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# Fabricating CSR authenticity: The Illusory Truth Effect of CSR communication on social media in the AI era

Laura Illia<sup>a,\*</sup>, Rafael Ballester-Ripoll<sup>b</sup>, Anika K. Clausen<sup>c</sup>

<sup>a</sup> Department of Communication and Media Studies (DCM), Faculty of Management, Economy and Social Science, University of Fribourg, Perolles 90, Fribourg 1700, Switzerland

<sup>b</sup> IE School of Science and Technology, IE University, Maria de Molina 6, Madrid 28014, Spain

<sup>c</sup> Independent Researcher

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## ABSTRACT

Corporate Social Responsibility (CSR) communication via social media offers significant opportunities for organizations. Posts by third-party stakeholders allow for critical evaluation of CSR efforts, fostering authenticity through the anonymous, collective sharing of personal experiences. The advent of Large Language Models (LLMs), which facilitate the rapid and cost-effective creation of bot-driven posts, raises concerns about whether an increasing number of fabricated CSR messages could linearly influence an audience's perception of a company's CSR authenticity. We base our hypotheses on the Illusory Truth Effect, suggesting that perceived authenticity can increase with exposure to more messages. However, this effect only continues up to a certain tipping point, after which it plateaus. We tested our hypotheses in a study with 480 participants, presenting AI-generated CSR testimonials about Shell to three groups: zero, low, and high exposure. We found a significant increase in perceived CSR authenticity in the low exposure group compared to the zero group, with the effect tapering off in the high exposure group. We conclude that LLMs can effectively replace human-written CSR messages for a fraction of a cent, yet the main strength of LLMs—sheer volume, leading to repeated exposure—is unlikely to become a concern.

## 1. Introduction

CSR (Corporate Social Responsibility) communication (Ihlen et al., 2011; Podnar, 2008) involves disseminating accurate information about an organization's CSR and plays two primary roles for stakeholders (Crane & Glozer, 2016). Firstly, it serves as a record of an organization's past CSR actions (Lock & Seele, 2017; Seele & Lock, 2015; Vollero et al., 2022). Secondly, it acts as a source of inspiration, guiding future CSR practices (Mak & Huang, 2024). For these roles to be effectively fulfilled, stakeholders need to perceive CSR communication as authentic (Alhouthi et al., 2016; Lim & Jiang, 2021; Pérez, 2019), that is, the communication should reflect actual actions that hold societal significance. When stakeholders lack direct insight into an organization's actual CSR actions, they still perceive its CSR as genuine if certain key elements in the organization's communication suggest truthfulness (Crane & Glozer, 2016). These elements include endorsements from third-party entities (Crane, 2001), detailed personal anecdotes (Maignan & Ferrell, 2004), a balanced and fair tone in communications (Schlegelmilch & Pollach,

2005), and an acknowledgment of the organization's imperfections (Jahansoozi, 2006).

Given this context, it is not surprising that social media (Golob et al., 2013; Schoeneborn & Trittin, 2013) and organizational dialogue platforms (Illia et al., 2017; Ngai & Singh, 2021; Seele & Lock, 2015) provide opportunities for organizations to foster perceived authenticity in their CSR efforts (Seele & Lock, 2015). The variety of stakeholder posts allows others to critically evaluate CSR through third-party messages, enhancing authenticity via repeated dissemination by a diverse and anonymous collective (Lee & Peterson, 2004; Pérez, 2019; Peterson, 2005). As a result, organizations concentrate on creating spaces for these third-party voices rather than dominating the narrative themselves, enabling the organic growth of CSR authenticity through posts by third parties (Illia et al., 2017; Ngai & Singh, 2021).

In such an environment, where the authenticity of CSR relies on the widespread sharing of third-party testimonials on social media, the risk of compromising CSR authenticity is higher than ever. This risk is highlighted by an unprecedented threefold increase in fake accounts

\* Corresponding author.

E-mail addresses: [Laura.illia@unifr.ch](mailto:Laura.illia@unifr.ch) (L. Illia), [Rafael.Ballester@ie.edu](mailto:Rafael.Ballester@ie.edu) (R. Ballester-Ripoll), [anikaclausen1109@gmail.com](mailto:anikaclausen1109@gmail.com) (A.K. Clausen).

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during the last half of 2022 on platforms like LinkedIn (Statista, 2024), where companies expand their organic CSR audience reach (Wallace, 2023) and stakeholders are awarded as green content creators (LinkedIn News Europe, 2021). With the significant rise coinciding with the release of GPT, a Large Language Model (LLM) capable of generating large-scale, human-like, inauthentic messages (Illia et al., 2022), it is crucial to test whether an increase in AI-fabricated third-party messages can increase CSR authenticity, potentially turning the opportunities of third-party online testimonials into threats for organizations. In particular, as the main strength of LLMs—sheer volume leading to repeated exposure - can be exploited to fabricate CSR authenticity, two critical questions remain to be confirmed: *Does a rising number of AI-fabricated CSR posts enhance linearly the perceived CSR authenticity? Or is there a threshold beyond which further increases in perceived CSR authenticity are no longer significant?* If the former is true, the risks are high. However, if the latter is true, the risks posed by AI-generated content for CSR authenticity are present but limited.

To address the above research questions, we developed a one-factor design experiment in which we test hypotheses informed by the Illusory Truth Effect (Unkelbach et al., 2019; Unkelbach & Rom, 2017). This effect suggests that repeated exposure to a message enhances its perceived truthfulness only to a tipping point where the effect plateaus. Based on recent findings showing that in social media this effect occurs for discrediting content (Hassan & Barber, 2021; Pennycook et al., 2018), we hypothesized that perceived CSR authenticity through unknown AI-generated third-party messages on social media is non-linear; while authenticity initially increases with message repetition, it eventually reaches a plateau where further repetition does not further enhance significantly perceived CSR authenticity.

Findings confirm our hypotheses and contribute to the existing literature in three significant ways. First, they contribute to the literature on CSR digital communication (Illia et al., 2017; Ngai & Singh, 2021) by highlighting that, although the Illusory Truth Effect of AI-generated content is limited, it necessitates a new role for public relations professionals in the digital economy (Buhmann & Gregory, 2023; Luoma-aho & Badham, 2023; Moore & Hübscher, 2021) as watchdogs to avoid pitfalls in CSR digital communication. Second, they extend studies analyzing as linear the effect of CSR communication (Crane & Glozer, 2016; Ihlen et al., 2011) on CSR authenticity (Alhouthi et al., 2016; Lim & Jiang, 2021; Pérez, 2019; Peterson, 2005) because they suggest that while CSR digital communication can significantly enhance CSR authenticity, its capacity to do so is inherently limited. Third, the findings contribute to research on the Illusory Truth Effect in social media (Hassan & Barber, 2021; Unkelbach et al., 2019) by specifically examining the impact of positive, anecdotal, and balanced content, rather than negative content. This suggests the need for new theoretical frameworks to monitor not only sensationalist and discrediting messages but also positive and balanced ones, as they too may propagate AI-fabricated content that threatens authenticity.

The paper proceeds as follows. We first define CSR authenticity in the pre-digital and digital era. We then define the Illusory Truth Effect and present recent studies conducted on social media on it. We postulate our hypothesis on this basis. We then present our experimental design and results and discuss contributions.

