Generative AI-Created Digital Influencers to Be University Goodwill Ambassadors

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***Abstract*—This research was aimed at creating and developing digital influencers with generative artificial intelligence to strengthen a university's image and communicate with a target group, and comparing their use to traditional forms of communication. We conducted the research as an observational study. A literature review was conducted to study the elements of the process of using digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors. Research data was collected from a sample group of 150 people. We used a questionnaire to assess the effectiveness of using digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors. In the analysis, the use of digital influencers created with generative artificial intelligence through an intelligent platform was compared with regular communication by using the paired t-test statistic. A total of 150 participants were included in the study. The results showed that most of them were female (*n* = 87; 58 percent), aged 15–25 years (*n* = 106, 70.67 percent) and students (*n* = 99, 66 percent); 23 persons were university personnel (15.33 percent) and 28 persons were members of the general public (18.67 percent). From the results of the evaluation of the quality of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors, it was found that digital influencers created with artificial intelligence and used through an intelligent platform as university goodwill ambassadors could represent the university, and provide public relations and support for university activities. They could promote relationships between the university and third parties. As a result, communication within the organization became convenient and fast. It was even found to be more modern compared to traditional forms of communication, with statistical significance. Artificial intelligence is effective in improving communication; organizations can provide accurate information immediately and reduce the workloads of personnel. Artificial intelligence can also analyze insights from user conversations. This university can use this information to improve communication to better meet the needs of the target audience.**

***Keywords*—digital influencers, generative artificial intelligence, intelligent platform, university goodwill ambassador**

I. Introduction

In a digital age where news is rapidly spreading and boundless, universities around the world face the challenge of communicating information and its importance to students, individuals, and the public accurately and on time. Promoting a proper understanding of the uniqueness and value of institutions is a challenge amid diverse media and changing data-consumption behaviors. To solve such problems, Artificial Intelligence technology (AI) has thus played a key role in creating innovation for effective communication. Bozkurt [1] found that generative AI utilized language and had a potential role as a conversational agent within the educational realm. Emulating the most advanced human technology, language, generative AI's success relies on understanding and generating human-like text. Villarreal et al. [2] found that acceptable and responsible use of AI in higher education consisted of academic integrity, continuous monitoring and evaluation, transparency and disclosure, informed consent and opt-out options, data privacy and security, human oversight and intervention, and bias awareness and mitigation. This research focuses on designing and developing digital influencers that can respond to questions and doubts about universities, whether that be regarding curriculum information, doing activities, or living in universities in a sensitive and friendly manner, through an intelligent platform that has been designed to promote learning and participation by students and individuals in general [3]. This research therefore aims to create digital influencers with artificial intelligence to become university ambassadors through an intelligent platform and evaluate the use of such digital influencers created with artificial intelligence through an intelligent platform as university ambassadors.

II. Literature Review

A literature review on the application of Artificial Intelligence (AI) in creating digital influencers was performed. The results of this data analysis, with emphasis on the benefits and challenges that may arise from real applications, are included, along with relevant references to support this research.

Digital influencers: Digital influencers are people who have a reputation for their followings on social media sites such as Instagram, YouTube, TikTok, and Twitter. The influence of digital influencers comes from their ability to attract audiences through their content, opinions, and choices made in their lives. Digital influencers are renowned for creating online content, their expertise in specific areas, their relationships, and their accuracy, which is different from the common celebrity [4]. The topic of digital influencers and generative AI is a very challenging and interesting topic in today's online marketing circles. The digital influencer, or influencer in the online world, plays an important role in inspiring and guiding followers' decision-making, especially in the cities or target groups we want to reach. At the same time, generative AI, or artificial intelligence, can generate content automatically. Generating content might not be the

best thing to do with people's influence, but it might possibly the best thing to do in terms of information. However, how can AI be used to perfectly influence an audience by creating new, high-quality content, and how can generative content be easily marketed? A digital influencer created with generative AI is someone who can influence other people's thoughts and behaviors on social networks [5].

Influencers often have a lot of followers on social media platforms like YouTube, Instagram, and Facebook [6]. Generative AI is a form of artificial intelligence that can create new formats of information using machine learning and training data, which could possibly include newly generated information in formats such as text, audio, video, or other formats. From the literature on digital influencers created by generative AI, it can be seen that the generative process has been influenced by a wide range of learning disciplines, ranging from computer science to marketing and sociology. Digital influencers: These influencers of the online world are the drivers of a new era in the online world. Digital influencers are comparable to virtual power. These individuals have large followings on various social platforms. They attract people with their charm, reliability, and genuine content, thus establishing themselves as influential individuals who can effectively define target groups' behavior, opinions and purchase decisions. The following are the characteristics of a digital influencer [7]. Reliability: most digital influencers establish good relationships with followers through sincere communication. Target group access: Each digital influencer usually has a clear target group. Brands can choose to attract a target group of followers that matches their products or services. Effective communication: People with digital influence comprehend the sharing of online media content. They attract audiences by sharing interesting content, focusing on target groups or sharing opinions [6].

