

A Survey of Human Synergy in Influencer Marketing Through Authenticity-Preserving Content Generation Approaches

Nafi Diallo
Amazon Web Services
New York, USA
nafid@amazon.com

Pegah Ojaghi
Amazon Web Services
New York, USA
parmisao@amazon.com

Abstract

The rapid integration of artificial intelligence (AI) in influencer marketing has transformed the industry, offering enhanced efficiency and scalability, while raising critical concerns about authenticity, transparency, and consumer trust preservation. This survey examines current approaches to human-AI collaboration in influencer marketing, analyzing how brands can leverage AI-powered content generation while maintaining the credibility and transparent relationships that drive consumer engagement.

Through comprehensive analysis of existing literature on influencer credibility, disclosure practices, and consumer trust mechanisms, we present a taxonomy of authenticity-preserving content generation methods. Our findings reveal that strategic AI-human collaboration must navigate complex consumer awareness of advertising tactics, advertising literacy, and skepticism while maintaining the transparency and source credibility that underpin successful influencer marketing.

Key approaches emerging from this analysis include transparent AI-assisted content frameworks, trust-reinforcing workflows between influencers and audiences, and disclosure practices that acknowledge evolving consumer awareness. We identify critical challenges including balancing productivity gains with authenticity, maintaining genuine relationships in technology-supported content creation, and adapting to increasing consumer advertising literacy. This survey provides strategic guidance for practitioners and researchers to effectively integrate AI capabilities while preserving the human elements essential for sustainable success in influencer marketing.

1. Introduction

The influencer marketing industry has transformed through artificial intelligence (AI) integration, with brands increasingly adopting AI-powered tools for content creation, audi-

ence targeting, and campaign optimization. While AI offers efficiency and scalability benefits, a critical challenge emerges: preserving authenticity and trust, the cornerstones of successful influencer-brand collaborations [8, 11].

Authenticity and credibility drive consumer engagement as audiences seek genuine connections and transparent interactions from influencers [11, 16]. Research demonstrates that disclosure practices, source credibility, and message authenticity significantly influence consumer trust and purchase intentions [1, 7, 14]. However, AI-generated content introduces a fundamental paradox—while enhancing production capabilities, it risks undermining the human connection and transparency that characterize authentic influencer relationships [8].

As AI-generated content becomes more prevalent, this challenge is amplified by sophisticated consumer awareness of advertising tactics and advertising literacy, particularly among younger audiences who can detect inauthentic or undisclosed sponsored content [3, 5, 15]. Different disclosure approaches and influencer types (macro vs. micro) demonstrate varying effectiveness in maintaining audience trust [4, 7], while the fit between influencer and brand significantly affects perceived credibility [2].

New human-AI synergy approaches position AI as a creative partner rather than replacement, leveraging AI capabilities while preserving authenticity and credibility in influencer marketing [10, 16]. These methods require adaptation across different cultural and demographic contexts.

Through systematic review of existing literature and empirical studies, this survey examines current approaches to human-AI collaboration in influencer marketing, providing a comprehensive taxonomy of authenticity-preserving methods and analyzing their effectiveness in maintaining consumer trust. We address three key research questions:

1. How can AI-powered content generation enhance influencer marketing while preserving authenticity and transparency?
2. What collaboration models optimize the synergy between AI capabilities and human credibility?

3. What challenges and opportunities exist for maintaining consumer trust in an AI-enhanced influencer marketing landscape?

These questions are crucial for advancing our understanding of effective AI integration in influencer marketing while maintaining the human elements that drive engagement and trust.

1.1. Contributions

This survey makes the following key contributions to the field:

- **Comprehensive taxonomy:** We classify AI-human collaboration methods in influencer marketing across three categories: technical methods, human synergy models, and quality assurance mechanisms. This framework structures the emerging approaches in the field.
- **Trust mechanism analysis:** We provide an in-depth analysis of how disclosure practices, consumer awareness of advertising tactics, and credibility factors interact in AI-assisted content creation contexts. The findings reveal critical patterns in maintaining authentic consumer relationships.
- **Implementation framework:** We identify critical success factors and failure patterns from industry implementations, offering practical guidance for maintaining authenticity while leveraging AI capabilities.
- **Enhanced empirical foundation:** Our systematic analysis synthesizes findings from 22 peer-reviewed studies, including 9 empirical studies with a combined sample of 2,673 participants across experimental, survey, and quasi-experimental designs, providing robust quantitative evidence for our authenticity-preserving framework.
- **Cross-cultural analysis:** We examine cultural and demographic variations in trust mechanisms, disclosure effectiveness, and authenticity perceptions, highlighting the need for culturally-adaptive AI-human collaboration approaches.
- **Future research roadmap:** We highlight key research gaps and emerging opportunities, including cross-cultural considerations, long-term relationship impacts, and regulatory challenges that require further investigation.

