

IMAGINARY HORIZONS

AI-DRIVEN CONTENT GENERATION AND STRATEGY DEVELOPMENT
ON INSTAGRAM THROUGH CHATGPT AND MIDJOURNEY

Agenda

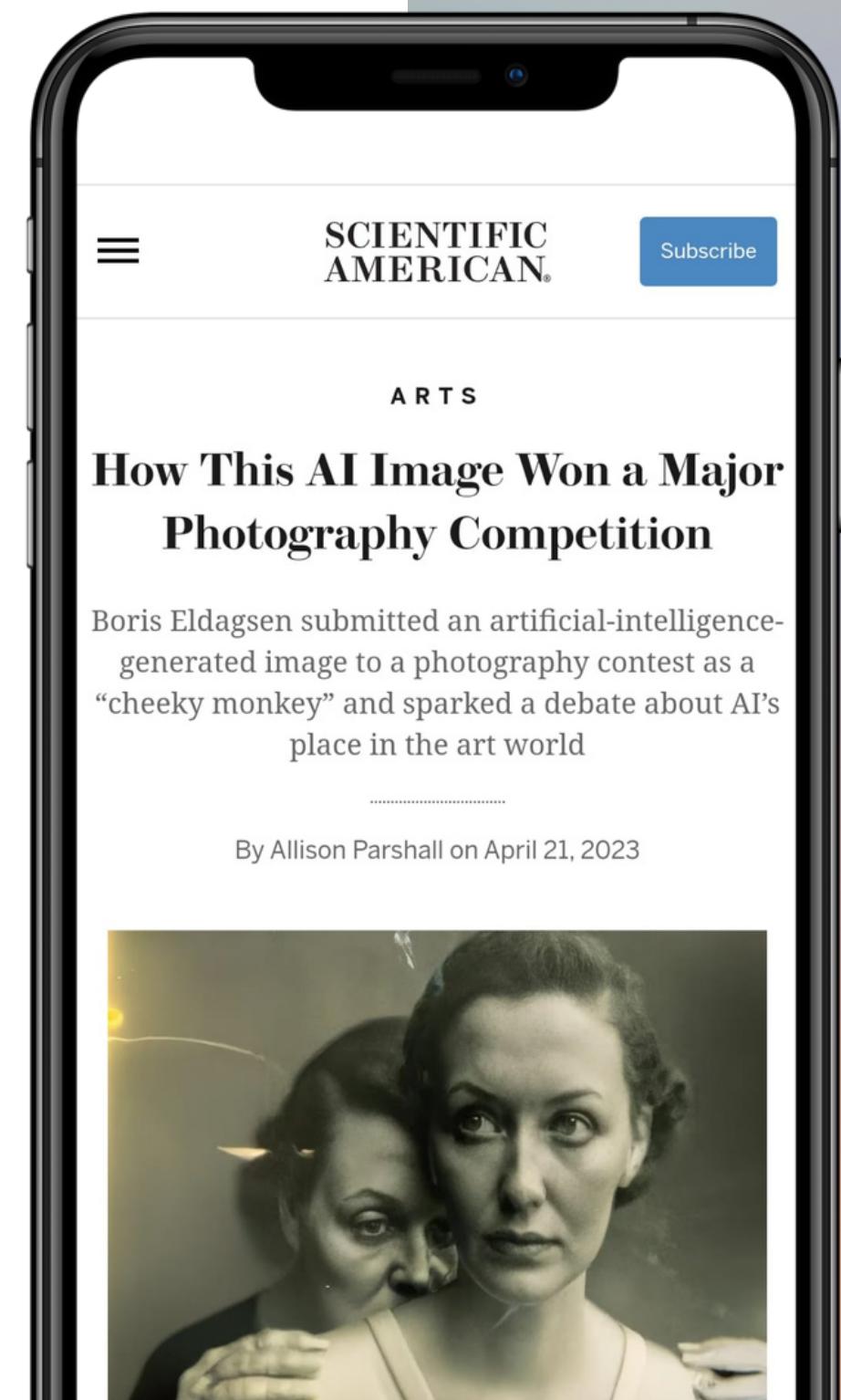
- 1 Introduction
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- 3 Definition of case study
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Introduction

- 2022: world market was worth \$136,55 billion
- LST: Labour-saving technologies
- Emerging AI technologies: ChatGPT and