Generative AI: The generative AI literature review was a comprehensive analysis of existing research and academic documentation in the field [8]. The objective was to provide a comprehensive summary of the current state of knowledge, point out areas in need of improvement, and emphasize the most significant advancements and developments in AI research over the past few years. The potential for industrial and sectoral transformations has sparked significant interest in AI [9]. Researchers have investigated a diverse array of AI-related subjects, such as natural language processing, machine learning, computing, vision, robotics, and much more. The historical development of AI from its inception and significant events in its early phases may be discussed in this literature review. We also delve deeper into a variety of AI techniques, including management systems, expert systems, and neural domains, and their implementations in a variety of disciplines, including financial management and health care. Critical phenomena associated with markets, such as artificial intelligence, may emerge from the outset. In summary, the literature review on AI offers a thorough comprehension of the present state of research [10]. It identifies potential areas for future research and emphasizes the challenges and prospective challenges of AI in a variety of domains. The literature on built-in AI encompasses a diverse array of fields, including computer science, art, and literature. In this literature, the thrilling potential of AI to generate novel works and patterns is frequently discussed, as is the influence of AI on society. In various kinds of literature, from literature on computer science to literature about architectural intelligence, the following question is frequently asked: What is generative AI? Generative AI, or artificial intelligence, is a type of artificial intelligence technology that automatically creates new content in a variety of formats without human input. Examples of works created by AI include written works such as articles, stories, poems, code, emails, and texts, as well as other works: Images: creating images, drawing, painting, touching up images, changing the image of a person into a cartoon, etc. Sound: making music, writing music, making sound, etc. Video: making videos, and besides making video, putting effects into video, etc. [11] Generative AI's working principles depend on deep learning patterns, analysis of many available data sets, and learning and information relationships [9].

Intelligent platform: An intelligent platform refers to a system or structure that is based on assembling and delivering various capabilities to users or applications built on it, including the sharing of multiple computers to work together in a variety of ways, using automated technology and information in processing, decision-making, and operation to both optimize efficiency and make changes in organizational systems, management, customer service, and other related areas in an era of unprecedented technological advancement [12]. The concept of "intelligent platforms" has become a sign of change in various industries. This innovative framework represents the convergence of modern technologies, including artificial intelligence, data analytics, automation, and connectivity. Intelligent platforms are transforming the way businesses, organizations, and society work by harnessing the power of data-driven insights, automation, and seamless communication. Integration platform as a service (iPaaS): This is a cloud-based platform that integrates and connects various applications, systems, and data sources across an organization, enabling a smooth flow of information, automating work, and facilitating the development of intelligent applications. Intelligent data management platforms: These types of platforms use AI and machine learning (ML) algorithms to efficiently manage and analyze large amounts of data. This helps organizations with integration of data, data cleansing, data governance, and data security, which helps them to gain valuable insights and drive business growth. Intelligent customer experience platforms: Intelligent customer experience platforms leverage AI and ML techniques to improve customer interactions and provide personalized experiences across various channels. They predict customer behaviors and provide real-time recommendations, which ultimately improves customer satisfaction and loyalty [13].

Therefore, it can be concluded that an intelligent platform refers to software or technological infrastructure that incorporates various advanced technologies, such as artificial intelligence. Machine learning uses data analytics and automation to enable smarter decision-making. It serves as the foundation for the development and deployment of intelligent applications and services. Intelligent platforms typically take advantage of large amounts of data, both structured and unstructured, to extract valuable insights and facilitate real-time or predictive analytics. They can work with various systems and devices, allowing for seamless data

exchange and collaboration. These platforms often offer features such as natural language processing, computer vision, recommendation tools, and automation capabilities, allowing users to interact with the system in a more intuitive and efficient way. Applications on intelligent platforms can be found in various industries, including finance, healthcare, retail, and more. They can be used for tasks such as providing a personalized customer experience, fraud detection, predictive maintenance, transportation, supply chain optimization and process automation.

University goodwill ambassador: A university goodwill ambassador is an individual who is chosen to represent the university in its efforts to promote the institution's reputation and positive image on a global and domestic scale. Special abilities, including those in sports, art, and performance, as well as other specific abilities, are manifested [12]. A goodwill ambassador has leadership capabilities. They are capable of collaborating effectively with others and actively participating in university activities for the sake of the university's vision. They engage in a variety of university activities on a consistent basis and are well-known to both students and staff. Representing the university is the primary responsibility of a university goodwill ambassador. By engaging in a variety of activities both within and outside the university, the university's reputation is disseminated both domestically and internationally. Furthermore, they serve as an effective example for their peers in the areas of academics, employment, and civic engagement, as well as in the establishment of positive relationships with external organizations, including those in the private sector [13], international organizations and the government. The qualifications of a university goodwill ambassador include a comprehensive understanding of the university and the discipline of study in which they are pursuing their education. They have the ability to communicate effectively in both Thai and other languages. They demonstrate proficiency in completing their assigned tasks, are accountable, can impress an audience, and possess a positive disposition. Being a university goodwill ambassador will be highly advantageous for individuals as it will enable them to cultivate skills such as communication, collaboration, and problem-solving skills. They establish connections with influential figures in a variety of industries and enhance the university's reputation and honor [14].

Consequently, it is possible to deduce that a goodwill ambassador is a prominent individual, usually a well-known figure, a respected professional, or an influential individual who has been appointed by an international organization. These ambassadors utilize their credibility, influence, and reputation to engage a wide range of audiences, drive positive change and raise awareness in areas such as humanitarian aid. Through their participation and role in international diplomacy, the goodwill ambassador helps their organization to promote sustainable development, education, gender equality, and other issues. Promoting international collaboration and minimizing cultural disparities fosters a more connected and compassionate community [15].

This research was divided into two phases, which were carried out as follows.

Phase 1. Digital influencers were created with artificial intelligence to become university ambassadors through an intelligent platform. The procedure was as follows: First, the process of using artificial intelligence technology to create digital influencers through an intelligent platform to become university ambassadors was synthesized, and the process of using artificial intelligence technology to create digital influencers to become university ambassadors through an intelligent platform was evaluated by a total of nine experts in generative AI communication and character design. Next, the needs, characteristics, and abilities of the digital influencers created with artificial intelligence to become university ambassadors through an intelligent platform for students and the general public were explored. The process of creating the images of the influencers was performed using the Adobe Firefly application by generating an image from text, resulting in a JPG file.

III. Methodology

The framework of this research is shown in Fig. 1.

