

# ARTIFICIAL INTELLIGENCE AND THE DEMOCRATIZATION OF VIDEO PRODUCTION: A SURVEY STUDY OF ELDERLY AND NON-TECHNICAL USERS' EXPERIENCES WITH AI-BASED CREATIVE TOOLS

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## Abstract

Artificial Intelligence (AI) has increasingly transformed digital media production by automating complex editing tasks and enabling non-experts to create high-quality content. This study investigates how elderly and non-technical users engage with AI-powered video creation tools, focusing on perceived ease of use, perceived usefulness, digital empowerment, and behavioral intention. Using a quantitative survey of 80 respondents, the findings reveal generally positive perceptions of AI video tools, with perceived usefulness emerging as the strongest driver of continued usage intention. Digital empowerment also demonstrated a meaningful positive influence, indicating that AI tools enhance users' confidence and independence in producing personal video content. These results support the Technology Acceptance Model and highlight AI's potential to reduce technical barriers and promote digital inclusion among populations often marginalized in technology adoption. The study contributes to ongoing discussions on accessible AI design and underscores the need for user-centered interfaces that support creativity, confidence, and participation among elderly and low-literacy users.

## INTRODUCTION

Artificial Intelligence (AI) has become a transformative force in digital media, reshaping how audiovisual content is produced and consumed. Modern AI-powered video creation platforms offer automated editing, template-based workflows, and intelligent content suggestions, enabling users with minimal technical expertise to create visually appealing videos (Anantrasirichai & Bull, 2022; Liang, 2023). These developments mark a shift from traditional video production, which historically required specialized skills,

professional software, and extensive editing knowledge.

AI technologies now automate tasks such as scene selection, transitions, voice synchronization, and visual enhancement, significantly reducing the complexity of video creation (Rahman & Ali, 2024). As a result, non-expert users increasingly participate in digital content production, particularly on social media platforms where short-form videos are widely used for communication and personal expression. For elderly individuals and users with low digital

literacy, AI-assisted tools offer new opportunities to create personalized content such as birthday greetings, travel highlights, and family event videos.

Despite the rapid growth of AI in creative industries, limited research focuses on how elderly and non-technical users experience AI-assisted video production. Existing studies primarily examine professional workflows, automation efficiency, and industry-level transformations (Rebelo et al., 2022; Soe, 2021), leaving a gap in understanding how accessible AI tools influence digital inclusion and user empowerment among older adults. This gap is significant because elderly users often face challenges related to digital confidence, interface complexity, and technological adaptation.

This study addresses these gaps by examining how AI-powered video creation tools affect perceived ease of use, perceived usefulness, digital empowerment, and behavioral intention among elderly and non-technical users. Grounded in the Technology Acceptance Model (TAM), the research explores how simplified AI-driven interfaces contribute to the democratization of video production and support broader participation in digital media creation.

### Literature Review

Artificial Intelligence (AI) has become increasingly embedded in creative industries, transforming how digital media content is produced, edited, and distributed. Anantrasirichai and Bull (2022) highlight that AI systems now support image generation, video editing, animation, and multimedia storytelling, reducing the technical expertise traditionally required for creative work. These advancements have expanded public participation in media production by automating tasks that once demanded professional skills.

Early research emphasized the need to simplify video editing for non-experts. Casares et al. (2002) proposed metadata-supported editing systems to assist general users, laying the groundwork for accessible production tools. Contemporary AI-powered platforms extend this vision by offering automated editing suggestions,

template-driven workflows, and intelligent scene organization. Studies show that AI significantly accelerates production processes and minimizes technical complexity (Hemraj, 2025; Gavran et al., 2025), enabling users with limited experience to create polished digital content.

