

October 2023



HOW

CREATORS



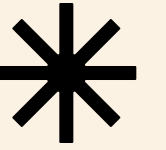
REALLY FEEL ABOUT

ARTIFICIAL INTELLIGENCE



Creator Now

Creator Now

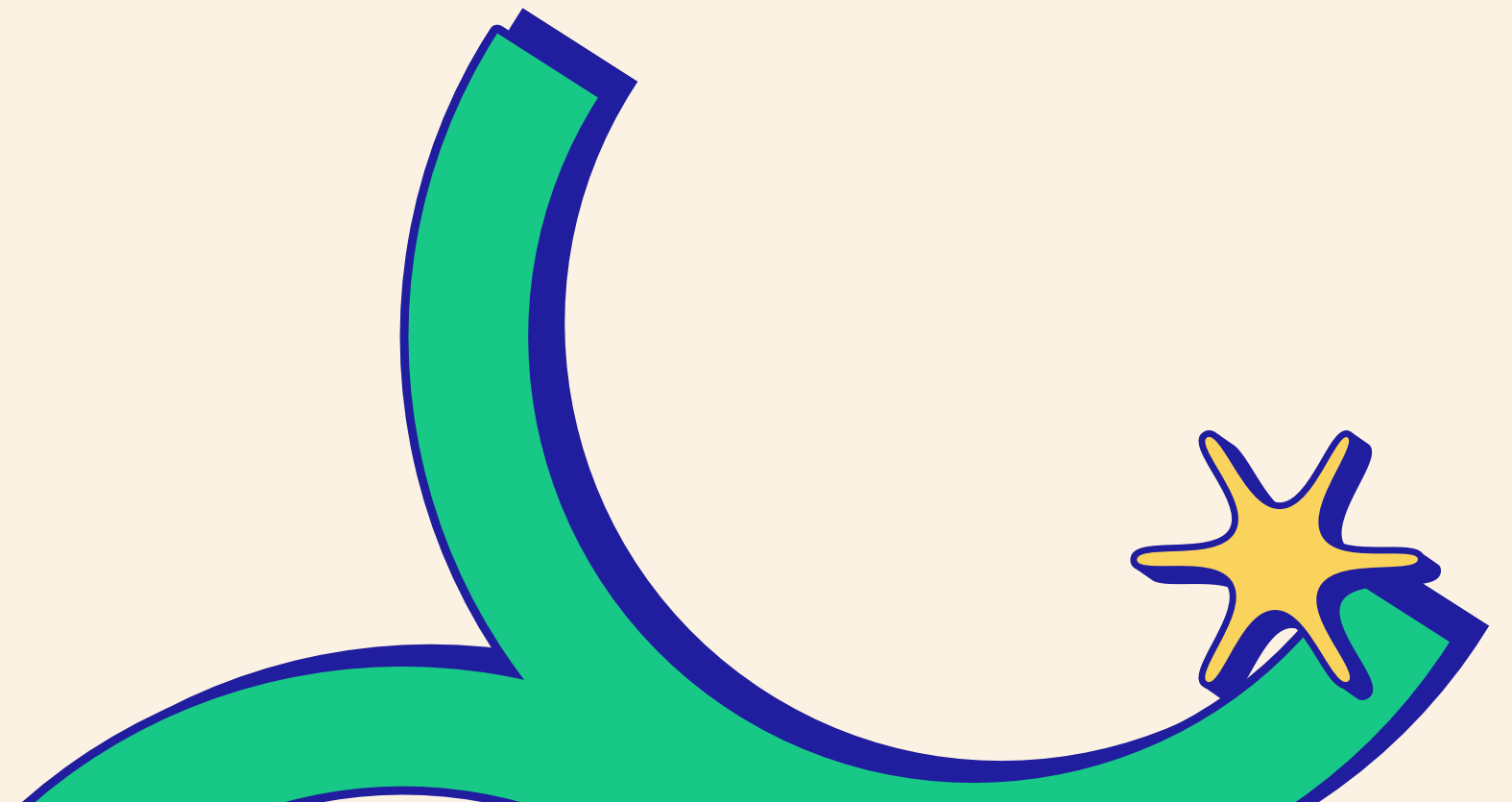


As marketers increase their investments in the creator economy, the emergence of AI introduces both challenges and untapped opportunities. To explore these important topics, on September 27th we surveyed over 2,200 creators within our online community, Creator Now, led by YouTube star Airrack.

We aimed to uncover what creators really think about **artificial intelligence**, and its potential impact on the future of creativity, content production, and brand partnerships.

What we discovered surprised us.

INTRODUCTION

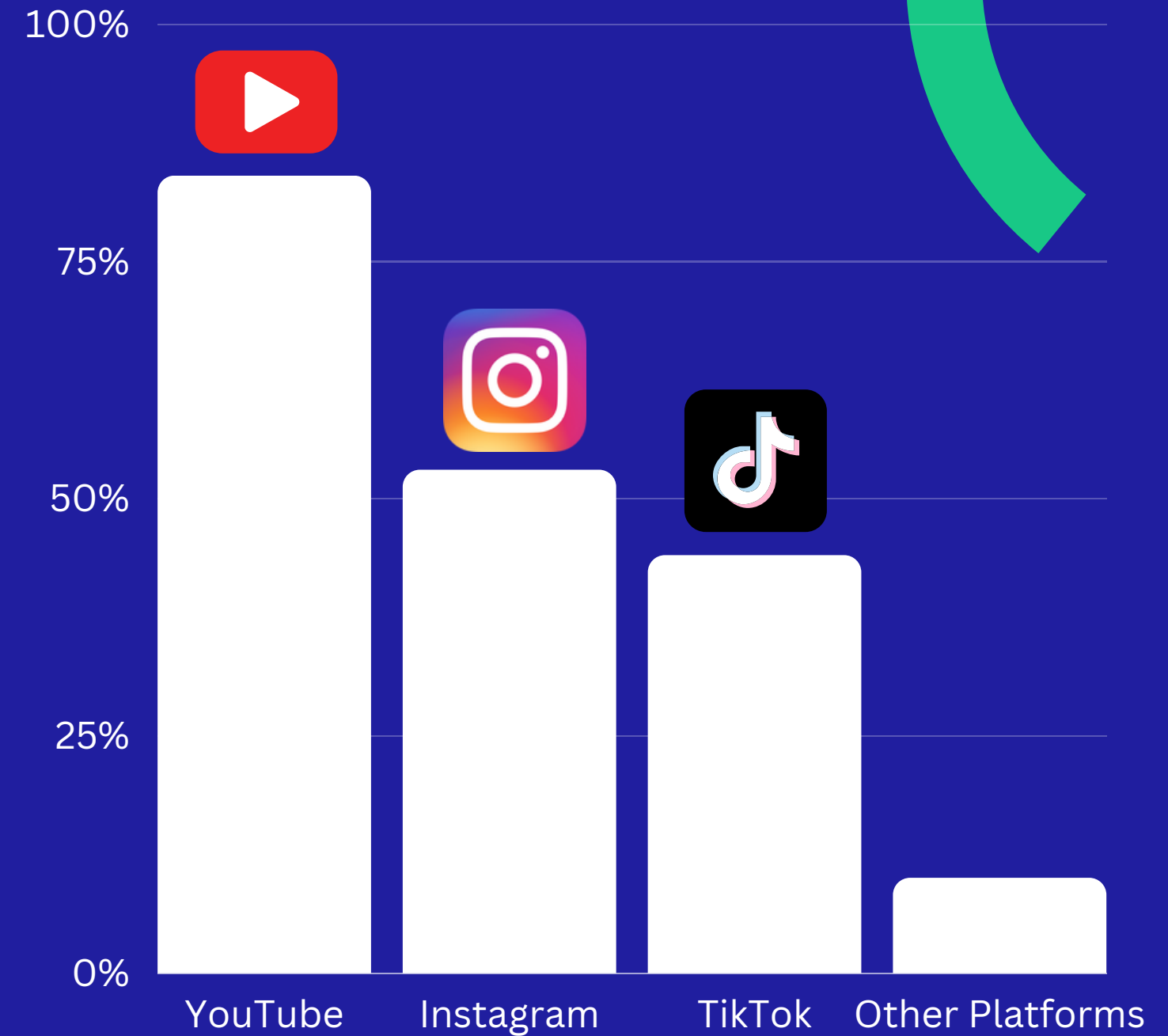


Creator Now

THE CREATORS

Of the creators surveyed:

- 84% are creating on YouTube
- 53% are creating on Instagram
- 44% are creating on TikTok
- And 10% on other platforms



Creator Now



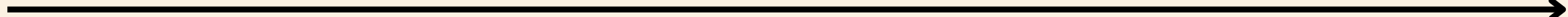
97%

of creators are already using AI
in their creative process.

