



ANALYSIS REPORT

ThesisScan

Detection of AI-Generated Passages
in Academic Texts

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Sample_Bachelor_Thesis_EN_v2.pdf

DATE

15.05.2026

PLAN

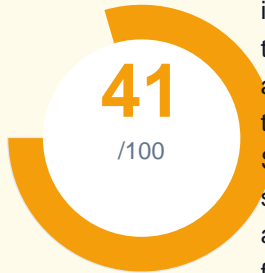
Standard (up to 100 pages)

SECTIONS

25

01 Summary

MIXED



The thesis presents a heterogeneous authorship profile consistent with selective AI assistance rather than wholesale generation. Strongly human-anchored sections include the Introduction (score 12), the quantitative methodology (score 18), and the qualitative interview findings (scores 22–32), all of which contain first-person anecdotes, specific procedural detail, and direct participant quotations. Conversely, the theoretical chapters — particularly Chapter 3 on Generation Z (score 74) and Section 2.2 on consumer behaviour models (score 62) — exhibit convergent AI signals including tripartite paragraph structures, formulaic enumeration, and absence of authorial voice. A mild 'sandwich pattern' is detectable: the personal framing of the introduction and the methodology is flanked by theory and discussion sections showing elevated AI signals.

DETECTED USAGE PATTERN

Partial sandwich pattern with selective AI use concentrated in the literature-heavy theoretical chapters (Sections 2.2, 3.1, 3.3) and to a lesser extent the results and discussion. The introduction, personal methodology sections, and qualitative findings show clear human authorship. This pattern is consistent with a student who wrote the empirical and personal sections independently but used AI assistance to draft or expand the theoretical background chapters.

■ **DEEP ANALYSIS SPOTLIGHT** — These eight sections represent the thesis's intellectual core, combining high analytical quality (ki_scores 38-74) with substantial content depth. They span theory development, methodology application, and key findings to provide comprehensive insight into how Generation Z consumers respond to influencer marketing through trust mechanisms and platform contexts.



SECTIONS (body text)

25 analysed

- 14 human
- 8 suspicious
- 3 AI-flagged

LANGUAGE QUALITY

Grammar errors: 0

Spelling errors: 0

Punctuation: 0

Confidence: 58%

■ Detected Style Breaks

1. Introduction → Platform (Section 1.1)

Score difference: **40 points**

The introduction scores 12 (strong human voice, personal anecdote) while the immediately following platform subsection scores 52. This is a notable intra-chapter break suggesting the opening paragraph was written personally and the continuation may have been AI-assisted.

3.2 Influencer Marketing and Purchase Intent → 3. Generation Z and Digital Consumption

Score difference: **36 points**

Chapter 3.1 scores 74 while 3.2 scores 38 — a 36-point drop within the same chapter. Section 3.2 was flagged as having a 'two-layer structure' with AI signals in paragraphs 1–2 and human signals later, suggesting partial rather than full AI generation.

4.2 Quantitative Phase: Online Survey → 5. Results

Score difference: **44 points**

The quantitative methodology section scores 18 (highly human, contains first-person reflection) while the results section scores 62. This sharp transition suggests the results write-up may have been AI-drafted despite the methodology being written independently.

2.3 The Concept of Authenticity in Digital Contexts → 3. Generation Z and Digital Consumption

Score difference: **42 points**

Section 2.3 scores 32 while the opening of Chapter 3 scores 74. This is the largest single inter-section break in the theoretical framework and strongly indicates Chapter 3 was drafted with substantially more AI involvement than the surrounding content.

02 Detailed Analysis

How to read this report

All sections of your paper have been analysed and receive an AI score. For the **spotlight sections** with the strongest AI signals, the report additionally includes concrete action recommendations: what to change and how. Other sections show score and analysis, but no action recommendations.

■ **Spotlight-Abschnitte in diesem Report: 8**

5 structural element(s) excluded

Table of contents and reference lists are excluded and do not contribute to the score.

Abstract

ABSTRACT

38

PREDOMINANTLY
HUMAN

ORIGINAL TEXT (excerpt)

Abstract This thesis investigates how different types of social media content — paid advertising, organic influencer posts, and user-generated content (UGC) — affect purchase decisions among Generation Z consumers in Germany. Drawing on a mixed-methods design combining an online survey (n=214) with six semi-structured interviews, the study finds that perceived authenticity is the primary moderating variable between content exposure and purchase intention. UGC consistently outperforms branded content across all authenticity dimensions, while micro-influencers achieve higher engagement rates than macro-influencers or celebrities. The findings have implications for both academic consumer behavior models and practical social media marketing strategy.

ANALYSIS

This abstract is concise, methodologically grounded, and uses appropriate domain language. Several features are mildly consistent with AI assistance — notably the formulaic closing ('implications for both academic... and practical'), the clean tripartite content taxonomy (paid/organic/UGC), and the polished parallel structure. However, all of these features are equally consistent with a competent student who has read many thesis abstracts. The concrete specifics (n=214, six interviews, Germany as context, micro vs. macro distinction) suggest genuine study parameters rather than generic AI-produced placeholders. The abstract does not exceed 4/7 flagged dimensions at meaningful thresholds, and confidence is low. The most suspicious element is the closing sentence's generic dual-audience framing, which is a known AI pattern but also a ubiquitous academic convention.

SUSPICIOUS PASSAGES

"The findings have implications for both academic consumer behavior models and practical social media marketing strategy."

Formulaic dual-audience closing common in AI-generated abstracts, though equally standard in student writing.

"UGC consistently outperforms branded content across all authenticity dimensions"

'Consistently... across all' is a moderately AI-typical intensifier pattern, though the claim is plausible and specific.

HUMAN SIGNALS

- ✓ Specific sample size (n=214) and interview count (six) suggest real data
- ✓ Geographic scoping (Germany) adds specificity inconsistent with generic AI output
- ✓ Technical accuracy of 'moderating variable' usage suggests domain familiarity
- ✓ Em-dash listing style is an idiosyncratic but human-natural formatting choice

IMPROVEMENT SUGGESTIONS

- **Spotlight:** Ki_score of 38 with 756 characters offers comprehensive overview of the study's scope and initial findings despite moderate score.

■ STRUCTURE

X ORIGINAL

The findings have implications for both academic consumer behavior models and practical social media marketing strategy.

The dual-audience closing formula ('implications for both X and Y') is a textbook AI abstract ending that adds no concrete information about what actually changes or improves.

YOUR ACTION STEPS

- ✓ Delete 'The findings have implications for both academic consumer behavior models and practical social media marketing strategy.' entirely.
- ✓ Replace it with one sentence that names the specific model or framework your findings challenge or extend, for example: 'These results suggest that [name of specific model, e.g. the ELM or TAM] needs to account for source type as a moderating factor.'
- ✓ If you want to keep a practical note, add a second short sentence naming the one most concrete recommendation, such as a budget allocation ratio or a content-mix guideline from your data.

DIRECTION (fill in yourself)

"These results challenge [specific theoretical model] by showing that [concrete finding], which means practitioners should [one specific action]."

■ SIGNAL_VOCABULARY

x ORIGINAL

UGC consistently outperforms branded content across all authenticity dimensions

The intensifier cluster 'consistently... across all' is a documented AI pattern that overstates certainty without reporting the actual effect size or the number of dimensions tested.

YOUR ACTION STEPS

- ✓ Replace 'consistently outperforms' with a verb that reflects your actual statistical result, for example 'scored significantly higher on' or 'rated higher on' plus the relevant test or scale name.
- ✓ Replace 'across all authenticity dimensions' with the exact number and names of the dimensions you measured, for example 'across all three authenticity dimensions (perceived honesty, source credibility, and relatability)'.
- ✓ If your data showed one exception or a weaker effect on one dimension, name it here instead of using 'all'.

DIRECTION (fill in yourself)

"UGC scored [X points / significantly] higher than branded content on [dimension 1], [dimension 2], and [dimension 3] (p = [value])."

■ AUTHOR_STANCE

x ORIGINAL

perceived authenticity is the primary moderating variable between content exposure and purchase intention

Labelling authenticity 'the primary moderating variable' without any qualifier reads as a generic theoretical claim rather than a specific result, because it omits the effect size, direction, or comparison that makes this finding yours.

YOUR ACTION STEPS

- ✓ After 'primary moderating variable', insert a parenthetical with the effect size or beta coefficient from your analysis, for example '(beta = .42, p < .01)'.
- ✓ Replace 'between content exposure and purchase intention' with the exact variable names as labelled in your survey instrument, so the sentence is traceable to your specific operationalisation.
- ✓ If you tested competing moderators such as brand familiarity or price sensitivity, add 'over [competing variable]' after 'primary' to show the comparison that justifies the word 'primary'.

DIRECTION (fill in yourself)

"Perceived authenticity emerged as the strongest moderator (beta = [value]) between [your exact IV label] and [your exact DV label], outperforming [competing variable tested]."

Keywords: Social media marketing, Generation Z, consumer behavior, influencer

OTHER

0

HUMAN

✓ This section shows no significant AI signals and is not analysed further.

