Data collection notice for

The AI Co-Creator: An Exploration of Human-AI Collaboration in Online Entertainment

This data is collected in the public interest as part of the research project *The AI Co-Creator: An Exploration of Human-AI Collaboration in Online Entertainment,* conducted by *Youri Stil* under supervision of *Claudio Celis Bueno* at the University of Amsterdam *Media Studies department*.

Purpose of the research project

THE AIM OF THIS RESEARCH IS TO EXPLORE WHAT CHARACTERISTICS MAKE AI-GENERATED CONTENT POPULAR ON SOCIAL MEDIA. USING A COMBINATION OF VISUAL ANALYSIS OF POPULAR AI-GENERATED VIDEOS AND USER COMMENTS, THE PROJECT TRIES TO EXAMINE WHY SOME AI-GENERATED CONTENT TRANSLATES INTO A HIGHER NUMBER OF SOCIAL MEDIA FOLLOWERS WHILE OTHER DOES NOT.

What data is collected?

- We collect comments publicly available on AI-generated videos in three platforms: Facebook, Instagram and TikTok.
- We will collect 100 comments for the top 5 videos from each account in all three platforms. We will study approximately 5 accounts.

The dataset comprises *approximately 7.500 comments publicly available on social media platforms.*

Data subject rights according to the GDPR

More information about the rights as data subjects under the EU privacy law, the GDPR, can be found online at this website: https://extranet.uva.nl/en/content/a-z/privacy/what-are-my-rights/what-are-my-rights.html.

Confidential treatment of personal data

The information gathered over the course of this research will be used for the purpose of this research project. Personal details will not be used in publications.

ALL THE COMMENTS WILL BE ANONYMISED, AND ALL INFORMATION OF USERNAMES WILL BE DELETED.

Data will be stored only for the duration of the project (6 months) and will be deleted thereafter.

Further information

For further information on the research project, please contact *Claudio Celis Bueno* (c.o.celisbueno@uva.nl).

If you have any complaints regarding this research project, you can contact the secretary of the Ethics Committee of the Faculty of Humanities of the University of Amsterdam, commissie-ethiek-fgw@uva.nl; Binnengasthuisstraat 9, 1012 ZA Amsterdam, The Netherlands.