LatIA. 2025; 3:378
doi: 10.62486/latia2025378
ISSN: 3046-403X

ORIGINAL

Publishing Ethics and AI: Challenges and Opportunities for Algorithm-Generated Content

Ética de la publicación e IA: Desafíos y oportunidades para el contenido generado por algoritmos

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Cite as: Hu Y, Dai L, Wu Z, Huang W, Liu J, Li Y et al. Publishing Ethics and AI: Challenges and Opportunities for Algorithm-Generated Content. LatIA. 2025; 3:378. https://doi.org/10.62486/latia2025378

Submitted: 16-10-2025 **Revised:** 12-11-2025 **Accepted:** 14-12-2025 **Published:** 15-12-2025

Editor: Dr. Rubén González Vallejo

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ABSTRACT

Introduction: the adoption of artificial intelligence (AI) has changed the content production process, and the AI generated text, images, and other media have contributed to controversies regarding ethical and operational aspects that publishers, authors, and users still struggle to address.
Objective: the study under consideration examines both opportunities and challenges of publishing the work of AI-generated content, with a particular focus on its operational aspects, quality control, and other ethical considerations.
Method: a survey was carried out among 874 participants, such as content creators, editors, and most frequent readers, who are asked to provide their perceptions, trustworthiness, and engagement patterns in an algorithm-generated content. Convergent validity and internal consistency tests were taken to determine the validity and reliability of the constructs to ensure that there is accuracy in measurements and the model is resilient. Analytical procedures employed structural equation modeling (SEM) using SmartPLS, supplemented with regression and correlation analyses in IBM SPSS (Version 29.0), to examine relationships between AI utilization, ethical awareness, content quality, and reader trust.
Results: key challenges include AI bias, disinformation, and low accountability, while opportunities involve efficiency, scalability, and personalized experiences. The strongest correlation is between transparency and reader trust ($r = 0,63$). Regression shows Ethical Awareness as the top predictor ($\beta = 0,49$, $p < 0,001$), and SEM path analysis identifies Ethical Awareness Perceived Content Quality as the strongest path ($\beta = 0,54$, $p < 0,001$). Transparency increases trust ($\beta = 0,42$, $p < 0,01$), perceived bias reduces credibility ($\beta = -0,36$, $p < 0,01$), and ethical supervision (human-in-the-loop, audits) enhances engagement and reliability.
Conclusions: the results indicate that a set of ethical principles and adjusted governance frameworks are needed in publishing to make AI-generated content creative and ethically reasonable.

Keywords: AI-Generated Content; Artificial Intelligence; Algorithmic Transparency; Intellectual Property; Bias Mitigation; Content Credibility.

RESUMEN

Introducción: la adopción de la inteligencia artificial (IA) ha redefinido la forma en que se produce el contenido, y la creación generada por la ia de texto, imágenes y otros medios ha planteado cuestiones éticas y funcionales que los editores, autores y usuarios siguen luchando.

Objetivo: esta investigación explora el potencial y los problemas de la publicación de material generado por la ia, con énfasis en las consecuencias operativas, la garantía de calidad y las cuestiones éticas.
Método: los datos fueron recolectados a través de una encuesta dirigida a 874 participantes, incluyendo creadores de contenido, editores y lectores regulares, capturpercepciones, niveles de confianza y patrones de compromiso con el material generado por algoritmos. La validez y confiabilidad de los constructos se estableció mediante pruebas de validez convergente y de consistencia interna para garantizar la precisión de la medición y la resilidel modelo. Los procedimientos analíticos empleel modelado de ecuaciones estructurales (SEM) utilizando SmartPLS, complementcon análisis de regresión y correlación en IBM SPSS (versión 29,0), para examinar las relaciones entre la utilización de la ia, la conciencia ética, la calidad del contenido y la confianza del lector.
Resultados: los principales desafíos incluyen el sesgo de la IA, la desinformación y la baja rendición de cuentas, mientras que las oportunidades se centran en la eficiencia, la escalabilidad y las experiencias personalizadas. La correlación más fuerte se da entre la transparencia y la confianza del lector ($r = 0,63$). La regresión muestra la Conciencia Ética como el principal predictor ($\beta = 0,49$, $p < 0,001$), y el análisis de rutas SEM identifica la Conciencia Ética como la Percepción de la Calidad del Contenido como la ruta más sólida ($\beta = 0,54$, $p < 0,001$). La transparencia aumenta la confianza ($\beta = 0,42$, $p < 0,01$), el sesgo percibido reduce la credibilidad ($\beta = -0,36$, $p < 0,01$) y la supervisión ética (con intervención humana, auditorías) mejora la interacción y la fiabilidad.
Conclusiones: las conclusiones destacan la necesidad de disponer de directrices éticas estructuradas y marcos de gobernanza adaptativos en la publicación, garantizando que el contenido generado por la ai sea innovador y éticamente sólido.

Palabras clave: Contenido Generado por AI; Inteligencia Artificial; Transparencia Algorítmica; Propiedad Intelectual; Mitigación de Ses; Credibilidad de Contenido.

