

APPENDIX

Table S1. Study 1 Online Survey

Q1 (TYPE: DESCRIPTION [Each question appeared on a separate page])

Welcome to our survey. Please read the survey questions carefully and answer as honestly as possible. There are no right or wrong answers, only your valuable opinions.

Q2 (TYPE: DESCRIPTION)

We're interested in your opinions about a series of sponsored Instagram posts. We'll show you EIGHT posts.

Please look at each and then after viewing them, answer the survey questions that follow. Thank you!

Q3 (TYPE: DESCRIPTION [Test ad image])

Dr Pepper

Q4 (TYPE: DESCRIPTION [Test ad image])

McCormick

Q5 (TYPE: DESCRIPTION [Test ad image])

Cadillac

Q6 (TYPE: DESCRIPTION [Test ad image])

M&Ms

Q7 (TYPE: DESCRIPTION [Test ad image])

Eggo

Q8 (TYPE: DESCRIPTION [Test ad image])

Magnum

Q9 (TYPE: DESCRIPTION [Test ad image])

Pringles

Q10 (TYPE: DESCRIPTION [Test ad image])

Colgate

Q11 (TYPE: DESCRIPTION)

GREAT! Now let's get your reactions to the posts you just viewed.

Q12 (TYPE: OPEN-ENDED [Followed by a text entry box; page would not advance unless something was entered in the box])

The posts you just viewed included ads. Did any ads stand out? Please list the brands and products (e.g., Tide laundry detergent, Farmers insurance, etc.) that you remember seeing in today's session. Please separate the brands and products with a comma (e.g., Tide laundry detergent, Farmers insurance, etc.).

Q13 (TYPE: MULTIPLE SELECTION [At least one needed to be selected])

Can you identify brands that were advertised during your session today from the list below? Some brands were advertised and others were not. Check on all of the brands you remember seeing ads for.

- | | |
|--|---|
| ☐ McCormick | ☐ Haagen-Dazs |
| ☐ Pringles | ☐ Aquafresh |
| ☐ Cadillac | ☐ Pepsi |
| ☐ Lays | ☐ Eggo |
| ☐ Colgate | ☐ Spice World |
| ☐ Skittles | ☐ Dr Pepper |
| ☐ Morton | ☐ Crest |
| ☐ M&Ms | ☐ Range Rover |
| ☐ Magnum Ice Cream | ☐ Pop Tarts |
| ☐ Ruffles | ☐ Reece's Pieces |
| ☐ Jimmy Deans | ☐ BMW |
| ☐ Coke | ☐ Ben & Jerry's Ice Cream |

Q14 (TYPE: DESCRIPTION)

For the next set of questions, you'll be presented with pairs of brands. We ask that you please select one of the two brands that you would most likely purchase or use if you could.

Q15 (TYPE: SINGLE SELECTION [One needed to be selected])

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Tide Laundry Detergent
- ☐ Gain Laundry Detergent

Q16 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Eggo
- ☐ Pop Tarts

Q17 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely sign up for if you could?

- ☐ Lays
- ☐ Pringles

Q18 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Cadillac
- ☐ BMW

Q19 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Reece's Pieces
- ☐ M&Ms

Q20 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you were in the market for a compact car?

- ☐ Crest
- ☐ Colgate

Q21 (TYPE: SINGLE SELECTION)

Based on the options below, which bank would you most likely open an account with if you could?

- ☐ Dr Pepper
- ☐ Pepsi

Q22 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you were in the market for an SUV car?

- ☐ Spice World
- ☐ McCormick

Q23 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Ben & Jerry's
- ☐ Magnum

Q24 (TYPE: SLIDER, 1 - 7 SCALE [Slider had to be moved to progress])

Using the following scale, please rate your impression of the Cadillac brand.

...

Q31 (TYPE: SLIDER, 1 - 7 SCALE)

Using the following scale, please rate your impression of the M&Ms brand.

Q32 (TYPE: DESCRIPTION)

Now let's see how you felt about the ad creative.

Q33 (TYPE: SINGLE SELECTION [One needed to be selected to progress])

Thinking about this ad for Colgate toothpaste, which of the following statements best describes your feelings about the ad?

- ☐ I liked it very much
- ☐ I liked it
- ☐ I liked it a little
- ☐ I was neutral (I neither liked or disliked it)
- ☐ I disliked it a little
- ☐ I disliked it
- ☐ I disliked it a lot
- ☐ I do not remember seeing an ad for Colgate toothpaste

Q34 (TYPE: SLIDER, 1 - 7 SCALE)

Please indicate the degree to which you agree or disagree with the following statement: "I thought the ad looked professionally created."

...

