



GROUP E3

# *AI-Generated Ads*

What's the deal?



# *Team Members*



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## **Summary**

# *What are AI-Generated Ads?*

Advertisements created using artificial intelligence to target specific audiences.

Marketers can input their target demographic, marketing goals, brand colors, etc., into platforms such as AdCreative.ai or Smartly.io.

Generally, these are used to enhance productivity and generate suggestions, but there have been instances of fully AI generated ads displayed to customers.

Consumers have shared their thoughts...

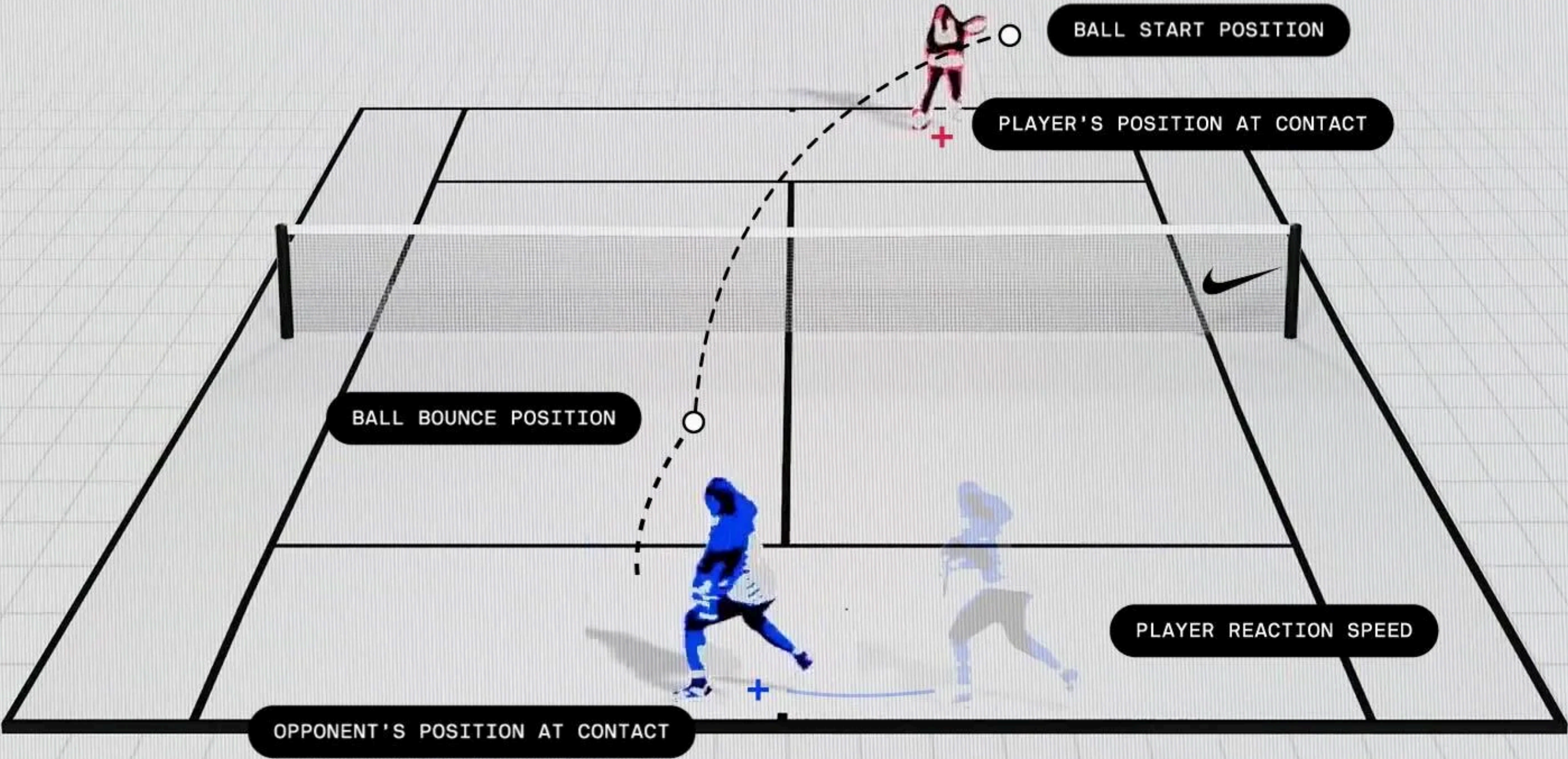


*LESS  
EXPENSIVE  
THAN  
CREATING  
MULTIPLE  
VERSIONS OF  
THE SAME AD*

*TRACK ROI  
MORE  
ACCURATELY*

*ANALYZING  
DATA FROM  
PREVIOUS  
CAMPAIGNS  
AND  
ADJUSTING  
ACCORDINGLY*





●	1999	S. Williams	0
	2017	S. Williams	0



# The Data

	D	E	F	G	H	I	J
	date	timestamp	score	upvotes	downvotes	golds	comment
er	45448	1.7E+09	1	1	0	0	[If this post
el	45448	1.7E+09	16	16	0	0	I am senio
d	45448	1.7E+09	3	3	0	0	I didn't thin
el	45448	1.7E+09	3	3	0	0	True. And as
d	45448	1.7E+09	1	1	0	0	yes exactly a
9!	45449	1.7E+09	1	1	0	0	Feedback lo
d	45449	1.7E+09	1	1	0	0	Google is a
r	45449	1.7E+09	1	1	0	0	Curious, fo
el	45450	1.7E+09	3	3	0	0	We were do
el	45448	1.7E+09	14	14	0	0	Right now i
d	45448	1.7E+09	6	6	0	0	sounds like
ir	45450	1.7E+09	1	1	0	0	I 100% thin
d	45450	1.7E+09	1	1	0	0	it's already p
	45448	1.7E+09	5	5	0	0	I predict it w
