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Media Strategies of Czech and Slovak YouTube Influencers Reporting on Artificial Intelligence

Introduction

The rise of digital content creators, commonly known as influencers, has significantly reshaped contemporary media landscapes and public discourse (Albadri, 2023). Within this evolving ecosystem, specialized technology influencers, particularly those focusing on Artificial Intelligence (AI), are emerging as key actors on platforms like YouTube (Burgess & Green, 2018). These creators increasingly function as intermediaries, translating complex AI concepts, showcasing new tools, and discussing industry developments for diverse online audiences. They play a potentially significant role in familiarizing the public with AI and fostering relationships between technology and society.

While substantial research has examined the portrayal of AI in traditional news media (Han Celik, 2024; Kochetova, 2023; Roe & Perkins, 2023) and cinematic productions (Vrabec & Zubková, 2024), often highlighting ambivalent attitudes and ethical concerns, there is a comparative lack of understanding regarding how individual digital creators navigate these topics. Specifically, the strategies employed by AI-focused influencers within

distinct linguistic and cultural contexts, such as Czechia and Slovakia, remain largely unexplored. This represents a notable gap, as these creators operate distinctively from legacy media and potentially exert considerable influence on regional public understanding and adoption of AI technologies, especially given the platform's role as a mediator of popular culture and information exchange (Porto Renó, 2007).

Addressing this gap, our research investigates how Czech and Slovak YouTube creators engage with the topic of artificial intelligence and communicate it to their audiences. Utilizing qualitative content analysis of selected AI-focused channels, this study examines the specific themes creators address, how they frame AI and its implications (e.g., emphasizing opportunities versus risks), the narrative styles they employ to connect with viewers (ranging from expert instruction to peer-like entertainment), and the visual communication techniques (e.g., graphics, screen recordings, animations) used to enhance understanding and engagement. Ultimately, we aim to gain insight into the strategies used by these creators to inform, educate, and potentially influence public perception of artificial intelligence within the Czech and Slovak digital spheres. Currently, influencers play a significant role in shaping public opinion by sharing information and personal experiences (Albadri, 2023). They create content across various social media platforms such as Instagram, TikTok, and notably YouTube. As key figures in digital marketing strategies, influencers have a measurable impact on the behaviour and attitudes of their audiences. In the context of YouTube channels focused on artificial intelligence (AI), their influence extends to shaping public perceptions of AI technologies. Through video content, viewers can stay updated on the latest AI developments or learn how to use different AI tools. This category of influencers thus plays an important role in familiarizing the public with AI and fostering relationships between technology and society.

Given the growing presence of AI-related content, it is essential to explore how these influencers approach content creation and what narratives they present about AI. Our research investigates how Czech and Slovak YouTube creators engage with the topic of artificial intelligence and communicate it to their audiences.

In our study, we applied a qualitative content analysis of selected videos from Czech and Slovak YouTube channels that focus on AI. We examined what specific themes and topics the creators address in their content, how they present and interpret AI for their viewers, and what forms of communication they use to engage their audience. Attention was also given to the visual elements employed in their videos, such as graphics, screen recordings, or animations, which help shape the viewers' understanding of AI. Through this analysis, we aim to gain insight into the strategies used by these creators to inform, educate, and influence public perception of artificial intelligence.

Context and Theoretical Framework

To understand the media strategies of Czech and Slovak AI YouTubers, it is essential first to situate their role within the broader digital landscape, consider how AI is generally represented in media, and establish the theoretical lenses through which their content will be analyzed.

The Rise of AI Influencers on YouTube

In the contemporary digital media environment, content creators wield significant influence, shaping public attitudes and disseminating information across various domains (Albadri, 2023; Patalauskaitė, 2024). Within the technology sector, a specific category of influencers focusing on Artificial Intelligence (AI) has gained prominence, particularly on platforms like YouTube. These creators leverage the platform's affordances for visual demonstration, tutorial delivery (Lynn Nolen, 2019), and community building (Burgess & Green, 2018) to engage audiences with AI-related topics. The recent surge in public interest, significantly amplified by accessible generative AI models such as OpenAI's ChatGPT (Marr, 2023), has created fertile ground for influencers to explain complex technologies, review tools, discuss ethical implications, and translate industry news for a broader public (Deona et al., 2024). They function not only as educators but also as key players in the popularization of technology, drawing on elements of popular culture to make intricate subjects accessible and entertaining (Joemono & Oktavianti, 2022; Porto Renó, 2007).