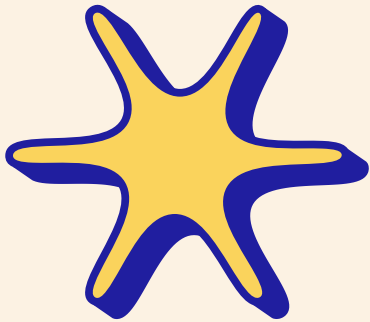




TLDR;



Creator Now



CAUTIOUSLY OPTIMISTIC

While 44% of creators are enthusiastic about AI's potential and 64% believe it enhances their creative process, **37% have reported experiencing disadvantages from using AI.**



ETHICAL DILEMMAS

While still early days, 23% of creators are already experiencing ethical dilemmas when using AI. At the same time, **63% have expressed concern that AI might decrease their value as a creator.**

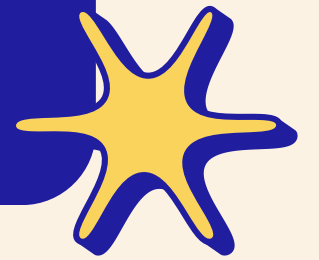
EDUCATION GAPS

A substantial **35% of creators acknowledge the need for more training or education to harness AI tools effectively**, and 23% advocate for increased access to more user-friendly AI tools.





What's your perspective on integrating AI into content creation?

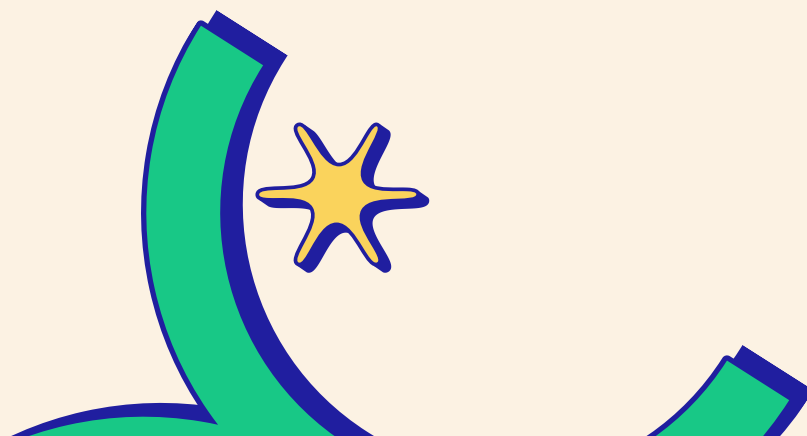
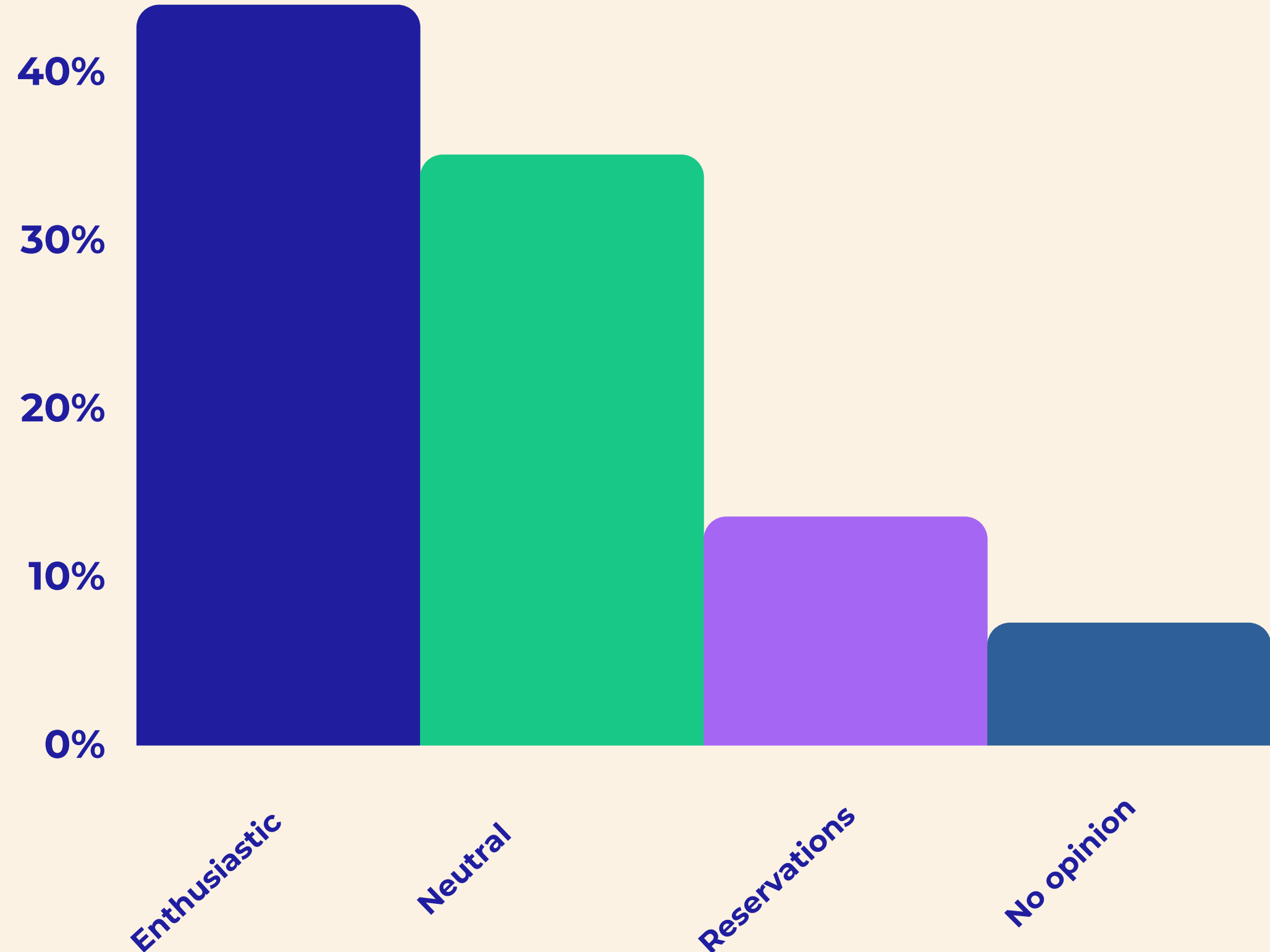


50%

CAUTIOUSLY OPTIMISTIC

Creators feel generally optimistic regarding the integration of AI in content creation, with **44%** saying it enhances capabilities and boosts productivity. However...

50% of creators also reported that they have concerns that social media platforms will replace human content creators with AI-generated content.