Q46 (TYPE: SINGLE SELECTION [One needed to be selected to progress])

Thinking about this ad for Cadillac, which of the following statements best describes your feelings about the ad?

- ☐ I liked it very much
- ☐ I liked it
- ☐ I liked it a little
- ☐ I was neutral (I neither liked or disliked it)
- ☐ I disliked it a little
- ☐ I disliked it

- I disliked it a lot
- I do not remember seeing an ad for Cadillac

Q47 (TYPE: SLIDER, 1 - 7 SCALE)

Please indicate the degree to which you agree or disagree with the following statement: “I thought the ad looked professionally created.”

Q48 (TYPE: MULTIPLE SELECTION [At least one needed to be selected])

Which of the following will you buy in the next year?

- Toothpaste
- Chocolate
- Potato Chips
- Automobile
- Ice Cream
- Cooking Spices
- Soda
- Breakfast Waffle

Q49 (TYPE: MULTIPLE SELECTION)

Which of the following brands have you bought or used in the past six months?

- Colgate Toothpaste
- M&Ms Chocolate
- Pringles Potato Chips
- Cadillac
- Magnum Ice Cream
- McCormick Cooking Spices
- Dr Pepper
- Eggo Breakfast Waffle

Q50 (TYPE: DESCRIPTION)

Thank you for participating in this survey!

Table S2. Study 2 Online Survey

Q1 (TYPE: DESCRIPTION [Each question appeared on a separate page])

Welcome to our survey. Please read the survey questions carefully and answer as honestly as possible. There are no right or wrong answers, only your valuable opinions. We’re interested in your opinions about a series of TV ads. [Group C: ALL OF THE ADS YOU ARE ABOUT TO SEE WERE CREATED USING AI. Everything you will see was AI generated (the people, products, locations, etc.).] We’ll show you NINE ads. Please look at each and then after viewing them, answer the survey questions that follow. Thank you!

Q2 (TYPE: DESCRIPTION [Test ad video])

Apple

Q3 (TYPE: DESCRIPTION [Test ad video])

Capital One

Q4 (TYPE: DESCRIPTION [Test ad video])

Doritos

Q5 (TYPE: DESCRIPTION [Test ad video])

Fairy Dishwashing Liquid

Q6 (TYPE: DESCRIPTION [Test ad video])

Fiat

Q7 (TYPE: DESCRIPTION [Test ad video])

Frost Bank

Q8 (TYPE: DESCRIPTION [Test ad video])

Lincoln Navigator

Q9 (TYPE: DESCRIPTION [Test ad video])

Snickers

Q10 (TYPE: DESCRIPTION [Test ad video])

Xyzal

Q11 (TYPE: DESCRIPTION)

GREAT! Now let's get your reactions to the ads you just viewed.

Q12 (TYPE: OPEN-ENDED [Followed by a text entry box; page would not advance unless something was entered in the box])

Did any of the ads you saw stand out? Please list the brands and products (e.g., Tide laundry detergent, Farmers insurance, etc.) that you remember seeing in today's session. Please separate the brands and products with a comma (e.g., Tide laundry detergent, Farmers insurance, etc.).

Q13 (TYPE: MULTIPLE SELECTION [At least one needed to be selected])

Can you identify brands that were advertised during your session today from the list below? Some brands were advertised and others were not. Check on all of the brands you remember seeing ads for.

- ☐ Cadillac Escalade
- ☐ Lincoln Navigator
- ☐ Fairy Dishwashing Liquid
- ☐ Sunlight Dishwashing Liquid
- ☐ Apple iPhone
- ☐ Samsung Galaxy
- ☐ Fiat
- ☐ Renault
- ☐ Frost Bank
- ☐ Prosperity Bank
- ☐ Doritos
- ☐ Tostitos
- ☐ Capital One Credit Card
- ☐ Chase Credit Card
- ☐ Snickers
- ☐ Milky Way
- ☐ Xyzal
- ☐ Zyrtec

Q14 (TYPE: DESCRIPTION)

For the next set of questions, you'll be presented with pairs of brands. We ask that you please select one of the two brands that you would most likely purchase or use if you could.

Q15 (TYPE: SINGLE SELECTION [One needed to be selected])

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Tide Laundry Detergent
- ☐ Gain Laundry Detergent

Q16 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Apple iPhone
- ☐ Samsung Galaxy

Q17 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely sign up for if you could?

- ☐ Capital One Credit Card
- ☐ Chase Credit Card

Q18 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Doritos
- ☐ Tostitos

Q19 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Fairy Dishwashing Liquid
- ☐ Sunlight Dishwashing Liquid

Q20 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you were in the market for a compact car?

- ☐ Fiat
- ☐ Renault

Q21 (TYPE: SINGLE SELECTION)

Based on the options below, which bank would you most likely open an account with if you could?

