

The Impact of Generating Expressive Images through Artificial Intelligence Tools on User Engagement and Interaction

(Al Jazeera News Channel's Facebook Page as a Case Study)

By

Osayd Nazieh Ehsan Nazzal

Supervisor

Obaydi-Basim Abbas Ali Al.Dr

Abstract

The aim of this study is to identify the impact of generating expressive images through artificial intelligence tools on user engagement and interaction (using the Al Jazeera News Channel Facebook page as a case study). A collection of various news texts from the Al Jazeera News Channel page was obtained, and expressive images matching these texts were generated using text-to-image platforms. Two sets of news cards were prepared, with each news text having two cards: the first contains the news text with an archival image, and the second contains the news text with an expressive image generated by artificial intelligence. User

reactions, engagement, and interaction with expressive images were then compared to archival images through a survey. The study sample consisted of 1,000 undergraduate and graduate students from the College of Architecture and Design at Al-Zaytoonah University.

The study reached several conclusions, the most important of which is that artificial intelligence tools are effective in generating expressive images that enhance user engagement and interaction with news cards. Employing expressive images generated by artificial intelligence tools contributes to better user engagement and interaction compared to using archival images in news cards.

Keywords: Artificial intelligence, expressive images, text-to-image generation, news cards.