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Research Project

Intro

AI has caused a huge debate about its effects, with people challenging if it's a cheating device, a great helper, a job replacer, or the savior/destroyer of humanity. I will be looking at both the overall sentiment towards AI as well as more niche topics talking about AI. Research about sentiment of AI has shown mostly positive views in recent times (Xu, 2024), although some certain fields show negativity such as the declining morale of the work industry (Fodor & Szabina 2025). This topic is important to study because of, what some people argue is, the future of humanity. It is an ever developing technology, getting upgraded every day, with some people making bold predictions in the very near future about massive effects, which also makes this a timely topic. As said before, a major relief is that the sentiment from the large studies has been mostly positive. However, one large issue that is present within the existing research is how generalized the data is. Most of the sources I found and likely others use sentiment analysis which is optimal at generalizing large amounts of, in this case, Reddit comments about AI. This leaves an unresolved gap to evaluate niche and individual comments of how people specifically feel and what they bring up. This is an interesting spot my research aims to fill; I can manually find specific interesting facts or opinions in comments which usually would have been

obfuscated by large sentiment analysis models. Bringing them to light will let people know about more niche thoughts even in specific fields. For example, in the work industry AI sentiment may have been determined mostly negative, yet individual comments could present a positive outlook and advanced assistance in the future with a loss of jobs and negative traits at the moment.

Literary Review

My sources are composed of using large sentiment analysis models to analyze what people think about AI on Reddit throughout different topics. The ones I will be focusing on in this review are sources #1 by Naing, Su, and Udomwong, #2 by Bervar & Mitja, and finally #3 by Fodor, Szabina, and Boncz. According to Naing, the overall opinion about AI, specifically ChatGPT, on Reddit is mostly positive. This source is also important towards my research question since it highlights the overall opinion throughout 2023. This means it will answer questions pertaining to the release of any models that year as well as the general opinion throughout all fields. The second is talking about AI sentiment mainly in creative industries; this will focus on my research by diversifying the content to also include generative image AI such as DALL-E and focus on a specific field. Finally, the third source is talking about perceptions of the future of work with AI. The problem they are addressing here or the thing that will help out my research is the difference in sentiment regarding the work field. Already looking at the results, they are mostly negative compared to the overall positivity as seen in source #1.

These sources will hold great value within my research since they all attack different aspects of AI. The first study will primarily serve as a base line to all of the other ones, showing the overall opinion. The second source will also be important to tell how it compares to something like

source #3 or even just the overall sentiment of AI. Although source #1 is focused on general sentiment, Naing utilized an analysis method that shows niche topics as well. This will assist in reinforcing the content from source #3, which is focused on the work industry. Source #3 will help with generally showing the growth or decline in sentiment since its content covers 2013-2024. Comparing this source to the creative industry sentiment towards AI from study #2 will also be interesting since it will show almost how opposing fields think of AI (For example, art vs. engineering). Overall, all of them either cover something the other sources didn't or they completely add an interesting niche to my research.

Methods

Moving onto the research methods, I analyzed certain Reddits where I gathered primary research. The subreddits I analyzed were r/aiArt, r/Art, r/Marketing, r/Jobs, and r/ArtificialIntelligence. These subreddits were discussed in many of the secondary sources and serve as general spaces to answer my research question. I will now describe the process I applied to each of the subreddits I looked at in sequential order. To filter some of the content I searched the term “ai” as well as filtered by “relevance” and “all time.” The longest time frame Reddit offers other than “all time” is “last year,” which doesn’t encompass the development of AI. For this reason I will also include the dates of each post later on. I looked at 5-10 interesting comments from each subreddit. I deemed these “interesting” by looking at their highest upvotes, and their relevancy to the topic. The benefit of this is that a lot of people agree with comments that have a large amount of upvotes. The only downside to this as is with any handpicked selection of comments is that some opinions will be excluded here. I tried to look at comments that mentioned something relevant towards AI that the large analysis studies wouldn’t really

find. I organized all of the data in a large spread sheet. I collected the comments post date, as well as the posters' names. The other columns I included were a general positive, negative, or neutral label and a small more detailed label that would read something such as "Angry about job replacement but optimistic about general growth." Using these two labels I was able to later group some comments into batches where I could also directly quote from what they said. Using this coding strategy helped narrow down comments and make them more specific to my answer to my research question as well as support it. The primary data also helped tie into the secondary sources.

Sources

Xu, Zhaoxiang, et al. "The Public Attitude towards ChatGPT on Reddit: A Study Based on Unsupervised Learning from Sentiment Analysis and Topic Modeling." *PloS One* [United States], vol. 19, no. 5, 2024, p. e0302502, <https://doi.org/10.1371/journal.pone.0302502>.

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Fodor, Szabina, and Bettina Boncz. "InGPT We Trust: Perceptions of the Future of Work with Artificial Intelligence on Online Forums." *Data Science and Management*, 2025, <https://doi.org/10.1016/j.dsm.2025.11.001>.