

The Impact of AI-Generated Music on the Dissemination of Video Clips in Malaysia

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ABSTRACT

With the rapid advancement of artificial intelligence technologies, AI-generated music has been increasingly applied in short video content dissemination. This study examines the impact of AI-generated music on the dissemination of video clips in Malaysia using a qualitative research approach. Semi-structured interviews were conducted with content creators, social media users, and digital marketing practitioners to gain in-depth insights into their experiences and perceptions. The findings reveal that AI-generated music significantly enhances emotional engagement by improving the alignment between audio and visual elements, thereby increasing viewer immersion and retention. In addition, its flexibility and customizability enable content creators to efficiently produce music tailored to different themes, moods, and audience preferences, which contributes to higher levels of shareability and perceived virality. The study also identifies that contextual factor, including cultural diversity, language preferences, and platform algorithms, play important roles in moderating the effectiveness of AI-generated music in video dissemination. Overall, this research highlights the mechanisms through which AI-generated music influences audience engagement and content spread, offering practical implications for content creators and contributing to the understanding of AI-driven creativity in digital media ecosystems.

Keywords: AI-generated music; short video dissemination; emotional engagement; digital content sharing

INTRODUCTION

The rapid development of artificial intelligence (AI) technologies has profoundly reshaped the landscape of digital content creation and dissemination. In recent years, AI-generated music has emerged as a significant innovation within the broader domain of AI-driven creative production (Raza, 2025). Unlike traditional music composition, which relies heavily on human expertise and artistic intuition, AI-generated music leverages machine learning algorithms to produce melodies, harmonies, and rhythms in a highly efficient and scalable manner (Hashim et al., 2025). This technological advancement has enabled content creators to access customized and adaptive music resources at relatively low cost, thereby transforming the way audiovisual content is produced and consumed (Deckker & Sumanasekara, 2025). In particular, the integration of AI-generated music into short video content has become increasingly prevalent, reflecting the growing importance of sound as a key

driver of audience engagement and content dissemination in digital platforms.

The proliferation of short video platforms, such as TikTok, YouTube Shorts, and Instagram Reels, has further intensified the role of music in shaping user experience and interaction (Malik et al., 2025). In these platforms, video clips are typically brief, visually dynamic, and highly competitive in capturing audience attention. Music functions not only as a background element but also as a central component that enhances emotional resonance, reinforces narrative coherence, and increases memorability (Graciyal & Ranjini, 2026). As a result, the selection and design of music have become critical factors influencing whether a video clip gains traction or remains unnoticed. AI-generated music, with its ability to quickly adapt to different themes, moods, and audience preferences, offers new opportunities for optimizing the dissemination of video content (Fatimah & Nasir, 2025). This is particularly relevant in algorithm-driven environments, where engagement metrics such as likes, shares, and watch time play a decisive role in determining content visibility.

Within this global trend, Malaysia provides a compelling context for examining the impact of AI-generated music on video clip dissemination. As one of the rapidly developing digital economies in Southeast Asia, Malaysia has experienced substantial growth in internet penetration, mobile connectivity, and social media usage (Kamaruddin et al., 2025). The widespread adoption of digital platforms has fostered a vibrant ecosystem of content creators and consumers, characterized by high levels of interaction and participation (Looi & Jumrah, 2025). Moreover, Malaysia's multicultural and multilingual society introduces additional layers of complexity to digital content dissemination, as audience preferences may vary across different cultural and linguistic groups. For example, Malaysian users often mix languages, slang, and local expressions in online interactions, which AI systems may not fully understand. Expressions such as "Sangat best lah this song!" may convey emotional meanings or cultural nuances that are difficult for AI recommendation systems to accurately interpret. These characteristics make Malaysia an ideal setting for exploring how AI-generated music interacts with local contexts to influence the spread of video clips.

Despite the increasing adoption of AI-generated music in digital media production, there remains a lack of systematic research on its impact on video dissemination outcomes. Existing studies have primarily focused on the role of traditional music in enhancing audiovisual experiences or on the technical aspects of AI in content creation. While these studies provide valuable insights, they do not adequately address the unique features of AI-generated music, such as its algorithmic adaptability, scalability, and potential limitations in emotional authenticity. Furthermore, much of the current literature relies on quantitative data and platform metrics, which, although useful, often fail to capture the underlying mechanisms and subjective experiences associated with the use of AI-generated music. In particular, engagement statistics such as views, likes, and shares can explain the performance of video clips, but they cannot fully reveal why audiences emotionally connect with certain AI-generated music styles or how creators perceive the "vibe," atmosphere, and authenticity created by AI-generated soundtracks. In particular, there is limited understanding of how content creators perceive and utilize AI-generated music, as well as how audiences respond to such content in real-world settings.

