

Public Awareness and Attitudes Toward AI-Created Advertising Content on Social Media

CThreeSixty BD

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Submitted in Partial Fulfilment of the Requirements for the
Degree Bachelor of Business Administration



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Internship/Project Report Approval Form

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Letter of Transmittal

Parvez Mahmud
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Subject: Submission of Internship Report on “Public Awareness and Attitudes Toward AI-Created Advertising Content on Social Media”

Dear Sir,

I would like to inform you that I have completed my Internship Report Paper as part of the requirements of the Bachelor of Business Administration (BBA) program at the University of Liberal Arts Bangladesh. The internship paper titled “Public Awareness and Attitudes Toward AI-Created Advertising Content on Social Media” has been prepared following the academic guidelines provided for the fulfillment of my report.

Throughout the preparation of this report, I have made every effort to integrate the theoretical learnings from my BBA coursework, along with additional insights acquired through relevant research. I sincerely hope the report meets your expectations and aligns with the academic standards required.

During my internship and research process, I gained a valuable understanding of consumer behavior trends within Bangladesh’s digital landscape. I have attempted to present these findings clearly and accurately while adhering to the structure and instructions provided. I would be grateful if you kindly accept this internship report and provide your valuable feedback.

Yours sincerely,

Kawser Mahmud Shohan

ID: 213011049

ULAB School of Business (USB)

Acknowledgement

I would like to express my heartfelt appreciation to all those who have supported and encouraged me throughout my internship journey and the preparation of this report.

First and foremost, I am deeply grateful to my mother for continuously pushing me to pursue my studies and motivating me to go beyond my comfort zone. Her unwavering belief in my potential has been the foundation of my academic and personal growth. I am truly blessed to have her constant encouragement in every step of my journey.

I would also like to extend my sincere gratitude to my internship supervisor, **Parvez Mahmud** sir, for his guidance, support, and insightful feedback throughout the development of this paper. His direction has greatly enriched my learning experience.

I would like to express my sincere gratitude to my supervisor at **CThreeSixty, Lamia Jahan**, Senior Executive – Communications, for her mentorship, patience, and continuous support during my internship. Her constructive guidance and willingness to help allowed me to gain meaningful professional experience and develop practical skills.

Lastly, I express my gratitude to my friends and batchmates, whose companionship, encouragement, and support made this journey truly pleasant. Their presence has been a constant source of motivation and positivity.

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Part A

Chapter One: Internship Preparation

1.1 Motivation to Do Internship

I was motivated to undertake an internship by the academic requirement provided by the University of Liberal Arts Bangladesh (ULAB). Other than this need, I wanted to acquire full-time professional experience in the marketing field. During the course of my studies, I had to work part-time in various activities, such as assisting with outreach communication at my university. As much as these part-time experiences were an introduction to the profession, they were limited.

Being a major in marketing, I always used to wonder how advertising, communication of a brand and agency work operates. I have always been driven by the pace of campaigns, events and creative marketing activities. I was interested to understand how agencies transform ideas into real campaigns and how the decision to brand is made. This internship gave a chance to experience the culture of an agency, meet the professionals, and be involved in the development of multiple organizations.

1.2 Internship Search Process

Digital transformation is occurring rapidly in the marketing industry, which is why I began seeking internships early because the job market in Bangladesh is highly competitive. When the print press transitioned to a digital-first advertising model, the need to use fresher who know more about social media, content trends, and how people behave online was high.

I searched on LinkedIn, Facebook groups and Facebook pages of companies. I found a job posting from CThreeSixty BD on LinkedIn during this time. Their focus on PR that is based on strategy, communication that is integrated, and campaigns that have an impact all caught my attention right away. I immediately submitted my CV.

Within just three to four days, I received a call inviting me for an interview. They scheduled it for early morning, but I had a final exam at that time. I explained the situation and requested to move the interview to noon. They agreed happily to this, which made me feel positive about the organization's professionalism.

1.3 Interview Experience

On the interview day, I completed my exam and rushed straight to the company office. I was quite exhausted from the exam and the journey, but I was determined to attend the interview. When I arrived, I met my interviewer and was relieved to learn that she was also an alumna of ULAB. This instantly made me feel comfortable.

The interviewer shared that they had already reviewed my CV and were particularly interested in my past experiences, especially my work as Communication Associate at ULAB. She was also impressed by my background in digital marketing, as it aligned well with the position I was interviewing for. I was asked to describe my previous responsibilities, which I explained clearly and confidently. They she discussed the key responsibilities of the internship position, and I realized that many tasks aligned well with my previous experience, which boosted my confidence.

The interview concluded positively, and the next day I received the official joining email. This marked the beginning of my journey at CThreeSixty.

1.4 Brief About the Organization

CThreeSixty Bangladesh is a strategy-driven PR and communication consultancy firm that provides integrated communication solutions to both local and multinational clients. The organization focuses on delivering customized strategies by combining public relations, branding, digital communication, and event-based solutions. With a strong emphasis on creativity and collaboration, CThreeSixty works to ensure that every communication approach aligns with the client's business objectives and market positioning.

Mission:

- To deliver strategic and result-oriented communication solutions tailored to client needs.
- To build strong brand narratives through integrated PR, digital, and creative approaches.
- To foster collaboration and innovation in the communication industry.

Vision:

- To become a leading communication consultancy firm recognised for strategic excellence and innovation.
- To set new standards in 360-degree communication campaigns across industries.
- To create impactful and meaningful connections between brands and their audiences.

Chapter Two: About the Internship

2.1 Position and Work Environment

I started working at CThreeSixty Bangladesh as a Communications Intern. My responsibilities included partnering with the Communications team and reporting directly to the Senior Executive of Communications. The company is a public relations consultant that serves clients from a variety of industries at the same time.

The work environment was fast-paced and collaborative. Each day, I worked with the PR, creative, and client servicing teams. Because the agency managed multiple campaigns and clients at once, I had to adjust quickly and learn about different communication needs. The company encouraged learning by doing, so I was able to contribute to real projects instead of just observing.

2.2 Responsibilities and Tasks

During my internship, I was actively involved in a range of communication, public relations, and digital marketing activities. My responsibilities were not limited to a single role: rather, I worked in several areas based on the project's requirements.

My key responsibilities included:

- **Social Media Management:**

Creating material for various social media platforms, including updating the company's social media pages and Google Business profile. That contained creating captions and just brainstorming content ideas to keep visitors interested and returning to the page for more.

- **PR Writing and Publication:**

I wrote press releases for different clients, including **VisionSpring**. Two of my PRs were successfully published in online news portals, which gave me practical exposure to media communication and publication processes.

- **Client Hunting and Outreach:**

I was actively seeking clients, contacting them via phone and email. This helped me understand how agencies handle business development and customer conversion.

- **Content Development and Research:**

I worked on writing content such as stories of Cancer Warriors for **BANCAT**, which were later

featured in their 2026 annual report in the “Beneficiaries & Their Stories” section. I also conducted research for different projects and strategic planning tasks.

- **Strategic Planning and Budgeting:**

I contributed to preparing PR Strategy & Action Plans along with budgeting for potential clients like Le Reve. I also worked on Social Media Byte PR budgeting for BANCAT and meme page strategy budgeting for **The Marvel – Be You**.

- **Campaign and Creative Support:**

I assisted in campaign planning and also participated in promotional activities, including acting in promotional videos for **FLEX**, Bangladesh’s first Social Currency App which is recently launched by **The Marvel – Be You**.

2.3 Client Handling and Project Experience

One of the best parts of my internship was the opportunity to work on real client projects and contribute to documents that were used by the organization.

- I worked on PR content for **VisionSpring**, where my press releases were published on online media platforms. One of the key PRs focused on a MoU signing between **VisionSpring** and **BGMEA**, which required formal and professional communication style.
- I also worked closely with **BANCAT** and wrote true stories about Cancer Warriors. These were based on patients who found shelter at Alok Nibash, a holistic cancer care facility run by Bangladesh Cancer Aid Trust. The stories were eventually included in their 2026 annual report, which was a huge accomplishment for me.
- I contributed to the **Polar Ice Cream** “Tornado” campaign, where I prepared a detailed PR expense budgeting plan. I learned how to structure and manage campaign budgets in real client projects by finding the right online media platforms and meme pages, estimating publication costs, and organizing the budget into categories like "byte-sized media" and "meme-based promotions."
- Additionally, I created a Crisis and Risk Communication Strategy for **Guardian Life Insurance Limited (GLIL)**. After the strategy was approved, **CTheeSixty** secured the project, highlighting the practical value of my contribution.

These experiences helped me understand how client requirements are translated into communication outputs and how agencies maintain professional standards while dealing with different stakeholders.

2.4 Skills and Learning

The internship offered me real-world experience which enabled me to improve my technical abilities together with my people skills. Some of the key skills and learning outcomes include:

- **PR and Communication Skills:**

I learned how to write professional press releases, maintain tone and structure, and communicate messages effectively for different audiences.

- **Digital Marketing Skills:**

Through social media management tasks, I gained hands-on experience in content creation, audience engagement, and platform management.

- **Client Communication and Business Development:**

By participating in client hunting and outreach, I improved my communication skills and learned how agencies approach potential clients.

- **Strategic Thinking and Planning:**

Working on PR strategies, budgeting, and campaign planning enhanced my ability to think strategically and understand how communication plans are developed.

- **Adaptability and Time Management:**

The fast-paced environment required me to handle multiple tasks simultaneously, which improved my ability to manage time and work under pressure.

Chapter Three: Self-Reflection

3.1 What I Liked About the Workplace

CThreeSixty's company culture was welcoming, transparent, and encouraging. The management and team members were friendly and cooperative, which helped me to adjust very quickly. The dynamic nature of the work resulted in a bright and energetic environment. This made every day fun and full of learning opportunities.

3.2 Challenges I Faced

The workload was heavy most of the time. Since the company handled multiple organizations at once, there was always something going on. Deadlines were tight.

Another issue was the laptop I was given. It was quite old, and that affected my work. It slowed things down. Sometimes tasks took longer than they should have. In some cases, I couldn't even complete certain things properly because of the device limitations. This created some difficulties in completing tasks efficiently.