INTRODUCTION

Artificial intelligence (AI) is altering the publishing industry at an incredible pace. In publishing and education, the presence of AI systems presents both new opportunities and challenges.[1] Multiple real-world applications are making use of AI systems that offer learning and reasoning capabilities comparable to those of humans. There has been some success and this has opened up opportunities to access activities that were previously unattainable. However, as expected, there has been ongoing discourse surrounding the non-user attributes of these systems, and the sociological implications of their implemented[2,3] AI offers a way to re-imagining the publishing industry's traditional methods of producing and publishing content, enhancing efficiency, and fostering greater innovation. However, there are major hurdles associated with the domination of the technology by certain agents of the industry, who are concerned with the implications of not being in control of the act of producing content.[4,5] AI in the creative and editorial workflows poses a risk towards disrupting the human-to-technology support relationship that has existed for decades. Many authors, publishers, and editors fear that the growing presence of technology in the process of writing diminishes human faculties towards writing, and renders intellectual contributions less real. Furthermore, as AI-generated outputs frequently blur the lines between human and machine producers, this hesitancy raises worries about the authorship of the created work itself. These are not the only issues that are related to technological and ethical concerns, but they are also a part of the larger debate of the growing application of algorithms in information production. With the increasingly important role played by computers and artificial intelligence systems in production of both academic and artistic masterpieces, there is a significant change being done to the traditional concept of authorship, originality and the intellectual responsibility.[6] The question concerning who is supposed to take responsibility in generated content, whether it is the creator, the user or the system leaves no answer. Furthermore, since it is not always clear how the process through which AI identifies an act as creative or editorial works, it becomes hard to raise questions of accountability and equity. The publishing business is therefore facing a scenario that is bound to bring in AI advancements and that there are always individuals at the helm with ethical character and originality as the fundamental principles in the publication game. The non-transparency and accountability of the process of making decisions have been endangered due to the opaqueness of selected AI models in terms of what is known as black boxes.[7,8] Moreover, AI systems are based on a dataset that can be either linguistic, cultural or historic biased. When prejudices are poorly expressed in academic products, they can undermine the quality and heterogeneity of academic discourse. Other ethical behavior considerations are related to consent, data privacy and protection, and copyright issues related to training AI models. It also has implications to publishers and reviewers who attach importance to the integrity of the publication process since AI models have a chance of providing false citations, fabricated information, and academic dishonesty, including plagiarized writing in publication cycles.[9,10] Research examined dual factors

of the development of AI technologies and ethical responsibilities in the publishing realm.[11] A mixed methods approach consisting of a literature review, questionnaires, and qualitative interviews with publishers, authors, and AI creators was used. The investigation measures the frequency of AI use, determines ethical issues, and appraises opinions of the involved stakeholders with statistical and thematic analysis. The limitations include the reliance on literature-based research, and self-disclosed reports, which do not provide a complete understanding of the rate of growth of AI technologies in the publishing industry. It examines how news media discuss ethical issues of AI to attempt to quantify the effect of media coverage on the public discourse of ethics in AI.[12] The problems of AI technologies are social, ethical, and policy-related, and it is necessary to address these issues as a whole. Some strategies to increase the public's access to correct information include creating unified government policies or regulatory frameworks for AI, enabling ethics and AI professionals to undertake research and discussion, and using fact sheets and ethical guidelines on official websites. However, other challenges, such as biased media and a lack of coverage limit the proper representation of AI ethics to the general public.

Research [13] presented the changing legal surroundings governing AI in Europe and the necessity for laws to meet the European Union (EU) Green Deal to address various environmental issues. The research supported an onto-centric response towards environmental issues, diverging from the human-centered mentality of many organizations such as AI regulations, including the European Commission AI Act. The research makes recommendations for establishing duties of care and the need for transparency to improve regulatory frameworks, clearer eco-impact assessments, and targeted policies to address AI use in potentially harmful environmental practices. The research's interest in generative AI (Gen AI) technologies and Chat Generative Pre-trained Transformer (ChatGPT). [14] Specifically as educational technology in higher education, proposes to address college students' views towards the use of GenAI technologies. A survey with 399 students from Hong Kong suggested that college students had some feedback indicating supported potential benefits regarding GenAI and its contribution to research skills, writing, brainstorming ideas, and learning strategies. However, the research findings do not represent broader or intercultural perspectives on GenAI in higher education, as they solely relied on students' self-reported opinions in one specific context.

By examining the perspectives of recruitment managers in a global, multicultural organization, the advantages and disadvantages of using AI in recruiting and selection are examined.[15] This exploratory study was conducted using a qualitative methodology. In-person, in-depth, semi-structured interviews were conducted with ten seasoned recruiters from a global corporation. The results showed that AI makes it easier to automate repetitive operations effectively. Because of the small sample size and exclusive focus on one multinational firm, the results could not be considered generally relevant to other industries or situations. Research examines ChatGPT, an OpenAI generative pre-trained transformer. It is a "chatbot" that responds to user text-based inquiries using natural language processing.[16] The effects that the technology may have on the academia, academic research, and publication are then addressed. One of the possible solutions of the automated essay and other scholarly paper production is ChatGPT. The lack of practical case studies and quantitative information and the discussion of which is mainly reduced to theoretical points of view, which were not tested by some experiments.

