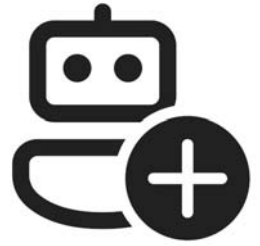


Name _____



Who Let the Bots Write This?

Advertisements are everywhere on your phone, in your feed, and even sneaking into your videos. But not all ads are written by humans. Many are powered by Artificial Intelligence (AI), which writes catchy phrases, chooses images, and even decides *who* sees the ad. Your job: put on your detective hat and figure out which parts of an ad were likely created or influenced by AI.

Directions - Read each advertisement carefully. Underline or circle the words or phrases that seem like AI could have created them. Write one sentence explaining why you think those parts were AI-generated.

Ad #1: The Running Shoes - *"Introducing the **SwiftStep Pro 2.0** - engineered with precision, designed for your lifestyle. Perfect cushioning for every stride, whether you're a weekend jogger or a marathon champion. Over 10,000 runners already trust SwiftStep. Upgrade your run today!"*

Your Notes (What might be AI?):

One-Sentence Explanation:

Ad #2: The Streaming App - *"Endless entertainment, customized just for you. From thrillers to rom-coms, documentaries to cartoons, our app knows what you'll love before you do. Join millions who stream smarter, not harder. Start your free trial today!"*

Your Notes (What might be AI?):

One-Sentence Explanation:

Reflection Question

Which ad felt *more* AI-driven to you, and why?