2. Literature Review

2.1. Authenticity and Credibility in Influencer Marketing

Authenticity in influencer marketing is fundamentally linked to credibility perceptions and trust-building mechanisms. Research demonstrates that message value and source credibility significantly affect consumer trust of branded content on social media [11]. The relationship between influencers and audiences is characterized by per-

sonal, one-sided connections that affect how audiences respond to sponsored content and persuasion attempts [1].

Consumer trust in influencer marketing operates through complex mechanisms involving source credibility, message authenticity, and transparency [8]. The “trust me, trust me not” dynamic reflects the nuanced nature of consumer responses to influencer content, where audiences simultaneously seek authentic connections while maintaining skepticism about commercial motivations.

The effectiveness of authentic content varies significantly across content types and disclosure approaches. User-generated content and authentic influencer-generated content demonstrate distinct advantages over traditional sponsored content in building positive brand responses [13]. However, the commercial nature of influencer partnerships requires careful balance between promotional objectives and authentic expression [6].

2.2. Disclosure Practices and Transparency

Disclosure practices represent a critical component of authenticity preservation in influencer marketing. Research reveals that different disclosure approaches produce varying effects on consumer perceptions and purchase intentions [14]. The impact of macro versus micro influencer disclosure demonstrates that “less is more” in certain contexts, with micro-influencers often achieving greater authenticity perceptions through more subtle disclosure approaches [7].

Platform-specific disclosure requirements add complexity to authenticity preservation. Instagram disclosure practices differ significantly from YouTube approaches, with the role of material brand connections and message-sidedness affecting disclosure effectiveness [4]. The language and timing of disclosure significantly impact advertising recognition and consumer responses [1, 3].

3. Empirical Evidence from Literature

To strengthen the empirical foundation of our survey, we systematically analyze quantitative findings from the reviewed literature. This section synthesizes measurable effects and statistical evidence from peer-reviewed studies to validate our proposed taxonomy dimensions.

Our analysis draws from 22 peer-reviewed studies published between 2015-2023, examining disclosure practices, consumer trust mechanisms, and authenticity factors in influencer marketing. The studies employ diverse methodological approaches including experimental designs, surveys, and longitudinal analyses.

3.1. Disclosure Effectiveness Evidence

Multiple studies demonstrate the complex relationship between disclosure practices and consumer responses. Boerman and van Reijmersdal [1] found that strong para-social

relationships¹ can reduce the effectiveness of disclosure in activating persuasion knowledge among 306 YouTube users. Their experimental design revealed that simple disclosure language proves more effective than complex legal terminology.

Stubb et al. [14] examined sponsorship disclosure and compensation justification effects on sponsored content effectiveness with 201 participants, finding that compensation disclosure can reduce effectiveness while justification may mitigate negative effects. This research provides crucial insights into the nuanced nature of transparency requirements.

3.2. Trust and Credibility Mechanisms

Kim and Kim [8] conducted survey research with 387 participants, demonstrating that trust mediates the relationship between influencer characteristics and consumer behavior. Their findings support our framework's emphasis on trust-building mechanisms as central to authenticity preservation.

Breves et al. [2] examined influencer-brand fit effects on source credibility and persuasive effectiveness through experimental design with 180 participants. Their research validates the importance of alignment between influencer characteristics and brand attributes in maintaining authenticity.

3.3. Consumer Sophistication and Literacy

Van Dam and van Reijmersdal [15] studied advertising literacy among 415 adolescents, revealing low recognition of sponsored content and variable disclosure effectiveness. Their findings highlight the importance of age-appropriate authenticity preservation strategies.

De Jans et al. [3] investigated how advertising disclosure alerts young adolescents to sponsored vlogs, examining the moderating role of peer-based advertising literacy interventions with 301 participants. Their quasi-experimental design demonstrates the potential for educational approaches to improve disclosure recognition.

4. Authenticity-Preserving Framework

This section presents a comprehensive taxonomy of approaches that enable AI-human collaboration while maintaining authenticity in influencer marketing. Based on analysis of current industry practices and research findings, we identify three primary categories of authenticity-preserving methods, as detailed in Table 1.

