

# 先端科学技術研究科 修士論文要旨

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| 論文題目   | BannerBench: Benchmarking Vision Language Models for Multi-Ad Selection with Human Preferences |     |                 |  |  |  |
| 要旨   |  |     |                 |  |  |  |
| <p>Web banner advertisements, which are placed on websites to guide users to a targeted landing page (LP), are still often selected manually because human preferences are important in selecting which ads to deliver.</p> <p>To automate this process, we propose a new benchmark, BannerBench, to evaluate the human preference-driven banner selection process using vision-language models (VLMs).</p> <p>This benchmark assesses the degree of alignment with human preferences in two tasks: a ranking task and a best-choice task, both using sets of five images derived from a single LP.</p> <p>Our experiments show that VLMs are moderately correlated with human preferences on the ranking task.</p> <p>In the best-choice task, most VLMs perform close to chance level across various prompting strategies. These findings suggest that although VLMs have a basic understanding of human preferences, most of them struggle to pinpoint a single suitable option from many candidates.</p> |  |     |                 |  |  |  |