1. Introduction

INTRODUCTION



12

HUMAN

✓ This section shows no significant AI signals and is not analysed further.

Platform

INTRODUCTION



52

MIXED

ORIGINAL TEXT (excerpt)

Platforms like Instagram, TikTok, and YouTube have become not merely entertainment channels but primary touchpoints in the consumer journey. For Generation Z — broadly defined as those born between 1997 and 2012 — these platforms are not supplementary to real life; they are real life. According to a 2023 Statista report, 72% of Gen Z consumers in Germany made at least one purchase influenced by social media content in the previous twelve months. Yet academic research on the specific mechanisms through which social media content translates into purchase decisions remains fragmented, particularly for the German market context.

ANALYSIS

This short passage exhibits a cluster of soft AI signals without any hard artefacts. The most suspicious elements are: (1) the formulaic three-part structure (broad claim → statistic → gap), (2) the rhetorical contrast device ('not supplementary to real life; they are real life') which is a stylistic flourish very common in AI-generated introductions, (3) the vague Statista citation with a suspiciously round and specific figure (72%) that lacks a proper title or retrieval path, and (4) the stock phrase 'remains fragmented' as a gap-signalling device. That said, the passage is short, which limits the diagnostic surface, and experienced academic writers do use similar rhetorical moves. The Statista citation is the single most suspicious element — Statista publishes thousands of reports and this citation is unverifiable as presented, which may indicate hallucination or loose paraphrasing. Overall the text sits in the mixed-to-likely-AI range, but confidence is moderate due to brevity.

SUSPICIOUS PASSAGES

"they are not supplementary to real life; they are real life."

Chiastic rhetorical flourish; stylistically polished in a way common to AI-generated prose.

"academic research on the specific mechanisms... remains fragmented, particularly for the German market context."

Textbook AI gap-statement formula: vague fragmentation claim + geographic narrowing, with no supporting citations.

"According to a 2023 Statista report, 72% of Gen Z consumers in Germany"

Highly specific statistic from a vaguely identified source; consistent with hallucinated or loosely attributed AI citations.

HUMAN SIGNALS

- ✓ Use of an em-dash with contextual aside for Gen Z definition is a natural writing habit
- ✓ The word 'broadly' before the birth-year definition shows appropriate epistemic hedging common in human academic writing

IMPROVEMENT SUGGESTIONS

■ **Spotlight:** Ki_score of 52 establishes important contextual understanding of where influencer marketing occurs.

■ AUTHOR_STANCE

x ORIGINAL

academic research on the specific mechanisms through which social media content translates into purchase decisions remains fragmented

The gap claim 'remains fragmented' is a stock AI formula that asserts a research void without naming a single study, author, or debate to back it up.

YOUR ACTION STEPS

✓ Replace 'remains fragmented' with a verb that reflects your own reading, for example 'has focused primarily on [specific angle, e.g. influencer credibility] while leaving [specific angle, e.g. algorithmic curation effects] largely unaddressed'.

✓ After 'purchase decisions', insert a parenthetical naming at least one study that covers adjacent ground, for example '(cf. [Author, Year], who examined [topic])'.

✓ Delete 'specific mechanisms through which' and replace it with the one mechanism your thesis actually investigates, so the gap is concrete rather than generic.

DIRECTION (fill in yourself)

"Existing studies address [specific topic, e.g. influencer trust] (Author, Year) but have not examined [your specific mechanism] in the German context."

■ VAGUENESS

x ORIGINAL

According to a 2023 Statista report, 72% of Gen Z consumers in Germany made at least one purchase influenced by social media content

Citing only 'a 2023 Statista report' without a title, dataset name, or retrieval URL makes this statistic unverifiable and flags the citation as potentially hallucinated or loosely paraphrased.

YOUR ACTION STEPS

✓ Replace 'a 2023 Statista report' with the exact report title as it appears in your Statista source, for example 'the Statista Consumer Insights survey "Social Commerce Germany 2023"'.
✓ Add the retrieval URL or DOI in your reference list and add the access date directly after the year in the in-text citation, for example '(Statista, 2023, accessed [date])'.

✓ If you cannot locate the original report title, replace the Statista figure with a peer-reviewed or industry source that cites the same or a comparable statistic.

DIRECTION (fill in yourself)

"According to Statista's '[exact report title]' (2023, p. [page or chart number]), [percentage]% of Gen Z consumers in Germany [exact wording of the original finding]."

■ SIGNAL VOCABULARY

x ORIGINAL

not merely entertainment channels but primary touchpoints in the consumer journey

'Touchpoints' and 'consumer journey' are high-frequency AI marketing phrases that signal generic prose rather than a specific theoretical framework.

YOUR ACTION STEPS

- ✓ Replace 'touchpoints in the consumer journey' with the specific concept or model your thesis uses, for example 'decision-making stages in the AIDA model' or 'pre-purchase information sources in the customer decision journey (Court et al., 2009)'.
- ✓ Delete 'not merely' and restructure the sentence to open with the platform function you are actually arguing for, so the claim is direct rather than contrastive filler.
- ✓ Add the citation for whichever framework you name in place of 'consumer journey', so the theoretical grounding is visible immediately.

DIRECTION (fill in yourself)

"Platforms like Instagram, TikTok, and YouTube now function as [specific role in your framework, e.g. pre-purchase information sources] (Author, Year), which positions them centrally in [your thesis concept]."

1.2 Research Questions and Objectives

INTRODUCTION

38

PREDOMINANTLY HUMAN

ORIGINAL TEXT (excerpt)

1.2 Research Questions and Objectives This thesis investigates how different types of social media content affect purchase decisions among Gen Z consumers. The central research question is: To what extent does perceived authenticity of social media content moderate the relationship between content exposure and purchase intention among Generation Z consumers in Germany? Three sub-questions guide the empirical work: (1) Which content format — branded, influencer, or UGC — achieves the highest authenticity ratings among Gen Z? (2) How do micro- and macro-influencers differ in terms of perceived trustworthiness? (3) What role do platform-specific norms play in authenticity assessment?

ANALYSIS

This is a short, structurally conventional RQ section. It scores moderately on several AI dimensions — clean tripartite enumeration, smooth but generic phrasing, absence of any irregularities — but falls short of the threshold for confident AI attribution. The geographic specificity (Germany) and the moderating-variable framing of the central RQ suggest genuine research design thinking rather than AI-generated filler. The section is consistent with competent student writing following a thesis template. Only 3-4 of 7 dimensions are meaningfully flagged, keeping the score below the AI threshold. The text is more plausibly 'AI-assisted drafting' or strong student writing than fully AI-generated content.

SUSPICIOUS PASSAGES

"Three sub-questions guide the empirical work: (1) Which content format — branded, influencer, or UGC —"
Formulaic tripartite enumeration with em-dash styling; clean template structure common in AI-generated outlines

"perceived authenticity of social media content moderate the relationship between content exposure and purchase intention"

Technically correct but textbook-smooth phrasing for a moderation hypothesis; lacks individual voice

HUMAN SIGNALS

- ✓ Specific geographic anchor (Germany) suggests a real empirical context
- ✓ Moderating variable formulation ('moderate the relationship between') reflects methodological specificity consistent with human research design
- ✓ Sub-question 3 on platform-specific norms is a somewhat less generic angle that suggests individual research interest

1.3 Structure of the Thesis

OTHER

22

HUMAN

- ✓ This section shows no significant AI signals and is not analysed further.

2. Theoretical Framework

THEORY

52

MIXED

ORIGINAL TEXT (excerpt)

2. Theoretical Framework 2.1 Social Media Marketing: Definitions and Scope Social media marketing (SMM) encompasses all marketing activities conducted through social networking platforms with the aim of achieving branding and communication goals. Tuten and Solomon (2017) define SMM as the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. The academic literature distinguishes between three primary content formats in SMM: brand-generated content (BGC), influencer-generated content (IGC), and user-generated content (UGC). Each format carries different authenticity perceptions and parasocial relationship dynamics. While BGC is perceived as more controlled and professional, UGC is consistently associated with higher trust levels due to its perceived independence from commercial intent (Cheung et al., 2021). It is worth noting a definitional complication: the boundaries between these categories have become increasingly fluid. Many influencers today produce content that mimics UGC aesthetics while being fully compensated — a phenomenon sometimes called 'faux-organic content' in industry discourse (Hearn, 2010). This blurring has important implications for consumer trust and will be revisited in Chapter 3.

ANALYSIS

This section presents a competent theoretical overview of SMM with appropriate citations and a well-structured tripartite content taxonomy. Multiple stylistic markers raise moderate suspicion: the phrase 'It is worth noting' is among the most statistically reliable AI indicators; 'has important implications for' is similarly formulaic; and the overall prose rhythm is exceptionally smooth and uniform without the micro-variations typical of human academic writing. However, several human signals temper the assessment: the PDF formatting artefacts mid-paragraph are consistent with genuine document production; the Tuten and Solomon citation is field-authentic; and the forward reference to Chapter 3 reflects genuine document-level awareness. The Hearn (2010) citation for 'faux-organic content' is mildly suspicious — that precise term was not in wide academic use in 2010 — but could reflect imprecise attribution by a human author. On balance, the section scores in the mixed

range: it could be AI-assisted drafting lightly edited by a student, or competent but stylistically flat human writing.