- ☐ Frost Bank
- ☐ Prosperity Bank

Q22 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you were in the market for an SUV car?

- ☐ Lincoln Navigator
- ☐ Cadillac Escalade

Q23 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Snickers
- ☐ Milky Way

Q24 (TYPE: SINGLE SELECTION)

Based on the options below, which brand would you most likely purchase if you could?

- ☐ Xyzal
- ☐ Zyrtec

Q25 (TYPE: SLIDER, 1 - 7 SCALE [Slider had to be moved to progress])

Using the following scale, please rate your impression of the Apple iPhone brand.

...

Q33 (TYPE: SLIDER, 1 - 7 SCALE)

Using the following scale, please rate your impression of the Xyzal brand.

Q34 (TYPE: DESCRIPTION)

Now let's see how you felt about the ad creative. Please evaluate the ads you saw earlier in this survey (we'll include a screen grab to remind you of the ad you saw).

Q35 (TYPE: SINGLE SELECTION [One needed to be selected to progress])

Thinking about this ad for the Apple iPhone , which of the following statements best describes your feelings about the ad?

- ☐ I liked it very much
- ☐ I liked it
- ☐ I liked it a little
- ☐ I was neutral (I neither liked or disliked it)
- ☐ I disliked it a little
- ☐ I disliked it
- ☐ I disliked it a lot
- ☐ I do not remember seeing an ad for the Apple iPhone

Q36 (TYPE: SLIDER, 1 - 7 SCALE)

Please indicate the degree to which you agree or disagree with the following statement: "I thought the ad looked professionally created."

...

Q51 (TYPE: SINGLE SELECTION [One needed to be selected to progress])

Thinking about this ad for Xyzal, which of the following statements best describes your feelings about the ad?

- ☐ I liked it very much
- ☐ I liked it
- ☐ I liked it a little
- ☐ I was neutral (I neither liked or disliked it)
- ☐ I disliked it a little
- ☐ I disliked it
- ☐ I disliked it a lot
- ☐ I do not remember seeing an ad for Xyzal

Q52 (TYPE: SLIDER, 1 - 7 SCALE)

Please indicate the degree to which you agree or disagree with the following statement: "I thought the ad looked professionally created."

Q53 (TYPE: MULTIPLE SELECTION [At least one needed to be selected])

Which of the following will you buy in the next year?

- ☐ Phone
- ☐ Compact Car
- ☐ SUV Car
- ☐ Ice Cream bar
- ☐ Tortilla Chips
- ☐ Dishwashing liquid
- ☐ Credit Card
- ☐ Banking services
- ☐ Allergy Medication

Q54 (TYPE: MULTIPLE SELECTION)

Which of the following brands have you bought or used in the past six months?

- ☐ iPhone
- ☐ Lincoln Navigator
- ☐ Fiat
- ☐ Frost Bank
- ☐ Fairy dishwashing liquid
- ☐ Xyzal allergy medication
- ☐ Snickers
- ☐ Doritos
- ☐ Capital One credit card

Q55 (TYPE: SLIDER, 1 - 7 SCALE)

How much do you use AI in your life today?

Q56 (TYPE: SLIDER, 1 - 7 SCALE)

If you discovered that some of the ads that you saw today were created entirely using AI, would it change the way you evaluated the AD? [Group C: How did knowing that the ads were made using AI change your evaluation of each ad?]

Q57 (TYPE: SLIDER, 1 - 7 SCALE)

If you discovered that some of the ads that you saw today were created entirely using AI, would it change the way you evaluated the BRAND that the ad was for? [Group C: How did knowing the ads were made using AI change the way you evaluated the BRAND that the ad was for?]

Q58 (TYPE: SINGLE SELECTION)

Do you think any of the ads you saw today were generated using AI?

- ☐ Yes
- ☐ No

[Group C: (TYPE: SLIDER, 1 - 7 SCALE)

If you hadn't been told in advance, do you think that you would have known that the ads you saw today were generated using AI?]

Q59 (TYPE: MULTIPLE SELECTION)

Which of the following ads, if any, do you think were made using AI? [Group C: Which of the ads that you saw today did you think was the best creative execution of an ad using AI?]

- ☐ Apple iPhone
- ☐ Capital One credit card
- ☐ Doritos
- ☐ Fairy
- ☐ Fiat
- ☐ Frost Bank
- ☐ Lincoln Navigator SUV
- ☐ Snickers
- ☐ Xyzal allergy medication

Q60 (TYPE: OPEN-ENDED)

How do you feel about AI and advertising? Do you think it would be OK for brands to use AI in creating their ads? Please share your views.

Q61 (TYPE: DESCRIPTION)

Thank you for participating in this survey!