## 2. Conceptual framework

### 2.1. CSR authenticity

Authenticity is a socially constructed concept. While authenticity traditionally pertains to the inherent genuineness and originality of an object (such as a song or a food recipe) (Jackson, 2005; Lehman et al., 2019), it ultimately hinges on the perception of individuals regarding the object's authenticity (or lack thereof) (Peterson, 2005). Hence, individuals or organizations striving for authenticity such as musicians or restaurant chefs require endorsements by external validators such as

music managers or Michelin inspectors. In this context, the authenticity of a message or object (i.e., the discussion of what is real) relies heavily on the credibility and expertise of the validating third-party source, which renders their endorsement or criticism convincing (Lock & Seele, 2017; Pérez, 2019).

Authenticity in the context of CSR is similarly defined as the organization's genuine fulfillment of its CSR promises based on its stated values (Alhouthi et al., 2016; Joo et al., 2019; Mazutis & Slawinski, 2015). However, authenticity is socially constructed by stakeholders, who may perceive it differently depending on their views on the meaningfulness or appropriateness of the organization's CSR action, among other factors (for a full list of antecedents, see Alhouthi et al., 2016; Mazutis & Slawinski, 2015). Since stakeholders' knowledge (or lack thereof) of the organization influences their perception of its authenticity (Alhouthi et al., 2016), organizations engage in a series of CSR communications to sway stakeholders' views.

Extant studies (Lim & Jiang, 2021; Liu & Jung, 2021; Pérez, 2019) indicate a subtle difference between the authenticity of CSR vs CSR communication. The former pertains to the perceived truthfulness of a CSR initiative, while the latter focuses on whether a message accurately reflects what is truly happening within the organization (Lim & Jiang, 2021). Nonetheless, these two aspects intersect (Pérez, 2019), as the authenticity of CSR can only be verified through communications that document CSR (Liu & Jung, 2021). The more an organization communicates and provides evidence about its actual CSR actions, the more stakeholders perceive its CSR to be authentic. This postulated and tested linear relationship between CSR communication and CSR authenticity is influenced by the credibility of a validating source (such as CSR media experts or label certifications). The latter transforms an authentic message into a credible one that is deemed trustworthy due to endorsement by a knowledgeable third party (Lock & Seele, 2017; Pérez, 2019).

### 2.2. CSR authenticity and digitalization

With the rise of digitalization, the social construction of authenticity continues to hinge on the genuineness of the message. However, authenticity is socially constructed through a dynamic process involving non-expert yet real sources (Peterson, 2005). Within digital media, individuals who were once consumers of certain messages (such as jazz enthusiasts) now create content debating the authenticity of subjects like jazz music, shaping messages that claim authenticity (Lee & Peterson, 2004). In this context, the widespread and repeated dissemination of messages by a nameless mass of third-party evaluators validates an object's authenticity (Pérez, 2019; Peterson, 2005). Consequently, "authenticity is a fluid concept, and what is deemed authentic, akin to fashion (Simmel, 1997), is continually evolving" (Peterson, 2005, p. 1094). Various stakeholder groups promote authenticity in trends through social media platforms by sharing jazz music testimonials. It is evident in the digital democratic media landscape that anyone can advocate an object's authenticity and initiate a trend online. Trustworthiness of sources – instead of their credibility – becomes crucial, which relates to verifying whether an agent is indeed who they claim to be (Jago, 2019; Lee, 2020). The latter, however, is difficult to assert, as users engage with each other without knowing each other (Lee, 2020). In the context of CSR communication (Crane & Glozer, 2016), this implies a message depicting endorsements from third parties (Crane, 2001), personal anecdotes (Maignan & Ferrell, 2004), a balanced tone (Schlegelmilch & Pollach, 2005), and efficacy (Jahansoozi, 2006).

The increasing significance of message authenticity is pertinent to CSR communications on microblogs, as digitalization has created numerous opportunities for sharing various personal and anecdotal messages. Today, stakeholders can openly discuss the authenticity of CSR due to the emergence of new organizational spaces like knowledge centers focused on dialogue as well as democratic spaces such as social media (Illia et al., 2017; Ngai & Singh, 2021; Seele & Lock, 2015).

Stakeholders' voices serve as a third-party validation of previous CSR initiatives (Crane, 2001) or present aspirational discussions on the future of CSR initiatives (Schoeneborn & Trittin, 2013), thereby stressing the need to balance societal vs business interests (Mak & Huang, 2024). These voices have expanded the opportunities for stakeholders to determine the authenticity of CSR, as individuals can directly verify the validity of actions by accessing personal experiences and opinions shared online by multiple stakeholders, not limited to the organization and credible sources. What is crucial in this context is the consistent reinforcement of the message through numerous personal narratives (Albu & Etter, 2016). Peterson (2005) suggests that the more participants share their stories, the greater the "mass reproduction" (Peterson, 2005, p. 1094) of messages becomes, shaping a popular narrative that defines what is considered authentic, as it gains momentum.

### 2.3. Illusory Truth Effect

Peterson (2005) suggests that when a message is shared only once by unknown sources, it is not socially confirmed as authentic. Instead, repeated (even if not verbatim) reinforcement of the message by multiple sources can shape an object's authenticity in societal terms by implying that the majority endorses this authenticity, creating what Peterson refers to as an illusion of authenticity in the digital realm. Studies examining cognitive exposure to messages explain that the mechanism behind this illusion of authenticity is the Illusory Truth Effect. According to these studies, repeated affirmations of a message facilitate information processing by the recipient, thereby increasing the perception of the message's trustworthiness (Hassan & Barber, 2021). When this cognitive bias occurs, people mistake repetition for truth (Unkelbach et al., 2019; Unkelbach & Rom, 2017). This effect is evident across various domains, including product information, news, and social media messages, regardless of the time interval between repetitions (be it minutes, weeks, or months) or the source's credibility. As recently shown by Hassan and Barber (2021), the Illusory Truth Effect persists even if the source is explicitly acknowledged as unreliable and false (Pennycook et al., 2018).

The Illusory Truth Effect differs from the mere exposure effect, which guarantees familiarity (Zajonc, 2001), as it does not increase indefinitely in a linear fashion. Hassan and Barber (2021) demonstrate that the effect is enhanced by the repetition of a similar (non-verbatim) message up to four to six repetitions, reaching a tipping point where the illusion continues but does not grow further. In their examination of discrediting social media messages about the 5G network being the cause of COVID-19 in the UK, their study illustrates that the effect is quite efficient, as recipients do not need to encounter numerous messages to begin perceiving the content as truly authentic. Applying the logic of the Illusory Truth Effect to the illusion of authenticity of Peterson (2005) means that individuals' hold the cognitive bias about a majority endorsing the authenticity of an object even after only a few posts.

### 2.4. Illusory Truth Effect and AI

Recent studies on LLMs and bots (Chen et al., 2023; Ross et al., 2019) suggest that these technologies enhance the Illusory Truth Effect. Chatbots and LLMs are capable of disseminating a vast number of messages on social media (Moore & Hübscher, 2021) more quickly and cost-effectively than humans. As evidenced by Chen et al. (2023) in their study involving over 20,000 rounds of dialogue between GPT-3 and 3290 individuals on topics like climate change and Black Lives Matter, an LLM can deliver a wide array of consistent messages (Sundar & Lee, 2022; Wojcik et al., 2018). This repetition can lead individuals to believe that the majority supports the reality described by the LLM, influencing their perception that the LLM's message is authentic because they assume it is majority-endorsed.