AI-generated content has a future opportunity as well as a challenge in the publishing industry, and the current study examines these questions. The three aspects of the research are interrelated and they are operational implications, quality assurance procedures, and ethical considerations. Balanced perception of the risks and the possible benefits that AI is able to introduce into the modern publishing ecosystem is what the research is striving to obtain by considering these factors.

METHOD

The research employed a systematic approach explore the ethical and practical issues of AI-generated content. It focused on the understanding of how the use of AI influences the reader trust, the quality of content, and the ethical consciousness. The survey was used to collect the views of readers, editors, and content creators. To offer meaningful contributions to the role of AI in publishing processes, the developed measuring scales were adjusted to ensure that they are clear and reliable, and statistical modeling methods were employed to determine the relationships between the aspects that matter.

Research design

AI-generated material was analyzed with the help of the quantitative, survey-based research design focusing on the ethical, operational, and trust-related characteristics of the material. The primary objective of the study was to learn how the use of AI, ethical awareness, perceived content quality, and reader trust are related. SEM was utilized in testing proposed relationships.

Data collection

The data were gathered using a comprehensive questionnaire and for the specific population of 874 participants consisting of group editors, content creators, or the general readership. The purposeful selection

of the inclusive group of participants was to collect extensive detail of differing stakeholder perspectives. From the examination and survey, a wide horizon of how AI shaped both the reader behavior and professional judgment emerged as data collected included participants trust levels, engagement styles, and perspectives of the material produced by the AI.

Demographic characteristic

The group of participations was diversified, well-represented, and represented a balanced group of genders, age, and professional backgrounds in Table 1 and Figure 1. The respondents included content creators and editors as well as ordinary readers, which guaranteed the inclusion of both mass audiences and experts in the field. Most of the participants were well educated implying that they were a well-informed and analytical group. Numerous individuals also reported the experience with AI tools and technologies, which implies the presence of the corresponding experience in the frame of the research. The demographic description indicates that the sample is rather diverse and knowledgeable, which contributes to the validity and representativeness of the study findings in the publication concerning the ethical and practical consequences of AI-generated content.

Table 1. Demographic Characteristics of Participants (n=874)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	428	48,9
	Female	446	51,1
Age Group	18–25 years	180	22,6
	26–35 years	308	35,3
	36–45 years	216	24,7
	46 years and above	170	19,4
Occupation/Role	Content Creators	296	33,9
	Editors/Publishers	218	24,9
	Regular Readers	360	41,2
Education Level	Undergraduate	276	31,6
	Postgraduate	412	47,1
	Doctoral or Higher	186	21,3
Experience with AI Tools	Low (Minimal usage)	248	28,4
	Moderate (Occasional usage)	374	42,8
	High (Frequent usage)	252	28,8

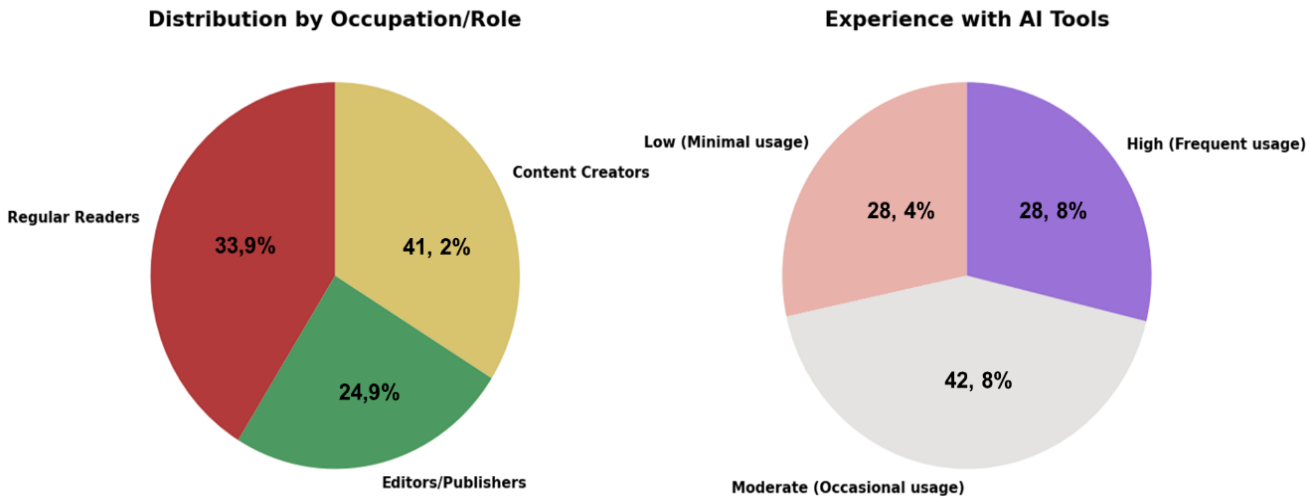

Figure 1. Participant Distribution by (a) Role and (b) Experience with AI Tools in AI-Generated Content Publishing

Selection criteria

Inclusion Criteria

If an individual fulfilled the following requirements, they could be included:

- 18 years of age or older, guaranteeing legal engagement and informed participation.

