

AI Tool Utilization and Audience Response in the Creator Economy : Focus on Huntrix Golden's AI-Generated Dokdo Music

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Abstract

The rise of the creator economy accelerated by digital transformation has expanded the role of individual creators and enabled new production practices through generative artificial intelligence (AI) tools. Despite growing adoption, empirical studies examining audience responses to AI-assisted content remain limited. This study investigates audience responses to a YouTube video produced using the AI music-generation tool Suno: 'Dokdo is Korean Territory - AI Music (Hip-hop Version)', which achieved 915,664 views and a 99.5% positive reaction rate. Employing a mixed-methods approach, the study analyzes platform metrics along with text-mining and sentiment analysis of 2,539 comments. Results demonstrate highly positive audience responses, strong focus on message value rather than technological novelty, and trust facilitated through transparent disclosure of AI usage. The findings extend the Technology Acceptance Model and authenticity theory to offer practical guidance for message-centered and transparency-driven AI content strategies.

Keyword : Creator Economy, AI Tools, Audience Response, Technology Acceptance Model, Authenticity

1. Introduction

The advancement of digital technologies has fundamentally transformed the media ecosystem. In particular, the rise of the creator economy has established a new paradigm in which individuals emerge as the primary agents of content production and distribution [1]. The creator economy refers to a system in which individual creators generate and disseminate content through digital platforms while simultaneously deriving economic value from such activities [1]. Within this evolving landscape, the emergence of generative artificial intelligence (AI) technologies has opened new possibilities for content creation. A wide range of AI-based creative tools such as AI image generators, AI music composition systems, and AI video editing platforms enable creators to produce high-quality content without requiring specialized technical expertise or professional production equipment. These advancements significantly reduce barriers to entry within the creator economy and provide more individuals with opportunities to

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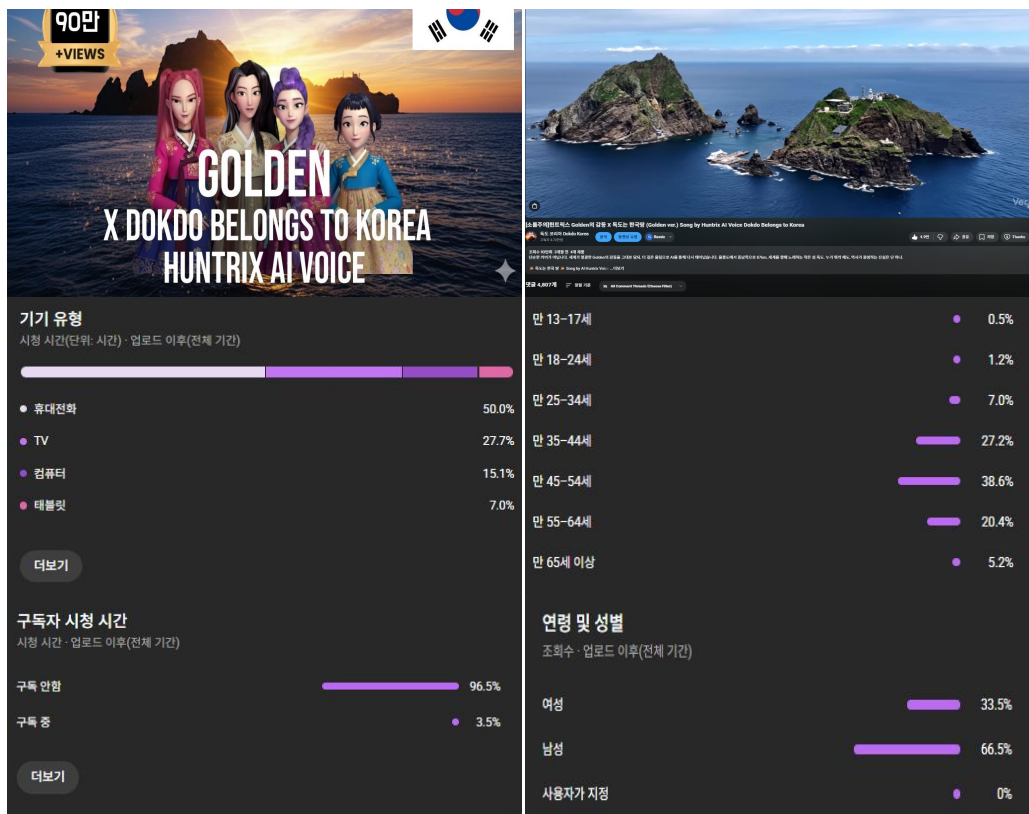
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participate as content producers [1]. However, several concerns and debates also surround AI-assisted content creation. Issues such as authenticity, the redefinition of the creator's role, and the establishment of audience trust continue to generate controversy [2]. In particular, empirical research exploring how audiences perceive and respond to AI-generated content remains insufficient. In this regard, the study empirically examines audience responses to YouTube content produced using AI tools.