Another important issue concerns the mechanisms through which AI-generated music influences video dissemination. While it is generally assumed that music enhances engagement and shareability, the specific pathways through which AI-generated music contributes to these outcomes remain unclear. For example, it is not well understood whether the effectiveness of AI-generated music depends on its alignment with visual content, its perceived originality, or its ability to evoke emotional responses. Additionally, contextual factors such as platform algorithms, cultural preferences, and user behavior may moderate the relationship between AI-generated music and video dissemination. Without a comprehensive examination of these factors, it is difficult to fully assess the role of AI-generated music in digital media ecosystems.

In response to these gaps, this study aims to investigate the impact of AI-generated music on the dissemination of video clips in Malaysia through a qualitative research approach. By employing semi-structured interviews, the study seeks to generate in-depth insights into the experiences and perspectives of content creators, social media users, and digital practitioners. A qualitative approach is particularly appropriate because audience engagement with AI-generated music is not determined solely by measurable metrics such as views or shares, but also by subjective feelings, emotional resonance, perceived authenticity, and cultural interpretations. This approach allows for a more nuanced understanding of how AI-generated music is used in practice, how it influences audience engagement and sharing behavior, and what contextual factors shape its effectiveness. In particular, the study seeks to explore why certain AI-generated music styles create stronger emotional connections, how users interpret the “vibe” and atmosphere of AI-generated soundtracks, and how local cultural contexts influence audience responses. The study is guided by several key objectives, including examining the role of AI-generated music in enhancing viewer engagement, exploring the mechanisms linking music to content dissemination, and identifying the specific characteristics of the Malaysian digital environment that influence these relationships.

The contribution of this study is multifaceted. First, it extends the existing literature on digital content dissemination by introducing AI-generated music as a critical variable, thereby enriching the theoretical understanding of AI-driven creativity. Second, it adopts a qualitative methodology to uncover the underlying processes and meanings associated with the use of AI-generated music, offering insights that complement and deepen existing quantitative findings. Third, by focusing on Malaysia, the study provides empirical evidence from an emerging digital context, contributing to the broader discourse on digital transformation in developing economies. Finally, the findings of this research have practical implications for content creators, platform developers, and policymakers, as they highlight strategies for leveraging AI-generated music to enhance content visibility and audience engagement while also addressing potential challenges related to authenticity and cultural relevance.

LITERATURE REVIEW

AI-Generated Music

AI-generated music refers to musical compositions created through artificial intelligence technologies, particularly machine learning and deep learning algorithms (Cros Vila et al., 2025). These systems are typically trained on large-scale music datasets, enabling them to learn patterns in melody, harmony, rhythm, and structure, and subsequently generate new compositions that resemble human-created music (Ghvinjilia, 2025). With the advancement of generative models, such as recurrent neural networks, generative adversarial networks, and transformer-based architectures, AI-generated music has achieved increasing levels of sophistication and realism. As a result, it has been widely applied in various domains, including film scoring, gaming, advertising, and digital content creation (Longardner, 2026). One of the key advantages of AI-generated music lies in its efficiency and scalability. Unlike traditional music production, which often requires professional expertise, time, and financial resources, AI tools allow users to generate customized music quickly and at relatively low cost. This accessibility has significantly lowered the barriers to entry for content creators, particularly in the context of short video production. Moreover, AI-generated music can be tailored to specific emotional tones, genres, and audience preferences, enhancing its adaptability across different content scenarios (Huang, 2025).

However, the use of AI-generated music also raises several theoretical and practical concerns. Algorithmically

generated compositions may lack the emotional depth and intentionality associated with human creativity. While AI can analyze existing musical patterns and reproduce styles efficiently, it primarily functions as a reflective system that mirrors previously created human music rather than generating emotions from lived personal experience. In other words, AI may produce technically appealing or catchy music, but it does not experience feelings, memories, or emotional struggles in the same way human composers do. Additionally, issues related to originality and copyright have been widely debated, as AI systems often rely on existing music datasets for training. Despite these challenges, AI-generated music can effectively serve functional purposes, particularly as background audio in multimedia content, where its role is to support rather than dominate the visual narrative. Overall, AI-generated music represents a significant innovation in digital creativity, with growing implications for content production and dissemination.