Broader Media Context: Portrayals of Artificial Intelligence

The way AI influencers frame their content fits into a broader media discourse surrounding AI. Research analyzing AI representation across various media reveals complex, often contradictory narratives. Studies of English-language news media, for example, highlight portrayals that simultaneously emphasise AI's potential benefits while cautioning about risks (Kochetova, 2023; Roe & Perkins, 2023), sometimes offering balanced perspectives that address both progress and ethical concerns such as privacy and surveillance (Han Celik, 2024). A UK survey revealed significant public anxiety about AI's impact, with automation and AI surpassing human capabilities being common concerns (Cave et al., 2019). However, exposure to positive cinematic depictions of robots correlates with more favorable attitudes towards AI (Riek et al., 2011). These narratives serve as both a reflection of real-world AI developments and a potential warning about their implications (Baker, 2022). This broader media landscape shapes public perception, underscoring

the need for well-informed dialogue (Ouchchy et al., 2020). Research on AI narratives in social media, particularly YouTube, reveals complex dynamics between creators, platforms, and audiences. YouTube acts as a multifaceted stakeholder in shaping AI imaginaries (Richter, 2022), while creators position themselves as more credible than mainstream media (Lewis, 2019). AI-focused content on YouTube often presents balanced or positive narratives, potentially overlooking risks (Schwarz & Unselt, 2024). Understanding how individual AI-focused YouTube creators position themselves relative to these prevailing media narratives—whether they echo, challenge, or provide alternative perspectives—is crucial for grasping their specific role in shaping public understanding within their communities.

Theoretical Lenses for Analyzing Influencer Strategies

To systematically analyze the media strategies employed by Czech and Slovak AI YouTubers, this study draws upon several theoretical frameworks:

Framing Theory. Central to understanding how media shape perception is Framing Theory, which posits that communicators select certain aspects of a perceived reality and make them more salient in a text, promoting a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation (Entman, 1993). We utilize this framework to analyze how these influencers frame AI – predominantly highlighting its opportunities (positive frame), its risks and ethical challenges (negative frame), or presenting it in a balanced or purely technical manner (neutral frame). This helps identify the underlying messages conveyed about AI's role and impact.

Narrative Analysis. YouTube content relies heavily on storytelling and creator persona. Narrative Analysis provides tools to examine how stories are constructed, including plot, character (the creator's role, the portrayal of AI), and theme (Bal, 2017). We apply concepts from narrative analysis to understand the communication styles used (e.g., professional/expert vs. personal/peer; serious/educational vs. entertaining/playful) and how these narrative choices contribute to mediating complex technical information and building audience rapport.

Visual Rhetoric and Multimodal Analysis. Communication on YouTube is inherently multimodal, integrating spoken language, text, sound, and moving images. Visual Rhetoric and Multimodal Analysis emphasize that visual elements are not mere illustrations but actively construct meaning alongside other modes (Kress & van Leeuwen, 2006). This perspective guides our analysis of how graphics, screen recordings, animations, and supporting text are employed in the videos. We examine how these visual choices

contribute to explaining AI concepts, engaging the audience, establishing the creator's credibility, and reinforcing the overall framing and narrative.

By integrating these theoretical lenses, this study moves beyond simple description to offer a nuanced analysis of the communication strategies, narrative constructions, and visual rhetoric employed by Czech and Slovak AI influencers. This framework allows us to interpret their role in mediating AI knowledge and shaping public perceptions within the specific context of YouTube as a participatory digital platform.