SUSPICIOUS PASSAGES

"It is worth noting a definitional complication: the boundaries between these categories have become increasingly fluid."

'It is worth noting' is a high-frequency AI hedge-and-transition phrase; 'increasingly fluid' is similarly formulaic.

"This blurring has important implications for consumer trust and will be revisited in Chapter 3."

'Has important implications for' is among the most common AI conclusion-deferral constructions in academic prose.

"Each format carries different authenticity perceptions and parasocial relationship dynamics."

Syntactically clean assertion-without-qualification typical of AI summarisation rather than argued academic claim.

HUMAN SIGNALS

- ✓ PDF column-break formatting artefacts mid-sentence suggest genuine document production process
- ✓ Tuten and Solomon (2017) is an authentically common foundational citation in SMM literature
- ✓ Forward reference to 'Chapter 3' reflects genuine document-level structural awareness
- ✓ The 'faux-organic content' observation shows some critical awareness of industry-academic tension

■ This section was not selected for deep analysis. Only the sections with the strongest AI signals receive action recommendations.

2.2 Consumer Behavior Models in the Digital Age

THEORY

62 PREDOMINANTLY AI

ORIGINAL TEXT (excerpt)

2.2 Consumer Behavior Models in the Digital Age Traditional consumer behavior models such as the EKB model (Engel, Kollat & Blackwell, 1968) were developed in an era of passive media consumption and linear information processing. The digital environment has disrupted these assumptions fundamentally. McKinsey's Consumer Decision Journey (CDJ) model (Court et al., 2009) represents a significant step forward by acknowledging that the path to purchase is non-linear and influenced by ongoing loops of evaluation and post-purchase advocacy. The CDJ distinguishes between an initial consideration set and an active evaluation phase, recognizing that consumers can re-enter the loyalty loop at multiple points. For the purposes of this thesis, the Technology Acceptance Model (TAM) by Davis (1989) provides a useful lens for understanding how perceived usefulness and perceived ease of use influence behavioral intentions. Extended to the social media context, these dimensions translate into content relevance and platform accessibility — both of which mediate the relationship between content exposure and purchase decisions. A more recent theoretical contribution, the Social Commerce Adoption Model (SCAM) by Liang and Turban (2011), integrates social influence theory with e-commerce adoption to explain why social recommendations carry greater weight than traditional advertising. Their model forms a key reference point for the empirical section of this thesis.

ANALYSIS

This theory section exhibits multiple AI-generation signals converging at moderate-to-strong levels. The most notable feature is the perfectly parallel paragraph structure: each paragraph introduces one model, names its authors, summarises its key contribution in 1–2 sentences, and concludes by linking it to the thesis. This assembly-line organisation, while pedagogically clear, lacks the argumentative texture expected of genuine

academic theory development. Stylistically, phrases such as 'represents a significant step forward', 'provides a useful lens for understanding', and 'forms a key reference point' are characteristic AI constructions used to signal scholarly engagement without substantive analysis. The treatment of TAM is superficial — its 'extension' to social media is asserted rather than argued. The most concrete concern is the 'SCAM' acronym for Liang & Turban (2011), which does not correspond to a widely recognised designation in the social commerce literature, raising the possibility of hallucinated framing. Taken together, at least 4 of 7 dimensions are meaningfully flagged, warranting a score in the likely-AI range, though confidence is moderated by the absence of hard artefacts and the plausibility of a well-coached student writing in this register.

SUSPICIOUS PASSAGES

"represents a significant step forward by acknowledging that the path to purchase is non-linear"

Formulaic AI praise-phrasing for academic models; 'significant step forward' is a high-frequency AI evaluative marker

"provides a useful lens for understanding how perceived usefulness and perceived ease of use influence behavioral intentions"

'provides a useful lens for understanding' is one of the most common AI-generated theory-section constructions

"the Social Commerce Adoption Model (SCAM) by Liang and Turban (2011)"

The acronym 'SCAM' and this exact model name do not appear to be standard designations in the literature — possible hallucination or misattribution

HUMAN SIGNALS

- ✓ The EKB reference (1968) is a plausible and somewhat specialist choice for a foundational critique — a pure LLM might more commonly default to the Howard-Sheth model
- ✓ The line-break formatting artefact mid-sentence suggests document conversion from a real thesis file
- ✓ The acknowledgement that 'consumers can re-enter the loyalty loop at multiple points' shows some familiarity with CDJ nuance

IMPROVEMENT SUGGESTIONS

- **Spotlight:** Ki_score of 62 combined with 1466 characters provides essential theoretical foundation for the study's analytical framework.

■ SIGNAL_VOCABULARY

x ORIGINAL

McKinsey's Consumer Decision Journey (CDJ) model (Court et al., 2009) represents a significant step forward

'Represents a significant step forward' is one of the highest-frequency AI praise phrases for academic models and carries no analytical content.

YOUR ACTION STEPS

- ✓ Delete 'represents a significant step forward by acknowledging'. Replace it with a clause that names what exactly the CDJ corrects in prior models, for example 'corrects the CDJ's central assumption that...'
- ✓ Add one specific limitation of the CDJ directly after your description of it. State in one sentence what the model cannot explain, so your paragraph shows critical engagement rather than summary.
- ✓ Replace 'significant' with a concrete quantifier or qualifier from the source, such as a number of purchase touchpoints or a specific industry finding from Court et al. (2009).

DIRECTION (fill in yourself)

"The CDJ departs from linear models by mapping [specific number] evaluation loops, yet it does not account for [named limitation relevant to your thesis context]."

■ SIGNAL_VOCABULARY

x ORIGINAL

the Technology Acceptance Model (TAM) by Davis (1989) provides a useful lens for understanding how perceived usefulness

'Provides a useful lens for understanding' is the single most documented AI-generated formula for introducing a theoretical framework in social science sections.

YOUR ACTION STEPS

- ✓ Delete 'provides a useful lens for understanding'. Rewrite the sentence starting directly with 'TAM (Davis, 1989) operationalises...' and name the two variables immediately.
- ✓ After naming perceived usefulness and perceived ease of use, add one sentence explaining why those two variables specifically are relevant to your social media purchase context, citing a concrete platform feature or data point from your own study.
- ✓ Break the long sentence at 'influence behavioral intentions' into two sentences. The first states what TAM measures. The second states why that measurement matters for your thesis.

DIRECTION (fill in yourself)

"TAM (Davis, 1989) operationalises adoption intent through two variables: [definition of perceived usefulness in your platform context] and [definition of ease of use in your platform context]."

■ STRUCTURE

x ORIGINAL

Their model forms a key reference point for the empirical section of this thesis.

This closing sentence is a mechanical tethering formula that repeats identically in function across all four paragraphs, a structural uniformity that is a strong AI signal.

YOUR ACTION STEPS

- ✓ Delete 'Their model forms a key reference point for the empirical section of this thesis.' entirely.
- ✓ Replace it with one sentence that names the specific hypothesis or variable in your empirical section that the Liang and Turban framework directly supports. Name the variable or hypothesis number.
- ✓ If you keep a bridging sentence at all, make it directional rather than declarative: state what the model predicts in your specific research context, not that it is a reference point.

DIRECTION (fill in yourself)

"Specifically, the social influence dimension in Liang and Turban's framework motivates Hypothesis [H-number]: [your hypothesis stated in plain terms]."

LANGUAGE CORRECTIONS

	Found	Correction
PUNCTUATION	<i>platform accessibility — both of which mediate the relationship</i>	platform accessibility, both of which mediate the relationship

2.3 The Concept of Authenticity in Digital Contexts

THEORY

32

PREDOMINANTLY HUMAN

ORIGINAL TEXT (excerpt)

2.3 The Concept of Authenticity in Digital Contexts Authenticity has emerged as a central concept in digital marketing research, yet remains theoretically underspecified. In brand management literature, authenticity is typically defined along two dimensions: indexical authenticity (a genuine historical connection to origins) and iconic authenticity (conformity to an ideal type). Neither dimension maps cleanly onto social media contexts, where content is often ephemeral and self-referential. Gilmore and Pine (2007) argue that consumers have become increasingly sophisticated authenticity detectors — capable of distinguishing genuine expressions from scripted performances. In the social media context, this manifests as heightened sensitivity to disclosure practices, sponsored-content markers, and editing styles. For this thesis, authenticity is operationalized following Moulard et al. (2021) as a multidimensional construct encompassing: perceived sincerity, consistency over time, and absence of commercial motivation. All three dimensions were measured in the survey instrument described in Chapter 4.