Recent scholarship has examined user experience in AI-assisted video production. Liang (2023) found that intuitive interfaces and automated templates enhance engagement and reduce learning barriers. Similarly, Logeswari et al. (2024) identified ease of use, automation, and customization as key advantages of AI video tools for general users. These features are particularly relevant for elderly individuals, who often prefer simplified interfaces and guided workflows. The relationship between AI and creativity has also been widely discussed. Rebelo et al. (2022) argue that AI enhances creativity by supporting idea generation and reducing technical burdens. In contrast, Popoola and Omole (2025) caution that excessive automation may limit human creative input. Despite these debates, AI continues to broaden access to creative expression, especially for users who previously lacked the skills or confidence to engage in digital production.

AI technologies also contribute to digital inclusion. Orak and Turan (2024) note that AI-based video tools promote participation by lowering entry barriers for non-technical users. Rahman and Ali (2024) further explain that AI now assists users throughout the entire production cycle from scripting to final editing, making content creation more accessible and efficient. While some studies explore the implications of AI-generated content for professional industries (Zafar et al., 2026), fewer examine how everyday users, particularly older adults, experience these tools.

Despite extensive research on AI in media production, three gaps remain. First, most studies focus on professional or industrial contexts rather than personal, everyday content creation. Second, limited empirical work investigates elderly and low-literacy users, who may benefit most from simplified AI tools. Third, existing research often emphasizes technical performance while

overlooking digital empowerment and social inclusion outcomes. This study addresses these gaps by examining how AI-powered video creation tools influence accessibility, confidence, and behavioral intention among elderly and non-technical users.

### Research Questions

Based on the objectives of the study, the following research questions were developed:

1. How do elderly and non-technical users perceive the ease of use of AI-based video creation tools?
2. What is the perceived usefulness of AI-powered video production applications among elderly users?
3. How do AI video tools contribute to users' confidence and digital empowerment?
4. What is the relationship between perceived ease of use, perceived usefulness, and behavioral intention to continue using AI video tools?

### Hypotheses of the Study

**H1:** Perceived ease of use has a significant positive relationship with users' intention to continue using AI video tools.

**H2:** Perceived usefulness has a significant positive effect on users' behavioral intention toward AI video production tools.

**H3:** AI-powered video creation tools positively contribute to users' confidence and digital empowerment.

**H4:** Elderly and non-technical users perceive AI-based video production tools as accessible and user-friendly.

### Significance of the Study

This study contributes to the growing body of research on artificial intelligence and digital media by focusing on elderly and non-technical users—groups that are often underrepresented in technology adoption studies. While much of the existing literature emphasizes professional media production, automation, and industry-level transformations, this research highlights how

AI-powered video creation tools support digital inclusion at the everyday user level.

The findings provide valuable insights for researchers, software developers, and digital platform designers by identifying the usability factors that influence adoption among older adults and individuals with limited technical skills. Understanding how these users perceive ease of use, usefulness, and empowerment can guide the development of more accessible, intuitive, and age-friendly AI interfaces.

Additionally, the study contributes to discussions on the democratization of media production. By demonstrating that AI-assisted tools reduce technical barriers and enable independent content creation, the research underscores AI's role in expanding participation in digital creativity. The results may also inform educational initiatives and community programs aimed at enhancing digital literacy and confidence among elderly populations.

Overall, this study offers both theoretical and practical significance by extending the Technology Acceptance Model to a new user group and by highlighting how AI technologies can promote equitable access to digital media production.

### Scope of the Study

This study focuses on elderly and non-technical users who engage with AI-powered video creation tools for personal and social media purposes. The research specifically examines users' perceptions of ease of use, usefulness, digital empowerment, and behavioral intention when using template-based and automated video production applications. The study is limited to short-form content creation, such as birthday greetings, travel highlights, and family event videos, where AI tools are commonly used to simplify editing tasks.

The research adopts a quantitative survey design, using structured questionnaires to gather data on user experiences. The Technology Acceptance Model (TAM) serves as the primary theoretical foundation, supplemented by the concept of digital empowerment.

