

Artificial intelligence (AI) technologies are computer programs, algorithms or any kind of machines that can autonomously learn and perform behaviors typically considered human (such as making decisions about which route to take and which product to buy; predicting consequences of certain choices, driving a car, diagnosing health problems etc.). Recent developments in automated technologies show that **AI can also successfully mimic and produce content**. For example, AI can write exciting stories or poems (a Harry Potter sequel was written by a Botnik Studios' algorithm; Xiaoice, a Microsoft's chatbot, published its poetry collection in 2017). AI can draw professional paintings (see Robot Art contest archives); it can compose and play music; it can even mimic legendary artists (see Yamaha's AI playing Bach like Canadian pianist Glenn Gould); it can also develop personalized advertising copy. In sum, autonomous computers can now perform and imitate human artwork, and they create content with impressive craftsmanship.

Even though AI can produce highly professional advertising copy and visuals, **little is still known on how consumers would cope with AI as a source of advertising content**. Out of very limited number of studies in this area, one cannot draw straightforward conclusions, because most of the findings are inconsistent and certain questions are still unanswered. In the current project I therefore plan to **run a series of experiments to bridge this gap**. Specifically, I will conduct four experimental studies:

Study 1 will test the **mechanisms** behind consumer responses to AI- versus human-produced advertising content.

Study 2 will test how consumers respond to **humor in advertising** produced by AI (versus human).

Study 3 will test how **anthropomorphism** impact consumer responses to AI- versus human-generated advertising content.

Study 4 will test what happens when AI makes a **mistake**. Specifically, I will investigate consumer responses to AI-generated advertising content that contains various types of errors, such as a pixelated image or a grammar mistake.

My project offers several important **contributions**:

1. It will **help explain inconsistencies in prior research findings** on AI- versus human-produced messages by forwarding and testing various **moderators and mechanisms** behind consumer responses to AI as a source of content.
2. It will **help extend our knowledge** on how consumers evaluate AI with a **sense of humor** and AI as a source of **humorous** advertising content.
3. It will **provide new information** on how **anthropomorphic** thinking about automated author of an advertisement can impact subsequent responses.
4. It will **help better understand the phenomena of mistakes in human-AI interactions**. Inquiries about **AI mistakes** are of the **highest importance** to academia and industry (e.g., with regard to autonomous vehicles or medical diagnosis), and past research shows that people are less forgiving toward AI than human agents (even if the former one performs better). **No one**, however, **has investigated how consumers cope with flawed content produced by AI** (versus a human). And this project attempts to bridge this gap.