- Active participation in multimedia ecosystems, including positions as editors, media critics, publishing experts, content providers, and ordinary readers.
- Basic familiarity with information created, edited, consumed, or evaluated by AI or algorithms.
- The questionnaire was only administered in English, hence the ability to read and reply in that language was required.
- Willingness to participate willingly and give informed consent for the collecting of anonymous data.
- To finish the online survey, you must have access to internet-capable devices.

Exclusion Criteria

Participants who fit any of the subsequent criteria were not allowed to participate:

- People who are not legally able to give consent or who are younger than eighteen.
- Respondents who have never used digital publishing circumstances, content generation systems, or AI-based technologies.
- Incomplete or irregular question replies, such as straight-line answers or missing important data.
- To prevent prejudice, consider professional conflicts of interest, such as staff members who were directly involved in the development of the particular AI platforms evaluated.
- Non-English participants, as a result of survey languages and linguistic errors.
- Incorrect entries were found using timestamp and IP address checks.

Hypothesis development

- H1-AI Utilization (AIU) positively influences Ethical Awareness (EA) among content creators and editors.

Greater use of AI in publishing increases professionals' awareness of ethical aspects of automation and accountability

- H2-Ethical Awareness (EA) positively influences Perceived Content Quality (PCQ).

When publishing professionals adhere to ethical standards, audiences perceive AI-generated content as more accurate, reliable, and responsible.

- H3-Perceived Bias (PB) negatively affects Reader Trust (RT) in AI-generated content. Bias in AI-generated outputs reduces transparency and credibility, leading to decreased reader trust.
- H4-Transparency (TR) positively affects Ethical Awareness (EA).

Open disclosure of AI system operations enhances professionals' understanding of ethical issues and encourages responsible implementation.

- H5-Ethical Awareness (EA) mediates the relationship between Transparency (TR) and Reader Trust (RT).Transparent AI practices promote ethical understanding, which in turn increases readers' trust in AI-generated content.
- H6-Ethical Awareness (EA) mediates the relationship between AI Utilization (AIU) and Perceived Content Quality (PCQ).

The degree of ethical awareness among AI users determines how AI utilization influences perceived content quality.

- H7-Governance Mechanisms (GM) strengthen the positive relationship between Ethical Awareness (EA) and Reader Trust (RT).

Governance frameworks and human oversight reinforce the trust built through ethically guided publication practices. The proposed correlations between AI use, ethical consciousness, content quality, and reader trust are shown in figure 2, along with the moderating influences of GM and PB.

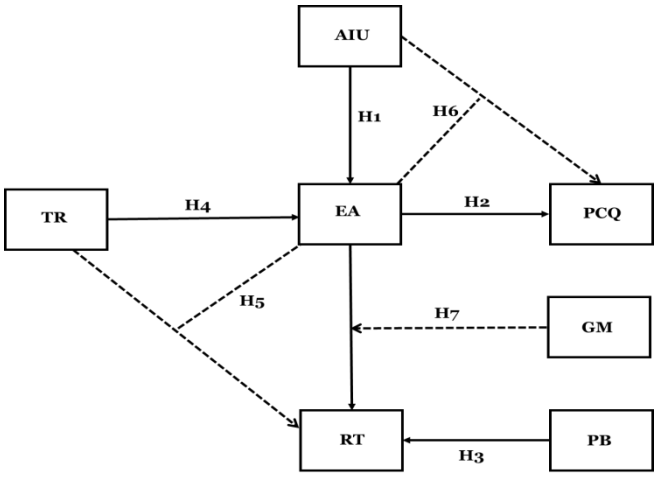

Figure 2. Structural Model of Determinants Affecting Ethical Practices in AI-Assisted Publishing

Conceptual Overview of Variables

The relationships between significant variables affecting the moral and practical application of AI in publishing are investigated in this research. Content creators and readers' development of ethical awareness is influenced by the independent variables of AIU, TR, PB, and GM. Credibility, quality, and trustworthiness of AI-generated material are reflected in the dependent variables, which are RT, PCQ, and EA.

Independent Variables (IVs)

IVs are the key factors expected to influence or predict changes in other variables within the research. In this research, the primary independent variables include:

- AIU: the degree to which AI tools are used in publishing and content creation, influencing EA and content quality.
- TR: openness in disclosing AI's role and processes, which enhances EA and RT.
- PB: the extent to which AI-generated content is seen as biased, negatively affecting RT.
- GM: ethical frameworks and oversight systems that strengthen the link between EA and RT.

Dependent Variables (DVs)

DVs represent the outcomes or effects influenced by the independent variables in the research. They reflect how AI-related practices and ethical factors impact audience perception and trust in publishing.

- EA: understanding of ethical implications in AI use, influenced by AIU and TR.
- PCQ: EA influenced the audience's view of the dependability and correctness of AI-generated material.
- RT: the confidence readers have in AI-generated content is affected by EA, TA, and PB.

Questionnaire Structure and Focus Areas

A standardized questionnaire that incorporated aspects of each relevant research category was used to gather the participants' perspectives of AI employment and publication ethics. Each of the categories: AIU, EA, PCQ, PB, TR, RT, and GM had two questions to assess their views. The items in table 2 focused on participants experience with AI technologies, ethical aspects, trust perceptions, and attitude to supervision. The purpose of the questions was to gather professional and reader comments to provide an understanding of how AI is affecting publishing validity, professional ethics, and the calibre of the material.