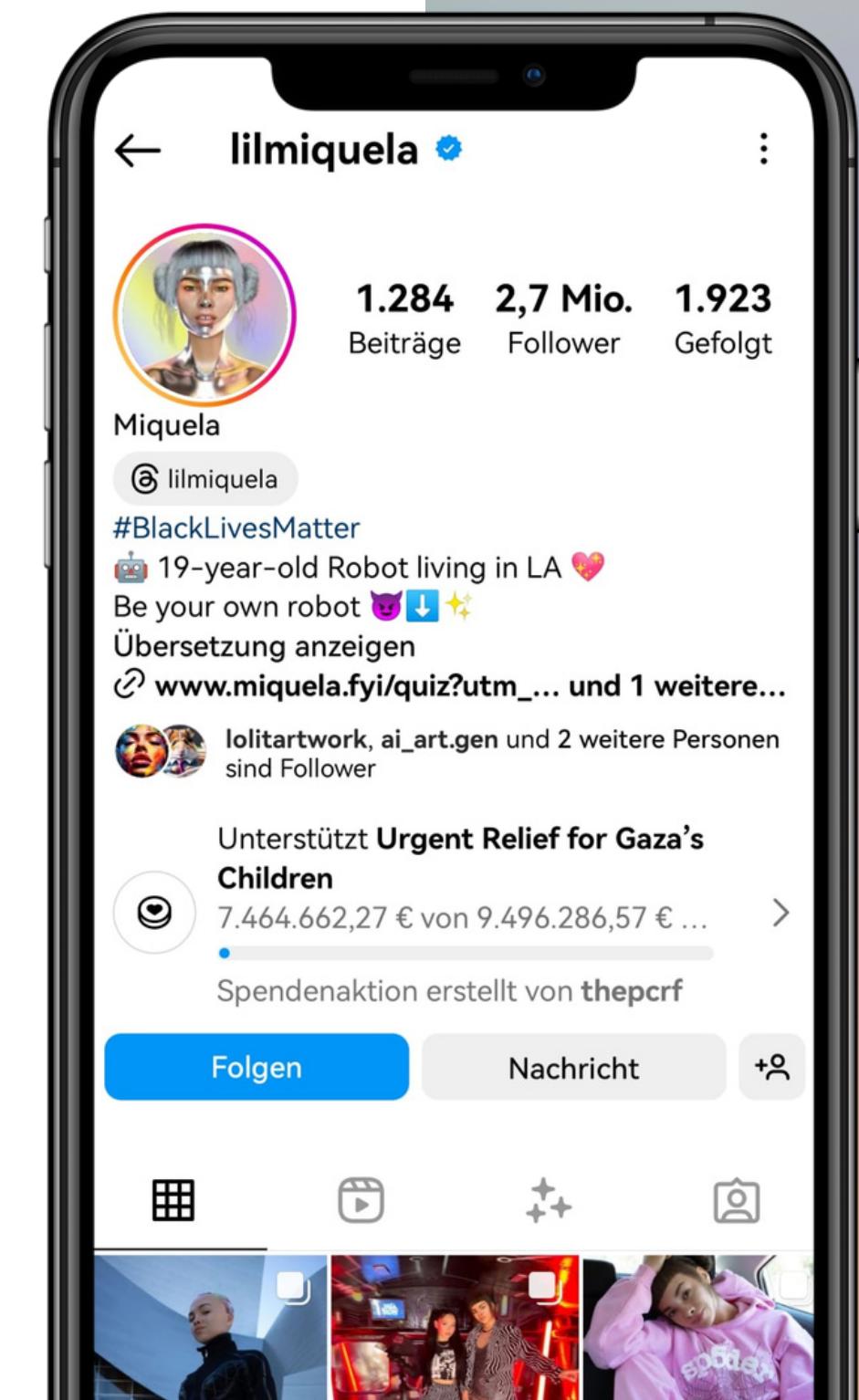
MidJourney

- What is the impact on creative professions ?
 - 2023: AI won photography competition



Introduction

- 2022: world market was worth \$136,55 billion
- LST: Labour-saving technologies
- Emerging AI technologies: ChatGPT and MidJourney
- What is the impact on creative professions ?
 - 2023: AI won photography competition
 - AI influencer: Lilmiquela

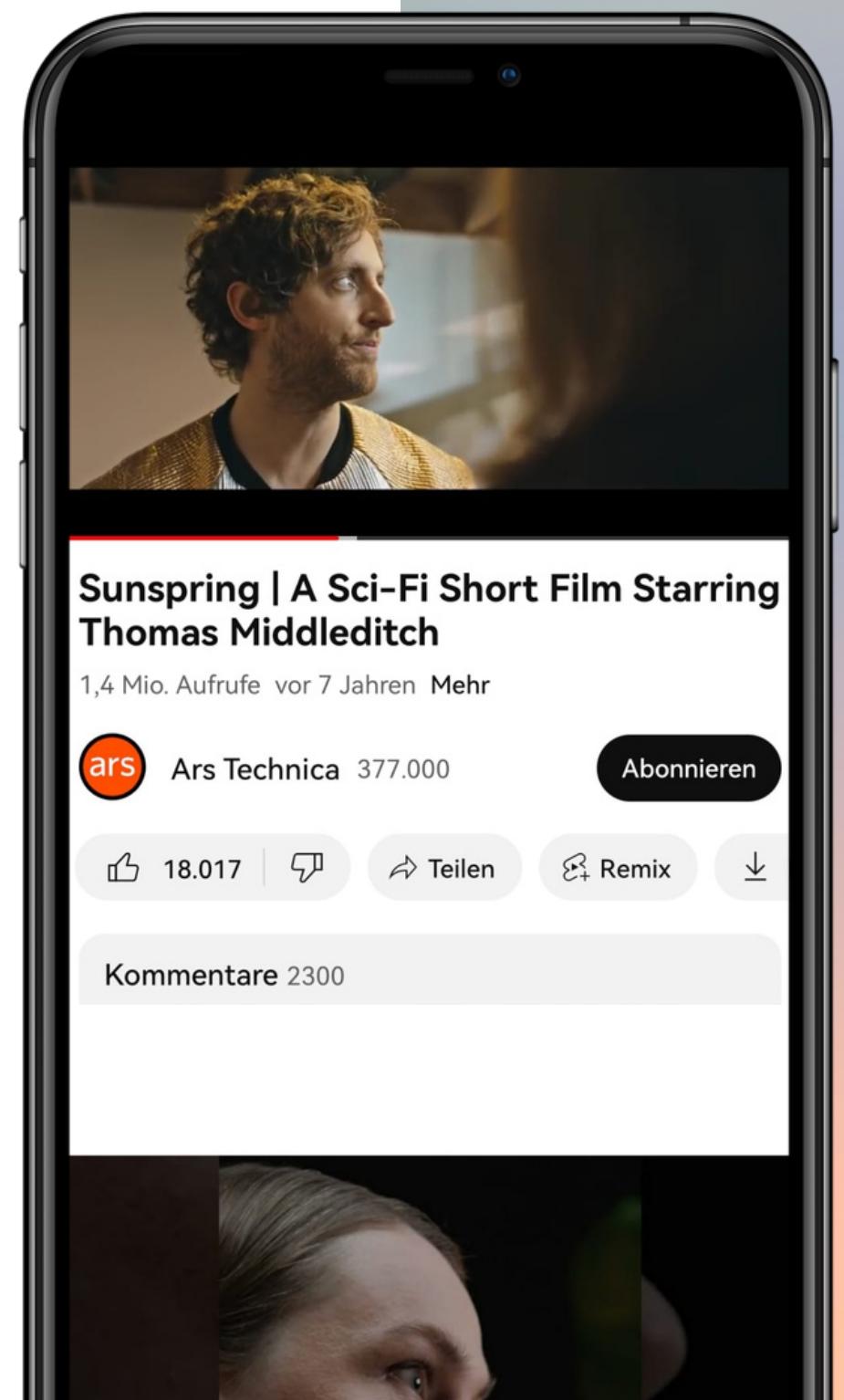


Introduction

- Goal:
 - Explore possibilities with new AI technologies
 - Influence work as a content creator
- Three week case study
 - Create an Instagram account with MidJourney and ChatGPT
 - Content creation and strategy development

