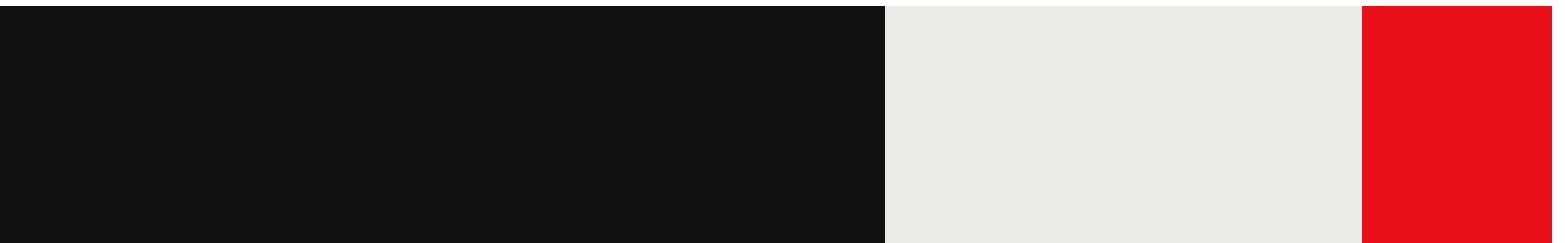


Consumers want AI transparency from media publications

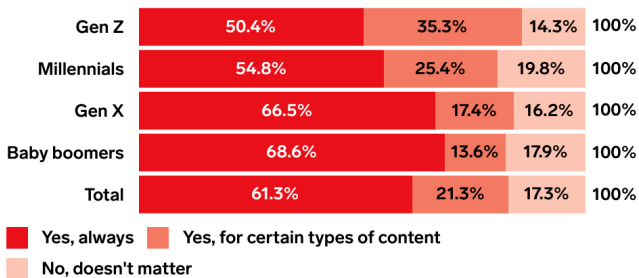
Article



The Majority of Consumers Think That Media Publications Should Always Cite AI When It Is Used

% of US consumers, by generation, May 2024

Q: Do you think that media publications should tell you if a piece of content (such as articles, videos, images) was generated by AI?



Note: Gen Z n=238 ages 15-26; millennial n=358 ages 27-42; Gen X n=340 ages 43-58; baby boomer n=442 ages 59-77; numbers may not add up to 100% due to rounding
Source: EMARKETER Survey, "US Consumer Attitudes on Advertising and Privacy," July 2024

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Key stat: 61.3% of US consumers think media publications should always disclose when content is created by AI, according to a May 2024 EMARKETER survey.

Beyond the chart:

- 49% of adults worldwide want AI disclosure labels when it is used to create a new content image if a real photo isn't available, according to an April 2024 study from the Reuters Institute for the Study of Journalism and YouGov.
- 40% of US adults believe AI-generated content is less worth paying for compared to traditional news content, according to the Reuters study.

Use this chart: Publishers can use this chart to understand what audiences care about when it comes to news content—and over-reliance on AI could lead to a subscriber hit.

Related EMARKETER reports:

- [Generative AI for Media Sellers](#) (EMARKETER subscription required)
- [Generative AI Trends to Watch in 2025](#) (EMARKETER subscription required)

Methodology: Data is from the July 2024 EMARKETER "US Consumer Attitudes on Advertising and Privacy" survey. In the US, 1,378 consumers were surveyed between May 3 and May 11, 2024. The survey aimed to gauge consumers' attitudes toward various types of advertisements, including video ads, banner ads, sponsored content, affiliate ads, and

targeted ads. It also explored their sentiments about ad privacy and data sharing. Additionally, it identified the respondents' perception of AI-generated content in advertising. The respondents were selected to closely align with the US population on the criteria of age (among ages 15 to 77), gender, household income, and race/ethnicity. The survey was fielded by a third-party sample provider. Data has a margin of error of +/-2.6 percentage points at the 95% confidence level.