Table 2. Key Constructs and Questionnaire Framework for Ethical AI Publishing

Variables	Questions
AIU	How often do you use AI tools to assist in creating or editing content?
	Do AI tools help you improve productivity and efficiency in your publishing tasks?
EA	Do ethical principles guide your use of AI tools in professional work?
	Do you believe human oversight is necessary to maintain ethical integrity when using AI?
PCQ	Do ethically guided AI systems produce higher-quality outputs?
	Do you think AI-generated content is generally accurate and reliable?
PB	Have you noticed discriminatory or unbalanced perspectives in AI-generated outputs?
	Do you think bias in AI content reduces its fairness and credibility?
TR	Does clear communication about AI involvement increase your trust in publishers?
	Does transparency about AI methods help you understand how content is created?
RT	Do you believe AI-generated content can be as reliable as human-created content?
	Do you trust the accuracy of AI-generated articles or media?
GM	Should AI-generated content always be reviewed by human editors prior to publication?
	Do strong governance mechanisms increase your confidence in AI-produced content?

Analytical Framework and Tools

Through the use of SEM and SmartPLS, reliability and validity as well as regression and correlation analysis performed in IBM SPSS (Version 29.0), the acquired data was analyzed. These analysis types enabled the researcher to test the relationship between such variables as AI use, ethical conscience, content quality, and trust among the readers. This combination made it possible to reach the levels of statistical rigor and interpretative richness with the study of the relationship between ethical and operating variables in the scenario of AI-assisted publishing processes.

- SEM: research adopted SEM to determine interrelations in sample AI application and ethical awareness, quality of content, and trust between readers by estimating direct and indirect relationships simultaneously. The model was very reliable and valid and it established hypothesized relationships.
- Correlation Analysis: correlation analysis was found to determine the pattern and strength of relationships between the significant factor of reader trust, ethical awareness, content quality, and the application of AI. This did not imply causation, but only gave the relationship between the changes of one measure and changes of the other. Correlation coefficient (r) indicates the strength of movement of the two variables.
- Regression Analysis: to determine the forecasted effect of a single or more independent variables on a dependent variable, a regression analysis was conducted. This approach simplified the research into the influence of such factors as PB, TR and ethical control on reader trust and content validity. The regression analysis was applicable since it helped to realize the extent to which ethical and operational aspects affect the perceptions of individuals towards AI-generated content by quantifying them.

Research instrument

The participants were requested to complete a structured online survey to gather data. It evaluated the trust of the readers and the quality of the content and ethical awareness and AI application. Each subject contained a number of questions which were rated on a 5-point rating system against strongly disagree to strongly agree. According to the past studies, the questions were invented and pre-tested to ensure that the questions were comprehensible, reliable, and unambiguous.

Data analysis

Data on surveys were assessed with the help of SmartPLS in the SEM in terms of relationships between AI use, ethical consciousness, content quality, and reader trust. To support these conclusions, SPSS regressions and correlation studies were conducted. Validity and reliability of the model were discussed and the stability of the path coefficients was tested by using bootstrapping. The strategy ensured the reliability, accuracy, and provision of informative data on the impact of AI-generated content on the ratings of quality and trust.

RESULTS

Table 3. Reliability, Validity, and Item Loadings of Measurement Constructs

Construct	Indicator	Item Loading (λ)	Cronbach's α	CR	AVE
AIU	AIU1	0,84	0,883	0,915	0,681
	AIU2	0,87			
	AIU3	0,80			
	AIU4	0,83			
EA	EA1	0,82	0,876	0,904	0,658
	EA2	0,84			
	EA3	0,80			
	EA4	0,78			
PB	PB1	0,77	0,851	0,887	0,623
	PB2	0,79			
	PB3	0,81			
	PB4	0,76			
TR	TR1	0,86	0,893	0,921	0,698
	TR2	0,88			
	TR3	0,81			
	TR4	0,85			

PCQ	PCQ1	0,79	0,866	0,901	0,648
	PCQ2	0,83			
	PCQ3	0,82			
	PCQ4	0,78			
GM	GM1	0,84	0,879	0,907	0,667
	GM2	0,81			
	GM3	0,85			
	GM4	0,80			
RT	RT1	0,87	0,904	0,931	0,712
	RT2	0,89			
	RT3	0,84			
	RT4	0,83			

Statistical findings of the results of this study could be analyzed and evaluated in the results section. To explore the associations between the sources of significant variables in the form of the AIU, EA, TR, PCQ, PB, GM, and RT, it gives the outcomes of correlation, regression, and path analyses. To demonstrate the role of EA in mediating these relationships, this section will demonstrate that transparency and responsible AI methods positively impact the quality of content and trust, whereas PB has a negative impact on credibility.