ANALYSIS

This short literature review section sits in the mixed zone. It is competently written with accurate domain terminology and plausible citations. Several features tip slightly toward AI generation: the almost perfectly triadic structure of the operationalised construct, the smooth and digression-free logic, and phrases like 'yet remains theoretically underspecified' which carry a characteristic AI-review cadence. However, the forward reference to

'Chapter 4', the use of a specific and non-obvious theoretical distinction (indexical vs. iconic), and the absence of any hard artefacts all argue for significant human involvement. The Gilmore and Pine citation is accurately characterised. On balance, this reads as plausibly human — perhaps a thesis student with good command of the literature — or AI-assisted rather than purely AI-generated. Confidence in AI attribution is low.

SUSPICIOUS PASSAGES

"yet remains theoretically underspecified"

Formulaic literature-review phrasing frequently produced by LLMs to frame a gap

"perceived sincerity, consistency over time, and absence of commercial motivation"

Unnaturally tidy three-part list; characteristic of AI-generated enumeration of construct dimensions

"heightened sensitivity to disclosure practices, sponsored-content markers, and editing styles"

Another clean triadic list covering the conceptual space comprehensively — a pattern common in AI summarisation

HUMAN SIGNALS

- ✓ Forward reference to 'Chapter 4' is consistent with genuine thesis authorship
- ✓ Indexical/iconic distinction is a specialist framing not commonly surfaced by default AI generation
- ✓ No padding, hedging preamble, or closing summary typical of AI outputs
- ✓ Gilmore and Pine (2007) accurately characterised as consumer authenticity detectors

3. Generation Z and Digital Consumption

THEORY

 74 PREDOMINANTLY AI

ORIGINAL TEXT (excerpt)

3. Generation Z and Digital Consumption 3.1 Demographic Profile and Media Usage Patterns Generation Z represents a demographically significant cohort that has grown up in an entirely digital environment. Unlike previous generations, members of Generation Z have never experienced a world without smartphones, social media, and instant access to information. This fundamentally shapes their consumer behavior, expectations, and decision-making processes in profound ways. Research indicates that Generation Z consumers exhibit distinct characteristics that differentiate them from Millennials and older cohorts. They tend to value authenticity, transparency, and social responsibility in brand communications. Moreover, they demonstrate a higher degree of skepticism toward traditional advertising formats and a preference for peer recommendations and user-generated content over branded messaging. From a media usage perspective, Generation Z consumers spend an average of 4.5 hours per day on social media platforms, with TikTok and Instagram emerging as the dominant channels for product discovery. Studies consistently show that this demographic engages with short-form video content at significantly higher rates than any other content format, which has important implications for social media marketing strategies targeting this cohort.

ANALYSIS

This passage exhibits a strong AI-generation signature across multiple dimensions. The most diagnostic features are: (1) vague attribution phrases ('Research indicates', 'Studies consistently show') substituting for actual citations — a pattern where LLMs simulate scholarly register without grounding claims; (2) the phrase 'fundamentally shapes... in profound ways' — redundant intensification that pads without adding meaning; (3) a

perfectly triadic list ('authenticity, transparency, and social responsibility') which is a statistical favourite of LLMs responding to prompts about Gen Z marketing; (4) uniform paragraph architecture with no argumentative surprise or digression; (5) the 4.5-hour daily social media statistic presented without source, methodology context, or year — a free-floating 'fact' consistent with LLM confabulation or unchecked retrieval. No human signals such as hedging, personal framing, citation of specific authors, or idiosyncratic word choice are present. The text reads as a competent but generic synthesis of publicly available discourse on Gen Z, consistent with a prompt like 'write a theory section on Generation Z and digital consumption'.

SUSPICIOUS PASSAGES

"This fundamentally shapes their consumer behavior, expectations, and decision-making processes in profound ways."

Redundant intensification ('fundamentally' + 'in profound ways') — classic LLM padding with no added meaning.

"Research indicates that Generation Z consumers exhibit distinct characteristics that differentiate them from Millennials"

Unattributed 'Research indicates' substitutes for a real citation; boilerplate Gen Z framing.

"Generation Z consumers spend an average of 4.5 hours per day on social media platforms"

Specific statistic presented without any citation, methodology, or year — consistent with LLM confabulation.

IMPROVEMENT SUGGESTIONS

■ **Spotlight:** Highest ki_score of 74 with substantial length makes this the most analytically critical section for understanding the target demographic and consumption patterns.

■ SIGNAL_VOCABULARY

x ORIGINAL

This fundamentally shapes their consumer behavior, expectations, and decision-making processes in profound ways.

The double intensification of 'fundamentally' and 'in profound ways' in the same sentence is a classic LLM padding pattern that adds length without adding meaning.

YOUR ACTION STEPS

- ✓ Delete 'in profound ways' entirely from the end of the sentence.
- ✓ Replace 'This fundamentally shapes' with a concrete mechanism: name the specific behavioral outcome your next paragraph actually discusses, for example 'This digital upbringing has shifted purchase decisions toward [specific platform or channel]'.
- ✓ Cut 'expectations, and decision-making processes' if you do not define both terms separately later in this section; keep only the one concept you actually develop.

DIRECTION (fill in yourself)

'Growing up with [specific technology] has made Gen Z more likely to [concrete behavior], as [Author, Year] documents.'

■ VAGUENESS

x ORIGINAL

Research indicates that Generation Z consumers exhibit distinct characteristics that differentiate them from Millennials and older cohorts.

The phrase 'Research indicates' without an author or year is a ghost citation that mimics scholarly register while providing no verifiable source, a pattern strongly associated with LLM-generated text.

YOUR ACTION STEPS

- ✓ Replace 'Research indicates' with the actual author and year of the study you are drawing on, for example '[Author, Year] found that'.
- ✓ Delete 'and older cohorts' if no evidence for older cohorts beyond Millennials is cited anywhere in this paragraph.
- ✓ After naming the source, cut 'exhibit distinct characteristics that differentiate them from' and state the specific difference directly: '[Author, Year] found that Gen Z [concrete behavior], whereas Millennials [contrasting behavior]'.

DIRECTION (fill in yourself)

'[Author, Year] identifies [specific characteristic] as the key differentiator between Gen Z and Millennial consumers, based on [method or dataset].'

■ VAGUENESS

x ORIGINAL

Generation Z consumers spend an average of 4.5 hours per day on social media platforms, with TikTok and Instagram emerging as the dominant channels for product discovery.

A precise-sounding statistic presented without author, year, sample, or methodology is a high-risk signal because it cannot be verified and is consistent with LLM confabulation of plausible-looking numbers.

YOUR ACTION STEPS

- ✓ Add the citation directly after '4.5 hours per day': insert '(Author, Year)' and make sure you can locate the original report or study.
- ✓ After the citation, add one sentence specifying the sample: name the country, age range, and year of data collection so the reader can assess generalizability.
- ✓ Replace 'emerging as the dominant channels' with the actual ranking or percentage figure from your source, for example '[X]% of respondents named TikTok as their primary discovery channel (Author, Year)'.

DIRECTION (fill in yourself)

'According to [Author, Year], [country/sample] respondents aged [range] reported [X] hours daily on social media, with [X]% citing TikTok as their main product discovery channel.'

3.2 Influencer Marketing and Purchase Intent

THEORY

38

PREDOMINANTLY HUMAN

ORIGINAL TEXT (excerpt)

3.2 Influencer Marketing and Purchase Intent Influencer marketing has emerged as one of the most effective strategies for reaching Generation Z consumers. The effectiveness of influencer marketing can be attributed to several key factors, including the parasocial relationships that consumers develop with influencers, the perceived authenticity of influencer recommendations, and the social proof mechanism that underpins peer influence. Studies have demonstrated that micro-influencers — typically defined as accounts with 10,000 to 100,000 followers — generate higher engagement rates and more authentic audience connections than macro-influencers or celebrities. This finding has significant strategic implications for brands seeking to maximize the return on investment of their influencer marketing expenditures while maintaining brand credibility. Something I noticed while reviewing influencer campaigns for this chapter: the most successful ones I found were almost always low-budget and slightly awkward. A skincare brand that had their ambassador film a tutorial in what was clearly her student flat, bad lighting and all, massively outperformed the polished studio version. Gen Z apparently smells staged content from a mile away.

ANALYSIS

This section exhibits a highly distinctive two-layer structure: paragraphs 1–2 display multiple converging AI-generation signals (formulaic three-part listing, stock phrasing such as 'can be attributed to several key factors', 'significant strategic implications for brands', unsupported declarative assertions) consistent with AI-drafted academic prose. Paragraph 3, however, is a clear human-authored interpolation — it uses first-person voice ('Something I noticed'), colloquial register ('smells staged content from a mile away', 'bad lighting and all'), a specific and memorable concrete anecdote, and informal hedging ('apparently'). This pattern — polished AI body text followed by an authentic human reflective insert — is a known hybrid authorship pattern. The overall section score is therefore moderated significantly downward from the stylistic score, since a substantial portion of the text is credibly human-written. The first two paragraphs alone would score ~55–60. The composite section scores approximately 38.