	45448	1.7E+09	3	3	0	0	The eventua
r	45448	1.7E+09	2	2	0	0	I'm optimist
el	45448	1.7E+09	1	1	0	0	Don't bet oc
d	45448	1.7E+09	1	1	0	0	agreed, I jus
1	45449	1.7E+09	1	1	0	0	It's not great
d	45449	1.7E+09	1	1	0	0	graphic des
1	45449	1.7E+09	1	1	0	0	Yeah my cor
	45448	1.7E+09	1	1	0	0	Completely
er	45526	1.7E+09	1	1	0	0	##Welcome
7	45526	1.7E+09	6	6	0	0	A potential
e	45526	1.7E+09	1	1	0	0	Who will th
u	45526	1.7E+09	1	1	0	0	AI isn't goin
7	45527	1.7E+09	2	2	0	0	You missed
7	45527	1.7E+09	1	1	0	0	I don't unde
	45526	1.7E+09	3	3	0	0	Does it reall
5	45526	1.7E+09	4	4	0	0	Im getting a

## ALL EXCEL FILES - REDDIT.xlsx

- Reddit discussions
- How do people feel about AI?

## YouTube Comments - ALL.csv

- “Artificial Intelligence | 60 Minutes Full Episodes”
- "Godfather of AI" Geoffrey Hinton: The 60 Minutes Interview”
- Analyzed comment section of the YouTube videos.

## Links

- [https://miamioh.instructure.com/files/33671943/download?download\\_frd=1&verifier=k4uGqE9qAiimoBWBBsvspPZqwA0xk5g1TBQcBpPi](https://miamioh.instructure.com/files/33671943/download?download_frd=1&verifier=k4uGqE9qAiimoBWBBsvspPZqwA0xk5g1TBQcBpPi)
- [https://miamioh.instructure.com/files/33671945/download?download\\_frd=1&verifier=Zamn44rieaDliAQCS9fRV2wDrQZh64pIVVb99btD](https://miamioh.instructure.com/files/33671945/download?download_frd=1&verifier=Zamn44rieaDliAQCS9fRV2wDrQZh64pIVVb99btD)

## *Finding #1*

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People think that AI has  
ethical violations.