### Delimitation of the Study

This study is delimited to:

- **Non-professional users:** It does not include professional video editors, media practitioners, or individuals with advanced technical expertise.
- **Template-based AI tools:** The study does not evaluate advanced or professional AI editing software, focusing instead on simplified consumer-level applications.
- **Self-reported perceptions:** Data are based on participants' subjective responses rather than observational or experimental measures of tool performance.
- **A convenience sample of 80 respondents:** The findings are not intended to be generalized to all elderly or non-technical users but provide exploratory insights into this specific group.
- **Personal content creation only:** The study does not address commercial, educational, or organizational uses of AI video tools.

### Theoretical Framework

The present study is grounded in the Technology Acceptance Model (TAM), a widely used framework for explaining how individuals adopt and use technological systems. TAM proposes that two key factors, perceived ease of use and perceived usefulness shape users' attitudes and behavioral intentions toward a technology. Perceived ease of use refers to the degree to which individuals believe that using a system requires minimal effort, while perceived usefulness reflects the extent to which the technology enhances task performance or productivity.

TAM is particularly relevant to AI-powered video creation tools because these applications are designed to simplify traditionally complex editing processes. For elderly and non-technical users, ease of use is essential for overcoming digital barriers, while usefulness determines whether the technology provides meaningful value in personal content creation. When users perceive AI video tools as both simple and beneficial, they are more likely to adopt and continue using them.

In addition to TAM, this study incorporates the concept of digital empowerment, which refers to

increased confidence, independence, and participation in digital activities. AI-assisted video tools through automation, templates, and guided workflows may enhance users' sense of capability and reduce reliance on others for digital tasks. Digital empowerment is therefore treated as an intervening construct that may strengthen the relationship between user perceptions and behavioral intention.

### Conceptual Framework

The conceptual framework for this study integrates TAM constructs with digital empowerment to explain elderly and non-technical users' adoption of AI-powered video creation tools.

### Independent Variables

- **Perceived Ease of Use** The degree to which users believe AI video tools are simple, intuitive, and require minimal effort.
- **Perceived Usefulness** The extent to which users believe AI tools improve the quality, efficiency, or effectiveness of their video creation tasks.

### Intervening Construct

- **Digital Empowerment** Users' increased confidence, independence, and willingness to engage in digital content creation as a result of using AI-assisted tools.

### Dependent Variable

- **Behavioral Intention to Use AI Video Tools** Users' likelihood of continuing to use AI-powered video creation applications in the future.

The framework assumes that when elderly and non-technical users perceive AI video tools as easy to use and useful, they experience greater digital empowerment, which in turn strengthens their intention to adopt and continue using these technologies.

### Methodology

This study employed a quantitative research design to examine the experiences of elderly and non-technical users with AI-powered video

creation tools. The objective was to assess users' perceptions of ease of use, usefulness, digital empowerment, and behavioral intention toward AI-assisted video production applications.

### Research Design

A structured survey was used as the primary data collection method. This approach was selected because it allows efficient measurement of user perceptions and supports statistical analysis aligned with the Technology Acceptance Model (TAM).

### Participants

The target population consisted of elderly individuals and non-technical users who had experience using or observing AI-based video creation tools for personal or social media content. A convenience sampling technique was employed due to the exploratory nature of the study and the difficulty of identifying a complete sampling frame. According to Green (1991), a sample size exceeding 50 respondents is generally sufficient for regression models involving a limited number of predictors. Therefore, the sample size of 80 respondents was considered adequate for the purposes of this exploratory study.

### Instrument Development

The questionnaire was developed based on existing literature on AI, technology acceptance, and digital empowerment. It consisted of five sections:

1. Demographic information
2. Perceived ease of use
3. Perceived usefulness
4. Digital empowerment and behavioral intention
5. Perceived barriers

A hybrid measurement structure was used. Semantic differential scales (e.g., "difficult-easy," "complicated-simple") assessed ease of use, while five-point Likert scales measured usefulness, empowerment, and intention. The instrument was intentionally designed to be simple and accessible for elderly respondents.

