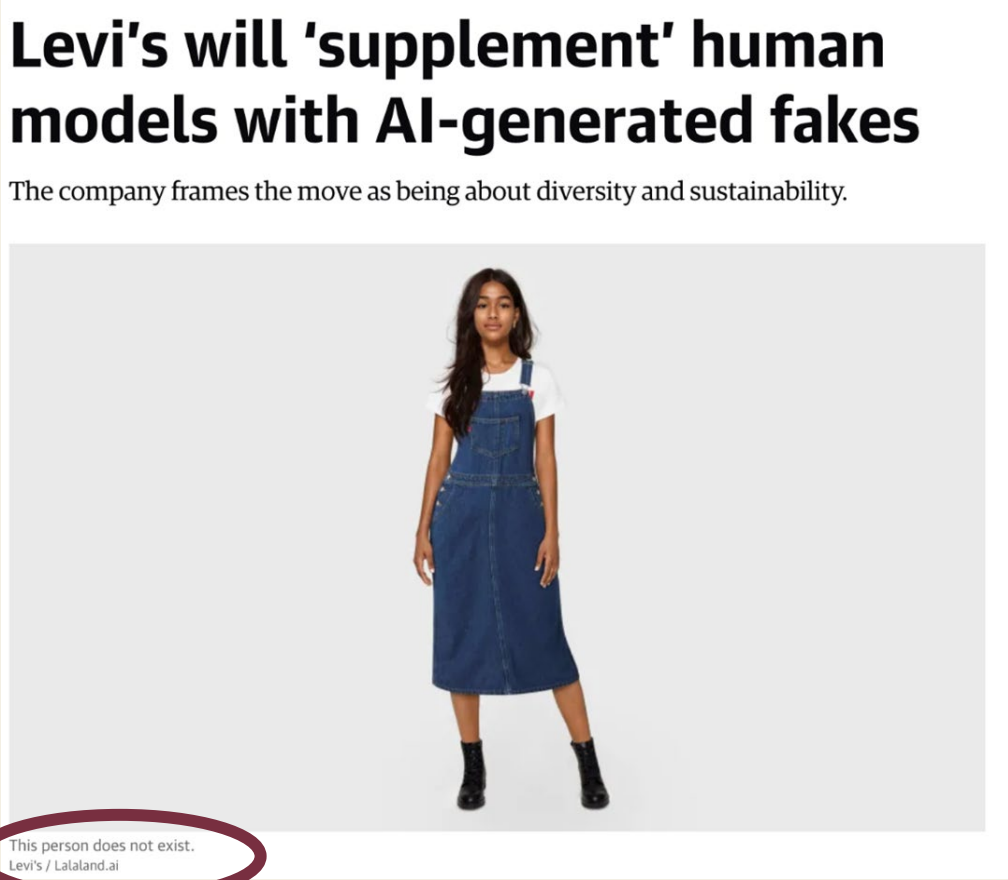


How Disclosure of Synthetic Humans in Advertising Shapes Women’s Self-Esteem

Motivation

How does disclosing a model is AI-generated (a synthetic human) in advertising affect women’s self-esteem?