The office was also quite far from my home. Because of the distance, there were days when I arrived late, especially with traffic and long travel time.

3.3 Overall Reflection

The internship was both challenging and rewarding. At times, the workload felt intense. Deadlines were tight, and expectations were high. But that's where most of the learning happened.

I was able to gain hands-on experience in PR writing, social media management, client communication, and strategic planning. Working on real projects, especially those that were published or approved by clients, made the experience more meaningful. It wasn't just practice. It was real work.

The experience also helped me understand how communication agencies operate on a daily basis. How ideas turn into execution. How teams coordinate under pressure. Not always easy, but very practical.

Overall, this internship improved my confidence, sharpened my skills, and gave me a clearer idea of the career path I want to pursue in the communication and marketing field.

Chapter Four: Personal Development Plan

4.1 Career Plan and Next Steps

My goal is to build a long-term career in the digital marketing and communication sector, as it continues to grow and shape modern business strategies. Through my internship and ongoing work experience, I have developed a clear understanding of how communication, PR, and digital marketing work together.

Alongside this, I am currently working with a digital marketing agency that is in its startup phase. This has given me the opportunity to be directly involved in real projects, where I can apply my existing skills while also taking on more responsibility. It is not just a learning stage, but also a phase of practical growth.

4.2 Skills I Want to Strengthen and Expand

I already have a working knowledge of key areas such as social media marketing, content strategy, paid advertising, and performance tracking. My focus now is to strengthen these skills further and expand into more advanced areas.

- **Advanced Digital Strategy:**

I want to move beyond execution and focus more on strategy—understanding audience behavior, campaign structuring, and performance optimization at a deeper level.

- **AI and Automation Integration:**

I am actively working on practical applications of automation and intelligent systems. This includes Agentic AI development, prompt engineering, and AI workflow automation, which I believe will play a major role in the future of marketing.

- **Data-Driven Decision Making:**

I aim to improve my ability to analyze campaign data, interpret insights, and make informed decisions that improve performance and ROI.

- **Client and Brand Strategy:**

I want to strengthen my ability to handle clients, understand brand positioning, and contribute to long-term communication strategies.

4.3 Personal Development Approach

To achieve my goals, I plan to follow a practical and consistent approach that focuses on real experience and continuous improvement.

- **Working on real projects:**

I want to continue working with genuine clients, if at my present agency or where I go next. Getting involved in actual projects allows me to see what issues look like and improves my decision-making skills. Learning from books is good, but nothing is better than hands-on experience for building up confidence.

- **Keeping up with industry trends:**

Digital marketing moves fast. Platforms change, algorithms get updated, and new tools pop up all the time. That's why I want to keep up with the latest news and watch how brands change their strategies.

- **Applying AI and automation in workflows:**

I am already exploring areas like Agentic AI, prompt engineering, and workflow automation. My goal is to apply these in real marketing tasks, such as content generation, campaign optimisation, and process automation. This will help me stay ahead in a competitive field.

- **Improving communication and strategic thinking:**

I want to move from execution-level tasks to more strategy-based roles gradually. For that, I need to improve how I communicate ideas, present strategies, and think from a brand perspective. This will also help in handling clients more effectively.

- **Building a strong portfolio:**

I plan to document my work properly and build a portfolio that reflects my skills and experience. A strong portfolio will help me showcase my abilities and create better career opportunities in the future.

4.4 Overall Personal Outlook

I see myself as someone with a solid foundation in digital marketing but who needs to grow into a more strategic role. The internship helped me understand how agencies actually operate. Not simply duties, but also pressure, deadlines, and client expectations.

I want to work in a place where digital marketing and AI come together. I believe this is where I can grow the most in the future.

Part - B

ABSTRACT

This study explores how people understand and respond to AI-created advertising on social media. During regular browsing, users are constantly exposed to content, yet most do not pause to think about how that content is created. This raised a simple question—are people aware of AI in advertising, and how do they actually feel about it?

The study focuses on awareness, perception, trust, and concerns. Data was collected through an online survey using Google Forms, where 40 respondents aged between 20 and 35 participated. The responses were analysed using frequency counts, percentage distributions, and mean calculations for selected Likert-scale items.

The findings reflect an interesting contrast. About 57.5% of respondents spend more than four hours daily on platforms such as Facebook, Instagram, YouTube, TikTok, and LinkedIn. Social media is clearly a major part of their routine. At the same time, 95% reported that they are aware of AI-generated advertising. Awareness, however, does not fully translate into confidence.

When looking at perception, respondents generally viewed AI-generated advertisements as creative and professionally presented. These responses were relatively consistent. The shift becomes noticeable when trust and authenticity are considered. Here, responses become less certain. Some respondents expressed acceptance, while others showed hesitation. Mean scores from the Likert-scale items reflect this pattern—moderate agreement in terms of effectiveness, but weaker confidence when it comes to authenticity and trust.

The responses also show concerns. Some of the respondents cited the absence of human touch, and some referred to the possibility of misleading content or ethical concerns. Meanwhile, it also feels like AI has a potential. It is believed that it can enhance the quality of advertising, particularly when applied together with human creativity.

Overall, the findings suggest that people are not rejecting AI in advertising. But still they are not quite comfortable. There is recognition, but also caution. This gap between awareness and trust remains an important point for brands and communication agencies to consider.

CHAPTER 1

Introduction

1.1 Research title

Public Awareness and Attitudes Toward AI-Created Advertising Content on Social Media

1.2 Research objective / Purpose

The main purpose of this study is to evaluate how the users of social media respond to the advertising content created by AI. Advertisements are no longer only created by humans as artificial intelligence becomes more common in content development. The change poses issues of perception, awareness and trust.

Specific goals of this research are:

- To measure the level of public awareness regarding AI-generated advertising on social media
- To understand how people perceive AI-created advertisements in terms of creativity, professionalism, and usefulness
- To examine public attitudes toward the authenticity and trustworthiness of such content
- To identify common concerns people have about AI in advertising
- To provide practical insights for brands and communication agencies

1.3 Research context / Background of the study

Social media has become an everyday routine and people spend a lot of time on the platforms consuming various forms of content. Facebook and Instagram, as well as YouTube and Tik Tok, are not only communication and entertainment platforms, but significant advertising and brand promotion tools.

Meanwhile, the creation of this content is shifting with artificial intelligence. AI is not applied to some simple tasks. It is now used to create ad text, images, and even realistic videos. Brands and agencies are increasingly using tools such as ChatGPT, Midjourney, Google Veo 3.2, Runway Gen-4.5, Kling AI, and Seedance 2.0 to create good-quality ads in a short amount of time. These tools assist in time saving, reduction in costs and running of large campaigns becomes easier.

Due to this fact, it is even more difficult to distinguish between human generated content and AI generated one. Many ads now look very similar to regular posts. They are usually interacted with by people without understanding their origin. This raises significant issues regarding the perception of this material and the level of trust that people place in it.

This change is even more significant in Bangladesh. The use of digital platforms is growing fast, but many users still do not have enough knowledge about advanced technologies like AI. Therefore, AI-generated content, particularly videos, images, and audio, can be confusing or misleading at times. Individuals can have trouble distinguishing what is real and what is not and this could result in misinformation, confusion and even scams.

Even though AI is being used more in advertising, there is still not much research on how people in Bangladesh understand and react to it. There is a lot of talk about the usefulness of AI in business, yet the opinions and emotions of the users are not given enough attention. This study tries to fill that gap by looking at how people notice, understand, trust, and respond to AI-made ads in their daily social media use.

1.4 Research question / Problem statement

Artificial intelligence is being used more and more in advertising, which has changed how content is created and shared on social media. However, it is still not clear how people understand or react to this change. Even though users often see AI-generated ads their level of awareness, trust, and concerns are not fully known, especially in Bangladesh.

This study tries to fill that gap by focusing on the following research questions

- What is the level of awareness among users regarding AI-created advertising content on social media?
- How do users perceive AI-generated advertisements in terms of creativity, professionalism, and usefulness?
- What are users' attitudes toward the authenticity and trustworthiness of AI-generated advertisements?
- What concerns and expectations do users have regarding the use of AI in advertising?

1.5 Scope of the Research

The current report discusses how people think about and react to AI-created advertising on social media. It targets people between 20 and 35 years old who are active users of such sites as Facebook, Instagram, YouTube, and Tik Tok.

The four areas of analysis include awareness, perception, trust and concerns about AI-generated advertisements. Data was collected using 40 respondents. This gives a rough image of what the users believe but not the whole population.

This research was done using a descriptive quantitative approach. The data collection was done with the help of an online questionnaire in Google Forms. The results will be based on what the respondents reported regarding their personal opinion and experience which are the current opinions but which are subject to change overtime.

CHAPTER 2

Literature Review

2.1 Introduction

This chapter reviews existing studies related to artificial intelligence in marketing, social media advertising, and consumer responses to AI-generated content. The purpose is to build a clear understanding of what previous research has found and how those insights relate to the current study.

As artificial intelligence becomes more integrated into advertising, content is no longer created only by humans. Machines are now capable of generating captions, visuals, and even videos. Because of this shift, it is important to understand how users perceive such content, particularly in terms of trust, acceptance, and overall attitude.

2.2 Artificial Intelligence in Marketing and Advertising

Modern marketing has undergone major changes due to artificial intelligence. It allows marketers to work with big data sets, automate, and make better decisions (Verma et al., 2021). As a result, businesses are able to create more targeted and efficient campaigns.

The fields of AI application include content creation, audience targeting, and campaign optimization. It enables marketers to create advertising content fast and stay a consistent cross platform.

Also, AI helps reduce costs and improve operational efficiency, which is why it is a promising tool for organizations (Haleem et al., 2022). Nevertheless, as much as AI enhances performance and productivity, it also affects the way audiences perceive and judge advertising contents.

2.3 Social Media and Digital Advertising Environment

In a digital world social media is a primary advertising platform. It serves as a communication tool, but also as an interactive environment where audiences are consistently interacting with content (Kaplan & Haenlein, 2009).