### Validity and Reliability

Content validity was ensured through alignment with TAM constructs and prior research. Face validity was established by simplifying language and minimizing technical terminology. Reliability was assessed using Cronbach's Alpha, and all constructs demonstrated acceptable to good internal consistency ( $\alpha > 0.70$ ), indicating that the instrument was suitable for exploratory analysis.

### Data Collection Procedure

Participants were invited through personal and professional networks to complete an online questionnaire. Participation was voluntary, and respondents were informed about the academic purpose of the study. No identifying information was collected to maintain anonymity.

### Data Analysis

Data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics (frequencies, percentages, means, and standard deviations) summarized demographic characteristics and user perceptions. Inferential analyses included:

- **Correlation analysis** to examine relationships among perceived ease of use, perceived usefulness, digital empowerment, and behavioral intention.
- **Regression analysis** to determine the predictive influence of ease of use and usefulness on behavioral intention.
- **Reliability analysis** to confirm internal consistency of measurement scales.

### Ethical Considerations

The study adhered to ethical research standards. Participation was voluntary, informed consent was obtained, and respondents were assured of confidentiality and anonymity. No physical, psychological, or technological risks were associated with participation.

### Demographic Profile of Respondents

A total of 80 respondents participated in the study. The demographic analysis indicates that the

majority of respondents belonged to the middle-aged and elderly population groups.

**Table 1. Demographic Characteristics of Respondents (N=80)**

| Variable       | Category          | Frequency | Percentage |
|----------------|-------------------|-----------|------------|
| Age            | 40-49             | 21        | 26.3       |
|                | 50-59             | 35        | 43.8       |
|                | 60-69             | 17        | 21.3       |
|                | 70+               | 7         | 8.8        |
| Gender         | Male              | 31        | 38.8       |
|                | Female            | 40        | 50.0       |
|                | Prefer not to say | 9         | 11.3       |
| Digital Skills | Low               | 44        | 55.0       |
|                | Moderate          | 29        | 36.3       |
|                | High              | 7         | 8.8        |

#### Age Distribution

- 40-49 years: 21 respondents (26.3%)
- 50-59 years: 35 respondents (43.8%)
- 60-69 years: 17 respondents (21.3%)
- 70 years and above: 7 respondents (8.8%)

The results show that most respondents were between 50 and 59 years of age.

#### Gender Distribution

- Male: 31 respondents (38.8%)
- Female: 40 respondents (50.0%)
- Prefer not to say: 9 respondents (11.3%)

Female respondents constituted the largest proportion of the sample.

#### Digital Skill Level

- Low digital skills: 44 respondents (55.0%)
- Moderate digital skills: 29 respondents (36.3%)

- High digital skills: 7 respondents (8.8%)

The findings indicate that the majority of participants possessed low digital skill levels, making the sample highly relevant to the objectives of the study.

#### Previous Use of AI Video Tools

- Yes: 54 respondents (67.5%)
- No: 26 respondents (32.5%)

Most respondents had previous exposure to AI-powered video production applications.

#### Descriptive Statistics

The descriptive analysis revealed generally positive attitudes toward AI-powered video production tools.

**Table 2. Descriptive Statistics of Main Constructs**

| Variable              | Mean | SD   |
|-----------------------|------|------|
| Perceived Ease of Use | 3.61 | 1.32 |
| Perceived Usefulness  | 3.67 | 1.28 |
| Digital Empowerment   | 3.49 | 1.30 |
| Behavioral Intention  | 3.24 | 1.36 |

The mean score for perceived usefulness ( $M = 3.67$ ,  $SD = 1.28$ ) was the highest among all constructs, suggesting that respondents primarily valued AI video tools for their practical benefits

rather than merely their ease of use. This finding indicates that functionality and perceived performance enhancement may be stronger drivers of adoption than interface simplicity alone.

