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USE OF ARTIFICIAL INTELLIGENCE TOOLS IN THE REINVENTION OF NARRATIVES ON TIKTOK

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ABSTRACT

Artificial intelligence (AI) has burst onto TikTok through filters and generative media. This study analyzes 5,000 TikTok videos tagged with #AI, focusing on how AI influences content creation and narrative development. Using a mixed-method approach, which includes scanning, visualization, and thematic analysis, we identify the primary applications of AI that enhance creativity, personalize content, and blur the boundaries between reality and fiction. Our findings reveal three emerging categories of AI-driven storytelling: rooted content, transformed reality, and new fictional worlds. This research contributes to understanding the evolving role of AI in participatory media and digital culture.

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1. Introduction

Artificial intelligence (AI) simulates the human intelligence process through computer systems using algorithms (Sheikh et al., 2023). In addition, the Internet generates an increasing amount of digital information, with the data available for analysis by AI having increased considerably. Thus, a new emerging cognitive paradigm transforms the way attention, perception, memory, decision-making, and critical thinking are generated (Shanmugasundaram & Tamilarasu, 2023). From this perspective, the presence of AI in social networks is generating a significant change in communication that affects the functioning of productive and institutional sectors and the forms of communication seeking youth audiences.

The social network TikTok, which offers a practical way to create and share short videos, was launched in 2016 and has been expanding to become one of the most notorious platforms worldwide, especially during the COVID-19 pandemic and subsequent confinements in many countries (Ballesteros, 2020; Sidorenko et al, 2020). However, by 2024, the users of this network are expected to reach 1.56 billion monthly active users, , increasing by more than 110% compared to 2021 (655.9 million). The social network attracts diverse user profiles, with the young audience, known as Generation Z, standing out, comprising individuals with an average age range of 11 to 24 years old. (Alonso et al, 2021; Newman, 2024; Stahl & Literat, 2022).

The platform TikTok employs an intuitive user interface powered by an algorithm that tailors content to the individual preferences of its audiences. This enhances engagement among users, fostering loyalty. However, to sustain this level of interest over the long term, it is essential to integrate new tools within TikTok that enable users to refresh their content in an original, quick, and accessible manner (Wired, 2022).

Academic research on TikTok has explored a variety of topics, including its effects on marketing (Putri et al., 2024), the concept of affordance that shapes user interactions and responses (Schellewald, 2023), the notion of TikTok community, and ethics (Scalvini, 2023), among others. While studies on artificial intelligence often reference algorithms, whose power is evident in the presentation "for you," few works examine filters or other specific applications associated with TikTok that utilize artificial intelligence. In this context, the present paper examines the tools that TikTok employs when AI is involved and how these tools influence the construction of digital narratives found on TikTok.

We understand instruments as the tools that enable users to perform specific actions, such as creating, customizing, distributing, or analyzing content. This article primarily examines the use of filters that guide content creation (Eugeni, 2024; Ryan-Mosleyarchive, 2023). By narratives, we refer to communicative structures that organize and present events, ideas, or concepts in a sequential and meaningful manner, aiming to convey a message that moves or persuades an audience. In the context of TikTok, they are multimodal, involve interaction among multiple participants, and are dynamic because they can be continuously reconstructed within the network (Imed Bouchrika, 2024; Kang & Lou, 2022).

The general objective of this research is to analyze the impact of artificial intelligence tools on creating and narrating content on TikTok, using 5000 videos tagged with the hashtag #AI as a case study. The specific objectives are twofold.

1. Identify and describe the filters and artificial intelligence applications used to create the chosen videos. Think about how they enhance creativity and personalize content.
2. This study aims to examine the narratives that appear in videos generated by artificial intelligence tools. We will consider how these tools affect the structure of the narrative and how the relationships between physical reality and fiction are presented.

2. Theoretical approach

TikTok employs advanced AI tools that enhance the user experience and foster creativity. Based on the established objectives, we will examine the utilization of these resources from a dual perspective. Specifically, we will present some studies that act as a foundation to explore how certain resources, including Artificial Intelligence, influence the construction of narratives.

2.1 Participatory contexts and use of tools incorporating IA in TikTok

TikTok serves as an open space for creative expression, allowing users to experiment with various formats, effects, and editing tools in an intuitive and accessible manner (Literat & Kligler-Vilenchik, 2023). Meanwhile, Artificial Intelligence (AI) has transformed the way we perceive and interact with the world around us. This disruptive technology facilitates the recreation of reality**,** challenging traditional forms and pushing the boundaries of what is possible. AI can generate multimedia content (Elgammal et al., 2017). Thanks to techniques such as generative adversarial networks (GANs) and next-generation language models, AI can produce highly realistic and expressive images, videos, and sounds (Technologies, 2023).

AI has also revolutionized simulations and modeling, enabling the recreation of complex systems and the analysis of hypothetical scenarios with a high degree of accuracy (Guzman et al., 2023). It generates specific engagement scenarios that are highly personalized (Kaswan, 2024). In this context, AI algorithms analyze users' interaction patterns, preferences, and behaviors on social networks; the most concrete way this is presented is through "for you" (Bhandari & Bimo, 2022; Sidorenko et al., 2023). The feature that defines TikTok is its recommendation algorithm and its short, engaging video format, which has led to virality (Basch et al., 2020; Sidorenko et al., 2020). This enables trends, memes, and challenges to spread rapidly, capturing the attention of a massive number of users and fostering global engagement. It allows personalized content and advertising delivery, thereby enhancing relevance and user experience (Koç, 2023a). Through highly accurate facial recognition techniques, social networks use this technology to automatically identify individuals in shared images, facilitating the tagging and organization of visual content (Aulock, 2024). It is also important to note that AI enables the analysis of sentiment expressed in content shared on social networks, such as posts, comments, and reactions. This provides valuable insights to understand users' opinions and emotions on various topics, which can be utilized for marketing, research, or decision-making purposes (Green, 2023).

