



Ethical Implication of AI in Advertising Practices: A Study on Fantasy Cricket Apps' Advertisements

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Abstract

The advent of Artificial Intelligence in advertising has revolutionized the way businesses interact with their customers, particularly in the context of fantasy cricket apps. The integration of Artificial Intelligence in fantasy cricket app advertising, particularly through personalized recommendation algorithms and targeted advertisements, has raised concerns regarding data privacy, manipulation, and user autonomy.

This study aims to investigate the ethical implications of AI-driven targeted advertising in fantasy cricket apps, examining how these algorithms shape user behaviour and decision-making. This study expects a significant contribution in the development of responsible AI-powered advertising practices in the fantasy cricket apps, offering valuable insights for policymakers, industry stakeholders, and users.

The semiotics analysis will be used to meet its aim. The quantitative analysis of the present study is descriptive in nature and the qualitatively analysed part of the study is exploratory in nature. The exploratory part of the present study will provide insight about the ethical implication of advertising practices. The study will examine the AI-powered/generated advertisements published on Twitter (now X) handle of Dream11. The study will provide a comprehensive understanding of the benefits and risks associated with AI-powered/generated advertising in fantasy cricket apps.

Keywords: AI, Advertising, Ethics, Fantasy Cricket Apps.

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