Ross et al. (2019) found similar results using agent-based modeling of human and bot exchanges. They confirmed that a high volume of

messages from a bot creates the impression of a majority-endorsed reality. Moreover, they suggest that individuals often silence their own voices if they disagree with the popular narrative defining what is seen as authentic, which gains momentum with the help of social bots. This illusion of widespread consensus generates the cognitive bias described in Illusory Truth Effect studies, initiating a vicious cycle of silence that further reinforces the perceived authenticity of the prevailing messages. This cycle is typically exacerbated by algorithms responsible for online content visibility, such as Google's search algorithms, which prioritize trending content (Albu, 2023) regardless of source quality (Illia et al., 2022). This further amplifies the reach and influence of AI-generated messages in shaping perceptions of authenticity.

### 2.5. Illusory Truth Effect, AI and CSR communication

The central question is whether this effect necessitates only few posts, as postulated by cognitive studies, or an actual majority, as studies on LLMs suggest. Also, it is important to discover whether an AI-fabricated message can create an Illusory Truth Effect in a digital media landscape where stakeholders are increasingly skeptical of social media testimonials due to the prevalence of disinformation in recent years.

Recent studies on the circulation of disinformation on social media suggest that cognitive biases are more important than the actual reality of exchanges online (Shin et al., 2018). Hence, the postulation that a small number of posts is enough seems plausible. Also, they indicate that individuals suspect content is unauthentic when it is conveyed through repetitive sentence structures and uses sensationalist, overly negative language (Horne & Adali, 2017; Shin et al., 2018; Wojcik et al., 2018). However, stakeholders cannot rely on these characteristics to deduce that a CSR communication is AI-fabricated. CSR communications that are conveyed through testimonials on social media provide anecdotal and personal validation through non-verbatim, repetitive positive testimonies, which do not typically raise stakeholder skepticism in the same way as content flagged as negative and sensationalist. Hence, when a balanced perspective incorporating compelling anecdotes supports a particular CSR standpoint, stakeholders may easily mistakenly believe this view does not have the typical characteristics of disinformation, thus attributing authenticity to the message due to the Illusory Truth Effect.

Considering how the Illusion of Truth Effect is built, how AI interacts with it and how CSR communication may be less subject to identification as prototypical disinformation content, we hypothesize the following:

**Hypothesis 1.** *Increased exposure to AI-fabricated CSR social media testimonials leads to a higher perception of CSR authenticity.*

Also, since studies suggest that cognitive biases of a perceived majority are more relevant for individuals to judge message authenticity than actual majority endorsement, the following hypothesis on the tipping point follows:

**Hypothesis 2.** *The effect of AI-fabricated CSR social media testimonials on perceived CSR authenticity is significant up to five messages.*

Given the extremely low economic costs associated with generative AI for text (e.g., \$2 per million words in the case of the GPT API), the impact of these hypotheses, if supported by empirical data, is significant for CSR authenticity. Since generating varied messages is inexpensive, any agent can maximize exposure, thereby significantly improving the perception of CSR authenticity at scale after only five posts.

## 3. Experimental design

### 3.1. Scenario

To test our hypothesis, we selected one from a list of fifteen companies provided by Illia et al. (2017) that examined online CSR dialogue.

We aimed to identify a company that offered online platforms for stakeholders to engage in social media discussions on CSR topics. Shell stood out as having the highest number of CSR-related comments per post in LinkedIn initiated by Shell employees, discussing past achievements, as well as the significance of current and future CSR initiatives. We therefore chose Shell, LinkedIn, and posts published by Shell employees as our focus for this study.

### 3.2. Participants

We undertook a single-factor experiment involving 480 respondents. The respondents were selected through a panel provider (CINTtm). Each sample was carefully composed to reflect the official LinkedIn UK population statistics, where Shell's headquarters are located. Age distribution was as follows: 18–24 years old: 15.7 %; 25–34 years old: 57.2 %; 35–54 years old: 22.3 %; 55+ years old: 4.8 %. Gender distribution was as follows: Males: 58 %, Females: 42 %. Respondents were paid according to the length of the survey.

### 3.3. Stimuli and conditions

Before conducting the single-factor experiment, we had to select CSR communications to include in our experiment. Even if extant research suggests that an LLM such as GPT can effectively generate human-like text, no studies have tested this specifically for CSR communication. Hence, we meticulously designed a preliminary phase of the experiment, in which we selected CSR dialogues generated by the AI.

### 3.4. Preliminary check

As of 2022, it is known that in many contexts LLMs can generate text that is indistinguishable from human-written text (Biever, 2023). However, to ensure the validity of our main study, we first performed a preliminary test to verify that this is also the case in CSR authenticity communication. We presented a random subset of participants (Sample A – 120 participants) with CSR social media posts written by real employees (10 messages) or by GPT-3 (20 messages). Their task was to discern whether each message was human-written or machine-generated. For the AI-generated posts, OpenAI's API was utilized to access the GPT-3, hence we discarded the option to use ChatGPT. This was the most logical choice for us, as content creators would also have opted for the most efficient interface of OpenAI to produce content. The AI was prompted with the following: "Here is a post written by a top executive of Shell. The post provides a personal anecdote that sheds a positive light on Shell's public image." We used the *text-DaVinci-001* model at a temperature of 0.7 and asked GPT to continue each prompt for at most 150 tokens in each case, which resulted in an average of 107.45 words per post. No other parameters were passed to GPT-3, i.e., they were left at their default values. Human and AI posts are included in Appendix I. Posts written by actual Shell employees are in italics. All other posts were generated by GPT. All posts provide diverse testimonials, but all similarly portray Shell's CSR with a balanced and personal message.

All 30 messages were presented to Sample A in random order with no indication of whether they were human-generated or AI-generated. To select content for our main experiment, we conducted an independent *t*-test to determine whether participants could distinguish between AI-generated microblog posts and those written by humans. We utilized two sets of posts: those authored by humans ( $n_{\text{human}}=10$ ) and those generated by AI ( $n_{\text{AI}}=20$ ). The answers were on a scale from 1 to 5, with 1 representing a belief that the post was "Definitely written by a computer program" and 5 that it was "Definitely written by a human". For each post, we calculated the mean score and performed a two-tailed independent *t*-test to investigate whether the mean scores were equivalent ( $\mu_{\text{human}}=\mu_{\text{AI}}$ ) or not.

The 10 human-generated posts ( $M = 3.253$ ,  $SD = 0.238$ ) and the 20

AI-generated posts ( $M = 3.227$ ,  $SD = 0.165$ ) exhibited statistically similar average scores,  $t(28) = -0.346$ ,  $p = 0.732$ . This suggests that participants could not differentiate between messages composed by humans or AI. For our study, we selected CSR communications generated by GPT that were perceived by participants as human-generated above the average number of responses (see Fig. 1).