In the highly personalized environment we have just described, communities form around specific interests, such as dance, comedy, fashion, education, or even more specialized niches (TikTok, 2024). These communities promote the exchange of ideas, collaboration, and mutual support among users, fostering a sense of belonging and connection. It is here that collective expressions are produced through remixing—recreating the works of other participants. In this way, users interact, reinterpret, and add new perspectives to original content, creating a chain of collaboration and constant reinvention (Zulli & Zulli, 2022). An expression of these forms of interaction is often led by influencers who connect directly with their audiences (Abidin, 2021a, 2021b), seeking bidirectional interactions that rarely materialize from the influencer toward their fans.

If we examine these specific tools more closely, we find that they employ filters utilizing AI (Weatherbed & Nato, 2023) and augmented reality (Isakowitsch, 2023; Pendergrass, 2023), which are present in social networks like Instagram and utilized on TikTok. They are categorized as augmented reality filters because they superimpose visual, sound, or interactive elements onto the real world; for this purpose, they utilize cell phone cameras or glasses that generate digital effects. For instance, they can simulate makeup, facial movements, and transformations. They adapt to the user's features by capturing their face and often combine facial recognition technologies with generative intelligence. Other authors have noted that filters incorporating AI contribute to the development of creativity (Manovich, 2023). In this text, an artist or creator can refer to anyone who creates cultural objects across various media. Using the metaphor of neural networks, we discuss networked combinations of images, animation, video, text, music, 3D models, and scenes, as well as other types of media. They are considered networks because there is an interconnection between the elements, which define each other and remain in continuous motion.

A relevant issue is how users perceive their handling of these filters. For example, satisfaction with one's image, the use of beauty filters, and the time spent on TikTok have been analyzed (Xu et al., 2023). These photo editing tools alter a user's appearance to meet social demands, such as smoothing the skin, enhancing the lips and eyes, contouring the nose, sharpening the jawline and cheekbones, and so on. From this perspective, some studies have linked the use of these filters to users' dissatisfaction with their bodies (Eshiet, 2020). Other studies have analyzed, in this regard, the power of the user as an agent capable of controlling their own activity. Algorithms and other resources provided by AI transform the agent's consciousness as a participant in social networks. In this context, the person is perceived as someone capable of interacting with intelligent systems; for example, through their activity, they

attempt to train the algorithms to provide personalized results. Moreover, this is what we are particularly interested in emphasizing: they can influence the generation of their own creations according to their goals and interests. All of this highlights the interaction between machines and humans, where humans seek to control the machine.

Discussing the resources provided by AI, particularly its filters and the way they interact with algorithms, prompts us to reflect on the ethical implications of human behavior and recognize the opportunities presented by AI. A key issue to highlight from this viewpoint is the role of algorithms in recommending personalized content. While users may perceive TikTok as offering a diversity of perspectives, an in-depth analysis of interviews with users reveals a lack of algorithmic pluralism (Sato, 2024). The videos generated often create a sense of comfort within their user groups, but this can restrict diversity of opinions and even stifle creativity (Scalvini, 2023). Additionally, we must consider the ethical implications of recommendation filters that generate personalized content, especially regarding the collection of personal information from users without explicit consent (Ohlheiser, 2021). These challenges are ones that 21st-century society is facing, often appearing difficult to tackle without decisive collaboration from the platforms and technology companies that control content generation and its distribution across various channels and networks (Qian et al., 2024).

2.2. Reinventing Story Creation in TikTok

The narratives in TikTok videos incorporate elements of artificial intelligence, such as the filters mentioned above. Humans have also edited them. TikTok has enhanced the role of AI by introducing TikTok Symphony, which enables users to generate scripts. After examining the traditional concept of narrative, we will explore the introduction of AI in narrative generation and its ethical implications.

Narrative theorists (Rimmon-Kenan, 2002) identify three key elements: agents, events, and causal/temporal relationships among them. Zhao et al. (2024) define narration as events and characters linked in space and time, with a defined structure and thematic messages. These elements in AI narratives provide a framework for analysis (Young, 2000). Characters are connected to the plot, generating events and making decisions. The key issue is the extent to which the spatio-temporal relationships that contribute to generating coherence in traditional narratives are transformed in digital narratives that can also be interactive. For example, consider the narratives present in video games and those that can be generated using resources mentioned above about augmented reality (BotPress_AiBasics, 2023; IEEE, 2024). In this context, the essential question concerns how these traditional elements will be modified by the generation of stories when AI intervenes.

AI-generated TikTok stories are created in multimodal contexts (Manovich, 2023), which include sound, images, and written texts (Manovich, 2015; Manovich and Arielli., 2021-2024). When stories are developed with AI, the creator generates instructions that result in a multimodal production. AI relies on existing cultural databases to construct coherent stories that evoke emotions (Shah, 2024b). Manovich (2023) views this as a translation of content across media, akin to adaptations of novels into films. Young (2000) identifies three elements essential for generating stories with AI.

To manage the role of suspense and emotions and balance the tension between control and coherence while creating an impression of authorship in the creator, Grove (2024) indicates that these procedures can generate new narrative genres that combine human creativity and algorithmic efficiency, resonating across different cultures. However, there is a risk of decontextualized or homogeneous stories.

AI can help personalize creations (San_Cornelio, 2023), and TikTok serves as a space for personal self-expression in a global context. Two elements are fundamental to personalization: first, everyday life (Georgakopoulou, 2016), where people construct their identity through interactions on TikTok (Schellewald, 2021a, 2022, 2023), allowing them to escape reality through artificial intelligence resources such as transformative filters. Second, TikTok fosters a subjectivity built through interaction with others, like Instagram (Zappavigna, 2016), creating individual memories connected with the collective (Bhandari & Bimo, 2022; Civila & Jaramillo-Dent, 2022; Papacharissi, 2011). This generates a "networked Self," where individuals manage their identity in their social circles.