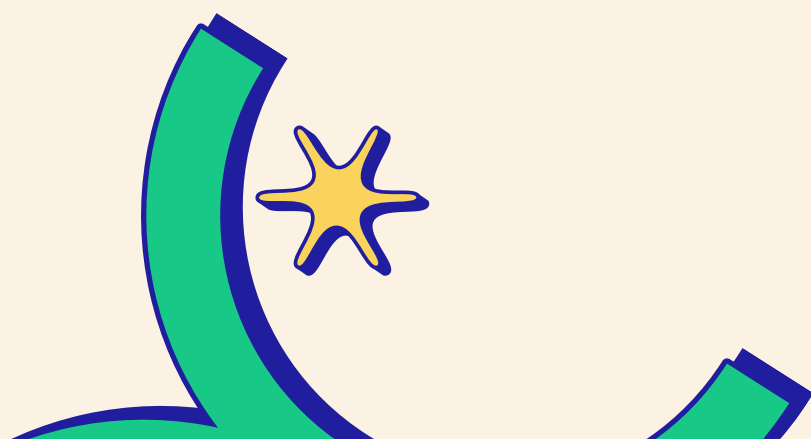
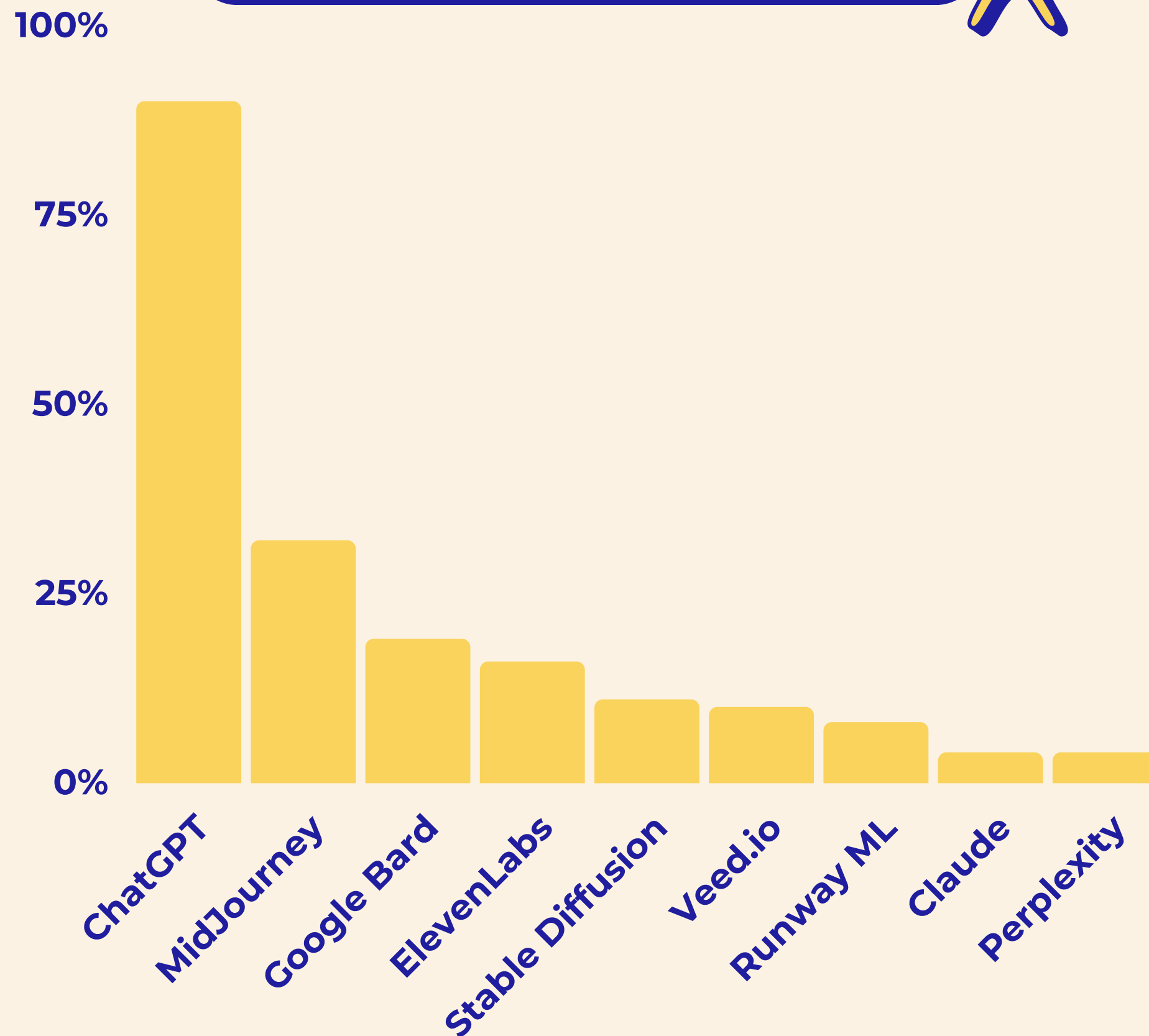
Select all the AI-powered tools, software, and plugins you've used for content creation

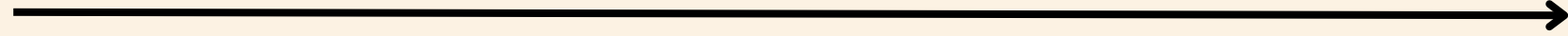


WHAT ARE CREATORS USING?

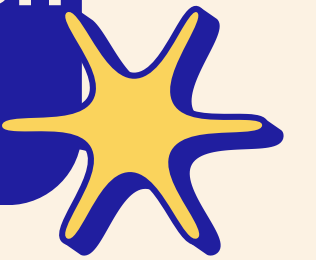
90% of creators are using ChatGPT during their content creation process.

The next leading software was MidJourney (31%), suggesting that outside of ChatGPT, no platform has been able to get substantial adoption from the creator economy.





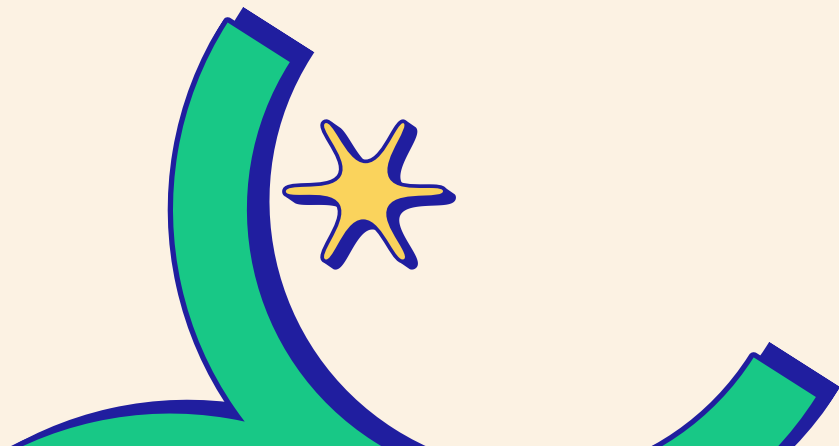
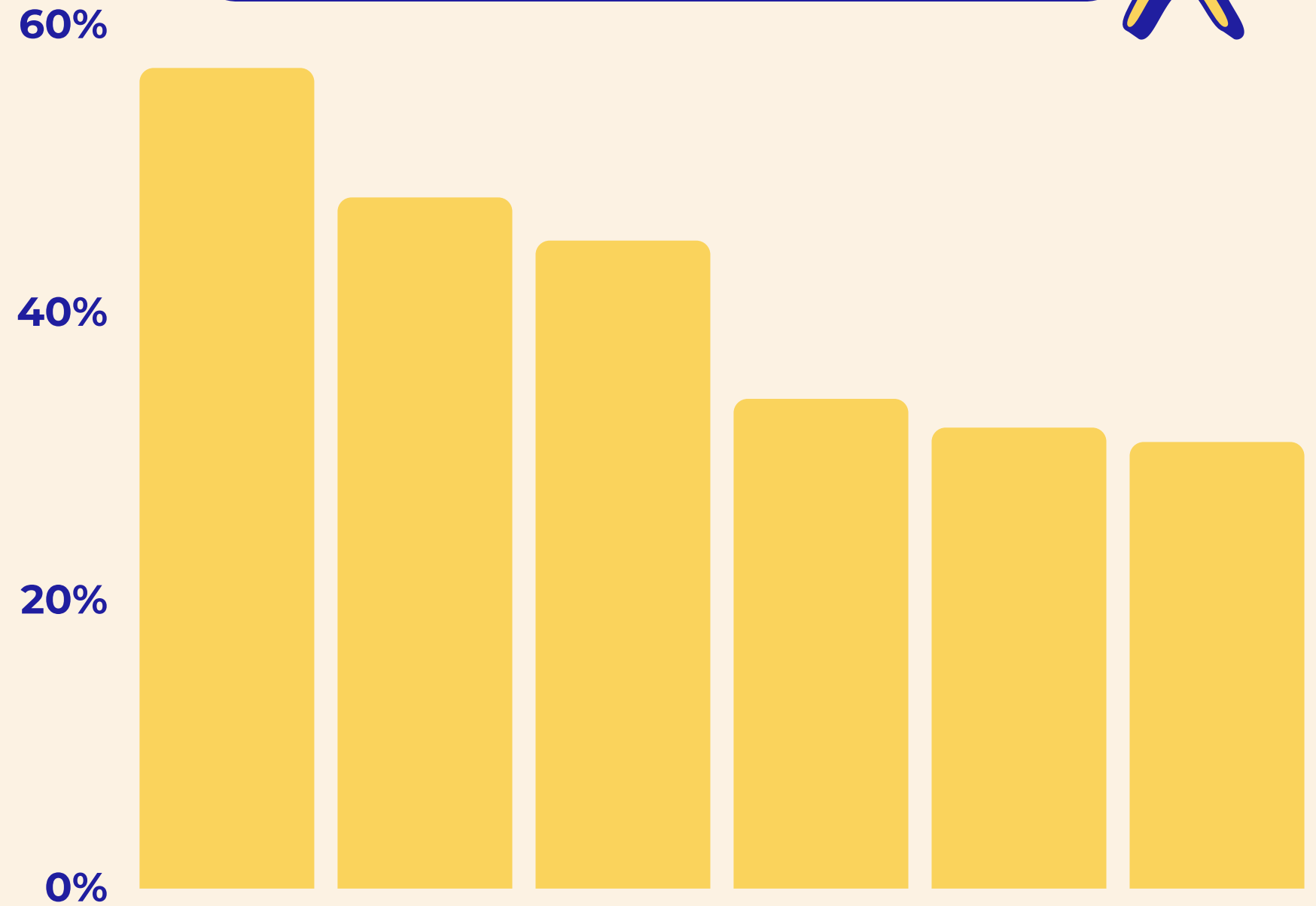
What areas of content creation do you use AI for?
(Select all that apply)