Methodology

This study employed a qualitative content analysis approach to investigate the media strategies of selected Slovak and Czech YouTube channels dedicated to Artificial Intelligence (AI). The research proceeded in two main stages: identifying relevant channels and selecting a corpus of videos for in-depth analysis.

Channel and Video Selection

First, YouTube channels were identified based on specific inclusion criteria designed to capture established and active creators within the target niche. Potential channels had to: (a) produce video content primarily in the Slovak or Czech language; (b) focus significantly on AI-related topics (tools, news, ethics, tutorials); (c) possess a minimum threshold of 1,000 subscribers, indicating an established audience base; and (d) demonstrate current activity through consistent content creation within the last six months prior to the analysis period.

To locate these channels, systematic searches were conducted on YouTube in April 2025 using keywords relevant to the topic in both languages, such as "umelá inteligencia" [Slovak for artificial intelligence], "umělá inteligence" [Czech for artificial intelligence], "AI nástroje" [AI tools], and related terms. Initial searches yielded 13 potential channels. After applying the full set of inclusion criteria, a final sample of 6 distinct YouTube channels was selected for analysis.

Second, a corpus of videos was selected from these 6 channels for detailed qualitative analysis. To capture recent content strategies and discussions, the selection focused on videos that: (a) were published between January 2025 and March 2025; (b) were in Slovak or Czech; (c) had a duration of less than one hour, ensuring feasibility for analysis while capturing substantial content; and (d) explicitly dealt with AI as a primary topic. From the pool of eligible videos published by the 6 selected influencers during this period, a total of 17 videos were purposively selected to ensure representation across the channels while focusing on content richness relevant to the research questions.

Analytical Framework and Procedure

The selected 17 videos were subjected to qualitative content analysis guided by the theoretical concepts outlined previously (Framing Theory, Narrative Analysis, Visual Rhetoric). A coding framework was developed based on the research questions and theoretical lenses, focusing on four key categories:

Category A: Topics: Identifying the primary subject matter covered (e.g., reporting AI news, discussing ethical dimensions, providing educational tutorials/how-tos, offering entertainment-focused content). This addresses the thematic focus of creator content.

Category B: AI Framing: Analyzing how AI is presented, drawing on Framing Theory (Entman, 1993). Videos were coded based on whether they predominantly cast AI in a positive light (emphasizing opportunities, efficiency, benefits), a negative light (highlighting risks, threats, job losses – though none were found in the final analysis), or a neutral/balanced manner (technical descriptions, balanced discussion of pros and cons, ethical explorations).

Category C: Narrative Framing: Examining the communication style and creator persona, informed by Narrative Analysis concepts. This involved coding the dominant narrative approach as primarily professional/expert-driven vs. personal/relatable, and serious/informational vs. entertainment-oriented/playful.

Category D: Visual Elements: Assessing the use of visual communication strategies based on principles of Visual Rhetoric and Multimodal Analysis (Kress & van Leeuwen, 2006). Coding focused on the presence and function of key visual components such as illustrative graphics (logos, charts, icons), supporting text overlays, screen recordings (demonstrations, tutorials), and animations.

The analysis was conducted in April 2025. Each video was viewed multiple times by the researchers, systematically coding segments according to the defined categories. Notes were taken on specific examples and recurring patterns within and across channels. The findings from this coding process were then synthesized to identify the dominant strategies and trends reported in the Results section.

Results

The following results emerge from the systematic qualitative content analysis of 17 videos across the 6 selected YouTube channels. Findings are presented individually for each channel, summarizing the observed patterns regarding video topics (Category A), AI framing (Category B), narrative framing (Category C), and the use of visual elements (Category D).

Zaujaloma AI

He has 22.1k followers and posted 31 videos between January and March 2025. He adds videos where he informs his recipients about the latest news, offers tutorials and explains how AI tools work, does experiments, or creates podcasts where he invites different guests.