The construction of narratives on TikTok has two fundamental ethical implications. First, authenticity arises from the combination of control and narrative coherence, where the narrative is generated from unknown data provided by AI. Second, there is a risk that narratives will lose cultural

context. Grove (2024) warns that AI-generated stories can homogenize content, noting that systems are trained on biased data that perpetuates dominant stereotypes and narratives.

3. Methodology

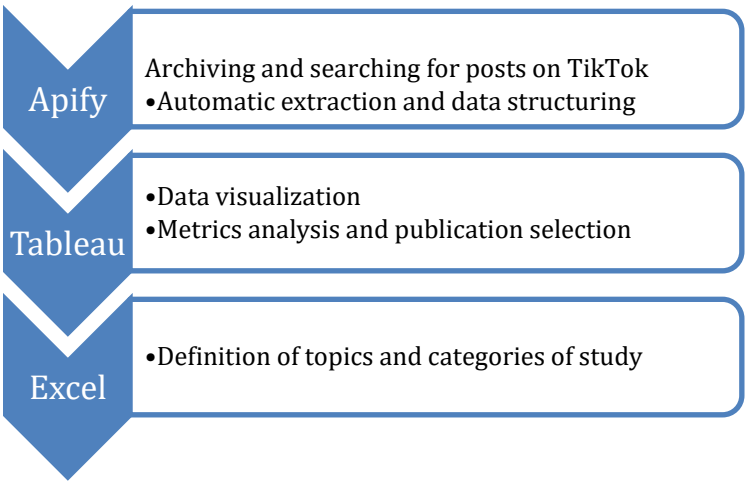
Engaging with the media, particularly social networks, requires maintaining theoretical and methodological coherence, avoiding the determinism that suggests certain digital tools can signify a drastic shift, while neglecting the foundational aspects that provide coherence when the object of study intertwines the material and the symbolic (Gillespie et al., 2014). In this context, the research behind this article integrates both quantitative and qualitative approaches to explore the impact of AI tools on content creation and storytelling in TikTok, seeking to understand the meanings that individuals assign to their AI-related practices.

A methodological framework is adopted that interweaves advanced data analysis techniques with sound theoretical frameworks on digital narratives (Schellewald, 2021b; Young, 2000). This blended approach is appropriate because it captures general patterns in large amounts of data (Clark et al., 2021) and specific nuances of individual narrative and creative practices (Creswell & Creswell, 2023; Flick, 2023). The choice of TikTok as a platform for the study responds to its growing relevance as a space for creative self-expression and cultural consumption, particularly among young audiences (Clark et al., 2021; Literat & Kligler-Vilenchik, 2023). AI tools in TikTok shape algorithmic content dynamics and influence the creation of narratives that combine elements of physical reality and digital fiction (Manovich, 2023).

Figure 1 illustrates the selected model and the moments of analysis. This methodology is supported by various types of software that enhance the quantitative approach, along with theoretical models that underpin the qualitative approach. Previous work has further developed this methodology (Hernando Velasco et al., 2024 (online first)).

1. Apify: This tool is used for automated data collection through scraping. Five thousand videos, their metrics, and metadata were downloaded. It already organizes the data and can be considered a first quantitative exploration.
2. Tableau**:** Used for the visualization and analysis of quantitative data. It allowed the selection of the posts with the highest number of followers, comments, and shares.
3. Thematic analysis**:** This technique examines the narrative components and their interaction with AI resources. It was applied to 30 selected videos to achieve a more significant impact among followers.

Figure1 . Data and analysis collection processes



Source: Own elaboration, 2025

Broadly speaking, four reasons justify the choice of this methodology. First, the depth of analysis, which combines significant data metrics with qualitative interpretations, allows for capturing general patterns and specific nuances of individual narrative and creative practices (Creswell & Creswell, 2023).

Second, it explores emerging techniques, demonstrating how AI resources shape digital narratives and meanings (Zhao et al., 2024). Third, it considers the communicative context, which quantitative analyses do not provide (Literat & Kligler-Vilenchik, 2023). Finally, advanced data analysis technologies should be integrated with theoretical frameworks to understand the complex interplay between AI and digital narratives (Shah, 2024).

Although it is explained in greater detail in subsequent sections, from a universe of 5,000 videos obtained through scraping through applications of the Apify platform, those that met the highest indicators of engagement as a whole (likes, comments, shares, saves) were finally selected, thus reducing the sample to 30, to be subsequently subjected to the corresponding qualitative analysis (see annex 1).

4. Approach to data and results

Below are the phases of the analysis and the results obtained in each one. It is a sequential process that requires an explicit presentation of the analysis performed and the results obtained before moving on to the next phase, as the analyses of each phase are based on the results obtained in the previous one.

4.1. Quantitative analysis

4.1.1. Scraping

First, we seek to identify relevant trends in large amounts of data related to metrics posts (Clark et al., 2021), in this case, associated with the hashtag #Ai in TikTok(Koç, 2023b). Through a technique using the Apify platform, 5,000 videos tagged with the hashtag #AI were downloaded. This number is limited by the economic constraints imposed by the Apify platform. The research team considered this number to be representative of the work's objectives. These limitations have been pointed out by some authors who refer to the sales and drawbacks of scraping techniques, for example, Dahlke et al. (2023) and Zonin (2024) allude to the biases of this type of download, which may be related to the amount of data or their reliability. Hence, there is a need to complete the initial structuring of the data by combining it with other resources, in our case, as we will see below, through the use of Tableau.

