

"استخدام الشخصيات المولدة بالذكاء الاصطناعي في السرد القصصي للجريمة على تطبيق التيك توك": دراسة تحليلية

إعداد:

طلاب الدراسات العليا- كلية الإعلام- جامعة الأهرام  
الكندية

تحت إشراف:

أ.م.د إنجي أبو العز

الأستاذ المساعد بقسم الإذاعة والتلفزيون- كلية الإعلام جامعة  
بني سويف

## **AI visual characters in crime storytelling on TikTok "Analytical study"**

**Prepared by:**

**Graduated students -Faculty of Mass**

**Communication -Ahram Canadian University**

**Under the Supervision of:**

**Ass. Prof. Dr. Engi Aboul Ezz**

**Radio and TV department, Faculty of Mass  
Communication, Beni-Suef University**

## ملخص الدراسة:

في عالم التيك التوك Tik Tok المليء بالمشاهد السريعة الآسرة، تبرز فئة جديدة من المقاطع المرئية المصورة، رواية قصص الجريمة بمساعدة الذكاء الاصطناعي. يستكشف هذه الدراسة تلك الظاهرة عبر تحليل العناصر البصرية، واستخدامات الإثارة العاطفية، ونظرية ثراء الوسائط لجذب جمهور الشباب. اعتمدت الدراسة على المنهج الوصفي، حيث تم تحليل محتوى 30 فيديو من ثلاث حسابات بارزة على تيك توك، وشملت الدراسة عدة محاور رئيسة وهي:

- تقنيات الذكاء الاصطناعي: كيف يستخدم صانعو المحتوى تقنيات الذكاء الاصطناعي لإغراق المشاهدين في أجواء الإثارة والتشويق.
- الإثارة العاطفية: دور عوامل مثل التشويق، والتعاطف، والاستياء الأخلاقي في جذب انتباه المشاهدين وتعزيز التفاعل.
- نظرية ثراء الوسائط: مدى التزام سرد القصص بالذكاء الاصطناعي بمبادئ تنوع اللغة والتفاصيل المتعددة في نظرية ثراء الوسائط.
- قياس التفاعل: تحليل مقاييس تفاعل جمهور تيك توك مع قصص الجريمة المدعومة بالذكاء الاصطناعي لفهم مدى فعاليتها في التأثير عليهم.

وبناءً على نتائج الدراسة، أظهرت الاستخدام القوي والمؤثر للذكاء الاصطناعي في رواية القصص المرئية المتعلقة بالجريمة على تيك توك. ومع ذلك، تظل الحاجة ماسة لمزيد من الأبحاث في هذا المجال الواعد.

#### كلمات مفتاحية:

ذكاء اصطناعي، فيديوهات بالذكاء الاصطناعي، سرد بالذكاء الاصطناعي، سرد الجريمة، سرد رقمي

**Abstract:**

In the captivating landscape of TikTok, where short-form videos reign supreme, a new genre has emerged: AI-powered crime storytelling. This study explores this phenomenon by examining the visual elements, emotional appeals, and media richness theory employed to engage young audiences. The study is going to use a qualitative approach that would use content analysis of 30 videos from three prominent TikTok accounts. The research investigates how creators use AI-generated techniques to immerse viewers. In addition to Emotional hooks, such as suspense, empathy, or moral outrage, are used to captivate viewers and foster engagement. Moreover, to what extent does AI storytelling adhere to media richness theory's principles of language variety and multiple cues. Therefore, the research analyses the engagement metrics of AI-powered crime stories to understand their effectiveness in resonating with young TikTok users. As a result, the findings reveal the impactful utilisation of AI for visual storytelling on TikTok. However, further research should be conducted in this field.

**Key words:**

AI, AI videos, AI storytelling, Crime storytelling, Digital storytelling.

## Introduction:

Digital storytelling has been always around us on social media it is a transformative force shaping the way we communicate, connect, and share our narratives. It is a magic of digital storytelling as the way of sharing stories, and problems on the online world. which we need to see in our daily lives not only for fun but also, we need it for education and gaining more knowledge Ulrike and Spierling (2002) Explored the significance of storytelling in the digital age in creating engaging, immersive narrative experiences, that visualize the emotional and social behaviour of narrative agents. This interactive narrative experience not only enhances education but also facilitates historical knowledge and provides cultural sharing. Ohler, Jason (2005) agreed with Ulrike, Spierling (2002) through a meta-analysis as Digital storytelling empowers students to become active creators of multimedia narrative rather than existing passive consumers, as written and spoken storytelling assist as initial elements, improving students to convey their personal experience and insights. This transition from passivity to creativity is further reinforced by Robin, Bernard (2006) Highlighted the efficiency of digital storytelling in teaching and

learning as students generate their own digital stories and enhance literacy skills, moreover Instructors usage of digital storytelling to participate with students and increase information retention and promote critical thinking. Each social media user is a storyteller by sharing videos, photos, or even funny videos which have a story. Short-form videos spread on social medium in the age of Web 2.0, where users generate short online videos using application platforms that facilitate sharing and collaboration. TikTok, a prominent example of a short-form video platform, has garnered an approximate global download count of 1.6 billion Chen & Tian (2022).

TikTok has become a popular platform for creative expression, and now with the evolution of AI and emerging it with personal narrative which offer new approach of storytelling where AI interprets emotions, generates dialogue and portrayed individual's story. And people use these techniques and sharing it on social media. The integration of AI in storytelling has become a vital aspect of narrative creation, offering innovative tools that contribute to the development of compelling storylines. Which make social media users use this revolutionary technique in creating narrative videos specially which is based ion real life

stories which is created from the imported photo, script and choosing the narrator gender and its language.

A new form of storytelling has appeared crime digital storytelling. This powerful narrative medium drives us into the heart of society's darker corners, mysteries, investigations, and presenting crime stories in digital media. Crime digital storytelling becomes a window into the human behaviour, societal challenges, and the evolving nature of criminal activities. To understand the role of crime storytelling in news Chermak (1998) suggested that mentioning the number of victims involved in a crime is the most significant factor in increasing the visibility of a story. Additionally, stories about murder, drugs, prostitution, and gambling attract more attention than those related to property offenses. Stories involving older adults (over thirty-five) also receive more attention and space than those involving younger adults. Interestingly, crimes committed by female defendants receive more space than those by male defendants. this study going to delve into the usage of artificial intelligence in crime storytelling as a lot of creators use this technique to capture the attention of audience to increase the engagement and interaction on TikTok.

## Literature review:

Several researchers investigated the Usage of AI in storytelling this research, previous research will be presented in Three aspects as follows:

### 1) Digital Storytelling:

In the digital era, storytelling has undergone a transformative evolution with the advent of digital technologies. Digital storytelling, characterized by its fusion of narrative and multimedia elements, has become a powerful means of communication. This mode of storytelling includes various digital tools, such as images, videos, interactive elements, and immersive technologies, to create immersive narratives, Lina and Molinas (2018) highlighted the role of technological innovation in creating visualization and storytelling, particularly the integration of artificial intelligence which plays a significant role in enhancing storytelling in education, scientific communication, and government information through visualizations and multimedia elements. Moreover, Chen, Min-Ju & Cheng (2023) explored the impact of digital storytelling on students' scientific creativity and teamwork during a day science invention workshop



in Taiwan. Even during this short duration of the workshops, the findings indicated that digital storytelling has a positive effect on satisfaction level, social skills, expressing points of view, and problem-solving., Shishko, Besmir (2022) & Elisa et al. conducted a systematic review, and argued that digital storytelling has a great impact on several age groups and is used as an instructive tool to increase and enhance learning skills for children and boost problem-solving, while also providing a platform for adults to share their life experience. Moreover, it has a significant influence on gender as it amplifies the voice of marginalized groups mainly women, it provides a space for them to express their experience or issues free like violence or racism.

However, this transformative power of digital storytelling is not without the potential challenges as the study mentioned the credibility of the content and democratic discourse & Elisa et al. (2021) conducted research on using storytelling as a tool to raise awareness and detect beliefs and values of stereotypes with children, resulted that digital storytelling is an effective instrument for recognizing stereotypes, creating awareness, engagement and developing analytical tool as it created an environment for open dialogues to discuss stereotype.

Furthermore, Zhang et al. (2022) & Beheshti et al. (2023) agreed with them and emphasized that data storytelling is a significant tool to fill a gap between data analytics and data presentation as it facilitates the delivery of the information through images, graphs, audio, and videos. It also provides flexibility for content creators to customize their presentation to adapt to different regions and improve communication of data and insight to audiences in an entertaining way and story-like format and had a great influence on enhancing data explaining specifically for non-specialized users who may not have skills to comprehend complex data analysis techniques and by using the storytelling with images it turns into more understandable and accessible.

On the other hand, Shoran, Yang (2023) & Song, Zihan (2022) conducted a different method which are experiment design that aimed to compare the user experience of engaging with different two methods (traditional AR e-books and innovative AR storytelling) on 368 participants who are likely visitors to cultural spaces. Results showed that innovative AR storytelling not only enhances enjoyment and education but also significantly boosts engagement. Also, it has a great effect on users' cultural experience within the metaverse, underscoring its potential to

shape the future of interactive narratives. & empirical study focuses on data journalism on 125 participants to explore the effectiveness of map-based visual storytelling and its impact on participant retention. The result is that map-based visual storytelling has a significant impact on retaining participants' attention and facilitating comprehension of narrative content.

