Human vs AI Intelligence - Copywriter vs ChatGPT

Nur Widad Roslan*
School of Communication, Xiamen University Malaysia
*Corresponding Authors Email: nurwidad.roslan@xmu.edu.my

Muhammad Irsyad Zulkifli
School of Communication, Xiamen University Malaysia

Nur Maisarah Roslan
Al-Madinah International University Kuala Lumpur

Siti Nur Aliaa Roslan
Faculty of Engineering, University Putra Malaysia

Abstract
Artificial Intelligence is the way of life in the current world. Not one day goes by without the use of artificial intelligence. Therefore, it is no surprise that artificial intelligence is used to do work as well. However, how good can it be? In the current disruptive era, it is difficult to create an advertisement that can appeal to human emotions. So how can we appeal to human emotions? With human intelligence of artificial intelligence? This research will analyse and identify whether human intelligence or artificial intelligence can create better advertising copy to attract the human emotions. A qualitative research of content analysis and interview will be used in this research. The same 5 creative briefs will be given to a copywriter and ChatGPT simultaneously and they would need to create disruptive copy for 5 different brands. In an interview, the copy created by the copywriter and ChatGPT is then shared with 5 random audience for them to share their preferred copy. Bandura's 1980 Social Cognitive Theory is used to identify the influence the society has in helping the copywriter write copy, and ChatGPT using existing information on the internet to create the copy. It is hoped that the findings show that human intelligence has more resilience in the disruptive era of advertising as humans understand emotions and current trends faster and adopt to social factors. Future research can be focused on using artificial intelligence together with human intelligence to create disruptive copy as in the future, eventually we would be using artificially intelligence in our work and evolve the advertising industry together.
Keywords: Advertising, Copywriting, Human Intelligence, Artificial Intelligence, ChatGPT

Introduction

Artificial intelligence (AI) has advanced at a rapid pace in all economic sectors. In the current digital era, advertising is not only about promoting products but also about creating emotional connections that drive engagement and loyalty. As audiences increasingly encounter AI-generated content in social media and digital campaigns, understanding whether such content can evoke human emotions as effectively as human-created copy becomes essential. This area shows the need to be investigated because the balance between efficiency and emotional authenticity has become a defining challenge for advertisers and content creators alike. Determining how AI and human creativity coexist in shaping persuasive messages can help marketers, educators, and creative professionals adapt to the rapidly evolving digital ecosystem. Most industries have adapted in using AI as a part of their scope of work, this also includes the advertising sector (Gao et al., 2023). Gao et al., (2023) further added that the main reason AI is used in advertising is for the purpose of targeting the right consumers, personalisation of advertisement, content creation and ad optimisation. Similarly, Zhang et al., (2024) study showed that by having personalisation in advertising can increase brand engagement, which ultimately is reflected though the advertisements, that are using either AI generated content or human generated content. Hence, it is important to identify the elements that would help advertisers understand the importance how an ad is created in order to be more connected with the audience. Furthermore, Ratta et al., (2024) had highlighted in their study that consumers engagement and buying behaviour differs according to content created by human's vs AI. Other than that, most AI generated advertising research highlights the practical aspects such as using personalisation, optimisation, consumers behaviours and many more. But not much research has been done on the use of AI in the content creation, particularly copywriting. This study holds significant value for practitioners, educators, and researchers in communication and advertising. By comparing human and AI-generated advertising copy, the research provides practical insights into how emotional resonance, tone, and cultural sensitivity influence audience response. These findings may guide marketers in deciding when to rely on human creativity, when to integrate AI tools, and how to train future copywriters to leverage AI effectively. In the broader context, the study contributes to understanding how technology affects human expression and creativity in advertising, offering implications for both industry innovation and academic discourse. Hence, the objective of this study is to identify and analyse consumers perception towards human generated copywriting vs AI generated copy and understand why consumers prefer the chosen copy.

Literature Review

Contrary to popular belief, artificial intelligence is not a very new idea. This dates back to the Turing test, which Alan Turing created in 1950. ELIZA, the first computer software designed to simulate a conversation, was developed in the 1960s (Ireland, 2012). According to Hsu et al., (1995), the IBM Deep Blue, a chess computer created in 1977, defeated a world chess champion in two of six games. According to David (2015), Apple debuted Siri as a digital assistant in 2011 while OpenAI was formed in 2015 by Elon Musk and a few other people (BBC News,2015). The creation of computers and systems that can mimic and carry out activities involving particular facets of human intellect is the focus of the quickly developing area of artificial intelligence (AI), which is a branch of computer science and cognitive science. Artificial intelligence has been defined as "the science of making machines do things that require intelligence when we do them" (Minsky, 1968); "the study of computational processes

that facilitate perception, thought, and action" (Winston, 1992); and "the study of intelligent agents," which emphasizes their capacity to "perceive the environment and act to maximize one's chances of achieving one's goals" (Russell & Norvig, 2010). From the earliest expert systems and learning algorithms to the creation of sophisticated methods like deep neural networks and machine learning, artificial intelligence has undergone a swift and ongoing evolution (Russell & Norvig, 2010).

The most popular chatbot using artificial intellgience is ChatGPT, then followed by Google Gemini and Microsoft Copilot. In particular, young individuals utilize ChatGPT to learn new things, explore, and come up with new ideas. Users are most comfortable working with AI in the field of education (35% vs. 28% in the medical profession); more precisely, the most popular areas of interest for AI use include language learning, travel suggestions, scheduling help, meal planning, picture creation, etc. AI is one of the most popular issues in society today, as it causes worries about job losses, data security, and unethical technology use (2 out of 3 people are very concerned about data security when using AI applications, and 60% of respondents are concerned about how which AI tools will influence the work of artists and professionals in creative areas) (United Media Services, 2024).