The following metrics and metadata, fundamental for analyzing trends and interaction patterns on TikTok, were obtained: FullName, UserName, Followers, Comments, Shares, Likes, Views, Duration, Date, Time, Caption, URL, Original Music, Music Title, Music Author, Music Duration, Music URL, and Hashtag. Sorted by the date of broadcast, they were numbered consecutively for identification. The videos were broadcast between January 9, 2023, and November 28, 2023.

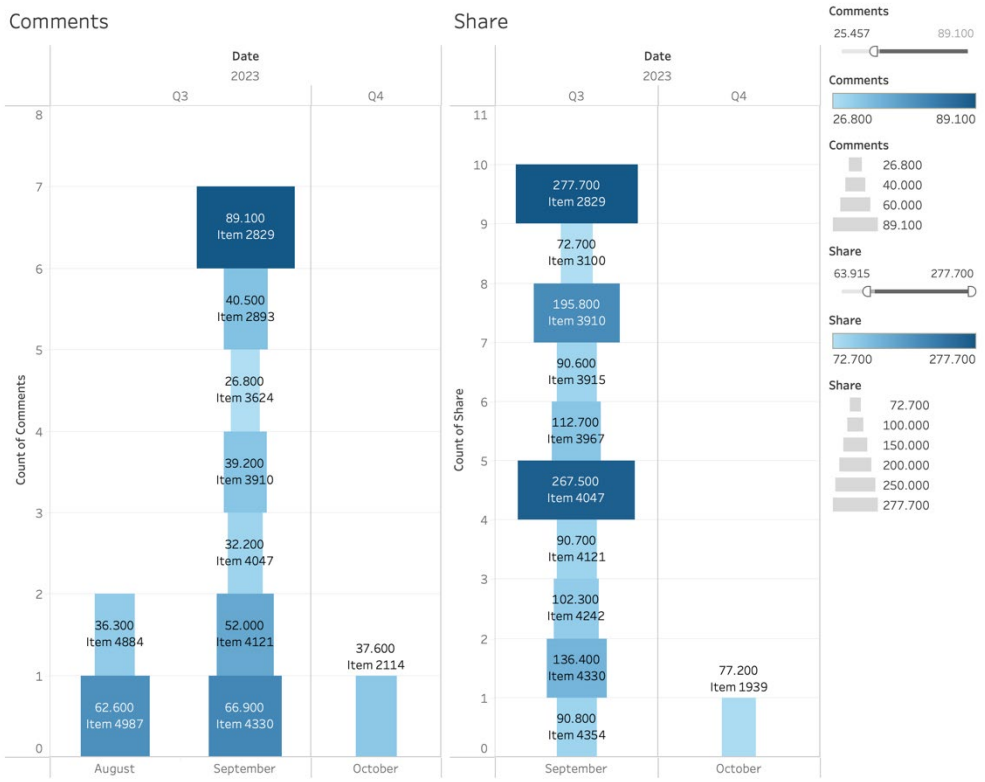
As a result of the first approach to structuring the data provided by Apify, 30 videos were selected, including those in Annex 1. Although in previous works (Lacasa et al., 2025, in press) we selected those with the highest engagement, a combination of different metrics (Udescu, 2024), in this case, we sought to deepen in two metrics that had proved to be essential, the number of comments and shared videos, also considering the number of followers of who had produced the video.

4.1.2 Display

In this analysis phase, the data collected were processed and visualized using Tableau. This tool allowed the generation of synthetic graphs to explore the key metrics associated with the videos analyzed. The distribution of key metrics was reviewed in this phase. This approach is consistent with previous studies highlighting the importance of metric analysis in social platforms to understand interaction and popularity dynamics (Koç, 2023b).

Visualization is of interest from a twofold perspective. First, it allows us to evaluate the impact and reach of videos generated with AI tools. Graphs made with Tableau not only synthesize this information in a visual and accessible way but also support the identification of the most relevant videos for further qualitative analysis based on objective criteria (Clark et al., 2021). This approach is consistent with significant data analytics practices that seek to extract knowledge from large volumes of data generated in social networks (Guzman et al., 2023).

Figure 2. Featured Interactions on TikTok: Comments and shares at the time of Posting



Source: Own elaboration, 2025

Figure 2 shows the posts that received the highest number of interactions, based on the number of comments and shares. A first comparison shows that in both cases, the highest number of interactions occurred in the third quarter of 2023, specifically in September. According to previous works (Lacasa et al., 2025), this phenomenon is often attributed to a coinciding environmental event, such as the launch of campaigns or viral trends, high-impact publications, or even algorithmic changes. Exploring the calendar, we found some specific events that could boost activity on the platform related to AI in TikTok, for example, the extension of the use of the AI green screen effect, which, although it had appeared in 2022, was in September 2023 when it began to be used by a more significant number of users (Carpintero, 2023). Filters that expand and transform images with AI also appeared (Resendiz, 2023). In February 2023, the filter 'Bold Glamour' with artificial intelligence (AI) appeared (Higuera, 2023).

