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Research Project

Intro

Generative Artificial Intelligence (AI), specifically in writing, image, and video, has caused a huge debate about its effects, with people challenging if it's a cheating device, a great helper, a job replacer, or even the savior/destroyer of humanity. Many online communities such as Reddit discuss opinions about AI. Reddit serves as a large database of the public opinion on AI in a more serious context compared to other social media such as Twitter. Research about the sentiment of AI on Reddit comments boasted positive and neutral sentiment in many fields (Xu 2024); although, certain fields show negativity, such as the declining morale of the job and work industry (Fodor & Szabina 2025); people in the work and creative industries are being replaced or have to compete against AI, making these more difficult and anxiety inducing sectors.

This topic is important to study because of, what some people argue is, the future of humanity. It is an ever developing technology, with some researchers predicting stock market crashes, misinformation crises, and other downsides in the near future, making this a timely topic. As said before, a major relief is that the sentiment from the large studies has been mostly positive & neutral; it is also important to see the upsides such as medical advancements, improved work efficiency, and overall economic growth. However, one large issue that is present

within the existing research is how generalized the data is. Most of the studies I found use sentiment analysis, which is optimized for filtering and generalizing large amounts of, in this case, Reddit comments about AI. This leaves an unresolved gap to evaluate niche & individual comments of how people specifically feel and what they bring up. This is an important spot my research aims to fill; It will find more context-based facts and opinions in comments, which usually would have been obfuscated by large sentiment analysis models in the industries mentioned earlier. Bringing them to light will let people know about more complex thoughts of AI, even in specific fields. For example, in the work industry AI sentiment may have been determined mostly negative, yet individual comments could also propose a positive outlook and on a certain topic in their field. In summary, this analysis will investigate the inbetween of the black and white view of current research about sentiment of AI: How do the general and specific views from Reddit users differ about Artificial Intelligence?

Literary Review

The secondary sources are primarily composed of using large sentiment analysis models to determine what people think about AI on Reddit throughout different industries. According to Naing and Piyachat Udomwong, the overall opinion about AI, specifically ChatGPT, on Reddit is mainly positive based on their study *Public Opinions on ChatGPT*. The study was made in response to the rise of ChatGPT in 2023. This source also highlights the overall opinion of ChatGPT throughout 2023 in which it will answer questions regarding the release of any AI model throughout the year of 2023 as well as the general opinion from the public; looking at this is important since it will show the difference of overall sentiment compared to more context-based and specific Reddit comments. *Public Perceptions of Generative AI in Creative*

Industries contributes to my research by showing how Reddit users' overall opinions differ compared to specific opinions in generative image/video AI such as DALL-E rather than just text generating AI. Fodor, Szabina, and Bettina Boncz discuss perceptions of the future with AI in the study *InGPT We Trust*; it will help by showing how the work industry reacts to AI. The results of this study yield majority negative opinions compared to the overall positivity as seen in *Public Opinions on ChatGPT*. This demonstrates the gap between opinions in certain industries in contrast to the overall sentiment about AI.

Public Opinions on ChatGPT primarily serves as a base line to all of the other generative text based studies, showing the overall opinion of ChatGPT on Reddit. Although Naing's and Piyachat Udomwong's research is focused on general sentiment, they utilized an analysis method that showcases how topics differ as well. *InGPT We Trust* helps with generally showing the growth or decline in sentiment since its content covers a long period of time, 2013-2024. However, the limitation here is that the study only covers the work industry. Comparing this source to the creative industry's sentiment towards AI from *Public Perceptions of Generative AI in Creative Industries* is also helpful since it shows how opposing fields talk and think about AI (For example, art vs. engineering).

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.

Results

The results are composed of a total of 20 comments. Highlighted text is a part of a comment’s title or partial content which summarizes its opinion. Note, the tables do not compose the entire data set, rather just 4 comments out of each analyzed subreddit. Hence, the tables total 12 out of the 20 comments.

r/jobs

Highlighted Text	Upvotes	Sentiment	Source
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“what should average folks with little skills and minimal education do for survival, if the labor market continues to shrink and become even more competitive than it already is?”	204	Negative	https://www.reddit.com/r/jobs/comments/1ri54gq/if_ai_continues_taking_away_jobs_what_should/
“I just realized AI might actually take my job”	713	Neutral	https://www.reddit.com/r/jobs/comments/1moe0kc/i_just_realized_ai_might_actually_take_my_job/
“AI should not be in "Human" Resources”	379	Negative	https://www.reddit.com/r/jobs/comments/1o294ri/ai_should_not_be_in_human_resources/
“AI layoffs are just a cover up for a [bad] economy?”	214	Positive	https://www.reddit.com/r/jobs/comments/1qq8x6b/ai_layoffs_are_just_a_cover_up_for_a_bad_economy/

r/art

Highlighted Text	Upvotes	Sentiment	Source
“Man, it sucks with the growth of ai talented artists have to put a disclaimer on their amazing works of art”	2	Negative	https://www.reddit.com/r/Art/comments/1n62nd9/comment/nk2wy4g
“It’s not a new form of art. It’s straight up art theft/copying and a disrespect to any artist that actually makes work.”	3	Negative	https://www.reddit.com/r/Art/comments/1pbvhnp/comment/nrxw20m
“Also, worried because now when anything is "too realistic" I start wondering if it's AI.”	398	Neutral	https://www.reddit.com/r/Art/comments/1qgdf3a/comment/o0bqqdc/
“I like AI art, it's a new form of art. Just flagging it as such should be fine. Reddit has gone too extremist against anything AI. That's not a healthy response.”	-4	Positive	https://www.reddit.com/r/Art/comments/1pbvhnp/comment/nrxtvzu