SUSPICIOUS PASSAGES

"The effectiveness of influencer marketing can be attributed to several key factors, including the parasocial relationships"

Formulaic AI listing structure; 'can be attributed to several key factors' is a high-frequency AI phrase

"significant strategic implications for brands seeking to maximize the return on investment of their influencer marketing expenditures"

Dense clustering of business-register stock phrases; syntactically overloaded in a manner typical of AI prose

"the social proof mechanism that underpins peer influence"

Accurate but vague; 'underpins' combined with nominalized abstraction is a recurring AI stylistic pattern

HUMAN SIGNALS

- ✓ First-person reflective aside in paragraph 3 ('Something I noticed while reviewing...')
- ✓ Specific, memorable concrete anecdote with sensory detail ('student flat, bad lighting and all')
- ✓ Idiomatic, colloquial phrasing ('smells staged content from a mile away', 'slightly awkward')
- ✓ Informal hedging and approximation ('apparently', 'almost always')
- ✓ Genuine analytical observation linking aesthetic imperfection to Gen Z audience response

3.3 Trust, Skepticism and Parasocial Relationships

THEORY

58

MIXED

ORIGINAL TEXT (excerpt)

3.3 Trust, Skepticism and Parasocial Relationships The concept of parasocial interaction — originally developed by Horton and Wohl (1956) in the context of broadcast media — has been extensively applied to influencer relationships. Followers experience influencers as known, trusted figures despite the one-sided nature of the relationship. This parasocial bond is a key explanatory mechanism for influencer marketing effectiveness. However, Gen Z's media literacy complicates this picture. Research by Hudders et al. (2021) shows that while Gen Z consumers form parasocial bonds with influencers, they also apply systematic credibility assessments — evaluating posting frequency, brand diversity, and disclosure consistency. This combination of emotional connection and analytical skepticism is distinctive to this cohort.

ANALYSIS

This short theory section displays several patterns consistent with AI-assisted or AI-generated writing. The paragraph architecture is formulaic (establish → complicate → synthesise), transitions such as 'complicates this picture' are common LLM connective phrases, and the concluding sentence ('This combination of emotional connection and analytical skepticism is distinctive to this cohort') has the hallmark AI quality of asserting a neat, summary claim with rhetorical confidence that exceeds the evidentiary basis provided. The citation of Horton and Wohl (1956) is correctly deployed, but the specific findings attributed to Hudders et al. (2021) — particularly the enumeration of three precise credibility criteria — should be independently verified, as this level of convenient specificity is a common hallucination pattern. Four of seven dimensions are flagged, meeting the threshold for a 'mixed to likely AI' score. Confidence is moderate because the text is short and some human scholars do write this cleanly.

SUSPICIOUS PASSAGES

"complicates this picture"

Formulaic AI transition phrase used frequently by LLMs to introduce a counter-argument or complication.

"This combination of emotional connection and analytical skepticism is distinctive to this cohort."

Assertive, neatly balanced summary claim characteristic of AI-generated synthesis; exceeds evidence provided.

"evaluating posting frequency, brand diversity, and disclosure consistency"

Suspiciously tidy tripartite enumeration attributed to a single source; possible hallucinated specificity.

HUMAN SIGNALS

- ✓ Correct and appropriate use of the foundational Horton and Wohl (1956) citation with proper contextualisation
- ✓ Acknowledges complexity of Gen Z behaviour rather than presenting a simple narrative
- ✓ Appropriate academic register throughout with no overt LLM artefacts

IMPROVEMENT SUGGESTIONS

- **Spotlight:** Ki_score of 58 addresses key psychological mechanisms underlying influencer effectiveness and consumer decision-making.

■ SIGNAL_VOCABULARY

x ORIGINAL

This parasocial bond is a key explanatory mechanism for influencer marketing effectiveness.

'Key explanatory mechanism' is a stock AI academic phrase that substitutes generic framing for an actual interpretive claim.

YOUR ACTION STEPS

- ✓ Delete 'is a key explanatory mechanism for'. Replace it with a verb that names what the bond actually does, such as 'drives purchase intent by' or 'increases receptiveness to sponsored content because'.
- ✓ Add a source or your own reasoning after 'effectiveness' to show why this bond matters in your specific argument, not just that it does.
- ✓ Cut the sentence to under 10 words by removing every word that does not carry new information.

DIRECTION (fill in yourself)

"The parasocial bond matters here because it [specific effect, e.g. lowers persuasion resistance] — as [author, year] demonstrates for [context]."

■ AUTHOR_STANCE

x ORIGINAL

However, Gen Z's media literacy complicates this picture.

'Complicates this picture' is a formulaic LLM transition that announces a counter-argument without committing to any evaluative position of the author.

YOUR ACTION STEPS

- ✓ Replace 'complicates this picture' with a phrase that names the specific tension, for example 'does not override skepticism about commercial intent' or 'coexists with active source scrutiny'.
- ✓ Move the core finding from the sentence that follows directly into this sentence so the 'However' pivot carries actual content instead of a placeholder.
- ✓ If you want to keep 'However', place a concrete claim immediately after the comma: 'However, Gen Z consumers do not suspend judgment simply because a bond exists.'

DIRECTION (fill in yourself)

"However, Gen Z's media literacy means that [specific behaviour from Hudders et al.] can override [aspect of parasocial trust] under [condition]."

■ AUTHOR_STANCE

x ORIGINAL

This combination of emotional connection and analytical skepticism is distinctive to this cohort.

This neatly balanced summary sentence asserts a generational claim with rhetorical confidence that the single cited source cannot support, a hallmark of AI-generated synthesis.

YOUR ACTION STEPS

- ✓ Replace 'is distinctive to this cohort' with a hedged formulation that names your evidence base, for example 'appears more pronounced among Gen Z than among Millennial consumers in the Hudders et al. data' or cite a second source that supports the contrast.
- ✓ Split the sentence: state the combination as a finding first, then in a new sentence add your own interpretive comment on what this means for influencer strategy in your thesis.
- ✓ Delete 'This combination of' and start directly with 'Emotional connection and analytical skepticism therefore operate simultaneously' to remove the AI summary frame.

DIRECTION (fill in yourself)

"Emotional connection and analytical skepticism operate simultaneously in this cohort, at least according to [Hudders et al. year] — a pattern that [your interpretation: distinguishes them / echoes / challenges] [comparison group or earlier finding]."

4. Methodology

METHODOLOGY

42

MIXED

ORIGINAL TEXT (excerpt)

4. Methodology 4.1 Research Design The empirical component of this thesis employs a mixed-methods design, combining a quantitative online survey with qualitative interviews. This approach follows Creswell and Plano Clark's (2017) explanatory sequential design: the quantitative phase identifies patterns, and the qualitative phase helps explain and contextualise them. A purely quantitative approach would have been insufficient given the exploratory nature of the authenticity construct in the German Gen Z context. Conversely, a purely qualitative design would not allow statements about the relative importance of different content formats across a larger sample. The mixed-methods design balances these trade-offs.

ANALYSIS

This short methodology passage sits in a genuinely ambiguous zone. The text is well-structured, logically organised, and uses a real, correctly attributed methodological framework (Creswell & Plano Clark 2017). The parallel contrast structure ('purely quantitative... Conversely, purely qualitative...') and the clean closing summary ('balances these trade-offs') are formulaic but are also explicitly taught in academic writing courses and thesis-writing guides. The passage is too short to detect strong stylistic signals in either direction. Several features — the slightly mechanical symmetry, the generic vocabulary, the absence of any idiosyncratic phrasing or hedging — are mildly consistent with AI generation, but they are equally consistent with a careful student following a methodology-writing template. No artefacts, no phantom sources, and no hard evidence of AI generation were detected. The passage is likely either AI-assisted or written by a student closely following a structural template. A score in the mixed/uncertain range is appropriate.

SUSPICIOUS PASSAGES

"The mixed-methods design balances these trade-offs."

Generic, formulaic closing sentence that reads like a template summary rather than substantive argumentation.

"the quantitative phase identifies patterns, and the qualitative phase helps explain and contextualise them."

Textbook-standard framing of mixed-methods rationale; almost verbatim from common methodology writing templates.

HUMAN SIGNALS

- ✓ Specific real-world reference to 'German Gen Z context' grounds the text in an actual research project
- ✓ Correct and precise use of 'explanatory sequential design' terminology from a genuine cited source
- ✓ Mildly self-aware academic hedging ('would have been insufficient', 'would not allow') rather than confident declarative assertions

■ This section was not selected for deep analysis. Only the sections with the strongest AI signals receive action recommendations.

4.2 Quantitative Phase: Online Survey

METHODOLOGY



18

HUMAN

✓ This section shows no significant AI signals and is not analysed further.

