

Artificial Intelligence disclaimer: coping regulatory effects through ad customization in social media

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Abstract

Generative Artificial Intelligence (GenAI) involves creating new and unique content based on training data, such as images, audio, text, videos, and music, and employing it in company interactions with customers. European Union regulations establish that customers must be able to detect that such content is artificially generated or manipulated. Conveying such information might harm communicational aspects, leading to wasted resources. Focusing on advertising on social media, this ongoing research aims to assess this potential risk and evaluate content customization as a solution. Our first results confirm that Artificial Intelligence disclaimers indeed reduce the effectiveness of GenAI advertising and suggest that companies might partially overcome this effect by offering content adapted to each customer.

Keywords: generative AI, disclaimer, EU regulation

Track: Digital Marketing & Social Media