Advertisers can display targeted content based on user opinions on Facebook, Instagram, YouTube, and other platforms. This not only helps reach a wider audience but also enhances ad interaction.

Additionally, AI in these platforms also makes it harder to differentiate between human and AI content. Thus, users find themselves unknowingly consuming ads driven by artificial intelligence

2.4 Consumer Perception of AI-Generated Advertising

The effectiveness of advertisements from AI generators heavily relies on consumer perception. Studies indicate that consumers usually assess this content on the basis of creativity, usefulness, and presentation.

AI-generated advertisements give an impression of being highly proficient therefore visually appealing due to their processing and generating content faster (Ratta et al (2024). In a parallel movement, research shows that such content might look credible and informative to users (Chen et al., 2024).

That said, these perceptions are not always strongly in the positive direction. Still for a majority of users, originality and emotional quotient of content created by AI remains a big question mark. Consequently, opinions are more neutral than quite positive.

2.5 Trust and Authenticity in AI-Generated Content

Advertising effectiveness is heavily reliant on trust. Most of the users know the advantages of AI-generated advertisement but they do not feel the truth and authenticity of it.

Research indicates that people have less trust in AI-generated than human-generated advertisements (Chen et al., 2024). The idea behind this is simply because human-created content is often associated with emotions, genuineness and authenticity.

Whereas contents generated from AI seem to be within the technical limits, but are less likely to relate with one another. It may feel so structured at times, it lacks the human element. This is a gap where users may allow AI-created advertisements for communicate with them but not trust them completely.

2.6 Ethical Concerns and Risks of AI in Advertising

Ethics of AI in Advertising Some of these challenges are deceptive quality data, transparency, and data privacy (Gao et al., 2023).

If AI systems do not handle such realistic content generation correctly, the possibility of misinformation increases. This is especially important in digital realms, where users are prone to accepting false information.

Users in different contexts, such as developing ones, face confusion and disinformation because their awareness levels vary and there is an information gap. Ethics significantly impacts how users perceive AI advertisements.

2.7 AI and Human Creativity in Advertising

One of the main debates filed in the academic literature is about AI with human creativity. AI may churn out a ton of content quickly, but it still lacks emotional intelligence and contextual awareness.

AI falls short in exhibiting human creativity, which requires experience, culture and emotional connection. Hence, numerous studies propose that AI should be used as a supportive instrument instead of a substitute for human creativity.

Using a mixed strategy allows organizations to maximize efficiency and authenticity while keeping advertising content interesting and relatable.

2.8 Summary

In conclusion, from a general perspective, it is safe to say that artificial intelligence is rapidly changing the advertising landscape as well. It is well-known that AI-generated content is efficient, consistent, and high-quality.

Nonetheless, there are still issues and challenges in areas like trust, authenticity and ethical use. Although users are familiar with AI around advertising, that does not always mean full-fledged acceptance, or a belief in its accuracy.

Most existing studies also focus on global contexts, and there hasn't been much research done in Bangladesh. This shows a gap that the current study wants to fill by looking at user awareness, perception, and attitudes in a local context.

CHAPTER 3

Methodology

3.1 Research Approach

This study follows a **descriptive quantitative research** approach. The purpose of using this approach is to describe and understand how people perceive AI-created advertising on social media based on measurable data. Rather than focusing on opinions alone, the study relies on numerical responses to identify patterns in awareness, perception, trust, and concerns.

3.2 Type of Research

The research is descriptive, as it aims to show the current status of public awareness and attitudes regarding AI-generated advertising. It does not try to find any cause-and-effect link. Instead, it focuses on watching and summarizing how people think and feel about content made by AI.

3.3 Data Type

The study is based on primary data, which was collected directly from respondents. This ensures that the data reflects real user opinions and experiences related to AI-generated advertising on social media.

3.4 Data Collection Method

Data was collected through an online survey using **Google Forms**. The survey consisted of structured questions divided into several sections:

- Section A: Demographic information (age, gender, social media usage)
- Section B: Awareness of AI-generated advertising
- Section C: Perception of AI-created advertisements (Likert-scale questions)
- Section D: Trust and attitude toward AI-generated ads
- Section E: Concerns and expectations regarding AI in advertising

The questionnaire included multiple-choice, single-choice, and Likert-scale questions to capture different types of responses.

3.5 Sampling Technique

The study used a **convenience sampling method**, where respondents were selected based on their availability and willingness to participate. This method was chosen due to time constraints and ease of access to respondents.

3.6 Sample Size

A total of 40 respondents participated in the survey. The respondents were aged between 20 and 35 years and were active users of social media platforms. This group was selected because they are more likely to be exposed to digital advertisements regularly.

3.7 Research Instrument

The main research instrument was a structured questionnaire designed through Google Forms. The questionnaire included:

- Close-ended questions for clear response collection
- Likert-scale questions (Q8–Q14) to measure perception and attitude
- Multiple-choice questions to identify concerns and platform usage

This structure helped in collecting both measurable and interpretable data.

3.8 Data Analysis Method

The collected data was analyzed using simple descriptive techniques. These include:

- Frequency counts to identify how many respondents selected each option
- Percentage distribution to understand the proportion of responses
- Mean calculation for Likert-scale questions (Q8–Q14) to measure overall attitudes

The analysis was conducted using basic tools such as Microsoft Excel to organise and interpret the data.

3.9 Ethical Consideration

Respondents participated voluntarily, and their responses were kept confidential. No personal identification was collected, and the data was used only for academic purposes.

3.10 Limitations of the Study

The study is limited to a small sample size and a specific age group, which may not represent the entire population. The findings are based on self-reported responses, which may vary depending on individual perception.

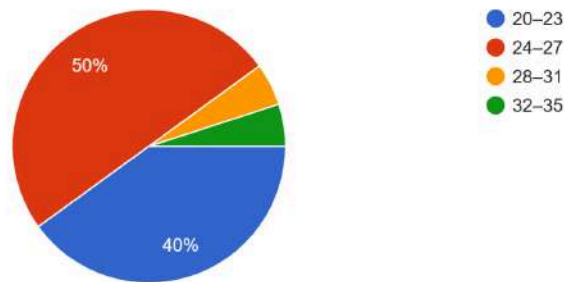
Chapter Four

Data Analysis & Results

4.1 Demographic Profile of Respondents

Age Distribution

1. Age
40 responses



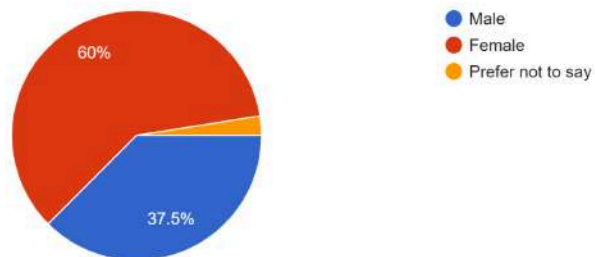
The survey included a total of 40 respondents. Among them, the largest group falls within the 24–27 age range (50%), followed by 20–23 (40%). Only a small number of respondents belong to the 28–31 and 32–35 age groups, each representing a minimal share.

This shows that the majority of participants are within the younger age bracket.

Gender Distribution

In terms of gender, 60% of the respondents are female, while 37.5% are male. A very small percentage preferred not to disclose their gender.

2. Gender
40 responses

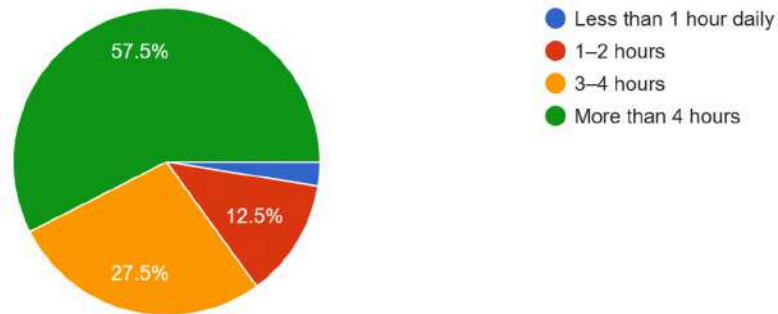


The data indicates that female respondents slightly outnumber male respondents in this study.

Social Media Usage Frequency

3. How often do you use social media?

40 responses



The results indicate that the use of social media is very high among the respondents. The greatest proportion, 57.5% indicated spending over 4 hours a day using social media. The next in line is 27.5% who spend 3-4 hours daily. The other 12.5% spent 1-2 hours on social media and only 2.5% spend less than 1 hour a day.

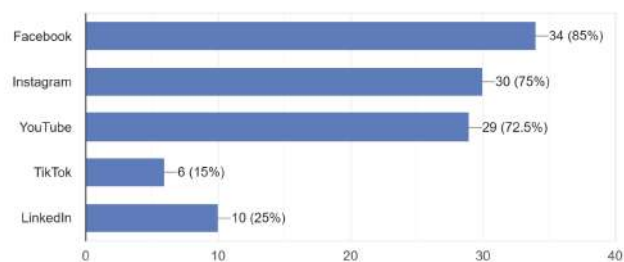
This pattern suggests that most respondents are frequent social media users and are likely to be regularly exposed to online advertising content.

Most Used Social Media Platforms

The answers in the multiple choice option show that Facebook is popular amongst the respondents with 34 people (85 percent) selecting it. Instagram is next with 30 responses (75%), with YouTube very close behind with 29 responses (72.5%).

4. Which social media platforms do you use most? (Multiple choice)

40 responses



In comparison to these platforms,

LinkedIn was visited by 10 respondents (25%), and Tik Tok was the least used with 6 respondents (15%).

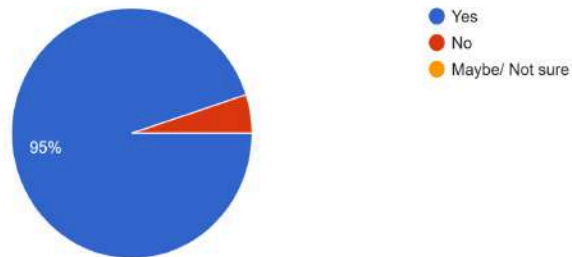
The findings indicate Facebook, Instagram, and Youtube are the main channels the respondents are most active on. These platforms are therefore likely to be the most relevant spaces for exposure to AI-created advertising.

