: agree – 3, totally agree – 3, disagree – 3, totally disagree – 7, and neutral – 10. Most of our respondents have already used AI for translation (yes – 21, against no -16). An even more significant proportion of our respondents acknowledged that they had never worked with paid text production (no – 33, yes – 2).

We now move on to the motivations behind writing and collaborating with the platform. Thus, most respondents (29) admitted doing so because they just liked to write. Three respondents acknowledged that they wrote because they liked it and wanted to earn money. Then, there were several combinations of motivations with a single answer: to publish writings; to earn money; like writing but has not yet published and wants feedback; like writing and wants fans; like writing, wants readers and wants to earn money; wants fan readers; likes having readers and wants money.

When asked if they had ever used AI to correct grammar, 19 responded yes, while 20 said no. When asked if they had ever used AI to generate literary content, 26 respondents said "no or never", while 13 said "yes". In terms of knowledge of AI applications for generating writing content, 9 respondents identified ChatGPT, followed by a list of single-choice combinations: Bing; ChatGPT and Copilot; ChatGPT, Sudowrite, and Wordtune; and Perchance and Bing (for the cover).

Respondents who had used AI were asked whether they agreed with the motivations outlined in the literature. 8 disagreed or strongly disagreed with the use of AI to save time. Regarding the use of AI as a resource to update stories faster and respond to anxious readers, opinions were more divided between Totally Disagree (5), Disagree (1), Neutral (2), Agree (3), and Totally Agree (2). The use of AI to get inspiration/overcome inspiration crises received the total disagreement of 2 respondents, a neutral response of 1, while 4 agreed and 6 totally agreed. The use of AI as a

reference received the total disagreement of 1 respondent, 4 neutral responses, 1 agreed, and 3 totally agree.

Then we have the responses regarding the fears raised by AI. Regarding the lack of fear because collaboration with the Wattpad platform is a hobby, 3 respondents said they agreed, 4 said they totally agreed, 2 disagreed, and 4 opted for a neutral response. We raised the possibility that there would be no fears because human creation is always better. Among the responses expressed, we had Agree (1), Totally Agree (3), Disagree (2), and Neutral (7).

We asked if AI could be considered a source of inspiration and contribute in a positive way. Here, we had the following responses: Agree (4), Totally Agree (2), Disagree (1), Totally Disagree (2), and Neutral (4). On the other hand, we hypothesized that AI would affect writers in a negative way. We asked our respondents whether they agreed with AI as a source of injustice, leading to distorted rises in Wattpad's ranking. The answers were: Agree – 2; Totally agree – 3; Disagree – 1; and neutral – 3. Given the possibility that AI could negatively affect the credibility of the literary platform industry, the answers were: Agree – 2; Totally agree – 3; Disagree – 2; and neutral – 6.

For those who disagreed with the use of AI on the platform, we wanted to know the possible reasons. So, we asked the respondents about several possibilities. Starting with the consideration that AI is immoral, harming the honesty of writing, the answers were: Agree – 6; totally agree – 6; disagree – 5; and neutral – 9. Some do not use AI because they enjoy spending time writing. The responses in agreement with this possibility were: Agree – 6; Totally agree – 5; Disagree – 5; Totally disagree – 5; and neutral – 5.

The respondents, recognizing that they do not use AI because they are committed to originality with their readers, gave the following responses: Agree – 5; Totally agree – 11; Disagree – 1; and neutral – 9. The fear of future accusations (of plagiarism or improper use of AI) was also recognized as an influential factor in not using AI, as revealed by the respective distribution of responses: Agree – 4; Totally agree – 3; Disagree -2; Totally disagree – 11; and neutral – 6. Given the opinion that AI has no implications on Wattpad because this platform is seen as a repository for hobby writing, we obtained the following responses: agree – 7; totally agree – 6; disagree – 4; totally disagree – 2; and neutral – 7. The statement that AI will not affect literary creation because human creation is better than artificial creation had the following responses: Agree – 6, Totally agree – 6, disagree – 1, totally disagree – 1, and neutral – 12.

