



Search Engines, AI Assistants, and Everyday Practices in Sports: CSR, Behavioral Shifts, Emotional Responses, and Privacy Cynicism among Chilean Football Fans

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1. Introduction

This study engages with the SEASON 2026 conference debates concerning the intersection of information retrieval technologies, society, and everyday information practices. Focusing on Chilean First Division football fans and a Corporate Social Responsibility (CSR) context, it examines how the transition from traditional search engines to AI assistants and conversational platforms (Sun et al., 2024) impacts sports information consumption. Furthermore, it explores how sponsored advertising deployed across these platforms generates affective responses and coping mechanisms, such as privacy cynicism (Acikgoz & Perez, 2022).

2. Research Objectives

To fit the short-presentation format, the research objectives have been streamlined into two core, interconnected aims:

- Objective 1: To evaluate how fans' shifting preferences from traditional search engines to AI assistants (Sun et al., 2024) alters their exposure to digital advertising and their subsequent attitudes toward brand sponsors.
- Objective 2: To determine how negative digital behaviors—specifically compulsive scrolling (Savci et al., 2026) and perceived ad intrusiveness (Morimoto & Chang, 2006)—impact long-term brand relationship outcomes like Brand Love (Donavan et al., 2026) and electronic word-of-mouth (eWOM) (Özsomer et al., 2025), and whether privacy cynicism acts as a behavioral moderator.

3. Conceptual Framework and Methodology

This study directly links technological shifts to consumer brand outcomes through an integrated quantitative framework. Information retrieval habits (traditional vs. AI) shape user vulnerability to ad personalization and intrusiveness (De Groot, 2022). These platform experiences trigger affective responses—ranging from consumer gratitude to emotional exhaustion—which ultimately dictate consumer-team relationship quality (Kim et al., 2011), organic eWOM generation (Özsomer et al., 2025), and purchase intentions (Park et al., 2024).

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To test this framework, a quantitative design was deployed using a structured online questionnaire. Data were gathered from a sample of 300 followers of Chilean First Division football teams. Using validated 7-point Likert scales, respondents evaluated their club's main and technical sponsors. The methodology directly addresses the objectives by isolating platform type, scrolling severity, and cynicism levels as statistical predictors of brand metrics. Ethical compliance, including anonymity and informed consent, was strictly maintained.

4. Results and Contributions

The analysis reveals that the intention to utilize AI for routine searches is expanding, particularly among younger demographics facing ad saturation. Fans favoring AI exhibit distinct affective responses to advertising compared to traditional search users. Crucially, compulsive scrolling (Savci et al., 2026) correlates significantly with perceived ad intrusiveness, which diminishes sponsor gratitude and organic eWOM (Özsomer et al., 2025). Conversely, privacy cynicism (Acikgoz & Perez, 2022) acts as an algorithmic buffer: highly cynical users experience desensitization, demonstrating less overt rejection of invasive ads.

This research contributes the first empirical documentation of the AI search transition within a CSR and Global South sports context. It clarifies the affective mechanisms shaping digital marketing and positions search platforms as socio-emotional artifacts that actively mediate fan well-being, privacy, and commercial sports relationships.

Keywords: search engines, AI assistants, privacy cynicism, compulsive scrolling, sports fans, digital advertising, CSR, Chile.

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