

**LongDbName:** Business Source Premier

**ShortDbName:** buh

**AN:** 182497101

**Title:** Concerns linger even as consumers embrace generative AI.

**PublicationDate:** 20250108

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**DocTypes:** Article;

**PubTypes:**

**CoverDate:** 1/8/2025

**PeerReviewed:**

**Source:** Fashion Dive

**IsiType:** JOUR

**DOIDS:** ;

**ISBNs:** ;

**ISSNS:** ;

**PublisherLocations:** ;

**RecordType:** ARTICLES

**BookEdition:**

**Publisher:** Industry Dive

**PageStart:** N.PAG

**PageEnd:** N.PAG

**PageCount:**

**Volume:**

**Issue:**

**Abstract:** The article focuses on consumer concerns and trust regarding Artificial Intelligence (AI). Topics include the impact of AI on online trust, with many consumers expressing skepticism about AI-generated content; the importance of transparency in labeling AI-generated material and detecting deepfakes; and the need for clear data privacy and security policies from technology providers to build consumer confidence and ensure responsible use.

**Language:** eng

**Subjects:** ;

**plink:** <https://research.ebsco.com/linkprocessor/plink?id=278cdb0e-ea0f-32e9-aca2-a14f7999982e>