Table 1: Zaujaloma AI analysis

	CHATGPT 😨 NA NEBEZPEČNEJ ÚROVNI? 🚨 ČO PRINESIE #AI ROK 2025?[1]	ŠIALENÝ TÝŽDEŇ VO SVETE UMELEJ INTELIGENCIE 🔥🔥🔥 #AI NOVINKY[2]	7x Najlepšie nástroje na tvorbu AI videí 🚀[3]
Category A	news	news	educational
Category B	positive	positive	positive
Category C	professional, serious	professional, serious	professional, serious
Category D	graphics	graphics	graphics

[1] https://www.youtube.com/watch?v=zm54tuB_mjE.
[2] https://www.youtube.com/watch?v=x5Mx4WlYVXE.
[3] https://www.youtube.com/watch?v=ZFxxFqVdkmw.
Source: own processing, 2025.

Analysis reveals that Zaujaloma AI primarily focuses on delivering AI news (Category A), effectively mediating current developments for a broader audience by simplifying complex information. Consistent with a predominantly positive framing of AI (Category B), the creator emphasizes its potential and encourages tool adoption, particularly evident in the educational video demonstrating AI tools. The communication style aligns with a professional and serious narrative framing (Category C), utilizing standard Slovak without colloquialisms or overly casual language. Visually (Category D), the channel employs graphics primarily for channel promotion (calls to action) and incorporates various sound elements.

Miroslav Reiter – VITA Academy

He has 9.52k followers and posted 91 videos between January and March 2025. Only 2 videos were about AI tool ChatGPT. He adds videos where he informs his recipients about the latest news, offers tutorials and accredited courses and explains how various tools works, for example programming languages Python, Java, or Julia.

Table 2: Miroslav Reiter – VITA Academy analysis

	Online kurz ChatGPT - Ako je to s Právom na AI Vygenerovaný Obsah? Prehľad zákonov a rámcov[1]	Online kurz ChatGPT - Ako vytvoriť AI obsah v ChatGPT? Analýza tone of voice a štýlu písania[2]
Category A	ethics	educational
Category B	positive	positive
Category C	professional, serious	professional, serious
Category D	graphics	graphics

[1] https://www.youtube.com/watch?v=mwwxxx0hlRA.
[2] https://www.youtube.com/watch?v=7l1uOrNGUxM.
Source: own processing, 2025.

Miroslav Reiter's analyzed AI content, primarily targeting participants of his VITA Academy with educational tutorials (Category A) related to ChatGPT, is publicly accessible. Reiter frames AI positively (Category B) as a tool for enhancing efficiency in tasks. His narrative framing is consistently professional and serious (Category C), employing formal language appropriate for an educational or professional training context. Visual elements (Category D) are minimal, prioritizing functional demonstration through screen recordings accompanied by voice-over commentary, following a basic opening graphic.

AI v kostce

The authors of this YouTube channel are Roman Stolejda and David Bauckmann. This channel is followed by 3.5k followers and they have added 20 videos in the period January 2025 to March 2025. The videos deal with the ethics of AI, adding various tutorials, interviews, or podcasts.

Table 2: AI v kostce analysis

	07. Etika v AI: Odpovědnost v éře umělé inteligence. Kde jsou hranice mezi technologií a morálkou?[1]	AI Tutorial: Jak psát lepší e-maily s AI - Tipy, triky a ukázky v praxi[2]	AI Tutorial: Gamma (1/4) - Vaše nová zbraň pro rychlé a působivé prezentace[3]
Category A	ethics	educational	educational
Category B	neutral	positive	positive
Category C	professional, serious	professional, serious	professional, serious
Category D	graphics	graphics, supporting text	graphics, supporting text

[1] https://www.youtube.com/watch?v=xKSGbm1Xp8I.
[2] https://www.youtube.com/watch?v=U9S0HSINRr4.
[3] https://www.youtube.com/watch?v=WqEcvYDmz0A.
Source: own processing, 2025.