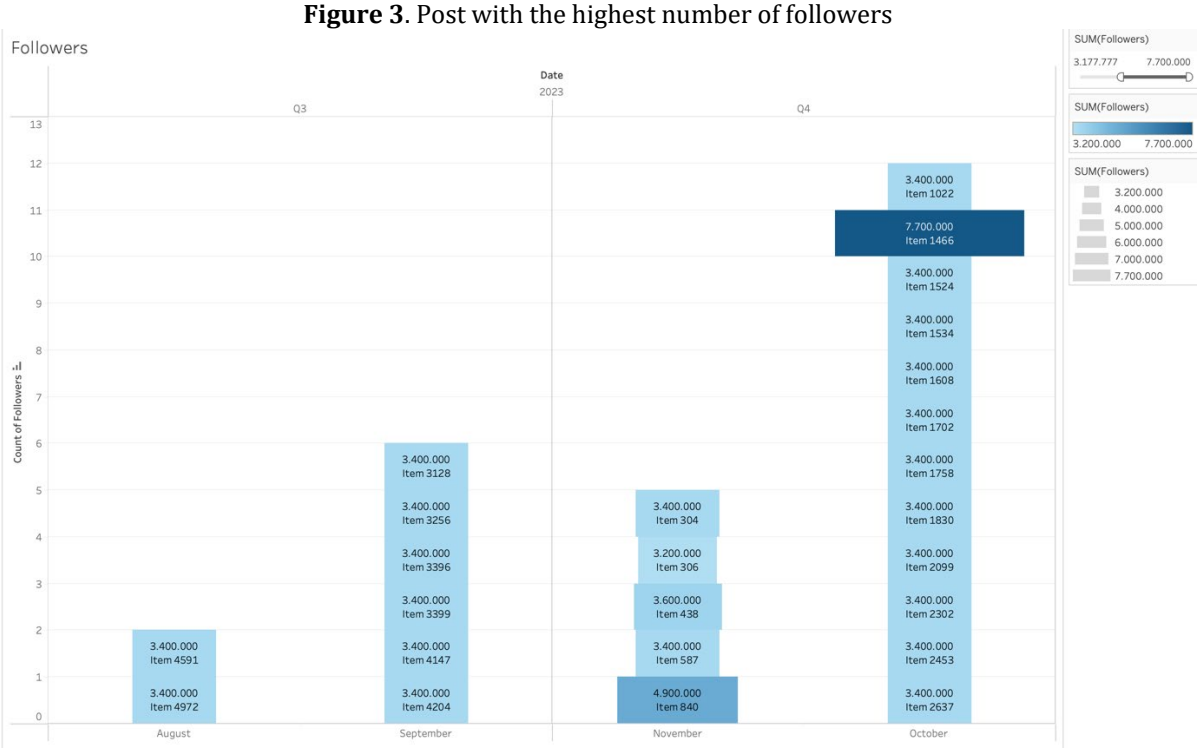
Additionally, relevant musical events in September 2023 may have influenced the creation of this type of image by incorporating AI-generated filters. Among these events stands out, for example, the third edition of LATAM's largest music festival, which took place on digital platforms associated with the hashtag #SuenaEnTikTok (TikTok, 2023). The month of October presents, in both cases, a relatively low activity.

However, considering the total interactions shown by the filters applied to the presentation of the data in Tableau (on the right of the figure) the number of comments is much lower (89,100) than the number of videos shared (277,000). Some general reflections may explain this fact, which is also suggested in other studies, for example (Metricool, 2024). Among the possible explanations are the ease of sharing and the immediacy of the action, including users sending content to themselves. Comments require, even almost unconsciously, a reflection process associated with writing.

If we now examine each of the two graphs included in the dashboard independently, we find that concerning comments, item 2829 (with 89,100 comments) stands out, as does item 4330 (with 66,900 comments). Regarding share, stand out against 2829 (8277,70) and item 4047 (267,500). Two items also stand out in both cases and should be the subject of more detailed qualitative analysis: Item 3910 (Comments: 39,200, Share: 195,800) and Item 4047 (Comments: 32,200, Share: 267,500).

Although the analysis of comments and shares provides an initial view of user activity in relation to certain items, to contextualize these data, it is also essential to analyze the number of followers that each of the post issuers has. Figure 3 shows the posts with the highest number of followers.

Figure 3. Post with the highest number of followers



Source: Own elaboration, 2025

Looking at graph 3, we can see that there is a constant distribution. Most of the items have a base of 3.4 million followers, indicating a homogeneous audience among the analyzed items. Moreover, except for some specific cases, a moderate increase is notable in October and November, with values such as Item 840 (4.9 million in October) and Item 466 (7.7 million in November). In any case, although some items have many followers, they do not necessarily correlate with higher activity in terms of comments or shares during those specific months.

Comparing Figures 2 and 3 reveals some interesting observations. There is no clear correlation between the number of comments and shares and the number of followers who issued the items. For example, Item 2829, with maximum values in comments and shares, has an average follower base (3.4 million), suggesting that its high virality depends not directly on many followers but on other factors, such as content or context. In contrast, Item 1466, which has the highest number of followers (7.7 million), is not featured prominently in comments or shares. It is not easy, in any case, to explain these data, which undoubtedly require further qualitative analysis. The lack of correlation between followers and the number of comments and shares suggests that the success of content on platforms such as TikTok does not depend solely on the follower base but on a combination of other factors, for example, the relevance of the content, the temporal context, the algorithmic design and the nature of the audience. These results may be relevant for designing strategies, as they indicate that even accounts with smaller follower bases can achieve high impact if they generate well-targeted and timely content.

4.2 Qualitative analysis: Content creation with AI-based tools

In the second phase, the 30 selected videos (Annex 1) were subjected to a qualitative analysis focused on two central aspects, through a categorization process (Annex 2):

1. Identification of AI resources: The specific filters and applications used in creating the videos were investigated. It included technologies such as augmented reality, facial recognition, and visual content generation, which have been identified as key tools to enhance creativity and personalization in social networks (Eugeni, 2024; Manovich, 2023).

2. Narrative analysis: We examined how the multimodal digital narratives present in the videos structure their messages, emphasizing the relationship between elements of physical reality and digital fiction. This analysis employed a theoretical framework based on contemporary narrative studies, highlighting AI's role in creating interactive and emotionally resonant narratives (Rimmon-Kenan, 2002; Zhao et al., 2024).