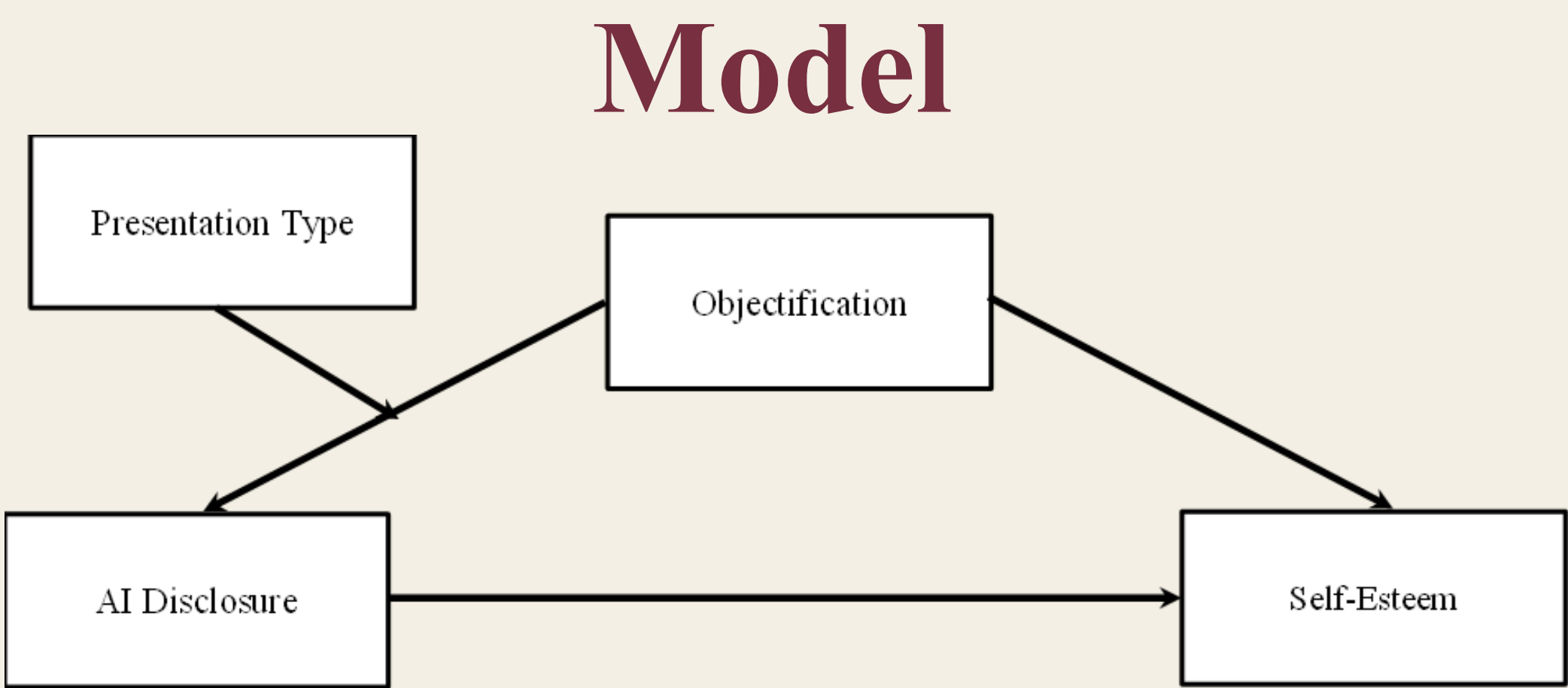


Hypotheses

H1: Disclosure of the use of synthetic humans in advertising will increase feelings of **objectification**

H2: Disclosure of the use of synthetic humans in advertising will increase feelings of objectification which will negatively impact women’s **self-esteem**

H3: The effect of disclosure on self-esteem is moderated by **presentation type**



Study 1

Design: 597 participants 2 Disclosure (Control v. AI) x 2 Gender (Male v. Female)

