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Acceptance and Recommendation : A Study on the Willingness to Accept Sora 's Video Technology

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Abstract:
As an emerging text-to-video technology, Sora, like other new technologies, the user 's satisfaction and willingness to continue to use determine the development and application scenarios of the technology. Based on Rogers ' innovation diffusion theory and technology acceptance model, this paper analyzes users ' willingness to accept new technologies. The study found that users ' willingness to recommend new technologies is stronger than their willingness to use, and ease of use and time cost perception have a certain impact on willingness to use. The sustainable development of new technologies needs to be further explored.

Keywords:
Generative Artificial Intelligence; Sora; Technology Acceptance Model; Innovation Diffusion Theory .

1 Introduction

1.1 Background Introduction

Before 2023, dozens of video generation products have been put into use, and millions of users around the world have been able to create short films based on text or image prompts. However, the quality of the content output by these products is often uneven, because they are generally consistent in terms of space and time. Moreover, these videos generated by artificial intelligence cannot fully capture the essence of natural motion and human interaction.

In this context, the iteration speed of the video generation model is getting faster and faster. In February 2024, OpenAI released a text-to-video artificial intelligence model Sora, which can generate realistic high-definition video up to 60 seconds according to text description. This model surpasses any similar model currently available in terms of fidelity and consistency. So far, Sora is the most impressive text-to-video tool. Sora can understand how the descriptive elements in the prompt exist and operate in the physical world, and can accurately present actions and behaviors that meet the user 's intentions.

Overall, Sora is a multifaceted artificial intelligence system that understands and executes tasks across different domains. Unlike previous models dedicated to specific tasks such as text generation, image recognition,

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or strategy games, Sora aims to bridge these functions and provide a more comprehensive approach. We observe that as a newly launched technology product, the public 's willingness to continue to use the generative artificial intelligence platform is still unclear, and the continuous use of users is a key indicator of the success of new technologies. Like other information technologies, the user 's satisfaction and willingness to continue use determine the development and application scenarios of the technology. Therefore, exploring the factors that affect the acceptance and satisfaction of the generative artificial intelligence platform is of great significance for the update iteration of technology and the application of scenarios. Thus, we are curious : what factors affect people 's willingness to accept? What aspects of new technology do people pay more attention to? And how to improve people 's acceptance of new technologies?

2 Summary Section

2.1 Review of Generative Artificial Intelligence

The emergence of new technologies of generative artificial intelligence has aroused multi-perspective research in the academic community. Chen Jinhai, He Teng and other scholars in China analyzed the generative artificial intelligence (ChatGPT) from the perspective of willingness to use in the study of the willingness to continue to use the generative artificial intelligence platform-taking ChatGPT as an example. The first study shows that user satisfaction has a significant mediating effect between convenience, intelligence, information quality and users ' willingness to continue to use. Second, external stimuli can also directly affect the user 's willingness to continue to use. The emergence of ChatGPT technology is regarded as a new productivity revolution. In “The Rise of AI Video: The Possibility and Risk of Sora Generative Platforms”, Hu Yong scholars specifically analyzed the possibility and risk of Sora generative platforms, and proposed that clear guidelines and protocols should be established for related technologies to ensure that AI video technology makes a positive contribution to society.

However, although these studies have studied a lot of generative artificial intelligence, there are few specific research and analysis of the new technology Sora.

2.2 Review of Propagation Theory

In his book “Innovation and Diffusion”, Rogers put forward the theory of innovation diffusion, which has become one of the most influential theories in the field of development communication. Chen Yiben and Liu Chang scholars in China combined artificial generated content (AIGC) with innovation diffusion theory in the application scenarios, innovation elements and technical disputes of artificial intelligence generated content (AIGC) from the perspective of innovation diffusion theory, and summarized the important influence of AIGC on society. Luo Qian, Ran Jian and Lu Yue 's research on the application value and practical path of ChatGPT in sports events from the perspective of innovation diffusion theory. Starting from the theory of innovation diffusion, this paper studies the application value and practical path of ChatGPT in sports events, and puts forward an objective attitude towards ChatGPT, hoping to realize the harmonious complementarity between machine tool rationality and human value rationality. The theory of ' use and satisfaction ' proposed by Katz is also widely used in the academic circle. The author finds that there are few analyses of the application of innovation diffusion theory and use and gratification theory to generative artificial intelligence at the

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same time, let alone the analysis of the acceptance dimensions of different groups of people based on the new technology Sora.