In general, artificial intelligence is a computational concept that enables a machine to understand and solve complicated problems in the same way as people do. Leading theorists generally agree that "artificial intelligence" is "technology that seeks to make computers do the sorts of things minds can do" through the development of computational processes that "involve psychological skills such as perception, association, prediction, planning, motor control that enable humans and animals to attain their goals," despite the fact that AI as a scientific field has in famously eluded adoption of a single, precise definition (Boden, 2018). For instance, human do a task, make mistakes, and grow from them, at least the most shrewd among us do. Similarly, as part of its self-improvement, an AI, or artificial intelligence, is meant to work on a problem, make some mistakes while addressing it, and learn from the difficulties in a self-correcting way. Since "the new wave of artificial intelligence is a critical component of intelligence prediction and better prediction reduces uncertainty, the application and use of AI in new ventures has the potential to offer a novel, functionally superior means to address these uncertainties (Agrawal et al., 2018).

Artificial Intelligence in Advertising
The AI approach gives up new possibilities for companies. An almost infinite number of picture and text variations may be produced with AI-assisted creativity, expanding the potential for creative exploration to previously unthinkable heights. According to Abrardi et al., (2022), the capacity to create AI influencers and avatars opens up new possibilities, including a customized personal shopping advisor for every client or even a personal avatar that can try on clothes in a virtual setting. The thorough analysis of this evolution offers a strong basis for comprehending the effects of AI in the current advertising environment, exposing both potential and obstacles in the industry's adoption of AI. Current advertising trends are ever-evolving, both domestically and globally. One of the most popular at the moment, for instance, are interactive-playable advertisements (also known as Reels Playable Ads), which are a creative way to draw in customers and boost interest in businesses. Users can interact with the advertisement before seeing the whole commercial thanks to a combination of interactivity and gaming features (gamification) (Initiative, 2023), which

successfully engages users before they decide to install an application. According to Forbes Romania (2023), both CTV (Connected TV) and OTT (Over-The-Top) are effective ways to target audiences across platforms and devices because they provide a personalized experience for the user. Current trends indicate that their adoption is significantly increasing, particularly among consumers who prefer streaming platforms to traditional television.

The ability to personalize advertising messages is a significant advantage of utilizing AI in advertising. This creative strategy has completely changed the way that companies communicate with their target audience. Technologies like machine learning and sophisticated data analysis serve as the foundation for this process of customizing advertising material to each customer's tastes and requirements. Wang (2020) asserts that delivering messages tailored to each consumer's profile and behaviour in which is called advertising personalization with the help of AI can optimize the relevance and effectiveness of advertising campaigns. AI algorithms may detect specific customer preferences by gathering and analysing demographic and behavioural data. This enables companies to provide relevant and captivating advertising material, hence enhancing their interaction with the target audience (Kietzmann et al., 2018). Therefore, using AI to personalize advertising messages can boost conversion rates and brand loyalty in addition to improving the customer experience. The study by Duan et al., (2019) claims that AI analyses users' prior behaviours and preferences in interactions with different online platforms using collaborative filtering algorithms. The creation of customized suggestions and the customization of advertising material according to each user's unique history and preferences are made possible by this thorough research. The idea of collaborative adversarial filtering was examined by Duan et al., (2019), who emphasized how it enhances the customization of advertising suggestions. By using artificial intelligence (AI), consumers' previous behaviour may be analysed to forecast their future interests and preferences, resulting in personalized advertising material that makes communications more appealing and relevant. Furthermore, according to Adomavicius and Tuzhilin (2005), artificial intelligence (AI) is crucial to the development of recommender systems since it permits expansions and advances in the customization of suggestions according to the tastes of specific customers.

Wang and Kosinski (2018) emphasized that the process of tailoring advertising messages may use face recognition technology and facial feature analysis. Real-time facial reaction and emotion recognition using these technologies allows advertising content to be instantly modified to better suit each user's wants and preferences. AI generates individually customized and targeted advertising messages by interpreting and processing data from customer behaviours and reactions using sophisticated data analysis algorithms and techniques like machine learning and face recognition. Another significant advantage of AI in advertising is its ability to target audiences effectively. The significance of recommender systems in adjusting advertising messages to the interests and actions of certain audiences was illustrated by Adomavicius and Tuzhilin (2005). By sending messages to the right audiences, AI's sophisticated algorithms may analyze demographic and behavioural data to pinpoint specific consumer categories, boosting the efficacy of advertising efforts.

Another advantage of using AI to advertising is the automation of advertising procedures. Given the real-time nature of digital and direct marketing, such automation significantly assists marketers in effectively managing labour-intensive and high-time-pressure processes.

Kumar et al., (2024), highlighted the significance of AI in marketing process automation. Chatbots, virtual assistants, and programmatic advertising are important components of AI marketing automation. Ad placement and distribution are enhanced via the use of machine learning algorithms and predictive-analytical models, which boost productivity and save time and money. The Adam technique for stochastic optimization was introduced by Kingma and Ba (2014). It has several uses in optimizing machine learning procedures used in advertising for customization and adaptability. Increasing the efficacy of advertising efforts is the fourth benefit of using AI to the advertising sector. Brynjolfsson and McAfee (2014) and Goldfarb and Tucker (2011) emphasized that the use of AI in advertising helps to improve campaign effectiveness measurement. Real-time campaign performance analysis, strategy adaptation, and decision-making based on outcomes significantly boost the effectiveness and impact of advertising expenditures.