Regarding the possibility that AI will have a positive impact as a source of inspiration, the following responses were received: Agree – 7, Disagree – 4, totally disagree – 5, and neutral – 10. Our respondents tended to recognize that AI will have a negative impact, generating various injustices: agree – 9, totally agree – 9, disagree – 1, totally disagree – 1, and neutral – 6. They also recognized that it would affect the industry's credibility, with the following distribution of responses: Agree – 10, totally agree – 6, disagree – 2, and neutral – 8.

Given the premise that AI can facilitate the plagiarism of literary content, we wanted to understand how our respondents interpreted the issue. Thus, a good proportion of our respondents recognize that plagiarism is always a crime: Agree – 10, totally agree – 23, totally disagree – 1, and neutral – 3. In line with these responses, we have the responses regarding the statement "Plagiarism is a crime at university but not on platforms": Agree – 3, totally agree – 1, disagree – 8 and totally

disagree – 20, neutral – 5. The majority of respondents agree that, in some way, all writers get their ideas from other sources: Agree – 16, totally agree – 5, disagree – 1, totally disagree – 2, and neutral – 13. Most respondents also recognize that translating fiction from another language and changing the author is plagiarism: Agree -10, totally agree – 19, totally disagree – 3, and neutral – 5. The majority also recognizes that translating a literary creation and changing characters and author is also plagiarism: Agree – 10, Totally agree – 19, totally disagree – 2, and neutral – 6.

Based on the results, we use the chi-square independence test to test our hypotheses mentioned above. This test returns a statistical value associated with the significance level to reject the null hypothesis that the variables tested are independent. If the null hypothesis is rejected, we must conclude that the abovementioned variables are associated with the studied sample.

Tables 1 and 2 test the variables associated with Hypothesis 1 (Table 1) and the dimensions of Hypothesis 2 (Table 2).

Table 1 – Use of Generative AI and the perception of its risks on literary creation

Dimension A / Question #	Dimension B / Question #	P-value (likelihood ratio)
Education level	5 7. Have you ever used AI to correct the grammar of your writing (e.g. Grammarly)?	0.011
7. Have you ever used AI to correct the grammar of your writing (e.g. Grammarly)?	12.3 If you have used/ are using/ intend to use AI to generate content for your writing, what are your reasons? [To get inspiration, because sometimes I run out of ideas to develop the story]	0.029
7. Have you ever used AI to correct the grammar of your writing (e.g. Grammarly)?	12.4/13.4 Do you think AI will affect your creation in the future? In what way? [In a negative way, because it could be unfair to those who want to climb the rankings, make money, or compete for awards]	0.021
11.4 If you don't agree with the use of AI in your fiction production, what are your reasons? [I would even like to try it, but I am afraid that the text will be identified as produced by AI]	12.3/13.3 Do you think AI will affect your creation in the future? In what way? [In a positive way, because it could be a source of aspiration for my writing]	0.005
12.3 If you have used/ are using/ intend to use AI to generate content for your writing, what are your reasons? [To get inspiration, because sometimes I run out of	12.2 If you have used/are using/ intend to use AI to generate content for your writing, what are your reasons? [To update my story more quickly, because readers are anxious]	0.014

ideas to develop the story]		
12.3 If you have used/ are using/ intend to use AI to generate content for your writing, what are your reasons? [To get inspiration, because sometimes I run out of ideas to develop the story]	13.5 Do you think AI will affect your writing in the future? In what way? [In a negative way, because it could damage the credibility of the industry]	0.033
12.2 If you have used/are using/ intend to use AI to generate content for your writing, what are your reasons? [To update my story more quickly because readers are anxious]	13.5 Do you think AI will affect your writing in the future? In what way? [In a negative way, because it could damage the credibility of the industry]	0.096

As we have highlighted, we will be able to show the p-value of the likelihood ratio test of the various variables collected in our questionnaire. Nevertheless, to validate our Hypothesis 1 (the use of AI tools allows us to warn of dangers), we highlight some clearer readings allowed by Table 1.

Thus, those respondents who acknowledged that they have already used AI (either for inspiration in the creation of content or to update their creations more quickly) gave more enlightening answers about the negative impact of AI on the credibility of the industry (of creative platforms). The p-values of 0.033 (“Have already used AI for inspiration” x “AI will negatively affect the credibility of the industry”) and 0.096 (“Have already used it to quickly update content” x “AI will negatively affect the credibility of the industry”) show that there is a clear statistical association between the dimensions analyzed. In a confirmatory manner, Table 1 reveals that those who have not yet come into contact with AI have a more optimistic view of its impact on the literary creation industry (“Have not used AI for fear of detection by third parties” x “AI has a positive effect as a source of inspiration”; p-value=0.005). The remaining items deserve further reading.

Other curious aspects collected by Table 1 show how respondents with higher education levels show a greater propensity to have already used AI (p-value: 0.011) and that those who have used it recognize AI as having the potential to generate injustices (namely, the rise of authors with greater ease of use in the platform's rankings—p-value of 0.021).

Table 2 now reveals the test of the Hypothesis regarding the influence of the sense of plagiarism on how the future impacts of AI may occur.

Table 2 – the sense of plagiarism affects the perception of the future impacts of AI

Dimension A / Question #	Dimension B / Question #	P-value (likelihood ratio)
11.4 If you don't agree with the use of AI in your fiction production, what are your reasons? [I would even like to try it, but I am afraid that the text will be identified as produced by AI]	9.2 Identify your level of agreement with the following sentences [Plagiarism at school or university is a crime, but on digital content platforms, it does no harm to anyone.]	0.099
11.4 If you don't agree with the use of AI in your fiction production, what are your reasons? [I would even like to try it, but I am afraid that the text will be identified as produced by AI]	9.5 Identify your level of agreement with the following sentences [Translating a story from other languages (English, Spanish, Korean, etc.) into Portuguese and changing the author is also plagiarism.]	0.033
11.4 If you don't agree with the use of AI in your fiction production, what are your reasons? [I would even like to try it, but I am afraid that the text will be identified as produced by AI]	9.6 Identify your level of agreement with the following sentences [Translating a story from other languages into Portuguese and changing the characters is also plagiarism.]	0.017

Cross-referencing the responses to the questions highlighted in Table 2 shows us that recognizing plagiarism situations is associated with the non-use of AI (mainly to avoid the risk of detection). There is a significant association between not using AI and those who recognize plagiarism as an illicit practice (mainly in academic environments). The p-value of the independence test is 0.099.

We also obtained significant p-values for the association between not using AI and recognizing the translation of foreign creations changing the author's name is plagiarism (p-value: 0.033) or recognizing as plagiarism the translation of foreign creations changing the name of the characters (p-value: 0.017).

4. Conclusions and further works

Content platforms are the spaces most exposed to these situations. In particular, platforms such as Wattpad, which publish and share literary content produced by authors spread across all countries, are very significantly exposed. Given that these platforms involve significantly increasing monetary values (not only in the possibility of advertising but also because they have become lucrative opportunities for the most read and productive authors), we believe this debate should be initiated and developed. We, therefore, surveyed authors on the Wattpad platform, considering the sample of authors who speak and write in Portuguese, about the dimensions enhanced by Generative AI, namely plagiarism, the reputational risk of the activity, and the expectations regarding the development of the platform and AI. The results of the distributed survey show that the use of Generative AI allows for a better understanding of its potential and the associated risks (Hypothesis 1). Furthermore, the results of the surveys revealed that authors with greater ethical maturity (namely, with better information about plagiarism practices) are also those who assume a lower propensity to use Generative AI to produce content (Hypothesis 2).

In future work, we intend to extend our analysis to two levels – both to more Wattpad users and authors (not only Portuguese speakers) and more users and producers of literary content (from other platforms). Another potential possibility is to improve our questionnaire to understand how Generative AI might evolve in literary production, according to individual users.