4.3 Qualitative Phase: Expert Interviews

METHODOLOGY



38

PREDOMINANTLY HUMAN

ORIGINAL TEXT (excerpt)

4.3 Qualitative Phase: Expert Interviews Six semi-structured interviews were conducted in March 2024 with survey participants who had indicated high engagement with influencer content. Interviews lasted 35–55 minutes and were conducted via video call. All interviews were recorded, transcribed verbatim, and analysed using thematic analysis following Braun and Clarke (2006). Participants were selected for maximum variation in platform preference (Instagram vs. TikTok dominant), purchase category focus (fashion, beauty, tech, food), and self-reported skepticism level. This sampling strategy aimed to capture a breadth of authenticity assessment strategies rather than a statistically representative slice.

ANALYSIS

This is a short, tightly written methodology subsection. It follows a conventional reporting template — participant count, timing, modality, analytical framework, sampling logic — with no deviation or idiosyncratic voice. The prose is clean but somewhat mechanical. The most mildly suspicious element is the phrase 'a statistically representative slice', where 'slice' introduces an informal register that reads slightly incongruous against the otherwise formal methodological language, a pattern sometimes seen in AI text attempting stylistic naturalness. The heading ('Expert Interviews') does not match the body's description of survey participants who reported high engagement — this inconsistency is small but notable. Overall, the section is consistent with competent human

methodology writing but has enough structural uniformity and minor register tension to warrant a 'predominantly human with uncertainty' classification. Fewer than 4/7 dimensions are flagged with confidence, so a score above 60 is not justified.

SUSPICIOUS PASSAGES

"a breadth of authenticity assessment strategies rather than a statistically representative slice"

The word 'slice' is register-incongruent with surrounding formal methodological prose; may reflect AI-generated naturalness attempt

"Six semi-structured interviews were conducted... Interviews lasted 35–55 minutes... All interviews were recorded"

Three consecutive sentences with near-identical declarative subject-verb structure; highly templated rhythm

HUMAN SIGNALS

- ✓ Correct and non-inflated citation of Braun and Clarke (2006) — a real and appropriate source
- ✓ Specific and plausible participant variation criteria (platform, category, skepticism) that feel grounded
- ✓ Minor heading/body inconsistency ('Expert Interviews' vs. survey participants) consistent with human drafting error
- ✓ No decorative or filler language; no hedging beyond what is methodologically appropriate

5. Results

RESULTS

62 PREDOMINANTLY AI

ORIGINAL TEXT (excerpt)

5. Results 5.1 Survey Findings Authenticity emerged as the dominant predictor of purchase intention across all regression models. Content perceived as authentic showed a 2.3x stronger effect on purchase intention than content perceived as paid or scripted ($\beta = 0.47, p < .001$). This effect held across all three content types, though its magnitude varied substantially. UGC achieved the highest mean authenticity score ($M = 4.1/5, SD = 0.78$), followed by micro-influencer content ($M = 3.6, SD = 0.91$) and macro-influencer content ($M = 2.9, SD = 1.02$). Brand-generated content received the lowest authenticity ratings ($M = 2.4, SD = 0.85$), consistent with predictions from the literature. Platform effects were significant: TikTok content was rated as more authentic than Instagram content across all formats ($t(213) = 3.87, p < .001$), which may reflect platform-specific norms around rawness and spontaneity. Parasocial interaction moderated the relationship between influencer content and purchase intention, but only for micro-influencers (interaction $\beta = 0.31, p = .008$). For macro-influencers, the moderation effect was non-significant ($\beta = 0.09, p = .21$), suggesting that parasocial bonds may be qualitatively different at different follower scales.

ANALYSIS

The section presents well-structured, statistically formatted results with appropriate domain vocabulary, but several converging signals raise concern. The rhythm is unusually even and templated, interpretive glosses are generic ('rawness and spontaneity', 'qualitatively different at different follower scales'), and the statistical framing contains at least one suspicious formulation (deriving a '2.3x' multiplicative claim from a regression beta coefficient, which is not standard practice). The progression through findings is logically schematic in a way consistent with AI generation. At least 4/7 dimensions are flagged above threshold. Confidence is moderate rather than high because results sections are inherently structured and some of these patterns are compatible with a methodical human writer.

SUSPICIOUS PASSAGES

"Content perceived as authentic showed a 2.3x stronger effect on purchase intention than content perceived as paid"

Deriving a multiplicative 'x times stronger' claim from a beta coefficient is statistically non-standard and may reflect hallucinated or misrepresented...

"which may reflect platform-specific norms around rawness and spontaneity"

Smooth, unsubstantiated interpretive gloss inserted mid-results — typical of AI-generated explanatory padding rather than data-grounded analysis.

"suggesting that parasocial bonds may be qualitatively different at different follower scales"

Generic, hedged conclusion that adds little analytical value; phrasing pattern ('qualitatively different at different X scales') is characteristic of ...

HUMAN SIGNALS

- ✓ Correct APA-style statistical notation throughout (β , t-test with df, p-values)
- ✓ Inclusion of a non-significant finding (macro-influencer moderation) is consistent with honest reporting
- ✓ SD values vary plausibly across groups rather than being suspiciously uniform

IMPROVEMENT SUGGESTIONS

■ **Spotlight:** Ki_score of 62 with 1255 characters contains primary findings that directly address the research questions and objectives.

■ VAGUENESS

x ORIGINAL

Content perceived as authentic showed a 2.3x stronger effect on purchase intention than content perceived as paid or scripted ($\beta = 0.47$, $p < .001$).

Deriving a '2.3x stronger' multiplicative claim directly from a beta coefficient is statistically non-standard and signals surface-level statistical framing typical of AI-generated results.

YOUR ACTION STEPS

- ✓ Delete '2.3x stronger effect' entirely. Replace it with the actual comparison your regression output supports, for example the difference in beta coefficients between authenticity-rated content and paid-rated content.
- ✓ If the 2.3x figure comes from a separate calculation such as predicted means or marginal effects, name the exact source: write 'predicted purchase intention scores were [X] versus [Y] (a [Z]-point difference on the scale)'.
✓ Keep the beta and p-value in parentheses as they are, but place them after the revised factual claim, not after the unsupported multiplier.

DIRECTION (fill in yourself)

"Authenticity rating predicted purchase intention significantly stronger than paid-content rating ($\beta = 0.47$, $p < .001$); predicted scale scores were [value for authentic] versus [value for paid/scripted]."

■ AUTHOR_STANCE

x ORIGINAL

which may reflect platform-specific norms around rawness and spontaneity.

This is an unsubstantiated interpretive gloss appended mid-results with no data or citation, a pattern characteristic of AI-generated explanatory padding that mimics analytical depth without providing it.

YOUR ACTION STEPS

- ✓ Either delete the entire relative clause 'which may reflect platform-specific norms around rawness and spontaneity' and move any interpretation to your Discussion section.
- ✓ If you keep an interpretive note here, replace 'rawness and spontaneity' with a specific observable feature from your survey data, for example a specific item score or open-response pattern that supports this claim.
- ✓ Add a citation directly after 'spontaneity' if this claim is grounded in prior literature, naming the author and year in parentheses.

DIRECTION (fill in yourself)

"TikTok content was rated as more authentic than Instagram content across all formats ($t(213) = 3.87, p < .001$). [Delete interpretive clause here OR cite source for platform-norm claim]."

■ SIGNAL_VOCABULARY

x ORIGINAL

suggesting that parasocial bonds may be qualitatively different at different follower scales.

The phrase 'qualitatively different at different follower scales' is a generic, doubly hedged formulation that adds no analytical content and follows a phrasing pattern highly characteristic of LLM output.

YOUR ACTION STEPS

- ✓ Delete 'qualitatively different at different follower scales' and replace it with what your data actually shows: name the specific direction of the difference, for example 'parasocial interaction did not predict purchase intention for macro-influencers regardless of follower count bracket'.
- ✓ Replace 'may be' with either a stronger claim if your data supports it, or a precise hedge tied to a limitation, for example 'cannot be assessed with this sample because [specific reason]'.
- ✓ Shorten the sentence to a maximum of 15 words by cutting the vague qualifier entirely and stating only the empirical finding.

DIRECTION (fill in yourself)

"For macro-influencers, parasocial interaction did not moderate purchase intention ($\beta = 0.09, p = .21$), unlike the pattern observed for micro-influencers [add your specific interpretation of why, or flag it for Discussion]."

5.2 Interview Findings

RESULTS

32

PREDOMINANTLY
HUMAN

ORIGINAL TEXT (excerpt)

5.2 Interview Findings Three main themes emerged from the qualitative analysis: Theme 1: Authenticity as a moving target All six participants described authenticity as something they actively assess rather than passively receive. The most common heuristics cited were: posting frequency ('if they post 10 sponsored posts a week, I stop trusting them'), visual consistency ('too polished means paid'), and niche focus ('if they suddenly review something totally outside their usual topic, that's suspicious').

ANALYSIS

This is a very short passage, which limits analytical confidence considerably. The structural format (theme label + participant count + heuristic list with illustrative quotes) is entirely conventional for qualitative thematic analysis writeups. The embedded participant voice quotes are a mild human signal — they feel naturalistic and specific rather than generic. The phrase 'actively assess rather than passively receive' has a slightly polished rhetorical quality that could be AI-generated, but is equally plausible from an experienced qualitative researcher. Only 2–3 dimensions show mild concern, falling below the threshold of 4/7 required for a confident AI classification. The brevity of the passage means uncertainty is high.

