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Research Article

A Study on Influence of Generative AI on the Future of Internet

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Abstract

The internet has evolved from its origins as a military and academic communications project initiated by the Advanced Research Projects Agency (ARPA) into a decentralized global network for knowledge sharing, communication, and commerce. Today with the rapid advancements in artificial intelligence (AI), Generative AI the branch of AI capable of producing text, images, videos, and other media—has emerged as a transformative force across multiple industries by assisting professionals in various tasks. While this technology enhances content creation and problem-solving capabilities, it also raises concerns regarding misinformation, intellectual property, and the reliability of online information. This paper tries to examine the long-term implications of Generative AI on the quality, authenticity, and credibility of digital content as AI content has started to play a significant role in social media, journalism, and business, this study explores how AI-generated content is blurring the distinction between fake and real, to influence public discourse, and affect the trust in digital information. The growing sophistication and accessibility of AI present both opportunities and challenges for the future integrity of knowledge dissemination on the internet.

Keywords: Generative AI, Internet Content Impact, AI Content Spam on Internet, AI Regulation

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1. Introduction

Since its inception, the internet has undergone a huge transformation, evolving from a restricted academic and military tool into a dynamic global ecosystem. The digital advancements facilitated by the expansion of commercial applications, social media, and entertainment, diversified the internet landscape and has been reshaping communication, information and knowledge transfer worldwide. Each technological innovation in the IT Industry till now has introduced new capabilities and challenges on the Internet. Initially Search engines had revolutionized information retrieval, while social media platforms transformed communication and online interactions. Today, artificial intelligence (AI) introduces another paradigm shift, with Generative AI driving a new wave of automation in content production. The Generative AI models help its users generate human-like text, images, and videos with remarkable accuracy, enhancing creativity while also raising concerns about misinformation, deep-fakes, and intellectual property disputes. This paper explores the effects of Generative AI on the internet, particularly its impact on content authenticity, public trust, and digital communication. By analyzing its role across sectors such as social media, journalism, business, and technology and people's current perspective on it, this study aims to provide insights into both the opportunities and risks associated with AI-driven content generation and how it might evolve in the future and influence the Internet's overall value.

2. Literature Review

Generative AI's Influence on Digital Content and Public Perception Review

Generative AI, models like ChatGPT, DALL·E, and Midjourney, has transformed digital content creation. These systems are trained using deep learning methodologies to produce text, images, and more, raising concerns around misinformation, content authenticity, and digital trust. As AI-generated outputs become increasingly human-like, detecting synthetic content becomes difficult, to make it worse ethical challenges in online media have always had blind spots. AI algorithms now dominate how users encounter content on platforms, creating echo chambers and filter bubbles. Earlier Studies (e.g., Ferrara, 2023) also showed that emotionally charged, or sensationalist content is amplified, and increased quantitatively across platforms shaping public opinion and political views. Additionally, automated moderation struggles with various nuances, making it hard to identify satire, harmful content, or misinformation. AI-powered recommendation engines can also affect how users think and behave. Research (Vosoughi et al., 2018) finds that AI-driven misinformation spreads faster than factual news. Deepfakes and synthetic content have further eroded trust in digital media.

This impact on user decision-making should receive urgent attention from researchers and policymakers. AI inherits biases from training data, which can perpetuate racial, gender, and socioeconomic disparities as well as Hate. Examples in search engines and healthcare (Noble, 2018; Obermeyer et al., 2019) show how unchecked algorithms can lead to discriminatory outcomes. Transparency, fairness, and ethical oversight are also critical to address these challenges. Generative AI is disrupting industries like journalism, healthcare, and finance. While it offers efficiency, it also introduces risks—such as automated journalism

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confusing readers (Reuters, 2023) and legal ambiguity around intellectual property rights of AI-generated content. Copyright issues and unauthorized data usage for AI training continue to spark debate.

Some major challenges include the spread of AI-generated misinformation, digital blindness (the inability to distinguish real from AI content), and job displacement due to automation. Younger and more tech-savvy individuals are better at identifying synthetic content, while others remain vulnerable. Moreover, generative AI's rapid evolution is outpacing current laws, leaving significant regulatory gaps.