Related Work

- Two research positions:
 - Increase productivity, improve people's standard of living and new job opportunities
 - Wage stagnation, unemployment and income inequalities
- Barely affected creative sector
 - But: with rising AI technologies this changed
 - E.g. movie “Sunspring”

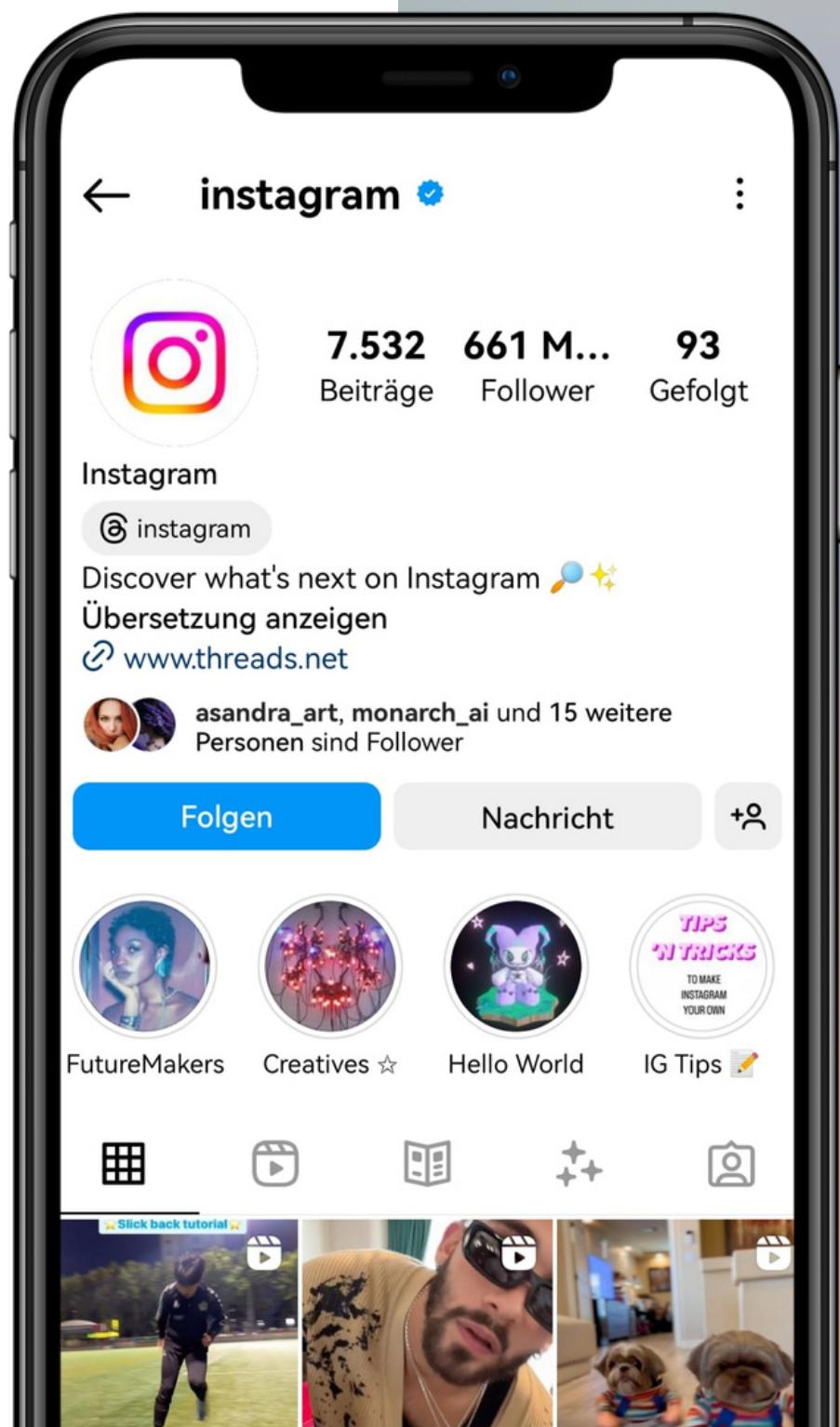


Related Work

- Use on social media:
 - Gain insights of brand and audience
 - Automate processes
 - Target group oriented marketing
 - AI influencers

