

A red hand is holding a black smartphone. The screen of the phone displays a 4x6 grid of 24 icons. Most icons are stylized eyes of various colors (blue, green, yellow, red, purple, grey), while some are solid colored squares (red, green, purple, blue). The background is a solid dark blue.

My EPQ Presentation

Is it unethical for organizations to use behavioral advertising?

Presentation Agenda

- My EPQ process.
- Aims and Objectives
- Why did I choose this research topic?
- How did I conduct my research and set a criteria?
- What is behavioural advertising?
- How do organizations apply behavioural advertising/targeting and its effects?
- Problems that I encountered.
- How did I solve the problems that I encountered?
- Justification/conclusion.

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- A graphic design featuring a blue background with a white circle containing a blue icon of a document with a speech bubble. A magnifying glass is positioned over the bottom left corner, focusing on a word cloud where the word 'RESEARCH' is prominently displayed in red.

Aims and Objectives

Aim:

- To investigate the ethical nature for the usage of behavioural advertising.

Objectives:

- Find case studies that show uses of behavioural advertising usage.
- Discover different methods which behavioural advertising is used.
- Analyse application of behavioural advertising through real world examples.
- To draw a conclusion through my analysis.



My EPQ process.

Initial research



Determining a set criteria



Determining economic impacts



Determining political impacts



Determining social impacts



Coming to a conclusion



How did I conduct my research and set a criteria?

- At first I needed a general understanding of the topic that I was going to write about.
- Use of secondary sources.
- Understanding of terms.

For example:

1. First party cookies
2. Third party cookies
3. Session cookies
4. Persistent cookies
5. Secure cookies



How did I conduct my research and set a criteria?

- Use secondary sources for understanding of case studies.
- Find out how behavioural advertising was employed in these case studies.
- Fact checking statements through comparison with multiple sources.
- In order to set a criteria I had to decide what counted as unethical
- Secondary research led me to consider both legal and ethical criteria.

How did I conduct my research and set a criteria?

Understand different pieces of legislations around the world.

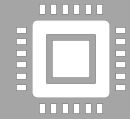
For example:

1. Robinson Patman act
2. EU data privacy directives (mostly article 7 and 2)
3. Anti-trust laws
4. Consumer protection act.

What is behavioural advertising?



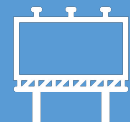
Technique used by online advertisers to target ads to specific groups.



Advertising firms are able to do this largely due to the implementation of cookies on the internet.



Analysis of demographic and psychographic factors.



Delivering targeted marketing information.

How do organizations
apply behavioural
advertising/targeting
and its effects?

Amazon:

- Item recommendation.
- Through interactions with a website we can predict what people want to purchase.
- Impulse purchasing
- Recommendation algorithms

$$\text{similarity}(\vec{A}, \vec{B}) = \cos(\vec{A}, \vec{B}) = \frac{\vec{A} \bullet \vec{B}}{\|\vec{A}\| * \|\vec{B}\|}$$

How do organizations apply behavioural advertising/targeting and its effects?

Cambridge Analytica:

- Political campaigns and political advertisement.
- Psychographic analysis
- Regression model.
- Fine line between manipulation or persuasion?

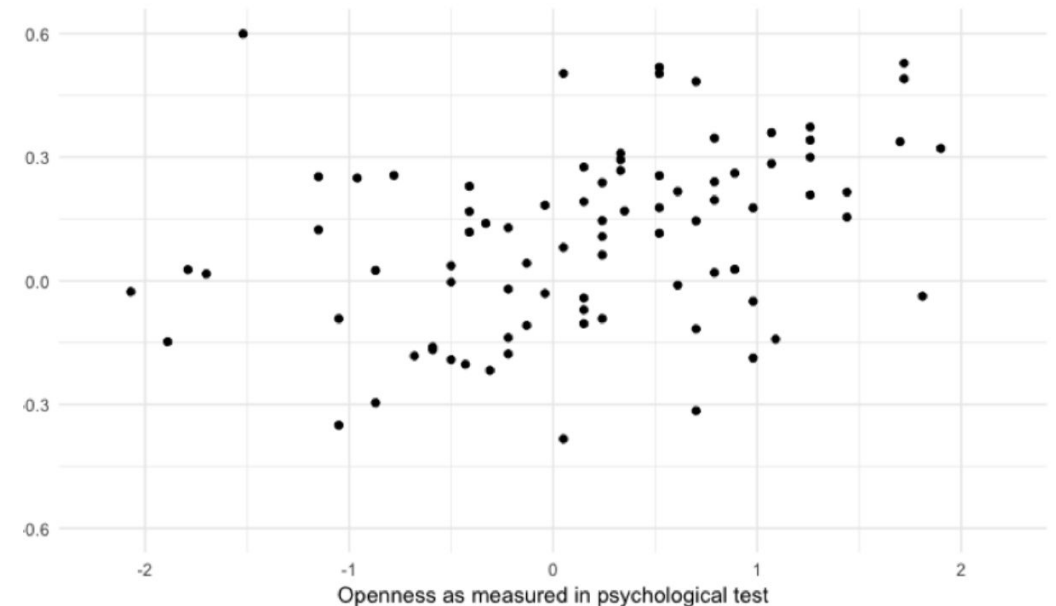


High Neuroticism and Conscientious



Closed and Agreeable

Source: Cambridge Analytica



How do organizations apply behavioural advertising/targeting and its effects?

Google:

- Monetisation of behavioural targeting.
- Market dominance.
- Anti-trust investigation.
- CPC rates.

Problems that I encountered



Primary research



Ethical criteria for being unethical



Referencing skills



Initial build up of my sources.

How did I solve the problems that I encountered?



Abandoning primary research



Secondary research led to philosophical ideas



Use of Easybib



Went back to add sources.

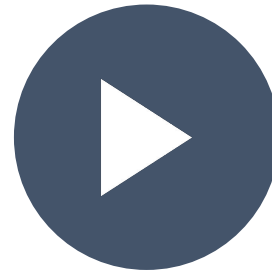
Justification/Conclusion



WEAKNESS OF
LEGAL SYSTEM



UNAWARENESS



MEDIA



INTENTION

What did I learn and things I would recommend to future EPQ students.

- Research
 - Analysis
 - Reading
-
- Time management
 - Planning
 - Initiative

Questions and image sources.

<https://vividreal.com/wp-content/uploads/2018/07/Online-behavioural-targeting.jpg>

<https://enil.eu/wp-content/uploads/2018/01/ILRN.png>

<https://i.stack.imgur.com/7hRi4.jpg>