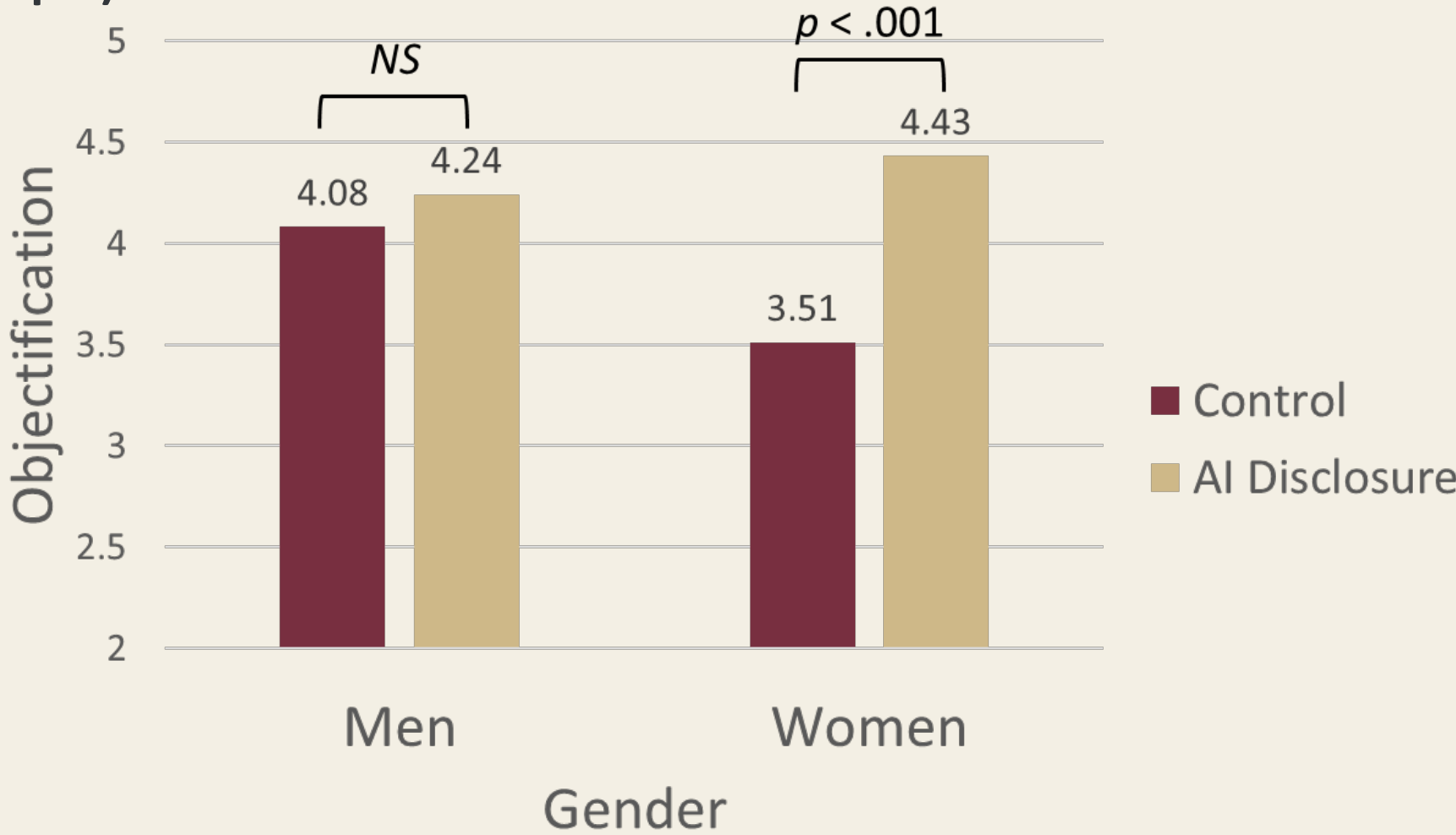
Procedure: Participants saw an apparel ad featuring synthetic humans and disclosure manipulation and rated **objectification** (H1)

Women

Men



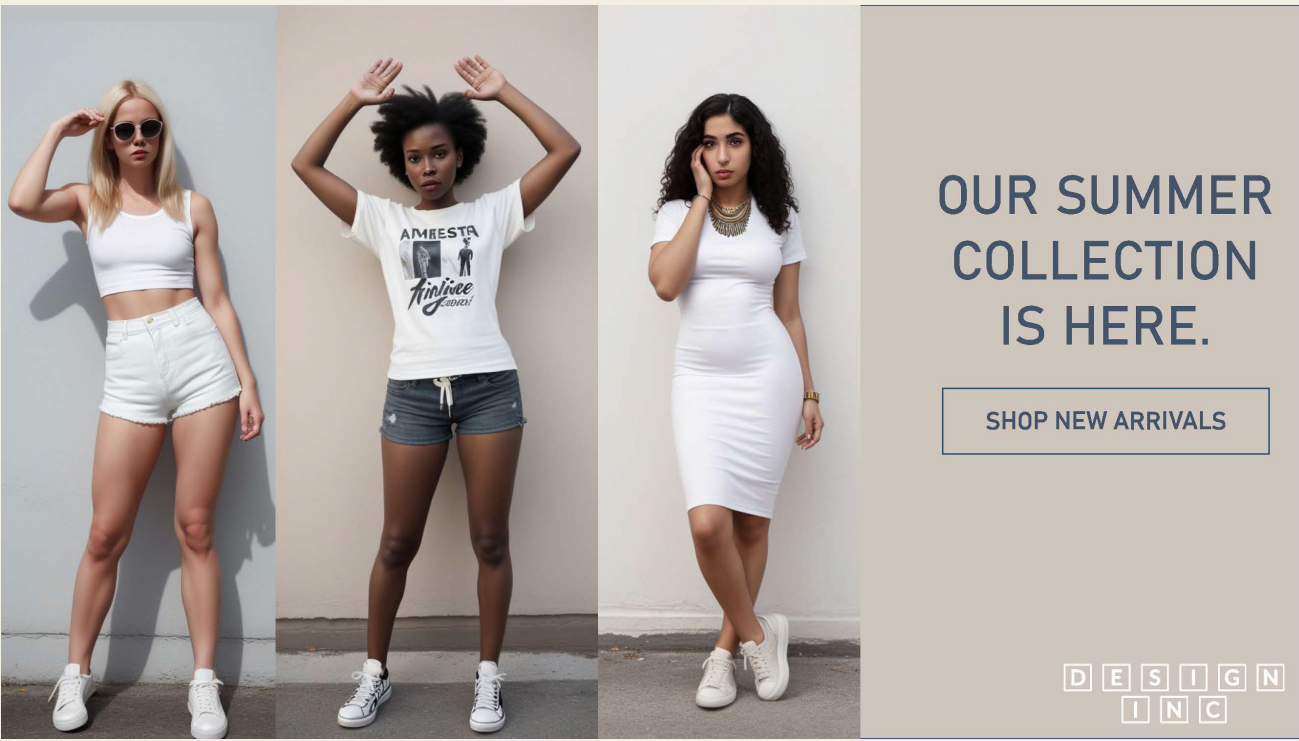
***Disclosure:** Please note that the models in this ad have been computer-generated (they are not real people).