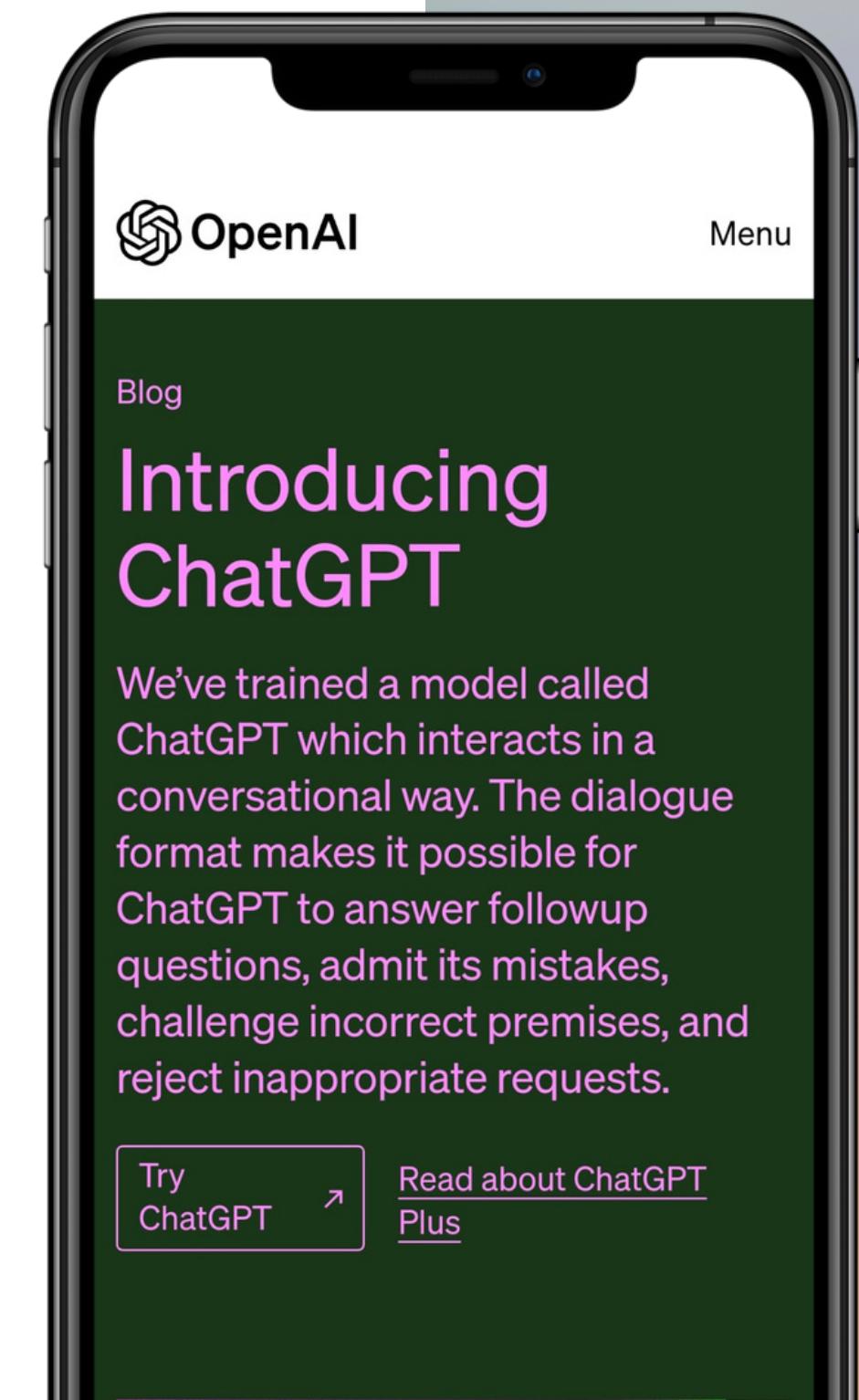
Definition of case study

- Working areas: content creation and strategy development
- Task and tool selection:
 - Platform: Instagram



Definition of case study

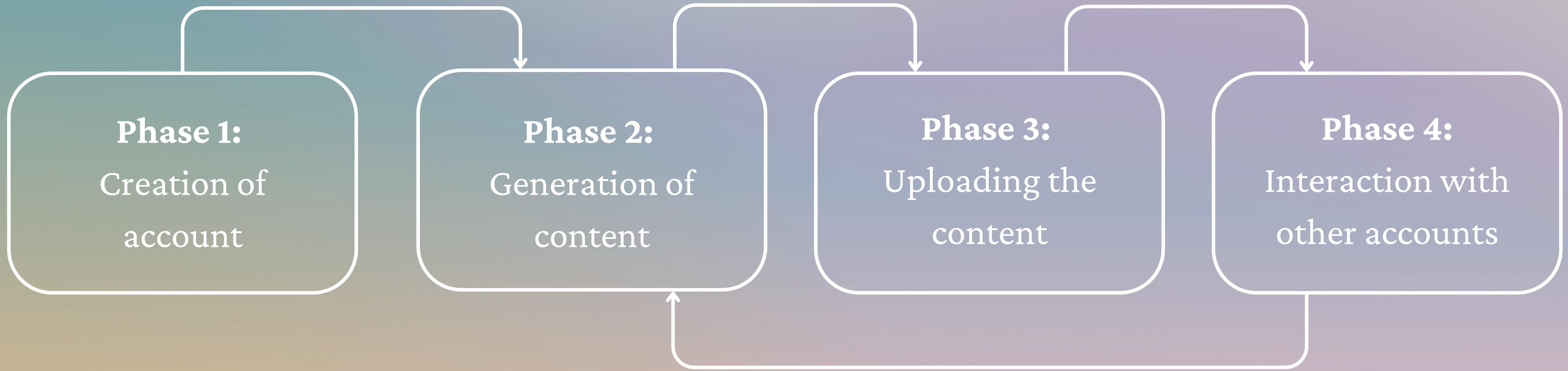
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Definition of case study

- Working areas: content creation and strategy development
- Task and tool selection:
 - Platform: Instagram
 - AI-tools: ChatGPT and MidJourney
 - Tasks: posting content, liking and commenting on other posts, following other accounts

Definition of case study



Definition of case study

Rules of interaction:

1. Published text is exclusively written by ChatGPT
2. Single words may be changed
3. More than one option, one may be chosen
4. Images may not be edited