Awareness of AI-Generated Advertising

The level of awareness among the participants is very high. Most of the respondents, 95% indicated that they knew that some advertisements on social media are made with the help of

5. Before today, were you aware that some advertisements on social media are created using Artificial Intelligence (AI)?

40 responses



artificial intelligence. The few who gave the response that they were not aware of this were only 5%.

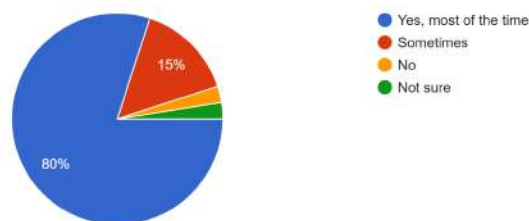
This implies that the majority of the respondents already have experience with the existence of AI-generated content in advertising.

Ability to Identify AI-Generated Advertisements

The answers show that the vast majority of the participants are sure they can spot the advertisements produced by AI. An enormous majority, 80 percent of the respondents, indicated that they are able to recognize such advertisements most of the time. Comparatively,

7. Do you think you can identify whether an advertisement is AI-generated or human-created?

40 responses



15% said that they are able to recognize them occasionally.

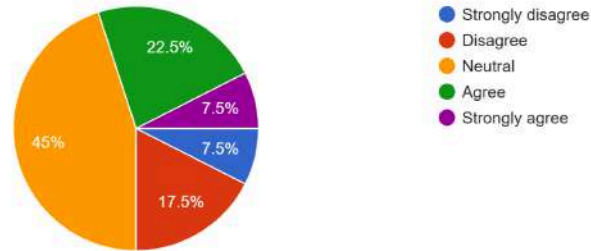
The percentage of those who answered No or Not sure is very low and it only represents a minimal percentage.

This indicates that despite the fact that the overall awareness is high, a significant portion of the respondents are also convinced that they are capable of differentiating between AI-generated and human-made advertisements, at least to some degree.

4.2 Perception of AI-Generated Advertisements

Creativity of AI-Generated Advertisements

8. AI-generated advertisements are creative.
40 responses



Mean Calculation Table:

Response Category	Score (X)	Percentage (%)	Frequency (f)	f × X
Strongly disagree	1	7.5%	3	3
Disagree	2	17.5%	7	14
Neutral	3	45%	18	54
Agree	4	22.5%	9	36
Strongly agree	5	7.5%	3	15
Total			40	122

$$\text{Mean} = \Sigma(f \times X) / \Sigma f$$

$$= 122 / 40$$

$$= 3.05$$

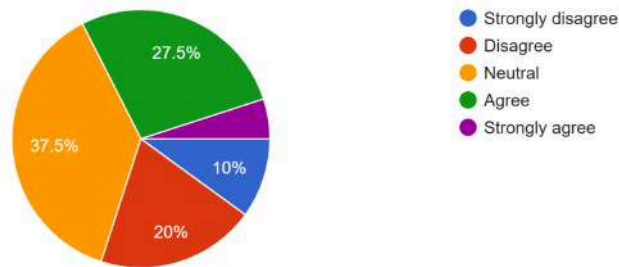
The answers indicate a moderate but a bit positive attitude towards creativity. The most significant category of respondents, 45% chose neutral, which means that they are not sure whether AI-generated advertisements are creative.

The rest of the respondents agreed at 22.5 and strongly agreed at 7.5 percent with a positive perception. On the other hand, 17.5% disagreed and 7.5% strongly disagreed, reflecting some level of negative opinion.

The average score that was computed concerning this statement is about 3.05 implying a moderate perception of creativity. It means that although not all the respondents are unaware of AI-created advertisements being creative, a significant number are unsure about it.

Professional Quality of AI-Generated Advertisements

9. AI-generated advertisements look professional.
40 responses



Mean Calculation:

Response Category	Score (X)	Percentage (%)	Frequency (f)	f × X
Strongly disagree	1	10%	4	4
Disagree	2	20%	8	16
Neutral	3	37.5%	15	45
Agree	4	27.5%	11	44
Strongly agree	5	5%	2	10
Total			40	119

$$\text{Mean} = 119 / 40$$

$$= 2.98$$

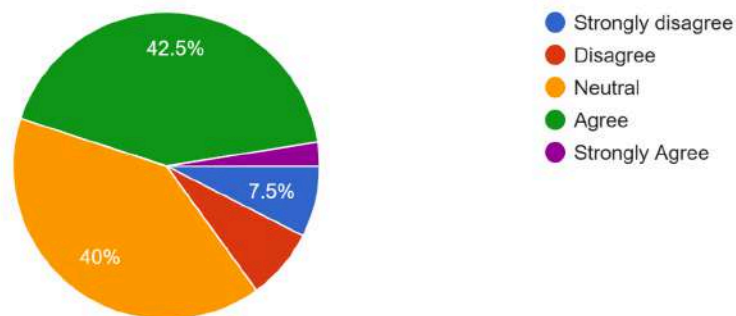
Professional appearance responses have a marginally higher positive trend than those of creativity. A neutral percentage of 37.5 was the highest and this also signifies that there is some degree of uncertainty among the respondents.

However, 27.5% agreed and a small portion strongly agreed (5%), suggesting that many respondents view AI-generated advertisements as professionally presented. On the other hand, 20% disagreed and 10% strongly disagreed, which shows that they were not sure.

This statement gets an average score of about 2.98, which means that most people agree with it. This means that most people who answered the survey think that ads made by AI are somewhat professional, but not very convincing.

Usefulness of AI-Generated Advertisements

10. AI-generated advertisements are useful and informative.
40 responses



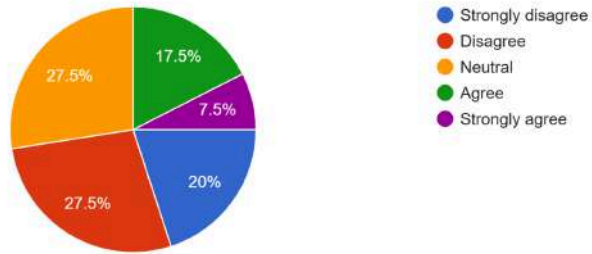
The responses show a generally positive perception regarding usefulness and informativeness. The greatest percentage at 42.5 chose agree, and 40 percent neutral. It means that even though a significant number of respondents find AI-generated advertisements valuable, an impressive number of them are still unsure.

A lesser proportion, 7.5% strongly disagreed and 5% disagreed. Strongly agreeing was only 5% which is a weak strong positive opinion.

Similarity Between AI and Human-Created Advertisements

The similarity response is more scattered. The percentage of those who disagreed was 27.5 with another 27.5 being neutral with uncertainty and some disagreement. Further, the percentage of those who strongly disagreed with a statement is 20, which means that a significant number of participants have a clear opinion that AI-generated advertisements do not

11. AI-created ads feel similar to human-created ads.
40 responses

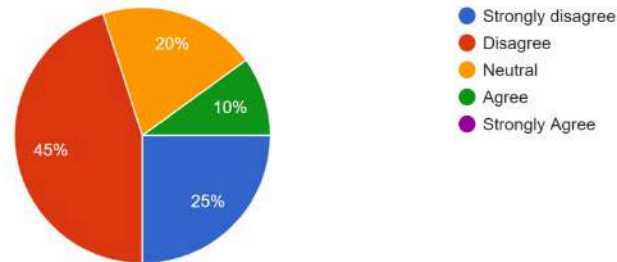


resemble human-generated advertisements. On the affirmative, 17.5% followed by 7.5% responded to the affirmation that 7.5 and 17.5 percent are not very high in comparison with negative and neutral responses.

4.3 Trust in AI-Generated Advertisements

Trust in AI-Generated Advertisements

12. I trust AI-generated advertisements as much as human-created advertisements.
40 responses



Response Category	Score (X)	Percentage (%)	Frequency (f)	f × X
Strongly disagree	1	25%	10	10
Disagree	2	45%	18	36
Neutral	3	20%	8	24
Agree	4	10%	4	16
Strongly agree	5	0%	0	0
Total			40	86

Mean = $86 / 40$

= 2.15

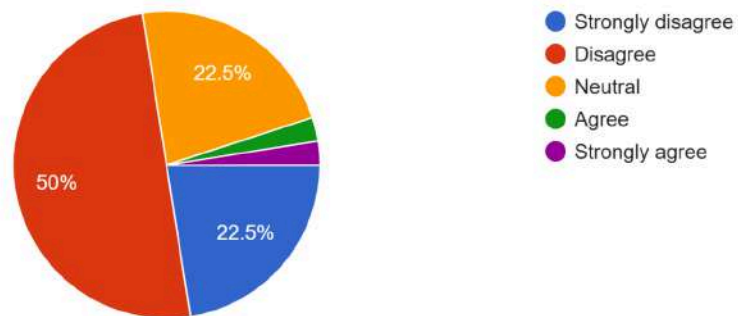
The responses show a clear negative tendency toward trust. The greatest percentage of 45% chose disagree, with 25% strongly disagree, which means that most respondents do not trust AI-created advertisements as much as the human-created ones.

Only 10% agreed, while none selected strongly agree. There were also 20 percent of those who were neutral and expressed some uncertainty.