2.3 Review of the application of Use and Satisfaction Theory in new technology

The use and satisfaction theory proposed by the communicator Elihu Katz has changed the public 's concept that the audience is passive. With the development of the new media era, this theory has gradually been applied to the development of new technologies. The scholar Shi Xiaolei studied the development strategy of news short video in the "Analysis of the Development Strategy of News Short Video from the Perspective of Use and Satisfaction", and put forward important suggestions such as innovation and development. The scholar Hu Yuzhe used this theory to explore the media use behavior of new media users in the press conference of the Ministry of Foreign Affairs in "use and satisfaction" : the media use behavior of new media users in the press conference of the Ministry of Foreign Affairs, and put forward innovative strategies to improve the satisfaction of users in using the press conference. Scholars Yue Mengyi and Wang Baohua studied the use of short video by college students in the study of the use of short video by college students under the theory of use and satisfaction, analyzed the interaction between short video and college students, and proposed that short video platform should give full play to its own advantages, so as to meet the diversified and deep needs of college students.

2.4 Questions Raised

Although these studies in the academic circle have applied the theory of use and gratification in the field of journalism, few of them have applied the theory to the study of Sora 's new technology. Therefore, this article will start from the theory of Innovation Diffusion and Use and Satisfaction, and try to answer the following questions: Why does the emergence of new technologies, such as Sora make people have differences in acceptance? What is the basis of group differentiation? What dimensions are the differences based on? And how to improve people 's acceptance of new technologies?

3.Theoretical Basis and Research Methods

3.1 Innovation Diffusion Theory

Rogers summarized the theory of innovation diffusion from scattered arguments to systematic theoretical models. His book "Diffusion of Innovation" published in 1962, for the first time, incorporated the theory of innovation diffusion into the field of communication for research, and proposed a set of logical frameworks with autopoiesis, which realized the structure of the theory of innovation diffusion. In his book, he decomposes innovation diffusion into four elements, and through combing the tradition of innovation diffusion research, he puts forward a series of concepts such as diffusion network and diffusion "S" curve, which reveals the propagation law of new things (in fact, high-tech) in diffusion at the theoretical level.

3.2 Technology Acceptance Model

The Technology Acceptance Model ("TAM") is used to describe the process in which technology is transmitted through relevant intermediary factors and ultimately affects the user 's acceptance of technology. Da-

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vis first proposed the TAM model. When Venkatesh used this model to conduct empirical research, he found that the mediating effect of use attitude was not obvious, and the influence of perceived usefulness on use attitude was not significant. Therefore, Venkatesh proposed the technology acceptance diffusion model (TAM2 model), and the integrated technology acceptance and use model ('UTAUT') is derived on this basis.

3.3 Questionnaire survey method

Based on the above problems, the corresponding hypothesis is put forward here :

H1 : ΣX (willingness to accept technology) = Σ [Y (perceived score) × Z (weight ranking)]

H2 : The stronger the ease of use of Sora, the higher the user 's willingness to use it.

H3 : The stronger the usefulness of Sora, the higher the user 's willingness to use.

H4 : The lower the time cost of Sora, the higher the user 's willingness to recommend.

H5 : The higher the entertainment usefulness of Sora, the higher the user 's willingness to use it.

H6 : The higher the economic cost of Sora, the lower the user 's willingness to recommend.

In order to prove the hypothesis, the study used a questionnaire survey method to sample the population and make a questionnaire.

3.3.1 Sampling Method

The research object of this hypothesis is the user group of Sora.

First of all, we conduct a representative sampling of this group and selected a part of the netizens using Sora as the research population. Secondly, we compile the overall sampling frame based on the youth group using Sora ; thirdly, we perform hierarchical multi-stage sampling on the sampling frame under the 95 % confidence interval and 3 % sampling error. A sample of 200 Internet users using Sora was selected.

This survey completed the data collection, collation and analysis process on May 11,2024. The survey is mainly based on closed questions. The questionnaire contains 11 questions, including 9 single-choice questions, 1 matrix question and 11 ranking questions. Using a combination of online and offline, through WeChat friends circle, QQ space, questionnaire star sample library and offline distribution.

A total of 247 questionnaires are collected in this questionnaire. More than 60% of the samples are girls and 34.41% are boys. From the perspective of occupation, the highest proportion is the ordinary user group, accounting for 47.77%, followed by the professional film and television industry personnel, accounting for 20.24%. The highest proportion of education distribution is undergraduate, accounting for 67.21%.

3.3.2 Reliability and validity test

The reliability and validity of the scale used in this study were analyzed, and the following results were obtained. Regarding the new technology acceptance willingness scale, the validity test showed that KMO = 0.789, Bartlett sphericity test chi-square value was 488.425, P value was less than 0.05 ; the reliability test

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was analyzed by Cronbach 's α reliability coefficient. The results showed that the scale coefficient was 0.834, and the reliability and validity of the scale were good.