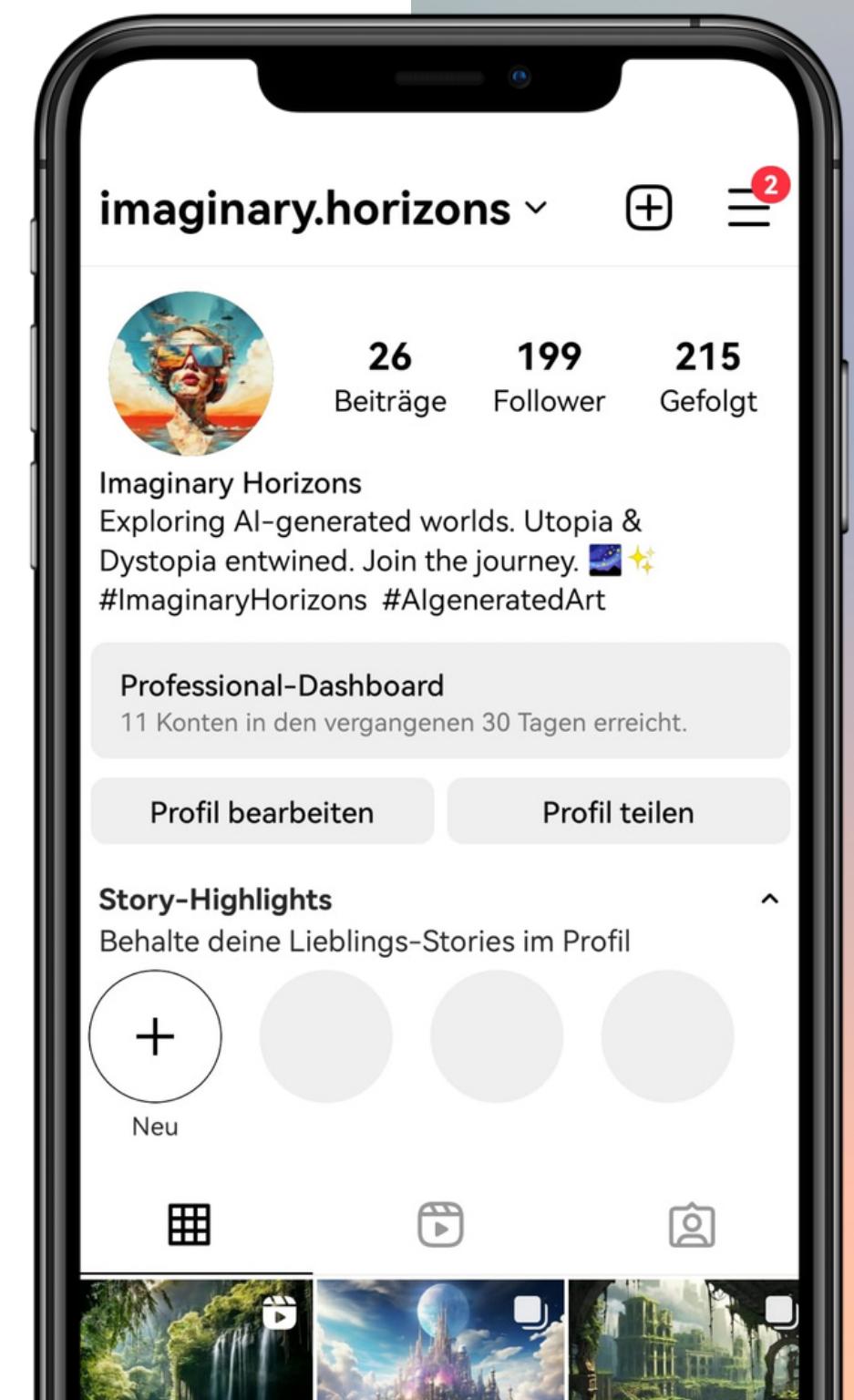
Criteria for analyzation:

1. Originality of the content
2. Complexity of the content
3. Suitability of the content
4. Time expenditure and workload
5. Success of the strategy development

Execution of case study

Phase 1 (Creation of account):

- ChatGPT was introduced with the case study
- Setup questions were asked
- Topic: visual story telling of dystopian and utopian worlds



Execution of case study

Phase 1 (Creation of account):

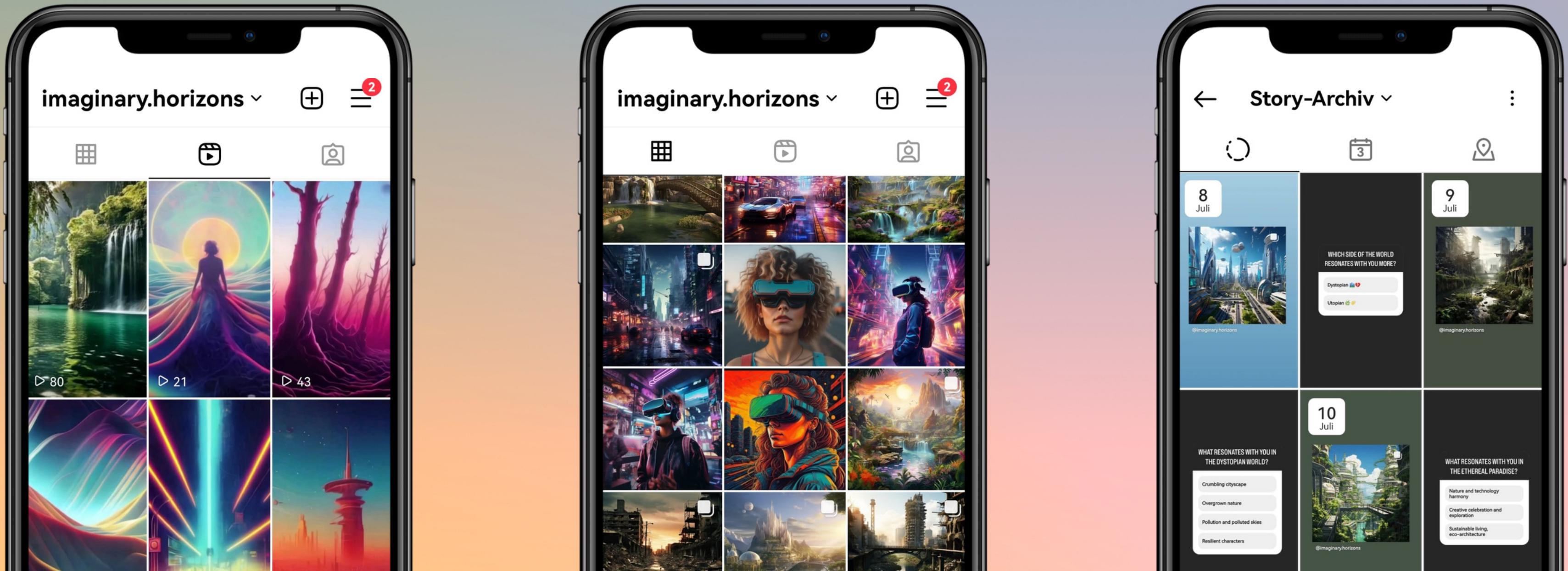
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Phase 2 (Generation of content):