Policymakers must develop frameworks that ensure AI tools are used ethically.

Key areas include transparency in algorithmic decisions.

Digital watermarking of AI content.

AI literacy programs for users.

Data privacy laws governing AI training practices and reskill initiatives to help workers adapt.

These actions are crucial to balancing the benefits of AI with its potential societal risks. "According to data from Statista, as cited by AIPRM [1], the scope of generative AI has significantly increased in the past two years for above Industries.

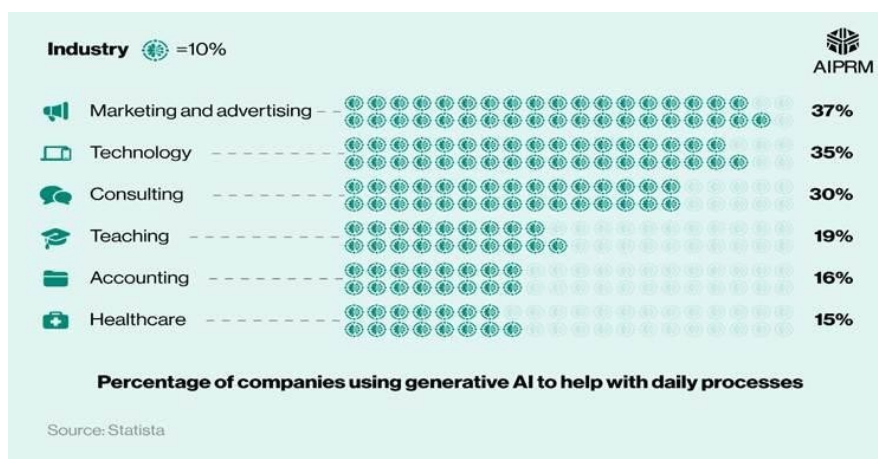


Fig. 1: Statista 2023 Generative AI Adoption Statistics from AIRPM

The increasing integration of large language models (LLMs) into modern AI applications demonstrates the broad capabilities of Generative AI. According to Statista (2023), AI-driven content generation has seen exponential growth across industries, reinforcing its transformative potential while also emphasizing the need for regulatory oversight.

3. Problem Definition

The rapid advancement of Generative AI has significantly impacted the digital content landscape, enabling the creation of highly realistic text, images, and videos at scale. While these technologies offer efficiency and creativity and a level of assistance to the user in various scenarios, they also present pressing challenges to information integrity. AI-generated content

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is starting to become increasingly difficult to distinguish from human-created material, contributing to the spread of misinformation, erosion of public trust, and a phenomenon known as "digital blindness."

These issues are supplemented by the lack of transparency in content recommendation algorithms and insufficient public awareness of AI's influence. There is no robust control on labeling or other identification controls being actively implemented by various social platforms to avoid this. Furthermore, the ethical and legal frameworks surrounding intellectual property, data usage, and content authenticity have not kept pace with AI's development. Despite growing concerns, there remains a gap in understanding how the public perceives

AI-generated content and its societal implications. This study aims to explore these perceptions and assess how Generative AI may shape the quality, trustworthiness, and governance of information on the internet in the upcoming future.

4. Objective/Scope

This research aims to critically examine the impact of Generative AI on the quality, credibility, and perception of digital content across the internet. With AI technologies now capable of producing highly realistic and persuasive text, images, and media, this study investigates how such content shapes public understanding, trust, and digital behavior. The goal is to identify the societal implications of AI-generated content and recommend strategies for ethical deployment and governance.

The key objectives include:

4.1 Analyzing AI's Impact on Online Information Quality

Assess how AI-generated content influences the credibility, originality, and trustworthiness information in digital spaces.

4.2 Evaluating Public Perception of AI-Generated Content

Understand user awareness, attitudes, and concerns surrounding AI-generated material, including issues of misinformation and digital deception.

4.3 Investigating Ethical and Regulatory Challenges

Examine concerns related to AI bias, content authenticity, digital literacy, and the need for transparent and accountable AI governance.

4.4 Recommending Policies for Responsible AI Use in Content Creation

Propose policy interventions and digital literacy initiatives that promote ethical content generation and combat misinformation online.