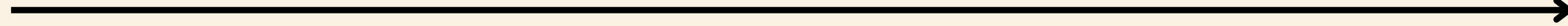
HOW ARE CREATORS USING AI?

Most creators (57%) are using AI to generate ideas for their content while only 31% are using it during their editing process. **This may be because of a lack of tooling, or as we'll see later...**

It may be due to a **lack of education and training.**



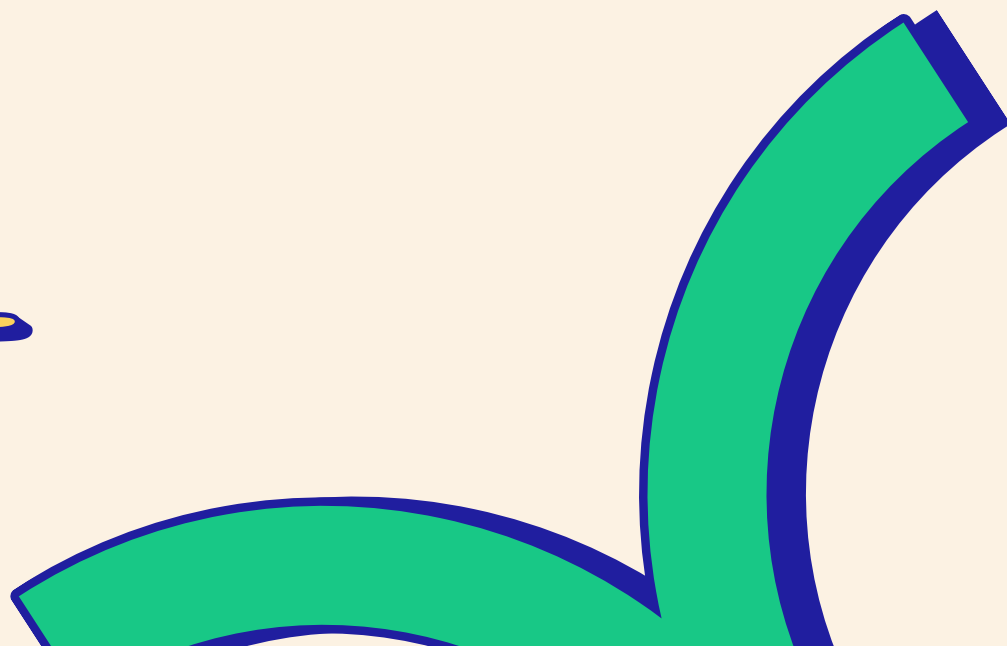
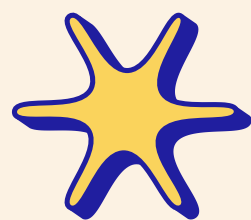
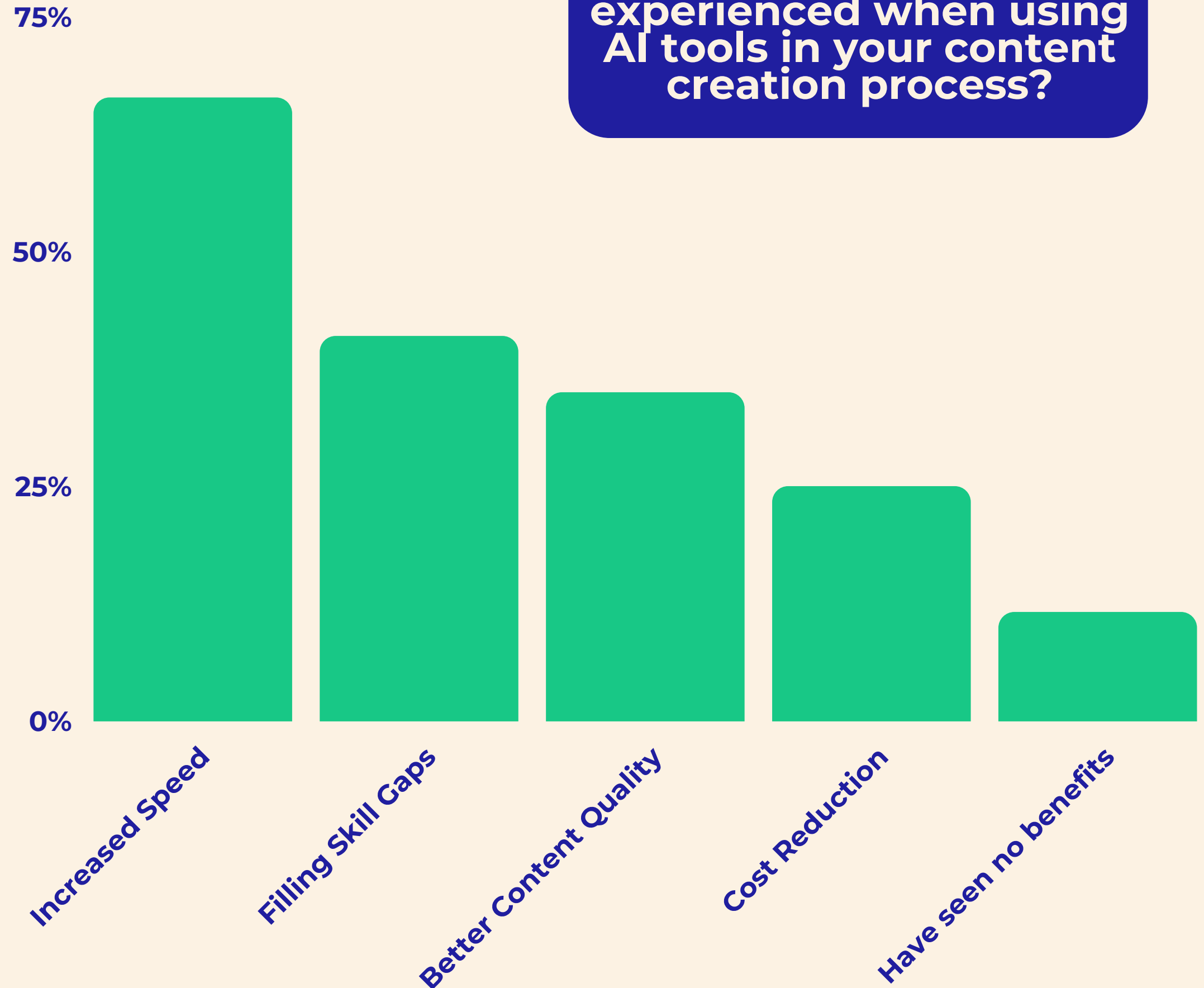
Generating Ideas
Researching Topics
Writing scripts
Creating thumbnails
Data Analysis
Editing

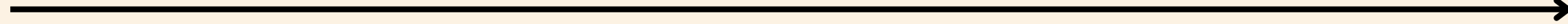


KEY ADVANTAGES

A majority (89%) of creators noted benefits when using AI in their creative process and say it increases their ability to make content faster than previously possible.