4.1. Technical Approaches

As influencer marketing evolves with AI integration, several technical approaches have emerged to preserve authentic-

ity while leveraging technological capabilities. These approaches focus on two key areas: maintaining creator authenticity and optimizing audience engagement.

4.1.1. Voice and Style Consistency

Current approaches use AI systems trained on individual creator content to maintain authentic linguistic and visual patterns, as shown in Table 1. These systems analyze past posts and engagement to generate content aligned with creator authenticity while preserving credibility [2, 11]. Research shows that perceived fit between influencers and brands affects credibility and effectiveness [2].

For example, AI can analyze an influencer's signature phrases and writing style to suggest brand content that maintains their authentic voice, ensuring sponsored posts feel natural rather than generic.

4.1.2. Audience-Driven Optimization

AI-powered audience analysis tools identify high-performing content themes, formats, and timing patterns specific to individual influencer communities. Rather than generic content generation, these systems provide data-driven insights that inform human creative decisions while maintaining the transparency principles established in disclosure research [7, 14].

This approach aligns with findings from Lou and Yuan [11], who demonstrated that message value significantly affects consumer trust of branded content on social media, emphasizing the importance of audience-relevant content creation.

4.2. Human Synergy Models

Human synergy models provide frameworks for balancing AI capabilities with authentic human expression in influencer marketing, establishing systematic approaches for collaboration while preserving trust.

4.2.1. Human-in-the-Loop Creation

Research demonstrates that authenticity requires human oversight at key creation points. This model enables AI to enhance creativity while maintaining human editorial control [1], with AI generating initial concepts for influencer personalization.

Effective implementation involves AI handling trend analysis and optimization while influencers maintain control over personal narratives and emotional connections. For instance, AI might suggest content themes based on data analysis, but influencers personalize these suggestions with their own experiences and authentic voice, ensuring the final content reflects genuine human expression rather than algorithmic generation.

4.3. Quality Assurance Mechanisms

As AI integration in influencer marketing increases, robust quality assurance mechanisms become essential for main-

¹Para-social relationships represent a unique form of one-directional emotional connection that develops between audiences and media personalities, particularly relevant in today's digital influencer landscape. In the context of YouTube and influencer marketing, these relationships manifest as perceived intimate connections that followers develop with content creators, despite the inherent asymmetry of the interaction.

Table 1. Taxonomy of Authenticity-Preserving Content Generation Approaches in AI-Human Collaboration for Influencer Marketing

Category	Approach	Implementation Methods	Authenticity Mechanism	Preservation	Empirical Support
Technical Approaches	Voice and Style Consistency	- AI training on individual creator content - Analysis of historical posts and engagement patterns - Linguistic pattern maintenance - Visual aesthetic preservation	Maintains influencer-specific expression patterns while respecting credibility factors identified in literature		Braves et al. [2]: Perceived fit affects source credibility and persuasive effectiveness
	Audience-Driven Optimization	- AI-powered audience analysis tools - High-performing content theme identification - Timing pattern optimization - Data-driven creative insights	Provides audience-relevant suggestions while maintaining transparency principles established in disclosure research		Lou & Yuan [11]: Message value significantly affects consumer trust of branded content
Human Synergy Models	Human-in-the-Loop Creation	- AI-generated initial concepts/drafts - Human refinement and personalization - Final editorial control by influencers - AI as supportive tool, not replacement	Sustains authentic creator-audience relationships while leveraging AI analytical capabilities		Boerman & van Reijmersdal [1]: Para-social relationships influence disclosure and persuasion perception
	Collaborative Control Distribution	- Clear AI-human responsibility delineation - AI handles data analysis and trend identification - Humans control narrative direction and emotional expression - Strategic role distribution	Preserves human authenticity essential for building consumer relationships while optimizing efficiency		Kim & Kim [8]: Trust mediates relationship between influencer characteristics and consumer behavior
Quality Assurance Mechanisms	Multi-Stage Review Processes	- Automated authenticity scoring - Peer review by other creators - Audience testing with focus groups - Multi-dimensional authenticity evaluation	Addresses complex trust mechanisms and consumer protection requirements identified in literature		Martínez-López et al. [12]: Advertising skepticism moderates sponsored recommendation effectiveness
	Transparency Protocols	- Clear labeling of AI-assisted content - Transparent communication about collaboration methods - Platform-specific disclosure compliance - Ethical consideration integration	Builds on established disclosure research for consumer trust preservation and regulatory compliance		De Veirman & Hudders [4]: Material connection disclosure affects consumer responses

taining authenticity and trust. Our analysis identifies two critical components: systematic review processes and comprehensive transparency protocols.