Reliability and Validity Analysis

The measurement of reliability and validity guaranteed that none of the measurement items and constructs in the study was unreliable or invalid. All the indicators are high in their respective constructs, which denotes that all the items were valid to represent their concepts. The internal consistency and composite reliability were both high and this implies that there was consistency in the measures of the constructs when using different items. Adequate convergent validity was also achieved in the analysis to establish that the observed variables fitted well into their theoretical dimensions. The findings confirm that all the constructs, AIU, EA, PB, TR, PCQ, GM, and RT are statistically sound and can be further used to test SEM and the hypothesis in table 3 and figure 3.

Correlation analysis

The degree and direction of correlations between variables are measured via correlation analysis. Here, it is employed to determine the ways in which publication environments interact with elements such as AI use, ethics, bias, and trust. The correlation coefficients between the important variables are shown in the table 4 and figure 3, and they are all statistically significant ($p < 0,01$). The use of AI is strongly positively correlated with governance mechanisms (0,49) and transparency (0,56). Transparency (0,61) and perceived content quality (0,55) have strong correlations with ethical awareness. Transparency (0,63) and content quality (0,58) are strongly correlated with reader trust. All variables had negative associations with perceived bias, with reader trust having the largest link (-0,36). Stable relational patterns are seen throughout the model as Governance Mechanisms consistently exhibit positive connections with Ethical Awareness (0,53), Reader Trust (0,54), and Transparency (0,57).

Table 4. Interrelationships among Variables in the AI Publishing Framework

Variables	AIU	EA	PCQ	RT	TR	PB	GM
AIU	1,000	0,52**	0,47**	0,44**	0,56**	-0,31**	0,49**
EA	0,52**	1,000	0,55**	0,49**	0,61**	-0,34**	0,53**
PCQ	0,47**	0,55**	1,000	0,58**	0,59**	-0,29**	0,50**
RT	0,44**	0,49**	0,58**	1,000	0,63**	-0,36**	0,54**
TR	0,56**	0,61**	0,59**	0,63**	1,000	-0,33**	0,57**
PB	-0,31**	-0,34**	-0,29**	-0,36**	-0,33**	1,000	-0,28**
GM	0,49**	0,53**	0,50**	0,54**	0,57**	-0,28**	1,000

Note: Double asterisks (**) denote significance at $p < 0,01$.

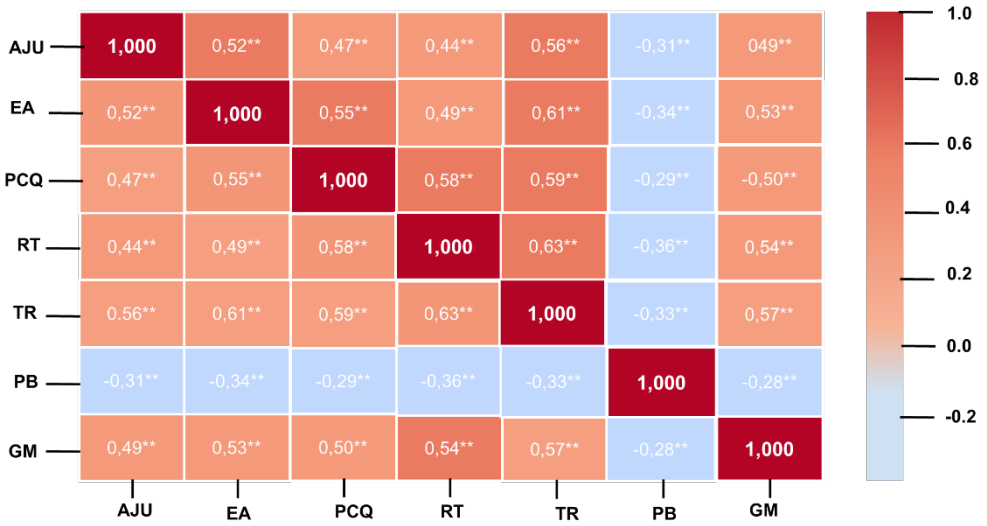

Figure 3. Relationship Matrix of Constructs in AI Ethics Model

Regression Analysis

To quantify the impact of such factors as AI utilization, ethics, and trust, regression analysis is used to identify the extent to which the independent variables are the impact factors. In ethics in publication, it is used in this case to measure the strength of predictions and confirm relationships. The Table 5 and Figure 4 provide the statistical estimates of the important variables of the model. All factors are having significant effects with the p-values of less than 0,001. Transparency (β = 0, 44) and AI Utilization (β = 0, 41) contribute to the model significantly (R^2 = 0, 45) but in a mediocre manner. Ethical awareness demonstrates the largest positive advantage (β 0, 49, R^2 = 0, 51). Also, the perceived content quality is affected significantly (β = 0, 32). The negative relationship between Perceived Bias (β = -0,29) and the significant positive effect of Reader Trust (β = 0,43) and Governance Mechanisms (β = 0,27) within the model confirm strong predictive power (R^2 = 0,57).