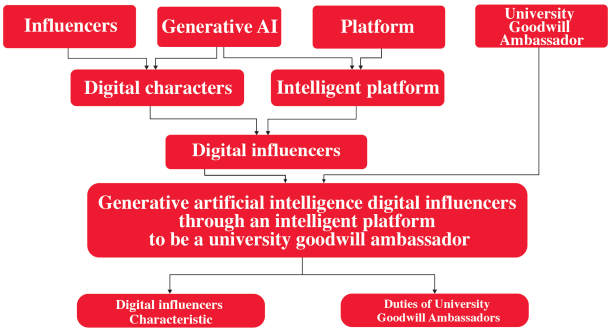

Fig. 1. The research framework of the study titled "use of digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors"

The process of creating the data used to publicize the university's information was performed using applications such as ChatGPT, Gemini, etc., then this information for communication was converted into an audio clip using the Botnoi Voice application, resulting in an MP4 audio file. Then, the JPG file and the MP4 audio file were used to create a video clip with the D-ID application, followed by setting automation and providing answers to basic questions that most digital users would like answered in an audible style, such as dissemination of easy-to-understand words and responses in the ZWIZ.AI chatbot application by digital influencers created with artificial intelligence to become university ambassadors.

Phase 2. This phase involved evaluating the use of digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors. The research model was a cross-sectional study studying the effects of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors with a sample group of 150 students. The sample participated in the research from September 2567 to October 2567. The sample group included undergraduate students, staff of Rajamangala University of Technology Thanyaburi, and members of the general public who met the following inclusion criteria: undergraduate students, staff of Rajamangala University of Technology Thanyaburi, and members of the general public aged 18 years and older who consented to participate in the research. The exclusion

criterion was respondents who provided incomplete responses to the research questionnaire.

Formula:

$$n = \frac{\left(Z_{\alpha/2}\right)^2 \sigma^2}{e^2}$$

The following values were substituted into the formula: $Z_{\alpha/2}$ = 1.96, σ =0. 3, e = 0.05, resulting in the following calculation: $3.84*(0.3)^2 / (0.05)^2 = 138.24$ persons

Therefore, a total sample of 150 people were included in this study. Random sampling: This study was conducted using non-random sampling (accidental sampling). Tools used: A quality assessment of the use of digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors was used in this research. It was divided into the following three sections: Section 1: General information about respondents; Section 2: Questions to evaluate the quality of the use of digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors; and Section 3: Questions for evaluating the quality of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors, compared to using a conventional model of communication. Tools testing: Tools were tested to evaluate the accuracy of the questionnaire by a total of five experts. The IOC value was equal to 0.89. The data collection was begun by explaining the following to the research participants: the research structure, the purpose of the research, and how the research would be conducted via the media of digital influencers created with artificial intelligence technology through an intelligent platform. It was also explained that the collected data would be used to evaluate the use of generative artificial intelligence digital influencers through an intelligent platform as university goodwill ambassadors, the data would be collected through a Google Form, and then it would be analyzed to compare the use of digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors with use of a traditional form of communication. In the data analysis, some statistics were used to present general information about the study participants and the use of digital influencers through an intelligent platform as university goodwill ambassadors, namely, percentages, averages, and standard deviations, and the paired t-test was used to compare the use of digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors with use of traditional forms of communication.

IV. Results

1) Creating digital influencers with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors:
   a) Disruptive artificial intelligence technology was used to create digital influencers with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors. The researchers synthesized the process of using artificial intelligence technology to create digital influencers with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors by searching for data on the SCOPUS database and using the data that came from that search in the process of using artificial intelligence technology to create digital influencers with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors, as shown in Fig. 2. The process of applying artificial intelligence technology to create digital influencers with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors was as follows: 1) It was decided that digital influencers created with generative artificial intelligence should be used through an intelligent platform as university goodwill ambassadors. 2) Process: The researchers chose the process of using digital influencers created with generative artificial intelligence through an intelligent platform as university goodwill ambassadors. The process involved using AI technology, creating digital influencers, analyzing target groups and objectives, creating characters, creating communication capabilities, creating content, creating personality, processing the intelligent platform, and publishing, including measurement of participation, editing, and improvement. 3) Output: digital influencers were created with generative artificial intelligence to be used through an intelligent platform as university goodwill ambassadors. They had the following elements: They could imitate human behaviors; they had leadership capabilities and a trustworthy personality; and they could automatically adapt. Data analysis was used to create content and automate communication. 4) Feedback: The system's functional response could be used in the first stage of the process of this research system, which was the synthesis of the design process of creating digital influencers through an intelligent platform to be university goodwill ambassadors.

Explanation of the process of using disruptive artificial intelligence to create digital influencers:

Input: Input data, which consisted of 1) character elements, 2) objective elements, and 3) influential elements, was entered into a prompt before moving on to the process. 'Prompt' refers to instructions or information provided by the user to elicit a suggestion or prediction in an AI response.

Process: The researchers chose generative artificial intelligence technology to create digital influencers with the following components.

Analyze target group and assess objectives: Data collection, analysis, and processing for marketing or business can be difficult. The process is laborious. Tableau and Power BI can be used to analyze age, sex, education, occupation, income, and housing. Sprout Social, Adobe Analytics, Google Analytics, and Hootsuite can be used to analyze social media history, interests, and purchases. They can also be used to analyze social media posts, videos, comments, and articles.

Create AI-generated characters and material. Acceleration of digital character and content creation makes characters and their substance believable. Character faces can be modeled from photos and drawings. Unique effects include tongue or gaze tracking. The online Art Breeder app

can be used to model character faces from photos or paintings. Special effects like a chapter-writing AI model are possible. Even code can be used to create unique character traits from photos or sketches. It can also be used to produce unique effects like a complex-writing AI model. Using AI for chapters, books, and code may limit artists' creativity.

