

Artificial Intelligence and chatbots in the future of social media advertising

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In partial fulfillment of the requirements of

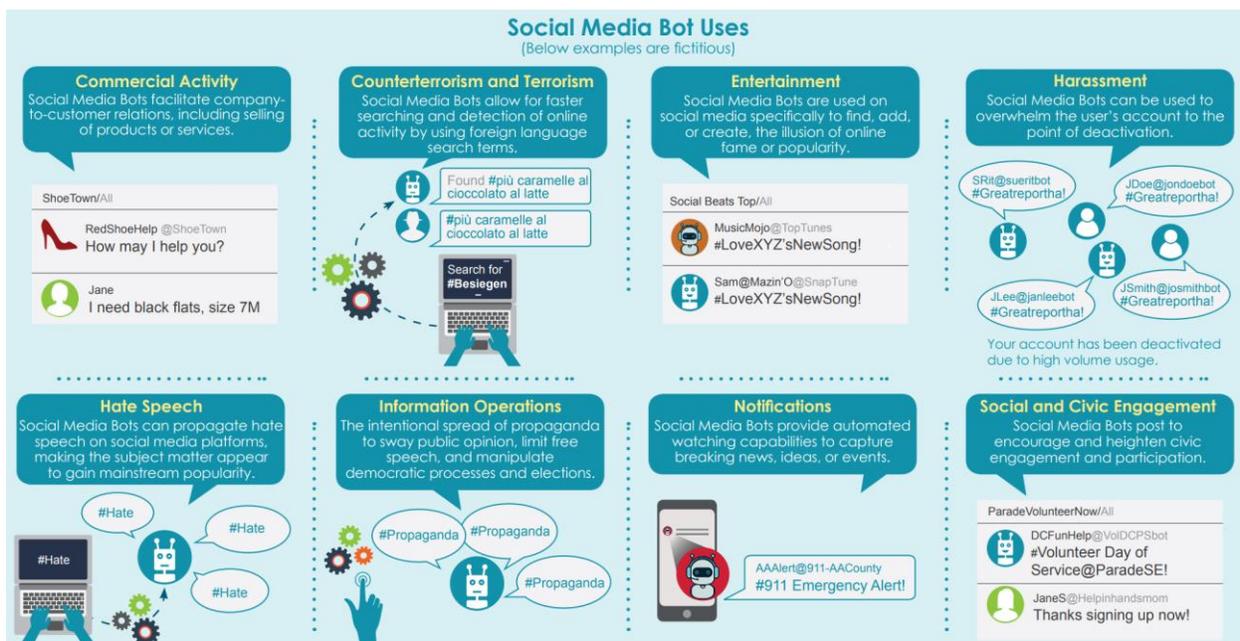
Introduction to Digital Advertising Landscape - University of Colorado Boulder/Coursera

Week 4 Assignment

August 21, 2021

“Discuss the role of artificial intelligence and chatbots in the future of advertising on social media. What scenarios can you envision chatbots being used in?”

The U.S. Homeland Security's Office of Cyber and Infrastructure Analysis has a PDF chart, "[Social Media Bots Overview](#)" (May 2018). It shows all the different uses of social media bots, both benign and harmful, along with an example of each. Shown below is the portion of the PDF that I will be referencing in this essay. Based on what the chart provides (and transforming harmful uses to benign uses), this paper will address how chatbots could be used in social media for advertising purposes.



Initiating and sustaining conversations

Like Mastercard's dialog that we read about in our Week 4 readings, a bot could send you a "personal" message that relates a product to your profile. For example, a life insurance provider's bot could look for recent weddings and send a message of "Hi! Congrats on the recent wedding! Have you and your spouse

thought about insuring each other's life yet?" The bot could then automatically respond based on the recipient's response, working down a decision tree to try to get the user to contact a representative.

Selling to new Americans/Canadians/Britons, etc. (rather than looking for terrorists)

For many new immigrants, their language for online socializing will not be that of their new country, but of their country of origin. Bots created for different languages could search for profiles of people in the target market (e.g., U.S.) who have the characteristics of a potential customer. The bot could then identify them for ads in their preferred language or initiate and sustain a conversation in that preferred language (as described above).

Encouragement (rather than harassment)

Just as the Homeland Security chart describes how bots can harass, they could also encourage. A gym or seller of weight-loss products could have a bot look for a user's postings about weight loss and fitness goals achieved. To build rapport, the message delivered by the bot would not promote the product, but simply mirror the accomplishment: [From Acme Gym in user's town] "Great job on losing those 10 pounds. I know it's tough after having a baby. Congrats!"

Peace speech (rather than hate speech)

Social media bots could identify heated conversations on controversial topics and interject. For example, into a climate change debate, a bicycle manufacturer could interject "Can't we all agree that some of our transportation could be healthier, like cycling to work?"

Notifications

Bots could monitor news that impacts certain users and then notify them along with an applicable promotion. For example, "Hail is predicted in Minneapolis area [[link to forecast](#)]. Is your car protected? Use our protective car cover."

Social and civic engagement

When a company sponsors an event, a bot can identify people with a likely affinity for that event. For example, for all pet-owners in a geographic area, the message "The annual Parade of Pets to support XYZ Shelter is this Saturday. Strut your mutt or other pet and help find forever homes for homeless pets."