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# *What are people saying?*



“I am also thinking about ethics of AIs.  
Even in human history, a lot of  
dictators killed many people.”

“Who cares if it accomplishes the  
same goal and isn’t misrepresenting  
a product to maintain ethics.”



“why he didn’t speak up when  
Google’s former AI Ethics Team got  
fired for bringing up their concerns  
regarding the LLMs behind AI 🤔”

“It’s logical. Ethical? No.  
Misleading? Yes.”



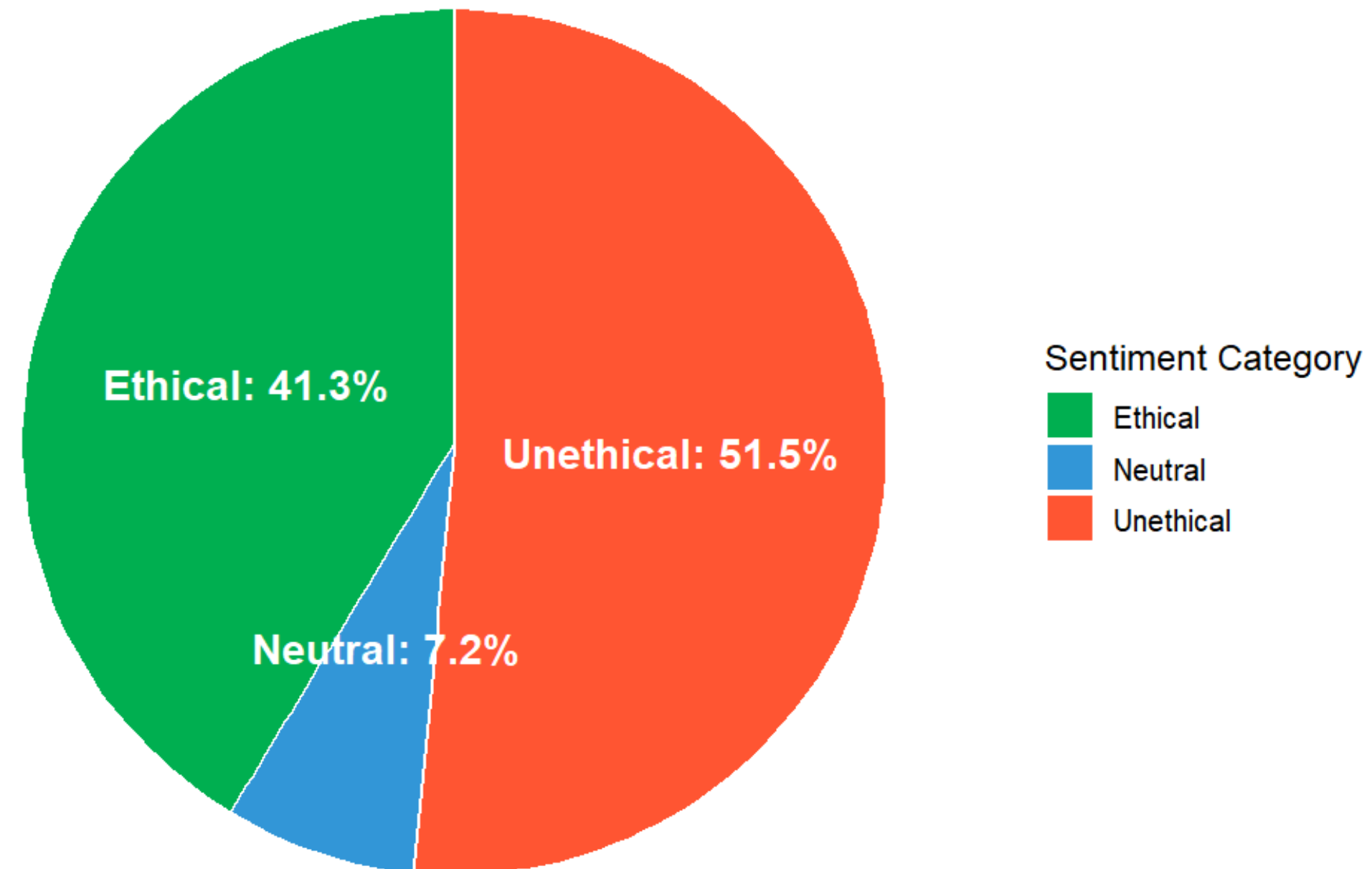
# *Data Analysis/RCode Output*

Based on the YouTube comments  
we analyzed...