Within this framework, a thematic analysis was conducted (Braun & Clarke, 2024), integrating both deductive and inductive approaches. The deductive approach began with the previously exposed theoretical models, while the inductive approach considered the transformations and adjustments generated from the data within the previously defined themes and categories. The qualitative analyses included, as mentioned, the categorization of representative examples of both the AI resources and the narratives generated. It allowed the identification of creative and narrative patterns that could be extrapolated to other research in social networks and artificial intelligence.

4.2.1 Applications using AI in TikTok

We review tools that utilize AI to generate or transform images or videos. In this sense, these types of tools are used in videos that include still images and moving images.

Table 1: AI video toolsand imaging

Imaging tools	Web	Item analyzed	Address of analyzed item
Yearbook	https://www.tiktok.com/	1466	https://www.tiktok.com/@guavajuice/video/7293284105653849386
AIStudioPhoto	https://www.tiktok.com/	840	https://www.tiktok.com/@ana.coreana/video/7296948166031707398
AIVideoGenerator	https://www.invideo.io/	4354	https://www.tiktok.com/@aisport88/video/7274539534891715872
Dall-e	https://www.dall-efree.com/	1939	https://www.tiktok.com/@bauguell/video/7289554730781625606
Krea.AI	https://www.krea.ai/	2114	https://www.tiktok.com/@navy_thoughts_/video/7288401424415837458
OpenArt AI	https://openart.ai/	1572	https://www.tiktok.com/@_ocqua/video/7292185988342877483

Source: Own elaboration, 2025

The most frequent tool is *YearBook*. This filter transforms photographs or videos in which the actual image of users appears into others created with AI, emulating the look of American yearbooks, as shown in image X.

Image 1. An example of the YearBook tool's use is item #1466, created by @Guavajuice.

Source: TikTok, 2023

It is interesting to note that it can transform both the user's face and the surrounding environment. In this case, the item analyzed is #1466, which was created on October 23, 2023, and currently holds the first position in the ranking of accounts with the most followers, with a total of 7,700,000 followers. In this example, we can see how the tool works and how it transforms the face and the environment surrounding the user. Another relevant tool in this line is *AIStudioPhoto; it works similarly* but

transforms both the user's face and the surrounding environment, giving them a professional studio image aesthetic.

AIVideoGenerator is an external tool developed by the company InvideoAI that allows users to edit videos autonomously. It also includes the possibility of tracking subjects in the videos and substituting them with 3D models that are part of the platform. Thus, as shown in the following table, the creator of #4354, published on September 3, 2023, is in seventh position within the ranking of most shared videos, with a total of 90,800 submissions. In this example, the user has taken an actual *European Tennis Table Union fragment* and replaced the human opponent with a humanoid.

Image 2. Item #4354, created by @AISport88, is an example of the use of the AIVideoGenerator tool.

Source: European Tennis Table Union and TikTok, 2023

Other tools, such as Dalle, allow users to create images by entering text fragments and determining a series of parameters. In this sense, the video corresponding to item 1939, created on October 13, 2023, and ranked 10th in the most shared videos, with a total of 77,200 posts, was generated by entering the lyrics of a popular song. The image creation tool converted this text into the image that is visible. On the other hand, the tool *Krea.AI* allows users to create pictures with subliminal text, as shown in item #2114, which was made on October 10, 2023, and is in seventh position in the ranking of most commented videos, with a total of 37,600 comments, was generated from the textual descriptions of the user, asking the AI to create a subliminal image to introduce a specific text.

There are also tools for generating fantasy-style content, where users' creativity takes precedence over references to reality. In this sense, the OpenArt AI tool offers the possibility of generating images with a specific style, primarily based on user descriptions, with fiction as a reference point. In line with this, the analyzed item #1939, which was created on October 2023 and is in the 1310th position in the ranking of the most videos shared, a total of 77,200 posts, has been made from the lyrics of the popular song "El show del perro salchicha" by María Elena Walsh, in this case several stanzas of the song have been introduced in the AI image generator to achieve the result that can be seen in the video.

In short, AI tools enable the generation of still and moving images, as well as their editing. This situation opens up a wide range of possibilities for users' creativity, allowing them to expand their creative possibilities.

Secondly, the tools responsible for generating sound-based content are analyzed. Thus, platforms are available that enable users to create their own sounds or songs and modify them for use in videos. Below is a table showing the tools described above:

Table 2: AI Sound Tools

Imaging tools	Web	Item analyzed	Address of analyzed item
VoiceAI	https://voice.ai/	2829 1347	https://www.tiktok.com/@toons.tunes/photo/7283891939152334112
MadLipz	https://www.madlipz.com/	3967	https://www.tiktok.com/@hizzo_covers/video/7276964086615723296
JammableIA	https://www.jammable.com/	4330 4884	https://www.tiktok.com/@playsh11t/video/7274844058353175813 https://www.tiktok.com/@memlisher.mashups/video/7271678172779924738

Source: Authors of the article, 2025.

On the one hand, Voicemy.AI is a tool that enables users to modify original voices in both songs and videos in real-time. In addition, it stands out for having a very extensive library of character voices. The item analyzed was #2829, which was created on September 28, 2023, and is ranked first in the list of most shared videos, with a total of 277,700 submissions. In this example, the original voice of the song has been replaced by that of a fictional character. The tool adapts the tone and timbre of the original song to that of the fictional character, resulting in an adaptation of the song "My Heart Will Go On" sung by the character Toad from the Super Mario saga.

Another of the most used tools within the platform is MadLipz, which, based on the concept, allows users to modify the dubbing of original videos by offering the possibility of including voices from a gallery or inserting their own voices. In this case, the selected example, item #3967, was created on September 9, 2023, and is in the fifth position in the ranking of the most shared videos, with 112,700 submissions. In this example, a fragment of the movie "Gru3, My Favorite Villain" is observed, where the user has replaced the main character's voice with his own to include a song generated by himself.

