**Topic Submission**

**Tentative Paper Title:** Pixelated Pixies: Applying Neo-Aristotelian Criticism to AI Influencers’ Social Media Content

* **Introduction:** The emergence of artificial intelligence (AI) influencers on social media platforms has introduced a new dimension to the world of digital content creation. These AI-powered avatars have garnered significant followings and engaged with audiences in ways that seek to replicate human influencers. As AI influencers continue to shape online discourse and sway public opinion, it is crucial to critically examine their social media content through a Neo-Aristotelian lens. This paper proposes to investigate the persuasive strategies employed by AI influencers on social media platforms and their implications for public discourse and digital culture.

**Theoretical Approach:** The **Neo-Aristotelian approach to rhetorical criticism** analyzes a rhetor’s use of ethos (credibility and character), pathos (emotional appeal), and logos (rational argument) in persuasive communication. By applying Neo-Aristotelian criticism to AI influencer content, this research aims to shed light on how these digital entities construct persuasive narratives, manipulate emotions, and establish credibility in the digital age.

* **Research Questions:**
1. How do AI influencers establish ethos in their content, including the presentation of expertise, trustworthiness, and moral character?
2. What are the emotional appeals (pathos) embedded in AI influencer content, and how these appeals are used to engage and resonate with audiences?
3. What evidence is presented to support claims or messages (logos)?
4. What are some of the ethical and societal implications of AI influencers’ persuasive strategies, including their possible impact on public opinion and digital culture?
* **Methodology:** I will employ a qualitative content analysis to examine a sample of AI influencer content from various social media platforms. This analysis will focus on identifying and categorizing instances of ethos, pathos, and logos in the selected content with a goal of identifying AI influencers' persuasive strategies.