Video Clips Dissemination

The dissemination of video clips refers to the process through which video content is distributed, viewed, and shared across digital platforms (Li et al., 2026). In the era of social media, dissemination has become increasingly dynamic and interactive, driven by user participation and algorithmic recommendation systems. Key indicators of video dissemination include reach, engagement, and virality (Li, 2025). These metrics are often used to evaluate the success and impact of video content in digital environments.

Short video platforms, such as TikTok and Instagram Reels, have transformed the nature of video dissemination by emphasizing brevity, creativity, and rapid consumption (Chu et al., 2026). In these platforms, users are exposed to a continuous stream of content, making attention a scarce resource. As a result, content creators must employ various strategies to capture viewer interest within a limited timeframe. Visual aesthetics, narrative structure, and audio elements all play critical roles in influencing audience engagement and retention (Nema & Sharma, 2025). Music, in particular, has been identified as a key factor in enhancing video dissemination. It contributes to emotional engagement, improves memorability, and facilitates the synchronization of audiovisual elements. Videos with well-matched background music are more likely to attract attention and encourage sharing behavior. Furthermore, trending music tracks can amplify dissemination by aligning content with platform algorithms and user preferences. In this context, dissemination is not merely a passive process but an outcome shaped by the interaction between content characteristics, user behavior, and technological systems.

AI-Generated Music and Video Clips Dissemination

The intersection of AI-generated music and video clip dissemination represents an emerging area of research that combines technological innovation with media communication processes (Ma et al., 2026). While traditional studies have established the importance of music in enhancing video engagement, the role of AI-generated music introduces new dimensions to this relationship. Specifically, the adaptability and scalability of AI-generated music enable content creators to produce highly customized audio that aligns with the thematic and emotional requirements of their videos (Cao et al., 2025). Recent studies suggest that AI-generated music can positively influence dissemination outcomes by enhancing viewer engagement and increasing the likelihood of content sharing (Gavran et al., 2025). For example, personalized or context-specific music can create a stronger emotional connection with audiences, thereby improving retention and encouraging interaction. Additionally, AI-generated music allows for rapid experimentation with different styles and formats, enabling creators to optimize their content based on audience feedback and platform trends.

However, the effectiveness of AI-generated music in promoting video dissemination is not uniform and may

depend on several moderating factors. These include the degree of alignment between music and visual content, the perceived authenticity of the music, and the characteristics of the target audience (Jones et al., 2025). A key debate concerns whether videos become viral because AI-generated music is technically optimized to attract attention, or because the music creates genuine emotional resonance with audiences. While AI systems can generate rhythmically effective and algorithm-friendly soundtracks, audience engagement may ultimately depend on whether viewers perceive emotional depth, authenticity, and human connection within the content (Gu, 2024). While AI-generated music performs well in functional contexts, it may be less effective in scenarios that require strong emotional resonance or cultural specificity. Furthermore, the role of platform algorithms cannot be overlooked, as they influence the visibility and distribution of content based on engagement metrics.

Research Gaps

Despite the growing body of literature on AI-generated music and video dissemination, several important gaps remain. First, existing studies tend to examine these topics in isolation, with limited integration of AI-generated music into broader discussions of media dissemination. While the role of music in enhancing audiovisual content is well established, the specific impact of AI-generated music, with its unique characteristics, has not been sufficiently explored. Second, much of the current research relies on quantitative methods, focusing on metrics such as views, likes, and shares. Although these measures provide valuable insights into dissemination outcomes, they do not capture the subjective experiences, perceptions, and decision-making processes of content creators and audiences. As a result, the mechanisms through which AI-generated music influences dissemination remain unclear. There is a need for qualitative research that can provide deeper insights into how and why AI-generated music affects user engagement and sharing behavior. Third, the existing literature is heavily concentrated in developed countries, with relatively little attention paid to emerging digital markets such as Malaysia. Given the unique cultural, linguistic, and technological characteristics of these contexts, findings from developed economies may not be directly applicable. Malaysia's diverse population and rapidly evolving digital ecosystem offer a valuable opportunity to examine how local factors shape the relationship between AI-generated music and video dissemination.