Table 5. Regression Results for Key Determinants in the AI Content Publishing Ethics Model

Variables	β Coefficient	Standard Error	p-value	t-value	R^2
AIU	0,41	0,06	< 0,001	7,85	0,45
TR	0,44	0,05	< 0,001	8,12	0,45
EA	0,49	0,07	< 0,001	9,36	0,51
PCQ	0,32	0,06	< 0,001	6,74	0,51
PB	-0,29	0,06	< 0,001	-5,68	0,57
RT	0,43	0,05	< 0,001	8,46	0,57
GM	0,27	0,05	< 0,001	5,32	0,57

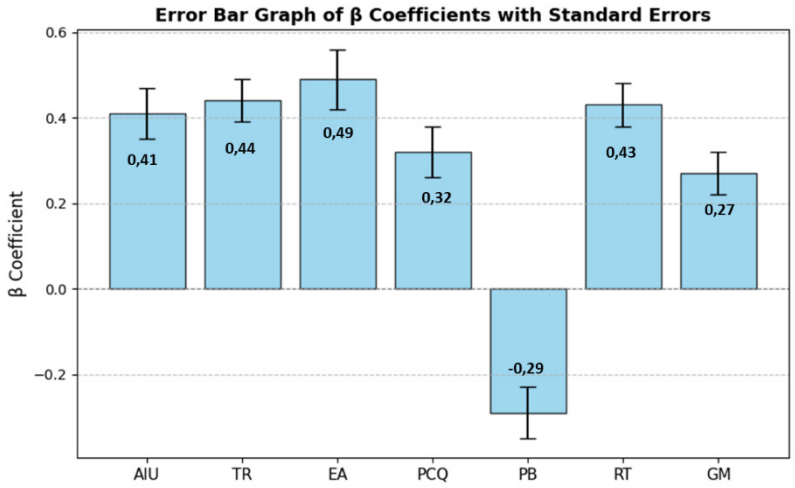

Figure 4. Standardized β Coefficients of Key Variables Influencing Ethical AI Content Publishing

SEM-Path Analysis

The findings of the hypothesis tests based on the proposed conceptual model are provided in table 6 and figure 5. The p-values are below 0,001 with all the hypotheses showing statistically significant correlations. Although there is a positive effect of Ethical Awareness on Perceived Content Quality (β = 0,54), AI Utilization affects Ethical Awareness significantly (β = 0,48). Perceived bias influences the reader trust in a negative way (β = -0,36). Transparency (β =0,51) and governance mechanisms (β =0,33) indirectly enhance the strength of trust through ethical awareness. The strength of the model is also supported by mediation effects, including TR-EA-RT (β = 0,42) and AIU-EA-PCQ (β = 0,39).

Table 6. Hypothesis Testing Outcomes of the Proposed Conceptual Model

Hypothesis	Path Relationship	Path Coefficient (β)	t-value	p-value
H1	AIU→EA	0,48	9,26	< 0,001
H2	EA→PCQ	0,54	10,12	< 0,001
H3	PB→ RT	-0,36	7,84	< 0,001
H4	TR→EA	0,51	8,77	< 0,001
H5	TR→EA→RT	0,42	6,93	< 0,001
H6	AIU→EA→PCQ	0,39	7,15	< 0,001
H7	GM→EA→RT	0,33	5,42	< 0,001