What benefits have you experienced when using AI tools in your content creation process?





Creator Now

KEY DISADVANTAGES

Of the creators surveyed, **37%** noted they **had already experienced disadvantages** to incorporating AI into their creative process.

Over Reliance

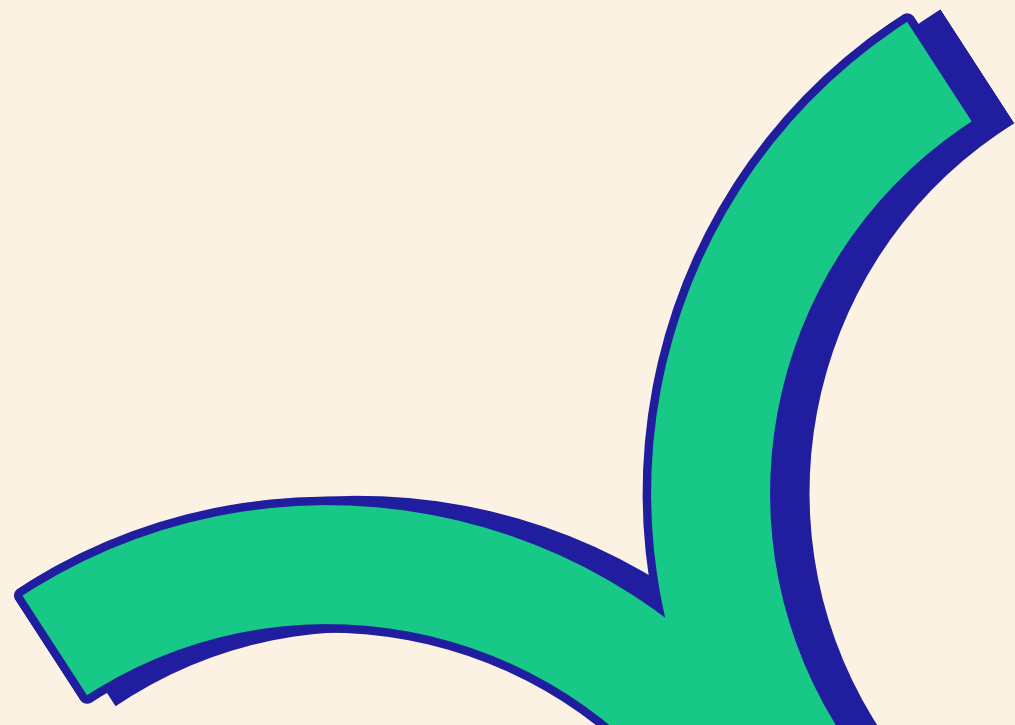
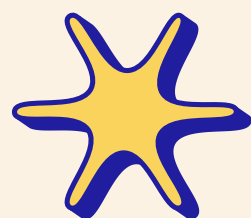
47% of creators surveyed reported that they are already feeling they **overly rely on AI** during the content creation process.

Lower Quality

28% of creators are worried about **decreasing content quality** with the utilization of AI.

Tech Glitches

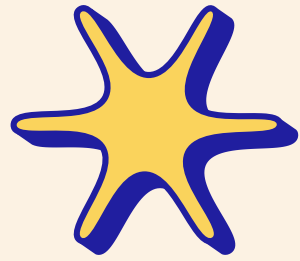
46% of creators have experienced **technical challenges** and glitches when using AI technology.





When utilizing AI in content creation, have you encountered ethical challenges, such as biases or issues related to plagiarism?

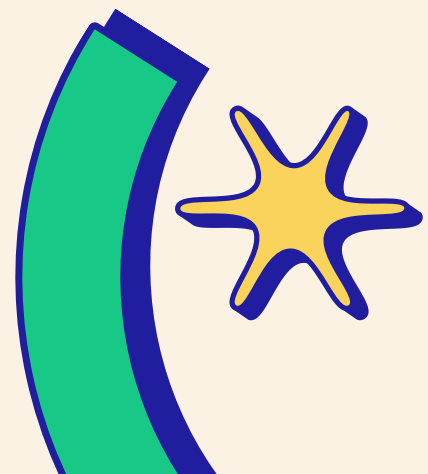
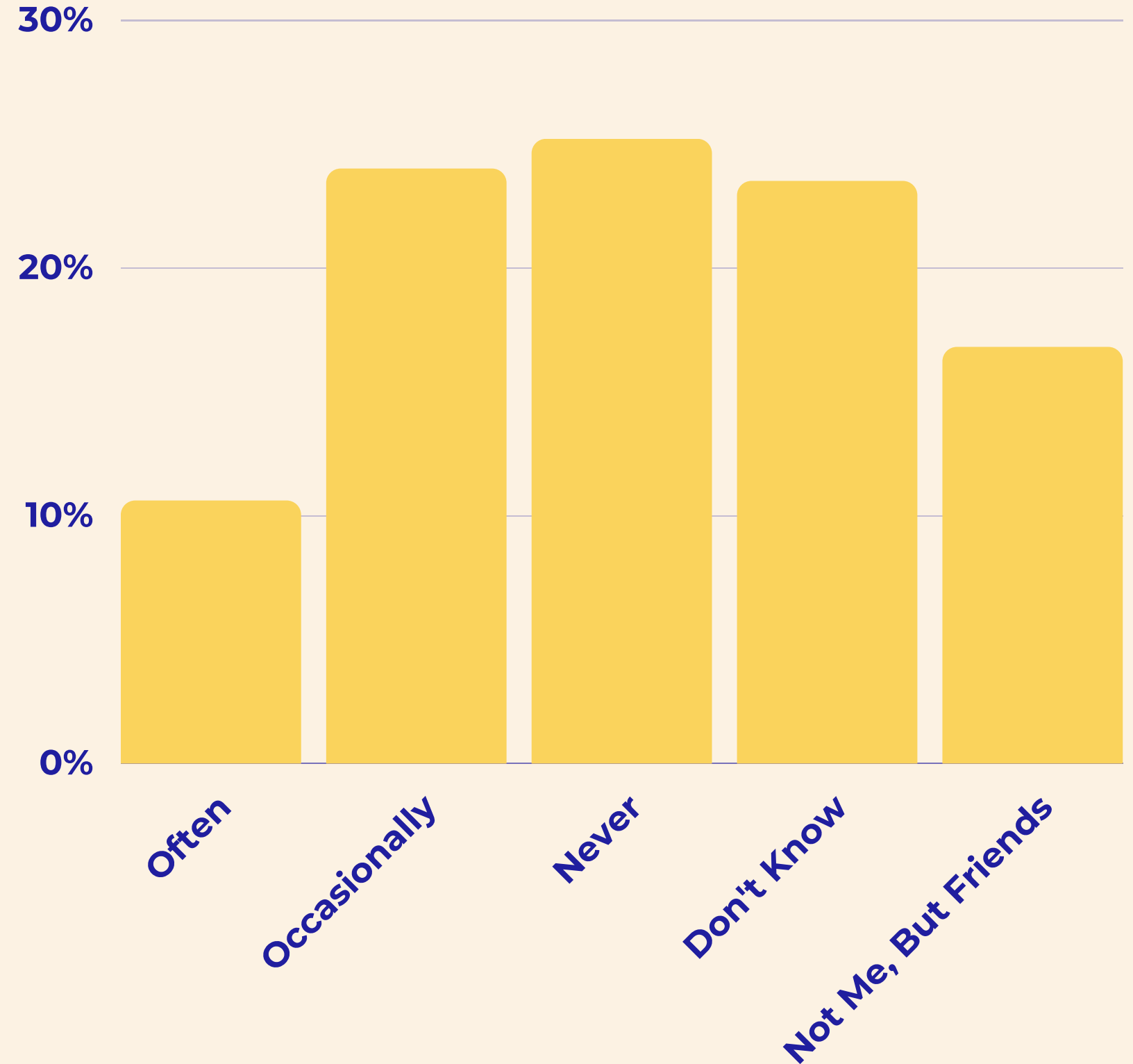
ETHICAL DILEMMAS

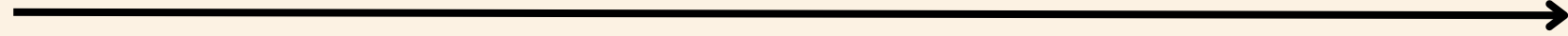
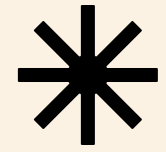


Increasingly, creators find themselves facing ethical issues regarding AI, with 35% noting they have encountered significant ethical challenges or concerns.