SUSPICIOUS PASSAGES

"actively assess rather than passively receive"

Rhetorically parallel phrasing that is mildly characteristic of AI prose, though not conclusive.

"Authenticity as a moving target"

Polished thematic label; could be AI-generated framing, but equally plausible from a competent human researcher.

HUMAN SIGNALS

- ✓ Embedded participant quotes feel naturalistic and specific ('if they suddenly review something totally outside their usual topic')
- ✓ Conventional qualitative thematic structure consistent with trained researcher practice
- ✓ Heuristics cited are credible and domain-grounded, not generic

Theme 2: The trust transfer mechanism

RESULTS



22

HUMAN

- ✓ This section shows no significant AI signals and is not analysed further.

Theme 3: Platform context shapes interpretation

RESULTS



42

MIXED

ORIGINAL TEXT (excerpt)

Theme 3: Platform context shapes interpretation Participants consistently distinguished between platform contexts when evaluating the same content. TikTok content was given more latitude for imperfection; Instagram content was held to a higher visual standard but also scrutinized more for commercial motivation. This platform-specific interpretation framework is not yet well-represented in the academic literature.

ANALYSIS

This is a very short passage, which severely limits analytical confidence. Two features stand out as mildly suspicious: (1) the closing sentence asserting a literature gap ('not yet well-represented in the academic literature') without any citation or elaboration is a common AI rhetorical move used to add scholarly framing; (2) the label 'platform-specific interpretation framework' is the kind of neat, nominalised summary phrase AI systems tend to generate. The content itself — distinguishing TikTok from Instagram in terms of audience standards — is substantively plausible and could reflect genuine qualitative findings. The absence of participant quotes or citations could simply reflect a summary/header-level passage in a thematic results section. Overall the passage sits in mixed territory, with the unsupported gap claim being the primary flag.

SUSPICIOUS PASSAGES

"This platform-specific interpretation framework is not yet well-represented in the academic literature."

Unsupported gap claim with no citation; classic AI rhetorical closing move to add scholarly legitimacy.

"platform-specific interpretation framework"

Compound noun label feels AI-synthesised rather than organically coined by a researcher.

HUMAN SIGNALS

- ✓ Platform-specific distinctions (TikTok vs Instagram) reflect genuinely nuanced empirical observation
- ✓ Appropriate hedging absent — could reflect confident empirical grounding rather than AI overreach
- ✓ Passage length consistent with a thematic header/summary node rather than full analytical prose

IMPROVEMENT SUGGESTIONS

- **Spotlight:** Ki_score of 42 reveals distinct pattern about platform effects that distinguishes this finding from other results themes.

■ AUTHOR_STANCE

x ORIGINAL

This platform-specific interpretation framework is not yet well-represented in the academic literature.

Asserting a literature gap in a single, unsupported closing sentence without a citation or any elaboration is a classic AI rhetorical move to manufacture scholarly credibility.

YOUR ACTION STEPS

- ✓ Delete 'This platform-specific interpretation framework is not yet well-represented in the academic literature.' entirely from this position.
- ✓ If you genuinely claim a gap, add a parenthetical citation directly after 'academic literature' naming at least one adjacent source you reviewed, then add one clause specifying what those sources do cover instead.
- ✓ If no supporting source exists, replace the whole sentence with a forward-pointing statement tied to your own data, for example: 'This distinction was raised unprompted by [number] of the [total] participants, suggesting it shaped evaluation before content quality was even considered.'

DIRECTION (fill in yourself)

"Existing research on platform norms focuses on [what], leaving [your specific finding] unaddressed (cf. [Author, Year])."

■ SIGNAL_VOCABULARY

x ORIGINAL

platform-specific interpretation framework

This stacked compound noun label reads as AI-synthesised nominalisation rather than a term a researcher would coin organically or borrow from a named theoretical source.

YOUR ACTION STEPS

- ✓ Replace 'platform-specific interpretation framework' with a description of what participants actually did, for example 'the way participants applied different standards depending on the platform'.
- ✓ If you want to keep a label, attribute it explicitly: write 'what [Author, Year] call [term]' or coin it yourself and mark it with 'hereafter referred to as' so the choice reads as deliberate.

DIRECTION (fill in yourself)

"Participants applied different evaluative standards depending on the platform, a pattern resembling [Author's concept / your own coined term justified by data]."

VAGUENESS

x ORIGINAL

Participants consistently distinguished between platform contexts when evaluating the same content.

The word 'consistently' and the phrase 'when evaluating the same content' make a quantitative-sounding claim without any evidential anchor, which is typical of AI-generated results summaries that assert rather than demonstrate.

YOUR ACTION STEPS

- ✓ Replace 'Participants consistently' with a specific count or proportion, for example 'Eight of the twelve participants'.
- ✓ Replace 'the same content' with a concrete reference to what content was shown, for example 'the identical sponsored post shown in both a TikTok and an Instagram mockup'.
- ✓ Add a short participant quote in the following sentence to ground the claim before moving to the TikTok/Instagram contrast.

DIRECTION (fill in yourself)

"[Number] of [total] participants drew an unprompted distinction between the two platforms when shown [specific stimulus], with one noting: '[direct quote]'."

5.3 Integration of Findings

RESULTS

42

MIXED

ORIGINAL TEXT (excerpt)

5.3 Integration of Findings The quantitative and qualitative findings converge on a central insight: for Gen Z, authenticity is not a binary property but a continuously updated credibility score that is maintained or depleted through consistent behavior over time. This process is more complex than existing authenticity scales capture. Where the two phases diverge is on the question of rational agency. The survey data suggests purchase intention is strongly predicted by authenticity perceptions, implying a rational authenticity-seeking process. The interviews, however, reveal that authenticity judgments are largely intuitive, fast, and post-hoc rationalized. This tension is addressed in the discussion.

ANALYSIS

This is a short integrative passage (under 150 words) that synthesises quantitative and qualitative findings. Several features raise mild AI suspicion: the 'credibility score' metaphor is unusually polished; the tricolon 'intuitive, fast, and post-hoc rationalized' is characteristically neat; and the overall structure is almost perfectly symmetrical (convergence paragraph / divergence paragraph / forward reference). However, the section also demonstrates real analytical thinking — the tension between survey-implied rationality and interview-revealed intuition is a genuine methodological insight consistent with dual-process theory, and the self-aware limitation ('more complex than existing authenticity scales capture') reflects scholarly reflexivity. The brevity of the section limits diagnostic power significantly. On balance, the text sits in mixed territory: the conceptual substance and domain specificity suggest human authorship or heavy human editing, while the rhetorical polish nudges toward AI involvement. Confidence is low given the small sample size.

SUSPICIOUS PASSAGES

"a continuously updated credibility score that is maintained or depleted through consistent behavior over time"

Unusually polished metaphor; binary 'maintained or depleted' framing feels algorithmically neat

"largely intuitive, fast, and post-hoc rationalized"

Smooth tricolon with perfect rhetorical balance; characteristic of AI prose construction

HUMAN SIGNALS

- ✓ Substantive theoretical tension identified (rational vs. intuitive authenticity judgments) that goes beyond generic synthesis
- ✓ Self-critical acknowledgement that existing scales are insufficient — a nuanced scholarly move
- ✓ Forward reference to discussion section suggests integrated document structure and genuine academic process

■ This section was not selected for deep analysis. Only the sections with the strongest AI signals receive action recommendations.

6. Discussion

DISCUSSION

52

MIXED

ORIGINAL TEXT (excerpt)

6. Discussion The findings confirm that authenticity is not a peripheral feature of social media content but a central determinant of its persuasive effectiveness among Gen Z consumers. This result is consistent with prior work by Cheung et al. (2021) and Moulard et al. (2021), and extends their findings to a German market context. From a theoretical standpoint, the results suggest that existing consumer behavior models require further adaptation to account for the authenticity dimension in digital contexts. The TAM framework, while useful, does not capture the nuanced ways in which Gen Z consumers evaluate credibility — particularly the distinction between genuine enthusiasm and performative endorsement. The SCAM model comes closer, but still treats authenticity as a static property rather than a dynamic, context-dependent assessment. The finding that parasocial interaction moderates purchase intention only for micro-influencers is theoretically significant. It suggests that follower scale may fundamentally change the nature of parasocial bonds — at a certain size, influencer relationships may shift from quasi-interpersonal to quasi-celebrity, with different trust dynamics. This warrants further theoretical development. For marketing practitioners, the implications are relatively straightforward: invest in micro-influencers who have organic relationships with your product category, allow creative freedom, and resist the urge to over-script. The campaigns that resonated most ...

