

The London Interdisciplinary School
Master of Arts and Sciences in Interdisciplinary Problems and Methods
Capstone Project

What is AI slop?

Abstract

This project explores the emerging phenomenon of AI slop—low-effort, low-value AI-generated content that clutters digital information environments. While not necessarily false or malicious, slop is often meaningless, inauthentic, and aesthetically unappealing. Despite its growing visibility, the concept remains largely undefined in scholarly literature. To address this gap, I conducted qualitative (thematic analysis) and quantitative (topic modelling) analyses of sources referenced in the Wikipedia page on AI slop. I also utilized a large language model-based method, which offered comparable performance while being considerably more efficient. Thematic analysis reveals four core dimensions of the discourse around slop: efficiency and productivity, danger and discernment, epistemic crisis, and engagement economy. Slop is typically described as inaccurate, inauthentic, mediocre, surreal, distorted, generic, pointless, or kitsch—and is often metaphorically framed as flooding, contamination, infestation, or rubbish. Four main types of AI slop were identified: social media slop, corporate slop, submission slop, and slop news. This study also introduces the SlopNews dataset, used to analyse the statistical features of slop content. Compared to non-slop news, slop news is less complex, less varied, and tends to express more positive sentiment. These findings offer a foundation for understanding the dynamics and risks of low-quality AI content. They may inform educators, editors, researchers, and platform moderators in managing slop and safeguarding trust in digital communication.

Gustavo Araujo Costa
London, United Kingdom

July 15, 2025