Storytelling has been used in the learning process especially in the enhancing our visual memory as Hatice & Yasemin (2015), Erdogan, Erdi (2021) & N air & Yunus (2022) conducted different methods which are experiment studies on primary school students to explore the impact of digital storytelling on the visual memory capacity and the academic performance. The finding showed a significant enhancement in visual memory capacity and has a great influence on academic performance and promoting constructivist learning among primary school students. Furthermore, N air & Yunus (2022) conducted an experimental study on 11-year-old pupils in rural schools to examine the use of Toontastic 3D (digital storytelling app) which was used to enhance pupils' speaking during covid-19 pandemic. The findings showed that digital storytelling has a significant impact on enhancing speaking skills which improves

fluency, pronunciation, and confidence providing learner engagement, creativity, and collaboration.

In a different context, A study conducted on third-grade students in Libya to investigate the impact of storytelling in English classrooms through observation and interviews with educators showed that storytelling has a significant effect on student English learning as it increases student motivation and quickly picks up new language skills when exposed to storytelling. (Hanan, ELKhimry 2022).

Finally, digital storytelling is a powerful educational tool that enhances learning motivation, digital literacy, and engagement Chang and Chun Chu, (2022). Additionally, Wu, Jing & Chen, Victor (2020) & Smeda et al. (2014) conducted a systematic review of the educational digital storytelling field in Asian and European countries & Australia at primary, secondary, and higher education levels. Which indicated that educational digital storytelling has a positive impact on engagement and enhancing outcomes. This impact includes a wide spectrum, encompassing affective, cognitive, linguistics, technological, and academic dimensions. Specialized fields, including business and communication design for climate change. As the integration of

emerging technologies, such as augmented reality (Shoran & Yang, 2023), further amplifies the impact of digital storytelling by boosting enjoyment, education, and engagement in cultural spaces and the metaverse. the business realm, emphasizing storytelling's effectiveness in marketing (Laer et al., 2019; Ashton, 2014). The role of storytelling in communication design for climate change (Fish, 2019) and its effectiveness in raising awareness, detecting stereotypes, and promoting open dialogues (Elisa et al., 2021) are highlighted. Data storytelling emerges as a significant tool for bridging the gap between data analytics and presentation (Zhang et al., 2022), enhancing accessibility and understanding for non-specialized users (Beheshti et al., 2023).

## **2) Storytelling and AI:**

Artificial intelligence has become a game changer across various sectors by generating narratives derived from the data it processes or the input it receives which affects greatly storytelling by depriving the human-authorized narratives as Vidrih & Mayahi (2023) conducted a meta-analysis on studies that focus on the usage of AI storytelling in marketing, the findings revealed that AI storytelling can generate impactful narratives that relate with

the target audience moreover these narrative are more engaging and personalized to them which indicated that AI storytelling has a great impact on marketing Also Sánchez-López et al, (2020) agreed with Vidrih & Mayahi by seeking to explore creators' perspectives on narratives by examining emerging formats, authors, and creative processes. They employed integrated in-depth interviews, discourse analysis, and arts-based research using the research journal technique as they identified key elements for digital narrative creation, including interactivity, hypermedia, Transmedia, virtuality, and connectivity.

Although Fang, *et al* (2023), Ghajargar, Bardzell & Lagerkvist (2022) conducted different methods which are a systematic review of the usage of AI writing during the last five years, two progressive auto ethnographic studies to discover whether using AI could make a good story or not meanwhile they concluded that AI helps in improving and evolving the story creation and AI can produce interesting and suitable stories with the right fictional elements For instance; Characters, the plot and it was concluded that there is more potential in AI in generating much better stories in future due to it is evolving nature. Furthermore, the usage of AI in the production of digital

storytelling is much cheaper and faster than using the traditional ways and provides great results for the animation as Sofy (2023) concluded by conducting in-depth interviews with experts in the field of animation, a survey consisted of 11 participants of workers in the most prominent studios in Egypt and experimented on the complete production of animation using AI.

Also, Arthur, (2023) investigated the media effects and implications of AI-generated content, particularly focusing on fiction short stories. It utilizes an online experimental survey to examine how individuals engage cognitively and emotionally with AI-generated short stories. It was concluded that awareness of AI authorship did not reduce transportation into a story or evaluations of story/author creativity. the timing of divulging AI authorship, whether before or after reading the story, did not significantly affect whether the story met or exceeded participants' expectations of AI's abilities.

Chatbot has been a new aspect in the usage of storytelling using Prolific Academic, 200 participants were recruited (from the UK with various demographics) to interact with a chatbot named Marvino. Marvino was designed to ask interview-like questions

about a recent service experience with a firm of the participants' choice. Sidaoui et al., (2020) advocate for adopting AI-enabled frameworks like the Customer experience feeling model, coupled with analytical chatbot implementation, as an effective approach for measuring and understanding customer experiences. Moreover, the utilization of Adaptive control has been employed to facilitate the development of behavior resembling that of humans. Augello, (2022) designed a system to develop an interactive storytelling experience by addressing two main aspects to bring social elements of interaction effectively. The experiment involved 271 children aged between 10 and 15 years from Italy. He found that the storytelling system seeks to capture attention regarding social dynamics in a captivating manner, enhancing the clarity and direct understanding of how specific decisions impact people's internal states.

AI tools employ algorithms to automate processes, including character creation, environment design, and plot development. Alternatively, they can offer a template-based environment to expedite story creation. Trichopoulos et al., (2023) Conducted a systematic review of 92 works after 2015 and concluded that GPT-3 is rapidly improving in narrative creation



using advanced machine learning, learning autonomously from web crawling and crowdsourced data. However, its widespread use presents challenges in ensuring accurate and unbiased data collection, recognizing cultural differences, and preventing potential manipulation for rule-bound text generation. Ammanabrolu et al., (2021) agreed with the previous by Enlisting 351 human participants through Mechanical Turk, providing each participant with a narrative produced by C2PO (Causal, Commonsense Plot Ordering) and another randomly selected from stories generated by either BERT+infill or Hierarchical Fusion, all based on the same plot.

Through this experiment it was found that for automated storytelling to work well, two things are crucial: the system needs to understand common sense about specific topics, and it should be designed with a certain way of telling stories in mind. AI technology needs further improvements to super pass the human narrative according to Chu, H., & Liu, S. (2023) depended on three preregistered experiments in the previous three studies to test whether AI delivers a good story or not, the first was based on a meta-analysis of the literature on AI, the second the experiment consisted of 435 participants and 579 participants in the third experiment. The findings revealed that human-authorized

narrative is better than GPT narrative and participants find these narratives are more engaging and persuasive, Begusv (2023) agreed by revealing narratives from GPT-3.5 and particularly GPT-4 are more progressive in terms of gender roles and sexuality than those written by humans. While AI narratives can occasionally provide innovative plot twists, they offer less imaginative scenarios and rhetoric than human-authored texts, and by analyzing 250 stories authored by crowd workers in June 2019 and 80 stories generated by GPT-3.5 and GPT-4 in March 2023 by merging methods from narratology and inferential statistics.

On the other hand, Sung et al. (2023) indicated that both types of agents foster narrative transportation, particularly when the story aligns well with the product. Additionally, a digital human that seems more human-like generates stronger positive reactions from consumers, by delving into the effectiveness of employing advanced technologies to convey messages through digital humans in storytelling advertisements.

AI has been used in telling the story mode in Games as AI is enabling the development of non-linear storytelling games where players have greater agency and can shape the narrative in

more meaningful ways. AI-powered storytelling systems can dynamically adapt to player actions and decisions, generating unique and personalized storylines for each player. Sun *et al*, (2023), Kreminiski, *et.al*, (2020), Hernandez, *et al*, (2021), and Pyjas, *et al*, (2022) all used the mixed -method approach with different samples of participants which are video game players in different countries (USA, Canada, UK)

Kaminski, *et al*, (2020) revealed that WAWLT employs extensive story sifting to implement character subjectivity and equip players with tools for exploring the story world's history and current state. Additionally, the game supports player storytelling by offering intelligent plot direction suggestions derived from an ongoing social simulation and guided by player utterances in a machine-understandable intent language, manifested as author goals moreover Sun *et al*, (2023) agreed with the previous researcher's conclusion that game AI has meaningful gameplay and organically unites story crafting and gameplay. Although challenges exist, like the inherent unpredictability of AI models, we hope this work can open exciting possibilities for the future of AI native games with multi-modal story generation. Hernandez, *et.al*, (2021) agreed with

Kreminiski, *et al* by concluding PACE (Player Agency in Creative Environments) is an AI experience manager designed to give players a feeling of narrative control while ensuring they follow a predefined emotional path set by the author. The paper outlines the implementation of PACE using the MDP-based framework PGA (Player Goal Architecture) to achieve these objectives. Additionally, the paper introduces an inventive narrative testbed where PACE is actively deployed and tested.

The emergence of Technologies has helped in storytelling as Venkataramanan (2023) discussed the strengths of generative artificial intelligence in creative tasks, specifically focusing on image generation models like Stable Diffusion, Dall-E, and Midjourney, as well as language learning models like ChatGPT. Generative AI, like Stable Diffusion, Dall-E, and Midjourney for images, and ChatGPT for text, has creative potential. However, combining these for storybooks often lacks image consistency. Introducing stability, a new system using GPT-4 and Stable Diffusion, aims for consistent storybook images. Evaluating stability gpt's ability, it excels in Science Fiction, Self-help, and Crimes and Mystery genres, focusing on consistent human characters and some aesthetic references. User feedback from

adults in their 20s is positive. Furthermore, Pyjas, *et.al*, (2022) concluded Storytelling for war experiences has the potential to be very emotive for the audiences. Representing emotions through the effective use of game characters should improve the immersion of VR experiences allowing the player freedom of interaction with the VR experience Furthermore, it was found that employing digital human storytelling is a potent and enduring marketing strategy in technology-enhanced environments Sung *et al.* (2022) by using visual reception theory and information processing. Moreover, Yang (2023) has delved into AR technology by Analysing questionnaire data from two groups totalling 368 participants revealing that the innovative AR storytelling consistently outperformed the AR e-book application across all variables. the use of innovative AR storytelling enables seamless transitions between real and virtual spaces, enhances interactive experiences, and boosts user engagement in metaverse exhibitions of cultural experiences.

### **3) Crime storytelling:**

Narrative criminology is defined as the examination of how storytelling plays a role in engaging in, supporting, or discontinuing criminal activities. Lois (2016) focused on narrative

criminology, exploring its emergence, significance, and why criminology took a 'narrative turn' comparatively late. Narrative criminology connects criminology with the artful and spiritual dimensions of the lives of those involved in criminal activities to increase the audience interaction and engagement with the crime as Van Krieken et al. (2020) did an experiment on 128 participants, presented two versions of information on a mass shooting: narrative and non-narrative articles. Results showed that readers of the narrative identified more strongly with eyewitnesses, feeling a heightened sense of presence compared to those who read the non-narrative. Similarly, Hernandez et al. (2021) investigate the efficacy of predictive models to enhance AI-driven crime news narratives through an experiment, emphasizing the approach's potential for maintaining a coherent and emotionally impactful storyline aligned with an author-defined emotional curve.

In the exploration of the impact of crime storytelling narratives on audiences, numerous studies have dived into this subject. In the realm of print journalism, the concept of narrativity in news stories has been scrutinized, with a focus on narrative structures such as chronological event ordering and the portrayal

of characters' inner perspectives. Chovanec (2019) and Sánchez-López et al. (2020), utilized Multimodal critical discourse analysis to dissect multimedia criminal narrative storytelling techniques. Their analysis extended to examining how images in news stories contribute to crafting a specific narrative.

Furthermore, a closer examination of creators' perspectives involved the investigation of emerging formats, authors, and creative processes. Through the integration of images with textual elements, those studies emphasize the importance of creators paying attention to the synergy between words and pictures in news to understand how sequences of images subtly influence our comprehension of stories. Notably, it was observed that creators operate without pre-established guidelines, relying on a trial-and-error approach in constructing their narratives. Additionally, Morris (2018) contributes insights into the Young New Yorkers restorative justice media-arts program, revealing that digital storytelling within the program helps participants create narratives about their crimes, consequences, and community improvement. Through digital storytelling, participants connect with restorative values, prompting a

reevaluation of their experiences and fostering better alignment in the storytelling process.

To understand the role of crime storytelling in news, Lois (2016) investigated news readers' memories of race-related facial features in crime stories, advocating for a deeper exploration of self-narratives, highlighting their importance in understanding criminal behavior and proposing narratives to connect criminology with the artful and spiritual dimensions of the lives of those involved in criminal activities.

Twitter serves as a dynamic platform where concise narratives unfold through the artful integration of storytelling techniques, allowing users to engage with it. Krause (2014) examined 150 tweets to elucidate how the Boston police utilized conventional storytelling techniques to depict the mythical "hero" archetype in the aftermath of the Boston Marathon bombing in the timeframe of April 12 to April 24, 2013. The researcher highlights Twitter's role as a vehicle for telling a compelling story that unfolds over several days. The analysis of Boston Police Department (BPD) tweets depicts the police as heroes engaged in a quest against evil, drawing parallels with traditional heroic journeys in both ancient and modern storytelling. The researcher



found that Twitter feeds provide a direct and unfiltered medium for Boston police to tell their story to the public.

Storytelling techniques differ from traditional media and social media, Kim (2022) focused on comparing TV and YouTube to an episode of a true crime show digging into how both platforms are used. On TV the focus was on the actions of the production team while on YouTube the spotlight was on the connection between creators and the audience. In recent years podcasts have revolutionized the way people consume content and it has become a part of everyday consumption. Accordingly, podcasters also have a different storytelling style in true crime stories, Dowling & Miller (2019) focused on three true crime podcasts and Boling (2023) analyzed 43 podcast episodes. Both studies discovered that podcasting, characterized using personal and subjective storytelling techniques, emphasizes nuanced narratives that incorporate self-reflective elements. In addition to this, when journalists host true crime podcasts addressing domestic violence, their focus is on portraying the experiences of survivors. Through textual analysis, it becomes evident that these podcasters place a priority on victim stories and actively promote societal change.

In conclusion, these studies collectively affirm narrative criminology as a critical avenue for comprehending the multifaceted role of storytelling in crime, spanning its portrayal in news reports, its impact on perceptions, and the potential for understanding the human dimensions of criminal behavior.

True crime books captivate readers with storytelling narratives that dive into real-life criminal cases, Fogarty (2022) made a case study on five Australian literary nonfiction books about crimes published between 2004 and 2018. Finding out that adhering strictly to a set of writing techniques may not be practical or desirable for many true crime writers. On the other hand, it showcases how an empathetic framework can effectively convey the complexities and enduring impacts of crime, trauma, and violence beyond legal processes. The narratives used in the selected sample of this case study encourage readers to empathize by imagining themselves in others' shoes. It also highlights the transformative role of women in reshaping and redefining the true crime genre, contributing to public understanding and cultural discourse. On the other hand, another storytelling technique used is to fictionalize details about murderers that create misconceptions. Hayes (2023) aimed to identify these

misconceptions within true crime media, specifically focusing on serial and mass murderers. The research involved surveying 41 homicide investigators and analyzing 12 true crime dramatizations featuring. The results revealed a significant impact on investigators' perceptions as law enforcement professionals tend to believe and perpetuate myths and stereotypes presented in true crime media.

In the end, Bunn (2023) gave recommendations for criminology to tell stories responsibly, avoiding turning people's experiences into sensational spectacles. He provided a critical approach that involve not just using narrative tools but committing to ethical and political practices across different research methods. This approach asks us to consider the ethics and politics of our research, recognizing the potential harm or positive impact of the stories we share. It's an opportunity for criminology to be a force for positive change and reconsider how it operates for a more just and empathetic discipline.

Each study emphasizes the function of storytelling in distinct contexts—Persian crime news reporting, podcasting, criminology narratives, the impact of news stories on memory, and the value of self-narratives. and all studies recognize the importance of

storytelling in explaining events, generating emotions, passing moral judgements, and aiding in the study of human behavior, Initially In 2016, more than one study appeared on the narrative of crimes. For example, White & Makki (2016) analyzed 137 items of crime reports for one month, from October 31 to November 30, 2013, in the police rounds section of the two newspapers. These items were on a range of topics, including murder, extortion, theft, and kidnapping. The researchers argue that Persian crime news reports perform social functions like traditional storytelling, including presenting a record of events, resolving problems, evoking emotional responses, passing moral judgments, and eliciting personal reactions. In addition, Sandberg & Ugelvik in 2016 also agreed with White & Makki on the idea of the role of crime narratives in communication, emotions, and understanding, discussing the methods and development of narrative criminology through a review that explores the history of criminological narratives. Early criminological studies in the 1950s and 1960s explored how individuals used storytelling to justify or explain their actions. The researchers address the importance of storytelling in the human condition and emphasize its role in communication, understanding, and building identity. They also explained that the framework of narrative criminology

has matured with various studies exploring the narratives of perpetrators, victims, and community responses. On the other hand, Dowling, and Miller (2019) focused on three audio files about true crimes. Podcasting, which uses personal and subjective storytelling methods, posits that it prioritizes the telling of complex stories that include self-reflective elements, providing audiences with insights into the journalistic production process.

The previous studies have highlighted the importance of using the storytelling in various of fields for instance education and showed how storytelling impacts our visual memory moreover the studied showcased the usage of AI in storytelling and how its used in different fields whether it was Gaming , In Marketing or films ,and it highlighted how its saving time , money and effort although the narratives are acceptable somehow however some studies found that AI storytelling stills needs improvements to surpass the human narrative styles .

Furthermore, these studies highlight the Prevalent influence and significance of storytelling in shaping societal perceptions, memory recall, understanding criminal behavior, and constructing personal and social identities in the realms of crime reporting, podcasts, and criminological narratives. Furthermore,

These studies have used different methodologies which resulted in different results for instance, Quantitative methods like Survey and Questionnaire, qualitative methods like In-depth interviews and some studies used mix methods Especially the game orientated studies. The studies were brought from different countries for example USA, Canada, and UK however there were lack on these kind of studies in the middle eastern region.

### **Problem Statement:**

Based on the previous studies , AI has become a game changer regarding storytelling as AI has become a powerful tool in story telling which could help in producing a good story narrative due to that the importance of exploring the usage of AI in story telling has risen , specifically in real crime narratives on TikTok among youth by using the AI technology in showcasing this crimes by using Character creation , images or narration styles , Due to that the need to explore the usage of AI in storytelling by using these variables of behavioural engagement (like, share, and comment), content formats (emotional and rational appeals) and gender, by applying media richness key characteristics language variety and multiple cues.

### **Research Questions:**

1. What are the visual elements that used in the AI storytelling?
2. What type of appeals is employed in storytelling crime stories?
3. How is the media richness key characteristics (language variety and multiple cues) are employed?
4. To what extent do youth engage with the integration of AI in storytelling crime stories among social media (TikTok) users?

### **Research objective:**

1. Identifying the appeals that is employed in storytelling crime stories
2. Analyzing the influence of AI storytelling techniques on the social media engagement of Youth in social media.
3. Applying the media richness key characterizes on AI Storytelling crime stories.

## Theoretical Framework:

**The media richness theory** was developed by Richard L. Daft and Robert H. Lengel in 1986. It was first introduced in a seminal article "Organizational Information Requirements, Media Richness and Structural Design" published in the journal *Management Science*. The theory was developed due to the ongoing growth of electronic communication technologies in organizations. Many organizations began to adopt new electronic communication, for instance, email, electronic messaging systems, and videoconferencing and these new technologies began to impact communication effectiveness and organizational performance. The main assumption of the theory is the optimal utilization of a communication channel (medium) can be achieved by matching the richness of the medium with the level of equivocality of the task (Daft and Lengel 1986, Daft et al. 1987). Daft and Lengel suggest that the richness of a communication medium depends on four key characteristics:

**Capacity for immediate feedback:** This refers to the ability of the medium to allow for real-time exchange of information and feedback between the sender and receiver.



According to multiple studies, rich communication media allow the sender and receiver to clarify doubts and clear up any confusion. Quick feedback from these media enables the sender to efficiently manage time during the interaction. Rich media is thought to have immediate feedback as a significant element, whereas less rich media tends to have delayed feedback. The timing and capacity for feedback are key elements that determine how interactive a communication channel is. (Daft et al., 1987; Dennis & Kinney, 1998; Daft & Lengel, 1986; Rice & Gattiker, 2001).

**Use of multiple cues:** This refers to the extent to which a medium allows for the transmission of nonverbal cues, such as facial expressions, tone of voice, and body language.

Daft et al. (1987) Claims that communication is a complicated process that consists of multiple cues for instance physical presence, voice inflection, body language, words, numbers, and graphic symbol. The amount of information transmitted is crucial for reducing the uncertainty of the receiver however if the sender didn't utilize the medium with insufficient capacity, it would lead to ineffective communication Otondo et al. (2008).

**Personalization** refers to the extent to which a medium allows for personalized, one-to-one communication.

According to Daft et al. (1987), different media have varying abilities to transmit information that is value-oriented and constrained by culture. To convey a message, each channel has two mechanisms: the capacity to carry information and the capacity to carry symbols, according to the dual capacity model (Smit, Sutcliffe, & Barrios-Choplin, 1992). This is crucial to consider when determining if audiences see computer-mediated technologies as less personal and when deciding to employ cutting-edge technology.

**Language variety:** This refers to the extent to which a medium allows for the use of a rich and varied language, including the use of jargon and specialized terminology.

According to Daft et al. (1987), language variety describes the degree to which symbols in languages can transmit a wide variety of meanings. When compared to overly formal language, numerical symbols, or shorthand, natural language is more effective at conveying a wide range of languages than a rich communication medium.

This study is going to utilize the media richness by using two of these key characterizers of the theory which are **Language variety and Use of multiple cues to examine how these**

**characterizes are affecting the social media engagement and how it's used in the AI storytelling of crime news.**

### **Methodology:**

The research design employs content analysis as its primary methodology, the qualitative research design adopted for this study aims to thoroughly explore the techniques employed in crime storytelling and their influence on youth engagement with narratives on social media. Through inductive reasoning, the research seeks to address the increasing use of artificial intelligence (AI) in shaping real crime stories on TikTok among young people. The investigation focuses on variables such as social media engagement (likes, shares, and comments), content formats (emotional and rational appeals), and gender, aligning with the qualitative nature of the study. In addition to, Media richness theory was integrated as a secondary methodology to complement the primary content analysis by providing a theoretical framework for evaluating and provide in-depth exploration of crime storytelling techniques, their influence on youth engagement, and the role of artificial intelligence (AI) in shaping real crime stories on TikTok. This combination allows for a more comprehensive exploration of the interplay between media

richness, storytelling techniques, AI influence, and youth engagement.

### **Research design:**

The study adopted a **qualitative research approach**, selected to thoroughly explore the techniques employed in crime storytelling and their influence on how youth engage with such narratives on social media. The research predominantly applied inductive reasoning. It sought to address the rising use of artificial intelligence (AI) in shaping real crime stories on tiktok among young people, prompting an investigation into the role of AI in storytelling. This investigation considered variables like social media engagement (likes, shares, and comments), content formats (emotional and rational appeals), and gender, aligning with the qualitative nature of the study.

Through **content analysis**, the researcher extracted segments from specific video stories related to crime storytelling and generative artificial intelligence images and videos. The goal was to connect criminology with the artistic and spiritual dimensions of individuals involved in criminal activities, enhancing audience interaction and engagement with crime

narratives. The use of an image generative artificial intelligence model was a pivotal aspect of this exploration. The overarching aim of the research was to assess the impact of digital storytelling techniques on the engagement levels of youth with crime narratives on social media.

This qualitative research design, focused on content analysis, went beyond merely describing storytelling techniques in crime stories. It delved into the underlying influences behind the adoption of digital storytelling techniques, specifically concentrating on their effect on the engagement levels of youth with crime narratives on social media. The research followed a cross-sectional design, conducting content analysis over a month, capturing data at a single point in time. The primary focus of the study was the examination of storytelling techniques within crime narratives and their efficacy in engaging youth on social media platforms.

### **Population:**

The target population for this study comprises young people engaging with crime narratives on TikTok, specifically focusing on users following three pages with high engagement:

sola\_aso14, and Hikayaaai & AI cast. These pages were selected based on their specialization in providing personalized content and crime stories using artificial intelligence.

### **Sample Size:**

The sample size will include an analysis of **10 videos from each of the three selected TikTok pages, totalling 30 videos**. This selection aims to capture a diverse range of content and maximize reach and engagement.

### **Sampling Method:**

The sample will be purposefully selected based on the highest engagement, considering metrics such as likes, shares, and comments. The inclusion criteria involve videos published in the year 2023, focusing on keywords like "AI," "crime stories," "Crime Storytelling," "AI in Crime" "Real Crime Stories on TikTok" "TikTok Trends" and "realistic stories AI."

### **Sample strategy:**

The sample for this study will be implemented on the TikTok platform, specifically focusing on three pages with the highest engagement: **ai.cast story, with 44.6K followers and**

**202.3K** likes, specializing in providing personalized content and crime stories using artificial intelligence. Additionally, **sola\_aso14**, with **216.4K followers and 2.4M likes**, is selected for its provision of realistic, purposeful stories shaped and inspired by the imagination of artificial intelligence. Lastly, **hikayaaai** with **97.2K followers and 971.1 K likes**, known for the hikayaaai, is chosen for its unique approach in crime storytelling. Each page's specialization in providing personalized content and crime stories using artificial intelligence makes them ideal for the study. The selection process is based on the highest engagement, and 10 videos from each page will be analyzed the sample size will include an analysis of 10 videos from each of the three selected TikTok pages, totaling 30 videos. This selection aims to capture a diverse range of content and maximize reach and engagement. The selection criteria involve keyword searches such as AI, crime stories, and realistic stories AI for content published in the year 2023.

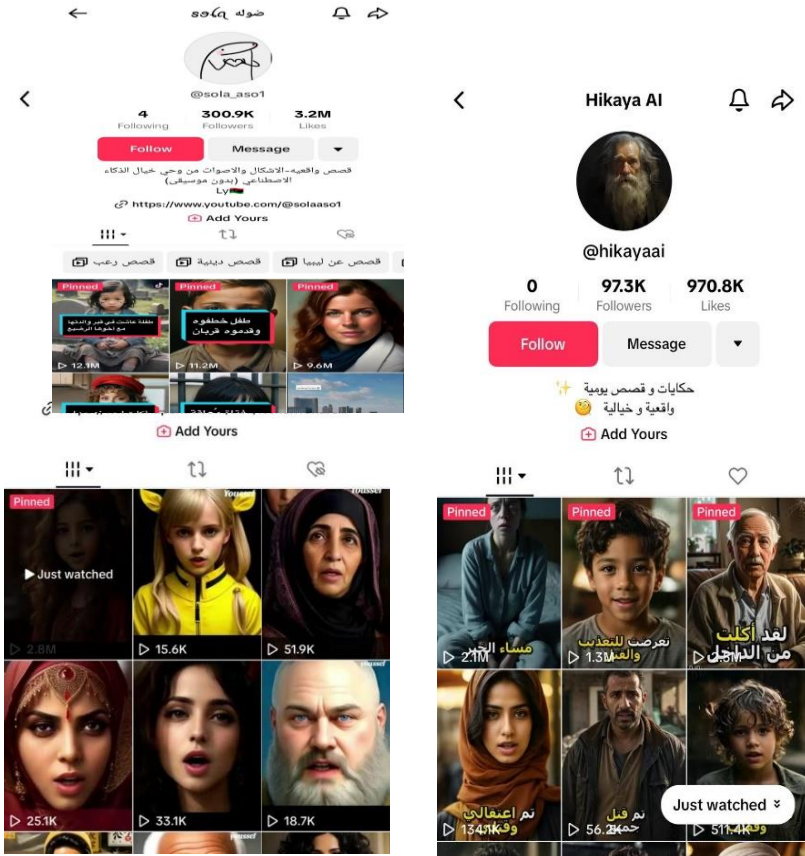


Fig (1) shows the pages of TikTok of the study sample



<b>concept</b>	<b>Conceptual definition</b>	<b>Operational definition</b>
<b>Social media engagement</b>	<ul style="list-style-type: none"> <li>•Le et al., (2018) The so-called engagement metrics of online behaviours, such as user count, click-through rates, page views, content liking, and commenting depending on the platforms, measure how customers behave online.</li> <li>•Khan et al. (2016) Attitude about a brand in terms of liking, commenting, and sharing</li> </ul>	<p>The study will examine the relationship between social media engagement and usage of AI in storytelling crime stories by engagement metrics ( Likes -Shares- Comments)</p>

<p><b>Appeals</b></p>	<p>Khanna, P. (2016) It refers to distinctive narrative strategies designed to influence and engage an audience as emotional appeal structured progression through stages like awareness, knowledge, liking, preference, conviction, and purchase, depend on logical reasoning, while emotional appeals include emotions, such as fear, humor, love, anxiety, and sex, to create a deep emotional connection between the audience and the narrative.</p>	<p>The study will measure the impact of appeals on social media engagement and whether the AI supports these appeals by (emotional-rational-fear)</p>
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<p><b>Media richness key characteristics (multiple cues)</b></p>	<p>This refers to the extent to which a medium allows for the transmission of nonverbal cues, such as facial expressions, tone of voice, and body language.</p> <p>Daft et al. (1987) Claims that communication is a complicated process that consists of multiple cues for instance physical presence, voice inflection, body language, words, numbers, and graphic symbol.</p>	<p>The study will measure the usage of key characteristics of media richness in AI crime stories video (voice tone- body language- expressions)</p>
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<p><b>Media richness key characteristics (language variety)</b></p>	<p>This refers to the extent to which a medium allows for the use of a rich and varied language, including the use of jargon and specialized terminology.</p> <p>According to Daft et al. (1987), language variety describes the degree to which symbols in languages can transmit a wide variety of meanings.</p>	<p>The study will measure the usage of key characteristics of media richness in AI crime stories video (formal-informal language)</p>
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**The Results:**

- According to the sample strategy of the three TikTok accounts (sola\_aso- Hikaya AI – AI castory) there were 30 videos analyzed that filtered according to the highest views using Sort TikTok "A TikTok video data analysis tool" Sort TikTok videos by most viewed, likes, comments, oldest, newest and Sort accounts by followers.

**Characteristics of the sample Table 1:**

**Table (1): Characteristics of the sample of the study**

TikTok pages	Vid. no	Video ID	Title	Publication Date	Video length
AI Cast	Vid 1	<a href="https://www.tiktok.com/@ai.caststory/video/7306297541249764614?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7291975846209373697">https://www.tiktok.com/@ai.caststory/video/7306297541249764614?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7291975846209373697</a>	<p>قصة حقيقية ليست للقلوب الضعيفة</p> <p>A true story not for the faint of heart.</p>	28/11/2023	02:01 mins

Vid 2	<a href="https://www.tiktok.com/@ai.caststory/video/7317476104955055365?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7291975846209373697">https://www.tiktok.com/@ai.caststory/video/7317476104955055365?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7291975846209373697</a>	<p>قصة حقيقية ليست للقلوب الضعيفة</p> <p>A true story not for the faint of heart.</p>	28/12/2023	01:09 mins
Vid 3	<a href="https://www.tiktok.com/@ai.caststory/video/7317755376777137414">https://www.tiktok.com/@ai.caststory/video/7317755376777137414</a>	<p>قصة حقيقية ليست للقلوب الضعيفة</p> <p>A true story not for the faint of heart.</p>	2023-12-28	02:49 mins
Vid 4	<a href="https://www.tiktok.com/@ai.caststory/video/7317530954396863749">https://www.tiktok.com/@ai.caststory/video/7317530954396863749</a>	<p>قصة حقيقية ليست للقلوب الضعيفة</p> <p>A true story not for the faint of heart.</p>	2023-12-28	02:26 mins
Vid 5	<a href="https://vm.tiktok.com/ZM6uBWrtn/">https://vm.tiktok.com/ZM6uBWrtn/</a>	<p>قصة حقيقية جيسى روز</p>	14/12/2023	1:55 mins
Vid 6	<a href="https://www.tiktok.com/@ai.caststory/video/73">https://www.tiktok.com/@ai.caststory/video/73</a>	<p>قصة حقيقية ليست للقلوب الضعيفة</p>	28/12/2023	3:45 mins

		<a href="https://www.tiktok.com/@ai.ca/ststory/video/7314219140162522373">1775605916098 8933</a>			
Vid 7		<a href="https://www.tiktok.com/@ai.ca/ststory/video/7314219140162522373">https://www.tiktok.com/@ai.ca/ststory/video/7314219140162522373</a>	ريا وسكينة في العراق قصة حقيقية	19/12/2023	1:23 mins
Vid 8		<a href="https://www.tiktok.com/@ai.ca/ststory/video/7317532356997385477">https://www.tiktok.com/@ai.ca/ststory/video/7317532356997385477</a>	قصة حقيقية ليست للقلوب الضعيفة 💔	28/12/2023	2:15 mins
Vid9		<a href="https://vm.tiktok.com/ZM6uvrAcu/">https://vm.tiktok.com/ZM6uvrAcu/</a>	سفاح اميركا الاول قصة حقيقية 💔 😬 The first American serial killer, a true story.	19/12/2023	2:12 mins
Vid 10		<a href="https://www.tiktok.com/@ai.ca/ststory/video/7312474438895783173?is_from_webapp=1&amp;sender_device=pc&amp;web_id=732226">https://www.tiktok.com/@ai.ca/ststory/video/7312474438895783173?is_from_webapp=1&amp;sender_device=pc&amp;web_id=732226</a>	! قصة حقيقية A real story.	14/12/2023	1:45 mins

		<a href="https://www.tiktok.com/@hikayaai/video/73176023872402260">5767428425221</a>			
<b>Hekaya AI</b>	Vid 1	<a href="https://www.tiktok.com/@hikayaai/video/73176023872402260">https://www.tiktok.com/@hikayaai/video/73176023872402260</a> <u>80</u>	<p>القصة الحزينة لمهسا . مستخرجة من أحداث حقيقية</p> <p>The Sad Story of Mahsa. Extracted from real events.</p>	28-12- 2023	01:16 mins
	Vid 2	<a href="https://www.tiktok.com/@hikayaai/video/72912924207492334">https://www.tiktok.com/@hikayaai/video/72912924207492334</a> <u>40</u>	<p>قصة أبّ وإبنه الناجي. مستوحاة من أحداث حقيقية</p> <p>A Father and His Survivor Son's Story. Extracted from Real Events.</p>	18-10- 2023	01:40 mins
	Vid 3	<a href="https://www.tiktok.com/@hikayaai/video/72890785961387819">https://www.tiktok.com/@hikayaai/video/72890785961387819</a> <u>84</u>	<p>قصة ريان الحزينة. مستوحاة من أحداث حقيقية</p> <p>The Heartbreaking Story of Ryan. Extracted from Real Events.</p>	12-10- 2023	01:22 mins



	Vid 4	<a href="https://www.tiktok.com/@hikayyai/video/7287268140428447008">https://www.tiktok.com/@hikayyai/video/7287268140428447008</a>	قصة سام الحزينة. مستخرجة من أحداث حقيقية  The Sorrowful Story of Sam. Extracted from Real Events.	07-10-2023	01:16 mins
	Vid 5	<a href="https://www.tiktok.com/@hikayyai/video/7285897814507326752?_r=1&amp;_t=8iunDh3IAis">https://www.tiktok.com/@hikayyai/video/7285897814507326752?_r=1&amp;_t=8iunDh3IAis</a>	قصة جيك مستخرجة من أحداث حقيقية  Jake's Story, Extracted from Real Events.	4-10-2023	01:32 mins
	Vid 6	<a href="https://www.tiktok.com/@hikayyai/video/7284684567993208096?_r=1&amp;_t=8iunBokI0mM">https://www.tiktok.com/@hikayyai/video/7284684567993208096?_r=1&amp;_t=8iunBokI0mM</a>	قصة الامام سيد النقيب الذي تحدى الظلام مستخرجة من قصة حقيقية  The Story of Imam Sayed Al-Naqib Who Defied the Darkness, Extracted from a True Story.	30-9-2023	01:21 mins
	Vid 7	<a href="https://www.tiktok.com/@hikayyai/video/7284684567993208096?_r=1&amp;_t=8iunBokI0mM">https://www.tiktok.com/@hikayyai/video/7284684567993208096?_r=1&amp;_t=8iunBokI0mM</a>	قصة كامرون غوينيس. مستخرجة من أحداث	29-9-2023	01:37 mins

		<a href="https://www.tiktok.com/@hikayyai/video/7284313792228445473?_r=1&amp;_t=8iu_nEcf5x42">yaai/video/7284313792228445473?_r=1&amp;_t=8iu_nEcf5x42</a>	<p>حقيقية</p> <p>The story of Cameron Gobbins. Extracted from real events.</p>		
	Vid 8	<a href="https://www.tiktok.com/@hikayyai/video/7283290355489836321?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086">https://www.tiktok.com/@hikayyai/video/7283290355489836321?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086</a>	<p>حتى التسمم الغذائي خطير في بعض الحالات مستوحاة من أحداث حقيقية</p> <p>Even food poisoning can be serious in some cases, extracted from real events.</p>	27/9/2023	01.50 mins
	Vid 9	<a href="https://www.tiktok.com/@hikayyai/video/7282912318105636129?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086">https://www.tiktok.com/@hikayyai/video/7282912318105636129?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086</a>	<p>ألوا وهاتفها الخطير. مستخرجة من أحداث حقيقية</p> <p>Alwa and her Dangerous Phone. Extracted from Real Events.</p>	26/9/2023	01.14 mins

	Vid 10	<a href="https://www.tiktok.com/@hika yaai/video/7282449329837640992?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086">https://www.tiktok.com/@hika yaai/video/7282449329837640992?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7322811845302126086</a>	قصة هاريس، مستخرجة من قصة حقيقية  Harris's Story, Extracted from a True Story.	24/9/2023	01.26 mins
<b>Sola aso</b>	Vid 1	<a href="https://vm.tiktok.com/ZM6uqoAqU/">https://vm.tiktok.com/ZM6uqoAqU/</a>	حرفياً معجزة  ( literally a miracle )	8/9/2023	2:51 mins
	Vid 2	<a href="https://vm.tiktok.com/ZM6u78L5U/">https://vm.tiktok.com/ZM6u78L5U/</a>	قصة مأساوية بكل ما تعنيه الكلمة والنهاية أبشع ما يكون  A tragic story in every sense of the word, with the ending as grim as it gets.	19/12/2023	3:28 mins
	Vid 3	<a href="https://www.tiktok.com/@sola_aso1/video/7296940254806871">https://www.tiktok.com/@sola_aso1/video/7296940254806871</a>	قُطع نصف رأسها وخسرت ثلث ارباع دمه ولم تُمّت قصة  Half of her head	2/11/2023	02:55 mins

		<a href="https://www.tiktok.com/@sola_aso1/video/727290248906837254?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357">301?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357</a>	was severed, losing three-quarters of her blood, yet she did not die – a story.		
Vid 4		<a href="https://www.tiktok.com/@sola_aso1/video/727290248906837254?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357">https://www.tiktok.com/@sola_aso1/video/727290248906837254?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357</a>	قصة بعيدة عن المعتاد A story that deviates from the ordinary.	10/9/2023	01:15 mins
Vid 5		<a href="https://www.tiktok.com/@sola_aso1/video/7288054316512873733?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357">https://www.tiktok.com/@sola_aso1/video/7288054316512873733?is_from_webapp=1&amp;sender_device=pc&amp;web_id=7312130990603044357</a>	من عظام تحصين النفس في قصة ساحرة تبوك One of the great aspects of fortifying oneself in the story of the witch of Tabuk.	9/10/2023	01:41 mins
Vid 6		<a href="https://www.tiktok.com/@sola_aso1/video/7298061869770722">https://www.tiktok.com/@sola_aso1/video/7298061869770722</a>	التجربة المحرمة للأطفال The Forbidden Experience for	5/11/2023	01:08 mins

		<a href="https://www.tiktok.com/@sola_aso1/video/7296198852741319941">565?is_from_w ebapp=1&amp;sende r_device=pc&amp;w eb_id=7312130 990603044357</a>	Children.		
	Vid 7	<a href="https://www.tiktok.com/@sola_aso1/video/7296198852741319941">https://www.tik tok.com/@sola _aso1/video/729 6198852741319 941</a>	قصة كيفون وانكينز The Story of Kevin Watkins.	31/10/2023	01:14 mins
	Vid 8	<a href="https://www.tiktok.com/@sola_aso1/video/7306218961513778438">https://www.tik tok.com/@sola _aso1/video/730 6218961513778 438</a>	قصة البنت الصينية The Story of the Chinese Girl.	27/11/2023	01:14 mins
	Vid 9	<a href="https://www.tiktok.com/@sola_aso1/video/7321080002894728454">https://www.tik tok.com/@sola _aso1/video/732 1080002894728 454</a>	طفلة عاشت في قبر مع أخوها الرضيع A girl who lived in a grave with her infant brother.	7/1/2024	02:44 mins
	Vid 10	<a href="https://www.tiktok.com/@sola_aso1/video/7300668813517802">https://www.tik tok.com/@sola _aso1/video/730 0668813517802</a>	قضية اثارت الرأي العام في مصر A case that stirred public	12/11/2023	1:47 mins

		<a href="#">758</a>	opinion in Egypt.		
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**The content analysis sheet was divided into various dimension which are video information, information presentation, media richness key characteristics, appeals and engagement.**

**1. Video information:**

**Table (2): Video information of the sample:**

<b>Analyzed TikTok account</b>	<b>Sola aso account</b>	<b>Hikaya AI account</b>	<b>AI cast story account</b>
<b>Victim information</b>	diversity in victim narratives, with varying levels of detail and emotional impact	The victim information in the ten stories is in the same level of details as mentioning age, name, and nation.	The victim information in the ten stories is in the same level of details as mentioning age, name, and nation.

<p><b>Preparator information</b></p>	<p>Diverse in narratives as some videos mentioned information and other didn't mention.</p>	<p>The details about the character age and gender are mentioned in various videos but without mentioned the name.</p>	<p>Some of videos in known and others, the details about the character age and gender are mentioned in various videos but without mentioning the name.</p>
<p><b>Crime type</b></p>	<p>Stories involved in Homicide, murder, and kidnapping</p>	<p>Most of the story is about Tragedy accident and others were war crimes and homicide.</p>	<p>Stories involved in Homicide, murder, and kidnapping</p>
<p><b>Geographical location</b></p>	<p>Middle East and USA</p>	<p>Various locations as Iran, Palestine,</p>	<p>Most of the stories are in Iraq, and others in Kenya, US,</p>

		Morocco, Bahamas, and Kazakhstan	Mexico.
<b>Ethical consideration</b>	Neutral as efforts were made to avoid exploitation and sensationalism, emphasizing sensitivity, accuracy, and empathy	The videos inserted with the real victim videos which have a violent content.	Neutral as efforts were made to avoid exploitation and sensationalism, emphasizing sensitivity, accuracy, and empathy

**1. a. victim information:**

The analysis of victim information across diverse videos of TikTok accounts indicated that the victims had **various ages, circumstances, different nationalities, and different lives. Despite the differences in their stories,** the victims emerge as central figures, their struggles and tragedies serving as focal points that provide emotions and empathy. This diversity adds complexity to the narratives and highlights different life stages



affected by tragic events and the victim name also knowing the gender almost from the AI picture who's talking also The types and methods of violence and crimes inflicted on a specific victim are described, as is the severe violence that victims suffer from, such as stabbing, making holes in the body, gouging out eyes, and cutting off genital organs and some narrative provide circumstances, and the impact on their health and well-being but Most stories provide minimal personal information about the victims also in some videos the victims themselves narrate or describe the tragic events leading to their own deaths and the victim information in the stories reflects a wide range of demographics, circumstances and This achieves the advantage of diversity and difference, which adds generality and comprehensiveness to the videos.

### **1. b. Perpetrator information:**

The perpetrator information varies across different narratives. As it shares common elements such as perpetrator identification, **the name, the age and some videos mentioned the criminal history**. The analysis reveals a diverse range of perpetrators, from known criminals adding complexity to the

narratives. The level of detail varies, impacting the depth of understanding regarding the motives and actions of the perpetrators in each case.

### **1. c. Crime types:**

The examination of the crime types within the accounts ranged from violent assault and multiple stabbings **to homicide, kidnapping, robbery, and an attempted beheading.** The severity of the events underscores a traumatic incident, emphasizing the survivor's experience and the subsequent legal proceedings. "**ai cast story**" focuses primarily on heinous crimes and depicting a series of crimes involving murder, theft, rape, possession of weapons, and serial homicide. The narrative emphasizes the intentional and premeditated act of taking human lives, presenting a case of prolific serial homicide. "**Hikaya AI,**" in contrast, explores a variety of different crime types and crime details, including police brutality, unwarranted homicide, war crimes, and tragic accidents resulting from negligence. Unlike the other two accounts. The diverse range of crime types, from intentional acts of violence to accidental incidents, highlights the varying thematic approaches adopted by these TikTok accounts.

### 1. d. geographical location

The content analysis revealed a strategic use of geographical settings to enhance storytelling. The creators used a diverse geographical setting, spanning from National (Basra, Iraq) to international locations like the United States, Mexico, Kenya, Iran, Palestine, Morocco, and beyond, contribute to a rich variety of crime story narratives presented by creators. This diverse array of settings allows for a wide range of cultural and contextual elements to be incorporated into the storytelling, resonating with the eclectic TikTok user base. In the case of "**ai cast story**," the deliberate focus on National (**Basra, Iraq**) serves to immerse viewers in the specific environment of Basra as three out of the analyzed 10 videos committed in Iraq, creating a vivid backdrop for crime narratives. However, this specificity sparked user skepticism about the authenticity of the stories, with some expressing shock, sympathy, and outrage at the depicted heinous crimes.

### 1. f. Ethical considerations

The examination of ethical considerations arising from the analysis of 30 videos across three TikTok accounts revealed

temporal patterns and approaches in the presentation of real crime stories using artificial intelligence. Efforts were made to avoid exploitation and sensationalism, emphasizing sensitivity, accuracy, and empathy. The approach maintained a generally neutral stance and navigated ethical considerations by incorporating elements of violence and trauma responsibly. However, differences arose; AI Cast Story and Sola Aso14 aimed for responsible storytelling by not sharing too many details and considering ethical issues. In contrast, **Hikaya AI's storytelling took a negative tone, explicitly mentioning the killing of rebels without presenting a clear point of view.** The inclusion of sensitive content involving war crimes, violence, and disturbing scenes raised ethical concerns, making it unsuitable for all ages. The analysis points out how crucial it is for creators to balance creative storytelling and ethical responsibility, especially on platforms like TikTok that many young and diverse people use. Creators also need to handle sensitive crime news stories responsibly, avoiding sensationalism or exploitation while making them engage.

## 2. Information presentation:

The results of the three TikTok accounts in information presentation indicate that the most significant point is that information is presented in a storytelling format, which was presented in a straightforward and chronological structure as several narratives are described as clear and detailed, using subtitles and captions to aid understanding. The linear chain of information makes the details more accessible without overwhelming the audience. However, it was found that a minority of videos were presented in a nonlinear way, as they present all details but not in a sequence that outlines the event. Additionally, the use of subtitles enhances accessibility and provides support in conveying the narrative using the **high-contrast colours of the text** to grab attention. Also, in some videos in the account have the water mark on it. Overall, the use of **subtitles, captions, and chronological organization contributes to an effective and engaging communication of the narratives.**

**Table (3): Information presentation of TikTok accounts:**

<b>TikTok account analysis</b>	<b>Sola aso account</b>	<b>AI Cast story account</b>	<b>Hikaya AI</b>
<b>Visual elements</b>	Using of visuals as inserting a photo by AI or a real photo, using a background related to the crime scene in some videos	Depends only on the generated AI character that based on the real photo.	the character used in the narrative story wears clothes and the video has a background location related to the real crime story and inserting videos and photos from real crime story
<b>Narrative structure</b>	Linear	Some of videos are nonlinear as it wasn't stated in chronological order.	Linear
<b>Content delivery speed</b>	Moderate	Moderate	moderate

<p><b>Story tone</b></p>	<p>Suspense, emotional, tragedy and dramatic</p>	<p>Dramatic and suspenseful</p>	<p>Dramatic, tragedy and suspenseful also they used and objective tone in the videos.</p>
<p><b>Background music</b></p>	<p>Most of the videos have absence of background music but other videos have tragedy and emotional music</p>	<p>Calm sadness music, suspenseful, horror piano</p>	<p>Standard Sad and emotional background music used in all videos</p>
<p><b>Narrative closure</b></p>	<p>Clear, conclusion of a story, providing answers to questions and offering a sense of</p>	<p>Clear, conclusion of a story, providing answers to questions and offering a sense of finality to the</p>	<p>Clear, conclusion of a story, providing answers to questions and offering a sense of finality to the audience.</p>

	finality to the audience.	audience.	
<b>Historical and contextual information</b>	comprehensive panorama of human experiences, shedding light on the factors influencing the crimes discussed	comprehensive panorama of human experiences, shedding light on the factors influencing the crimes discussed	offering insights into when and where the incidents occurred and, in some cases, additional personal information about the individuals involved

### 2. a. AI visual elements:

In the analysis of AI visual elements within the content, the effectiveness of these elements in enhancing the storytelling experience is explored. The analysis recognizes the majority of videos (67%) **combine AI-generated visuals with real-life images and videos** related to the narrative story to add depth and



credibility to the storytelling, while in other videos, especially (AI cast) the TikTok account didn't mention any real videos or images and depends only on the generated AI character that based on the real photo. Additionally, the character used in the narrative **story wears clothes and the video has a background location related to the real crime story**, while other videos specially in (AI cast) TikTok account did not use any visual elements to the character (customs or location) related to the story as the background is blurred. However, the majority have an absence of varied facial expressions, movement, and emotional depth. **The lack of emotional expression is noted**, contributing to a somewhat flat emotional impact that nuanced challenges in the realm of storytelling. While the use of AI-generated humans adds an engaging visual dimension to the story, the repetitive and consistent facial expressions raise concerns about emotional impact.

## 2. b. Narrative Structure:

The analysis of narrative structure across various stories used chronological and linear formats. Stories present a sequence of events that gradually reveal the challenges the victims face or the details of the crimes, as they describe a sequence of events, providing a clear and organized account for the audience. The

**linear structure** follows the tragic events, magical crimes, experience, and experimental discoveries, in that order. The use of this structure contributes to audience engagement, emotional impact, and effective closure in the narratives as it allows the audience to engage emotionally with the characters and the plot.

### 2. c. Content delivery Speed:

In the examination of content delivery speed across various analyses, it is consistently described as moderate. This **moderate pace** is considered appropriate for effective storytelling, striking a balance between providing detailed information and maintaining audience engagement. Several instances emphasize that the content delivery, whether in video or text format, is well-structured and organized. The pacing allows viewers to understand information without feeling rushed or overwhelmed. The clear and methodical presentation provides a **comprehensive understanding** of the events and emotions involved in the narratives.

### 2. d. Story tone:

The content analysis reveals a constant use of dramatic and tragic tones across various stories. Each narrative describes a mix **of drama and tragedy, portraying gripping events that capture the audience's attention.** To convey emotions like fear

and shock due to the dangerousness of the events described. Additionally, some stories used an objective tone to provide some advice for the audience. The overall tone varies across narratives, involving tragedy, drama, suspense, cautionary reflections, and emotional intensity.

### **2. e. Background music:**

The content analysis highlights the diverse use of background music in the videos. Some videos lack background music. This absence allows the survivor's voice to take center stage, highlighting a direct and unfiltered narrative approach. In contrast, other videos strategically used background music to enhance the emotional impact of the storytelling. Sad and dramatic music is utilized to capture strong emotions from the audience. Specific examples include the use of **suspenseful background music**, **horror piano music**, and **calming sadness music**. Especially in (Hikaya AI) the TikTok account used the same sad background music and mystery in all the analyzed videos.

### **2. f. Narrative Closure:**

The analysis of narrative closure within the accounts examined the diverse ways narrative closure is presented across different stories, ranging from legal resolutions and consequences

to emotional impacts and cautionary reflections. As it provides a sense of finality and understanding for the audience, contributing to the overall effectiveness of the storytelling. Several stories provide clear **conclusions about individual characters' lives**. These conclusions serve as advisory tales, highlighting the consequences of certain decisions and actions. Overall stories conclude with cautionary notes or recommendations, such as prayers and rituals to protect against potential magical influences, or advice to stories conclude with advisory notes, suggesting precautions like prayers or rituals to guard against potential magical influences, or urging carefulness when engaging in comparable behaviors. Be careful when engaging in similar behaviors.

## 2. g. historical and contextual information

The historical and contextual information extracted from the videos provides a comprehensive panorama of human experiences, shedding light on the factors influencing the crimes discussed. **These stories teach us a great deal about the motivations behind people's actions, emphasizing the impact of family, society, personal struggles, and cultural beliefs.** Understanding the legal background and the temporal setting, as exemplified in Alison Booth's narrative in South Africa from

1994 to 2004, enriches our comprehension of the circumstances surrounding traumatic experiences. Samuel Little's criminal background further illuminates the intricate interplay of societal, cultural, and legal factors contributing to violent tendencies, showcasing the complex mix of personal struggles and external influences shaping criminal behavior. Additionally, the victim's harrowing recollection of abduction, mutilation, and sorcery in 2010 underscores the profound impact of cultural norms on criminal acts, emphasizing the importance of considering societal context.

The YouTuber's crime in Karakok and Kaitlyn's journey both demonstrate how family dynamics, societal expectations, and personal challenges play pivotal roles in shaping individual actions. The historical backdrop of ancient Egypt around 600 BC and real-world events like Mahsa Amin's case in 2022 and Mohammed al Hadidi's incident in 2021 showcase the interconnectedness of personal struggles and broader historical contexts. Furthermore, the Moroccan incident in Chef Shawan in 2001, and the individual's 17-year struggle until 2018, highlight the intersection of geographical specifics and personal perseverance, contributing to a nuanced understanding of the narrative. Lastly, the mention of the Iowa weightlifter's passion

and Rajab MUSAAD Hassan's gym incident in 2019 intertwines cultural nuances and personal traits, illustrating how individual interests intersect with unexpected events, weaving a multifaceted and interconnected tapestry of human experiences.

### 3. Media richness key characteristics:

#### 3. a. Use of multiple cues:

Daft et al. (1986) refer to the degree to which nonverbal cues like body language, tone of voice, and facial expressions can be conveyed through a medium as communication is a complex process that consists of all these factors. Most of the videos in three Tiktok **pages lacked emotions, usage of facial expressions, and Lack of body language.** The tone in most of the videos is Monotone as all of the voice-over was narrated by AI however it was not obvious due to the usage of background music in some of the videos. Although the content looked moderately realistic, it lacked all these elements except in one video on the Sola Aso page as one of the videos employed empathy in the tone of voice of the AI narrator.

### **3. b. Language variety:**

Daft et al. (1986) refers to language variety as the degree to which symbols in different languages can convey a diverse range of meanings is referred to as language variety. Rich communication mediums are less effective than natural language at conveying a wide range of languages when compared to numerical symbols, shorthand, or extremely formal language. The three Tiktok pages **used informal language** to convey the language in a much easier way for the viewers as they depended on a linear structure by informally using the Arabic language as they were narrating informally by using captions which made it made it much easier for viewers to grasp the message of the crime story, understand and get hooked to it.

#### **4. Appeals:**

The dominant appeal that was used in all videos on all three pages was the **emotional appeal** as most of the crime stories were narrated by victims who were AI generated both image and voice, rarely when they used the predator as the narrator. The choice of this appeal was to get empathy from the viewers as they tried to put some emotional details in the script to get the viewers hooked

to the crime story moreover all the stories were real-life crime stories which made it more emotional and shocking that kind of crimes happen in real life.

## 5. TikTok engagement:

### 5. a. Calls to Action:

In one video, the speaker gives advice on using prayers and rituals to stay safe from magic. Another video doesn't directly tell viewers what to do but encourages them to be aware of the struggles faced by people with rare conditions, be positive on social media, and support fairness and inclusivity. Some videos end by asking viewers to like, share, and subscribe for more interesting content, creating a sense of community. There's also a video warning that making bad decisions can lead to a tough life, acting as a lesson. Moreover, one video asks viewers to **pray for Gaza**, highlighting the challenges people there face and urging social advocacy. In all, the diversity in the types of calls to action reflects the various storytelling and content creation styles across the different videos. While some aim to directly engage the audience, others rely on implicit messages or advocate for social and preventive actions.



### **5. b. Interactive storytelling**

The use of interactive storytelling varies across the analyzed videos. While **some lack traditional interactive elements** like polls or quizzes, they compensate by concluding with a narrative that encourages audience participation, such as sharing thoughts in the comments or expressing opinions. Despite limited interactive features, the video tries to involve the audience in different ways, making the storytelling experience more engaging. On the other hand, some videos maintain a one-sided storytelling approach, lacking interactive elements and relying solely on the narrative to convey the message. In instances where interactive storytelling is employed, the engagement is facilitated through on-screen caption, urging viewers to reflect and share their perspectives. Overall, the presence or absence of interactive elements shapes the level of audience engagement and participation in the storytelling process.

### **5. c engagement metrics:**

The engagement throughout the videos of different pages varied as some videos has higher engagement than other videos.

**Table (4): Engagement metrics of TikTok accounts in the study:**

<b>TikTok pages</b>	<b>Vid. No</b>	<b>Views</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>	<b>Saves</b>
<b>AI Cast</b>	Vid 1	3.3 m	103k	1669	954	11.6K
	Vid 2	2.5 m	81.3K	2318	389	11K
	Vid 3	746.5k	10.8K	189	247	1165
	Vid 4	442.3k	5003	166	139	457
	Vid 5	293.2 K	3736	47	48	490
	Vid 6	296.8K	6340	205	258	684
	Vid 7	244.3 K	3803	58	164	439
	Vid 8	224K	6646	163	44	809
	Vid9	215.6K	4338	56	79	557
	Vid 10	165.4K	2513	33	36	201
	Vid 1	137.8K	7415	243	60	898

<b>Hekaya AI</b>	Vid 2	56.3K	2743	44	61	236
	Vid 3	511.6K	21.5K	539	610	2550
	Vid 4	675.6K	20.1K	181	917	2210
	Vid 5	533.3k	25.2k	339	1206	2620
	Vid 6	429.0k	31.0k	440	620	3650
	Vid 7	1.0 M	41.1k	501	1333	4876
	Vid 8	154.9k	9113	126	1308	1144
	Vid 9	5.8M	244.4k	4776	88.4k	36.7k
	Vid 10	3.0M	127.7k	1729	9605	17k
<b>Sola aso</b>	Vid 1	9.6M	383.5K	6276	33.6k	68.6K
	Vid 2	10M	339.7K	7334	49.5K	6367
	Vid 3	6.9 M	179.2k	1530	2279	28.2K
	Vid 4	6.1 M	161.1k	2538	39.9k	24.8K
	Vid 5	5.5 M	161.1k	1603	43.8k	24.8K
	Vid 6	4.0 M	103k	514	1250	13.6K

Vid 7	3.5M	71.4K	1019	1004	7796
Vid 8	3.2 M	137k	2105	1413	18.4K
Vid 9	4.6 M	167.6k	3419	15.7k	22.6k
Vid 10	2.8M	64.2k	738	760	8190

Based on the analysis of the three accounts it was found that **(Hikaya Ai)** have **high engagement metrics** (share- like-comment) and views due to the unique usage of various different elements for instance the interstiation of real videos and images related to the crime, the scene composition including the character customs and background is related to the real crime scene as video no.7 as in the real crime story the graduated boy was eaten by shark in the sea, so the video which created by AI the character wearing customs related to the beach vibes and the video background is the sea, additionally this account use same background music in all the videos. Also **(sola aso)** have **high engagement metrics** (like-share-comment) however it employs mixed techniques as some videos used different background music, scene composition and visual elements despite of the other videos in this account do not employ some of these techniques,

but still reached a high engagement due to the relativity of the narrative to the audience. On the other hand (**Cast Ai**) have **a low engagement metrics** (like-share-comment) compared to the other two pages. As it depended on the generated AI character and do not used any visual elements, but they use background music in some videos, also the quality is not clear. Additionally, all the three accounts are using the same hashtags which related to AI videos, real crime stories and AI to personalize with the TikTok algorithm to make it easier for the viewers to reach these videos. (write some percentages or number)

#### 5. d. Comment analysis of three accounts:

The comments on different videos show that people have different feelings and thoughts about the stories. For example, in a video about Muhammad Al-Issawi's daughter in Yemen, some people feel sad, shocked, or don't believe the story. People express support or doubt, asking for proof to confirm if the stories are true. In another video about a person named Mastafa Ali, comments are a mix of praise for his achievements and questions for more information. People also bring in their cultural and **religious beliefs**, using phrases like "Allah is the greatest" or "Allah is sufficient for me." Some comments have a bit of humor or playfulness, using emoji's or making jokes. It's important to

notice that not everyone believes the stories, and some ask for more details or question if the stories are fair and true. The videos have different approaches to asking viewers to do something. Some don't ask for anything specific, while others suggest ways for viewers to get involved or share their thoughts. This mix of reactions and **calls to action shows that people engage with these videos in different ways**. Moreover, the majority of the comments about **how narrator is talking while they are died** as it indicated that the audience have a lack of awareness about AI video techniques.

### **Discussions:**

The emergence of Technologies has helped in storytelling as Venkataramanan (2023) discussed the strengths of generative artificial intelligence in creative tasks, specifically focusing on image generation models. The results concluded that AI has been a useful tool in crime storytelling as the usage of AI movements and AI narrator has brought the dead victim to life to narrate his story by changing the scenery compositions related more to the crime scene and using background music that makes the audience more hooked to it Moreover employing different techniques, for instance, the addition of sound effects which contributed to the stories, the content delivery speed is consistently described as

moderate, striking a balance between providing detailed information and maintaining audience engagement., the different geographical locations that grasped the audience attention and the different types of crimes which give the viewers the thrills.

All these elements benefited the story telling as it aligned with Ghajargar, Bardzell& Lagerkvist (2022) as it was stated that with the right fictional elements that the AI produced, for instance, Characters, the plot which leads to help in improving and evolving of the story creation. Additionally, production has become easier and more accessible for the creators Sofy (2023) argued that the usage of AI in the production of digital storytelling is much cheaper and faster than using the traditional ways and provides great results for animation. Furthermore, integrating AI-generated visuals seamlessly with authentic real-life images and videos associated with the narrative story enhances the storytelling experience by providing depth and credibility for a better storytelling experience supporting Lina and Molinas (2018), who emphasized the pivotal role of technological innovation, specifically the integration of artificial intelligence. This integration significantly enhances storytelling across diverse sectors, including education, scientific communication, and

government information, leveraging visualizations and multimedia elements. The tone of the AI narrators varied between men, females, and children according to the crime story and the story tone of the real crime stories was suspenseful and dramatic as the crime stories were all suspenseful because in all of the videos mentioned the details of the crime. Also, emotional appeal was used in all videos to make viewers empathize with the victim by putting some phrases in Voice over to gain more engagement of the followers as some videos focused on children as victims especially cases that are famous and known as Hernandez et al. (2021) conduct an experiment to test the effectiveness of predictive models in improving AI-driven crime news narratives.

They highlight the approach's potential to keep a cohesive and emotionally compelling plot that is in line with an author-defined emotional curve. Two of the media richness key characteristics were employed: language variety and multiple cues. Multiple cues were not used in videos as the tone is monotone and there is a lack of emotions, facial expressions, and body language however the use of variety was utilized in the videos as all of the videos used informal language to make it easier to the audience to comprehend the crime story however Ghajargar, et al



(2022) stated that there is more potential in AI in generating much better stories in future due to it is evolving nature. All these elements affect the engagement t metrics in three pages if one of these elements was not there it affected it greatly that's why there is a difference between the three accounts in Titoki. Every account utilized different techniques which resulted in different engagement patterns (likes, shares, comments, saves) Vidrih & Mayahi (2023) stated that AI storytelling can generate impactful narratives that relate with the target audience moreover these narratives are more engaging and personalized to them.

### **Conclusion:**

In this study, we presented the usage of AI in crime storytelling on TikTok, as findings reveal the multifaceted impact of AI, as following:

- Enhancing storytelling across crucial aspects as Immersive storytelling: AI breathes life into victim perspectives through dynamic movements, scene compositions, and soundscapes, fostering an experience that transcends traditional storytelling.

- Accessibility and efficiency: AI simplifies and speeds up production, democratizing digital storytelling and empowering creators with readily available tools. Enriched narratives: seamless integration of AI-generated visuals with real-life footage adds credibility and depth to narratives, enriching the storytelling experience.
- Emotional resonance: AI narrators adapt their tone and emotional appeal to specific stories and victims, fostering empathy and engagement with viewers.
- Personalized impact: The ability to tailor AI narratives to diverse audiences strengthens the potential for meaningful impact and connection. While further research is needed to investigate deeper into the ethical considerations and limitations of AI storytelling, this study paints a promising picture of its potential. As AI technology evolves, its role in crafting captivating and impactful narratives, particularly on platforms like TikTok, is ready to become increasingly significant. This field presents exciting opportunities for future research exploring audience demographics, ethical implications, and the evolving forms of AI-powered storytelling.

### **Limitation and the future study:**

The current study has several limitations. As long-term engagement as initial novelty might drive high engagement, maintaining audience interest over time can be challenging for any storytelling format, requiring careful consideration of narrative quality and evolution. Moreover, Due to a new genre emerging as AI-powered storytelling the sample size of 30 videos from three accounts may not be enough to generate statistically significant and generalizable findings. Also, the impact on young audiences was hard to measure due to the impossible identification of the TikTok accounts engaging with the analyzed videos. Unstable genre conventions as well as AI-powered crime storytelling on TikTok are still evolving. This makes it difficult to assess quality metrics, analyze audience preferences, and predict future trends accurately. In addition, AI technology currently struggles with portraying believable and emotionally resonant characters. This limitation can hinder audience empathy and connection with the fictional victims and criminals within the narratives. (Points)

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- Yasmine Yasser Saad
- Areej Adel Fahmy
- Christeen Rimon Morees
- Hams Adel Hussein
- Lydia William Albert
- Mahmoud Mohamed Asfour
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### Appendix:

- <https://docs.google.com/spreadsheets/d/15xFCLACuUr87rRIImxGRrbzhZKZzjizz-NBT1IQbU8bs/edit#gid=0>