

Project Citations

Brand: Alphabet Inc

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This page lists all sources used in the campaign project, including research references cited in APA 7th edition format and AI tools used to generate visual or written materials. Citations are organized according to the campaign components across the PESO model.

1. Paid Media

1.1 Creative Brief

Research Sources (APA 7th)

American Library Association. (2023, April 18). State of America’s libraries report 2023.

<https://www.ala.org/news/state-americas-libraries-report-2023>

Los Angeles Public Library. (2024, November 14). Proposed budget FY 2025–26.

https://www.lapl.org/sites/default/files/Exhibit-A-11.14.2024_Proposed-Budget-FY2025-26.pdf

Pew Research Center. (2023, December 11). Teens, social media and technology 2023.

<https://www.pewresearch.org/internet/2023/12/11/teens-social-media-and-technology-2023/>

Pew Research Center. (2025, January 15). About a quarter of U.S. teens have used ChatGPT for schoolwork – double the share in 2023. Pew Research Center.

<https://www.pewresearch.org/short-reads/2025/01/15/about-a-quarter-of-us-teens-have-usedchatgpt-for-schoolwork-double-the-share-in-2023/>

AI Citation

“Conduct a research-based analysis of how Gen A and young Gen Z use AI; identify key drivers motivating families, parents, and youth to visit the Los Angeles Public Library; analyze where they access summer activity information; and recommend evidence-based advertising placements with

APA-style citations” prompt. ChatGPT, GPT-5.2 version, OpenAI, 2 Mar. 2026,
<https://chat.openai.com/chat>.

1.2 Out-of-Home (OOH) Advertising Visuals

AI Citations

Fig. 1. “A bright, modern learning space inside the Los Angeles Public Library featuring a collaborative Gemini AI Lab (with Gemini logo); on the left, an Asian boy and a Black girl are talking naturally while the boy types; on the right, a white boy in a yellow hoodie faces his own computer monitor directly and types; the background features a large Gemini AI Labs sign and bookshelves” prompt, Gemini 3.1 Flash (Nano Banana 2), Weavy, 3 Mar. 2026, <app.weavy.ai>.

Fig. 2. “A bright, modern learning space inside the Los Angeles Public Library featuring a collaborative Gemini AI Lab (with Gemini logo); on the left, an Asian boy and a Black girl are talking naturally while the boy types; on the right, a white boy in a yellow hoodie faces his own computer monitor directly and types; the background features a large Gemini AI Labs sign and bookshelves” prompt, Seedance V1.0, Weavy, 3 Mar. 2026, <app.weavy.ai>.

Fig. 3. “A billboard-style scene inside the Los Angeles Public Library; three middle-school students sit at a table with their backs facing the camera, smiling and interacting; extremely tall stacks of books frame both sides, with a wider stepped structure cascading outward on the right; colorful Gemini-inspired light trails flow from the books toward the students; the upper center remains open for headline placement” prompt, ChatGPT (DALL·E image generation), GPT-5.3 version, OpenAI, 5 Mar. 2026, <https://chat.openai.com/>.

Fig. 4. “Three children interacting with glowing Gemini-style AI energy inside a library surrounded by towering stacks of books; colorful knowledge streams connecting the books and children, designed as a cinematic scene for a curved digital billboard” prompt, DALL·E, OpenAI, 5 Mar. 2026, chat.openai.com.

Fig. 5. “Animated version of the Gemini AI library scene where children turn toward the viewer and celebrate while glowing Gemini energy and books move dynamically, adapted for a curved digital billboard display” prompt, Seedance V1.0, Weavy, 5 Mar. 2026, <app.weavy.ai>.

2. Earned Media

Thought-Leadership Article

AI Citations

1. “Analyze the communication tone and rhetorical style of Google CEO Sundar Pichai based on his LinkedIn posts, public interviews, keynote speeches, and articles in mainstream media. Then refine and polish a thought-leadership opinion piece written on his behalf so that the language, tone, pacing, and framing align with his typical communication style.” prompt, ChatGPT, GPT-5.3 version, OpenAI, 5 Mar. 2026, <https://chat.openai.com/chat>.

2. “Research evidence and credible statistics related to the emerging ‘third digital divide,’ including disparities in access, awareness, and effective use of generative AI tools across education and income levels. Identify data from Google research or surveys related to Gemini productivity improvements and analyze how unequal AI adoption may widen opportunity gaps.” prompt, ChatGPT, GPT-5.3 version, OpenAI, 5 Mar. 2026, <https://chat.openai.com/chat>.

3. “Research Alphabet’s sustainability initiatives related to artificial intelligence infrastructure, including energy consumption, data center efficiency, and the company’s commitment to operating on carbon-free energy 24/7 by 2030. Analyze how these efforts reflect responsible AI development and can be incorporated into a thought-leadership narrative.” prompt, ChatGPT, GPT-5.3 version, OpenAI, 5 Mar. 2026, <https://chat.openai.com/chat>.

3. Shared Media

3.1 Blog Article

Fig. 7. *Gemini AI Labs Exploration*, “Three diverse students exploring a glowing AI globe inside a futuristic library filled with bookshelves and stacked books, magical AI light and data streams connecting knowledge and technology, vibrant cinematic lighting, futuristic yet warm learning environment” prompt, DALL·E, GPT-5.3 version, OpenAI, 7 Mar. 2026, chat.openai.com/chat.