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[Autho bio]

Appendices

Questionnaire's structure

1. What is your gender?
2. How old are you?
3. What is your level of education?
4. What is your main source of income?
5. Why do you write on this digital platform?
6. Have you ever worked with paid/contracted text production, regardless of whether it was fiction (for example, as a secretary, journalist, blogger, freelancer, etc.)?
7. Have you ever used AI to correct the grammar of your writing (e.g. Grammarly)?
8. Have you ever used AI to translate texts for your writing? (e.g. Google Translate)
- 9.1 Identify your level of agreement with the following sentences [Plagiarism is always a crime.]
- 9.2 Identify your level of agreement with the following sentences [Plagiarism at school or university is a crime, but on digital content platforms it does no harm to anyone.]
- 9.3 Identify your level of agreement with the following sentences [To some extent, all writers have taken ideas from other people.]
- 9.4 Identify your level of agreement with the following sentences [Translating a story from other languages (English, Spanish, Korean, etc.) into Portuguese and changing the author is also plagiarism.]
- 9.5 Identify your level of agreement with the following sentences [Translating a story from other languages into Portuguese and changing the characters is also plagiarism.]
10. Have you ever used AI to generate content for your online fiction writing (Yes/No)?

If Question 10 “Yes”

11.1 If you don't agree with the use of AI in your fiction production, what are your reasons?
[I consider the use of AI immoral because it harms the author's honesty]

11.2 If you don't agree with the use of AI in your fiction production, what are your reasons?
[I like to spend time writing, so I don't worry about the efficiency of my production]

11.3 If you don't agree with the use of AI in your fiction production, what are your reasons?
[I have an emotional bond with my readers and I want to be a sincere and responsible author]

11.4 If you don't agree with the use of AI in your fiction production, what are your reasons?
[I would even like to try it, but I am afraid that the text will be identified as produced by AI]

12.1 Do you think AI will affect your creation in the future? In what way? [It won't affect, because I consider Wattpad as a space for pastime and not for professional competition]

12.2 Do you think AI will affect your creation in the future? In what way? [It won't affect, because human creation is always better than machine creation]

12.3 Do you think AI will affect your creation in the future? In what way? [In a positive way, because it could be a source of aspiration for my writing]

12.4 Do you think AI will affect your creation in the future? In what way? [In a negative way, because it could be unfair to those who want to climb the rankings, make money or compete for awards]

12.5 Do you think AI will affect your creation in the future? In what way? [In a negative way, because it could harm the credibility of the industry]

12.6 Do you think AI will affect your creation in the future? In what way? [I have never thought about this question]

If Question 10 “No”

11. What applications for creating fiction have you used or heard of?

12.1 If you have used/are using/ intend to use AI to generate content for your writing, what are your reasons? [To save time, because I write to make money and wanted to be efficient in production]

12.2 If you have used/are using/ intend to use AI to generate content for your writing, what are your reasons? [To update my story more quickly, because readers are anxious]

12.3 If you have used/ are using/ intend to use AI to generate content for your writing, what are your reasons? [To get inspiration, because sometimes I run out of ideas to develop the story]

12.4 If you have used/ are using/ intend to use AI to generate content for your writing, what are your reasons? [I don't copy the generated text, I use it only as a reference]

13.1 Do you think AI will affect your creation in the future? In what way? [It won't affect, because I consider Wattpad as a space for pastime and 0 for professional competition]

13.2 Do you think AI will affect your creation in the future? In what way? [It won't affect, because human creation is always better than creation by machine]

13.3 Do you think AI will affect your creation in the future? In what way? [In a positive way, because it could be a source of aspiration for my writing]

13.4 Do you think AI will affect your writing in the future? In what way? [In a negative way, because it could be unfair to those who want to climb the rankings, make money or compete for awards]

13.5 Do you think AI will affect your writing in the future? In what way? [In a negative way, because it could damage the credibility of the industry]

13.6 Do you think AI will affect your writing in the future? In what way? [I never thought about this question]