Question:
What are the key recurring themes across the uploaded materials regarding ethical concerns in AI-driven marketing? in English

Evaluation:
i. Accuracy and Relevance of the AI-Generated Output
The themes identified by NotebookLM are highly accurate and contextually relevant to the ethical concerns outlined in the uploaded materials. The system effectively detected six major recurring themes. Each theme was described in clear academic language and grounded in evidence, with nuanced elaboration (e.g., "creepy personalization," "moral hazard," and "control paradox"). The output aligned well with the content of the uploaded academic papers and class notes, indicating a high level of semantic understanding. No hallucinated concepts were observed—every insight could be traced to concepts within the source material.

ii. Usefulness in Academic Workflows
This functionality is especially valuable for students conducting literature reviews, essay planning, or preparing for comprehensive exams. By organizing ethically complex topics into thematic clusters, NotebookLM supports conceptual synthesis, cross-source integration, and deeper critical reflection. For example, the grouping of "Information Asymmetry" with "Exploitation" helped reveal underlying power dynamics that would otherwise be scattered across documents. Additionally, by presenting the themes in a structured format, the tool saved time in note consolidation and provided a ready-made thematic map for writing tasks.

iii. Limitations or Concerns
While highly convenient, this functionality poses a risk of over-reliance on AI-generated thematic structures, which may discourage deep engagement with source material. By automating the identification of key ideas and patterns, students may adopt a passive learning approach, depending on the AI's interpretation rather than practicing critical reading and independent synthesis. This may erode important academic skills such as analytical comparison, perspective evaluation, and argument construction. Moreover, there is a concern that students might accept the AI's conceptual groupings as definitive, without questioning whether alternative interpretations exist. To preserve academic integrity and learning outcomes, it is essential that this functionality be used as a supportive tool, not a substitute for active, critical thinking.

Evidence:
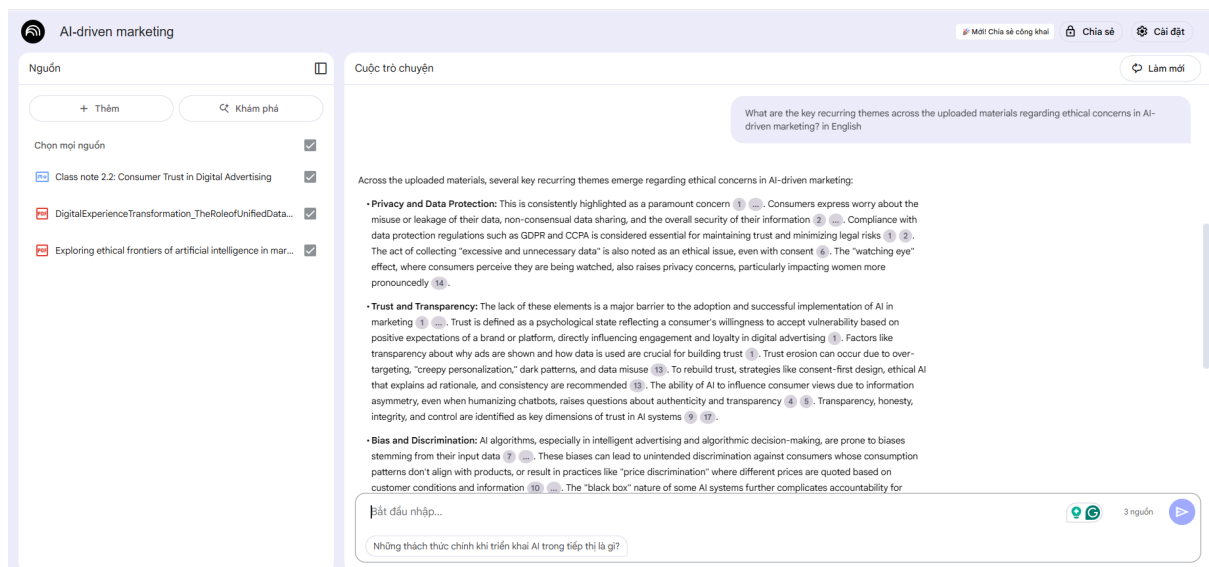
NotebookLM full result:

Across the uploaded materials, several key recurring themes emerge regarding ethical concerns in AI-driven marketing:

- **Privacy and Data Protection:** This is consistently highlighted as a paramount concern. Consumers express worry about the misuse or leakage of their data, non-consensual data sharing, and the overall security of their information. Compliance with data protection regulations such as GDPR and CCPA is considered essential for maintaining trust and minimizing legal risks. The act of collecting "excessive and unnecessary data" is also noted as an ethical issue, even with consent. The "watching eye" effect, where consumers perceive they are being watched, also raises privacy concerns, particularly impacting women more pronouncedly.
- **Trust and Transparency:** The lack of these elements is a major barrier to the adoption and successful implementation of AI in marketing. Trust is defined as a psychological state reflecting a consumer's willingness to accept vulnerability based on positive expectations of a brand or platform, directly influencing engagement and loyalty in digital advertising. Factors like transparency about why ads are shown and how data is used are crucial for building trust. Trust erosion can occur due to over-targeting, "creepy personalization," dark patterns, and data misuse. To rebuild trust, strategies like consent-first design, ethical AI that explains ad rationale, and consistency are recommended. The ability of AI to influence consumer views due to information asymmetry, even when humanizing chatbots, raises questions about authenticity and transparency. Transparency, honesty, integrity, and control are identified as key dimensions of trust in AI systems.
- **Bias and Discrimination:** AI algorithms, especially in intelligent advertising and algorithmic decision-making, are prone to biases stemming from their input data. These biases can lead to unintended discrimination against consumers whose consumption patterns don't align with products, or result in practices like "price discrimination" where different prices are quoted based on customer conditions and information. The "black box" nature of some AI systems further complicates accountability for these biases.

- **Information Asymmetry and Potential Exploitation:** AI's capacity to gather and analyze vast amounts of customer data creates an "information imbalance" or "asymmetrical redistribution of power" between companies and consumers. This disparity can lead to situations where businesses exploit vulnerabilities through "behavioural biases, deception, and addiction generation" or use information for "ulterior motives" such as overcharging or nudging consumers. The concept of "moral hazard" is also raised, where suppliers can influence customer perceptions due to this information imbalance.
- **Consumer Autonomy and Control:** AI's ability to make decisions on behalf of consumers can lead to a perceived loss of consumer autonomy, forming what is termed the "control paradox". Questions arise about who maintains control when AI interacts with customers, particularly with advanced generative AI. "Creepy personalization," where personalization feels invasive rather than helpful, directly relates to this concern.
- **Social Impact and Dehumanization:** Concerns exist about the broader societal implications of AI, including the potential for "dehumanization, social deprivation, and inequality due to affordability". Specifically in service industries, the replacement of human employees by robots is viewed as a cause for ethical concern, potentially leading to unemployment and hardship. This issue is particularly relevant in the context of corporate digital responsibility (CDR), which emphasizes the responsible use of technology and data.