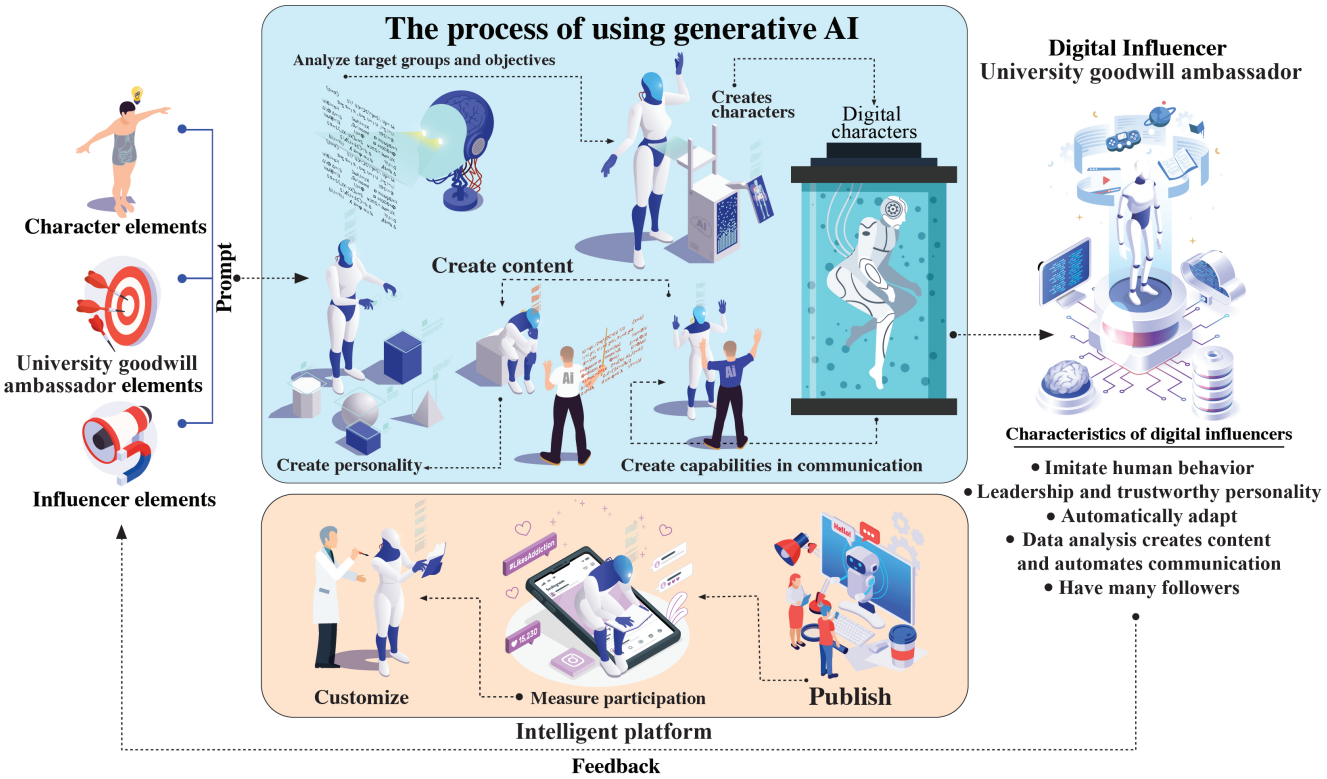

Fig. 2. Process of creating digital influencers to be used through an intelligent platform as university goodwill ambassadors.

Use AI to create behavior. Using creative AI for character and bot behavior is challenging and interesting. Many tools and platforms can be used for this process. Unity ML-Agents Toolkit can be used to create bots and characters. It teaches behaviors through reinforcement. Google TensorFlow can be used to build and practice complex behaviors using machine learning and deep learning. IBM Watson uses natural language processing and learning to respond to humans. Microsoft Azure AI adaptive tools can be used to change behavior.

Use AI to create a personality. Many fields can be combined to create personalities, such as AI character creation combining psychology, art, and AI. Realistic, interactive personalities are its goal. AI can be used to customize personalities and analyze and learn from big data. To understand personality traits and create customized personalities, artificial intelligence can be used to analyze human behavior and communication data from various sources. Artificial intelligence can be used to adapt personality and technology to different situations.

Use AI to publish content. Many platforms and tools are used in creative content publishing to create and distribute content. Hootsuite, Buffer, and Sprout Social are used to schedule social media posts. Some platforms optimize post-time analysis for engagement using AI. HubSpot or Mailchimp are used for email content creation and distribution. Some AI plugins optimize email delivery and customize WordPress content. The tools enable efficient and targeted AI content publication.

Measure AI-based participation. If AI involvement can be measured in some way, then use of data analysis tools and user engagement platforms can be optimized. One example is Google Analytics: Google Analytics monitors user engagement on each website. With Google Analytics there is an analysis of the website's referral link sources, when a visit to a page can be measured as average individual stay length and follow-up page position on page views from search traffic as well as other such data. For example, Sprout Social, Buffer, and Hootsuite all monitor clicks, shares, and comments. HubSpot uses inbound marketing data to evaluate campaign performance. Kissmetrics enhances website engagement and behavior analysis. Content analysis can be performed through deep engagement analysis. Standard meetings can be combined with content analysis discussions as well as AI.

Customize digital influencers with AI. The AI checks these influencers are alive. Statistical and optimization tools, for example, Hootsuite, Sprout Social, and Google Analytics, are used for this role by tracking and analyzing the behavior of followers, and understanding followers' behavior and interests. AI chatbots like Google, IBM Watson Assistant, and Microsoft Bot Framework allow for automatic communication to be turned naturally into a conversation. With these machines, digital intermediaries can be converted and shaped, causing the sandbox size to decrease by reducing targeted audience numbers while also improving communication and tracking ability.

Output: The result is digital influencers with the following characteristics.