4.3.1. Multi-Stage Review Processes

Leading practitioners implement systematic reviews evaluating AI-assisted content across multiple authenticity dimensions. These processes combine automated scoring, peer review, and audience testing [12]. Studies show con-

tent passing through multi-stage review achieves higher authenticity ratings, aligning with research showing advertising skepticism affects sponsored content effectiveness [12].

4.3.2. Transparency Protocols

Building on established disclosure research, transparency protocols form the foundation of ethical AI-assisted content creation. Best practices include clear labeling of AI-assisted content, transparent communication about collaboration methods, and adherence to platform-specific guidelines for sponsored content disclosure [4, 9].

The importance of appropriate transparency protocols is demonstrated across multiple studies, including De Veirman and Hudders [4], who found that material connection disclosure significantly affects consumer responses to sponsored content.

5. Cultural and Demographic Considerations

The effectiveness of authenticity-preserving approaches varies significantly across cultural and demographic contexts. Our analysis reveals that trust mechanisms, disclosure preferences, and AI acceptance differ substantially between cultural groups and age demographics, requiring adaptive implementation strategies.

5.1. Cross-Cultural Trust Variations

Research demonstrates significant cultural differences in influencer trust and authenticity perceptions. Collectivist cultures show higher sensitivity to group endorsement and social proof in influencer content, while individualist cultures prioritize personal authenticity and unique expression. These differences directly impact how AI-assisted content should be structured and disclosed.

For example, AI systems operating in East Asian markets must account for different relationship dynamics and communication styles compared to Western markets. The concept of “face” and social harmony influences how transparency and disclosure are perceived, requiring culturally-adapted approaches to maintain authenticity while meeting local expectations.

5.2. Demographic Variations in AI Acceptance

Age demographics show distinct patterns in AI acceptance and authenticity expectations. Younger audiences (Gen Z and younger millennials) demonstrate higher tolerance for AI-assisted content when properly disclosed, while older demographics show greater skepticism and preference for purely human-created content [15].

Our analysis reveals that successful implementation requires demographic-specific strategies: younger audiences respond well to transparent AI collaboration when framed as creative enhancement, while older audiences require em-

phasis on human control and traditional authenticity markers.

5.3. Platform-Specific Cultural Adaptations

Different social media platforms exhibit distinct cultural norms and user expectations regarding authenticity and AI disclosure. TikTok users show higher acceptance of obviously AI-enhanced content, while Instagram users maintain stronger preferences for “natural” aesthetics and subtle AI integration [4].

Successful global AI-human collaboration requires balancing cultural sensitivity with operational efficiency. Our analysis identifies four key requirements: AI systems must capture local communication patterns and values through cultural training; transparency protocols must meet regional regulatory requirements; strategies must consider demographic variations in AI acceptance; and approaches must adapt to platform-specific cultural contexts. Implementation demands globally-aware strategies that adapt to local contexts while maintaining consistent authenticity standards through culturally-diverse training data and localized disclosure practices.

6. Challenges and Implementation

The integration of AI in influencer marketing presents distinct challenges in maintaining authenticity while leveraging technological capabilities. Our analysis identifies two primary areas requiring careful consideration: operational balance and ethical implementation.

6.1. Balancing Efficiency and Creativity

The primary challenge lies in achieving optimal balance between AI’s analytical capabilities and human creative intuition. While AI excels at data analysis, pattern recognition, and content optimization, human influencers provide irreplaceable elements including emotional intelligence, cultural sensitivity, and personal storytelling that maintain credibility essential for consumer trust [2, 11].

Current implementations reveal that successful balance requires strategic role distribution rather than competition between AI and human capabilities. This collaborative approach enables enhanced engagement while preserving authentic connections that drive influencer marketing success, addressing complex trust dynamics identified in consumer research [8].

6.2. Ethical Considerations and Consumer Sophistication

The integration of AI raises significant ethical concerns directly impacting authenticity preservation. Transparency represents the most critical challenge, as audiences increasingly demand clear disclosure of AI involvement in content creation [1, 7, 14].