3.2 Instagram Content

AI Citation

“Create four Instagram posts for a campaign promoting Gemini AI Labs at the Los Angeles Public Library targeting Gen Alpha and young Gen Z. Include concise captions (30 words or fewer), a clear call to action, and hashtags #PowerYourFuture #GeminiAILabs #LAPL. Ensure the tone is conversational and focused on curiosity, AI exploration, and free access to AI tools.” prompt, ChatGPT, GPT-5.3 version, OpenAI, 7 Mar. 2026, <https://chat.openai.com/chat>.

3.3 Newsletter

AI Citation

“Write concise newsletter content promoting Gemini AI Labs at the Los Angeles Public Library. The message should highlight AI learning opportunities, explain the ‘third digital divide,’ emphasize free community access to AI tools, and speak to students, families, and young learners.” prompt, ChatGPT, GPT-5.3 version, OpenAI, 7 Mar. 2026, <https://chat.openai.com/chat>.

4. Owned Media

SWOT Analysis

Research Sources (APA 7th)

About Chromebooks. (2026, February 27). Google for Education statistics 2026: Users, market share, and AI adoption. About Chromebooks. <https://www.aboutchromebooks.com/google-for-education-user-statistics/>

Epiq. (2023, August 13). Google hit with large fine for non-compliance with GDPR. Epiq Global. <https://www.epiqglobal.com/en-hk/resource-center/articles/google-fined-non-compliance-with-gdpr>

Google. (2024, July 1). Our 2024 environmental report. Google Blog. <https://blog.google/company-news/outreach-and-initiatives/sustainability/2024-environmental-report/>

Henry, S. (2025, July 10). Google’s 2024 sustainability report: Highlights from data centers [LinkedIn post]. LinkedIn. <https://www.linkedin.com/pulse/highlights-from-world-economic-forums-future-jobs-report-2023-rhr0e>

Organisation for Economic Co-operation and Development. (2024). Skills for the digital age (OECD Digital Economy Outlook 2024, Vol. 2). OECD Publishing.

https://www.oecd.org/en/publications/oecd-digital-economy-outlook-2024-volume-2_3adf705b-en

Organisation for Economic Co-operation and Development. (2026, January 18). OECD digital education outlook 2026: AI, data and the future of learning. OECD Publishing.

https://www.oecd.org/en/publications/oecd-digital-education-outlook-2026_062a7394-en.html

Orrick, Herrington & Sutcliffe LLP. (2019, February 13). Google to pay \$57 million for GDPR violations. Orrick. <https://www.orrick.com/en/Insights/2019/02/Google-to-Pay-57-Million-for-GDPR-Violations>

Proceed Innovative. (2025, May 8). Search engine market share 2025: Who's leading the market? Proceed Innovative. <https://www.proceedinnovative.com/blog/search-engine-market-share-2025/>

Reuters. (2025, October 29). Alphabet hikes capex again after earnings beat on strong ad, cloud demand. Reuters. <https://www.reuters.com/business/media-telecom/alphabet-beats-quarterly-revenue-estimates-strong-ad-cloud-demand-2025-10-29/>

Statcounter data via Alphametic. (2025, January 9). Global search engine market share in the top 15 GDP nations. Alphametic. <https://alphametic.com/global-search-engine-market-share>

TechBlog ComSoc. (2026, February 3). Alphabet's 2026 capex forecast soars; Gemini 3 AI model is a huge success. ComSoc TechBlog. <https://techblog.comsoc.org/2026/02/04/alphabets-2026-forecast-capex-soars-gemini-3-ai-model-is-a-huge-success/>

Times Online / Finterra. (2026, February 26). Inside Alphabet's \$180B AI infrastructure pivot and the Meta TPU deal. Times Online. <http://business.times-online.com/times-online/article/finterra-2026-2-27-the-silicon-titan-inside-alphabets-180b-ai-infrastructure>

UNESCO. (2023). Technology in education: A tool on whose terms? 2023 Global Education Monitoring Report. UNESCO. <https://gem-report-2023.unesco.org/technology-in-education/>

World Economic Forum. (2023). The future of jobs report 2023. World Economic Forum. <https://www.weforum.org/publications/the-future-of-jobs-report-2023/>

Yahoo Finance / Finviz News. (2026, February 3). Google Cloud revenue up 48%, YouTube tops \$60 billion for 2025. Finviz. <https://finviz.com/news/300252/alphabet-q4-highlights-google-cloud-revenue-up-48-youtube-tops-60-billion-for-2025>

AI Citations

1. "Generate a fully sourced, up-to-date SWOT analysis of Alphabet Inc., with real research data and APA 7th citations, plus concise, SIP-model-aligned rationales and recommendations" prompt.

Perplexity (powered by GPT-5.1), March 2026 version, Perplexity AI, 10 Mar. 2026, <https://www.perplexity.ai>.

2. "Generate 3-5 strategic recommendations with SWOT connections, rationale, and measurable KPIs for Alphabet Inc., including public library education partnerships" prompt. Perplexity (powered by GPT-5.1), March 2026 version, Perplexity AI, 10 Mar. 2026, <https://www.perplexity.ai>.

AI Tool Disclosure

Some written content, visual concepts, and draft materials in this project were developed with assistance from generative AI tools. The author reviewed, edited, and refined all outputs to ensure accuracy, relevance, and alignment with the campaign strategy.