The creators of AI v kostce primarily focus on educational content (Category A), offering practical tutorials on AI tool usage. Alongside these, they address ethical dimensions of AI (Category A). While tutorials adopt a positive framing focused on utility (Category B), ethical discussions tend towards a more neutral framing to explore complexities. Their communication style across topics is consistently professional and serious (Category C). Visual strategies (Category D) include consistent branding (graphics like logos), the use of supporting text overlays, internal linking, and screen recordings for tutorial clarity. This reflects a generally positive outlook on AI's opportunities, balanced by an awareness of potential negative impacts explored in their ethics-focused content.

Marek Bartoš – coalbrain

He has 5.96k followers and posted 45 videos between January and March 2025. He adds videos where he informs his recipients about the latest news, offers tutorials and funny videos.

Table 2: Marek Bartoš – coalbrain analysis

	Poznáš FAKE? Reagujeme na AI videa! (zábava vs. nebezpečí)[1]	OpenAI varuje USA: Pokud NEdovolíte trénovat na chráněných datech, PROHRAJEME AI VÁLKU!"[2]	Zapomínáš, co se řešilo na schůzkách? AI to vyřeší za tebe![3]
Category A	entertainment	ethics	educational
Category B	positive	neutral	positive
Category C	personal, entertainment	personal, entertainment	personal, serious
Category D	graphics	graphics	graphics, animations

[1] https://www.youtube.com/watch?v=h7RvW7Sx7Pk.
[2] https://www.youtube.com/watch?v=TV22N5W_QPQ.
[3] https://www.youtube.com/watch?v=hrWMJDjYExQ.
Source: own processing, 2025.

Marek Bartoš (coalbrain) adopts a distinctly informal style, employing a personal and entertainment-oriented narrative framing (Category C) characterized by slang and expressive language, fostering a relatable, peer-like connection with the audience. The content blends entertainment with educational and ethical reaction elements (Category A), often framed positively or neutrally depending on the specific topic (Category B). Visually (Category D), the channel utilizes standard promotional graphics, illustrative animations that enhance the entertainment value, and screen recordings for practical demonstrations. The use of clickbait titles is also a notable strategy employed by this creator to attract viewers.

Onden&OndwaK

He has 77.5k followers and posted 4 videos between January and March 2025. He adds videos where he mainly teaches recipients how to work in various tools, including AI ones.

Table 2: Onden&OndwaK analysis

	ChatGPT která vám nelže: Grok 2.0 CZ Tutorial[1]	Konečně Evropská & Čínská ChatGPT: Deepseek & Le Chat CZ Tutorial[2]	Nejlepší AI je POŘÁD ZDARMA! (2025) ChatGPT CZ Tutorial[3]
Category A	educational	educational	educational
Category B	positive	positive	positive
Category C	personal, entertainment	personal, entertainment	personal, entertainment
Category D	graphics, animation, supporting text	graphics, animation, supporting text	graphics, animation, supporting text

[1] https://www.youtube.com/watch?v=T3E5Mw1sGHA.
[2] https://www.youtube.com/watch?v=c3XdBf-RQ_E.
[3] https://www.youtube.com/watch?v=ABa8P8evcsA.
Source: own processing, 2025.

Onden&OndwaK primarily delivers educational content (Category A) through tutorials for specific AI tools. The framing of these tools is generally positive regarding their utility (Category B). The narrative framing blends personal delivery with entertainment elements (Category C), reflected in occasional ironic or sarcastic commentary superimposed on a neutral instructional base. Visually (Category D), the channel heavily relies on annotated screen recordings for demonstration, supplemented by promotional graphics and engaging animations that reinforce the entertainment aspect of the communication style.

AI Univerzita

He has 9.97k followers and posted 32 videos between January and March 2025. He adds videos where he informs his recipients about the latest news, offers tutorials and tips or tricks.

Table 2: AI Univerzita analysis

	Omezení AI v Evropě – AI Act v kostce a co to znamená pro vás![1]	AI novinky #61 - Nová AI, která ovládne rok 2025[2]	3 triky v ChatGPT, které Ti denně ušetří hodiny práce (a stresu)![3]
Category A	ethics	educational	educational
Category B	positive	positive	positive
Category C	personal, serious	personal, serious	personal, serious
Category D	animations	animations	animations

[1] https://www.youtube.com/watch?v=TS55-XatBqo.
[2] https://www.youtube.com/watch?v=sV3iLwtExDg.
[3] https://www.youtube.com/watch?v=N1SS9sxsAM8.
Source: own processing, 2025.