## 4. Main study: procedure, measures, and analysis

To foster the reiteration of messages that create the Illusory Truth Effect, we varied the number of messages read by participants. We tested H1 by presenting three new random samples of respondents with AI-generated CSR third-party social media testimonials with the amount of messages as the independent variable: Sample B (control group with no posts,  $n = 120$ ); Sample C (low exposure, with five posts,  $n = 120$ ); Sample D (high exposure, with 15 posts,  $n = 120$ ). There were no missing values in the data. The posts were chosen among the top scoring posts from our preliminary study, thus ensuring they were perceived as human-like. Accordingly, we eliminated any potential confounding variables related to the message source (AI vs. human). This demonstrates that our manipulation specifically pertains to message repetition rather than its source.

Participants first provided their consent to participate, followed by the display of a brief four-line paragraph describing Shell (industry, number of employees, countries of operations, and strategy statement), informing them about upcoming Shell posts on LinkedIn. We collected gender and age data as well as data about familiarity with Shell with the scale by Mariconda and Lurati's (2015). Subsequently, participants were shown messages about Shell generated by GPT in a LinkedIn format where author, shares, likes, and comments were hidden. This choice to keep the author anonymous—thus not explicitly indicating whether the message was AI-generated or human-written—is justified for two reasons. First, existing studies indicate that revealing the fictitious source of the message does not affect the Illusory Truth Effect (Pennycook et al., 2018). Second, it was crucial to ensure respondents were exposed to what theory describes as the repeated dissemination by an anonymous collective (Pérez, 2019; Peterson, 2005; Lee & Peterson, 2004). Such exposure focuses on the message and not the source, mirroring real-world situations where CSR testimonials may be authored by an AI or a human with (or without) AI assistance, and readers of these posts do not have evidence of this, reflecting the everyday challenge online users face in discerning whether the source is AI or not. After we exposed respondents to this anonymous content, we asked them to rate Shell's CSR authenticity using Albouti et al.'s (2016) scale, which demonstrated high reliability (Cronbach alpha = 0.945). At the survey's conclusion, following ethical guidelines, participants were notified that the messages were AI-generated and were instructed to disregard them.

To test our hypothesis, we conducted a one-way ANOVA test to examine variations in CSR authenticity perception (dependent variable) among groups viewing different reiteration of messages (independent variable): 0, 5 posts, 15 posts. We also developed additional analysis via a two-way ANOVA to check if our hypothesis test held if respondents had different levels of familiarity with the company, different ages, and gender.

## 5. Results

The one-way ANOVA (Table 1) revealed a significant effect ( $F = 14.8$ ,  $p < 0.001$ ,  $\eta^2 = 0.77$ ) of exposure to AI-generated CSR communications on perceived CSR authenticity. This confirms H1. That is, the more individuals are exposed to an increasing number of AI-generated CSR communications, the more they perceive CSR as authentic.

Fig. 2 highlights which respondents considered the CSR authenticity of Shell to be high. Respondents who were not presented with any AI-generated CSR communication considered the CSR of Shell to be authentic ( $\beta = 2.973$ ;  $SD = 1036$ ) to a lesser degree than those exposed

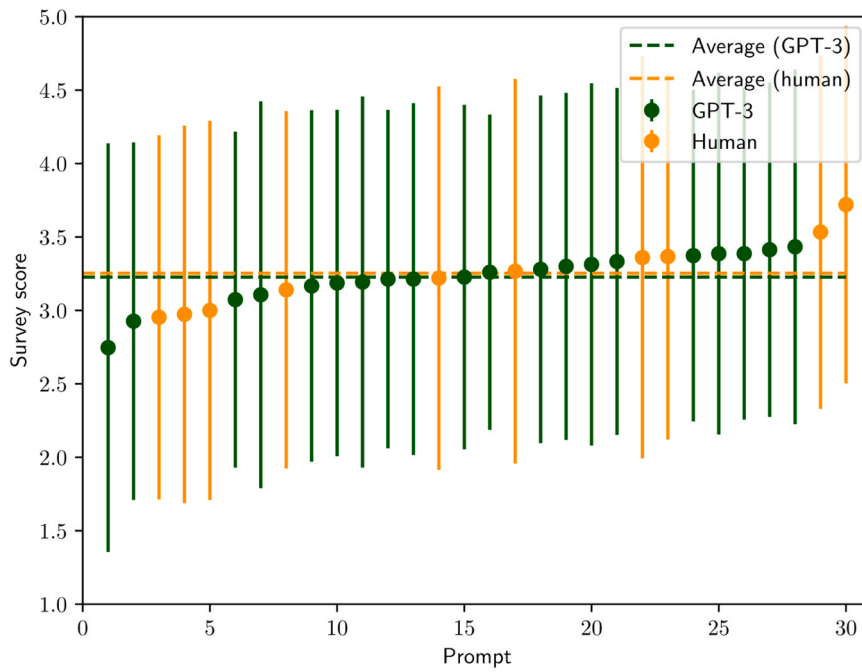


Fig. 1. GPT-3 vs. human. Note: equal average scores =  $t(28) = -0.346, p = 0.732$ .

**Table 1**  
One-way ANOVA results for perceived CSR authenticity.

	CSR talk posts						F (2)	$\eta^2$
	0 CSR posts		5 CSR posts		15 CSR posts			
	(M)	(SD)	(M)	(SD)	(M)	(SD)		
Perceived CSR Authenticity	2.973	1.036	3.445	1.025	3.683	1.015	14.804***	0.077

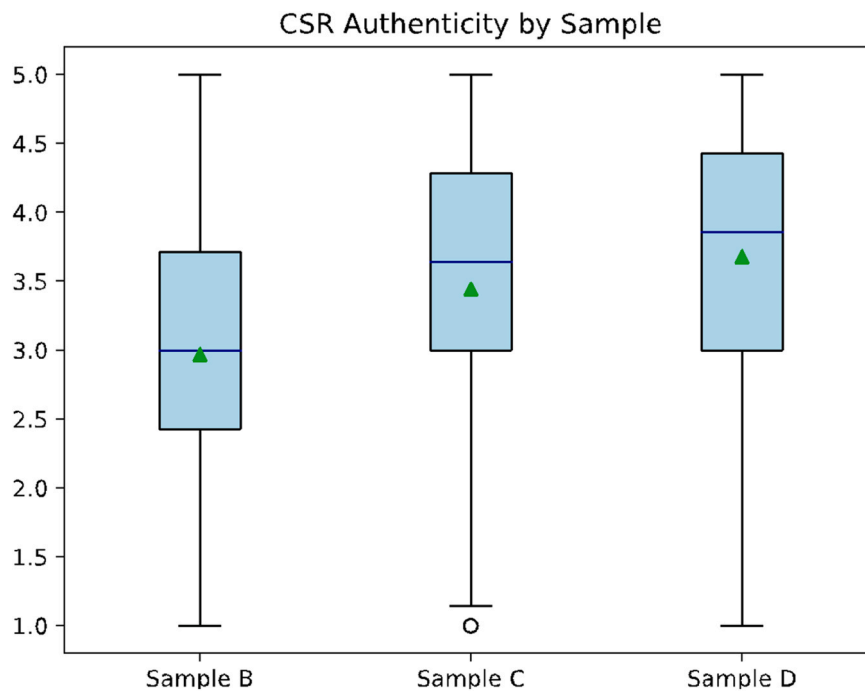


Fig. 2. Perceived CSR authenticity and exposure to AI-generated CSR communications. Note: Sample B: 0 posts, Sample C: 5 posts, Sample D: 15 posts.

reiteratively to the Illusory Truth Effect minimum point of exposure of five posts ( $\beta = 3.445$ ;  $SD = 1.025$ ) or higher point of exposure of 15 posts ( $\beta = 3.683$ ;  $SD = 1.015$ ), the latter being the driver of the highest perceived CSR authenticity, comparatively speaking.

