

## “Made by AI”: The Impact of Source Labeling on User Perception of Social Media Ads

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### Abstract

This study explores how users perceive social media advertisements when they are aware of the use of artificial intelligence (AI) in their creation. As artificial intelligence (AI) tools become increasingly prevalent in content production, it is imperative to comprehend the impact of these tools on audience response. The study utilizes a design in which participants are presented with two identical advertisements created using artificial intelligence (AI). One of the items is labeled "made by AI," while the other lacks such a label. Participants are tasked with evaluating each visual according to six criteria: trustworthiness, purchase intention, creativity, visual appeal, professionalism, and brand quality. The participants represent a diverse range of age groups, including the X, Y, and Z generations. The study examines how users respond to the revelation that AI was employed in the creation of the visuals, despite the content remaining unchanged. This study contributes to the discourse surrounding transparency in AI on social media and provides marketers with insights into leveraging AI in their content. Additionally, it examines the impact of familiarity with AI usage on perceptions across diverse age demographics in the context of digital advertising.

### Keywords

AI generated advertising, source labeling, perceived trust, generational differences, disclosure effects.