Engage in humanlike behavior. Artificial intelligence can engage in conversation to obtain an understanding of the new

opportunities regarding what can be seen, not only with the eyes but also in terms of perceiving human attitude, so it can completely understand behaviors and other possibilities. It is very exciting to see that happen today. Its ability to learn, solve problems, make decisions, think, analyze, and understand logic is what makes it intelligent. AI can then drive rows, understand inputs, and display outputs as the foundation for all customer service chatbots and other human-interaction AI that come into being.

Access target groups and automatically adjust content. AI can tailor communication and content with automation and access target groups according to a product or service's audience. This skill is essential for audience targeting. AI can analyze social media, populations, and consumer data. When business customers are found, AI makes the communication format and content around a product suitable for individual audiences. AI can be used to write complex, original content.

Create personalities which convey leadership and trustworthiness. AI can convey a sense of leadership and trustworthiness through personalities that are trustworthy, confident, and able to lead and decide. These personality traits are vital for an AI that leads or decides. Such AI must inspire, persuade, solve problems, and make good decisions. People must believe in the AI before they will follow its orders.

Use data analysis and create content automatically to communicate with followers. AI can analyze users' interests, demands, and attitudes and generate automated content for its followers. With this knowledge and ability, it can entertain the target audience group without offense or flattery, which better group interaction must have. It allows AI to save time and save on costs or reach audiences that are more eager and receptive.

Gain a lot of followers. Digital influencers are virtual characters that are created and operated using digital technology or artificial intelligence on social media platforms like Instagram, YouTube, TikTok, and Twitter. Many digital influencers serve as spokespersons for brands by way of becoming brand ambassadors or joining advertising campaigns. Personality and specificity: The different personalities, styles, and interests of each character lead to their unique charm and effect.

Feedback: This refers to information or opinions sent by a recipient or user about products, services, or work processes. This is done to provide information which can be used for making improvements or corrections, and to bring things that need to be fixed back into the process to improve the creation of digital influencers to meet the goals set.

b) Evaluation results on the processes of using digital influencers through an intelligent platform as university goodwill ambassadors were obtained.

The researchers asked a total of nine generative AI experts in communication and character design to evaluate the processes of using digital influencers through an intelligent platform as university goodwill ambassadors, as shown in Table 1.

c) The researcher surveyed results of characteristics and abilities of digital influencers created with artificial intelligence to become university goodwill ambassadors through an intelligent platform from Undergraduate student (n = 20, 66.67 percent), Other type of student (n = 5, 16.67 percent) and general public (n = 5, 16.67 percent) with general information of survey participants as shown in Table 2 and survey results shown in Table 3.

Table 1. Digital influencer design process evaluation performed by generative artificial intelligence experts

Factor	Mean ± SD
1) Input	3.89 ± 0.60
2) Generative artificial intelligence	4.33 ± 0.71
3) Output	3.89 ± 0.33
4) Feedback	4.00 ± 0.50
Total	**4.03 ± 0.54**

Table 2. General information of students and other individuals (N=30)

	General information	Number of people (percentage)
Status	Undergraduate student	20 (66.67)
	Other type of student	5 (16.67)
	General public	5 (16.67)
Sex	Female	14 (46.67)
	Male	16 (53.33)
Age	15-25 years	25 (83.33)
	25-30 years	0
	30-35 years old	3 (10.00)
	35-40 years	2 (6.67)
	40 years and older	0

Table 3. Survey results of characteristics and abilities of digital influencers created with artificial intelligence to become university goodwill ambassadors through an intelligent platform (n = 30)

Responses made by students and the general public	Number of people (percentage)
Desired Characteristics of Digital Influencers Created with AI to Become University Goodwill Ambassadors	
Sex	
Female	20 (66.67)
Male	10 (33.33)
Age	
15-25 years	22 (73.33)
25-30 years	8 (26.67)
30-35 years old	0
35-40 years	0
40 years and older	0
Face shape	
Sphere	9 (30.00)
Square	0
Oval	21 (70.00)
Haircut	
Short hair	22 (73.33)
Long hair	8 (26.67)
Hair color	
Black	4 (13.33)
Blonde	26 (86.67)
Skin color	
White	30 (100.00)
Black	0
Dress code	
Dress according to university regulations	9 (30.00)
Dress modestly	21 (70.00)
Influencer style	
Human-like appearance	30 (100.00)
Cartoon character	0
Abilities of Influencers Required to Become University Goodwill Ambassadors	
Communication skills	
Speak clearly and be perspicuous	30 (100.00)
Use proper body language	12 (40.00)
Convey content well	26 (86.67)
Have a sense of humor	8 (26.67)
Be entertaining	9 (30.00)
Present unique and novel content	22 (73.33)
Use multilingual communication	
Duties of the University Goodwill Ambassador	
Represent the university	30 (100.00)

Responses made by students and the general public	Number of people (percentage)
Use public relations	30 (100.00)
Support university activities	4 (13.33)
Promote the relationship between the university and the community	5 (16.67)
Promote international cooperation	4 (13.33)
What communication channels would you like to use to engage with AI-generated digital influencers who serve as university goodwill ambassadors through an intelligent platform	
Communication channels	
University website	30 (100.00)
Facebook	30 (100.00)
Instagram	27 (90.00)
Twitter	4 (13.33)
TikTok	26 (86.67)

d) The results of creating digital influencers with artificial intelligence to become university ambassadors through an intelligent platform are as follows in Fig. 3.

Fig. 3. Digital influencers created with artificial intelligence to become university goodwill ambassadors through an intelligent platform (A: Teddy, and B: Alisa).