Post hoc tests (see Table 2) confirm our Hypothesis 2, that is, the Illusory Truth Effect is confirmed as significant in its minimum exposure to five CSR communications ( $\beta = 4.7262$ ,  $p = 0.001$ ) and high exposure to 15 CSR communications ( $\beta = 7.1071$ ,  $p = 0.001$ ) compared to our control group. Even if perceived CSR authenticity increases further when exposure exceeds five posts, in which the Illusory Truth Effect is assured, the increment is not significantly higher ( $\beta = 2.3810$ ,  $p = 0.223$ ). This confirms the Illusory Truth Effect is reached after five exposures.

### 6. Additional analysis

Since not all respondents had the same level of familiarity with Shell, we measured their familiarity with it using the Mariconda and Lurati's (2015) scale. Also, since individuals of different genders and ages differ in their use of social media (Herrando et al., 2019), we also collected the age and gender of our respondents. Our additional analysis indicated that familiarity ( $p = 0.097$ ) and age ( $p = 0.968$ ) do not interact with perceived CSR authenticity (Table 3). Only gender differs significantly ( $p = 0.025$ ). However, among the six combinations ( $n^\circ$  posts x gender), see Fig. 3, only exposure to five posts makes perceived CSR authenticity radically lower for men ( $M = 3.18$ ) than for women ( $M = 3.82$ ). This suggests that the Illusory Truth Effect on CSR authenticity is higher for women than men, while being influential for both, thereby confirming our hypothesis test and excluding interaction effects.

### 7. Final discussion

Our findings indicate that AI-generated posts can lead to the Illusory Truth Effect in CSR communication on social media. This effect arises when individuals encounter at least five repetitive (though not identical) CSR messages on social media, especially third-party testimonials, which hinders their ability to distinguish between genuine and inauthentic CSR communication. This inability manifests itself after just five posts because these posts facilitate information processing for the recipient. When this cognitive bias occurs, people mistake repetition for truth (Unkelbach et al., 2019; Unkelbach & Rom, 2017). One may argue that this authenticity issue in CSR communication is minor, since a human could also create five posts. We acknowledge this point. However, the use of LLMs to generate social media messages that showcase CSR actions poses a challenge, even if minor, given the increasing prevalence of LLMs among online users. These users are progressively being assisted by LLMs at minimal cost and effort. Hence, we consider there are three implications for existing studies.

**Table 2**  
Pairwise comparisons (with Bonferroni adjustment).

(I) SAMPLE	(J) SAMPLE	Mean Difference (I-J)	Std. Error	Sig.	95 % Confidence Interval	
					Lower Bound	Upper Bound
Control (sample B)	5 posts	-.47262*	.13296	.001	-.7924	-.1528
	15 posts	-.71071*	.13296	< .001	-1.0305	-.3909
5 posts (sample C)	Control	.47262*	.13296	.001	.1528	.7924
	15 posts	-.23810	.13296	.223	-.5579	.0817
15 posts (sample D)	Control	.71071*	.13296	< .001	.3909	1.0305
	5 posts	.23810	.13296	.223	-.0817	.5579

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ .

**Table 3**

Two-way ANOVA measuring main and interacting effects of exposure vs. familiarity, exposure vs. age, and exposure vs. gender.

	Source of variation	SS	df	F	p-value
<b>Familiarity</b>	Main effect (N. posts)	30.4	2	14.9	< 0.001
	Main effect (Familiarity)	14.5	4	3.57	0.00723
	Interaction	13.8	8	1.7	0.0975
<b>Age</b>	Main effect (N. posts)	32	2	15.1	< 0.001
	Main effect (Age)	9.41	3	2.97	0.0321
	Interaction	1.43	6	0.225	0.968
<b>Gender</b>	Main effect (N. posts)	31.3	2	15.1	< 0.001
	Main effect (Gender)	4.42	1	4.27	0.0395
	Interaction	7.74	2	3.74	0.0248

#### 7.1. The Illusory truth effect and third-party CSR messages: new duty for PR professionals

Research suggests that CSR communication via social media offers significant opportunities for organizations (Ngai & Singh, 2021; Golob et al., 2013). While our findings show LLMs aren't a major challenge here, they underline new responsibilities for PR professionals managing CSR digital communication increasingly involving AI (Buhmann & Gregory, 2023). Existing studies highlight that posts from multiple stakeholders allow critical CSR assessment (Schoeneborn & Trittin, 2013) and enhance authenticity (Lee & Peterson, 2004; Peterson, 2005). These assumed human authorship, which was reasonable before, but now AI-generated content on social media is rising (Illia et al., 2022). As our study shows, PR professionals risk exposing their organizations to criticism because they can unwittingly engage with repetitive content that seems authentic due to the Illusory Truth effect. Hence, PR professionals are not only responsible to merely facilitating CSR dialogue on social media (Illia et al., 2017; Vollero et al., 2022); they must also mitigate an illusory effect of third-party messages, as it occurs easily only within five posts. Failure to do so could lead to situations like those found in the domain of advertising, where PR managers inadvertently linked ads with fake AI-generated content due to programmatic advertising (Mills et al., 2019). Such companies faced skepticism, losing trust and credibility. Similarly, PR professionals who align CSR messages with what seems like a majority-endorsed authentic view online might face the same challenges, limiting their ability to fulfill vital tasks such as inspiring future CSR initiatives (Schoeneborn & Trittin, 2013) and balancing societal and business interests (Mak & Huang, 2024). They risk becoming ensnared by fabricated messages or "fakeholders" (Luoma-aho, Badham & Arti, 2023) and inadvertently increase CSR skepticism (Ham & Kim, 2020).

To date, studies have not reported major scandals arising from this form of AI-fabricated CSR communication because they have focused on the role of AI to fabricate negative and discrediting messages which create intentionally a scandal for an organization (Luoma-aho & Badham, 2023). However, the reality of social media is that false

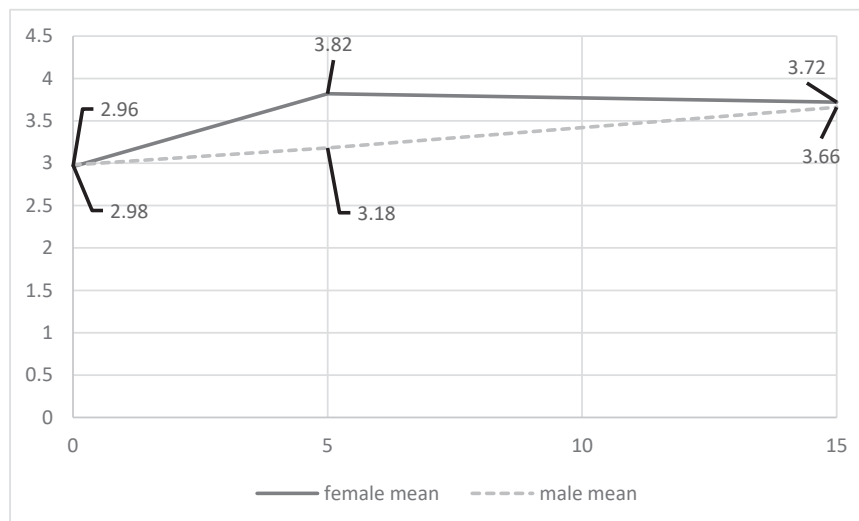


Fig. 3. Scatter plot of gender means and number of posts. Note: X = number of messages exposure, Y = means by gender.

information is not only extremely negative in tone, but also balanced and positive. Reality has seen PR managers and companies apologize for unintentional dissemination of false information. For instance, Twentieth Century Fox, in promoting a film, unintentionally used fabricated testimonials. PR managers of this company acknowledged their misuse of everyday customer stories, which turned out to be scams, and recognized the need to improve their internal approval processes for online posts and engagement. Although this example is outside the CSR sphere, it illustrates the delicate landscape PR professionals navigate in today's digital media, where even a small repetition of five posts can create the illusion of truth that they may increase further via their engagement with these posts.