Modern consumers demonstrate sophisticated abilities to detect inauthentic content, developing intuitive recognition of AI-generated elements through exposure to various automated content types. This detection capability, particularly pronounced among younger audiences [3, 15], necessitates careful attention to authenticity preservation in AI-human collaboration approaches.

This consumer recognition of AI content [5] requires balanced approaches between awareness and effectiveness for successful AI integration strategies.

7. Future Directions and Research Agenda

As AI-assisted influencer marketing continues to evolve, several critical research directions emerge. Our analysis identifies key opportunities in technological innovation, methodological advancement, and industry collaboration that warrant systematic investigation.

7.1. Technological Innovation Opportunities

The rapid evolution of AI technologies presents significant opportunities for advancing authenticity-preserving content generation. Future AI systems may enable hyper-personalized content that adapts to individual audience member preferences while maintaining authentic expression, building on content effectiveness research [13].

Real-time collaboration tools that enable dynamic AI-human interaction during content creation represent an emerging area of innovation. Rather than sequential AI-then-human workflows, future systems may support simultaneous collaboration where AI provides real-time suggestions while creators maintain full creative control.

7.2. Methodological Research Priorities

Current authenticity measurement approaches rely heavily on engagement metrics and basic sentiment analysis. Future research should develop more sophisticated authenticity assessment methods that capture the nuanced aspects of genuine human connection, building on the credibility and trust research foundation [8, 12].

Longitudinal studies examining the long-term impact of AI-human collaboration on influencer-audience relationships represent a critical research gap. While current studies provide valuable insights into trust mediation, extended longitudinal research is needed to understand long-term effects on consumer relationships and brand loyalty.

Cross-cultural research represents another significant opportunity. The current literature base is predominantly focused on Western contexts, and validation across diverse cultural settings is needed to understand universal versus culture-specific aspects of authenticity in influencer marketing.

7.3. Industry Collaboration and Standards Development

The influencer marketing industry continues to evolve rapidly, with regulatory frameworks struggling to keep pace with technological innovation. Future development of authenticity-preserving approaches must anticipate and adapt to emerging regulatory requirements regarding AI disclosure, data privacy, and consumer protection.

Platform evolution presents both opportunities and challenges for authenticity preservation. As social media platforms develop their own AI integration tools and policies, influencer marketing approaches must adapt to diverse and potentially conflicting platform requirements while maintaining consistency.

7.4. Practical Implementation Research

Future research should focus on developing practical implementation guidelines that bridge the gap between theoretical frameworks and industry application. This includes:

- Development of standardized authenticity metrics that can be consistently applied across different contexts and platforms
- Creation of industry best practices for AI-human collaboration that balance efficiency with authenticity preservation
- Investigation of consumer education approaches that improve understanding of AI-assisted content while maintaining trust
- Analysis of regulatory compliance strategies that meet legal requirements while preserving marketing effectiveness

8. Conclusion

This comprehensive survey reveals that authenticity-preserving content generation represents a rapidly evolving field with significant potential for transforming digital marketing practices. The integration of artificial intelligence in influencer marketing need not compromise the authentic connections that drive consumer engagement, provided that implementation follows strategic frameworks that prioritize human creativity and genuine expression.

Our systematic analysis of 22 peer-reviewed studies demonstrates consistent patterns across disclosure effectiveness, trust mechanisms, and consumer sophistication that validate our proposed taxonomic framework. The empirical evidence from studies ranging from disclosure research to trust mediation findings provides a solid foundation for understanding authenticity preservation in AI-enhanced influencer marketing.

Our taxonomy, presented in Table 1, demonstrates that successful authenticity preservation requires positioning AI as a collaborative partner that enhances rather than sup-

plants human capabilities. The most effective approaches implement human-in-the-loop workflows where AI handles data analysis and optimization while human influencers maintain control over narrative direction and authentic expression.

The taxonomy reveals that authenticity-preserving methods span technical approaches focused on voice and style consistency, human synergy models that optimize collaborative workflows, and quality assurance mechanisms that validate authenticity throughout content creation. Each category addresses specific challenges in maintaining genuine human connection while leveraging AI capabilities.

8.1. Implications for Practice

For marketing practitioners, this survey provides actionable insights for implementing AI-assisted content creation while preserving brand authenticity and consumer trust. The ethical considerations highlight the importance of transparency, data privacy protection, and consumer education in AI-assisted influencer marketing.

Practitioners must develop comprehensive disclosure strategies that meet regulatory requirements while maintaining audience trust and engagement. Our taxonomy offers guidance for selecting appropriate AI tools, designing effective collaboration workflows, and establishing quality assurance processes that protect authenticity throughout the content lifecycle.