As shown in [Fig. 1], by analyzing the case of the AI-generated music video ‘Dokdo AI Music’ by HuntrixGolden created using the AI music generation tool Suno, which achieved more than 910,000 views and a 99.5% positive reaction rate, this study investigates the key factors contributing to its success. In particular, the exceptionally high level of engagement and positive sentiment observed in the audience comments is interpreted not only as acceptance of AI-assisted content, but also as the mobilization of collective identity around a nationally and historically significant issue.



[Fig. 1] Key Metrics of ‘Dokdo is Korean Territory’ (Golden ver.)

From this perspective, participatory behaviors such as expressions of patriotism, intentions to share the

content, and emotional endorsement can be understood as forms of value-driven engagement that amplify message-centered AI content within participatory digital platforms. Through this analysis, the study aims to offer nuanced insights into effective strategies for integrating AI tools within the creator economy, particularly in contexts where message value and collective meaning play a central role.

2. Theoretical Background

2.1 Creator Economy and AI Tools

The creator economy refers to an economic model in which individual creators independently produce content and generate revenue through digital platforms. Radionova and Trots identify the core components of the creator economy as the interactions among platforms, creators, and audiences [1]. With the emergence of the metaverse era, the creator economy has continued to expand, strengthening the role and influence of individual creators [1].

Advancements in artificial intelligence technologies have introduced transformative changes to the content production practices of creators. The rise of generative AI tools has enabled efficient production of various types of content including music, images, and videos-across diverse formats. These AI-driven tools allow creators to generate high-quality content without the need for professional technical expertise, thereby lowering barriers to entry within the creator economy [1].

2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) proposed by Davis is a representative theoretical framework used to explain user acceptance behavior toward new technologies [3]. TAM identifies Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) as its primary constructs in order to posit that these factors influence attitudes toward technology adoption and behavioral intention to use. Following its introduction, TAM has undergone extensive development through various extended models. Venkatesh and Davis expanded the model into TAM2 by incorporating social influence and cognitive instrumental processes [4], and Venkatesh et al. later proposed the Unified Theory of Acceptance and Use of Technology (UTAUT) while presenting a more integrative perspective on technology adoption [5].

2.3 Authenticity and Transparency

Authenticity is a key factor that significantly influences the credibility of content and audience responses. Gilmore and Pine conceptualize authenticity through two dimensions: being true to oneself and being what one claims to be [2]. From this perspective, the transparent disclosure of AI tool usage can serve as a critical component in establishing authenticity.

Transparency is a foundational element in building trust [6]. Rawlins defines transparency through three dimensions including truthfulness, substantive information, and usefulness to emphasize stakeholder participation and objective, balanced reporting of organizational activities [6]. In the context of AI-generated content production, openly disclosing the use of AI tools can contribute to the development of trust between creators and audiences. This transparency helps prevent negative perceptions and plays a crucial role in fostering positive acceptance.

2.4 Participatory Culture and Audience Responses

Jenkins' theory of participatory culture explains the phenomenon in which audiences shift from being passive consumers to active producers and participants [7]. He argues that in a convergence culture, the boundaries between media producers and consumers are no longer clearly defined, and both groups evolve into interactive participants operating under new cultural rules [7].

On digital platforms, audiences actively engage with content through behaviors such as commenting, sharing, and liking, and these forms of participation directly influence the diffusion and impact of the content [8]. On platforms such as YouTube, audience responses can be measured through indicators including view counts, like/dislike ratios, and comment patterns. Such response data serve as valuable resources for evaluating the effectiveness of content and understanding audience perceptions [8].

3. Methodology

3.1 Research Subject

The subject of analysis in this study is the YouTube video titled 'Dokdo belongs to Korea (Golden ver.)', uploaded on the channel Dokdo Korea. As shown in [Table 1], this video was produced using the AI music-generation tool Suno and features a hip-hop music composition expressing the historical significance of Dokdo. The use of AI tools is explicitly disclosed in both the title and the video description.

[Table 1] Overview of the Content Analyzed

Category	Description
Channel Name	Dokdo Korea
Video Title	Dokdo belongs to Korea (Golden ver.) Song by Huntrix AI Voice
Upload Date	2025. 8. 23.
AI Tool Used	Suno (AI music generation tool)
View Count	915,664 views (as of December 2024)
Likes/Dislikes	12,847 / 61 (Positive ratio: 99.5%)
Number of Comments	2,539

3.2 Research Question

This study establishes the following research questions:

RQ1. What are the key patterns of audience responses to content produced using AI tools?