Another of the tools analyzed is *JammableIA*, which enables both the generation of musical bases from an extensive library of sounds and the creation of covers from voices within its library. In this case, the examples analyzed are, on the one hand, item #4330 was created on September 4, 2023, and is ranked fourth in the list of most shared videos, with a total of 136,400 posts. On the other hand, item #4884, created on August 26, 2023, ranks eighth in the list of most commented videos, with 36,300 comments. In these examples, the buzzing of a mosquito and the sound of brushing teeth are isolated to generate a musical base. The tool then arranges these sounds to achieve a tone and rhythm that mimics current hits.

In short, using AI tools in sound allows for everything from sound editing to generating voices, songs, or ambient music, thereby creating new possibilities for users.

4.2.2 Users in TikTok: AI-driven Storytelling

An analysis of the 30 most relevant videos, according to their metrics, resulting from the quantitative analysis, as well as others that seemed appropriate, has detected that according to their content and taking into account the transformations introduced by AI, they can be classified into three groups, .depending on how users use AI to generate different narratives These categories of content created with AI, delimited by the research team, are the following. We will refer to them in more detail below:

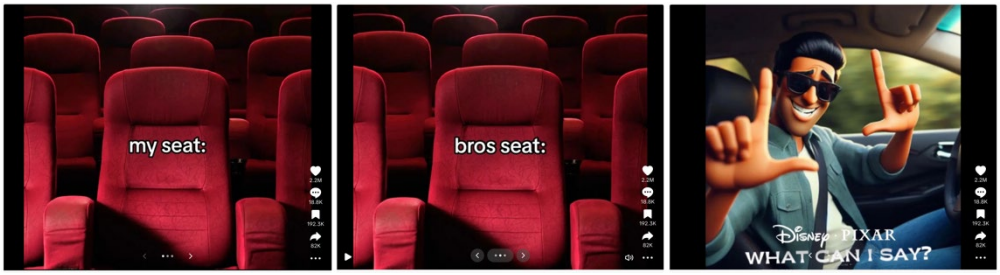
- Close to Everyday Reality
- Transforming Reality
- Creating a New Reality

To illustrate this type of narrative, we have selected a video where the definition of each of the categories mentioned above is most clearly observed.

Content close to Everyday Reality includes fundamental elements with their physical characteristics as they are known, but in combinations that alter the narrative, making it eye-catching for the audience.

The selected item is outside the 30 previously analyzed, but it is relevant for this section. Item #1572, created on October 20, 2023, stands out for being composed of still images, an audio track with a repetitive phrase, and static text. We can see the three frames that compose it.

Image 3. A succession of images, item #1572, created by the account @_ocqua



Source: TikTok, 2023.

In the visual composition, the first two images depict a cinema seat in a medium shot, blurring the background to emphasize the upper static text. It presents a frontal plane without visual denotation. The third image disrupts this aesthetic with a complete change of composition.

A medium to short shot is included, focusing attention on the protagonist with a Dutch angle. The first two images feature real photography, while the last is an animation. The video lacks a backing song and uses the original sound of the meme repetitively. The text references the meme's intentions, with "my seat" in the first image and "bros seat" in the second.

In this case, AI allows content to be created from reality. Based on the viral content of Canadian TikToker Prayag, fans generate memes and graphic representations of his content. AI thus becomes a democratized tool for users to create graphic content of various styles.

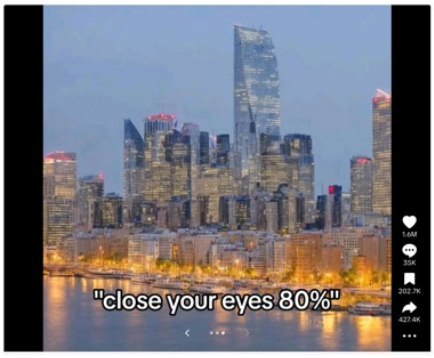
Image 4. The meme was created with AI based on @Prayag's original, which was created by the @_ocqua account.

Source: X and TikTok, 2023.

This content transforms reality by blending elements of reality with fiction. In these narratives, fans strive to go a step further by reshaping the reality around them. The overall tone of the videos is humorous, yet discourses of self-criticism regarding society and new dystopian creations also emerge.

Item #2114, created on October 10, 2023, ranks 7th among the most commented videos with 37,600 comments. This content presents a transformed image that includes a subliminal message. It has gone viral on social networks, especially on TikTok, due to AI. Below is the primary image of the content.

Image 5. Image created with AI, item #2114, designed by @navy_thoughts



Source: TikTok, 2023.

The image depicts a general city plan with frontal angulation and a unified aesthetic. The sound includes the chorus of “Speed Up from Moonlight”. The image contains the text "close your eyes 80%" as an instruction to view the hidden content.

AI enables the transformation of factual scenarios and the generation of new, realistic ones. The image was created from a photograph of Hudson Yards in New York, with the shadows altered to convey the video's message. Additionally, it facilitates the creation of visual effects using natural blur. These transformations expedite the creative process of generating complex environments.

Generating new fiction is considered all material created from the creativity of users, in which fictitious elements with real physical characteristics are included, but that generate new environments or contexts. The tone of these narratives is fantastic.

In this case, the selected item was #3624, which was created on September 15, 2023, and is ranked 10th in the list of most commented videos, with a total of 26,800 comments. The video is composed of the succession of images shown in the following table:

Image 6. Images created with AI, item #1572, created by @mafiaai_

Source: TikTok, 2023.

The first three images create a "zoom in" that culminates in the last image of the study. The fourth image presents a wide shot, focusing on the bipedal protagonist and his companion, while showcasing details of the environment. The shots are frontal, and the video features the song “Original Sound “ by Conquesor.

AI enables the creation of detailed imaginary worlds with tools for realistic scenarios. It effectively generates these worlds in minutes, a process that would typically require many hours, allowing for the combination of various artistic styles.