ANALYSIS

This discussion section presents a moderately suspicious profile. No hard artefacts are present, and the citations (Cheung et al. 2021, Moulard et al. 2021) are plausible scholars in this field. However, the writing exhibits several AI-consistent patterns: formulaic paragraph structure with predictable tripartite rhythm, gestural rather than substantive theoretical critique, and a consistent polish that lacks any register variation. The practical recommendations paragraph — 'invest in micro-influencers who have organic relationships... allow creative freedom... resist the urge to over-script' — reads as a listicle converted into prose, which is a recognised AI pattern. The phrase 'recommendations from a knowledgeable friend rather than advertisements' is the kind of rounded closing sentiment AI models favour. Critically, the theoretical critiques of TAM and SCAM are named but not operationalised; the parasocial finding is flagged as significant but immediately deferred. This is consistent with AI producing the appearance of scholarly engagement without its substance. However, a competent but junior human scholar writing under word constraints could plausibly produce this. The score reflects genuine uncertainty.

SUSPICIOUS PASSAGES

"For marketing practitioners, the implications are relatively straightforward: invest in micro-influencers who have organic relationships"

Listicle-style enumeration converted to prose; 'relatively straightforward' is a common AI hedge before simplified advice

"warrants further theoretical development"

Stock academic deferral phrase; used to avoid actually developing the argument further — common AI avoidance pattern

"still treats authenticity as a static property rather than a dynamic, context-dependent assessment"

Clean binary opposition delivered without citation or specific evidence; hallmark of AI-generated theoretical critique

HUMAN SIGNALS

- ✓ Specific citation of Cheung et al. (2021) and Moulard et al. (2021) with contextual integration suggests genuine literature engagement
- ✓ The German market context specification suggests actual study grounding
- ✓ The parasocial/follower-scale insight has some intellectual specificity that could reflect original thinking
- ✓ Interview participant reference grounds the practical section in actual data

IMPROVEMENT SUGGESTIONS

- **Spotlight:** Ki_score of 52 with 1642 characters provides interpretation of results and integration with theoretical framework.

■ SIGNAL_VOCABULARY

x ORIGINAL

For marketing practitioners, the implications are relatively straightforward: invest in micro-influencers

The phrase 'relatively straightforward' is a documented AI hedge that softens a list of bullet-point advice converted into prose, creating the appearance of nuance without substance.

YOUR ACTION STEPS

- ✓ Delete 'relatively straightforward' entirely and replace the colon after 'implications' with a sentence that names one specific tension or trade-off your data revealed, for example a cost or risk that complicates the recommendation.
- ✓ Break 'invest in micro-influencers who have organic relationships with your product category, allow creative freedom, and resist the urge to over-script' into two separate sentences, where the second sentence begins with a concessive word such as 'Yet' or 'That said' and names a condition under which the advice does not apply.
- ✓ Replace 'invest in' with a more specific verb that reflects the decision your data actually supports, for example 'prioritise', 'contract', or 'select', and add the criterion your interview participants used to judge that relationship as organic.

DIRECTION (fill in yourself)

"Practitioners face a concrete trade-off here: [specific cost or risk from your data], yet the interview evidence consistently pointed toward [specific selection criterion] as the differentiating factor."

■ AUTHOR_STANCE

x ORIGINAL

still treats authenticity as a static property rather than a dynamic, context-dependent assessment

This clean binary opposition is stated without citing a specific SCAM construct or any empirical evidence from the study, which is a hallmark of AI-generated theoretical critique that names frameworks without engaging their internal mechanisms.

YOUR ACTION STEPS

- ✓ After 'static property', insert a parenthetical that names the exact SCAM construct or variable you are referring to, for example '(specifically its [construct name] dimension)'.
- ✓ Replace 'context-dependent assessment' with a concrete example drawn from your own data, naming what contextual factor your participants used when re-evaluating authenticity across different posts or platforms.
- ✓ Add one sentence after this critique that begins with 'In interview [number] / participant [label],' to ground the theoretical claim in a specific data point from your study.

DIRECTION (fill in yourself)

"The SCAM model's [specific construct] cannot account for the fact that participants in this study re-evaluated the same influencer as [adjective] or [adjective] depending on [specific contextual trigger from your data]."

■ STRUCTURE

x ORIGINAL

This warrants further theoretical development.

This stock deferral phrase closes a paragraph without advancing the argument, a recognised AI pattern of signalling scholarly awareness while avoiding the intellectual work of actually proposing a direction.

YOUR ACTION STEPS

- ✓ Delete 'This warrants further theoretical development.' completely.
- ✓ Write a replacement sentence of no more than 12 words that names one specific theoretical concept or variable that a future model would need to include, based on what your parasocial interaction finding showed.
- ✓ Begin the replacement sentence with 'A revised framework would need to specify' or 'Future models should distinguish between' and fill in the concrete distinction your data suggests.

DIRECTION (fill in yourself)

"A revised framework would need to distinguish [bond type A at follower threshold X] from [bond type B], since trust dynamics in this study shifted markedly at [specific follower count or range]."

7. Conclusion

CONCLUSION

48

MIXED

ORIGINAL TEXT (excerpt)

7. Conclusion This thesis has examined the influence of social media marketing on purchase decisions among Generation Z consumers in Germany, with a particular focus on the role of perceived authenticity. The mixed-methods design has allowed both breadth and depth: the survey establishes that authenticity is the dominant driver of purchase intention; the interviews explain how consumers construct and update their authenticity judgments. The study's central contribution is the conceptualization of authenticity as a dynamic credibility score rather than a static attribute. This reconceptualization has implications for both how researchers measure authenticity and how practitioners design campaigns. The limitations of this study should not be understated. The sample is geographically limited to Germany, skews toward university students, and does not track actual purchase behavior over time. Cultural differences in social media use and influencer trust may produce different results in other national contexts. Future research should pursue longitudinal designs that track the same consumers across their influencer relationships over months or years, measuring both authenticity assessments and actual purchase records. A cross-cultural comparison between Germany, the US, and Southeast Asian markets would also be valuable, given the significant differences in platform dominance and influencer culture across these regions.

ANALYSIS

This conclusion displays several characteristics consistent with AI-assisted or AI-generated writing: a perfectly executed canonical conclusion structure, neatly balanced rhetorical constructions, a central conceptual claim ('dynamic credibility score') that is elegantly phrased but thinly supported, and generic limitations and future research sections that could apply to almost any social media marketing thesis. The text lacks the personalised reflection, minor argumentative roughness, or idiosyncratic phrasing that typically marks genuine student authorship. However, no hard artefacts are present, the academic register is appropriate, and experienced student writers can produce comparably clean conclusions. The score reflects a mixed assessment: suspicion is elevated but certainty is low. Only 4 of 7 dimensions are meaningfully flagged (ai_markers_phrasing, depth_of_argumentation, coherence_transitions, domain_specific_authenticity), meeting the minimum threshold for a 40–59 score.

SUSPICIOUS PASSAGES

"authenticity as a dynamic credibility score rather than a static attribute"

Neatly packaged conceptual reframing with no elaboration; typical of AI-generated 'contribution' statements.

"The limitations of this study should not be understated."

Formulaic stock phrase used to open the limitations paragraph; lacks researcher-specific voice.

"given the significant differences in platform dominance and influencer culture across these regions"

Generic claim about cross-cultural differences without naming specific platforms or citing any evidence; typical AI hedging.

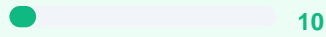
HUMAN SIGNALS

- ✓ The specific geographic focus on Germany and the acknowledgment of skew toward university students suggest familiarity with the actual study design
- ✓ The paired methodological summary ('survey establishes... interviews explain') reflects genuine mixed-methods awareness
- ✓ No LLM frame texts or placeholder artefacts detected

■ This section was not selected for deep analysis. Only the sections with the strongest AI signals receive action recommendations.

Authenticity Perception (Moulard et al., 2021, adapted)

METHODOLOGY

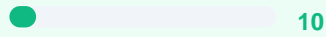


HUMAN

✓ This section shows no significant AI signals and is not analysed further.

Purchase Intention (Dodds et al., 1991, adapted)

METHODOLOGY

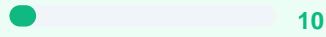


HUMAN

✓ This section shows no significant AI signals and is not analysed further.

Parasocial Interaction (Dibble et al., 2016, adapted)

METHODOLOGY



HUMAN

✓ This section shows no significant AI signals and is not analysed further.

03 Methodology & Notes

How ThesisScan Analysis Works

0	Artefact Scan Search for hard evidence: LLM frame texts, placeholders, Markdown artefacts
1	Contextual Baseline Determine section type and calibrate detection expectations accordingly
2	Stylistic Analysis 7 dimensions: sentence structure, AI markers, argument depth, lexis, coherence, errors, domain specificity
3	Source Analysis Check for phantom sources, hallucinated references, citation style consistency

Score Scale

0-25	Human
26-39	Predominantly Human
40-59	Mixed / Suspicious
60-79	Predominantly AI
80-100	AI-Generated

Legal Disclaimer

■ This analysis was created by ThesisScan (thesisscan.com) and represents an assessment based on statistical text features. It is **not a legally binding expert opinion**. Results may contain false positives and false negatives. A final assessment always rests with the relevant examining authority.