5. Research Methodology

This study uses a quantitative survey-based methodology to assess perceptions of AI across societal and industrial contexts.

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5.1 Data Collection

Responses were gathered via structured questionnaires targeting professionals, users, and stakeholders.

5.2 Analysis Techniques

- Descriptive Statistics: Used to compute response percentages for categorical data.
- Multi-select Aggregation: Semicolon-delimited answers were parsed and aggregated to reflect frequency and distribution.
- Visualization: Implemented using pandas, seaborn, and matplotlib. Charts present percent- based insights to ensure comparability.

This methodology ensures findings are interpret-able, unbiased by sample size, and grounded in Statistically sound practices.

6. Analysis & Findings

6.1 Objective 1: Interaction with AI-Driven Content

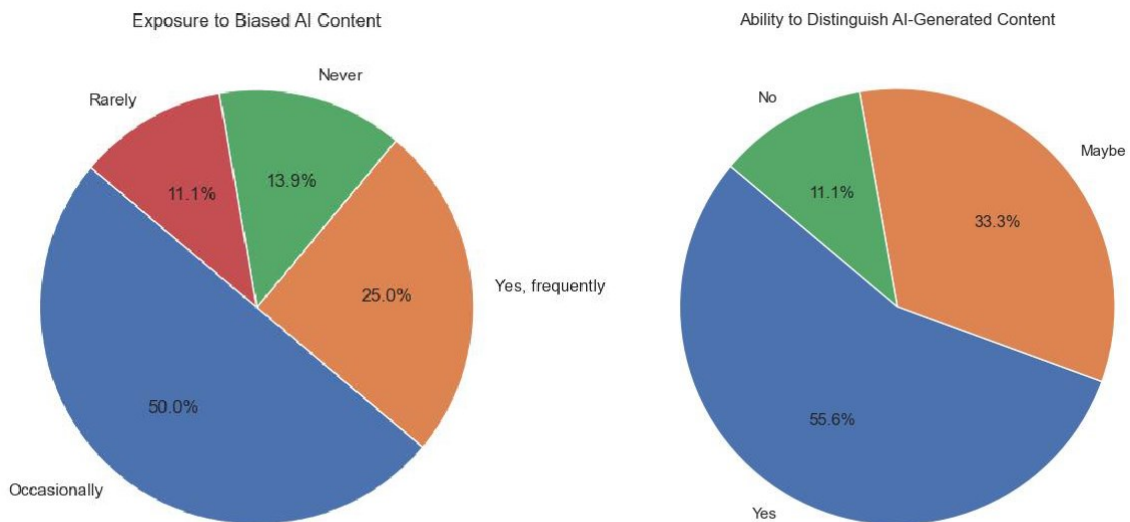


Fig. 2: Pie Chart – User Exposure and Ability to Identify AI Generated Content

Approximately 55.6% could identify AI-generated content, while 33.4% were uncertain and rest of 10 percent outright could not Identify the Content.