Copywriting

Communication technology is developing at an accelerating rate, and many Micro, Small, and Medium-Sized Enterprises (MSME) actors use the internet and technology to reach a wider audience by digitizing their advertising or digital marketing. There are several areas of digital marketing to learn about, and copywriting is one of them. Trijanto (2001) defines copywriting as an essay written for advertising that is made engaging by the use of intriguing words or phrases, style, and methodology. In terms of manufacturing, it is predicated on a planned and organized strategy. Writing is the process of creating content with the intention of selling anything, such as goods, services, or people; advertising in newspapers; billboards; sales emails; Facebook status updates; ad lib radio commercials; or even promotional movies seen, according to Aji (2020). The forms, advantages, and components of copywriting are explained in the sections that follow. Copywriting was formerly limited to creating articles for billboards, sales letters, advertisements, and other written marketing materials. For this reason, this marketing strategy is known as copywriting (Jefkins, 2006). Nonetheless, copywriting is seen as a crucial component of marketing in this age of digital and internet technologies. Nonetheless, copywriting is seen as a crucial component of marketing in this age of digital and internet technologies. The copywriting technique may now be used to create a podcast or video script in addition to written content (Kotler et al., 2017).

Another skill of copywriting is that it may be used in a variety of marketing materials, including blog entries, social media posts, landing page content, headlines, meta descriptions, YouTube video titles, and paid advertisements on social media or Google. Oral copywriting may be seen in YouTube product evaluations, television ads, and even brief product usage videos (Prayoga, 2015). The foundation of practically every business is copywriting. A firm or business cannot reach a wider audience by sharing its message with potential clients without a copywriter. Every business, including non-profits, government entities, manufacturing, and merchants. According to Kotler et al. (2017)., they all require and make use of copywriters and their copywriting products.

Conveying messages, creating a brand, providing answers, personal branding, and timely content delivery are all advantages of copywriting. The ability to convey educational and useful information is the first advantage of copywriting. The second step is to create a brand; creating a product image is crucial. Depending on the intended picture, a product may or may not be ogled. For instance, if you want to swiftly offer services in between deliveries of items,

the speed is represented by the graphic. Third, prioritize the idea of sharing in order to provide solutions. The copywriter is aware that challenges and issues must be resolved before a product can be created. Therefore, what is presented is a solution to the issues that certain individuals are experiencing. Customers purchase goods based on the challenges they encounter and search for answers to these issues. Patients with heart illness, for instance, will be interested in heart disease treatment goods. Fourth, creating a product image is known as personal branding. To put it another way, personal branding is an endeavour to establish credibility, establish relationships, and create an advantage and trust in things that prospective buyers are interested in. Building a personal brand is a process that takes time and cannot be completed quickly. Therefore, write copy frequently rather than just once. The objective is to stimulate customer demand for the product. Repetitive delivery of copy will create a mindset and prejudices about the things being sold.

Other than that, components of Copywriting Typography, headlines, sub headlines, body content, and closing phrases are the components of copywriting, according to Jefkins (2006). Typography is, first and foremost, the art of selecting a typeface from among hundreds of designs or typeface designs that are available, merging many words based on the available space, and then marking the script for the typesetting process, which employs various letter sizes and thicknesses. Tinarbuko (2008) asserts that there are a number of letter group kinds that should be understood, starting with the Romein letters. The ability to blend several word kinds and styles, make intriguing word arrangements, or just employ one word is essential for copywriting. Additionally, copywriting ought to maximize each word's significance. Trijanto (2001) asserts that when creating copy, one must comprehend the linguistic style of the commercial or promotional message being sent. First, the language style is exploratory, which means it uses precise words to examine or critically assess the nature of goods and services. The promoted product's whole physical and mental potential is depleted by the words. The examination of the relevant terms demonstrates the true facts and enhances the image. In a storytelling context, the promoted product is described via narrative in the form of a tale. The word choice keeps customers focused on the facts while incorporating a creative aspect. whilst arguing. opinions whose contents have a noticeable and substantial impact on customers. By depending on rational, objective judgments or arguments supported by facts, argumentative writing emphasizes its notion or thought. The benefits of the product are presented in the copywriting manner so that prospective buyers are swayed by the material. The fourth is rhetoric. When someone speaks the truth honestly, they use straightforward language, but the impression they provide must be one that everyone can agree with. Fifth, educational. Give thorough details about the available items. Supporting information is supplied. In addition to being visually appealing, effective copywriting should pique readers' interest in the provided goods or services.

Artificial Intelligence in Copywriting
Artificial intelligence was used to develop the language model. With the input it gets, it can produce text. Researchers and practitioners were able to test several use cases when the beta version was released. Examples include producing computer code and summaries of a given text (Floridi and Chiriatti, 2020). The creation of conversations, folktales, poems, essays, and much more are examples of other imaginative applications of AI that have been documented in the literature (Branwen, 2020). As a result, scientists might evaluate how well artificial intelligence produces writing that resembles that of a person. For instance, Brown et

al., (2020) assess ChatGPT's ability to produce writing that is comparable to that of humans. A language model called ChatGPT was developed with artificial intelligence. The authors used a version of the Turing Test to assess the quality of the text produced by ChatGPT. Eighty human assessors were asked to determine whether a series of news stories were authored by ChatGPT or by a human. According to the results, human assessors were able to distinguish between text created by ChatGPT and text created by humans with a 52% accuracy rate for the best version of the ChatGPT model. This indicates that ChatGPT performs well in producing writing that seems human.