r/aiArt

Highlighted Text	Upvotes	Sentiment	Source
“I enjoy making AI images. I don't know if I would call it art in the traditional sense. Now I would argue that how you use those prompt words and phrases is in fact the art form here not the images.”	27	Positive	https://www.reddit.com/r/aiArt/comments/xty53r/comment/iqvad0/
“People just don't like that machines can do something that was once thought to be uniquely human because it means humans aren't as special as they thought.”	34	Positive	https://www.reddit.com/r/aiArt/comments/xty53r/comment/iqtl145/
“AI art is real art, but it is absolutely different kind of art as the fine art.”	12	Neutral	https://www.reddit.com/r/aiArt/comments/xty53r/comment/iqufceh/
“TLDR AI art is not 'real' art in the same way that sketching or copying someone else's work is not 'real' art. In addition, AI art can and never will be able to create artpieces that are not derivative and that break the mold in some way. Finally, AI art is not 'real' art as there is no communication or meaning behind the art work. In that sense it is similar to corporate 'art' that exists simply to fill space.”	7	Negative	https://www.reddit.com/r/aiArt/comments/xty53r/comment/jmvyvsg/

Analysis

Overall, each field yielded its expected results for the overall percentages of sentiment compared to the secondary sources. However, there were many intriguing comments and some of the minority opinions were very interesting. Throughout all of the subreddits I analyzed, I found a total of 20 comments that met the requirements stated in the methods section of this paper. Looking at the data, in the job market subreddit (r/jobs), the majority sentiment was negative; out of the 8 comments I looked at in r/jobs, there was only one positive comment. A lot of the data consisted of talking about how “AI is taking our jobs.” There were some other comments that also strayed off into their own topics, with the second most common being about job applications/hiring issues as shown by “I’m finding an insane number of “jobs” that are just training AI to be replace me” (psychedelicdevilry [post](#)). Moving onto r/art, there was a common trend where posts would debate if the art was AI or not, and often the art had to be verified by moderators. This reinforces the overall bad sentiment of AI in this subreddit, with only 1 post being positive compared to 4 negative out of 7 comments. In this subreddit especially, the term “AI slop” emerged a lot. This is a new phrase dedicated to show how some users and artists label AI generated images as “steal[ing] from preexisting art made by real artists, and [being] utterly soulless garbage trying to artificially mimic what it can never be” (lilerds [highlighted comment](#)). Most of the users on the r/art subreddit treat AI art as a mockery to real art and mainly say it is obstructing their creativity and popularity as also described in this comment saying “...it’s difficult being an artist when AI slop is popular” (chimpstarandrainbow [highlighted comment](#)). The neutrality shown in this community is users acknowledging the positives and negatives of AI, as shown in one comment which states “We have to remember that just because a human

made it, doesn't mean it isn't also slop.” (CMDR-L [highlighted comment](#)). The only positive comment in the art community which I found said “I like AI art, it's a new form of art” (dranaei [highlighted comment](#)); however, it is notable that this comment received -4 upvotes. This means the r/art community sees AI as a tool to steal work and destroy reputations rather than see any real benefits from it. Moving on to the rival subreddit, r/aiArt, which showed an increase in positive comments compared to r/art. For this community the posts talking about a neutral or positive sentiment of AI images boasted a lot more upvotes than the negative ones. Looking at the only negative comment I found, it says similar things as stated in r/art, where the author states that “AI art cannot help but look painful and strained” and that it is “outright copying someone else's portfolio” (Scarlett_Upp [highlighted comment](#)). It is notable that this community was focused more on comedic and persuasive images, I couldn't display this well in comments as this research is focused on the sentiment of AI. The only post talking about sentiment had several comments which I included. These all seemed neutral or positive as people were more tolerable, as seen in the comment saying “Why does it seem to bother some people? I posted AI art in another sub and got down voted all to hell” (ItchClown [highlighted comment](#)).

Discussion

AI has impacted various fields such as the creative, job, and technology industries. This research demonstrates a clear example of how within those industries sentiment differs from the actual comments about AI. Each subreddit had interesting takes on AI which was only shown by looking directly at comments instead of the general sentiment. Although most users disliked AI in the communities I explored, there were still users that saw light of it. Many people have unique situations and show their own level of understanding of the uprising technology. Some

may have misunderstood the scope of AI and its effects, others such as the art community hate it, and some think it is a good technology to help. There were two primary limitations in this research which I would like to address. The first limitation is that this research was conducted mainly throughout March 2026, which means that the secondary research is slightly outdated as AI's effects are more prominent and it is always expanding, even within the little time that has progressed. The second limitation, as mentioned earlier, is that there may have been some bias as I selected comments deemed "interesting." However, this was mainly done to keep the paper straight forward and focused on the scope of what most think. This is backed up by comparing the percentages of sentiment between the small sample sizes of comments I found with the large secondary research that incorporates a lot more comments.

Works Cited

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