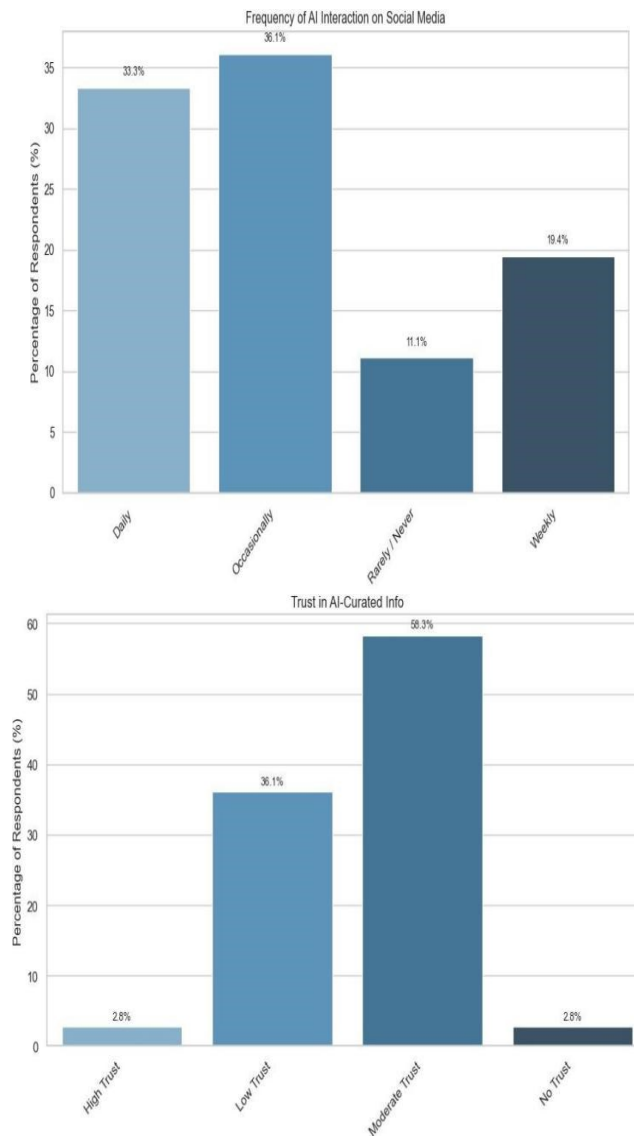


Fig. 3: BarCharts – User Exposure to AI Tools and Trust in AI Generated Content

Trust levels in AI-curated information varied, with ~53% of respondents indicating moderate to high trust.

6.2 Objective 2: Influence on Opinions and Decisions

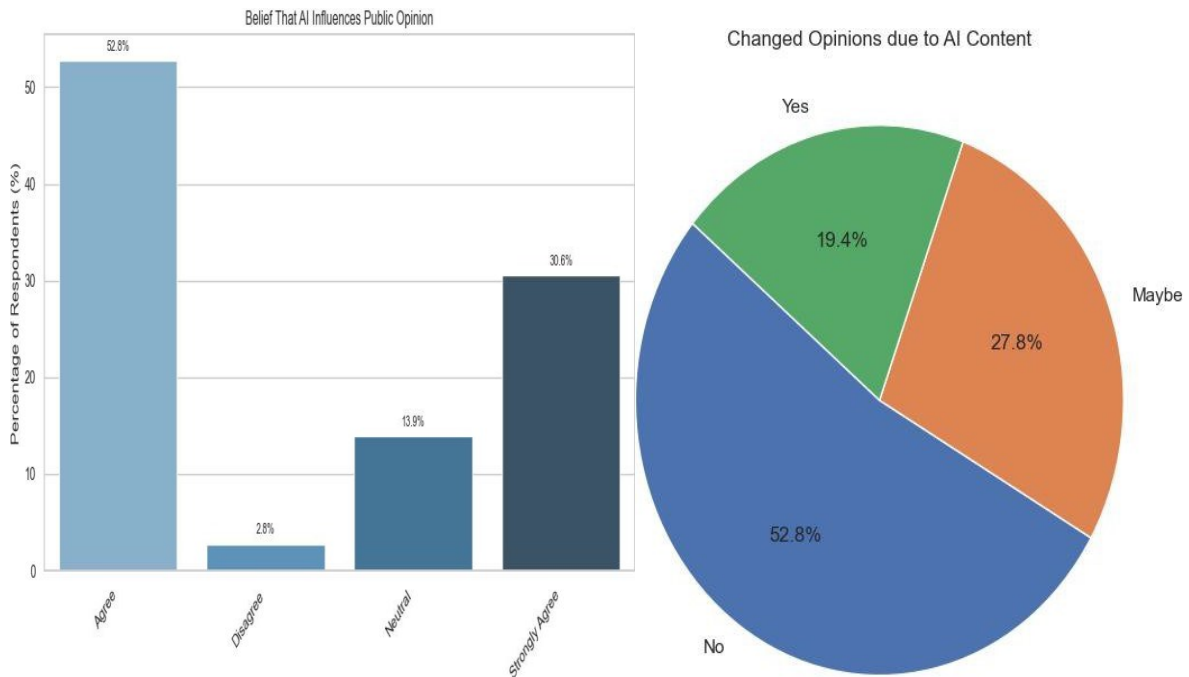


Fig. 4: Bar and Pie Charts – User Experience with convincing AI content on Topics they initially had contradictory Views

52% of respondents believed that AI content can influence public opinion.