While ChatGPT can produce impressive text, Elkins and Chun (2020) contend that it can fall short on the most basic language tasks, such as "maintaining a coherent argument or narrative thread over long periods of time; maintaining consistency of gender or personality; employing simple grammar rules; showing basic knowledge and commonsense reasoning." Therefore, the authors contend that humans must verify ChatGPT's output prior to the assessment in order for it to generate text that is identical to human-generated language (Elkins and Chun, 2020). Discrimination through bias in the language (Lucy and Bamman, 2021), the spread of false information through the creation of fake news (Floridi and Chiriatti, 2020), and plagiarism through the creation of intellectual property (Dehouche, 2021) are just a few of the detrimental effects of using ChatGPT for text generation. However, little study has been done on ChatGPT's effects on the workforce. The influence of ChatGPT dissemination on professions that need text writing, such as copywriting, should be taken into account because it may be used to create news pieces, stories, reports, and other types of written material.

Social Cognitive Theory

Social cognitive theory (SCT) (Bandura, 1986) has been shown in several research to be appropriate for understanding physical activity behaviour (Auster-Gussman et al., 2022). According to SCT, personal, behavioural, and environmental elements interact reciprocally to affect people's actions. SCT highlights the following essential elements: Goal-setting (specific even in the face of difficulties), perceived self-efficacy (the belief in one's ability to engage in physical activity successfully, positive and negative consequences of engaging in physical activity), outcome expectations (the expected positive and negative and achievable objectives for physical activity behaviour), and sociocultural factors (environmental influences that support or hinder physical activity, such as access to facilities, social support, and time constraints) are all factors that affect physical activity behaviour (Bandura, 2004).

According to Bandura (2000), the most important factor influencing physical exercise behaviour is self-efficacy. Stronger result expectations, more specific goals, and more physical activity are all correlated with high self-efficacy. People who have a high sense of self-efficacy are more inclined to continue exercising in spite of difficulties and disappointments. Prior research validated the pivotal function of self-efficacy as it plays a crucial role in physical activity behaviour and has both direct and indirect impacts (Young et al., 2014). It has also been established that result expectancies have a mediating function in the SCT model (Tulloch et al., 2020). Additionally, the goal-setting directly influences physical activity behaviour (Zechner & Gill, 2016), and there is evidence that external social and environmental variables also have an impact on physical activity (Gothe, 2018). However, SCT's predictive and

explanatory efficacy with regard to physical activity was mostly demonstrated for certain samples, such as those with multiple sclerosis (Baird et al., 2021).

The figure 1below shows Albert Bandura's Social Cognitive Theory in 1986, which consists three primary factors which are behavioural, environmental, and personal interact to shape an individual's behaviour. Simply put, it indicates that people's actions (such as how they behave or perceive a brand) are influenced by both their own characteristics (such as their preferences and beliefs) and their environment (such as social trends). The three elements are interconnected and continuously impact one another to shape behaviour.
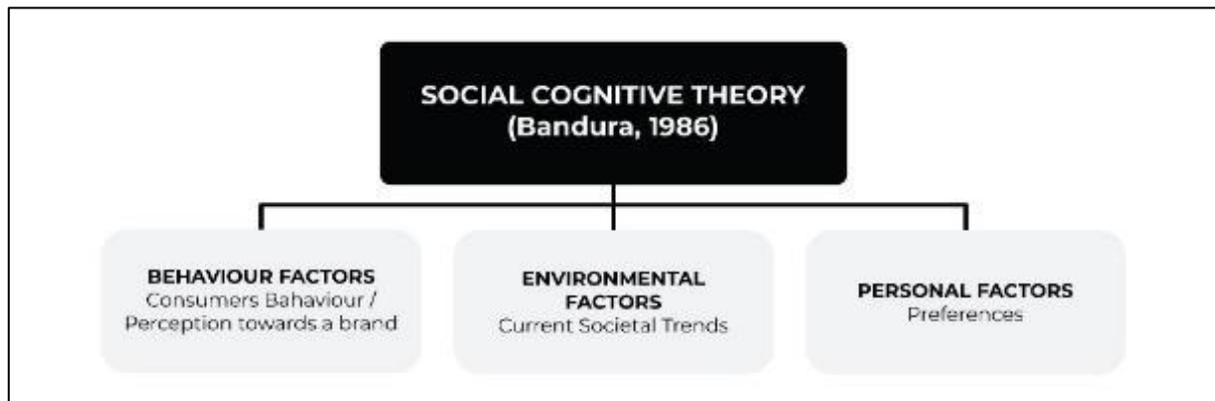

Figure 1 Theoretical Framework

Research Methodology

This research is qualitative research. Primarily this research will be using content analysis. The first step of this research is to create 5 creative briefs for 5 different brands from different categories. The creative briefs will then be given to a copywriter (Senior English Copywriter – high level of knowledge and expertise) for the copywriter to write 5 different copies based of the creative brief. Simultaneously, the same creative brief will be prompted into ChatGPT for it to create 5 different outputs based of the 5 creative briefs. The platform to create the copy all for Instagram only. This is to maintain the consistency in the format of the copy needed to write for all brands. The creative brief is as below:

Table 1
Creative Brief

No	Brand	Category	Creative Brief
1	Nike Running Shoes	Shoes	Nike's new v2k run women's sneakers shoes wit a light bone. The V2K remasters everything you love about the Vomero in a look pulled straight from an early '00s running catalogue. With a mixture of flashy metallics, referential plastic details and a midsole with a perfectly vintage aesthetic. Dual-density foam midsole creates comfortable ride. Nike is offering free personalisation features made available only you buy through their website. On top of that, you get 10% of your second shoe purchase. Brief: Write an Instagram, advertisement post description from the information given above.
2	Colgate Tooth Paste – Sensitive Pro-Relief	Oral Care	Colgate has an existing toothpaste for sensitive teeth called pro-relief. Its benefits are Toothpaste with exclusive Pro-Argin technology, Instant relief (apply toothpaste directly with fingertip for one minute) and Lasting protection (with regular use). The market for sensitive skin is not big, therefore Colgate wants to try and educate people that this toothpaste can also be used for regular teeth too. On top of that, they want to get people to use sensitive pro-relief to avoid getting sensitive teeth in the future, so that the tooth paste acts like a preventive measure before getting sensitive teeth. Brief: Write an Instagram, advertisement post description from the information given above.
3	McDonalds - Chicken Foldover	Food & Beverages	McDonalds Fold over is normally only available a before and during Ramadhan period in Malaysia. Therefore, McDonalds is planning to expand the menu to have it all year round. They are offering a buy 2 set free 1 set promotion for the first 2 months of the launch. The following month there will be no promotion. How do we enhance the copy of the advertisement to make sure people will be attracted to buy all year round? Brief: Write an Instagram, advertisement post description from the information given above.
4	Logitech Mouse	Computer Device	Logitech has just released a new mouse called Logitech M330 Silent Plus. It is designed for quiet clicking which is less than 90% compared to other mouses with long battery life too. Suitable to use for daily comfort especially at a job where you are surrounded my other office workers that you don't want to disturb.

			Currently this mouse is offered at 15% less when you buy at their flagship store on Shopee. Promotion last until 23rd May 2025. Brief: Write an Instagram, advertisement post description from the information given above.
5	Uniqlo Airism Men's Top	Clothes & Apparel	Uniqlo's AIRism Cotton Oversized Crew Neck T-shirt, Half Sleeve with Stripe. Sizes up to 4XL on the website. Get it at value buy price while stocks last. Comes in 5 colours. Further details: -Smooth 'AIRism' fabric with the look of cotton. - Narrow crew neck for a sleek look. - Wide-fitting half-sleeve T-shirt with dropped shoulders. - Double-faced construction. Brief: Write an Instagram, advertisement post description from the information given above.

After the copy has been created/ developed, an in-depth interview session will be conducted with 5 people randomly chosen. In-depth interview was conducted in order to fully understand the audiences understanding towards choosing the preferred copy, and which factor influenced them to choose the copy. 15 open-ended questions were asked followed by a flexible discussion in order to understand the audiences' emotions, thoughts and motivation. Other than that, simple random sampling us used in choosing the interviewees.

Based on the figure 2 conceptual framework, the social cognitive theory will then be applied. It is to show how behavioural, environmental and personal factors affect how consumers perceive the copy and how it influences them to prefer the chosen copy. Therefore, based on the social cognitive theory (Bandura, 1986) study on consumer behaviour, current societal trend and personal preferences, the copywriter creates copy based on the research that is conducted to understand the consumers, while ChatGPT creates the copy based on existing data on the internet that is prompted by consumers data. Once the copy is created, the subjects then pick their preferred copy of interest. The reason for the subjects to pick the chosen copy is ultimately because of behaviour, environment and personal factors, tying back to the social cognitive theory. Refer to the conceptual framework below for further understanding.
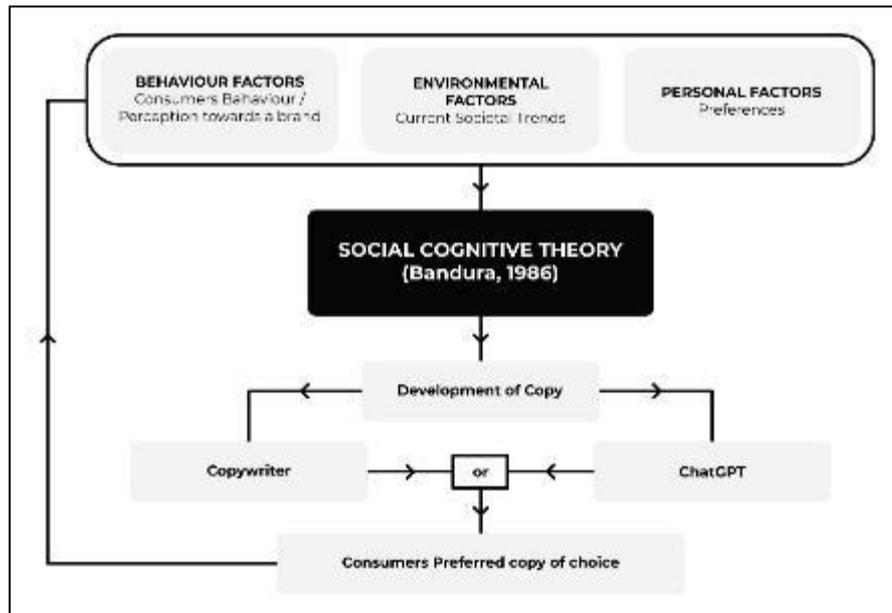
Figure 2 Conceptual Framework

Findings

Based on this research, the first step is to create a copy for 5 sets of post descriptions (1 written by the copywriter and 1 generated by ChatGPT. The post descriptions were for 5 different brands in 5 different categories. The copywriter took 2 weeks to create 5 captions (factoring in work commitments, personal life and others), while ChatGPT took only 5 seconds to generate each caption for each brand. The created/ generated copy by the copywriter and ChatGPT can be referred to below:

Table 2

Copywriter and ChatGPT Copy

No	Brand	Copywriter Copy	ChatGPT Copy
1	Nike Running Shoes	Look vintage. Feel brand new. NIKE's V2K Run takes you back to the 2000s with a drip of Y2K flair – it's the throwback you never knew you needed! Personalize yours online and score 10% off your second pair.	👟✨ Introducing the Nike V2K Run Women's Sneakers – where vintage style meets modern comfort! ✨👟 Inspired by the early '00s, the V2K remasters everything you loved about the Vomero, with a fresh twist. Featuring a blend of flashy metallics and plastic details, these kicks give off that nostalgic, bold look while the dual-density foam midsole ensures a super comfortable ride every step of the way. 🏃💨 🔥 EXCLUSIVE OFFER 🔥 Get your Nike V2K Run on Nike's website and enjoy FREE personalization – make them uniquely yours! And that's not all! Save 10% off your second pair of shoes. 💥

Don't miss out on a sneaker drop that blends the past and future effortlessly. 👟✨

#NikeV2KRun #NikeSneakers #VintageStyle #RunningShoes #ComfortMeetsStyle #PersonalizedSneakers #FlashbackSneakers #NikeWomen #ExclusiveOffer #SneakerLove

No	Product	Caption	Description
2	Colgate Tooth Paste	Ever winced from a sip of cold water? Colgate Sensitive Pro-Relief can help — fast. And if you use it every day, you might never have to feel that zing again. Relief and prevention, all in one tube.	🦷✨ Say goodbye to tooth sensitivity with Colgate Pro-Relief Toothpaste – now for everyone! ✨🦷 Designed with exclusive Pro-Argin technology, Pro-Relief offers instant relief from sensitivity (just apply directly with your fingertip for 1 minute!) and lasting protection with regular use. But here's the game-changer – you don't have to wait for sensitivity to strike to start using it! 😁 Start using Colgate Pro-Relief today, and you're not just treating sensitivity, you're preventing it – keeping your smile comfortable and protected before it's too late. 🙌 Take care of your teeth before sensitivity even starts. 🦷💙 #ColgateProRelief #SensitiveTeeth #ToothSensitivity #Toothcare #PreventionIsKey #HealthySmile #InstantRelief #LastingProtection #ProArginTechnology #DentalCare
3	McDonalds Burger Set	Guess what's finally here to stay? Your Ramadhan fave, the McD Foldover is now on the menu all year round! For a limited time: Buy 2 sets, get 1 FREE for the first 2 months only.	🍔✨ Big News, Malaysia! ✨🍔 Introducing McDonald's Fold Over – now available all year round! 🎉 Whether you've loved it during Ramadhan or have been craving it after, you no longer have to wait! The delicious fold-over wrap you've been waiting for is here to stay. 🌯💥 To kick things off, we've got an exclusive offer to make your taste buds even

happier – Buy 2 sets, get 1 FREE! 🎉 Hurry, this amazing promotion is only available for the first 2 months of the launch. After that, the Fold Over will still be there, but no more promos, so make sure to stock up while you can! 😉

Don't miss out on the ultimate snack that's perfect for any time of year. Come and grab your Fold Over today, and make it part of your routine! 🏃👉

#McDonaldsFoldOver #AllYearRound #McDonaldsMalaysia #FoodLovers #LimitedTimeOffer #HurryUp #Buy2Get1 #McDDeals #RamadhanFavorites #SnackOnTheGo #DeliciousEveryDay

4	Logitech Mouse	Silence speaks volumes. The new Logitech M330 Silent Plus delivers a quieter, more focused workflow — with 90% less click noise and long battery life to match. Ideal for shared workspaces and home offices. Now 15% OFF on our Shopee flagship store Promo ends 23 May 2025	📱✨ Say hello to peace and productivity with the new Logitech M330 Silent Plus Mouse! ✨📱 Designed for quiet clicking – 90% quieter than your average mouse – the M330 is perfect for those who want to stay focused without disturbing colleagues. Whether you're working in a shared office or just enjoy a quieter workspace, this mouse ensures a seamless, comfortable experience all day long. Plus, with an ultra-long battery life, you won't have to worry about constant recharging. 🔋 💥 EXCLUSIVE OFFER 💥 Enjoy 15% off when you purchase the Logitech M330 Silent Plus at our flagship store on Shopee. Hurry, this promotion ends on May 23rd, 2025! 🛒 Shop now and upgrade your work game with the mouse that works as quietly as you do! #Logitech #SilentPlus #WorkInPeace #QuietClicking #LogitechM330 #ProductivityBoost #OfficeEssentials #ShopeePromo #SilentMouse #WorkSmart #ComfortableWork

5	Uniqlo Airism Men's Top	The T-shirt you'll reach for every day. Now available up to 4XL. Get 'em while stocks last.	👕 ✨ Upgrade Your Wardrobe with Uniqlo's AIRism Cotton Oversized Crew Neck T-shirt! ✨👕
			Comfort meets style with AIRism fabric – smooth to the touch with the breathable feel of cotton, making it perfect for every season. Whether you're going for a laid-back look or dressing up casually, this oversized T-shirt has got you covered! 😎
			Features:
			Sleek narrow crew neck for a modern touch Wide-fitting half sleeves with dropped shoulders for that relaxed vibe Double-faced construction for added comfort and durability Available in 5 fresh colours to match any style! And the best part? Sizes up to 4XL are available online, so there's something for everyone! 🔥
			Hurry, get yours at a value buy price while stocks last. Don't miss out on the ultimate T-shirt for all-day comfort and style! 👕
			#UniqloAIRism #ComfortAndStyle #OversizedTee #CrewNeckTshirt #ValueBuy #Menswear #CasualVibes #UniqloStyle #EverydayComfort #FashionFinds #UniqloMalaysia

After the copy has been created/ generated, an in-depth interview is then conducted. Based on the in-depth interview, we can categorise the findings into 2 objectives; consumers perception towards the human generated copywriting and AI-generated copywriting and in-depth understanding why consumers chose the copy, in which reflects Bandura's (1986) social cognitive theory.