Authenticity of AI-Generated Advertisements

13. AI-created ads feel authentic.

40 responses



Response Category	Score (X)	Percentage (%)	Frequency (f)	f × X
Strongly disagree	1	22.5%	9	9
Disagree	2	50%	20	40
Neutral	3	22.5%	9	27
Agree	4	2.5%	1	4
Strongly agree	5	2.5%	1	5
Total			40	85

Mean = $85 / 40$

= 2.13

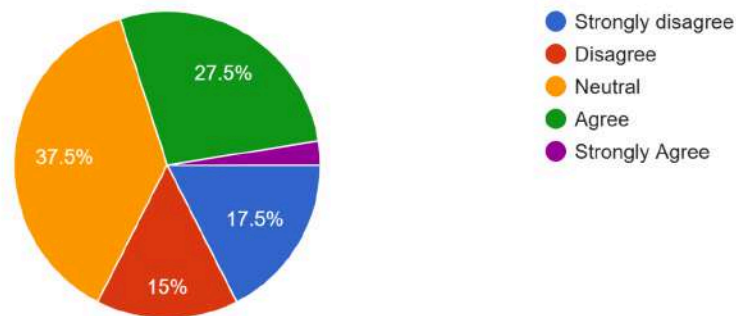
The responses strongly reflect doubt regarding authenticity. The largest percentage, 50% was disagree then 22.5 strongly disagree. This indicates that a large proportion of the respondents do not consider AI-generated advertisements to be genuine.

Only the extremely small percentage of the selected agree (2.5%), strongly agree (2.5%), and 22.5% was neutral.

Comfort with AI Use in Advertising

14. I feel comfortable knowing that brands use AI to create advertising content.

40 responses



Response Category	Score (X)	Percentage (%)	Frequency (f)	f × X
Strongly disagree	1	17.5%	7	7
Disagree	2	15%	6	12
Neutral	3	37.5%	15	45
Agree	4	27.5%	11	44
Strongly agree	5	2.5%	1	5
Total			40	113

Mean = $113 / 40$

= 2.83

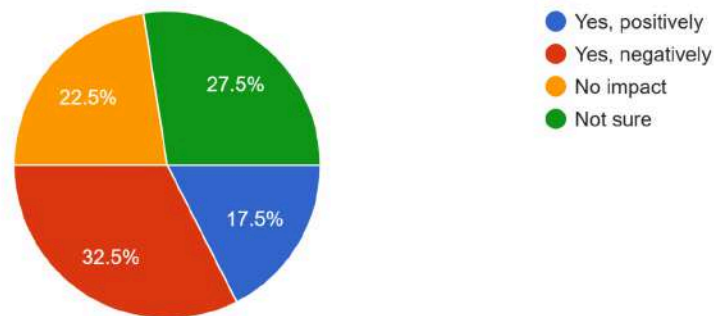
The responses indicate a divided yet a bit positive attitude regarding using AI in advertising. The most significant percentage, 37.5, was neutral, meaning that the respondents were not confident.

However, 27.5% agreed and 2.5% strongly agreed, showing that a portion of respondents feel comfortable with brands using AI. However, 17.5 percent strongly disagreed and 15 percent disagreed, which indicated a certain degree of discomfort.

Impact of AI-Generated Ads on Purchase Decision

15. Knowing that an ad is AI-generated would affect my purchase decision.

40 responses



The answers indicate difference of opinion on purchase decisions. The largest percentage of 32.5 indicated that AI-generated ads would have a negative influence on their decision.

However, 17.5% responded with a positive impact and 22.5% responded with no impact. Also, there was a lack of certainty as 27.5% picked not sure.

This means that AI-generated ads do affect the buying decisions of many people who answered the survey, but the effect isn't always the same and is more likely to be negative or unsure.

Final Insight (Perception, Trust, and Attitude):

The average scores show that most people have a strong opinion about AI-generated ads. Usefulness shows a moderately positive perception (Mean = 3.33), but other areas show doubt. Creativity (3.05) and professionalism (2.98) are also neutral, but similarity to human ads is lower (2.65).

More specifically, the low mean values for trust (2.15) and authenticity (2.13) show that people don't trust AI-generated content. There is a moderate level of comfort with AI use (2.83), which means that people are not fully accepting it but are not sure about it either.

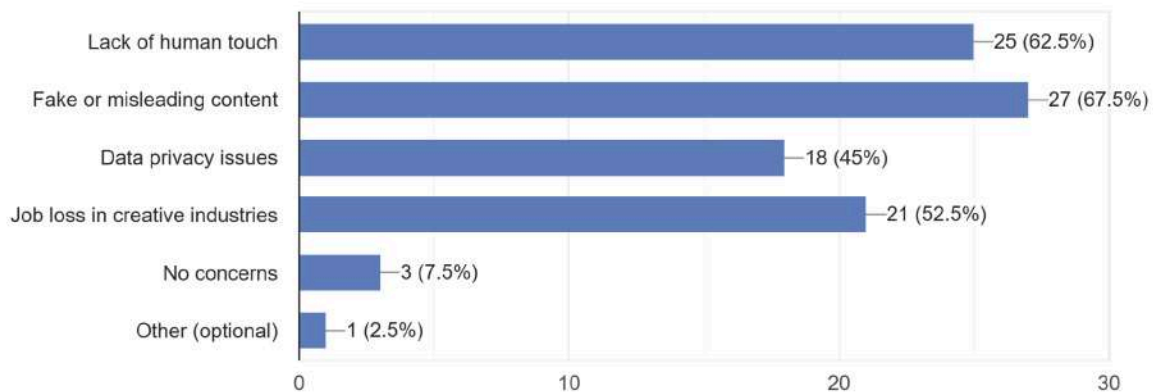
Overall, the results show that even though the respondents think AI is useful for advertising, trust and authenticity are still important to them.

4.4 Concerns and Expectations Regarding AI-Generated Advertising

Concerns Regarding AI-Created Advertising

16. What concerns do you have about AI-created advertising? (Multiple choice)

40 responses



The answers reveal some of the primary issues that participants expressed about AI-generated advertising. The most widespread concern is fake or misleading content, which 27 respondents (67.5%), chose. Lack of human touch comes next and is reported by 25 respondents (62.5%).

One more significant issue is the loss of jobs in creative sectors which was chosen by 21 respondents (52.5%), and the problem of data privacy was expressed by 18 respondents (45%).

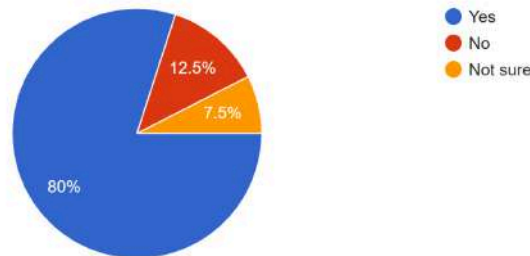
Few respondents (7.5% to be precise) did not have any concerns and an extremely low percentage reported other concerns.

These insights indicate that although AI in advertising is commonly accepted, issues with authenticity, ethics, and employment are still crucial among users.

Opinion on Disclosure of AI-Generated Content

The answers show that people really like being open and honest. A large majority of 80% of those who answered said that it should be made clear when AI is used to make advertising content.

17. Do you think brands should clearly mention when advertising content is AI-generated?
40 responses



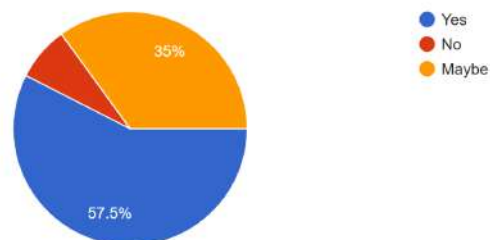
On the other hand, 12.5% of the people who answered did not agree, and 7.5% were not sure.

This means that the majority of the respondents require the brands to be transparent about the usage of AI in their advertisement material.

Future Impact of AI on Advertising Quality

The answers show that most people are generally hopeful about the future of AI in advertising. 57.5% of those who answered think that AI will make social media ads better.

18. In the future, do you think AI will improve advertising quality on social media?
40 responses



At the same time, 35% chose "Maybe," which shows that they weren't sure. Only 7.5% of people who answered think that AI won't make ads better.

This means that even though many people are sure about AI's future potential, some are still not sure about its long-term effects.

Impact of AI on Human Creativity

The responses show mixed opinions regarding the role of AI in relation to human creativity. A half (50) of the respondents think that

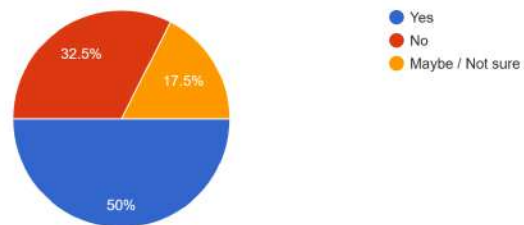
AI-created advertisement can decrease the human creativity used in marketing.

However, 32.5 percent did not agree with this concept, meaning that they still find human creativity as a

necessity. In the meantime, 17.5% chose the option of maybe / not sure showing uncertainty.

These results indicate that though a great number of respondents are aware of the increasing power of AI, there is an overall lack of agreement regarding whether it will substitute human creativity.

19. Do you think AI-generated advertisements reduce the need for human creativity in marketing?
40 responses



Preference for Combining AI and Human Creativity

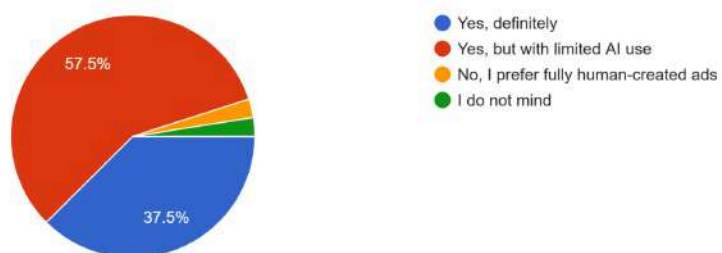
The answers reveal that combining AI tools with human creativity in advertising is very preferred. Most of the respondents, 57.5% answered Yes, but limited AI use, meaning that AI is a welcome development, but should not be taken fully or in its entirety.

Moreover, 37.5% of the respondents selected the option of Yes, definitely, and are very much in support of the idea of combining AI and

human input. The percentage of those who were either in favor of entirely human-created advertisements or showed no particular preference was very low.

These results indicate that the majority of respondents prefer a moderate strategy, in which AI helps the creative process, but does not eliminate human participation.

20. Would you prefer brands to combine AI tools with human creativity when creating advertisements?
40 responses



Chapter Five

Findings and Discussion

The findings of this study present a clear picture of how respondents interact with and perceive AI-generated advertising on social media. One of the most noticeable patterns is the high level of social media usage among participants. A large portion of respondents spend more than four hours daily on platforms such as Facebook, Instagram, YouTube, TikTok, and LinkedIn. This level of exposure is important. It means that respondents are not only familiar with digital content but are also frequently encountering advertising in different forms.

In addition to this high exposure, the level of awareness of AI-generated advertising is also high. Approximately 95 percent of the participants stated that they know that some of the advertisements are made with the help of artificial intelligence. This may seem at first to indicate that the users are well informed and familiar with such content. Recent research shows that although users are increasingly exposed to AI-generated advertising, this awareness does not always lead to deeper understanding or trust (Chen et al., 2024). The outcomes however reveal otherwise when one looks deeper into the areas that include perception and trust.

In the case of perception, the reactions are moderate and rather reserved. The average rating of the respondents in the areas of creativity (3.05), professional appearance (2.98), and usefulness (3.33) points to the fact that the respondents usually perceive AI-generated advertisements as effective and competent. A significant number of respondents are aware of the fact that AI is able to create content that is both attractive and informative. This is also supported by previous research, which highlights that AI improves efficiency and content production in marketing communication (Haleem et al., 2022). To the user, the output is sometimes clean enough to pass the minimum expectations.

Nevertheless, the fact that there are a lot of neutral answers to these questions indicates indecisiveness. There is no strong conviction among respondents. They recognize the quality, but they do not have a hundred percent confidence in it. This insecurity is even more revealed as appearance is not the main concern anymore but some inner attributes.

The results about similarity, trust, and authenticity show that there is a gap. The average score of similarity between AI-generated and human-created ads is 2.65. Studies comparing human-created and AI-generated content show that people tend to prefer human-created work due to emotional depth and

perceived authenticity (Gao et al., 2023). human-created and AI-generated content also show that people tend to prefer human-created work due to emotional depth and perceived authenticity (Humans vs AI: Preference for Human-Created Content, 2023). This impression is more important when it comes to trust and authenticity. The average score for trust (2.15) and authenticity (2.13) is not very high. These are among the lowest values in the study. This pattern is consistent with earlier findings, where consumers often question the credibility and reliability of AI-generated advertisements despite recognizing their usefulness (Chen et al., 2024).

This is a big difference. The people who answered the survey might agree that AI-generated ads are useful and well-designed, but they don't trust them as much. To be honest, the content works, but it doesn't seem completely reliable. This differentiation between functional acceptance and emotional trust constitutes one of the most significant findings of the research.

The same thing happens with the answers about comfort. An average score of 2.83 means that a person isn't very against using AI in ads, but they aren't completely comfortable with it either. They are not very high or very low. This shows that people are starting to accept AI, but not fully.

People have said they're worried, which is why they're hesitant. The most common problem is fake or misleading information. Other problems include a lack of human touch, job loss in the creative sector, and data privacy. Similar concerns have been highlighted in previous research, where ethical risks and misleading content are considered major challenges of AI in advertising (Gao et al., 2023). They show how AI-generated content can be dangerous, especially when users can't always check the facts they see.

This is even more true for Bangladesh. Even though more and more people are using digital platforms, not everyone is equally aware and skilled at using them. Because of this, it can be hard to tell when AI makes images, videos, or sounds. This makes it more likely that people will get false information or get scammed. So, the issue that the respondents brought up is based on real-life experience and not guesswork.

The study does not demonstrate a total rejection of AI. This aligns with existing studies showing that users acknowledge the effectiveness of AI-generated advertising while still expressing caution (Ratta et al., 2024). This means that people are open to new technologies. However, this is only true under certain conditions. Most of the people who answered said they would like a middle ground, where AI would work with human creativity instead of replacing it completely.

This choice is very important. It shows that people who answered the survey value human input in the creative process. They are okay with AI as a helper, but not as a full replacement. This fits with the idea

that being creative in advertising isn't just about how good the ads are, but also about how they make people feel, how original they are, and how real they are.

These findings are consistent with existing research on digital communication and consumer perception. Kaplan and Haenlein (2009) describe social media as a space built around interaction and user-generated content, where authenticity plays a central role in how messages are received. When content appears less human, the level of trust may decrease, even if the quality remains high.

Overall, the findings of this study point to a clear conclusion. AI-generated advertising is being recognized and, to some extent, accepted by users. However, acceptance does not mean trust. There is a visible gap between awareness and confidence. Respondents are comfortable with the idea of AI supporting advertising, but they remain cautious about relying on it fully.

This gap is where the main challenge lies. For brands and communication agencies, the task is not only to use AI efficiently but also to maintain transparency, authenticity, and human connection. Without these elements, the effectiveness of AI-generated advertising may remain limited, even if the technology continues to improve.

Chapter Six

Recommendations

1. Ensure Transparency in AI-Generated Content

Respondents clearly prefer to know when AI is used in advertising. Brands should mention when content is AI-generated. Even a simple disclosure can improve trust and reduce confusion. This becomes especially important when users already feel uncertain about authenticity.

2. Maintain Balance Between AI and Human Creativity

The findings show that users do not fully accept AI as a replacement for human creativity. Most prefer a combined approach. Brands should use AI as a support tool while keeping human involvement in creative decisions to ensure emotional connection and originality.

3. Improve Content Authenticity and Credibility

Trust and authenticity received the lowest mean scores. This indicates a clear gap. Brands should focus on making content feel more real and relatable. Using consistent messaging and avoiding overly artificial visuals can help reduce user skepticism.

4. Avoid Misleading or Fake Content

Fake or misleading content was the most common concern among respondents. This is a serious issue, especially in Bangladesh, where many users may not easily identify AI-generated content. Brands must ensure accuracy and avoid creating content that can mislead or confuse audiences.

5. Promote Digital Awareness and Media Literacy

Many respondents showed uncertainty in identifying AI-generated advertisements. Increasing digital awareness can help users better understand such content. Educational initiatives and platform-level guidance can reduce confusion and improve user confidence.

6. Focus on Audience-Centered Content Strategy

AI-generated content should not only be efficient but also aligned with audience expectations. Understanding user concerns, especially regarding trust and authenticity, can help brands create more effective and engaging advertisements.

7. Ensure Data Privacy and Ethical Use

Concerns about data privacy were also present in the findings. Brands should be transparent about how user data is used in AI-driven advertising. Ethical data practices can help build long-term trust with audiences.

8. Monitor and Improve AI Usage Continuously

User perception is not fixed. It can change over time as technology evolves. Brands should regularly evaluate how their AI-generated content is being received and adjust their strategies accordingly.

Chapter Seven

Conclusion

The aim of the study was to explore users perception and reaction to AI-generated advertisements on social media. The results indicate the presence of a sharp contrast between trust and awareness. Most of the respondents are also very active on social media and have been exposed to AI-generated content, but it does not make them completely confident.

The respondents are usually aware that AI can create useful and visually appealing advertisements. The average scores of creativity, professionalism and usefulness show moderation of level of acceptance. Nevertheless, this acceptance is still limited with more profound factors at stake. Trust and authenticity had significantly lower mean scores, which showed reluctance among users. A lot of respondents remain unsure about the quality and authenticity of AI-generated advertisement.

The research also points out various issues, especially regarding misleading information, absence of human touch, data privacy, and job loss in the creative industries. These issues are particularly applicable when it comes to Bangladesh, where the digital awareness is different among different users, and some individuals might find it challenging at times to determine whether the content has been created by AI. Consequently, misinformation is more likely to occur.

At the same time, the findings do not suggest rejection of AI in advertising. A significant number of respondents suppose that AI can be used to enhance the quality of advertising in the future. Nevertheless, they like to adopt a middle course and AI will only be applied together with human creativeness instead of being totally indispensable. This is an indication of increasing the acceptance of AI as an assistant tool, but not a completely trusted alternative.

The research indicates that AI-generated advertisements remain at an early phase of development as viewed by the user. The reason people are lining up with it is because it works and makes good things, but there are still issues of trust, authenticity, and openness. These issues should be considered to ensure that AI-based advertisements will be more effective. There will be a lot of importance of responsible use, good communication, and human intervention in establishing long-term trust with the users.

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Appendix A
Internship Proposal Approval Form

CS003



INTERNSHIP PROPOSAL FORM

Name:	Kawser Mahmud Shohan
ID:	213011049
Department:	BBA
Supervisor's Name (Faculty):	Dr Parvez Mahmud Razib
Organization Name:	CThreeSixty
Internship Title:	Public Awareness and Attitudes Toward AI-Created Advertising Content on Social Media

Kawser Mahmud Shohan
(29.01.26)

Student's signature & date

Supervisor's signature & date

CS003 (02) Page 1 of 1

Appendix B

Copy of internship acceptance letter



Human Resource Division

CPR/Admin/HR/3753/23

November 22, 2025

Kawser Mahmud Shohan
Holding no – X, 9 Nurjahan Rd, Dhaka 1207, Bangladesh

Subject: Letter of Appointment as Communication Intern w.e.f. December 2025

Dear Kawser Mahmud Shohan,

CThreeSixty Bangladesh (hereinafter referred to as the “Company”) is pleased to offer you the position of Communication Intern, following the successful completion of your interview and selection process.

Your internship will commence on 1 December, and you will be engaged as a full-time Communication Intern, reporting to Ms. Lamia Jahan, Senior Executive: Communications. Your expected working hours are 8 hours per day, 5 days a week. You will receive a monthly stipend in accordance with the Company’s internship policy.

During your internship, you will support communication and PR initiatives, assist with social media activities, coordinate with internal teams, and support campaigns and events.

Please confirm your acceptance of this offer by acknowledging your agreement with the above.

We look forward to your contribution and wish you a productive internship with CThreeSixty Bangladesh.