Around **19.4%** admitted to changing opinions based on AI-driven content at any point of interaction.

~**47%** participants reported at least some degree of AI influence on their personal decision-making.

6.3 Objective 3: Influence on Opinions and Decisions

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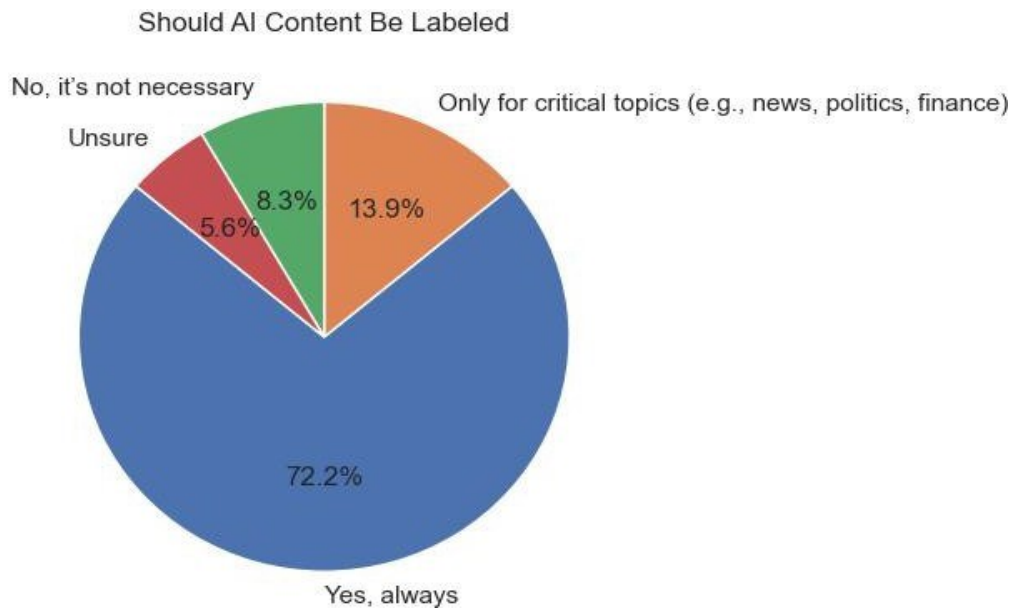


Fig. 5: Pie Charts – Respondents Views AI Content Control through Metadata Identification and Regulations

There was overwhelming support (85.2%) for labeling AI-generated content.

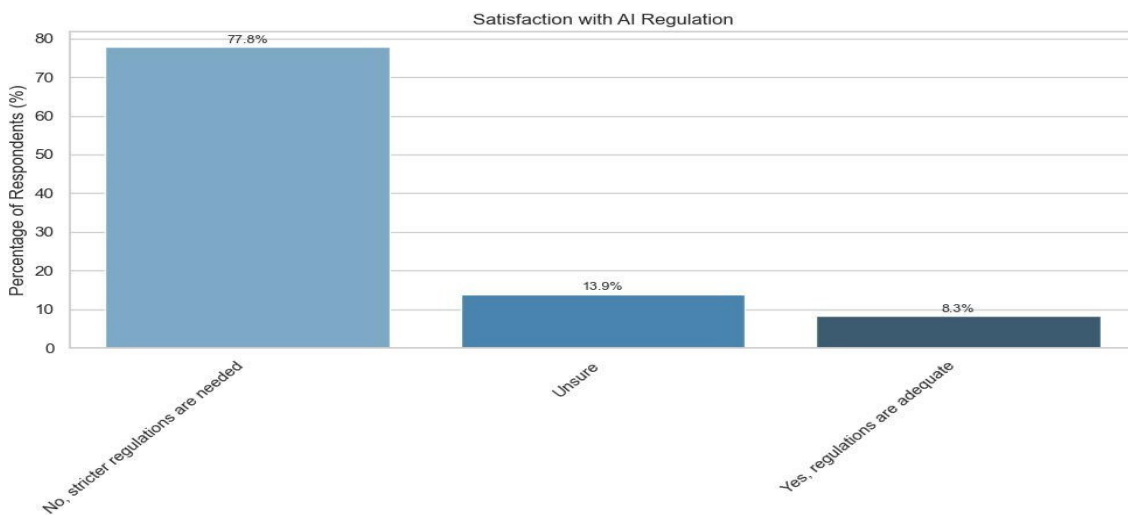


Fig. 6 contd: BarCharts – Respondents Views AI Content Control through Metadata Identification and Regulations

Satisfaction with current AI regulations was very LOW.