27% of creators believe all uses of AI should be disclosed.

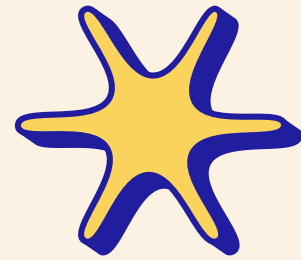
40% believe they should be disclosed but based on a tool-by-tool basis.



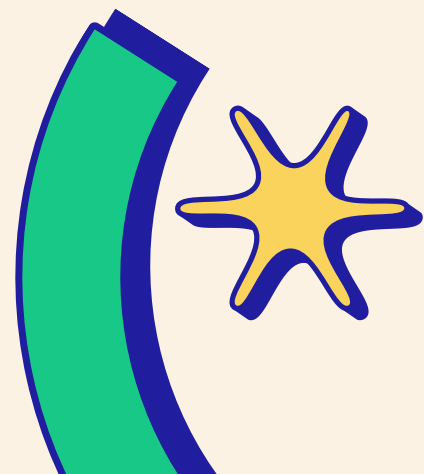
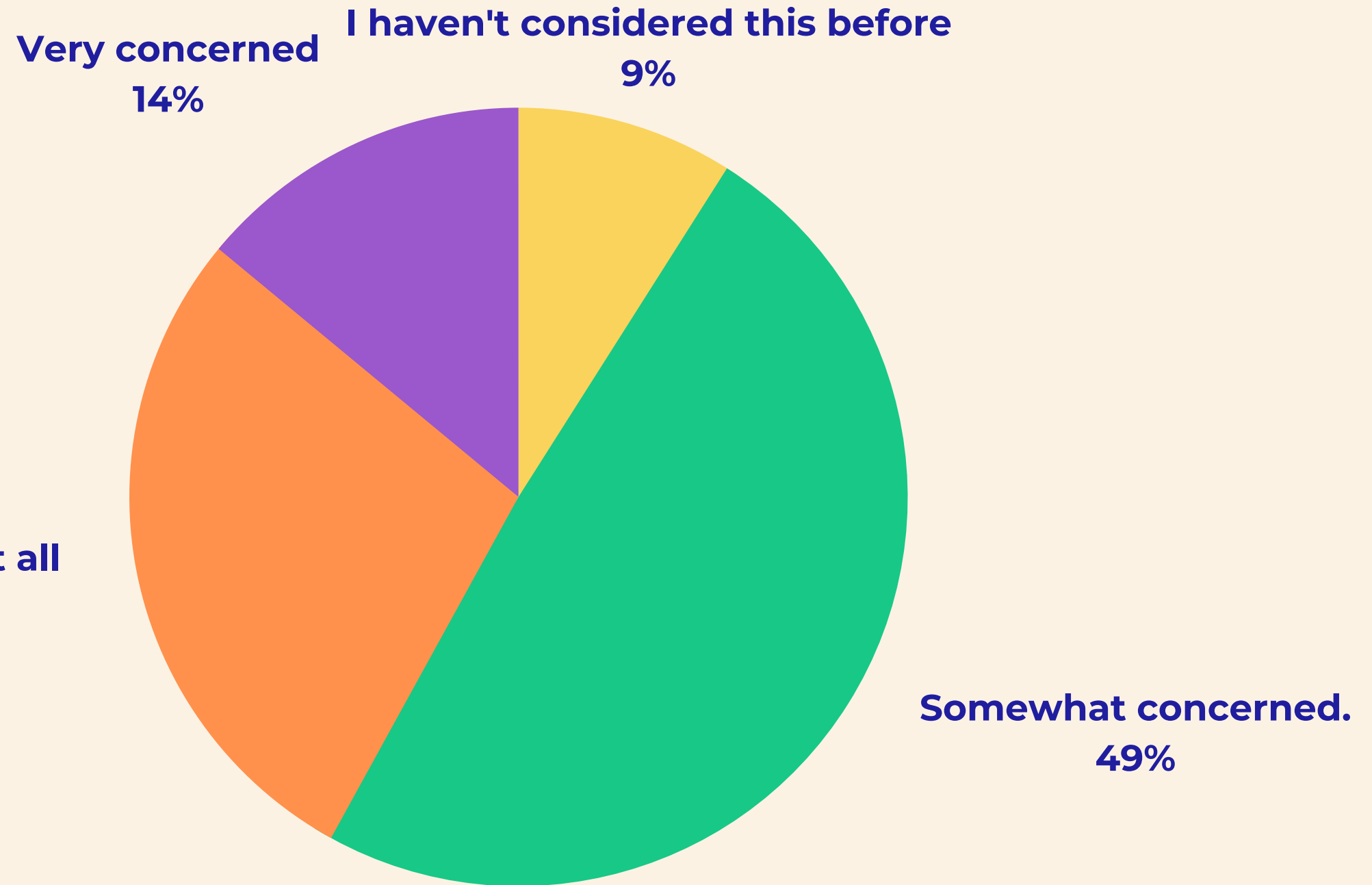


Are you concerned that the rise of AI in content creation might decrease your rates or perceived value as a human creator?

ECONOMIC RISKS



63% of creators have concerns about how AI might impact their value and rates!





If you've chosen not to use AI in content creation or have issues with AI-generated work, what is the primary reason?

CREATIVE LIMITATIONS

Despite high adoption rates, **29% of creators have reported concern** over the quality of AI-generated work including worries about developing an over-reliance on AI-generated recommendations.

20% of creators have chosen to not use specific AI tools due to a lack of understanding and training in the market.