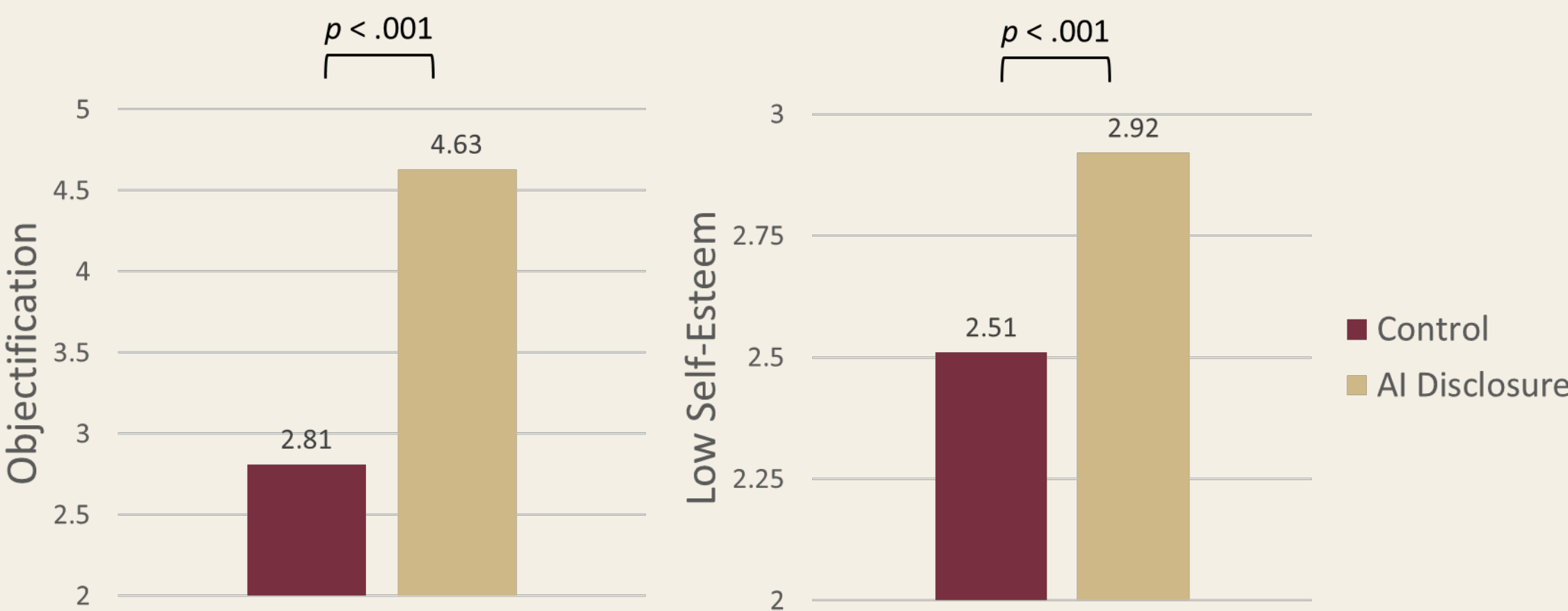
Study 2

Design: 290 female participants 2 Disclosure (Control v. AI)

