Automated Graphics Video Ad Creation: A Comparative Study of Human vs. AI-Generated Content

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Abstract:

This study analyzes and compares user perceptions, preferences, and experiences with graphical video commercials, with a specific focus on differentiating differences between content provided by artificial intelligence and content generated by humans. The study used a mixed-methods approach, integrating surveys and thematic analysis of secondary data to obtain a comprehensive understanding of this constantly evolving landscape. The objective of the research is to examine user views and preferences, compare user experiences with AI-generated advertising and human-generated advertising, and analyze industry trends and adoption rates utilizing secondary data sources.

A stratified random selection technique will be utilized to choose a sample of 250 people. The survey instrument, designed with Likert scale inquiries, aims to gather quantitative data on user preferences and emotional responses. Furthermore, a comprehensive literature review has been conducted to identify any pertinent studies and publications regarding user perspectives on graphics and video advertisements, specifically emphasizing content produced by artificial intelligence.

The examination of secondary data has involved examining industry reports, market assessments, and academic publications to provide historical context and industry trends about the utilization of artificial intelligence in advertising. The research methodology has integrated ethical considerations, encompassing the acquisition of informed consent from participants and safeguarding the confidentiality of their data.

Keywords: *Advertising, Machine Learning, Audience attention, Content analysis.*

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