RQ2. How are message value and interest in AI technology reflected within audience comments?

RQ3. How does transparent disclosure of AI tool usage influence audience trust?

3.3 Research Methods

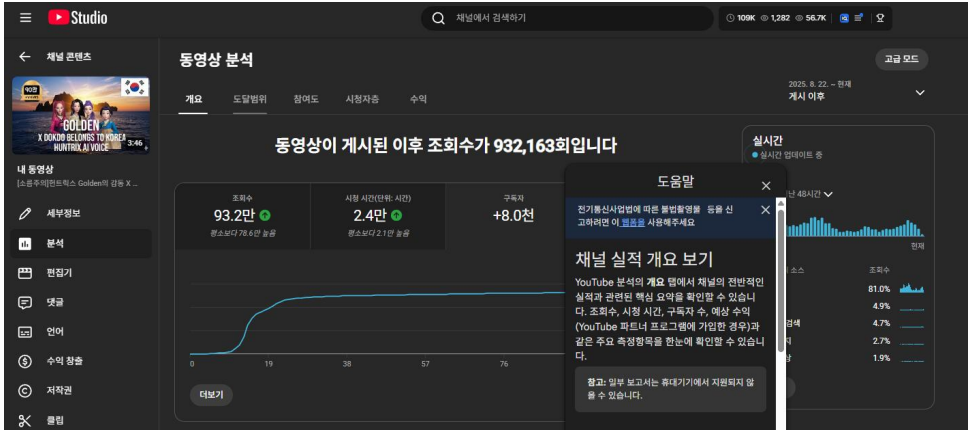
This study employs a mixed-methods approach by integrating quantitative and qualitative analyses. First, As shown in [Fig. 2], basic statistical data such as view counts and like/dislike ratios were collected through YouTube Studio analytics. These platform-level response metrics were used to address RQ1 by providing an overall quantitative indicator of audience acceptance and engagement with AI-generated content.

Next, As shown in [Table 2], a text-mining analysis was conducted on 2,539 audience comments using Python-based processing including keyword frequency analytics and sentiment analysis. Keyword frequency analysis was specifically employed to address RQ2, as it enables the identification of dominant thematic foci in audience discourse and allows for an empirical comparison between message-related attention and references to AI technology.

KoNLPy was used for keyword extraction, while a BERT-based Korean sentiment classification model was utilized to categorize comments into positive, negative, and neutral sentiments. Sentiment analysis was directly linked to RQ1 and RQ3, as it provides a systematic means of evaluating overall audience attitudes and detecting potential resistance or trust-related concerns regarding AI tool usage.

Finally, a qualitative thematic analysis was performed to interpret major themes and patterns emerging

from the dataset. This qualitative step was intended to complement the quantitative results by providing contextual interpretation of audience expressions, particularly in relation to authenticity, trust, and participatory engagement.



[Fig. 2] Dokdo Korea's Screenshot of YouTube Studio Analytics Dashboard

[Table 2] Overview of Analysis Methods

Type	Method	Tools
Quantitative Analysis	Response metrics analysis	YouTube Studio analytics
Text Analysis	Keyword frequency analysis	Python KoNLPy
Sentiment Analysis	Positive / Negative / Neutral classification	BERT Korean sentiment model
Qualitative Analysis	Thematic categorization & interpretation	Content analysis

4. Results

4.1 Analysis of Audience Response Indicators

As shown in [Table 3], as of December 2024, the analyzed video recorded 915,664 views. The number of likes reached 12,847, while dislikes totaled 61, resulting in a positive reaction rate of 99.5%. This demonstrates a highly favorable audience response to content produced using AI tools.

[Table 3] Summary of Audience Response Metrics

Metric	Value	Notes
View Count	915,664	As of December 2024
Likes	12,847	Positive responses

Dislikes	61	Negative responses
Positive Ratio	99.5%	Likes / (Likes + Dislikes)
Number of Comments	2,539	Dataset used for analysis

4.2 Keyword Frequency Analysis

The keyword frequency analysis of 2,539 comments revealed that message-related keywords overwhelmingly dominated audience discourse. As shown in [Table 4], the most frequently appearing terms were ‘Dokdo’ (1,847 occurrences), ‘Korea’ (547), and ‘Republic of Korea’ (266), representing the core message of the content. In contrast, keywords related to production technology-such as ‘AI’, ‘Artificial Intelligence’, and ‘Suno’-were rarely mentioned.

[Table 4] Top Keyword Frequency

Rank	Keyword	Frequency	Ratio (%)
1	Dokdo	1,847	41.2
2	Korea (Territory)	547	12.2
3	Republic of Korea	266	5.9
4	Song / Music	312	7.0
5	Good / Excellent	489	10.9

These findings indicate that audiences focused more on the message conveyed by the content rather than the AI technology used for production. As shown in [Table 5], The total frequency of message-related keywords was 2,660 occurrences, while AI-related keywords were not statistically significant.