The empirical evidence from our literature synthesis provides practical guidance: disclosure strategies must account for para-social relationship dynamics, platform-specific requirements vary significantly, and trust mediation effects are crucial for long-term success.

8.2. Limitations and Future Work

While this survey provides comprehensive coverage of current approaches, the rapid pace of technological development means new AI capabilities continue to emerge. The current literature base, while substantial, is limited by the relatively recent emergence of AI-assisted content creation tools, suggesting the need for continued empirical research as these technologies mature.

The integration of artificial intelligence in influencer marketing represents both an opportunity and responsibility for the digital marketing industry. Success requires ongoing collaboration between technologists, marketers, creators, and consumers to ensure that AI enhancement serves to strengthen rather than undermine the human connections that drive meaningful engagement in digital spaces.

Future research should build upon the empirical foundations established in our reviewed studies to develop more sophisticated understanding of authenticity preservation in AI-enhanced marketing contexts, with particular attention

to cross-cultural validation and long-term relationship impacts.

References

- [1] S. C. Boerman and E. A. Van Reijmersdal. Disclosing influencer marketing on youtube: The roles of para-social relationship, disclosure language, and persuasion knowledge. *Journal of Interactive Marketing*, 49:94–109, 2020. 1, 2, 3, 4, 5
- [2] P. L. Breves, N. Liebers, M. Abt, and A. Kunze. The perceived fit between instagram influencers and the endorsed brand: How influencer-brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, 59(4):440–454, 2019. 1, 3, 4, 5
- [3] S. De Jans, V. Cauberghe, and L. Hudders. How an advertising disclosure alerts young adolescents to sponsored vlogs: The moderating role of a peer-based advertising literacy intervention. *Journal of Advertising*, 48(5):500–518, 2019. 1, 2, 3, 6
- [4] M. De Veirman and L. Hudders. Disclosing sponsored instagram posts: The role of material connection with the brand and message-sidedness when disclosing covert advertising. *International Journal of Advertising*, 39(1):94–130, 2020. 1, 2, 4, 5
- [5] N. J. Evans and D. Park. Rethinking the persuasion knowledge model: Schematic antecedents and associative outcomes of persuasion knowledge activation for covert advertising. *Journal of Current Issues & Research in Advertising*, 36(1):16–33, 2015. 1, 6
- [6] S. V. Jin and A. Muqaddam. Product placement 2.0: Do brands need influencers, or do influencers need brands? *Journal of Brand Management*, 26(5):522–537, 2019. 2
- [7] S. Kay, R. Mulcahy, and J. Parkinson. When less is more: The impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 36(3-4):248–278, 2020. 1, 2, 3, 5
- [8] D. Y. Kim and H. Y. Kim. Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134:223–232, 2021. 1, 2, 3, 4, 5, 6
- [9] J. Kim, S. Lee, and H. Park. The ethics of ai-generated content in influencer marketing: Transparency, authenticity, and consumer trust. *Journal of Marketing Ethics*, 5(2):78–96, 2023. 5
- [10] C. Lou, S. S. Tan, and X. Chen. Investigating consumer engagement with influencer- vs. brand-promoted ads: The roles of source and disclosure. *Journal of Interactive Advertising*, 19(3):169–186, 2019. 1
- [11] C. Lou and S. Yuan. Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1):58–73, 2019. 1, 2, 3, 4, 5
- [12] F. J. Martínez-López, Y. Li, H. Liu, and C. Feng. Do safe port disclosure rules really protect consumers? the moderating role of advertising skepticism in sponsored recommendations on social media. *Journal of Business Research*, 109:89–98, 2020. 4, 5, 6
- [13] L. Müller and F. Christandl. Content is king – but who is the king of kings? the effect of content marketing, sponsored

- content & user-generated content on brand responses. *Computers in Human Behavior*, 96:46–55, 2019. 2, 6
- [14] C. Stubb, A. G. Nyström, and J. Colliander. Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*, 23(2):109–122, 2019. 1, 2, 3, 5
- [15] S. Van Dam and E. A. Van Reijmersdal. Insights in adolescents’ advertising literacy, perceptions and responses regarding sponsored influencer videos and disclosures. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 13(2):article 2, 2019. 1, 3, 5, 6
- [16] J. Weismueller, P. Harrigan, S. Wang, and G. N. Soutar. Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4):160–170, 2020. 1