4 Usage and Recommendation: Users' willingness to recommend new technologies is stronger than use.

Correlation analysis is used to study the relationship between users' willingness to accept new technologies and recommend new technologies. Pearson correlation coefficient is used to express the strength of the correlation. The two are positively correlated, and the correlation coefficient is 0.257. The comprehensive calculation of perceived score and weight shows that the user 's willingness to recommend is stronger than the willingness to use. Therefore, hypothesis 1 of this paper holds.

Table 1 The correlation between recommendation intention and use intention

		SumQQ6 Weighting	Q8 frequency The number of times you usually use sora videos	Q9 duration The average length of time you use sora each time is roughly	Q10 Willingness to use	Q11 recommendation intention
SumQQ6 Weighting	Pearson correlation significance (two-tailed) number of cases	1 176	0.77 0.311 176	0.063 0.409 176	0.147 0.051 176	0.257** 0.001 176
Q8 frequency The number of times you usually use sora videos	Pearson correlation significance (two-tailed) number of cases	0.077 0.311 176	1 247	0.510** 0.000 247	-0.067 0.293 247	0.068 0.290 247
Q9 duration The average length of time you use sora each time is roughly	Pearson correlation significance (two-tailed) number of cases	0.063 0.409 176	0.510** 0.000 247	1 247	-0.022 0.735 247	0.014 0.832 247
Q10 Willingness to use	Pearson correlation significance (two-tailed) number of cases	0.147 0.051 176	-0.067 0.293 247	-0.022 0.735 247	1 247	0.499** 0.000 247
Q11 recommendation intention	Pearson correlation significance (two-tailed) number of cases	0.257** 0.001 176	0.068 0.290 247	0.014 0.832 247	0.499** 0.000 247	1 247

* *... At the 0.01 level (two-tailed), the correlation is significant.

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From the perspective of ease of use, Sora is easy to use, friendly interface, and users are willing to try and recommend. From the perspective of innovation, Sora, as an emerging video technology, has unique advantages over traditional video generation technology, such as fast understanding of text to generate high-definition and vivid image quality, making up for the lack of shooting, and meeting the high-quality video needs of users. In terms of practical benefits, Sora 's time cost is greatly reduced and the user 's work efficiency is improved. Combined with the propaganda effect of the Internet, it is enough to mobilize the enthusiasm of users. When users use Sora immersively, some users will think that it meets the needs of use, and then increase their favor in their hearts, so as to recommend it to other users.

Other users may find some drawbacks and spit out to other users, attracting other users to be curious about it, and then use and understand Sora.

In short, Sora, as a new media technology, has created a new scene of mediated communication. With the spread of Sora, the media and the public are discussing Sora.People with the same experience are more likely to enter the relevant circles and gain a sense of identity in the group. People who have used Sora are willing to recommend to unused users to gain recognition and respect.

Specifically, the audience choice is dynamic, just as the use and satisfaction theory points out that users will decide whether to contact the media according to their own needs and impressions of the media. The emergence of Sora can help users with creative needs to simply and easily generate the video content they want.

From the perspective of innovation diffusion of new technologies, early adopters of technologies are more willing to recommend new technologies to people around them because of the high efficiency brought by new technologies and the convenience of work and communication. Rogers' innovation diffusion theory divides adopters into five categories: innovation promoters, early adopters, early followers, late followers and laggards. As an early adopter of new technologies, Sora 's first users are willing to recommend new technologies to others in the group to change their attitudes and try to innovate. As the number of adoptions increases, new technologies are correspondingly used and promoted by more people.

5 Compensation of Media : The user 's willingness to use new technology is related to its strong ease of use.

Correlation analysis was used to study the relationship between the ease of use of new technologies and the willingness to use Sora new technologies. Pearson correlation coefficient was used to indicate the strength of the correlation. The two were positively correlated, with a correlation coefficient of 0.186. Using regression analysis, the data show that the independent variable and the dependent variable have a significant linear relationship, the regression coefficient is 0.024, the significance is 0.007, and H2 is established, that is, “the stronger the ease of use of Sora, the higher the user 's willingness to use”.