### 7.2. The Illusory Truth Effect: the non-linear impact of CSR testimonials on authenticity

Existing studies on CSR communication (Crane & Glozer, 2016; Ihlen et al., 2011) and CSR authenticity (Alhouti et al., 2016; Lee & Peterson, 2004; Lim & Jiang, 2021; Pérez, 2019; Peterson, 2005) suggest that when PR professionals invest in transparent CSR communication by enhancing authenticity through third-party endorsements, the perceived authenticity of CSR increases linearly with communication frequency. However, these studies mostly examined the linear effect in a media environment where messages originate from credible, non-anonymous experts and real sources. Today, CSR communication predominantly occurs in social media environments, where messages are often anonymous and AI's role is expanding (Buhmann & Gregory, 2023). Our findings confirm the linear effect of CSR communication on CSR authenticity. However, they highlight that this effect is limited to the repetition of five similar (non-identical) messages that provide anonymously personal and balanced anecdotes, like social media posts. These findings are significant as they suggest that while the influence of CSR digital third-party endorsement on perceived CSR authenticity is notable, it is also finite. Therefore, we suggest that a central question to be answered is not whether third-party (AI-fabricated) testimonials, enhances stakeholders' perception of CSR (in)authenticity, but rather for how long it does so and under what conditions it can be further enhanced (fabricated). Future research could explore these areas to advance the field of CSR communication and authenticity around tipping points in which CSR authenticity can be (in)authentically created.

### 7.3. CSR communication and the Illusory Truth Effect: new monitoring criteria needed

Our findings contribute to the research on the Illusory Truth Effect on digital platforms (Hassan & Barber, 2021; Unkelbach & Rom, 2017; Unkelbach et al., 2019) and the development of monitoring systems to combat it (Pennycook et al., 2018). While previous studies have investigated this effect in the context of social media messages, they have not specifically looked at the illusory effect of positive, anecdotal, and balanced content. Our research clarifies that the tipping point for positive and balanced content is like that for denigrating and sensationalist content, the focus of prior studies. This underscores the need for new theoretical frameworks that monitor not only sensationalist and discrediting messages but also positive and balanced ones, as these too may spread AI-fabricated content in the CSR domain, threatening CSR authenticity. We consider this an important avenue for future research in the PR field because PR professionals are now mainly provided with tools to monitor and predict discrediting and sensationalistic messages. However, paradoxically, positive content is very threatening in the CSR realm. Whenever a company creates a new forum for CSR dialogue with its stakeholders online, it must be equipped with an effective system to identify AI-generated false positive anecdotes, a capability that is currently lacking. Without this, PR professionals cannot effectively manage their CSR communication responsibly.

## 8. Limitations and future research

Due to the scope of this case study, certain limitations are apparent. First, our experiment focuses on one specific example of CSR communication – stakeholders on LinkedIn. Future research could test CSR communications of other stakeholders and social media platforms.

Second, our way of prompting CSR communication from an LLM involved minimum intervention. Future research could explore different approaches to querying and observing how AI-generated CSR communication could be prompted to be less misinformative.

Third, our survey design did not include variables related to individuals' direct experience with LLMs, since, at the time of our experiment, GPTs were still not widely used. However, we suggest future studies to include this variable.

Fourth, in our experiment, respondents were unaware of whether the messages were AI-generated. This choice was justified because revealing a false source does not influence the Illusory Truth Effect (Pennycook et al., 2018). Additionally, ensuring the anonymity of the source was vital for us, as it reflects the reality where users often cannot discern

whether a message is AI-generated or human-written. Finally, our focus was on the effect of message repetition rather than the source. While our choice does not invalidate our findings, it raises questions about how results might differ if each message included a note indicating whether it was AI-written. Future research could explore how awareness of message origin affects perceptions of CSR communication authenticity or alternatively replicate our study by highlighting at the beginning of the study that messages may be AI generated, without indicating which one is so.

Fifth, with the increasing spread of false messages on social media, users may eventually reach a point where they no longer trust circulating messages. The threshold for the Illusion of Truth Effect may therefore fluctuate over time based on users' trust in the information circulating on social media. Future research should consider whether our results hold in a more deceptive context than when our study was conducted, which was at the onset of LLM proliferation.

Finally, our study did not thoroughly investigate the distinctions between AI-driven vs human CSR communications. Future research could examine the factors that contribute to the efficiency of each message type in enhancing CSR authenticity. This could be achieved through a 2 × 2 research design replicating our study while controlling the message characteristics from both sources.

### Declaration of Competing Interest

The authors declare the following financial interests/personal relationships which may be considered as potential competing interests: If there are other authors, they declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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### Appendix I. Microblogging Posts Used in Our Experiments

Real LinkedIn posts are in italics; all other posts are generated by GPT-3 upon our prompt. Posts used for sample D are shown in bold. Posts used for sample C are a subset of the latter and correspond to numbers 12, 19, 22, 26, and 30.

