Artificial Intelligence for Advertising Research *(March 26, 2020 at 1:00 p.m.-4:30 p.m.)*
by Hairong Li (Michigan State University)

One of the latest advances in advertising is the rise of artificial intelligence (AI) in recent years. Comprising largely machine learning, natural language process, artificial neural network, voice recognition and computer vision, AI has great potential for betterment in many aspects of advertising, such as consumer insight generation, advertising creativity, media planning and execution, and campaign optimization and effectiveness assessment. It is likely to add more humane elements to the increasingly popular programmatic advertising, which still generates large amounts of irrelevant and annoying ads. Thus, AI has become a new subject for advertising research and education.

Hairong Li

Growing interest in AI and advertising is already manifested in the AAA community. A special topics session on the role of AI in advertising at the 2019 AAA conference, chaired by Harsha Gangadharbatla, attracted a roomful of audience even though it was on Sunday morning and generated lively discussion among the attendees and panelists. A special section of the *Journal of Advertising* on AI and Advertising, guest edited by Hairong Li, was released in September 2019. The special section consists of four articles that cover the impact of AI on the process of advertising, the role of AI in advertising creativity, an algorithm for personal ad creation, and a recommender system for two-sided media platforms. Intelligent advertising is defined as consumer-centered, data-driven, and algorithm-mediated brand communication in the special section. Shelly Rodgers, incoming editor in chief of the *Journal of Advertising*, recently distributed a themed issue call for papers on promises and perils of artificial intelligence and advertising. The call states that AI research is gaining momentum in many fields such as marketing, communication, psychology, technology and health, but research on AI and advertising is limited, suggesting significant opportunities.

To address the need for ideas to stimulate research on AI and advertising, this half-day pre-conference will explore some fundamental issues, such as most advertising-relevant AI technologies, intelligent advertising as a hybrid of salesmanship and salesmachineship, the role of AI in consumer experience, AI-powered creativity, personalization,

and the effectiveness of recommender systems vs. human recommendations. Seven thought leaders who have done research in these areas will share their studies and perspectives. They are Harsha Gangadharbatla, University of Colorado, Boulder; Louisa Ha, Bowling Green State University; Jisu Huh, University of Minnesota; Scott Koslow, Macquarie University; Cong Li, University of Miami; Yuping Liu-Thompkins, Old Dominion University; and Guohua Wu, California State University, Fullerton.

For more information, please contact the pre-conference chair Hairong Li, Michigan State University via email: hairong@msu.edu.