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Table 2 The correlation between ease of use and willingness to use

		QQ6 ease of use weighting	Q8 frequency The number of times you usually use sora videos	Q9 duration The average length of time you use sora each time is roughly	Q10 Willingness to use	Q11 recommendation intention
QQ6 ease of use weighting	Pearson correlation significance (two-tailed) number of cases	1 213	0.036 0.606 213	-0.107 0.118 213	0.186 0.007 213	0.132 0.054 213
Q8 frequency The number of times you usually use sora videos	Pearson correlation significance (two-tailed) number of cases	0.036 0.606 213	1 247	0.510** 0.000 247	-0.067 0.293 247	0.068 0.290 247
Q9 duration The average length of time you use sora each time is roughly	Pearson correlation significance (two-tailed) number of cases	-0.107 0.118 213	0.510** 0.000 247	1 247	-0.022 0.735 247	0.014 0.832 247
Q10 Willingness to use	Pearson correlation significance (two-tailed) number of cases	0.186* 0.007 213	-0.067 0.293 247	-0.022 0.735 247	1 247	0.499** 0.000 247
Q11 recommendation intention	Pearson correlation significance (two-tailed) number of cases	0.132 0.054 213	0.068 0.290 247	0.014 0.832 247	0.499** 0.000 247	1 247

model	non-normalizedcoefficient		standardized coefficient		significance
	β	standard error	βeta	t	
1 (constant)	3.546	0.118		30.081	0.000
QQ6 ease of use weighting	0.024	0.009	0.186	2.747	0.007

a. Dependent variable : QQ10 use intention

Schramm 's media compensation rate points out that people choose different ways of communication based on factors such as the media and the information transmitted. People choose the way that can fully meet their needs. When other conditions are exactly the same, they choose the most convenient and quick way to meet their needs, that is, the probability of choice = the guarantee of compensation / the degree of effort.

As a new multi-faceted artificial intelligence system, Sora users can get realistic high-definition video up to 60 seconds without complex training. Sora can understand and perform tasks across different domains.

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Unlike previous models dedicated to specific tasks such as text generation, image recognition, or strategy games, Sora aims to bridge these functions and provide a more comprehensive approach. This new technology is more convenient to use, better serve the users and meet the needs of users. The generative artificial intelligence-driven video platform reduces the barriers to value creation by guiding creators to understand the factors that trigger participation and presenting relevant content to the audience. Because there is almost no friction between creating and watching related content, the creator becomes the audience, and the audience becomes the creator.

6 Perception of Time Cost : Low time cost brings high recommendation intention of users

Correlation analysis was used to study the relationship between the time cost of new technology and the willingness to recommend new technology. Pearson correlation coefficient was used to indicate the strength of the correlation. The two were positively correlated, and the correlation coefficient was 0.158. The research hypothesis H4 is supported.

Table 3 The correlation between time cost and willingness to use

		Q6 Time Cost Weighting	Q8 frequency The number of times you usually use sora videos	Q9 duration The average length of time you use sora each time is roughly	Q10 Willingness to use	Q11 recommendation intention
QQ6 Time Cost Weighting	Pearson correlation significance (two-tailed) number of cases	1 198	0.030 0.679 198	0.206** 0.004 198	0.039 0.582 198	0.158* 0.027 198
Q8 frequency The number of times you usually use sora videos	Pearson correlation significance (two-tailed) number of cases	0.030 0.679 198	1 247	0.510** 0.000 247	-0.067 0.293 247	0.068 0.290 247
Q9 duration The average length of time you use sora each time is roughly	Pearson correlation significance (two-tailed) number of cases	0.206** 0.004 198	0.510** 0.000 247	1 247	-0.022 0.735 247	0.014 0.832 247
Q10 Willingness to use	Pearson correlation significance (two-tailed) number of cases	0.039 0.582 198	-0.067 0.293 247	-0.022 0.735 247	1 247	0.499** 0.000 247

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Q11 recommendation intention	Pearson correlation	0.158*	0.068	0.014	0.499**	1
	significance (two-tailed)	0.027	0.290	0.832	0.000	
	number of cases	198	247	247	247	247

Sora can generate a video of up to 60 seconds in a short time. In the fast-paced modern life, time cost is particularly important. Its convenience and efficiency greatly enhance the user experience and meet their needs. The cost of Sora learning is not high and easy to use. Users can complete functional operations according to their instructions, thus attracting users. Users find that Sora can save costs and provide a quality experience, so they tend to recommend it to relatives and friends.

In social interaction, sharing valuable information or resources can increase an individual 's "social currency", that is, to enhance their own value and image in the hearts of others. In the theory of use and satisfaction, people contact the media to meet their own needs, which comes from social factors or psychological factors. recommends an emerging technology that can highlight the user 's knowledge, better integrate into relevant circles, gain identity in the group, and meet their psychological needs. Therefore, in the process of social interaction, users are also willing to recommend Sora to other users.