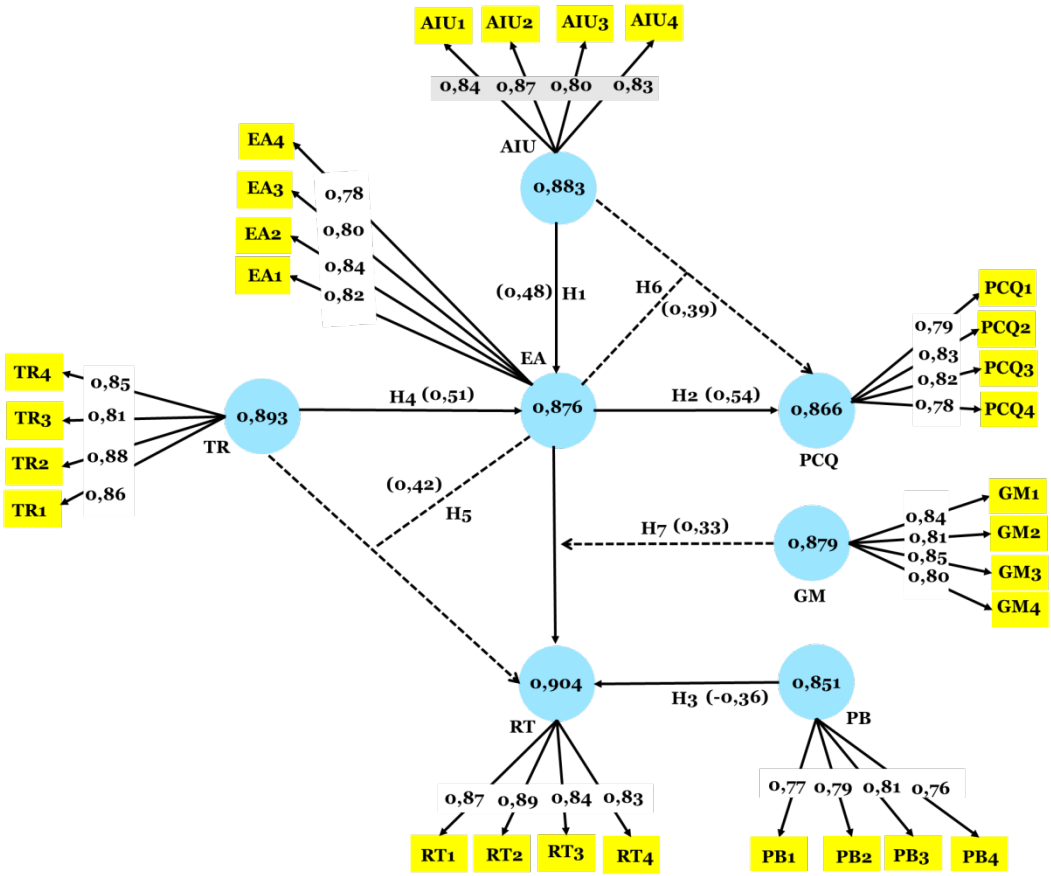

Figure 5. Reliability and Validity Assessment of AIU Following Path Analysis

DISCUSSION

Summary of Key Findings: the discussion highlights the dilemma between creativity, responsible use, and a responsible approach to publication criteria establish credibility, ethical quandaries, issues of responsibility, and quality of content created by AI-generated media. The outcomes of the research are a complement to and an expansion of the previous studies in the field of AI in publishing and content production.

Interpretation and Comparison with International Literature: The fact that the perceived bias (PB) affects reader confidence negatively is not new, as other studies have demonstrated ethical issues related to the use of AI, especially accountability and prejudice.[11] Just like our results, in which we found that transparency (TR)

has a positive effect on ethical awareness (EA) and content, other studies have also highlighted the relevance of transparency in media communication regarding AI ethics.[12] These findings are in line with world literature. The importance of GM on our results is justified by research [13] emphasizing on the importance of powerful governance system. Regarding our TR and EA findings, a study in [14] also demonstrates that transparency and awareness of users are critical variables affecting acceptance. We support our conclusion about the adverse impact of PB with the claim that AI experiences bias-related issues.[15] Similarly, literature indicates that the implementation of AI in the creative sector must be regularly supervised and controlled to encourage ethical conduct and trust, which justifies our conclusion that governance systems (GM) facilitate ethical conduct and trust.[16,17] It is also seen that ethical awareness mediates acceptance of AI outputs, which is consistent with our SEM findings that EA is also a major mediator between AI use and reader confidence.[18]

Implications: the current study investigated the impact of AIU, TR, EA, GM, and PB on PCQ and RT in AI-generated publishing. The evidence shows that PB reduces trust, whereas AIU and TR increase EA, which makes PCQ and RT better. GM improves the relationship of EA-trust through responsible AI use. Findings suggest that ethical awareness mediates the effects of AI on perceived quality and trust to a great extent.

Limitations and Practical Considerations: to reduce bias and enhance credibility, publishers should adopt transparent workflows, strong oversight, and governance. Although the findings offer valuable insights, real-world implementation may vary depending on organizational policies, editorial norms, and technological constraints.

CONCLUSIONS

The research was to evaluate the operational, ethical, and quality implications of algorithms generating content in the publishing industry, particularly with respect to electronic assessment (EA), peer-reviewed quality (PCQ), and reputation trust (RT). According to the feedback of 874 respondents that consisted of content creators, editors, and readers, the research used SEM and IBM SPSS (Version 29.0) regression analysis to test the hypotheses. The results have supported that RT is positively correlated with transparency in AI processes ($\beta = 0{,}42$, $p < 0{,}01$), and negatively correlated with PB ($\beta = 0{,}36$, $p < 0{,}01$). In addition, EA positively influences content quality ($\beta = 0{,}54$) and RT ($\beta = 0{,}49$), as one of the mediating variables. GM also supports the desirable connection between ethics and trust ($\beta = 0{,}33$), and the significance of supervision in the AI-assisted publication. This research is constrained by its cross-sectional design, which limits causal inference, and its dependence on self-reported survey data, which may introduce bias. Longitudinal studies, a variety of cultural contexts, and the incorporation of cutting-edge AI transparency techniques could all be investigated in future research. AI-driven publication could be made more trustworthy and accountable by looking into automated ethical auditing and real-time content verification.

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FINANCING

Open Fund Project of Shanghai Jiao Tong University - Deguit Press Joint Laboratory: Full-Chain Analysis of Retraction Factors in Academic Ethics and Dynamic Path Planning for Academic Misconduct Prevention (Project Number: STTU-DG-2024-003) ; 2024 Editor · Renhe Fund: Research on Strategies for Journal Editorial Departments to Assist Deceived Authors in 'Anti-Fraud' under the New Situation (Project Number: XBRH2024-002-022); Research Project of Chongqing Science and Technology Journal Editors Association in 2024: Research on the Path of Empowering Equal Dialogue between Editors and Authors of Medical Comprehensive Journals with New Quality Productivity; Project of the "Publishing Integration and Innovation Fund" of the China University Science and Technology Journal Research Association in 2025: Research on the Construction and Implementation Mechanism of the Collaborative Training Model for "AI + Editing" Compound Talents (Project Number: CUJS2025-CBRH-030)

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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https://doi.org/10.62486/latia2025378 ISSN: 3046-403X