RESEARCH METHODOLOGY

Research Design

This study adopts a qualitative research design to explore the impact of AI-generated music on the dissemination of video clips in Malaysia. Given the exploratory nature of the research and the limited existing literature on this specific topic, a qualitative approach is considered appropriate for capturing insights into participants' experiences, perceptions, and practices. Unlike quantitative methods, which focus on measuring relationships between variables, qualitative research emphasizes understanding the underlying meanings and mechanisms that shape observed phenomena. Specifically, this study employs semi-structured interviews as the primary research method. Semi-structured interviews provide a flexible framework that allows the researcher to guide the conversation using predefined questions while also enabling participants to elaborate on their perspectives. This approach is particularly suitable for examining complex and context-dependent issues, such as how AI-generated music influences user engagement and content dissemination. By allowing participants to express their views in their own words, the study aims to uncover nuanced insights that may not be captured through standardized surveys or experimental designs.

Furthermore, the qualitative design aligns with the study's objective of identifying mechanisms and contextual factors that influence the relationship between AI-generated music and video dissemination. It facilitates the

exploration of how different stakeholders, including content creators, social media users, and digital practitioners, perceive and utilize AI-generated music within their respective contexts.

Sampling

This study uses purposive sampling to select participants with relevant experience in video content creation, consumption, or digital marketing. The sample consists of three key groups: content creators, social media users, and digital marketing practitioners. These groups are directly involved in the production, dissemination, and consumption of video content, making them positioned to provide meaningful insights. The study utilized a sample of 22 participants. Data saturation was reached when subsequent interviews yielded redundant information and no new thematic codes emerged. By the 18th interview, primary patterns regarding AI music's impact were clearly established, and the final four interviews served to confirm these findings, thereby ensuring the qualitative validity and depth of the data. The selection criteria include frequency of engagement with short video platforms, familiarity with AI-generated tools, and willingness to participate in in-depth interviews. Efforts are made to ensure diversity in demographic characteristics such as age, gender, and professional background. To provide a clearer overview of the sample, Table 1 summarizes the characteristics of the interview participants.

Table 1. Profile of interview participants

Participant ID	Role	Age group	Gender
P1	Content Creator	18–25	Female
P2	Social Media User	18–25	Male
P3	Digital Marketer	26–35	Female
P4	Content Creator	26–35	Male
P5	Social Media User	18–25	Female
P6	Content Creator	26–35	Female
P7	Digital Marketer	36–45	Male
P8	Social Media User	26–35	Female
P9	Content Creator	18–25	Male
P10	Social Media User	26–35	Male
P11	Digital Marketer	26–35	Female
P12	Content Creator	36–45	Male
P13	Social Media User	18–25	Female
P14	Content Creator	26–35	Female
P15	Digital Marketer	36–45	Female
P16	Social Media User	26–35	Male
P17	Content Creator	18–25	Female
P18	Social Media User	18–25	Male
P19	Digital Marketer	26–35	Male
P20	Content Creator	26–35	Female
P21	Social Media User	36–45	Female
P22	Content Creator	18–25	Male

Data Collection Methods

Data for this study are collected through semi-structured interviews conducted with the selected participants. An interview guide is developed to ensure consistency across interviews while allowing flexibility for probing and follow-up questions. The guide includes several key themes, such as participants' awareness and usage of AI-generated music, their perceptions of its effectiveness, and their experiences with video engagement and sharing.

The interviews are conducted in an online format using video conferencing tools, which allows for convenient participation and broader geographic reach within Malaysia. Each interview lasts approximately 30 to 60 minutes, depending on the depth of the discussion and the participant's availability. With participants' consent, all interviews are audio-recorded to ensure accuracy in data capture.

In addition to recording, field notes are taken during and immediately after each interview to document non-verbal cues, contextual information, and initial analytical impressions. These notes serve as a supplementary source of data and help guide the subsequent analysis. Ethical considerations are carefully addressed throughout the data collection process. Participants are informed about the purpose of the study, their rights to confidentiality and anonymity, and their ability to withdraw at any time without consequence. Informed consent is obtained prior to each interview, and all data are securely stored and used solely for research purposes.

Procedures

The data collection process is carried out over a period of approximately two months. The first stage involves participant recruitment, which is conducted through social media platforms, online communities, and professional networks. Potential participants are contacted via direct messages or email and provided with an information sheet outlining the study's objectives and requirements. Once participants agree to take part in the study, interview sessions are scheduled at mutually convenient times. Prior to each interview, participants are asked to review and sign a consent form. At the beginning of the interview, the researcher provides a brief introduction to the study and confirms the participant's consent for recording.