- Alisa is a digital influencer with artificial intelligence created to be a female university goodwill ambassador. She was created using the Adobe Firefly application with the following prompt: 8K, RAW photo, best quality, masterpiece, high resolution, hyper-realistic, real, detailed face, short hair, very detailed, detailed skin, photo, Thai woman 20-22 years old, photo, half Thai and half Japanese, dynamic pose, sexy dress, big breasts, big thighs, side angles, looking at the audience, dream pop, cute, and bright.
- Teddy, an AI-generated digital influencer, serves as a male university goodwill ambassador. He was built using the Adobe Firefly application with the following prompt: A highly detailed, realistic 3D caricature of a 20-year-old Indonesian man with a tall and slender build. He has an oval face shape, sharp facial features, and an intense yet calm expression. His dark, stylishly tousled hair contrasts with his warm skin tone. His futuristic outfit includes a high-tech, sporty jacket with geometric patterns and glowing accents. The background is a blend of warm, golden lights and soft shadows, creating an atmosphere of modernity and subtle elegance.

Information was disseminated through the Facebook platform and the university's website, as shown in Fig. 4.

2) The results of using digital influencers created with artificial intelligence through an intelligent platform as university ambassadors are as follows.

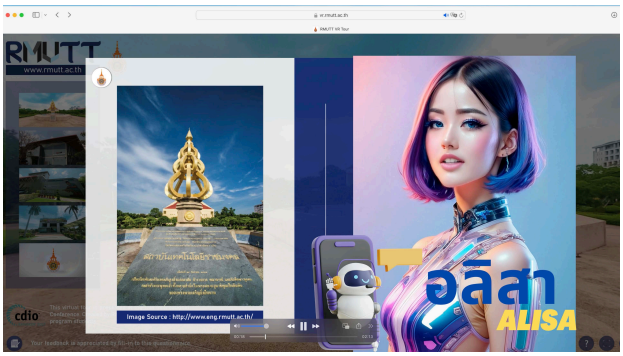

Fig. 4. Information dissemination through the Facebook platform and the university's website.

Of the 150 participants, most were female (n = 87, 58 percent) aged 15-25 years old)n = 106, 70.67 percent) and students)n = 99, 66 percent), while 23 persons were university personnel (15.33 percent) and 28 individuals were members of the general public (18.67 percent), as shown in Table 4.

Table 4. General data (N=150)

General Information	Number of people (percentage)
Sex	
Female	87 (58.00)
Male	63 (42.00)
Age	
15-25 years	106 (70.67)
25-30 years	44 (29.33)
Status	
Student	99 (66.00)
University personnel	23 (15.33)
General public	28 (18.67)
Faculty	
Faculty of Engineering	8 (5.33)
Faculty of Business Administration	7 (4.67)
Faculty of Agricultural Technology	5 (3.33)
Faculty of Fine Arts	5 (3.33)
Faculty of Agricultural Technology	3 (2.00)
Faculty of Industrial Education	6 (4.00)
Faculty of Architecture	5 (3.33)
Faculty of Science and Technology	3 (2.00)
Faculty of Mass Communication Technology	43 (28.67)
Faculty of Arts	5 (3.33)
Faculty of Integrative Medicine	4 (2.67)
Faculty of Nursing	5 (3.33)
Information channel	
Website	82 (54.67)
Facebook	137 (91.33)
TikTok	17 (11.33)
Instagram	12 (8.00)

From the results of the evaluation of the quality of using digital influencers created with artificial intelligence through an intelligent platform as university ambassadors, it was found that the perception of the personality of the influencer was not the same as the perception of the appearance of the influencer. In terms of appearance, the good skin and eye-catching countenance shape, and the dressing style was perceived to be of the highest quality. The average quality values were 4.68±0.52 and 4.56±0.67, respectively, as shown in Table 5.

Regarding ease of understanding, conveying content well, and language proficiency, the average quality values were 4.53 ± 0.56, 4.56 ± 0.65, and 4.57 ± 0.66, respectively. In terms of building relationships, it was found that the digital influencer could encourage followers to have a good

relationship with the university and encourage followers to participate in the various activities of the university with the highest quality. The average quality values of these aspects were 4.59 ± 0.56 and 4.51 ± 0.71, respectively. In terms of evaluating the intelligent platform, it was found that the quality values of data processing and the average speed of information interaction were 4.55 ± 0.51 and 4.66 ± 0.57, respectively, and in terms of the evaluation of the duties of the university goodwill ambassador, the results showed that the university's information dissemination could provide information on management, information for students and staff, and information on university activities with the highest quality. The average quality values of these aspects were 4.53 ± 0.50, 4.56 ± 0.50, and 4.57 ± 0.51, respectively. In terms of the communication ability of the digital influencers, the evaluation results showed that they had the ability to communicate within the university, the ability to communicate outside the university, and the ability to represent the university with the highest quality. The average values of these aspects were 4.54 ± 0.55, 4.57 ± 0.57, and 4.59 ± 0.60, respectively, as shown in Table 5.

Table 5. Results of evaluating the quality of using digital influencers created with artificial intelligence through an intelligent platform as university ambassadors

Assessment Criteria	Mean ± SD	Quality level
Influencer Assessment		
Personality		
Good skin and eye-catching countenance shape	4.68 ± 0.52	The highest quality
Style of dress	4.56 ± 0.67	The highest quality
Friendly smile, gestures and body language	4.17 ± 0.86	Very high quality
Leadership	4.14 ± 0.91	Very high quality
Communication skills		
Speaks clearly and is perspicuous	4.53 ± 0.56	The highest quality
Uses proper body language	4.11 ± 0.92	Very high quality
Conveys content well	4.56 ± 0.65	The highest quality
Creates fun and informative content	4.07 ± 0.96	Very high quality
Creativity	4.31 ± 0.77	Very high quality
Language proficiency	4.57 ± 0.66	The highest quality
Relationship building		
Encourages followers to have a good relationship with the university	4.59 ± 0.56	The highest quality
Encourages followers to participate in various university activities	4.51 ± 0.71	The highest quality
Encourages followers to participate in commenting	4.17 ± 0.85	Very high quality
Intelligent platform		
Data connection	4.22 ± 0.83	Very high quality
Data processing	4.55 ± 0.51	The highest quality
Speed of data interaction	4.66 ± 0.57	The highest quality
Evaluation of the duties of a university goodwill ambassador		
University information publicity		
Provision of management information	4.53 ± 0.50	The highest quality
Providing information for students and staff	4.56 ± 0.50	The highest quality
Providing information about activities on campus.	4.57 ± 0.51	The highest quality
Providing international public relations information	4.17 ± 0.71	Very high quality
Communication skills of influencers		
Able to communicate within the university	4.54 ± 0.55	The highest quality
Able to communicate outside the university	4.57 ± 0.57	The highest quality
Able to represent the university	4.59 ± 0.60	The highest quality