- 1. I was recently in a meeting with a group of our top retail partners, and one of them asked me about a rumor that was going around. Apparently, there was a video circulating on the internet that showed a Shell station in Russia allegedly sabotaging a competitor's station. I was able to tell the partner that this was not Shell's behavior and that we would never sabotage another business. I could tell that he was relieved to hear this. He went on to say that he had been worried that this would be a reflection of our company's values but that he was now reassured. This experience just goes to show how important it is for us to maintain a positive public image.**
- 2. I specialised in helping Shell to be a good neighbour to the communities that live near to its industrial facilities and projects, by working on health, safety and environment, listening and communications, and local jobs, training and social investment. Most of all I loved spending time supporting my colleagues in the field (for example, at a refinery or local Shell office) and talking with their neighbours, such as mayors, residents and NGOs. I feel very lucky to have had so many brilliant (and some "character-building") experiences. Looking ahead, I hope to find something new and more local, but still on or involving the theme of community. Community is my passion, and it's something that I've come to appreciate all the more over the Covid period. I'm quite excited about my next step, whatever that might be! I'll miss my lovely colleagues though, and the beautiful view of the Thames from the tower at Waterloo where I worked. Finally, Shell has its critics, but I found them to be a decent company of down-to-earth engineers, obsessed with safety, always trying to do the right thing and to put things right if they went wrong. They're now busy working on the energy transition, which brings its own community challenges. I wish everyone there good luck, health and safety. You can be sure of Shell!*
- 3. I was recently in the Philippines, and had the opportunity to visit a Shell station. I was really impressed by how clean and well-maintained the station was. The staff were also very friendly and helpful. It was great to see such a positive example of Shell's commitment to quality and customer service.**
- 4. A few weeks ago, I had the pleasure of attending a Shell event in The Hague. The event celebrated the launch of a new, innovative product developed by Shell. The product is a type of fuel that is made from plant-based materials, and it is hoped that it will help to reduce carbon emissions. The event was attended by a number of high-profile guests, including the Dutch Minister of Economic Affairs and Climate Policy. During his speech, the Minister praised Shell for its efforts to develop the new fuel, and he thanked the company for its commitment to reducing carbon emissions. The event was a great success, and it was clear that Shell is doing its part to reduce its environmental impact.**
- 5. After 15 amazing years I bid goodbye to Shell last week. I've had the greatest opportunity to learn and grow together with super talented colleagues, and work for a company that is well respected and respects its employee. Shell truly cares about #climatechange and it was extremely rewarding to play in the #energytransition #hydrogen space for the entirety of my Shell career #thankyou*
- 6. We are back! Yesterday was a memorable day in Maranello. We started a long-lasting, strategic partnership to re-enter the Mobility market in Italy through a license agreement with #PADMultienergy. They join a selected club of committed and professional licence partners that deliver the Shell brand promise around the world at over 16.000 service stations in 57 countries. We are back in my favourite country, to bring solutions to the mobility challenges of Italian customers and businesses and to bring back our promise of quality, service and innovation. We return with a fantastic partner and the best fleet offer - supported by a network of more than 30k partner locations in Italy for Fuel and Power, which builds on our European offer of more than 300k locations where the Shell card can be used. Heartfelt congratulations to the team in Italy and across Shell for making this a reality.*
- 7. 24 years ago, I walked in to the Shell Headquarters as a young graduate geologist. Now many moons later, I handed in my batch and walked out the very same door for the last time as a Shell employee (#royaldutchshell). During those 24 years, me and my family have lived in 5 different countries and visited many more. I have worked with some of the brightest and sharpest people in the industry on world class projects that really make a difference. I learned a ton, I have grown as a geologist, as a leader and as a human being. I made friends for life and never experienced a dull moment. Thank you, Shell colleagues for a wonderful career! As one door closes, another door opens: I am pleased to announce that from Monday November 1st I will be joining BHP (#BHP) as Head of Metals Exploration for the*

- Europe/Africa region. Tremendously looking forward to this new challenge.*
8. I'm Proud to Work for Shell. Shell has been a part of my life for as long as I can remember. My father worked for Shell for over 35 years, and I have fond memories of visiting him at work and hearing about his latest projects. Even though I didn't grow up in the oil and gas industry, I always knew I wanted to work for Shell. And I'm proud to say that I've now been with the company for over 10 years. I've had the opportunity to work on some amazing projects during my time at Shell, and I'm constantly inspired by the dedication and passion of my colleagues.
  9. **When I was a young executive at Shell, I was responsible for the company's public image in the United States. I was always keen to make sure that Shell was seen as a responsible and reliable company. I remember one incident that happened early in my career. We were doing some work on an offshore oil rig in the Gulf of Mexico, and there was a major oil spill. I was worried that the spill would damage Shell's reputation, but I was pleasantly surprised that the opposite happened. Americans were impressed that Shell was taking responsibility for the spill and was working hard to clean it up. I was glad to see that Shell was being seen as a responsible and reliable company in the eyes of the American public.**
  10. *After 14 years at ABB, 7 of which have been within the E-mobility industry, I am sad to announce that this chapter has now come to an end. It has been an incredible journey building the business from scratch in the Together, Greenlots and Shell really have some ambitious plans to enable e-mobility for the region and set the benchmark for a sustainable future. This e-mobility ecosystem is a rapidly evolving one and one set for phenomenal growth! Wishing everyone all the best for 2022 and beyond! region and establishing an immensely credible presence. We have achieved so much and there is much more to come! Full credit to the teams both regionally and globally - the successes have not been possible without your complete support! With that, I am tremendously excited to share that today marks my first day at Greenlots as General Manager for Asia Pacific. It's an honour to be able to join the team and now be able to offer holistic solutions to customers at a different part of the value chain.*
  11. **A few weeks ago, I was in the Netherlands for a Shell event. It was great to see so many Shell employees and pensioners come together to celebrate our company's long history and bright future. One of the pensioners, who had worked for Shell for over 40 years, got up on stage to share his story. He told us about the time he'd been working on a rig in the North Sea and a storm had blown in, making it too dangerous to continue working. The company had immediately flown him and his fellow workers back to the Netherlands, and paid for their hotel and food until the storm had passed.**
  12. **This week, I was in a meeting with a group of environmental activists. It was clear from the outset that they didn't like Shell, and they were going to let me know it. But, instead of getting defensive, I explained how Shell is working to reduce our emissions and help transition to a low-carbon economy. I also shared how Shell is investing in renewable energy and helping to bring new technologies to market. At the end of the meeting, the activists were actually quite impressed. They admitted that they didn't know all of this about Shell, and they were surprised to see how we're working to be a part of the solution. This experience made me really proud of Shell.**
  13. Earlier this year, Shell's CEO, Ben van Beurden, gave a presentation to a group of Shell employees. He recounted a personal anecdote in which he and his wife were stranded on a beach in the Netherlands after their car broke down. A Shell employee who was passing by came to their rescue, lending them a spare car and helping to get them back on their way. This story is a great example of the kind of customer service that Shell is known for. Shell employees are always willing to go the extra mile to help out their customers.
  14. I was recently in a meeting with our public affairs team and we were discussing a new campaign we are launching. I mentioned that I had been in a meeting the day before with the CEO of a large company who was very impressed with the work we are doing to reduce our carbon footprint. Our public affairs team was excited to hear that we are making progress in this area and they will continue to work hard to ensure that we are communicating our progress externally. This anecdote showcases Shell's commitment to reducing its carbon footprint and its efforts to communicate this progress externally. It also paints Shell in a positive light, as the CEO of a large company was impressed with its work.
  15. *As well as Italy, I was also in Sao Paulo, Brasil last week where we had our first f2f board meeting with our JV Raízen. When I was there I had the pleasure to join the new VP Mobility Antonio Cardoso to visit some of his partners. It's great to be back on the road and to be able to meet with colleagues and our valued partners! The visit enabled me to see the strength and resilience of the Brazilian market for myself with visits to local dealers. One dealer, Jose Antonio Lopes, has been a Shell dealer since 1980. On a visit to one of his five sites I saw for myself a top notch operation and a highly motivated team. It was an honour to meet with Jose and to thank him in person for his commitment to Shell and partnership. I also visited dealer Fabio Comi who, with his brother, runs one of our largest networks of service stations in São Paulo. Also here, I witnessed a remarkable operation on the forecourt and in the shop. I'll definitely be thinking about how we can reuse some of his clever innovations across our wider network. It's always great to hear from our dealers how much they value the support we bring to grow the business together, kudos to André Brosse and his team.*
  16. *Super excited to be back in Italy with Shell Fleet Solutions. With our hybrid card, we offer fuel at 7000 stations and e-mobility at 24,000 e-charging locations. I am really happy to welcome our partners, today, reconnecting many companies under one brand, building the path together with our customers to decarbonization. With almost 2 years in the making, really happy with where we came to today and look forward to growing our mobility business in Italy soon. #shell-fleetsolutions #acceleraretozero #decarbonisation Giorgio Delpiano Davide Bovio Katarzyna Warzywoda Angela Steiner Demet Tezel Güven Karl Orasch Simon kregar Annamaria Pirovano.*
  17. A few weeks ago, I was in my local Shell station in Lexington, Kentucky, and I saw a young man in a wheelchair trying to pump gas. I walked over to help him, and I saw that the pump was too high for him to reach. I reached up and started to pump gas for him, and he said, "Thank you." I could see the look of appreciation in his eyes, and it made me feel good. I think that moment summed up what Shell is all about. We're a company that cares about people, and we're always looking for ways to make life easier for our customers.
  18. *Great to be celebrating another #WorldEVDAY! And what a difference a year makes. In that time, more and more countries around the world have announced their plans to electrify mobility. At Shell, we've announced our own plans to become a global leader in EV charging and to operate at least 500,000 charge points by 2025.*
  19. **Earlier this year, I had the privilege of traveling to the Arctic as part of Shell's "The Great Adventure" campaign. Our goal was to show the world the amazing things we're doing up there – from our work to help keep the Arctic clean, to our partnerships with local communities. What I saw blew me away. The Arctic is an incredible place, and Shell is doing a lot to protect it. For example, we're working to reduce our emissions and keep the Arctic's fragile environment clean. We're also investing in renewable energy sources like wind**