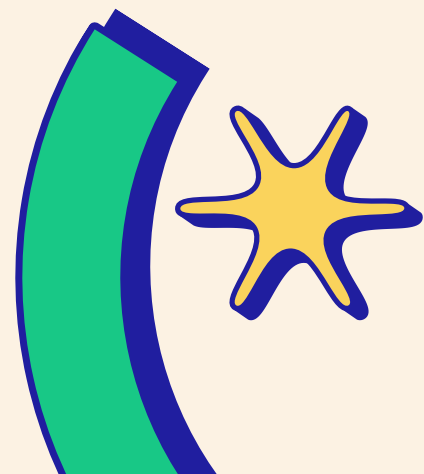
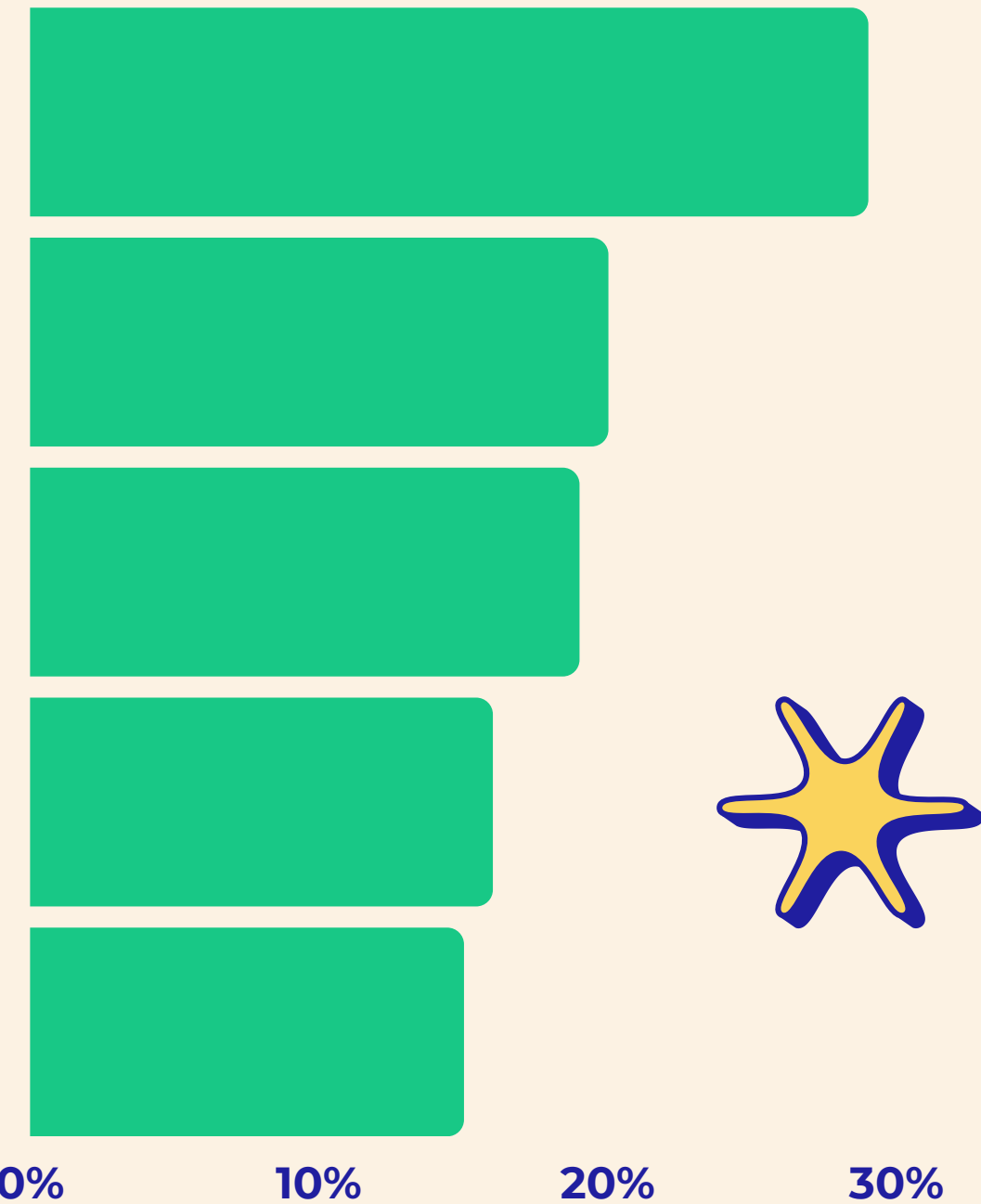
Concern about the quality of AI-generated content

I believe AI might limit creativity

Lack of training on how to use AI tools

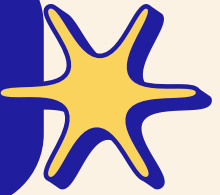
Fear of decreased personal value or rates

Ethical concerns





What do you need most to use AI more effectively in making content?

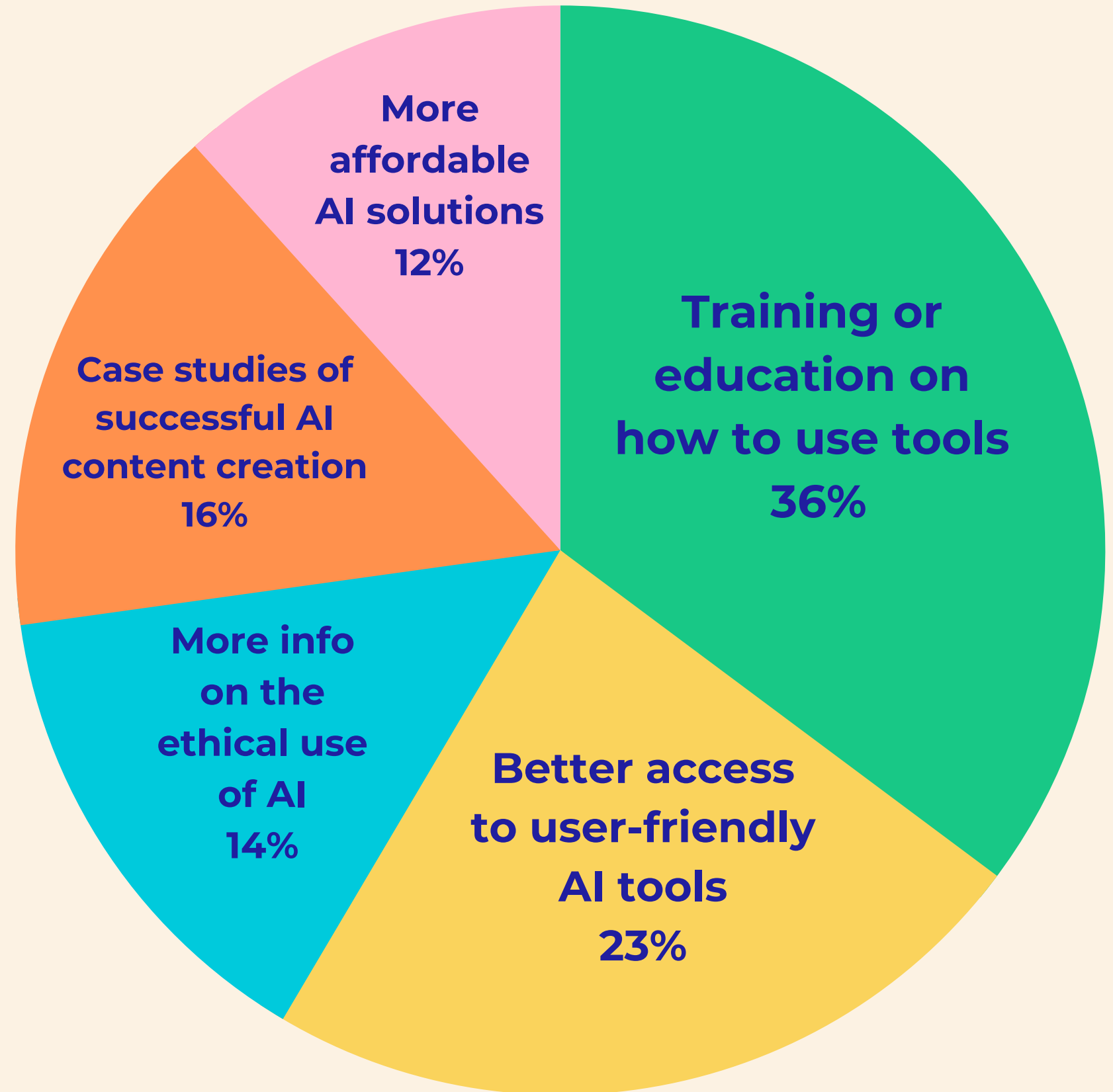
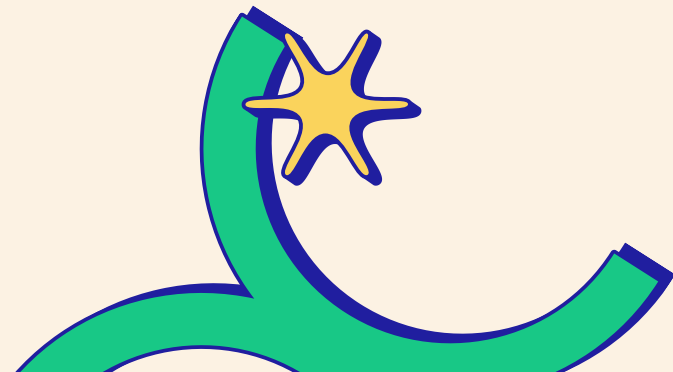


EDUCATION GAPS

The widespread use of simpler, user-friendly AI tools such as ChatGPT highlights the willingness of creators to incorporate AI into their creative process. However, they are reluctant to replace high priority tools (particularly in areas like video editing), which underscores the need for more training to boost broad adoption.

23% of creators advocate for access to more user-friendly tools while a substantial...

36% of creators acknowledge the need for more training or education in order to harness AI tools effectively.



Creator Now Insights



YOUTUBE-SPECIFIC



Because so many of the creators surveyed are actively creating on YouTube (84%), we highlighted insights specifically for the platform.