AI Univerzita produces content covering AI news (educational) and ethical discussions alongside educational tutorials on AI tool usage (Category A), generally adopting a positive framing (Category B). The narrative framing is categorized as personal yet serious (Category C); while maintaining standard language without slang, the delivery appears somewhat relaxed. Visual elements (Category D) are primarily functional, consisting mainly of screen recordings with voice-over commentary and minimal use of other graphics or text. A simple animation referencing the associated website appears in the introduction. The channel's core strategy lies in combining practical education with considerations of AI ethics.

Discussion

Our qualitative content analysis of Slovak and Czech YouTube channels dedicated to AI reveals significant trends in how creators approach this complex topic. The predominance of educational content (found in 53% of analyzed videos) underscores the role these influencers play as key mediators and educators in the digital space, translating technical information and demonstrating tools for their audiences. The substantial presence of ethical discussions (24%) further highlights those creators, while often tech enthusiasts, are engaging with the societal implications of AI, moving beyond purely technical descriptions. News (12%) and entertainment (6%) constituted smaller but notable segments. This topical diversity reflects a broad audience interest, spanning practical guidance, critical reflection, and lighter engagement. Applying Framing Theory (Entman, 1993), our analysis found an overwhelming tendency towards positive framing (88% of videos), emphasizing AI's potential and utility. Even when addressing complex issues, the framing often remained neutral (12%), particularly in ethical discussions,

focusing on explanation rather than critique. Significantly, no explicitly negative or alarmist framing was identified in the analyzed corpus. While some video titles might employ sensational language for engagement (as seen with Marek Bartoš or Onden&OndwaK), the core content largely avoids dystopian narratives. This finding contrasts somewhat with broader media studies (e.g., Kochetova, 2023; Roe & Perkins, 2023) that often find more pronounced risk-focused narratives, suggesting these influencers may cultivate a more optimistic or pragmatically focused discourse, possibly reflecting their instructional goals and a shared "tech enthusiast" community identity.

In terms of communication style, the analysis, informed by Narrative Analysis concepts, revealed that creators frequently blend approaches. While a serious tone aimed at conveying information was prevalent (71%), a personal delivery style was also common (53%), suggesting creators often aim for both credibility and relatability. Less frequent, but still present, were explicitly professional (48%) or purely entertaining (29%) approaches. These findings suggest two primary stylistic groupings: a more formal, serious approach (e.g., "Zaujaloma AI," "Miroslav Reiter," "AI v kostce") catering perhaps to viewers seeking reliable technical information, and a more relaxed, personal, sometimes entertainment-infused style (e.g., "Marek Bartoš," "Onden&OndwaK") potentially lowering the barrier to entry for exploring AI and fostering stronger creator-viewer connections. Examining the visual rhetoric and multimodal strategies (Kress & van Leeuwen, 2006), the analysis showed a heavy reliance on graphics (82%), often for channel branding and calls-to-action, alongside functional screen recordings and explanatory text (29%). Animations (41%) were used notably by channels incorporating entertainment elements. Channels adopting a more professional, educational approach tended towards clearer, functional visuals prioritizing information delivery, while those focusing more on entertainment incorporated more elaborate animations and dynamic visuals, aligning with the "edutainment" trend observed on YouTube where education is delivered engagingly to maintain viewer attention.

Limitations

While this study provides valuable insights into the media strategies of Czech and Slovak AI YouTubers, several limitations should be acknowledged.

First, the qualitative nature of the content analysis, while offering depth, inherently limits the generalizability of the findings. The analysis is based on interpretation, and quantitative measures of prevalence across the entire landscape were not employed.