From the results of the evaluation of the appropriateness of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors, it was found that public dissemination of information by digital influencers had a statistically higher average score than such dissemination through the usual university communication methods, except for communication outside the university (with the community, and external organizations), as shown in Table 6.

Table 6. Evaluation of the appropriateness of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors compared to the use of traditional university communication methods

Assessment criteria	University communication: Regular format		Using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors		t	Sig. (2-tailed)	Mean difference
	Mean	SD	Mean	SD			
University Information Publicity							
Management information (provide information on welfare, and performance evaluation)	3.63	0.61	4.61	0.54	−20.52	0.00	−0.98
Information for students and staff (provide information on courses, academic calendar, and scholarships)	3.51	0.62	4.4	0.59	−17.65	0.00	−0.98
Information about campus activities (provide information on university activities, and academic services)	3.57	0.64	4.47	0.58	−14.73	0.00	−0.91
International information (provide information on course information, academic calendar, scholarships, and English section)	3.52	0.68	3.75	0.84	−3.69	0.0003	−0.24
University communication							

Communication within the university (with staff and students)	3.75	0.84	4.48	0.62	−11.60	0.00	−0.73
Communication outside the university (with the community, and external organizations)	3.95	0.70	4.03	0.81	−1.27	0.205	−0.073
Access to data							
Speed of access to information	4.02	0.81	4.70	0.49	−9.73	0.00	−0.67
Ease of access to information	4.07	0.91	4.64	0.49	−8.32	0.00	−0.58

V. Discussions

According to the results, the process of using artificial intelligence technology to create digital influencers for use through an intelligent platform consists of four main processes: 1) data import, 2) digital influencer creation process using artificial intelligence technology, 3) analyzing results, and 4) work response. The researcher has summarized the relationship between the digital influencer process and the generative AI component as shown in Fig. 5. In this research, digital influencers created using artificial intelligence technology were used through an intelligent platform to communicate with students, university personnel and external parties. The two influencers, Alice and Teddy, were created using the Adobe Firefly application, ChatGPT, Gemini, the Botnoi Voice application, D-ID, and the ZWIZ.AI chatbot application. This creation of digital influencers was in line with the study of Wheeler [16]. It has been found that ChatGPT can be used as a tool to help with communication [17–19], but the information should be filtered accurately and ethically before using the information for further communication [20]. The researcher used a process to screen the accuracy of the information before disseminating it to the public. The use of artificial intelligence to create digital influencers who can be university goodwill ambassadors depends on the accuracy and transparency of the data used in artificial intelligence training. Furthermore, the success of the use of artificial intelligence in such a context depends on access to up-to-date and accurate information from universities, whether that be information about teaching and learning, research, or interesting facilities. Digital influencers must have a deep understanding of the university. Therefore, transparent disclosure of information is important. Data should be properly managed and screened to reduce misunderstandings or inaccurate information.