6.4 Objective 4: Industry-Level Impact of AI

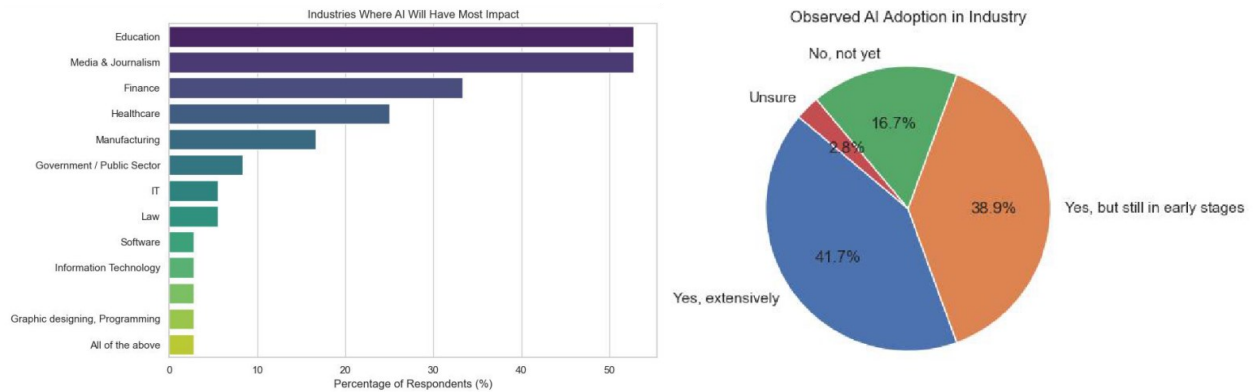
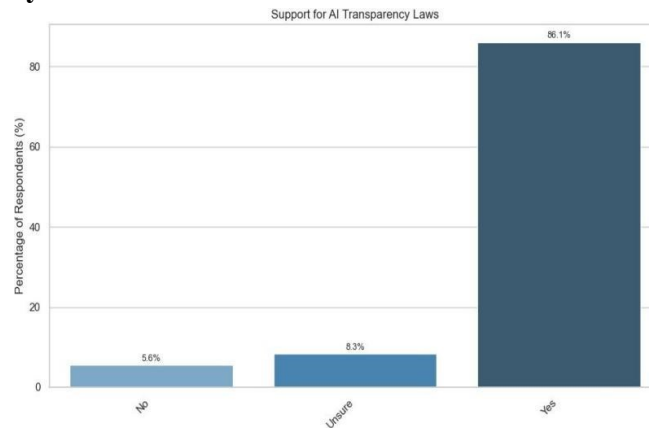


Fig. 7: Pie Charts – Industry Disruption in Respondents Current profession as well as Expected Industries as per them.

Respondents identified Education, Media and Journalism, Finance, Health-care and as the top industries where Generative AI will have the most impact.

A majority reported **observing AI adoption** in their own industries.

6.5 Objective 5: Policy and Governance



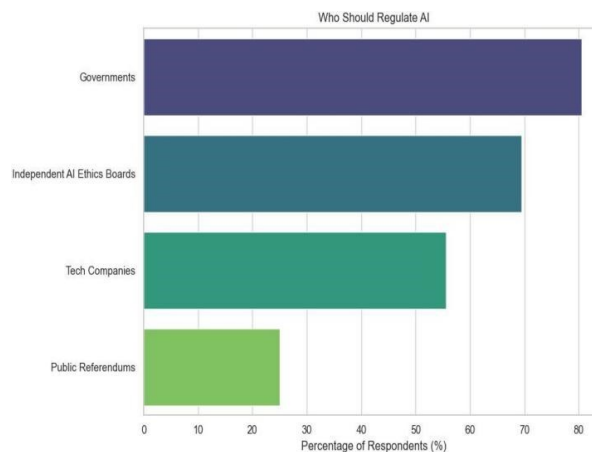


Fig. 8: BarCharts – Respondents View on Transparency in AI Based Decision making across various Scope such as Governments, Businesses and Large-Scale Impact Groups and AI regulation Authority Trust levels.