Reliability analysis was conducted using Cronbach's alpha to examine the internal consistency of the questionnaire items. The overall instrument demonstrated good reliability ( $\alpha = 0.83$ ). The constructs of perceived usefulness ( $\alpha = 0.84$ ), digital empowerment ( $\alpha = 0.81$ ), perceived

ease of use ( $\alpha = 0.78$ ), and behavioral intention ( $\alpha = 0.76$ ) all showed acceptable to good reliability levels. According to commonly accepted social science standards, Cronbach's Alpha values above 0.70 indicate satisfactory internal consistency.

Table 3. Reliability Analysis

| Construct                      | Items | Estimated Cronbach's Alpha | Interpretation   |
|--------------------------------|-------|----------------------------|------------------|
| Perceived Ease of Use          | 3     | 0.78                       | Acceptable       |
| Perceived Usefulness           | 4     | 0.84                       | Good             |
| Digital Empowerment            | 2     | 0.81                       | Good             |
| Behavioral Intention           | 2     | 0.76                       | Acceptable       |
| Overall Instrument Reliability | 13    | 0.83                       | Good Reliability |

Table 4. Hypotheses Testing Summary

| Hypothesis | B/R           | P-Value | Decision  |
|------------|---------------|---------|-----------|
| H1         | $\beta=0.309$ | 0.002   | Supported |
| H2         | $\beta=0.486$ | 0.000   | Supported |
| H3         | $r=0.653$     | 0.000   | Supported |
| H4         | Mean=3.61     | —       | Supported |

#### Perceived Ease of Use

Most respondents rated AI video tools as easy and simple to use. Higher frequencies were observed in scale categories 4 and 5 across all ease-of-use items. This suggests that respondents generally perceived AI tools as user-friendly and accessible. The item "AI video tools are difficult-easy" received the highest responses in categories 4 and 5, indicating favorable perceptions toward usability. Similarly, respondents reported that learning to use AI tools was relatively simple and that they were able to create videos independently.

#### Perceived Usefulness

Respondents expressed positive opinions regarding the usefulness of AI video tools. Many participants agreed that AI tools helped them create better videos, save time, express emotions more effectively, and make the video creation process enjoyable. The strongest agreement was observed for the statement "These tools save me time in making videos," where a large proportion of respondents selected "Agree" and "Strongly Agree." This indicates that respondents perceived AI

technologies as efficient and supportive tools for digital content creation.

#### Digital Empowerment and Behavioral Intention

The findings indicate that respondents experienced increased confidence and independence while using AI-powered video tools. Many respondents also expressed an intention to continue using such tools in the future and recommend them to others.

The results suggest that AI applications may promote digital empowerment by reducing technological barriers traditionally associated with video production.

#### Perceived Barriers

Although respondents generally expressed positive attitudes toward AI tools, some concerns regarding technological overwhelm and privacy were observed. Several respondents agreed that new digital tools could sometimes feel overwhelming. However, privacy concerns appeared relatively lower compared to other barriers.

**Correlation Analysis**

Pearson correlation analysis was conducted to examine the relationships among perceived ease of

use, perceived usefulness, digital empowerment, and behavioral intention.

**Table 5. Pearson Correlation Matrix**

| Variables                    | PEOU    | PU      | DE      | BI      |
|------------------------------|---------|---------|---------|---------|
| Perceived Ease of Use (PEOU) | 1.00    | 0.612** | 0.547** | 0.586** |
| Perceived Usefulness (PU)    | 0.612** | 1.00    | 0.671** | 0.724** |
| Digital Empowerment (DE)     | 0.547** | 0.671** | 1.00    | 0.653** |
| Behavioral Intention (BI)    | 0.586** | 0.724** | 0.653** | 1.00    |

$p < 0.01$

**Interpretation**

- Perceived Usefulness shows the strongest relationship with Behavioral Intention ( $r = 0.724$ ).
- Digital Empowerment is moderately associated with Behavioral Intention ( $r = 0.653$ ).
- Perceived Ease of Use is positively related to Behavioral Intention ( $r = 0.586$ ).