Procedure: Participants saw an apparel ad featuring synthetic humans and disclosure manipulation and rated **self-esteem** and **objectification** (H1 and H2)



***Disclosure:** Please note that the models in this ad have been AI-generated (they are not real people).



Study 3

Design: 384 female participants 2 Disclosure (Control v. AI) x 2 Presentation Type (Body v. Face)

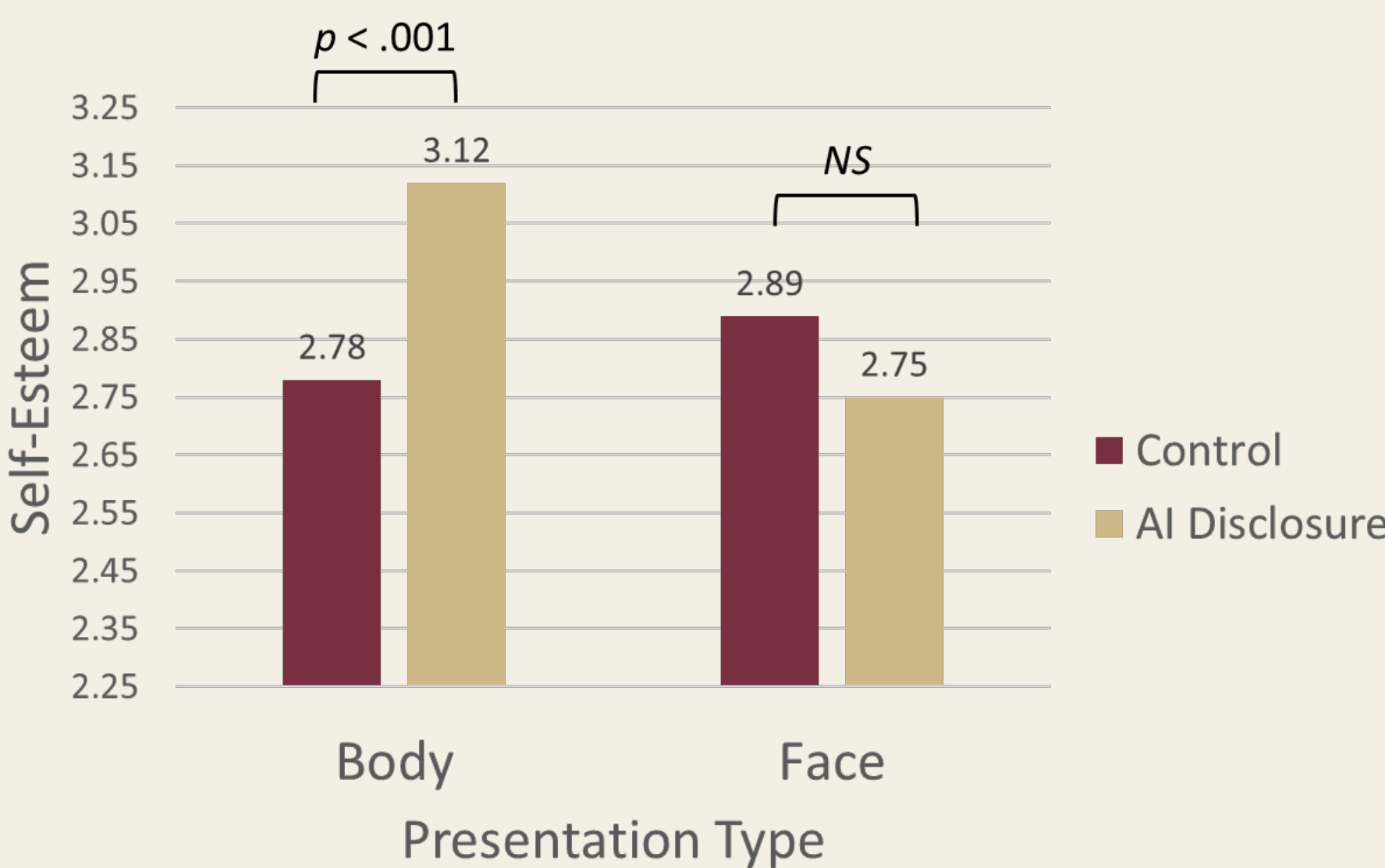
Procedure: Participants saw a perfume ad featuring synthetic humans and disclosure and the **presentation type** manipulation and rated **self-esteem** (H3)

Control/Body

Control/Face

AI/Body

AI/Face



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