- Content was planned seven days ahead
- Implemented template in process

Execution of case study

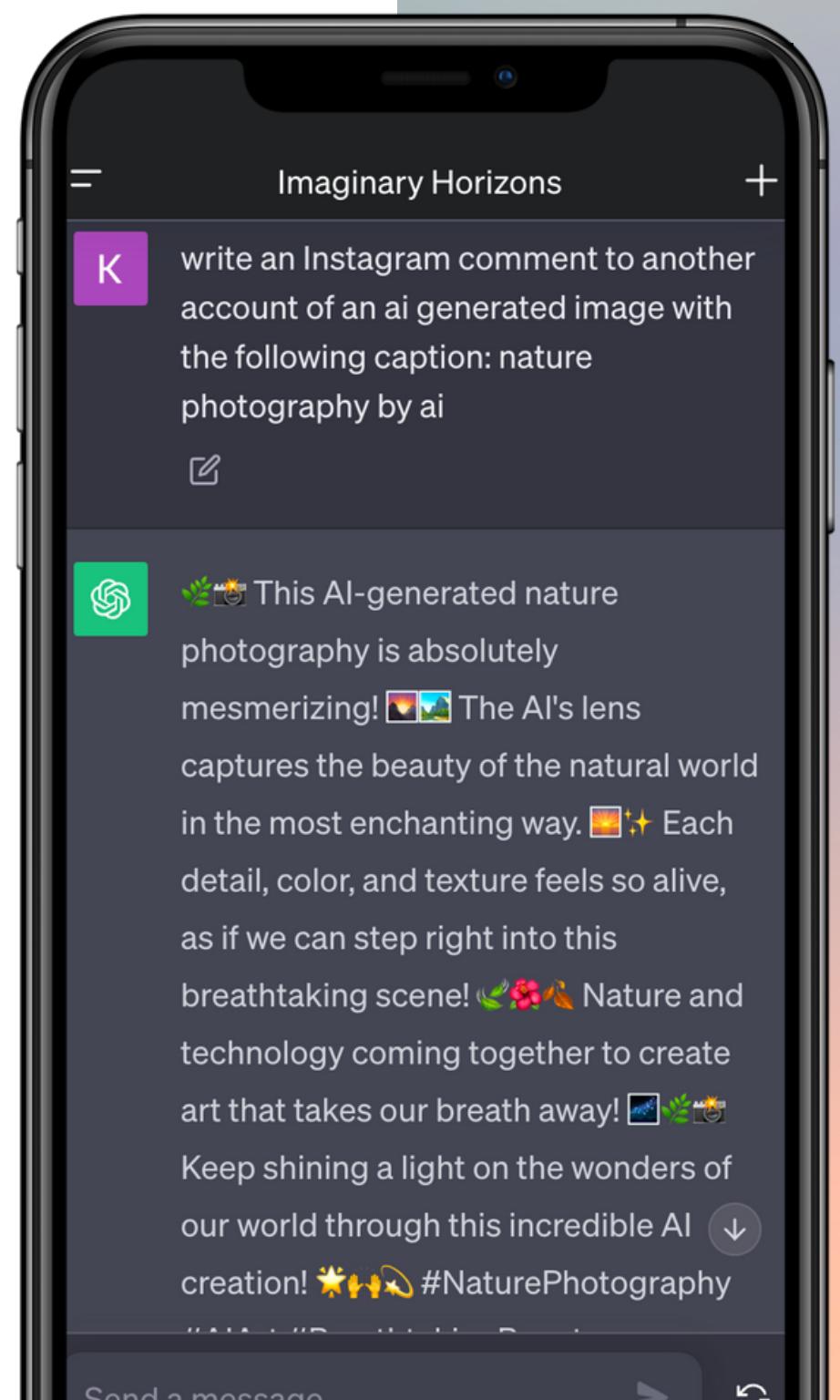
Phase 3 (Uploading the content):



Execution of case study

Phase 4 (Interaction with other accounts):

- Interaction was determined by ChatGPT
 - Write comments
 - Like other posts
 - Follow accounts
- ChatGPT did not make a clear decision
 - min. 10 comments
 - ≈ 25 likes



Results and discussion

Originality of the content:

- Utopian worlds: people live in harmony,
flourishing landscapes, focus on sustainability



Results and discussion

Originality of the content:

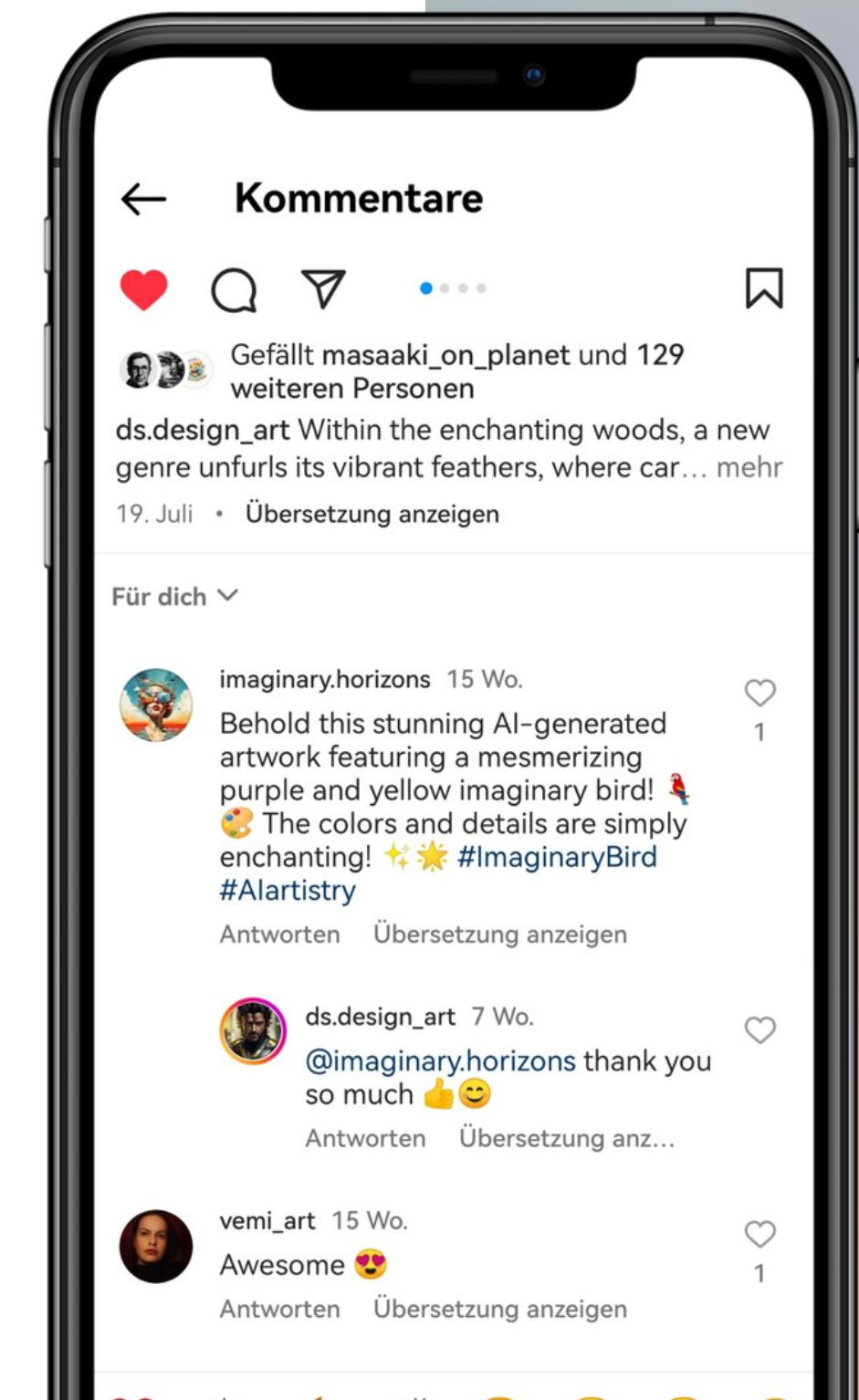
- Dystopian worlds: destroyed buildings,
surrounded by darkness, no civilization



Results and discussion

Originality of the content:

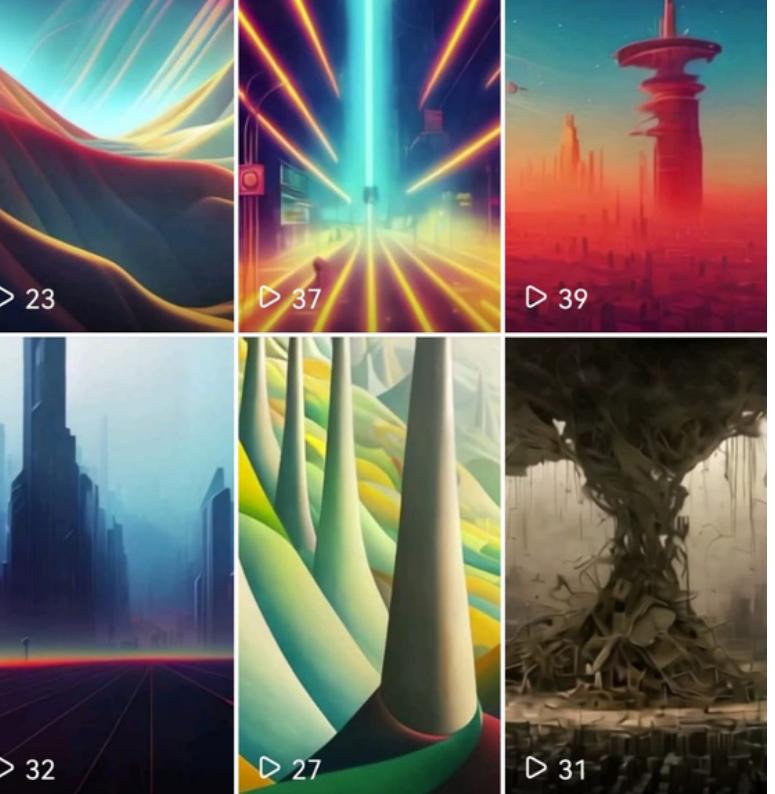
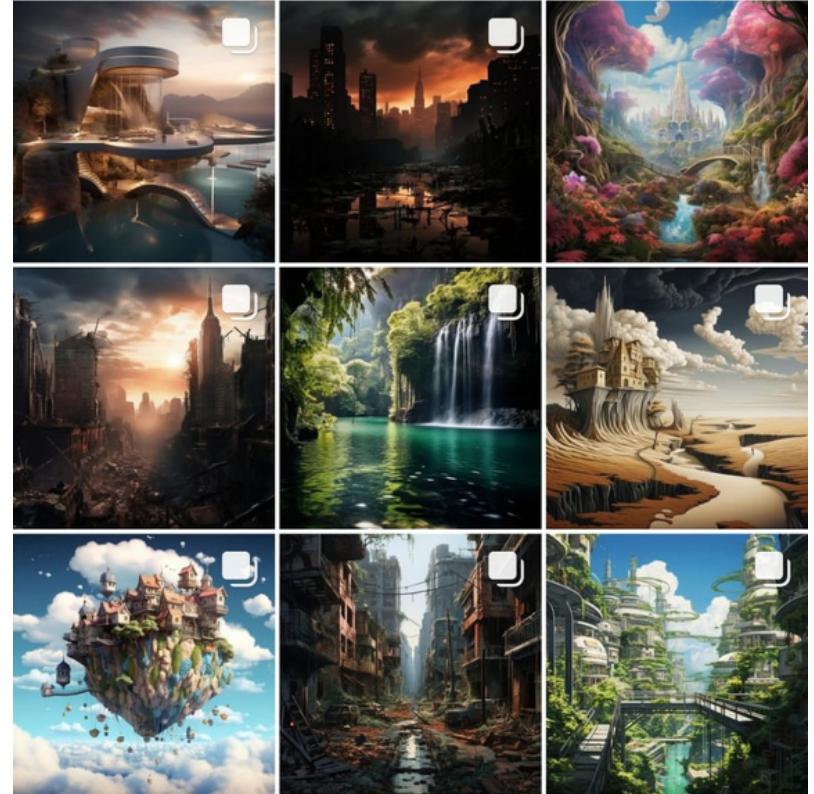
- Utopian worlds: people live in harmony, flourishing landscapes, focus on sustainability
- Dystopian worlds: destroyed buildings, surrounded by darkness, no civilization
- Comments were more original and well received



