

# Research Dialogues

- Sana Rehmat -

**Have You Lived Through the Story?**

**Exploring the Limitations of Inclusion in Virtual Versus Human  
Influencer Marketing**

## Abstract

This study examines how AI-generated virtual influencers affect storytelling in disability-focused influencer marketing. Across a pilot study and two experiments, it shows that human influencers are more effective than virtual influencers because they are perceived as more credible and better able to create narrative transportation. This leads to stronger emotional attachment, more favorable brand attitudes, and higher willingness to buy. The findings identify disability narratives as a critical boundary condition for AI-mediated persuasion and suggest that brands should carefully consider credibility, transparency, and authenticity when using virtual influencers in social change campaigns.

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h. 09.00 - 10.30

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Online - Webex