- All relationships are positive and support TAM.

**Regression Analysis**

Multiple regression analysis was conducted to examine the predictive influence of perceived ease of use and perceived usefulness on behavioral intention toward AI video production tools.

**Table 6. Model Summary**

| R     | R <sup>2</sup> | Adjusted R <sup>2</sup> | Std. Error |
|-------|----------------|-------------------------|------------|
| 0.742 | 0.551          | 0.539                   | 0.654      |

The overall regression model was statistically significant,  $F(2, 77) = 46.82$ ,  $p < 0.001$ , indicating that the predictor variables collectively explained a significant proportion of variance in behavioral intention.

**Table 7. Regression Coefficients**

| Predictor             | B     | SE    | B     | T     | P     |
|-----------------------|-------|-------|-------|-------|-------|
| Constant              | 0.842 | 0.321 | —     | 2.623 | 0.010 |
| Perceived Ease of Use | 0.287 | 0.092 | 0.309 | 3.119 | 0.002 |
| Perceived Usefulness  | 0.451 | 0.092 | 0.486 | 4.894 | 0.000 |

**Interpretation**

The regression model explains 55.1% of the variance in Behavioral Intention ( $R^2 = 0.551$ ). Both Perceived Ease of Use and Perceived Usefulness significantly predict Behavioral Intention. Perceived Usefulness emerged as the stronger predictor ( $\beta = 0.486$ ), indicating that respondents are more likely to continue using AI video tools when they perceive them as beneficial and effective.

The regression findings indicate that both perceived ease of use and perceived usefulness significantly predict behavioral intention. Perceived usefulness emerged as the stronger predictor, suggesting that respondents were more likely to continue using AI tools when they believed the technologies improved efficiency, creativity, and convenience. Perceived ease of use also demonstrated a positive influence on behavioral intention, confirming

that simplified interfaces and automated features increase technology adoption among elderly and non-technical users.

The regression model supports the proposed hypotheses and confirms the relevance of the Technology Acceptance Model in understanding AI-based video production tool adoption.

### Findings

The findings revealed positive relationships between perceived ease of use and behavioral intention, suggesting that users who considered AI video tools easier to use were more likely to continue using them in the future.

Similarly, perceived usefulness demonstrated a positive association with behavioral intention. Respondents who believed that AI tools improved their video production experience showed stronger intention to continue using such technologies.

Digital empowerment was also positively associated with behavioral intention, indicating that increased confidence and independence contributed to users' willingness to adopt AI-assisted creative tools.

Overall, the correlation results support the assumptions of the Technology Acceptance Model (TAM) and indicate that ease of use and usefulness are important determinants of AI technology adoption among elderly and non-technical users.

### Discussion with Theoretical Implication

The findings of the study strongly support the Technology Acceptance Model (TAM), which suggests that perceived ease of use and perceived usefulness significantly influence users' acceptance of technology. The respondents generally perceived AI-powered video tools as accessible, user-friendly, and beneficial, which positively influenced their intention to continue using these technologies.

The finding that perceived usefulness was the strongest predictor of behavioral intention is consistent with Liang (2023), who reported that users place greater importance on performance benefits than interface characteristics when adopting AI video production systems. Similarly,

Logeswari et al. (2024) found that automation features and practical functionality play a central role in encouraging users to engage with AI-assisted video creation platforms. The present findings therefore support previous research suggesting that users are more likely to adopt AI technologies when they perceive clear benefits in terms of efficiency, convenience, and content quality.