Strong support (86%) was noted for laws mandating **transparency** in AI decision-making.

When asked about AI regulation, respondents most frequently selected **Governments**, followed by **Ethics Boards and Tech Companies**.

7. Findings

This section presents key findings from survey responses, addressing five thematic objectives related to interaction with Generative AI, its societal influence, ethical concerns, industry-level impact, and governance preferences. The data is based on responses from 40 individuals. Most of the Respondents work in the IT Industry across various domains.

7.1 Objective 1: Interaction with Generative AI-Driven Content

55.6% of respondents reported being able to identify AI-generated content, while 33.4% were uncertain. Trust in AI-curated information was moderate to high among 53%, reflecting cautious optimism. Respondents frequently interacted with AI-generated content, indicating its growing footprint in digital Spaces.

7.2 Objective 2: Influence on Opinions and Decisions

Generative AI's influence on perception is notable: 52% believe it shapes public opinion, while 19.4% reported having changed their opinions due to AI-generated content. Additionally, 47% acknowledged some influence on personal decision-making—highlighting the psychological impact and persuasive power of AI driven media.

7.3 Objective 3: Ethics, Regulation, and Societal Concerns

Ethical issues were prominent, with 75% encountering biased or misleading AI content. An overwhelming 85.2% supported mandatory labeling of AI-generated media. Dissatisfaction with current regulations was evident, and 80% voiced concern over AI's impact on

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employment, underscoring fears of job displacement and inadequate oversight.

7.4 Objective 4: Industry-Level Impact of Generative AI

Respondents identified Education, Media & Journalism, Finance, and Healthcare as the most affected industries. A majority observed AI integration in their sectors, indicating awareness of the technology's transformative role across domains

7.5 Objective 5: Policy and Governance

There was strong support (86%) for legislation mandating transparency in AI systems. Government entities were the most preferred regulators, followed by ethical boards and tech companies—suggesting a desire for structured and accountable AI governance. These findings highlight both the opportunities and challenges presented by Generative AI, reinforcing the need for ethical frameworks, regulatory policies, and digital literacy to guide its future development and societal integration.

8. Limitations & Future Scope

While this study offers valuable insights into public perception and interaction with generative AI, several limitations must be acknowledged. The relatively small survey sample may limit the generalizability of the findings to broader populations. Additionally, all responses were self-reported, which introduces the possibility of bias or limited awareness regarding AI technologies.

As generative AI tools continue to evolve in both sophistication and accessibility, the internet is poised to experience an exponential increase in AI-generated content. This trend presents both opportunities and significant risks—particularly concerning misinformation and synthetic media. Future research should examine longitudinal effects, establish benchmarks for AI content detection, and assess the effectiveness of regulatory measures. Cross-cultural studies and behavioral experiments could further deepen our understanding of AI's societal influence and how different populations respond to its presence.

9. Conclusion

As generative AI becomes increasingly embedded in digital communication, internet users are engaging with AI-generated content more frequently—often without full awareness. Survey findings underscore a growing reliance on AI-curated information, paired with a notable gap in the public's ability to recognize AI as the source. This marks a critical shift in how information is consumed, evaluated, and trusted online. The rising quality and volume of AI-generated media raise concerns about the internet's potential role as a conduit for misinformation, manipulation, and influence operations. If left unregulated, these threats may intensify—especially as synthetic content becomes visually and linguistically indistinguishable from human-created media. To address these risks, there is a pressing need for comprehensive governance frameworks that promote transparency, ensure content traceability, and establish accountability mechanisms. Strategies such as digital labelling of AI-generated media,

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algorithmic audits, and a multi-stakeholder approach to governance—including governments, ethics boards, and technology companies—are essential. The current moment represents a pivotal opportunity to shape a responsible and ethical AI-integrated digital ecosystem.

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