Sincerely,

Sanchita Chowdhury

Senior Executive Accounts, HR & Admin

CThreeSixty Bangladesh

Appendix C

Plagiarism Check

Kawser Mahmud Shohan - (213011049)- Internship report

ORIGINALITY REPORT

4%	2%	2%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to London School of Science & Technology Student Paper	1 %
2	Gutierrez Needham, Amie. "When Algorithms Speak: AI vs. Human Social Media Marketing in Higher Education", Walsh College Publication	<1 %
3	Submitted to aimsr Student Paper	<1 %
4	ir.knust.edu.gh Internet Source	<1 %
5	Submitted to Asia e University Student Paper	<1 %
6	Submitted to University of Essex Student Paper	<1 %
7	Submitted to Monash University Student Paper	<1 %
8	dspace.bracu.ac.bd:8443 Internet Source	<1 %
9	Submitted to Midlands State University Student Paper	<1 %
10	Submitted to Kennedy-Western University Student Paper	<1 %
11	R. R. Dhavasironmani, J. Maria Joel, S. V. Siddharth, Ajith Sundaram. "Chapter 23 A	<1 %

Study of Brand Preference on Health Drinks
with Reference to Kovai City", Springer
Science and Business Media LLC, 2026
Publication

12 Aggelos Georgiou, Anastasios Skoufas,
Socrates Basbas. "Perceived pedestrian level
of service in an urban central network: The
case of a medium size Greek city", Case
Studies on Transport Policy, 2021

Publication

<1 %

13 Manoj Mahanubhav, Megha Jain. "Financial
Resilience and Economic Mobility through
Self-Help Groups: Insights on Skills and
Entrepreneurship", IBMRD's Journal of
Management & Research, 2025

Publication

<1 %

14 hdl.handle.net
Internet Source

<1 %

15 ojs.amhinternational.com
Internet Source

<1 %

16 uniquesubmission.com
Internet Source

<1 %

17 ulspace.ul.ac.za
Internet Source

<1 %

18 Phillips-Daley, Keisha G.. "Self-Service
Technology in a Library System: An
Examination of Potential Library Member
Adoption of Self-Service Checkout at a
Southeastern County Library System", Nova
Southeastern University, 2021

Publication

<1 %

Appendix D

Questionnaire

Section A: Basic Information

1. Age

- 20–23
- 24–27
- 28–31
- 32–35

2. Gender

- Male
- Female
- Prefer not to say

3. How often do you use social media?

- Less than 1 hour daily
- 1–2 hours
- 3–4 hours
- More than 4 hours

4. Which social media platforms do you use most? (Multiple choice)

- Facebook
- Instagram
- YouTube
- TikTok
- LinkedIn

Section B: Awareness

5. Before today, were you aware that some advertisements on social media are created using Artificial Intelligence (AI)?

- Yes
- No
- Not sure

6. How did you learn about AI-generated content in advertising?

- News / Articles
- Social media posts
- Friends / Word of mouth
- Personal knowledge of digital marketing
- I did not know about it

7. Do you think you can identify whether an advertisement is AI-generated or human-created?

- Yes, most of the time
- Sometimes
- No
- Not sure

Section C: Perception

(Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree)

8. AI-generated advertisements are creative.

9. AI-generated advertisements look professional.

10. AI-generated advertisements are useful and informative.

11. AI-created ads feel similar to human-created ads.

Section D: Trust & Attitude

12. I trust AI-generated advertisements as much as human-created advertisements.

(Likert scale)

13. AI-created ads feel authentic. (Likert scale)

14. I feel comfortable knowing that brands use AI to create advertising content.

(Likert scale)

15. Knowing that an ad is AI-generated would affect my purchase decision.

- Yes, positively
- Yes, negatively
- No impact
- Not sure

Section E: Concerns & Expectations

16. What concerns do you have about AI-created advertising? (Multiple choice)

- Lack of human touch
- Fake or misleading content
- Data privacy issues
- Job loss in creative industries
- No concerns
- Other (optional)

17. Do you think brands should clearly mention when advertising content is AI-generated?

- Yes
- No
- Not sure

18. In the future, do you think AI will improve advertising quality on social media?

- Yes
- No
- Maybe

19. Do you think AI-generated advertisements reduce the need for human creativity in marketing?

- Yes
- No
- Not sure

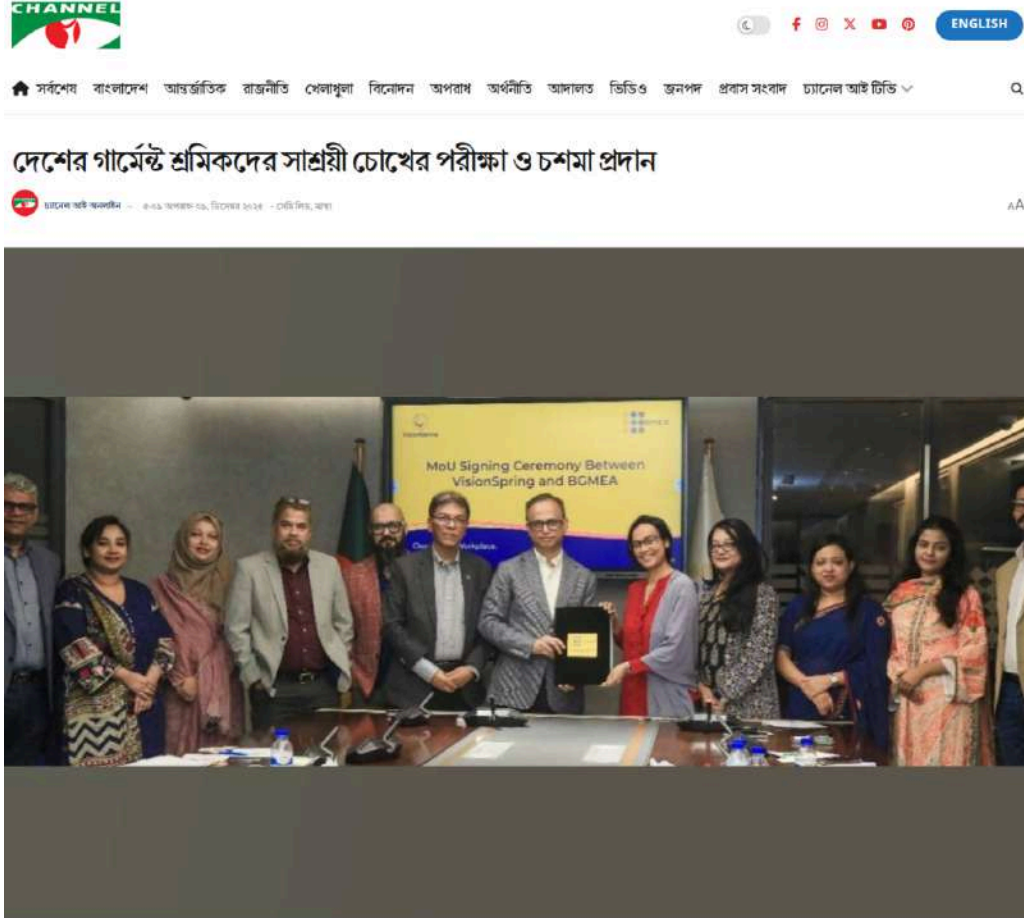
20. Would you prefer brands to combine AI tools with human creativity when creating advertisements?

- Yes, definitely
- Yes, but with limited AI use
- No, I prefer fully human-created ads
- I do not mind

Appendix E

Sample Works Completed During Internship

PR Publications:



দেশের তৈরি পোশাকশিল্পের শ্রমিকদের জন্য স্বচ্ছ দৃষ্টি নিশ্চিত করতে ডিশনস্প্রিং এবং বাংলাদেশ গার্মেন্ট ম্যানুফ্যাকচারার্স অ্যান্ড এক্সপোর্টার্স অ্যাসোসিয়েশন (বিজিএমইএ) এর মধ্যে একটি সমঝোতা স্মারক (এমওইউ) স্বাক্ষরিত হয়েছে। রাজধানীর উত্তরার বিজিএমইএ কমপ্লেক্সে এ চুক্তি স্বাক্ষর হয়।

এই চুক্তির আওতায়, বিজিএমইএ সদস্য কারখানাগুলোতে এক বছরের মধ্যে ৪০ হাজার শ্রমিকের চোখের পরীক্ষা করাবে ডিশনস্প্রিং। যেসব শ্রমিকের চশমার প্রয়োজন হবে (রিভিং গ্লাস ও প্রেসক্রিপশন উভয় ধরনের) তাদেরকে চশমা প্রদান করা হবে। নির্ধারিত লক্ষ্যমাত্রা সফলভাবে অর্জনের পর ডিশনস্প্রিং ও বিজিএমইএ'র যৌথ উদ্যোগে এ কর্মসূচি ধীরে ধীরে পুরো তৈরি পোশাক (আরএমজি) খাতে সম্প্রসারিত করা হবে।

বাংলাদেশের তৈরি পোশাক খাতে বর্তমানে প্রায় ৪০ লাখেরও বেশি শ্রমিক কাজ করছেন, যাদের অধিকাংশকেই ক্ষুদ্র ও সূক্ষ্ম কাজ করতে হয় দীর্ঘ সময় ধরে। কিন্তু অনেক শ্রমিকই না জেনেই চোখের স্বাস্থ্য দৃষ্টিজনিত সমস্যা ভুগছেন, যা উৎপাদনশীলতা কমিয়ে দেয়, কর্মস্থলে দুর্ঘটনা বাড়ায় এবং দীর্ঘমেয়াদে চোখের স্বাস্থ্যের জন্য ক্ষতিকর হতে পারে। ডিশনস্প্রিং-এর বৈশ্বিক তথ্য থেকে জানা যায়, চোখের দৃষ্টি সংশোধনের সরাসরি প্রভাব পড়ে কর্মক্ষমতা এবং আয়ের ওপর। ডিশনস্প্রিং প্রতিষ্ঠান দৃষ্টি ভিত্তি জরিপের ফলাফলে দেখা গেছে, শুধুমাত্র চশমা ব্যবহারে শ্রমিকদের উৎপাদনশীলতা ২২-৩২ শতাংশ পর্যন্ত বৃদ্ধি পেয়েছে এবং দৃষ্টি সংশোধনের পর তাদের আয় গড়ে ৩৩ শতাংশ পর্যন্ত বেড়েছে।

