The Ad Gratification Model: An Integrated Uses and Gratifications and Technology Acceptance Approach to Social Media Advertising Behaviour

Berna Balcı[a]*

[a]*Bahçeşehir, University, Istanbul, Türkiye*

berna.balci@bau.edu.tr

Berna Balcı is a faculty member in the Faculty of Communication at Bahçeşehir University, where she earned her doctorate in Advertising and Public Relations. She holds an undergraduate degree in Economics and a master's degree in Advertising and Brand Communication Management. Her academic interests focus on the impact of communication within the digital ecosystem, user motives and behavior in digital media, the cognitive effects of digital media consumption, and user experience in advertising-mediated digital environments. She teaches courses in advertisement design, digital media design, media production techniques, and art direction with generative AI.

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