

Title: Navigating a Paradigm Shift: Understanding AI and Big Data Adoption in Advertising and Marketing Agencies

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Abstract:

The advertising and marketing industry is witnessing a paradigm shift with the inclusion of big data and artificial intelligence, expecting practitioners to adapt to this rapidly transforming environment. Utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) model, a mixed methods approach examines how performance and effort expectancy mediate the psychological factors of anxiety and self-efficacy on behavioural intention to accept and engage with big data and AI systems amongst practitioners. To examine the psychological factors of UTAUT in relation to behaviour, this research surveyed 100 mid-level advertising and marketing practitioners and found performance expectancy fully mediated anxiety, and effort expectancy partially mediated self-efficacy on behavioural intention. Qualitative insights identified psychological, social, and organizational factors, including fear of losing jobs, collaboration, motivation, training, social influence, and facilitating factors are critical to technology acceptance. Theoretical and managerial implications are discussed as they relate to this ongoing paradigm shift.

Biography:

Laura F. Bright (Ph.D., The University of Texas at Austin) is an Associate Professor of Media Analytics in the School of Advertising and Public Relations and Co-Director of the Nelson Center for Brand and Demand Analytics in the Moody College of Communication at the University of Texas at Austin. Laura’s research focuses on understanding consumer behavior within social media feeds – specifically related to privacy, digital wellbeing, and data analytics. Her work has appeared in the top journals in her field and is frequently presented at academic conferences. In the classroom, Laura delivers content in the areas of media management, social media effects, and advertising research methods. Her industry experience includes working for Disney, surviving the early 2000s dot-com boom and bust in Austin, and running a family consulting business.