[Table 5] Keyword Category Comparison

Category	Frequency	Ratio (%)
Message-related	2,660	59.4
Emotional expressions	1,523	34.0
AI technology-related	47	1.0
Others	251	5.6

4.3 Sentiment Analysis Results

As shown in [Table 6], sentiment analysis using a BERT-based Korean sentiment classification model

indicated that positive sentiment accounted for 96.2% of comments. Negative sentiment represented only 3.8%, and the majority of negative comments were related to historical debates rather than criticism of AI usage.

[Table 6] Sentiment Analysis Summary

Sentiment Type	Number of Contents	Ratio (%)
Positive	2,443	96.2
Negative	96	3.8
Total	2,539	100.0

As shown in [Table 7], further categorization of positive comments revealed that expressions of patriotism constituted the largest proportion (42.3%), followed by praise for the music or content (31.5%), intentions to share or promote the content (15.7%), and recognition of educational value (10.5%). These findings indicate strong public support for the social and educational significance of the content.

[Table 7] Types of Positive Comments

Type	Ratio (%)	Representative Keywords
Expressions of patriotism	42.3	Dokdo, Korea, Republic of Korea
Praise for music/content	31.5	Good, Great, Addictive
Willingness to spread	15.7	Share, Promote, Spread
Educational value	10.5	Learn, Realize, Education

4.4 Analysis of Transparency and Trust

As shown in [Table 8], the content explicitly disclosed the use of the AI music-generation tool Suno in both the title and video description. Despite this transparency, negative responses related to AI usage accounted for only 0.3% (8 comments) of the total. This suggests that transparent disclosure contributes to trust-building rather than provoking resistance.

[Table 8] Analysis of AI-related Comments

Response Type	Count	Ratio (%)
Positive / Neutral toward AI usage	39	1.5
Negative toward AI usage	8	0.3
AI Indifference	2,492	98.2

Among AI-related comments, responses such as “It’s amazing that AI can create such meaningful content” and “AI should be used for valuable purposes like this” were common, indicating that audiences evaluate AI tools positively when used to deliver meaningful messages.

5. Conclusion

This study empirically analyzed audience responses to content created using AI tools within the creator economy. The key findings are summarized as follows. First, content produced with AI tools recorded a remarkably high positive reaction rate of 99.5%, indicating that audience resistance to AI-assisted content creation may be lower than commonly assumed. Second, audiences focused more on the value of the message rather than the production technology. While message-related keywords appeared 2,660 times in the comments, AI-related terms were seldom mentioned. Third, transparent disclosure of AI tool usage did not provoke negative reactions; rather, it contributed to building trust. Negative comments related to AI accounted for only 0.3% of all comments.

5.1 Theoretical Implications

The study provides several meaningful implications from the perspectives of TAM and authenticity theory. From a TAM perspective, the perceived usefulness of AI tools can be linked to the effectiveness of message delivery. Audiences evaluated the meaningful impact of the content rather than the technology itself. It suggests that symbolic and value-driven dimensions may be more influential than functional utility in the acceptance of AI tools [3][5].

From the perspective of authenticity theory, the transparent disclosure of AI tool usage aligns with the authenticity dimension described by Gilmore and Pine as ‘being what one claims to be’ [2]. By openly acknowledging the use of AI tools, the creator strengthened trust with the audience.

5.2 Practical Implications

This study provides practical guidance for AI utilization strategies within the creator economy. First, the importance of a message-centered strategy is emphasized. AI tools require to function as instruments for communication rather than the primary focus. Thus, creators need to prioritize the value of the message rather than highlighting the technology itself. Second, the adoption of transparency principles is crucial. Rather than concealing the use of AI tools, transparent disclosure contributes to trust-building and can positively impact long-term channel sustainability and fandom formation [6]. Third, linking AI

content with social value enhances audience engagement. When AI tools are used to deliver meaningful cultural, educational, or social messages, audiences respond more positively [8]. In this case study, the national and historical significance of Dokdo mobilized active participation and sharing behaviors.

5.3 Limitations and Further Research

This study has several limitations. First, as a single case study, the generalizability of findings is limited. Second, the specific nature of the content topic of Dokdo may have influenced audience responses. Third, demographic characteristics of the commenters could not be identified. Further studies can be done to involve comparative analyses across various themes and genres of AI-generated content, experimental research on transparency of AI usage, and differential response analysis based on audience characteristics. These efforts may contribute to developing more refined strategies for effective AI tool utilization in the creator economy.

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