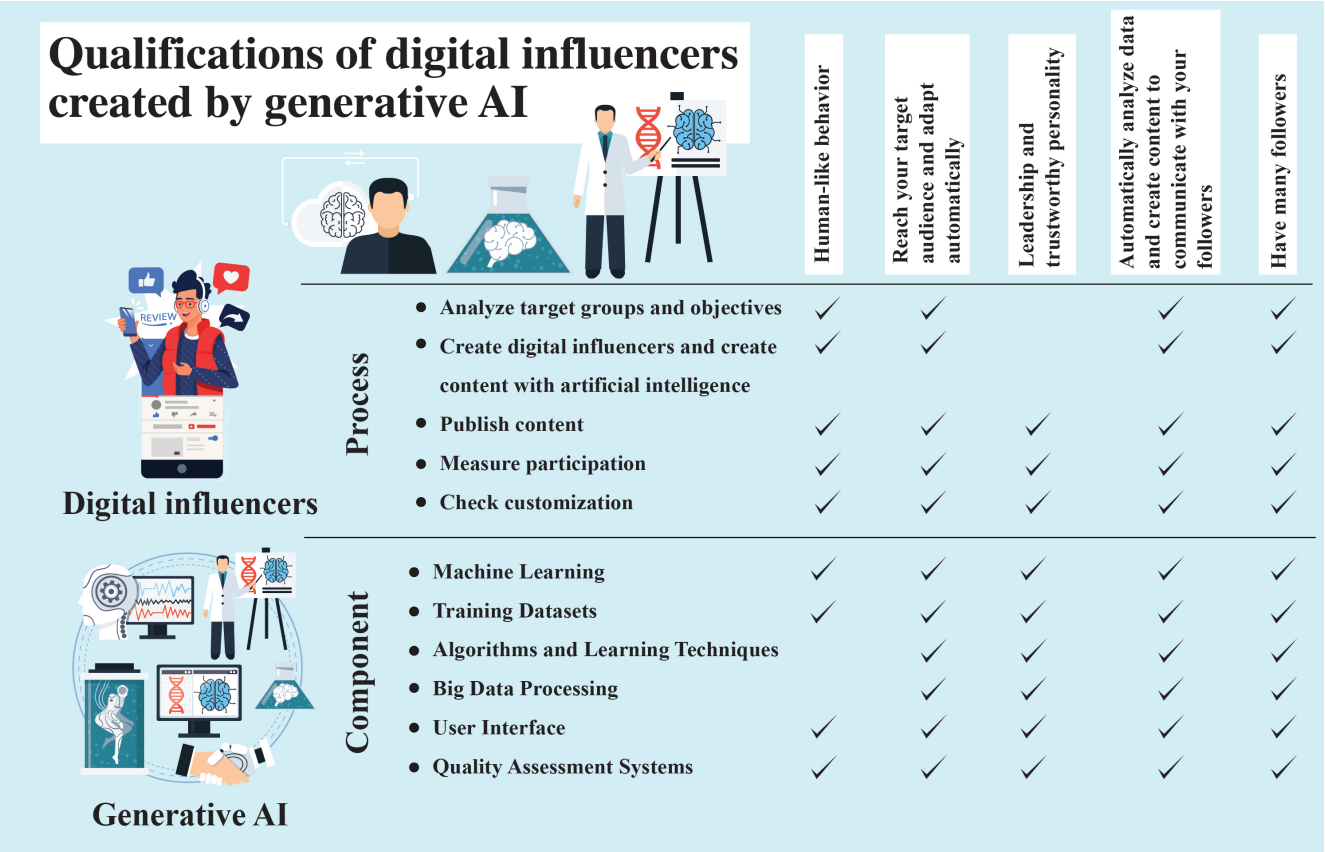

Fig. 5. Qualifications of digital influencers created with generative artificial intelligence.

From the results of the evaluation of the quality of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors, it was found that most of the 150 participants were female (n = 87, 58 percent), aged 15–25 years old (n = 106, 70.67 percent) and students (n = 99, 66 percent). The results of the quality assessment of the influencers showed that the leadership aspect had the lowest average score: 4.14 ± 0.91, followed by the aspect regarding the influencer's encouragement to participate in commenting (4.17 ± 0.85). This aligns with the research of Toyib and Paramita [21], who found that six key attributes (i.e., anthropology, attractiveness, luminosity,

quality, modernity, and phobia of love) had a significant impact on consumer acceptance of AI influencers. In addition, the research of Sands *et al*. [22] found that the use of warm colors created a better response among consumers. However, the brightness significantly reduces the relationship between warm colors and good consumer feedback.

The results of the evaluation of the quality of the intelligent platform showed that data connection had the lowest average score: 4.22 ± 0.83. From the results of the quality assessment of the duties of a university goodwill ambassador, it was found that providing international public relations information had the lowest average score: 4.17 ± 0.71. Additionally, from the results of the evaluation of the appropriateness of using digital influencers created with artificial intelligence through an intelligent platform as university goodwill ambassadors, it was found that using digital influencers to disseminate university information publicly had a statistically higher average score than the usual method of communication of university organizations, except for communication outside the university (with the community, and external organizations). It shows that the use of technology can help make the university's communication more effective. Digital influencers must have communication skills that are consistent with the image of the university. Developing and customizing digital ambassadors requires professional communication practice so that digital influencers can interact appropriately with a wide range of users, whether that be new students, alumni, or outsiders. The ability to make conversations natural is important. In addition, access to university information through digital influencers must be easy for users. Important information should be provided in a format that can be accessed by users with a wide range of needs, such as international students who need information about applying to the university. Having a digital agent who can answer questions in different languages or can quickly direct users to other resources optimizes access to information and responds to user needs.

However, there are both pros and cons of using digital influencers, which are as follows: The advantages of digital influencers built with AI: Control: AI-created digital influencers have 100% control over their personality. This ensures that it is consistent with the organization's strategy and image. There is no risk of the inappropriate or unexpected behavior that often occurs with traditional communication. Always-on: AI can work 24 hours a day without resting or stopping work. This makes it possible to answer questions and interact with followers at any time. Rapid adaptability: digital influencers built with AI can modify their personalities. Gestures or text can be instantly commanded or even adjusted based on insights gained from data analysis. This makes communication flexible, and digital influencers are quick to respond to events that occur or trends. Disadvantages of digital influencers built with AI: Lack of spontaneity and sincerity: Some followers may feel that digital influencers are created without these characteristics. AI tends to lack sincerity or is unable to create in-depth relationships like traditional human influencers. Lack of variety in interactions: While AI is learning and adapting, interactions can sometimes lack variety and complex emotions, which are things that humans can convey. Follower perception risk: Followers may perceive that they are communicating with AI, which can make followers feel that the interaction is lacking in privacy, or feel that the conversation is being handled by automation, which can result in a decrease in trust and engagement.

The limitation of this research is that digital influencers created with AI cannot imitate humans with 100 percent accuracy. However, in the future, it will be even more convenient to create a university representative from an application alone because today's technology is developing rapidly, making the capabilities of AI even greater.

VI. Conclusion

In this research, digital influencers were developed with artificial intelligence and used through an intelligent platform as university goodwill ambassadors. Their purpose was to represent the university, and provide public relations and support for university activities. They can be used to promote the relationship between the university and third parties. As a result, communication inside and outside the university becomes convenient and fast. This method is even more modern compared to the usual form of communication. Furthermore, digital influencers created with artificial intelligence have the potential to foster deeper understanding and effective communication in cross-cultural work or international cooperation.

Conflict of Interest

The authors declare no conflict of interest

Author Contributions

Mr. Vipusit Piankarnka is responsible for research, design and data collection, data improvement, original drafting, and editing. Professor. Dr. Prachyanun Nilsook provided advice on the design of research instruments. Professor Dr. Panita Wannapiroon provides advice on research methods, ensuring their improvement and equal support for all this research. All authors had approved the final version.

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