In summary, the qualitative analysis results indicate that AI-based tools allow users to acquire new knowledge easily. These tools transform narratives, enabling users to generate new stories.

5. Discussion and conclusions

The analysis of videos tagged with AI on TikTok reveals that users seek to maintain long-term interest and increase views and comments. Users follow creators they enjoy, while comments originate from those who connect with the topic, and only content that grabs attention receives more likes. Users need to utilize AI tools to refresh content efficiently, aligning with the findings of Wired Research (2022).

TikTok's participatory contexts advance in simulations and hypothetical scenarios, according to Guzmán (2023), creating personalized scenarios that coincide with Kaswan (2024). Content and reaction analysis has provided insights into user interest (Green, 2023 #10250). Collective expressions through remixing foster collaboration and constant reinvention, as evidenced in the videos analyzed according to Zulli (2022).

We will now refer to the study's objectives to present this discussion and the conclusions. The first specific objective was to identify and characterize the filters and artificial intelligence applications used in creating the selected videos, considering how they enhance creativity and content personalization.

Regarding the types of filters and applications, it was identified that the most frequently used by users were those that generate or transform images using AI. Notable examples include YearBook, AIStudioPhoto, InvideoAI (a tool external to TikTok), Dall-e, Krea.AI for the introduction of subliminal texts, and OpenArt AI, which allows the introduction of fantasy elements. Thus, it is confirmed that these tools, along with technologies such as augmented reality, facial recognition, and visual content generation, enhance creativity and personalization in social networks, complementing the identification of tools made in previous research (Eugeni, 2024; Manovich, 2023). Another relevant application of these tools is to improve users' self-image, generating satisfaction by enhancing their perception of themselves, ultimately transforming their dissatisfaction into satisfaction, which aligns with the work of Xu et al. (2023) and Eshiet (2020), respectively.

Secondly, the same objective was identified, along with platforms responsible for generating sound-based content. Platforms that facilitate the creation and modification of sounds or songs in videos are primarily utilized. VoiceAI is the most popular choice among users for altering original voices in songs and videos with live audio, as it boasts an extensive library of character voices. Additionally, the MadLipz AI tool enables users to modify the dubbing of original videos by allowing the inclusion of voices from a gallery or inserting their own voices. JammableIA enables the creation of soundtracks and music covers from a diverse library of sounds. The CoverAI tool enables the creation of versions of existing songs with different voices or the generation of personalized songs by synthesizing voices. AI tools for sound editing allows the creation of voices, songs, or ambient music, offering new possibilities for users. The use of filters and specific applications associated with TikTok, which leverage AI, has demonstrated how they guide content creation, thus complementing the findings of previous research (Eugeni, 2024; Ryan-Mosleyarchive, 2023).

Therefore, it can be concluded at this point that the ability to generate multimedia content has been demonstrated, agreeing with Elgammal (2017) by identifying in the analysis how it can create highly realistic and expressive images, videos, and sounds using image and sound tools, as already highlighted in his results Technologies (2023).

The second research objective was to examine how narratives appearing in videos generated with artificial intelligence tools structure their messages, emphasizing the relationship between elements of physical reality and digital fiction (a fundamental idea). Three categories of content were identified based on how users utilize AI to generate different narratives: From Reality, Transforming Reality, and Creating a New Reality, which are related to the videos that have the highest audience engagement. The content created from reality engages by identifying the presence of scenes from everyday life, as already advanced by Georgakopoulou (2016). Still, it creates combinations that alter the narrative, transforming it into eye-catching content for the audience by building new identities through TikTok interactions, in line with the findings of Schellewald (2021; 2022 & 2023). Thus, TikTokers and influencers generate a multitude of memes referencing their content by creating graphical representations. AI enables users to transform real scenarios and develop new ones with realistic characteristics, and also allows them to create visual effects in a simplified manner. This type of transformation accelerates the creative process, allowing creators to produce complex and realistic environments. Thus, it is demonstrated that narratives on TikTok are being modified by AI, utilizing augmented reality resources, in line with other research (BotPress_AiBasics, 2023; IEEE, 2024). The results obtained support the fundamental role of artificial intelligence in creating interactive and emotionally resonant narratives, aligning with the findings of Rimmon-Kenan (2002) and Zhao et al. (2024). AI not only acts as a creative tool but also democratizes the process of generating graphic content in various styles.

In addition, AI-generated content gives rise to new realities or fiction, where user creativity plays a central role. In this context, fictional elements combine with actual physical characteristics to build innovative environments and narratives with a fantastic tone. It reinforces the idea that this content is multimodal, as it integrates diverse media, collaborative, involving the interaction of multiple participants, and dynamic, given that it can be continuously reconstructed and reinterpreted on the network, as described in another study (Imed Bouchrika, 2024; Kang & Lou, 2022). According to the works that analyze collectivity (Bhandari & Bimo, 2022; Civila & Jaramillo-Dent, 2022; Papacharissi, 2011), the creation of subjectivity in interaction between individuals in the collectivity of social networks is revealed, allowing for the management of identities, as well as the image they project of themselves, generating a self.

Finally, AI, with its filters and platforms, efficiently facilitates the creation of imaginary worlds by providing advanced tools for designing complex scenarios with realistic elements. It also enables the visual fusion of different artistic styles, expanding creative possibilities and redefining the limits of narrative production, which generates a significant impact on followers' interest.

Based on this, it is also necessary to emphasize the need to accelerate and increase digital literacy efforts in society. This is important not only to explain the benefits and possibilities offered by these technologies but also to warn about the potential problems they may cause, such as the eventual usurpation of copyrights or identities and the promotion of disinformation, along with other counterproductive phenomena that can arise from the dynamics of such platforms.

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