Second, the sample size, consisting of 6 channels and 17 videos, is relatively small. Although selected based on specific criteria to capture active influencers,

the findings may not fully represent the diversity of all AI-related content creators within the Czech and Slovak YouTube ecosystems, particularly smaller or emerging channels excluded by the subscriber threshold. Furthermore, analyzing only a limited number of recent videos per channel provides a snapshot rather than a longitudinal view of their strategies, which may evolve over time.

Third, the analysis focused on a specific, relatively narrow time frame (January 2025 – March 2025). Given the rapid pace of development in AI, the topics, tools, and creator strategies prevalent during this period might differ from those in preceding or subsequent months. Fourth, this study examined content exclusively on YouTube. Creators may employ different strategies or address different facets of AI on other platforms (e.g., TikTok, podcasts, blogs), which were outside the scope of this research.

Finally, this analysis focused solely on the creator's content and inferred strategies. It did not include an analysis of audience reception, engagement metrics beyond subscriber counts, or the actual impact of these videos on viewers' understanding or perception of AI. Therefore, conclusions about the influence of these creators are based on the potential suggested by their strategies, not on measured audience effects. These limitations highlight avenues for future research, including larger-scale quantitative analyses, longitudinal studies tracking strategy evolution, cross-platform comparisons, and audience reception studies.

Conclusion

Overall, our qualitative content analysis of Slovak and Czech YouTube channels dedicated to AI demonstrates that educational topics—particularly tutorials and guides—predominate, highlighting the significant role these creators play in mediating complex technological knowledge for their audiences. While generally optimistic about AI's potential, reflected in the dominant positive or neutral framing consistent with Framing Theory principles, these creators also engage prominently with ethical discussions, indicating an awareness of AI's potential risks and limitations. Notably, distinctly negative or alarmist perspectives were absent in the analyzed content, suggesting these influencers often favor a balanced or pragmatic approach over dystopian narratives sometimes found in other media forms.

Our findings further underscore the strategic blending of narrative styles. Most creators effectively balance a formal, serious tone necessary for conveying credibility with a more relaxed, personal style conducive to building rapport and engagement within the YouTube environment. This duality, interpretable through concepts of narrative construction and potentially parasocial interaction (cf. Ledbetter, 2022), allows them to cater to diverse

audience expectations—serving viewers seeking reliable technical insights as well as those preferring more relatable, accessible content.

In terms of visual rhetoric, the frequent use of graphics, animations, and supplementary text highlights the importance creators place on accessible and engaging presentations within this multimodal platform (Kress & van Leeuwen, 2006). Whether adopting an "edutainment" approach rich in animations or a more traditional instructional style reliant on clear screen recordings, creators appear mindful of leveraging visual elements to hold viewer attention while clarifying complex material.

Taken together, these observations confirm a growing public appetite for AI-related content within the Czech and Slovak digital spheres, with YouTube creators actively responding through diverse educational and ethical perspectives. The trend of predominantly positive or neutral framing, balanced by a recognition of ethical and regulatory dimensions, suggests that YouTube, as a key platform for participatory culture and information dissemination (Burgess & Green, 2018), is playing an influential role in shaping how specific language communities understand and engage with the rapidly evolving field of artificial intelligence. Further research could explore audience reception of these varied strategies and compare influencer discourse across different cultural or linguistic contexts.

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Media Strategies of Czech and Slovak YouTube Influencers Reporting on Artificial Intelligence

Abstract

Abstract: This study explores the media strategies of Czech and Slovak YouTube influencers specializing in artificial intelligence (AI) reporting and analysis. Focusing on content creators who primarily produce tech-oriented content about AI technologies, tools, and industry developments, the research examines their communication approaches, audience engagement techniques, and the role of these influencers in shaping public understanding of AI. Through a comprehensive content analysis and qualitative research methodology, the study investigates how these tech-focused YouTubers construct narratives around AI, select topics, and mediate complex technological information for their audience. The research provides insights into the emerging landscape of tech commentary in Slovak digital media, highlighting the unique communication strategies employed by AI-focused content creators in translating complex technological discourse for a broader audience.

Keywords: artificial intelligence, digital media strategies, digital platforms, YouTube influencers

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