During the interview, the researcher follows the semi-structured guide while allowing flexibility to explore emerging topics. Probing questions are used to clarify responses and encourage participants to provide detailed explanations. After the interview, recordings are transcribed verbatim to ensure accurate representation of participants' responses. The timing of data collection is designed to capture current practices and experiences related to AI-generated music, reflecting the rapidly evolving nature of digital media environments. Throughout the process, the researcher maintains a reflective journal to document methodological decisions and potential biases, thereby enhancing the transparency and rigor of the study.

Data Analysis

The collected data are analyzed using thematic analysis, a widely used method in qualitative research for identifying, analyzing, and interpreting patterns within textual data. The analysis follows a systematic process consisting of several stages. First, the researcher familiarizes themselves with the data by reading and re-reading the interview transcripts. This stage involves noting initial ideas and observations. Second, open coding is conducted to identify meaningful segments of data and assign descriptive labels. These codes represent key concepts and recurring patterns in the participants' responses. Third, the codes are organized into broader categories and themes based on their relationships and similarities. This process involves iterative comparison and refinement to ensure that the themes accurately reflect the data. Fourth, the themes are reviewed and defined, with clear descriptions provided for each theme. Finally, the findings are interpreted in relation to the research objectives and existing literature.

To enhance the reliability and validity of the analysis, several strategies are employed. These include maintaining a clear audit trail of coding decisions, conducting peer debriefing where possible, and ensuring consistency in coding procedures. Additionally, representative quotes from participants are used in the findings chapter to support the identified themes and provide evidence for the analysis.

RERULTES

Enhanced Emotional Engagement

One of the most prominent findings is that AI-generated music significantly enhances the emotional appeal of video clips. A majority of participants indicated that music plays a crucial role in capturing attention and sustaining viewer interest, particularly in short-form videos where users make rapid viewing decisions. AI-generated music, due to its adaptability, allows creators to match audio elements closely with visual content, thereby strengthening emotional resonance. This finding supports digital media engagement theories, which suggest that emotionally stimulating audiovisual content increases audience attention, immersion, and retention. Consistent with previous studies (Graciyal & Ranjini, 2026; Nema & Sharma, 2025), the findings demonstrate that music is not merely a background element but a key mechanism influencing audience interaction and viewing behavior.

Content creators emphasized that AI tools enable them to generate music tailored to specific moods, such as excitement, nostalgia, or suspense. This alignment between audio and visual components was found to increase viewer immersion and improve overall viewing experience. For example, one participant (P4) noted that “when the music fits perfectly with the visuals, viewers are more likely to watch the video until the end.” Similarly, social media users reported that emotionally engaging videos are more memorable and more likely to be revisited. These findings reinforce existing literature arguing that emotional resonance contributes directly to viewer retention and platform engagement. However, some participants also pointed out limitations. A few respondents perceived AI-generated music as lacking authenticity or emotional depth compared to human-composed music. This finding also reflects the earlier theoretical discussion that AI-generated music may be technically effective while still lacking the lived emotional experience associated with human creativity. This suggests that while AI-generated music is effective in enhancing functional engagement, its impact may vary depending on the context and audience expectations.

Increased Shareability and Virality

Another key finding is that AI-generated music contributes to higher levels of content sharing and perceived virality. Participants consistently reported that videos with appealing and well-integrated music are more likely to be shared with others. This is particularly relevant in social media environments, where sharing behavior is a primary driver of dissemination. AI-generated music was found to enhance shareability in two main ways. First, it improves the overall aesthetic quality of the video, making it more attractive and engaging. Second, it allows creators to experiment with unique or trending styles, which can increase the novelty and distinctiveness of their content. As one digital marketer (P11) explained, “videos that stand out in terms of sound and style are more likely to be picked up by the algorithm and shared by users.”

The findings also indicate that music plays a role in triggering emotional responses that motivate sharing behavior. Participants noted that videos that evoke strong emotions (such as humor, excitement, or empathy) are more likely to be shared within social networks. AI-generated music, by enabling precise emotional targeting, can thus indirectly enhance virality. This finding aligns with existing dissemination theories suggesting that emotionally engaging and algorithm-friendly content is more likely to circulate widely on digital platforms (Li, 2025). It also supports earlier literature arguing that AI-generated music can optimize content dissemination by increasing audience interaction and retention. The data in Table 2 indicate that a majority of participants perceive AI-generated music as having a high impact on key dissemination outcomes, particularly emotional engagement and viewer retention. The prominence of emotional engagement in Table 2 further supports the argument that

emotional connection, rather than technical quality alone, plays a central role in determining whether audiences engage with and share digital content.

Table 2: Participants' perceptions of AI-generated music and dissemination outcomes

Impact Dimension	High Impact (%)	Moderate Impact (%)	Low Impact (%)
Emotional Engagement	68	23	9
Viewer Retention	64	27	9
Sharing Behavior	61	30	9
Content Virality	58	32	10

Strategic Adoption by Content Creators

The study also reveals that content creators in Malaysia are increasingly adopting AI-generated music as part of their content production strategies. Many creators view AI tools as a practical solution for overcoming constraints related to time, cost, and technical expertise. By using AI-generated music, they can produce high-quality audio content without relying on external resources or professional composers. Participants reported that AI-generated music enables greater flexibility and experimentation. Creators can quickly test different audio styles and assess their impact on audience engagement. This iterative approach allows them to refine their content based on feedback and performance metrics. For instance, one content creator (P9) mentioned that "AI music helps me try different moods for the same video and see which one performs better."

In addition, AI-generated music is often used to align content with platform trends. Participants noted that trending sounds and music styles play a significant role in increasing visibility on platforms such as TikTok. AI tools allow creators to replicate or adapt these trends, thereby enhancing the likelihood of their content being recommended by algorithms. This finding supports previous studies emphasizing the role of algorithmic recommendation systems in shaping content visibility and dissemination. AI-generated music therefore functions not only as a creative tool, but also as a strategic instrument for improving algorithmic performance and audience reach. Nevertheless, some creators expressed concerns about over-reliance on AI tools. They highlighted the importance of maintaining originality and creative identity, suggesting that AI-generated music should be used as a complement rather than a replacement for human creativity.

Contextual factors in the Malaysian digital environment

The effectiveness of AI-generated music in video dissemination is also influenced by several contextual factors specific to Malaysia. Among these factors, linguistic and cultural diversity emerged as one of the most significant findings of the study and represents a unique contribution to the existing literature on AI-generated media. Malaysia's multicultural society includes various ethnic groups with distinct musical preferences, communication styles, and cultural norms. Participants indicated that music that resonates with local cultural elements tends to generate higher engagement and sharing. For example, participants noted that audiences respond more positively to video clips incorporating familiar local musical styles, multilingual lyrics, or culturally recognizable emotional tones. This suggests that audience engagement in Malaysia is strongly shaped by cultural identification and social belonging, rather than by technical audio quality alone. Language diversity was also repeatedly emphasized by participants as a critical factor influencing audience responses. Malaysian users frequently mix Malay, English, Chinese dialects, and local slang in digital interactions, creating communication patterns that AI systems may struggle to fully interpret. Participants explained that AI-generated music may perform effectively at a technical level but may not always capture subtle cultural humor, sarcasm,

emotional nuance, or localized expressions. As a result, videos that successfully align AI-generated music with local linguistic and cultural expectations are more likely to achieve stronger emotional resonance and dissemination outcomes. This finding extends earlier discussions in the introduction regarding the limitations of AI systems in understanding culturally embedded meanings.

Another key factor is the role of platform algorithms. Participants emphasized that algorithms prioritize content with high engagement levels, which can amplify the impact of effective music integration. However, they also noted that algorithmic changes can create uncertainty, making it challenging for creators to consistently achieve high dissemination outcomes. As shown in Table 3, content quality and music-visual alignment are the most frequently mentioned factors, indicating their central role in video dissemination. Platform algorithms and cultural relevance also emerge as important considerations. The findings therefore suggest that successful dissemination in Malaysia depends not only on algorithmic optimization, but also on the ability of content creators to adapt AI-generated music to culturally and linguistically diverse audiences.

Table 3: Key factors influencing video dissemination in Malaysia

Factor	Frequency of Mention
Content Quality	20
Music-Visual Alignment	18
Platform Algorithm	16
Linguistic & Cultural Diversity	14
Audience Preferences	13

CONCLUSION

This study set out to examine the impact of AI-generated music on the dissemination of video clips in Malaysia, with a particular focus on understanding how such music influences audience engagement, sharing behavior, and content visibility within digital platforms. By adopting a qualitative research design and employing semi-structured interviews, the study provides in-depth insights into the perceptions and practices of content creators, social media users, and digital marketing practitioners. The findings contribute to a more comprehensive understanding of how AI-driven creative tools are reshaping digital media ecosystems, especially in emerging markets.