**51.5%**

of users believed that how AI is  
being used is “unethical”

**Sentiment Breakdown in Ethical-Related Comments**



# *What does this mean?*

## **Observation**

- Negative sentiments often center around bigrams like "corporate greed" and "fake news," indicating significant public apprehension about AI's misuse, potential for bias, or ethical violations.

## **Inference**

- The audience perceives AI as a tool that could either democratize opportunities or exacerbate existing inequalities, especially when developed or deployed by large corporations with vested interests.

## **Insight**

- There is a clear need for transparent and ethical AI practices. Public trust could be improved by initiatives such as open-source AI tools, clear ethical guidelines, and policies addressing bias and fairness.



*Recommendation #1*

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Promote Transparency!



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## *Finding #2*

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Optimism About AI's  
Transformative Potential

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# *What are people saying?*



“I predict it will generalize creativity and concepts”



“ai has the potential to make us... perhaps creatively as well...”

“Yes. I’ve seen quite a few ad campaigns with high ROAS that are killing it with Gen AI content.”





# *Data Analysis/RCode Output - Reddit*

- "Creative," "successful," and "improve" show a belief between AI and its potential to drive innovation in the future
- Terms such as "trust," "worth," and "valuable" show optimism and confidence in AI's ability to contribute positively.
- Words like "fast," "helpful," and "easier" emphasize AI's practical advantages in simplifying tasks and improving efficiency.



# *What does this mean?*

## **Observation**

- Positive comments frequently include words and phrases like "thank you" or "innovative solution," emphasizing appreciation for AI's potential to solve complex problems (e.g., in medicine, automation, or creativity).

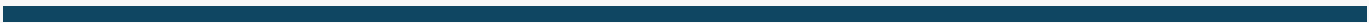
## **Inference**

- While concerns persist, there's also significant optimism about AI's ability to enhance efficiency, improve lives, and create new possibilities.

## **Insight**

- Companies and researchers can amplify this optimism by showcasing real-world success stories of AI solving important problems and demonstrating its potential for good.

*Recommendation #2*



Highlight Success Stories!





*Finding #3*

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Fear of Loss of Jobs

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.....

# *What are people saying?*



“AI is going to take our jobs - its been asked a lot!”



“Appear from the people who are losing their jobs, which is obviously bad...”

“Who will they advertise to if AI and outsourcing take our jobs?”



# 39%

*of the YouTube  
comments mention  
fear of job loss...*

*(Based on the R analysis)*

```
> # Print the percentage of Fearful comments  
> print(paste("Percentage of Fearful Comments About Job Loss:", round  
(fearful_proportion, 2), "%"))  
[1] "Percentage of Fearful Comments About Job Loss: 39.02 %"
```



# *What does this mean?*

## **Observation**

- Comments reveal a tension between excitement about AI-driven automation and fear of job displacement. Terms like "fear" and "job loss" appeared in negative contexts, while words like "efficiency" and "time-saving" were used positively.

## **Inference**

- This reflects the dual nature of public opinion: while some see AI as a path to reducing repetitive tasks and enabling human creativity, others fear significant disruption to employment markets.

## **Insight**

- Policymakers and industry leaders should address these fears proactively by investing in reskilling initiatives, promoting AI literacy, and ensuring that automation benefits are equitably distributed.

*Recommendation #3*

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Address Workforce Concerns!

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# Summary

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## Promote Transparency

- Ethical concerns should be mitigated by clear guidelines and open communication.

## Highlight Success Stories

- Showcase how AI positively impacts society to foster trust and excitement.

## Address Workforce Concerns

- Offer reskilling programs and policies that ensure AI adoption benefits all segments of society.



*THANK YOU*

*Questions?*



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