

# **Alleviating aversion to Artificial Intelligence in advertising with funny disclosures**

Mag (Malgorzata) Karpinska-Krakowiak<sup>a\*</sup>, Grzegorz Hajduk<sup>b</sup>, Barbara Mroz-Gorgon<sup>c</sup>, and Lukasz Skowron<sup>d</sup>

<sup>a</sup>*University of Lodz, Lodz, Poland*

<sup>b</sup>*University of Rzeszow, Poland*

<sup>c</sup>*Wroclaw University of Economics and Business, Poland*

<sup>d</sup>*Lublin University of Technology, Poland*

*\*corresponding author: Mag (Malgorzata) Karpinska-Krakowiak, Skladowa 43, 90-127 Lodz, Poland, phone +48 42-665-58-30, malgorzata.karpinska@uni.lodz.pl*

## **Alleviating aversion to Artificial Intelligence in advertising with funny disclosures**

Artificial Intelligence (AI) is increasingly used in creating advertisements, yet its prominent role in ad creation is often undisclosed due to aversive consumer reactions to AI. We conducted three experiments to examine how advertisers can disclose AI authorship in ads without reducing their effectiveness. Study 1 reveals that algorithm aversion does not occur in case of AI-generated humor when it represents high quality. Study 2 incorporates humor into disclosures and shows that humor about AI authorship leads to higher purchase intentions (i.e., lowers algorithm aversion). Study 3 replicates the effects from Studies 1-2 with different stimuli using varying levels of humor in disclosures, and it tests the mechanism behind the observed effects (humor reduces the social dimension of psychological distance between AI and humans, making AI appear more human-like). These results indicate that incorporating humor could be a practical way to address ethical obligations of transparency while maintaining ad effectiveness.

Keywords: Artificial Intelligence; advertising; disclosures; humor; psychological distance