The subjects were shown 5 sets of captions (1 written by the copywrite and 1 generated by ChatGPT. From the interview session, a summary of their preferred copy can be seen below:

Table 3
Chosen Copy

Subject	Type of Chosen Copy
Subject 1	Human
Subject 2	Human
Subject 3	Human
Subject 4	ChatGPT
Subject 5	ChatGPT

Perception
Perception towards human generated copywriting (Copywriter)

According to table 2, subject 1, 2 and 3 ultimately chose copywriter written copy as their chosen copy. This can be seen because the copy is written for social media platform like Instagram. The subjects found that the copywriter-written copy had greater emotional appeal, often connecting with them on a more personal and simple-minded level. This emotional appeal was achieved through relatable language, tone, and a sense of originality that ChatGPT generated copy could not replicate. Subjects frequently mentioned that the copywriter written copy felt more "real" and in similar with their everyday experiences, in which helped foster a stronger emotional connection with the brand. Subject 1 mentioned that "I can tell the difference when a human writes instead of AI because AI tend to include unnecessary while humans go straight to the point with what we want to hear". A comprehensive study by Buffard (2023) involving over 2.3 million social media users found that emotional ad copy led to a 28% increase in conversion rates compared to rational messaging. This effect was consistent across platforms like Facebook and LinkedIn, highlighting the universal impact of emotionally resonant content. The study also noted that emotional messaging particularly resonated with older audiences and women, emphasizing the importance of tailoring content to specific demographics.

On another note, the subjects highlighted that they could tell the difference between which was written by the copywriter and which was generated by ChatGPT. While the ChatGPT-generated copy tended to be longer and more explanatory, the copywriter version was typically shorter, sharper, and more focused, which directly highlighted about the promotions of the products. The shortness and straight to the point copy was seen as a strength from the subjects, because Instagram users tend to use the platform on a fast pace as they scroll through the social media site to get fast updates on their friends and family's profiles in which ultimately the users have limited attention spans. The subjects appreciated the copywriter's ability to deliver a compelling message in fewer words, without losing emotional appeal that needs to be present in the advertisement, a skill that is proved to be particularly effective in capturing audience's attention quickly to prompt better engagement. A study by Gligoric, Anderson, and West (2019) investigated the impact of brevity on message success in social media. The researchers found that concise messages, reduced by 10% to 20% in length, were more successful in terms of engagement and effectiveness. This suggests that shorter, sharper content is more likely to capture audience attention and prompt better engagement. Additionally, research by Chiossi et al. (2023) examined the effects of short-form videos on cognitive functions. The study revealed that engaging with short, highly stimulating videos, such as those found on platforms like TikTok and Instagram, can impact users' attention spans and memory retention. This underscores the importance of delivering compelling messages quickly to align with the fast-paced consumption habits of social media users

Furthermore, the copywriter written copy made more sense with the informal and visually driven nature of Instagram advertisements. Subject 3 stated that "It used punchy short phrases, creative hooks, and culturally aware references that resonated with the target audience". On the other hand, for ChatGPT, while grammatically sound and informative, the subjects felt it was too structured or generic for the context, lacking the dynamic tone and urgency that make Instagram advertisements stand out. This shows that short-form advertising, especially on platforms that people scroll casually and at a fast pace, prefer copywriter or human written copy as it still hold a significant edge over AI-generated copy. According to the observation that copywriter-written content resonates more effectively with audiences on visually driven platforms like Instagram is supported by recent research. Studies indicate that human-crafted copy, characterized by concise, culturally aware language and emotional depth, often outperforms AI-generated content in engaging users who scroll quickly through social media feeds. These findings collectively highlight the advantages of human-crafted copy in creating emotionally engaging, culturally relevant, and authentic content that aligns with the fast-paced nature of platforms like Instagram:

1. Emotional Resonance and Authenticity: Human writers bring a unique emotional intelligence to their work, enabling them to craft messages that connect deeply with audiences. This emotional depth fosters trust and loyalty, qualities that AI-generated content often lacks due to its limitations in conveying nuanced human experiences (Sebastian, 2024).
2. Cultural Relevance and Creativity: Experienced copywriters possess the ability to incorporate culturally relevant references and creative hooks into their content, making it more relatable and engaging for specific target audiences. This level of cultural awareness and creativity is challenging for AI to replicate, as it often struggles with understanding complex social contexts (Amel, 2024).
3. Audience Preference for Human Interaction: A study by NapoleonCat and Norstat revealed that a significant majority (63%) of consumers prefer human-written responses over AI-generated ones on social media platforms. This preference underscores the value users place on authentic, human interactions in digital spaces (Kurcwald, 2025).

Perception towards AI Generated Copywriting (ChatGPT)

Based on the research, the findings revealed that most participants favoured copywriter written copy due to its emotional appeal and directness, especially within the context of Instagram advertisements. However, two of the subjects expressed a preference for the ChatGPT-generated copy. Their reasoning was centred around the AI's ability to provide a more detailed and informative description of the product and their promotions. Subject 4 further elaborated that they "valued clarity and comprehensiveness, as the AI-generated copy helped them to better understand what was being offered by the brands". The ChatGPT version included more detailed information such as features, benefits, and terms of the promotion, which some consumers may find helpful when wanting to make a purchasing decision, especially if they are not aware of the brand or the product is a newly launched product that not much information is published. Based on observation, some participants preferred ChatGPT-generated copy for its detailed and informative nature aligns with recent research on consumer preferences for comprehensive product information. Cao & Cao (2024) found that consumers tend to have more positive attitudes toward AI-generated advertisements that employ agentic appeals—those emphasizing competence and goal

achievement. This preference is mediated by task self-efficacy, indicating that when consumers feel capable of processing detailed information, they respond more favorably to comprehensive AI-generated content.