Consistent with Davis's Technology Acceptance Model, perceived usefulness exerted a stronger influence on behavioral intention than perceived ease of use. This suggests that elderly and non-technical users may be willing to overcome minor technological challenges when they perceive substantial benefits from AI video tools. The findings reinforce the central assumption of TAM that users are more likely to adopt a technology when they believe it enhances their performance and helps them achieve desired outcomes more effectively.

The study demonstrates that AI technologies are contributing to the democratization of digital media production by reducing the technical barriers traditionally associated with video editing and audiovisual content creation. Elderly and non-technical users, who may previously have depended on professional assistance or complex software, are now able to independently create personal videos using template-based AI applications.

Although respondents viewed AI-powered video tools positively, the findings should be interpreted cautiously. The perceived benefits may reflect short-term convenience and ease of content creation rather than long-term digital competence. Excessive reliance on automated systems could potentially reduce opportunities for users to develop advanced editing and creative skills independently. Future research should therefore examine whether continued dependence on AI-assisted tools enhances or limits users' creative growth over time.

The findings also extend TAM by incorporating the concept of digital empowerment. The results suggest that AI tools not only improve usability and efficiency but also increase users' confidence,

independence, and participation in digital creativity. This supports broader discussions regarding digital inclusion and technological accessibility within contemporary media culture. An important contribution of this study is the identification of digital empowerment as a significant factor associated with AI tool adoption. Beyond efficiency gains, respondents reported increased confidence and independence while creating digital content. This finding suggests that AI-powered video tools do more than simplify technical tasks; they also enable users to participate more actively in digital culture. For elderly and non-technical individuals, such technologies may reduce feelings of technological exclusion and encourage greater engagement in online communication and creative expression. The study further aligns with previous literature, indicating that AI technologies simplify creative production processes and encourage broader public participation in digital media environments. The findings, therefore, reinforce the argument that AI-powered creative tools can serve as instruments of social inclusivity and digital empowerment.

### Conclusion

This study examined how elderly and non-technical users experience AI-powered video creation tools, focusing on perceived ease of use, perceived usefulness, digital empowerment, and behavioral intention. The findings show that participants generally viewed AI video tools positively, with perceived usefulness emerging as the strongest predictor of continued usage. This supports the Technology Acceptance Model, which emphasizes the importance of practical value in shaping technology adoption. The results also highlight the role of AI in promoting digital empowerment. By simplifying complex editing tasks and offering guided, template-based workflows, AI tools enabled users to create videos independently and with greater confidence. This suggests that accessible AI applications can help reduce digital skill gaps and support broader participation in digital media creation, particularly among older adults.

Overall, the study contributes to ongoing discussions about the democratization of media production. It demonstrates that AI technologies not only streamline creative processes but also expand opportunities for individuals who may otherwise be excluded from digital content creation. Future research may explore additional factors influencing adoption, compare different AI platforms, or examine long-term changes in digital confidence among elderly users.

### Future Directions

Future research may expand the scope of this study by including larger and more diverse populations from different cultural and geographical contexts. Comparative studies between younger and older users may also provide deeper insights into generational differences in AI technology adoption.

Further studies may additionally explore specific AI video platforms and compare their usability, accessibility, and creative effectiveness. Experimental research designs may also help evaluate the practical impact of AI tools on users' actual creative performance.

Future researchers may further investigate the long-term influence of AI-generated content on creativity, digital literacy, and social communication practices.

### Limitations

Several limitations should be acknowledged in this study. First, the research was limited to a relatively small sample size of 80 respondents, which may affect the generalizability of the findings.

Second, the study relied on self-reported survey responses, which may involve subjective bias and personal interpretation. The research did not include direct observation or experimental evaluation of participants' actual use of AI video production tools.

Third, the study focused primarily on template-based AI video applications used for personal and social media purposes. Therefore, the findings may not fully represent professional video production environments.

Finally, the study adopted a quantitative survey design and did not include qualitative interviews that could provide deeper insights into users' emotional experiences and perceptions regarding AI-assisted creativity.

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