Decision Processes Colloquia

Monday, April 29th

Where: JMHH F 60

When: 12:00 – 1:20 pm

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Understanding the success of image ads using experiments, computational image analyses, and AI image generators

ABSTRACT:

Successful image ads are liked, shared, and remembered.   Although the success of an image ad can often be understood with the benefit of hindsight, explaining whether an image ad will be received favorably by its target group is more difficult. This talk introduces a framework to diagnose perceptual factors influencing liking, sharing, and memorability of image ads. We test the proposed framework using Facebook ads posted by fast-food chains, and - using computational image measures and AI image generators - we show how image ads are processed perceptually.   Our approach provides several benefits for image ad effectiveness research: It allows identifying the features of an image ad that explain its performance, is easy to implement, and is scalable. This is joint work with Kunpeng Zhang, University of Maryland.

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