

## Master's Thesis Evaluation by the Supervisor

### Title of the Master's Thesis:

Artificial Intelligence meets Digital Advertising:  
Quantitative Study

### Author of the Master's Thesis:

Malgorzata Izabela Jablonska

### Goals of the Master's Thesis:

To outline the impact of the artificial intelligence in the digital advertising industry.

### Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The author could be more rigorous when writing her thesis. Looking at the thesis title, the author attracting the reader to read about a quantitative study while the whole thesis is strictly qualitative. I also feel that the author could have done a better job at the discussion part. Looking at the theoretical part and description of different technologies within AI, I miss deeper discussion of those with interviewees and thus at the final results and conclusions of this thesis. Thus specifically the practical relevance and use is disputable.	20	7
	Goals	As mentioned above, since some of the areas in the field of AI described at the theoretical part and then looking at the structure of the interview and the transcripts of the most important interviewees answers it is hard to say, whether the author really provides the full picture of the given topic.	10	3
	Methodology:	The best improvement compared to previous versions of this thesis were made here. From the methodological PoW the author did pretty well considering the selection of the methods. Only the correctness and depth of use of the methods is again disputable.	20	13
	Theory/ Conceptualization:	From the goals perspective the author covered most of the theory needed for achieving set goals.	20	17
Formal requirements 15%	Structure:	Considering what was delivered neglecting objections mentioned above, the text itself is well readable and rather logical whole.	3	3
	Terminology:	Terminological and linguistic level is sufficient.	4	4
	Formalities:	There is the bellow and above mentioned issue with the thesis full title.	4	2
	Citing:	Some of the sources were not cited in required way. The author failed to indicate some of the resources in her reference list e.g. Forbes 2017, Google 2017 etc.	4	2

Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

#### Other comments:

The author changed the thesis title, but in the University system she used the original one. This review is thus pursued based on submitted both on-line and hard copies. Overall there is a significant quality shift compared to the previous versions of this thesis, however some much better job still could have been done.

#### Questions or comments to be discussed during the thesis defence:

How are the following technologies being exploited within advertising industry in reality: Natural language processing, deep learning, neural networks or strong AI?

#### The name of the Supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

#### The employer of the Supervisor:

KSG, FPH, VSE

**Date:** 4. 6. 2018

#### Signature of the Supervisor:

