

Nordic AI Meet 2026

P1: AI, Society, Governance, Education & Working Life

1. AI-enhanced messages and the muddying of minds: An examination of receivers' reactions

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Abstract: The rapid development of AI enables senders to use AI-based tools to enhance the text in their messages. However, the reactions of receivers to such messages remain unclear. This study examines the effects of AI-enhanced text (not “AI-generated”), in which a human author creates an initial version that is then improved using AI. In three studies, different contexts were examined: a car seller communicating via email (Study 1), a service agent during a service recovery process (Study 2), and dating text messages (Study 3). Results show that receivers evaluated the sender lower when AI was used. This decline in evaluation was mediated by the perceived access to the sender’s mind and trust. The findings suggest that senders should avoid enhancing their texts in ways that increase receivers’ perceptions of AI involvement. Although it can be tempting to use AI to make it easier for anyone to write like a professional author, research indicates that this may not be beneficial. Receivers prefer human senders and exhibit a negative bias towards AI-enhanced text. Studies on reading habits suggest that when people read novels, their primary motivation is to understand human authors’ thoughts and experiences. One should humanise their text; several tools, such as Grammarly’s humanizer, are available. Ultimately, it may be better to embrace your imperfect text, even with spelling mistakes. Today, many people enhance their writing, and AI models are trained to mimic this human-generated content. If everyone enhances their texts, AI may generate new content based on already AI-enhanced material, leading to a unique writing style that could impact language and writing in general. If all content is seen as AI, customers may find it hard to tell if they’re engaging with humans or AI. In marketing, a strong brand personality and personalised communication are central. However, reliance on AI-generated text could weaken that personal connection to the customer.