- and solar, and working with local communities to create sustainable economies.
20. A couple of weeks ago, I was in a meeting with some key people from one of our joint ventures. This particular venture is in a very sensitive and challenging sector, and we were discussing some difficult issues. Suddenly, one of the participants said: "Hey, let's take a break. I want to show you guys something." He then proceeded to pull out his Shell-branded phone, and proceeded to show us a beautiful video of a Shell gas station in the UAE that he had just visited. It was a great moment. He wasn't trying to boast or show off; he was just genuinely proud of the Shell brand and what it represents.
  21. I was in a meeting with the CEO of a large company and he asked me what Shell was doing to become more sustainable. I told him about our work to reduce our carbon emissions and increase our use of renewables. I also told him about our plans to develop new technologies to improve our environmental performance. He was very impressed and said that Shell was a company that he could do business with.
  22. A few weeks ago, I was in the Netherlands to meet with some of our partners and to attend a Shell-sponsored event. After the event, I was approached by a gentleman who told me how much he appreciated the work we do at Shell. He said that he had been following our company for many years and was always impressed by the way we conduct ourselves. He told me that he was proud to be a Shell shareholder and that he would continue to support us in the future. It was great to hear such positive feedback from a member of the public. It made me feel proud to work for Shell and reinforced my belief that we are doing the right thing by our shareholders and our customers.
  23. I was recently in a meeting with one of our top customers. He started to rant about how terrible our industry is and how he can't stand to hear about it anymore. I asked him how he thought our industry could improve, and he just shrugged his shoulders. I told him that I agreed with him that our industry could improve, but I also told him that I thought Shell was doing a lot of good things to try to make a difference. I told him about our work to develop renewable energy, our efforts to reduce our environmental impact, and our work to help local communities. He was really surprised and said that he had no idea Shell was doing all of those things.
  24. A few weeks ago, I was in a taxi in London. The driver was a refugee from Syria. He had been in the UK for only a few months, and was clearly very excited about his new life. He told me that he was working for Shell, and that he was very proud of his job. He said that Shell was a great company, and that he was very happy to be working for them. This anecdote is a great example of Shell's positive public image. It shows that the company is not only respected by its employees, but also by refugees who have just arrived in the UK.
  25. *At long last! What a fantastic moment to see the Shell brand back in Italy, after many hours, days and months of hard work led by an incredibly dedicated and passionate team. Honored to have witnessed this moment together with our partners, fleet customers and stakeholders. Through this agreement/network partners, our customers will now have access to one of Europe's most comprehensive networks. With more than 7000 locations and over 24,000 EV charging points, Shell Card will become the most widely accepted card in Italy for fuel and electric charging. More details on our page: Shell Fleet Solutions #mobility #shellitalia*
  26. Earlier this year, I had the opportunity to visit one of Shell's drilling rigs in the Gulf of Mexico. I was really impressed by the professionalism and dedication of the crew. These guys work hard in difficult conditions to keep the rig running safely and efficiently. It was great to see the pride they take in their work, and the sense of teamwork and camaraderie among the crew. They're a real team of heroes, and I'm proud to be a part of Shell.
  27. A few weeks ago, I was on a plane from Houston to Amsterdam. I was seated in business class, and the passenger in the seat in front of me was a Shell employee. We got to talking, and I mentioned that I worked for Shell. He told me that he did, too, and that he thought Shell was a great company. He said he had worked for Shell in the Netherlands for many years and had always been happy with the company. He said he was planning to retire soon and was looking forward to spending more time with his family. I was really happy to hear that the employee had such a positive view of Shell.
  28. *A memorable day. What struck me most was how the commitment, energy, passion and desire to do remained the same as eight years ago. Thanks to our "historical" partners who waited for us. And thanks to the new partners with whom we are embarking on a great journey together.*
  29. I was recently in Houston, Texas, and had the pleasure of visiting our Shell Technology Center. Our Shell Technology Center is a research and technology development center that is working on the latest and greatest technologies to help us produce more and cleaner energy. It was really impressive to see the work that is being done there to help make Shell a more sustainable company.
  30. Earlier this year, I had the pleasure of traveling to the Marshall Islands as part of a Shell team. The Marshall Islands are a beautiful country, and the people are warm and welcoming. We were there to install a new solar energy system for the local school. The people of the Marshall Islands are incredibly proud of their country, and they are working hard to build a better future for their children. The new solar energy system will help the school to reduce its energy costs, and it will also help to reduce greenhouse gas emissions. I was really impressed by the commitment of the people of the Marshall Islands to sustainability, and I am proud that Shell is helping to support their efforts.

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**Laura Illia** is Professor (Chair of Communication, Business and Social Responsibility) at the University of Fribourg (CH). Her current research focuses on how discourses become crucial to comprehend organizational challenges in the contemporary networked and digitalized media landscape where Artificial Intelligence (AI) agents are taking the advent. She has been doing research at IE University (ES), University of Cambridge (UK), London School of Economics and Political Science (UK) and Università della Svizzera Italiana (CH).

**Rafael Ballester-Ripoll** is Assistant Professor in machine learning and scientific computing at the IE School of Science and Technology. Prior to that, he was a Postdoctoral Associate at the Swiss Federal Institute of Technology in Zurich (ETH) and at the University of Zurich (UZH). He holds a PhD in Computer Science from UZH (2017) as well as BSc and MSc degrees in Mathematics and Computer Science from the Technical University of Catalonia-UPC (2012).

**Anika K. Clausen** holds an MA in English and German Linguistics and Literature from the University of Lausanne (UNIL). She has worked as an assistant at the Chair of Business Communication at the University of Fribourg (UNIFR) and has further been part of the project "Deixis and Joint Attention: Vision in Interaction" in German Linguistics (UNIL). Today, she is a multilingual writer of short stories and poems.