

## Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Artificial Intelligence in Digital Advertising: Quantitative Study

Author of the Master's Thesis:

Malgorzata Izabela Jablonska

Goals of the Master's Thesis:

To establish the implications of the introduction of AI-based solutions in digital advertising.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	As I mentioned in my previous review form, the results of a qualitative research are generally presented in the form of a theoretical model/figures/graphs which present the new theory learned during the research. So, instead of mentioning what the interviewees said, I would put a much greater emphasis on own work – how have the findings been categorized in order to generate new theory and what is actually the “new” with respect to the existing body of knowledge.	20	10
	Goals	I find the research questions still a little bit controversial, because to answer them properly, one would need to perform a quantitative study, not a qualitative one. Even if I accept that the goal of the author is not to generalize but to present some “propositions” (ideas), I am not convinced that the thesis presents something new and useful. This could be justified by comparing the findings with previous authors, surveys, etc.	10	5
	Methodology:	From the methodological point of view, I can see a progress. The author provided a scheme of snowball sampling, which is totally appropriate for a qualitative study, as well as transcripts of interviews. However, coding is still missing, or just mentioned in the text. I suggest a question regarding this matter for discussion during the defence.	20	15
	Theory/ Conceptualization:	The author uses relevant resources to present the theoretical basis, what I miss somehow, is the comparison of own findings with this theoretical background.	20	18
Formal requirements 15%	Structure:	I have no objections against the structure of the paper.	3	3
	Terminology:	The level of English is very good, I have no comment regarding this matter.	4	4
	Formalities:	The title of the thesis is very misleading. Three versions are available: the one in InSIS, the one in the thesis, and one in abstract. Moreover, the title promises quantitative research, which is not true!	4	2
	Citing:	Although some improvements are evident, the reference list is still not well prepared. Some references are not included in the reference list (such as Silverman, 2005; Witt, 2001). I would expect that the author pays much more attention to this issue which is relatively quick and simple to resolve.	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:

Klikněte nebo klepněte sem a zadejte text.

Questions or comments to be discussed during the thesis defence:

Could you please provide an output from the MAXQDA software? Please also describe in detail (show details in the presentation) of the coding process as mentioned on p. 35.

The name of the **Opponent**:

Ondřej Machek

The employer of the Supervisor:

Department of Strategy, Faculty of Business Administration, University of Economics, Prague

Date 6. 6. 2018

Signature of the Supervisor:

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