The main findings of the study indicate that AI-generated music plays a significant role in enhancing the dissemination of video clips. First, it was found that AI-generated music improves emotional engagement by enabling precise alignment between audio and visual elements. This alignment enhances viewer immersion and increases the likelihood of audience retention. Participants consistently emphasized that emotionally engaging content is more likely to capture attention and sustain interest, particularly in short video formats where users are exposed to a high volume of competing content. Second, the study demonstrates that AI-generated music contributes to increased shareability and perceived virality. Videos incorporating well-designed and contextually appropriate music were more likely to be shared among users, thereby expanding their reach. This effect is partly driven by the ability of AI-generated music to evoke emotional responses and create distinctive audiovisual experiences. In addition, the flexibility of AI tools allows content creators to experiment with different musical styles, enhancing the novelty and appeal of their content.

Third, the findings highlight the strategic adoption of AI-generated music by content creators. Many creators view AI tools as an efficient and cost-effective solution for producing high-quality audio content. The ability to

quickly generate and modify music enables creators to optimize their videos based on audience preferences and platform trends. However, the study also reveals concerns regarding over-reliance on AI technologies, particularly in relation to originality and creative authenticity. This suggests that while AI-generated music offers significant advantages, it should be integrated thoughtfully into the creative process. Fourth, the study identifies several contextual factors that influence the effectiveness of AI-generated music in Malaysia. Cultural diversity, language preferences, and platform algorithms all play important roles in shaping dissemination outcomes. Content that aligns with local cultural and linguistic contexts tends to achieve higher engagement, highlighting the importance of localization in digital content production. At the same time, platform algorithms amplify the impact of engaging content, making it essential for creators to understand and adapt to algorithmic dynamics.

Importantly, this study extends the understanding of AI-driven creativity beyond a purely technological perspective and reframes it as a culturally embedded and emotionally mediated process. Rather than viewing AI-generated music simply as an efficiency-enhancing production tool, the findings show that its effectiveness depends on the balance between technological optimization and emotional authenticity. In other words, AI-driven creativity in short video ecosystems is not determined only by algorithmic precision or production speed, but also by whether the generated output can evoke culturally meaningful and emotionally resonant experiences for audiences. This shifts the discourse on AI-generated creativity from the how of algorithmic production to the why of human and AI cultural interaction, where emotional connection, perceived authenticity, and cultural relevance become central explanatory mechanisms.

Based on these findings, several practical implications can be derived. For content creators in Malaysia, the study suggests that AI-generated music should be used as a strategic creative assistant rather than a complete substitute for human artistic judgment. Creators need to actively balance efficiency with emotional authenticity by ensuring that AI-generated outputs are culturally localized and emotionally meaningful for diverse Malaysian audiences. For digital platforms, the findings underscore the importance of improving recommendation systems and creative tools that support cultural adaptation, multilingual expression, and emotional diversity in AI-generated content environments. For policymakers, the study highlights the need to develop realistic and context-sensitive governance frameworks in Malaysia that address intellectual property protection, transparency in AI-generated content, and equitable access to AI creative tools, while avoiding overly restrictive regulations that may hinder innovation in the digital creative economy.

Despite its contributions, this study has several limitations. First, the use of a qualitative research design and a relatively small sample size limits the generalizability of the findings. While the study provides rich and context-specific insights, the results may not be directly applicable to other countries or digital environments. Second, the study focuses primarily on subjective perceptions rather than objective performance metrics, which may introduce potential biases. Third, the rapidly evolving nature of AI technologies and digital platforms means that the findings may need to be revisited as new developments emerge. Future research can build on this study in several ways. Quantitative studies could be conducted to test the relationships identified in this research and to provide statistical validation of the findings. Comparative studies across different countries or cultural contexts would also be valuable in understanding the generalizability of the results. In addition, future research could explore the role of specific platform algorithms in moderating the impact of AI-generated music on dissemination outcomes. Finally, further investigation into ethical issues, such as authorship, copyright, and transparency in AI-generated content, would contribute to the responsible development and use of these technologies.

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