Despite this, those who preferred the ChatGPT copy knows the limitation that the copy holds, in which is the length and density of the content. For Instagram, where space and user attention are limited, ChatGPT's copy had its limitation. The detailed information, while valuable, was not ideally suited for the platform's fast-scrolling and visual focused environment. Therefore, although we can' stop people from using ChatGPT to generate copy for advertisements, and AI generated copy excels in depth, it requires human touch and understanding to adapt to platform constraints and audience preferences. These findings suggest that a hybrid approach that combines AI-generated drafts should be human-edited for emotional resonance and brevity, in which can ultimately offer the most effective solution for digital advertising. The insight into the limitations of AI-generated content on platforms like Instagram is well-founded and aligns with recent research advocating for a hybrid approach that combines AI efficiency with human creativity. Arora et al., (2024) emphasizes that integrating human oversight with AI-generated content leads to improved efficiency and effectiveness in marketing strategies. The research highlights that while AI can handle data-driven tasks, human intervention is crucial for ensuring emotional resonance and contextual relevance in content. Other than that, Roberts (2025) discusses how AI-generated copy often lacks the emotional depth and cultural nuances that human writers naturally incorporate. The piece suggests that while AI can produce grammatically correct content, it may fail to engage audiences on a deeper level, underscoring the need for human editing to infuse authenticity and relatability.

Factors Influencing the Copy of Choice
Personal Preference

The study revealed a direct preference among consumers for advertisements written by copywriters over those generated by ChatGPT. Their main reason for choosing copywriter option is mentioned by subject 2 "because of the emotional connection and relatability in the copywriter copy". The subjects highlighted that the copywriter written advertisements resonated more deeply with their personal experiences, values, and emotional triggers.

Unlike the ChatGPT generated copy, the subjects described it as informative yet impersonal or generic, as compared to the copywriter version where it has emotional storytelling, cultural references, and simple use language that reflects the consumers' real-life sentiments and aspirations. The emotional appeal played a significant role in influencing consumer preference, as many respondents noted that the copywriter copy "felt like it was speaking directly to them" or "understood their needs better."

Moreover, the relatability factor in the copywriter copy contributed to a stronger perception of authenticity and trust. Consumers were more inclined to believe that the brand behind the advertisement genuinely understood them, thereby increasing the persuasive power of the message, as subject 1 mentioned "my brand has its own tone and persona, which can only be done by a human". Based on these findings, it suggests that while AI tools like ChatGPT are capable of generating coherent and grammatically sound advertisements, they currently lack

the human connection and empathy required to craft emotionally compelling and storytelling like content.

Current Societal Trends

Current societal trends played a crucial role in influencing the subjects' preferences in choosing copywriter copy. Subject 2 had mentioned that "the copywriter copy reflected an awareness of contemporary inclusivity, mental well-being, and social media trends that are currently the topic discussed topics among people nowadays". Therefore, the use of current societal trends made the content feel more authentic and relatable to the subjects. In contrast, the ChatGPT generated ads, while clear and grammatically correct, were often perceived as generic or detached from the real-life experiences as it is computer generated and is skewed to the evolving expectations of modern consumers from the data that is already present on the internet.

Consumers Behaviour towards the Brand

Consumer behaviour also played a significant role in a subject's preference for their chosen copy. The findings demonstrated a clear preference for copywriter written copy, which was driven by the subjects existing familiarity and connection with the brand. Subjects 2 & 3 expressed that the "copywriter copy felt more in tune with the brand's existing voice, identity, and values". Because the subjects already liked and understood how the brand typically communicates, the copywriter written copy was perceived as more authentic and consistent. It captured the tone, personality, and emotional nuances that consumers had come to associate with the brand, in which helped to reinforce trust and loyalty.

In contrast, the ChatGPT generated copy, while factually accurate and informative, was perceived as overly product-driven and lacking in personality. Subjects described the AI version as "boring" or "flat," noting that it did not reflect the brand's usual tone or creative style. Rather than building a narrative or evoking a feeling, the AI copy focused heavily on features and descriptions, which made it feel more like a computer-generated statement than a brand advertisement. Therefore, it significantly reduced its persuasive power and made it harder for consumers to emotionally engage or feel connected with the content.

The difference highlights the importance of brand voice and emotional consistency in advertising. While AI can generate copy quickly, in this context 30 seconds for each brand, it currently lacks the ability to understand the brand's unique character and the subtle cues that make the advertisement feel familiar to the audiences. Copywriters, on the other hand, draw from cultural context, creative intuition, and a deep understanding of brand identity to produce messaging that resonates more strongly. This shows that, for brands with a well-established image and tone, human-crafted content remains crucial for maintaining brand alignment and consumer connection.

Conclusion

In conclusion, this research highlights just how important human generated copywriting still is in the world of digital advertising, especially on fast moving platforms like Instagram. While tools like ChatGPT are great for generating content quickly and at large capacity, they often miss the emotional depth, cultural awareness, and personalisation that make copywriter written copy stand out. What sets copywriters apart is their ability to connect with people through relatable, emotionally engaging messages that feel authentic and aligned with how real consumers think and behave. In a digital space where attention is short and competition is high, that human touch can make all the difference in grabbing interest, building trust, and inspiring action. It is hoped for future research to focus on a quantitative study to get findings from consumers on a larger scale, and to have more copy options from both copywriter and other AI platforms.

Declaration of Interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

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