7 Technologic Satisfaction and Deficiency

7.1 Recognition and Satisfaction : the sustainable development of Sora technology

In this study, a comparative study of Sora 's acceptance differences was conducted through a questionnaire survey to try to answer ' what factors affect people 's willingness to accept new technologies ? What aspects of new technology do people pay more attention to ? Through the research, it is found that hypothesis 1, hypothesis 2 and hypothesis 4 are all valid. Therefore, to some extent, the release of Sora 's new technology has been recognized by some users.

The ease of use of Sora makes users feel at ease when they are exposed to a new technology. The simplicity and ease of operation of the page make the first-time users get a positive experience beyond expectations, which may lead to strong emotional dependence. This positive emotion encourages them to recommend this technology to others. Emotional satisfaction can go beyond the actual use needs of individuals and turn into a strong willingness to recommend. As a new technology, Sora brings users an unprecedented experience. This innovation stimulates people 's curiosity. Users are willing to recommend this freshness to others, not only to meet their emotional value, but also to gain a sense of identity in the group.

In the life cycle of technology adoption, early adopters may be more inclined to explore and recommend new technologies, while late adopters may wait for technology maturity, cost reduction, or see more successful cases before use. This difference leads to the popularity of the willingness to recommend before the willingness to use.

In general, Sora, as an emerging and multi-faceted artificial intelligence system, has immeasurable develop-

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ment potential and development space. To achieve sustainable development, it needs to continuously improve and develop itself, enhance universality, and improve user satisfaction.

7.2 Avoidance and Deficiencies : Problems in the Development of Sora Technology

It is found that the usefulness, entertainment usefulness and economic cost of Sora are not related to the willingness to use. Sora is essentially an artificial intelligence technology. Its main function is video generation. Compared with other short video platforms, the technical value it provides is higher than the entertainment value. According to the algorithm mechanism, the short video platform finds the cultural field that meets the user 's interest in the content of entertainment, gamification and life, and recommends more similar content to the user to meet the user 's entertainment needs. The technology platform relies on the user 's own ideas for video generation. The user 's entertainment after work will choose a short video content platform that relaxes them, rather than a technology platform. At the same time, most users do not use it technically, let alone gain entertainment value from it.

The price-performance ratio of Sora is low for ordinary users, so the willingness of potential users to accept it will naturally decrease. As an emerging artificial intelligence technology, its production cost is expensive, and the technical ability of personnel is high. Correspondingly, its use cost will be higher than most of the existing intelligent generation technologies in the market, and most users are low-cost creators and short-term users. The actual payment cost of Sora is high, and non-professional creators will not use it for a long time. At present, most users do not pay for it, only stay in the understanding stage, and it is impossible to know whether the economic cost of Sora meets its needs.

As the latest achievement of modern artificial intelligence technology, Sora has great difficulty in use. Although there are a lot of spread on the Internet, but subject to domestic network security supervision, as well as technical confidentiality measures, in the domestic login Sora for use is not simple, for most Internet users, may not even be able to find Sora 's real entrance and effective way. Although the model has advanced functions, it is sometimes difficult to accurately simulate the physical characteristics of more complex scenes. This may cause the visual effect to be impressive, but occasionally it will violate the laws of physics or cannot accurately present the causal scene. For example, the interaction between characters and objects in video may not be physically feasible, nor can it be consistent over time. And text prompts are not necessarily able to provide a sufficiently accurate video definition. We are likely to see the platform generate a variety of similar videos, which will cause users to produce aesthetic fatigue and reduce the frequency of their use.

Like any breakthrough technology, Sora has its own limitations. Sora cannot accurately establish a physical model at present, and it is difficult to accurately describe the real world and complex emotions. The result may lead to a picture that violates common sense. In addition to technical deficiencies, there are also legal obstacles, and their training data may be unauthorized and undisclosed content, and some even infringe copyright. Sora still has some unsolved thorny problems, such as : not having the ability to control the movement of scenes and characters ; continuity and consistency have not been guaranteed; the length of time cannot be ensured ; deviation from logic, etc. Due to some defects of its technology, it is difficult for users to rely on it for creation, so Sora is not very useful for users.

The video generated by Sora is ultimately false, which is likely to mislead users ' judgment and make peo-

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ple further away from the truth. These forged content is likely to threaten the privacy, security and reputation of users. The text-to-video generation platform eliminates the user 's demand for raw materials, accelerating and expanding potential abuse.

Therefore, the sustainable development of Sora needs to adopt a balanced development approach, considering the technical, social and ethical dimensions, to ensure that AI video technology makes a positive contribution to society. Users should not only actively accept new technologies, but also be cautious and critical about new technologies.

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