স্বচ্ছ দৃষ্টি অনুষ্ঠানে বিজিএমইএ'র সভাপতি ও রাইজিং ফ্যাশনস ডিভিশনের ব্যবস্থাপনা পরিচালক মাহমুদ হাসান খান বলেন, “আমাদের শ্রমিকদের জন্য চোখের স্ক্রিনিং সেবা নিয়ে আসায় আমরা ডিশনস্প্রিংকে ধন্যবাদ জানাই। স্বচ্ছ দৃষ্টি মানে নিরাপদ ও বেশি উৎপাদনশীল শ্রমিক। আমরা চাই প্রাথমিক অবস্থায়ই চোখের সমস্যা শনাক্ত হোক, যাতে তাদের দৃষ্টিশক্তি রক্ষা পায়।”

অনুষ্ঠানে ডিশনস্প্রিং বাংলাদেশের কাঙ্ক্ষিত ডিরেক্টর মিশা মাজহারবীন বলেন, “বাংলাদেশে আমরা ইতোমধ্যে বিভিন্ন কর্মক্ষেত্রে, বিশেষ করে তৈরি পোশাক কারখানায় প্রায় অর্ধ মিলিয়ন (পাঁচ লাখের কাছাকাছি) শ্রমিকের চোখের পরীক্ষা করেছি এবং তাদের মধ্যে ৩০ শতাংশের বেশি শ্রমিকের চশমার প্রয়োজন ছিল এবং তারা চশমা পেয়েছেন। আমরা আরও বেশি কারখানায় এ সেবা পৌঁছে দিতে চাই। বিজিএমইএ তাদের শ্রমিকদের কল্যাণে যে উদ্যোগ নিয়ে সামনে এসেছে, তা সত্যিই অনুপ্রেরণাদায়ক।”

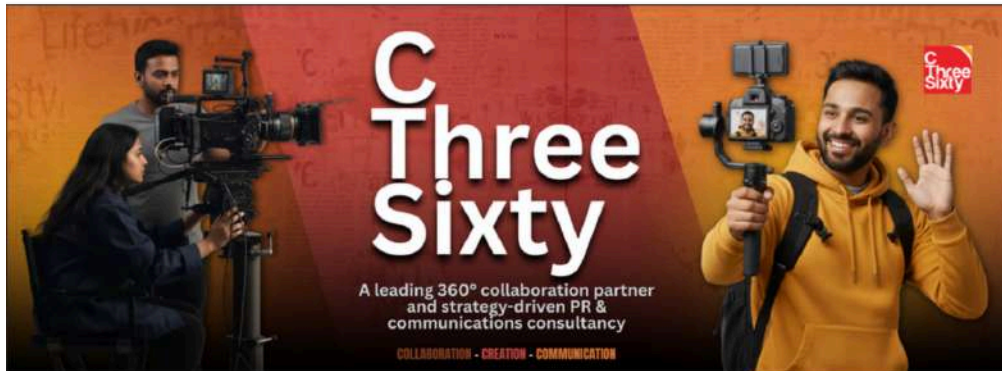
২০০১ সাল থেকে ডিশনস্প্রিং নিয়মিতভাবে মানুষের জন্য সান্ত্বনায় চশমা প্রদান করে দিতে কাজ করছে। কর্মস্থল, শিক্ষাগ্রহীতা ও বিভিন্ন কমিউনিটিতে সরাসরি চোখের পরীক্ষা ও চশমা সরবরাহের মাধ্যমে প্রতিষ্ঠানটি লাগে মানুষের কাছে পৌঁছেছে। বিভিন্ন খাতে তাদের এসব সহযোগিতা শ্রমিকদের সুস্বাস্থ্য ও উৎপাদনশীলতা উন্নয়নে সহায়ক ভূমিকা রাখছে।

PR Expense Budget for Polar Ice Cream “Tornado” Campaign:

Polar x CTS x Marvel_PR Expenses					
File Edit View Insert Format Data Tools Extensions Help					
Q Menus ↶ ↷ ↺ ↻ 100% \$ % .0 .00 123 Times 13 B I A					
PR Expense					
A	B	C	D	E	F
PR Expense					
Category	Sl. No.	Name	Frequency	Brands	Amount
Byte Sized Media	1	Business Inspection BD	1	Polar	13,000
	2	CablGram	1	Polar	23,000
	3	Sozoo Today	1	Polar	16,000
	4	InfoGram	1	Polar	9,000
	5	Publication Today	1	Polar	4,000
	6	Nutshell Today	1	Polar	24,000
Total					89,000
Meme Pages	1	14AGAIN	1	Polar	5,000
	2	The Click	1	Polar	3,500
	3	Bengali Memes	1	Polar	6,000
	4	Shit Humor Guy	1	Polar	3,000
	5	Porte Bosh	1	Polar	4,000
	6	Mood Swing	1	Polar	3,000
	7	Earki	1	Polar	
	8	The Pangash	1	Polar	
	9	Spread MEMES, Not Hate	1	Polar	1,000
	10	Pure Irony শিটপাটিং	1	Polar	600
	11	Department of EEE- Emotions & Emotional Entertainment	1	Polar	3,000
Total					

Social Media Content Samples:

Facebook cover photo



Social media posts



Narrative Write-ups of Cancer Warriors for BANCAT Annual Report (2026):

Beneficiaries & Their Stories

Beneficiary Story 1

It started in 2018, when I noticed unusual bleeding. At first, I did not think much of it. But doctors advised cancer tests. That was when I learned that cervical cancer from that day on. I became a patient at Hospital Abu Dhabi, and waiting. Some days were manageable, others were very hard. Physically, I was tired at the time. Emotionally, I dealt with fear and uncertainty, not knowing where the next report would be.

Over the years, treatment took a heavy toll on my body. In July 2023, I had a major surgery at the government hospital in Abu Dhabi. After the operation, I felt completely drained. I remember feeling weak, scared, and unsure of how I would recover or manage what came next.

The fear of cancer made everything seem. Doctors could not manage, and my treatment and I struggled to keep up. At one point, we did not know where to go in Abu Dhabi. I still remember following cars. That period was deeply depressing. I felt hopeless that after all the treatment, I did not even have a safe place to rest.

It was then that another patient told me about Moudabbir Al-Baladi.

When I arrived there, everything changed. The nurses and the staff helped me with my treatment and helped me with my life. I began to feel like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life.

Moudabbir Al-Baladi did not just give me shelter. I gave me the person in a room where I had a life. I felt supported, seen, and valued. That sense of care gave me strength both physically and emotionally. For me, it truly felt like a family, not an institution.

Even now, when I think about that time, I feel grateful. When I was at my weakest, they stood beside me without conditions. I will always carry that strength with me.

— Nabeela Banoor, 31

Beneficiary Story 2

I never imagined the pain in my leg would lead to something so serious. In March 2022, the pain came suddenly. I tried to deal with it by taking painkillers, but it did not go away. I knew when to go to the hospital. I went to the hospital, and the doctors told me I had a tumor. I was shocked. I never thought I would be in a hospital, looking at doctors and nurses. It took time for me to get used to it.

Treatment began soon after. It was tough, and it took my time. There was a lot of pain, but there was also a lot of support. I learned about what was going on, and I was able to keep going. The journey was long, but I kept going. I was able to keep going. I was able to keep going.

The financial pressure was constant. Cancer treatment is expensive and every out-of-pocket cost added to the stress. I had to leave my job to take care of my leg. But staying hopeful was so important in taking these steps.

When I came to know about Moudabbir Al-Baladi, it felt like a door had opened. I needed a place where I could rest, and I needed a place where I could rest. I needed a place where I could rest, and I needed a place where I could rest.

Staying there gave me a sense of comfort and stability. Knowing that I had a place where people understood and helped me made a big difference. I did not feel alone anymore. I had a place where I could rest, and I needed a place where I could rest.

I remain thankful for the support received during this time. I feel like I have a new family. I feel like I have a new family. I feel like I have a new family.

— Salma Aziz, 32

Beneficiary Story 3

When I got sick, at first, I was having fever again and again. Then my hands and feet started swelling, and I had a lot of pain. My mother took me to the hospital in Abu Dhabi. I was in pain, and my mother looked worried. I was in pain, and my mother looked worried. I was in pain, and my mother looked worried.

Later, my parents took me to another hospital in Dubai. The doctors told me I had a tumor. I was shocked. I never thought I would be in a hospital, looking at doctors and nurses. It took time for me to get used to it.

One of the doctors told my mother about the place Moudabbir Al-Baladi. When we went there, I felt different. I felt like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life.

Now, when I am not at the hospital, I stay at Al-Baladi. The simple things like the staff with me and the care given. Sometimes we laugh. Sometimes I feel sad, but I feel like I am making the first step towards a better life. I began to feel like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life.

My father died many years ago. I miss him. But here I feel that many people care about me. I do not know what will happen next, but I feel like I am making the first step towards a better life. I began to feel like I was making the first step towards a better life. I began to feel like I was making the first step towards a better life.

— Abdulrahman, 33

Beneficiary Story 4

I do not remember everything, but my mother told me that I was sick. I was a little more than one year old when I got sick. I used to feel weak, and I was in the hospital. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

Later, a doctor at a big hospital told me I had cancer. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

At PG Hospital, my mother found out about Moudabbir Al-Baladi. That is where we came to stay. I have been living here with her for a long time now. I have my food and people who care for me. When I feel better, they take care of me and help me.

This place feels safe. I am not scared here. My mother also looks better when we are here. She does not worry about where we are and what we are doing. I feel safe.

I am young and don't understand a lot of things, but I know this is a place where people care about me. It feels like home.

— Abdullah, 34

Beneficiary Story 5

After a long fight with cancer, I was in the hospital. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

After being diagnosed with throat cancer, I went to Chukra Ben Cardin to seek better treatment. I was already worried about my health, and on top of that, I had no idea where I could get the treatment I needed. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

It was during this time that I met a great person named Moudabbir Al-Baladi. He told me about the care he received and how they supported him. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

The care I received allowed me to focus on getting better. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital. I was in the hospital, and I was in the hospital.

I am grateful for the support received when I needed it most. Moudabbir Al-Baladi gave me the stability during a very uncertain time, and that kindness will stay with me.

— Hadeel Alshai, 35