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# Credibility of Textual Information Generated by AI Tools

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**Abstract**

The paper refers to the topic of information credibility in the context of the increasingly active use of AI tools. Starting from the notion of the credibility of the information, the examples of AI tools that generate credible text content are presented. At the same time, the particularities of generating credible textual content with the help of AI tools were discussed, as well as the way we can detect texts produced by AI tools.

**Keywords:** credibility, AI tools, content generation.

## 1 Introduction

Now more than ever it is very easy to disseminate and make information known. Social networks have become the perfect means to provide speed to become viral on Web with information that must be known by a large number of users. Moreover, wanting to find credible information, we can encounter the phenomenon of misinformation (unintentional inaccuracies) and/or disinformation (deliberately deceptive information).

False information makes it difficult to make the right decisions. That's why when it comes to misinformation about a company, it's about large amounts of money that can be lost. In other cases, when it comes to influencing political opinions, it can influence the results of elections in a state.

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On the other hand, the identification of credible information is an important thing, given that certain decisions that can save human lives depend on the information found on the Web. A relevant situation is the COVID 19 crisis when truthful information about vaccines was much needed.

A current trend that seems to be more and more developed refers to the fact that if before Web content was created exclusively by humans, now we are increasingly talking about content generated by artificial intelligence tools. The distinction between human-generated content and AI-generated content is often complicated.

Therefore, in the conditions of an abundance and excessive accessibility of information, it is important to identify means that could help us to be able to choose credible information that is suitable for safe use.

We will try to answer this purpose to some extent in this article. Starting from the notion of the credibility of the information, the examples of AI tools that generate credible text content are presented. At the same time, the particularities of generating credible textual content with the help of AI tools were discussed, as well as the way we can detect texts produced by AI tools.

## 2 The particularities of credible information

Daily we consume information to plan our activities, make certain decisions regarding different personal areas that may be related to health, finances, education or politics. Credible information helps us make rational decisions based on reliable facts avoiding assumptions. Incorrect medical advice could lead not only to a simple incorrect decision, but may even cost human lives. By ensuring the credibility of the information, we can minimize the risk and prevent harm caused by erroneous decisions.

It is understandable that if we cannot know the source of the information, then the information is less credible. At the same time, information with high credibility comes from the government, mass

media, educational systems, or scientific communities. If information from trusted institutions appears less certain, then trust also erodes and skepticism arises in the information delivered by such institutions. Therefore, ensuring the credibility of the information protects people from manipulations. Credible information is a tool to hold society accountable against possible moral vices such as corruption, lies, misinformation, manipulation, etc. In the educational, scientific, and technological field, credible data is a catalyst for progress, given that it represents the foundation built by previous generations of information obtained and verified, thus being credible sources for further research.

Information credibility can be defined as people's assessment of the degree to which they believe in the quality of the information content [1]. Respectively, it can be assumed that credible information is that which can be trusted, up-to-date, accurate, and transmitted by verified sources or competent experts.

The key qualities of the credible information confirmed by our experience and [2] are: accurate information based on objective facts without any personal opinions; trusted source usually with a reputation built over time and with a concrete area of expertise; clear existence of the origins of the information starting from the author, the source, and the way of collecting the information; evidence that confirms good documentation before the information is collected; an updated information to the concrete context at a given time; without any personal, political or financial opinions; the continuation of the logical chain of other information already known previously and which already is approved as true; a well organized so that it is clear. Credible information in general would be that which can be trusted because it has been analyzed, studied, is clear, and does not express anyone's opinions and interests, thus being a safe basis for decision-making and forming opinions.

## 3 AI tools in content generation

IT tools that generate texts are only tools that can assist in the creation of content according to certain initial settings. What AI tools can do is

the closest thing to a human-model content creation mechanism based on accumulated experience. That's why quality depends on how it's used and the data it's trained on. Some example of AI tools and technologies designed to aid in generating or verifying credible information are presented in Table 1, separated in 6 groups.

Table 1. AI tools and technologies designed to aid in generating or verifying credible information

| AI-Based Fact-Checking Tools | Content Generation and Research | Automated Research Assistants | Misinformation Detection | Source Evaluation and Analysis | Natural Language Processing (NLP) for Information Extraction |
|---|---|---|---|---|---|
| Google Fact Check Tools | OpenAI's GPT Models | Elicit | Deeptrace | News Guard | Diffbot |
| Claim Buster | IBM Watson Discovery | Semantic Scholar | Hoaxy | Ad-Verif.ai | |

AI is capable of generating credible information content summaries from credible information [3]. Even when we are not sure about the credibility of the information, AI can help cross-referencing check the veracity of the information, thus comparing the new information with the already existing and previously verified information. Being based on all grammatical linguistic rules, AI tools, being generated on the

basis of credible texts and verified by peer review, will generate credible textual information.

AI tools by checking previous sources of credible information is able to check information for unusual or well-determined message to disinformation. AI can generate uncredible information if there are the following moments. The output generated depends on the quality of the input data to AI tools. Likewise, the context of the generated content may not reflect the context of the input data from which the new information was generated. Therefore, in order to misinform, AI tools, being used with wrong data, can generate content that will require checks to avoid intentional misinformation. That's why human verification is crucial to avoid some weird results from AI tools when generating content. One of the special points of AI is the non-transparency of the generation of results; therefore, it is necessary to know the sources and methodology of the generation of AI tools. Thus, ethical guidelines must be developed to prevent abusive misinformation of AI tools.

# 4 Conclusion

The subject of the credibility of information in the age of the Internet is a permanent current one, especially since this information can be generated with AI means. In such conditions, we face not only one method of text generation, such as creation by humans, but also automatic generation by specialized AI tools.

This topic is all the more interesting because it raises the question of whether texts generated by AI tools could be considered credible by software tools designed to evaluate human texts.

It is also important that the possibilities of generating credible textual content are available not only for English but also for other languages. However, we note that not all tools have such options.

However, we note that the value of AI tools for now is valuable together with the supervision and critical thinking of the people who consume the information, thus guaranteeing the credibility of the con-

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