Results and discussion

Complexity of the content:

- Stories and images are detailed
- Reels are less detailed



Results and discussion

Complexity of the content:

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Suitability of the content:

- Stories and images were well suited
- Reels are more abstract
- Music was sometimes not available
- Most comments fitted to the images

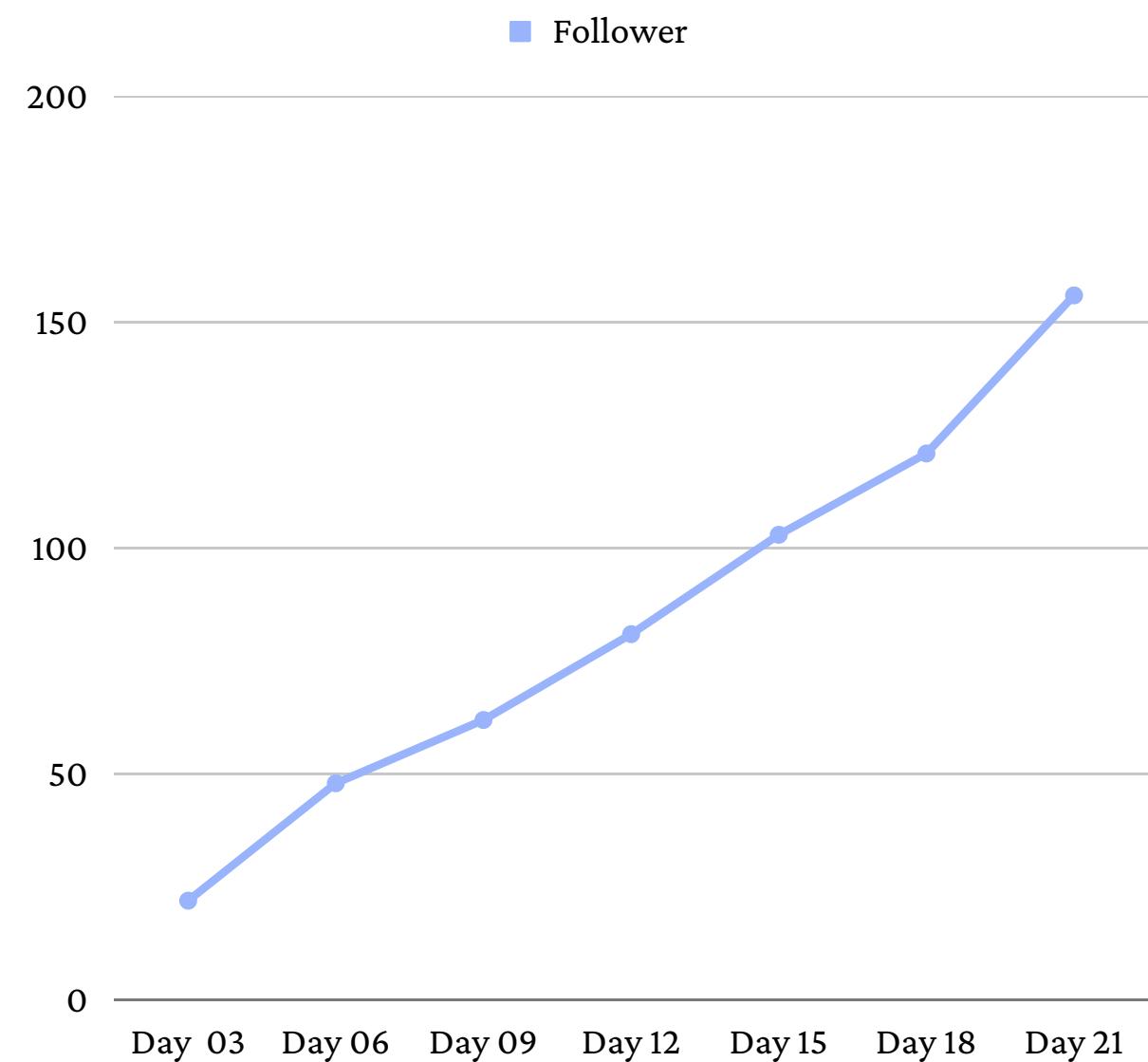
Results and discussion

Time expenditure and workload:

- ≈ 15 minutes to generate the content
 - mainly done by ChatGPT and MidJourney
- ≈ 10 minutes to post the content
 - could not done by ChatGPT and MidJourney
- ≈ 30 minutes interaction with other accounts
 - ChatGPT took care of writing
 - choosing images was done by me

Results and discussion

Success of the strategy development:



Results and discussion

Success of the strategy development:

	Likes	Comments	Reel Views
Week 1	147	18	200
Week 2	188	12	454
Week 3	155	10	206
Total	490	40	860

Results and discussion

Summary:

- AI tools can support content generation
- Suitability depends on the topic of the account
- Reels were less complex than images
 - Could be solved with an AI for video generation
- To improve the originality of the stories: synthesis of human and AI

Results and discussion

Summary:

- Some tasks were still done by human:
 - More technically complex system
- ChatGPT could rarely support strategy development
 - AI that is trained on Instagram algorithm

Results and discussion

Limitations:

- Still human decisions involved
- Case study was relatively short
- No automated process

Conclusion

- ChatGPT and MidJourney offer advantage in content generation
- No standalone use, rather use “Augmented Intelligence” approach
- Less suitable in strategy development
- Further AI tools could cover some of the limitations

THANK YOU FOR YOUR
ATTENTION