BARD IS FAR BEHIND



89% of creators have reported using ChatGPT in their creative process, while only 19% have ever used Bard.

CREATORS ARE AFRAID OF BEING REPLACED

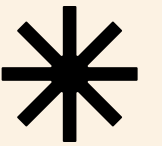
50% of creators reported that they have at least some concerns that social media platforms will replace human content creators with AI-generated content.

WIDESPREAD ADOPTION WILL REQUIRE SUPPORT

27% were unaware of the most recent YouTube creator tools announcement, and 26% planned to wait and see how the launch will shake out before investing time to explore.

Creator Now Insights

BIGGEST OPPORTUNITIES FOR BRANDS & PLATFORMS



We are in the early days of a creative and technological gold rush where AI will bring scale and efficiency to brand-creator partnerships. For the brands that get this right, they have the potential to build a reputation as “creator-friendly” and establish long-term talent collaboration opportunities.



TRANSPARENCY AND DISCLOSURE

Always be upfront about AI's role in content. It builds trust with creators and audiences.

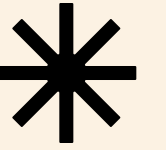
AI AS A SIDEKICK, NOT A SUBSTITUTE

Marketers should consider ways to reassure creators that AI is here to amplify their brilliance, not overshadow it. Celebrate the human touch.

ACCESS TO TRAINING

Offer creators the tools and training they need to harness AI. Let's evolve in tandem, not in silos.

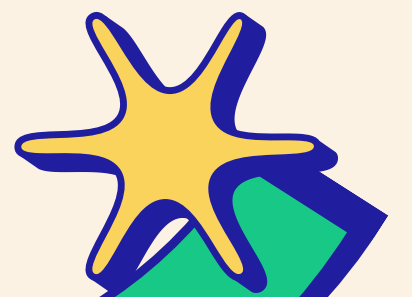
Who Are We?



Creator Now is an online learning community for rising digital filmmakers and creators. Co-founded by YouTube star, Airrack, the platform now hosts over 4,000 active creators who have a combined 365M subscribers on YouTube and over 126B lifetime channel views.

Creator Now is empowering the next generation of creators and supporting brands and organizations looking to successfully navigate the creator economy.

CREATOR NOW



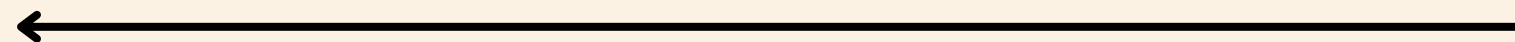
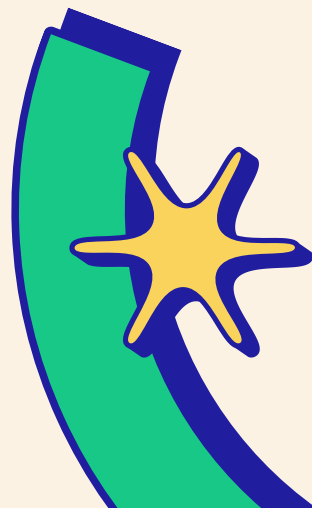
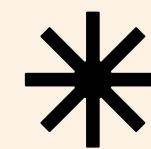
Creator Now Insights

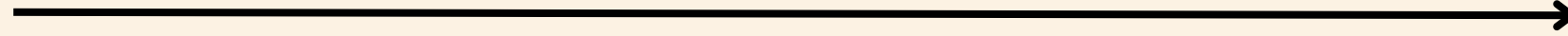
GET IN TOUCH

www.creatornow.com

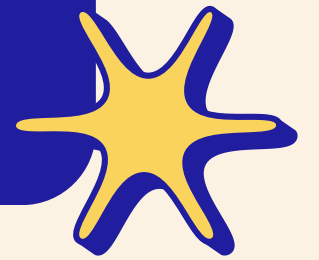
zh@creatornow.com
Zack Honarvar (CEO)

In partnership with
Jamie Gutfreund
(Creator Vision)





What's your perspective on integrating AI into content creation?



50%

CAUTIOUSLY OPTIMISTIC

40%

Creators feel generally optimistic regarding the integration of AI in content creation, with **44%** saying it enhances capabilities and boosts productivity.

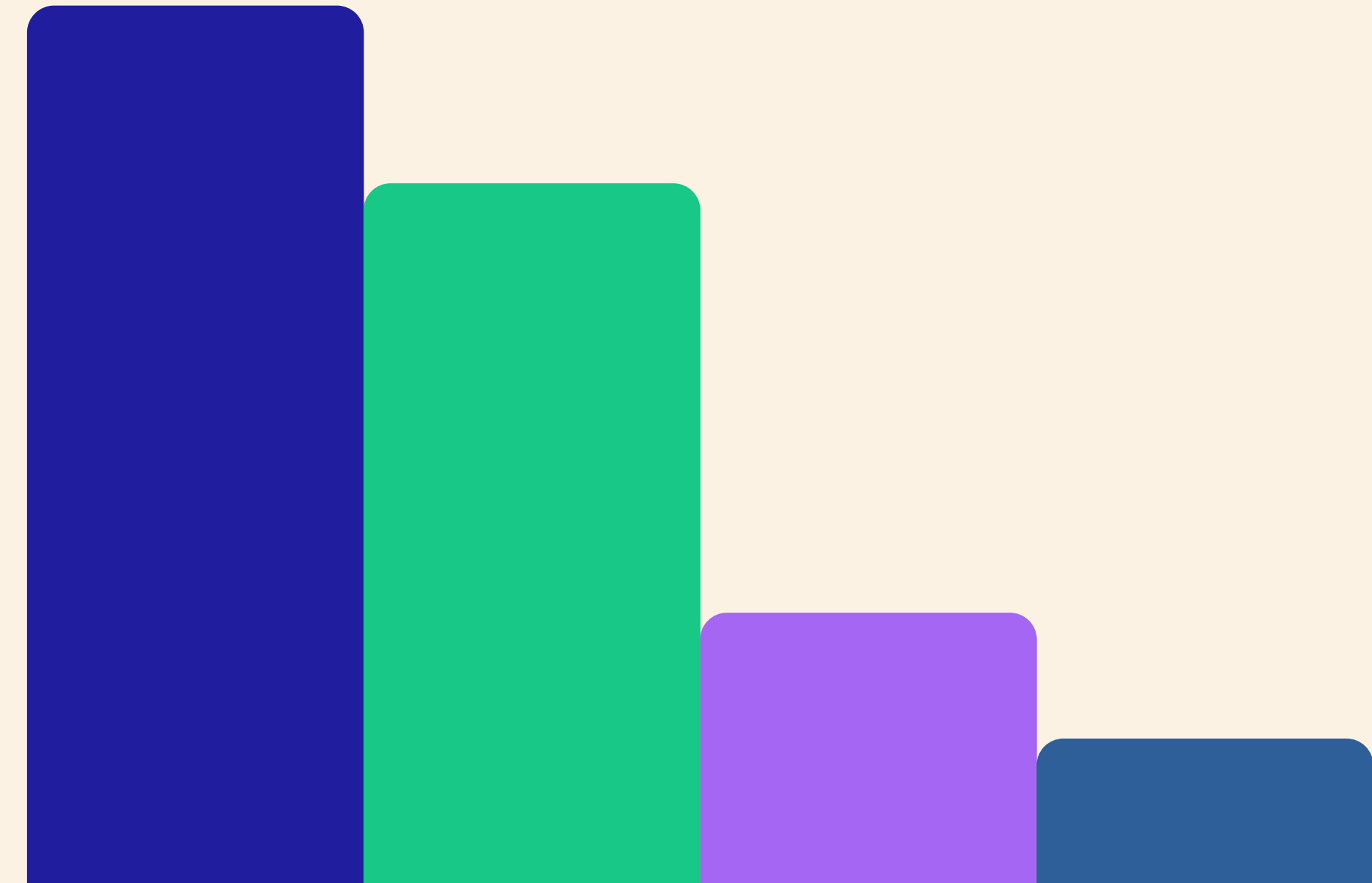
30%

35% identified as neutral and said they viewed it as just another tool in the arsenal, while **only 14%** had reservations and worried that it might overshadow or replace human creativity.

20%

10%

0%



Enthusiastic

Neutral

Reservations

No opinion

