Presentation Script Transcribed from the video draft

Speaker 1 ([00:02](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=2.68)): Time: **54 secs**

Hello, this is team 47 with our capstone project titled the shift to online advertising from traditional media. Team members are AJ De Castro, Jimmy Wambua, and Crystal Brinkley.

So as we all know, advertising's an important tool for companies of all sizes. More money's being spent now on advertising online than on television or other media like radio, print, and direct mail. We use a small data set here to show overall ads spending in billions of dollars and the climb and internet spending. Now pricing for online advertising is considerably less expensive than traditional forms of media, so this offers a lot of opportunities for smaller businesses. For example, social media costs just $2 and 50 cents per 1000 impressions versus $28 on broadcast television.

Speaker 1 ([00:56](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=56.45)): **(I think we should remove this and go straight to where we got our data set part or as you said only select a few highlights) 1:02 mins**

Now, traditionally companies that were advertising on news programming on television are marketing to people seeking improvements in their lives, think pharmaceuticals, weight loss products, dental products for brighter smiles, and insurance. We want to know where can we find these same consumers online? Here you see top 10 brands on CNN. We've got Tesla, Geico, progressive, Nutrisystem top 10 brands on Fox news Nutrisystem again, Jenny Craig, sleep number, south beach diet smile direct club, and top 10 on MSBC. Again, smile, direct club, proactive, Tesla, and sleep number. A lot of this data for targeted marketing is not available without engaging the services of an advertising agency. So, our goal with this project was to assimilate the same information using free data sources. We focused on news programming and social media. Another popular means of advertising online is through search engines, but the data we found did not encompass that.

Speaker 1 ([01:58](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=118.13)): Time **1:00 min**

So our main data set here was from pew research center was a survey of Americans regarding internet use and news consumption in September of 2020 contains 9,200 rows of survey respondents and 142 columns of survey questions and demographics information that was gathered from the respondents. Our data wrangling included narrowing down that data to 39 columns that we wanted to analyze and converting that data from numeric responses to the corresponding variables. Now we're going to switch over to the dashboard for a moment, at the top here. We just have some of the basic demographic info of the survey respondents, but over here, you can see that almost as many people are getting their news online on websites or apps as on television now. However, there are some differences still between the age groups. So these first three bars in each age group are people that are online every day.

Speaker 2 ([02:58](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=178.83)): **Going over the dashboard and switching took most of the chunk. Time 1:07 mins**

If you were to select say the youngest age group, you could see that they're primarily getting their news from websites or apps, social media, and search on Google and other search engines. However, if you go and switch to the oldest age group here, also folks that are still online every day, they're still getting their news predominantly from television. So while getting news online now is popular, the source still matters a lot. 72% of survey respondents trust the news that they get from news websites or apps like CNN MSNBC and Fox. However, only 27% say that they expect the news that they see on social media to be accurate. And only 28% believe that the news they see on social media has helped them better understand current events. Now this poses a problem for companies that want to market to these specific consumers, but don't have the budget for advertising in the spaces where these consumers get their news.

Speaker 2 ([04:04](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=244.22)): Time **1:52 mins**

So we provided additional demographic information to also find these consumers on social media based on age group, internet use, or a specific social media platform. We also included information on the best times to advertise on those platforms. So again, if you filtered for the youngest demographic or age group here, you see that their use of all different apps are higher than the overall. But if you switch again to the oldest age group in the survey, you find that they're primarily on Facebook and YouTube. So once you've determined which social media platform you would want to advertise on at that point you can use this graph that we converted from another small data set that shows when are the best times to post and advertise on the individual platforms for the best reach. Another advantage to advertising through social media is that you can develop relationships with customers via interactive posts. Companies have opportunities to fine tune their brand and garner following across multiple platforms. Overall though Facebook ads has the best return on investment. We're gonna go back over to our slide show here. Some future work would just be delving into that pew research data set a lot more, cuz again, we only used 39 out of 142 columns. There's still a lot more information there. It would be interesting to delve into the issue of misinformation and disinformation on social media. The fact it have it has on people and how

Speaker 3 ([05:56](https://www.temi.com/editor/t/AbAFuPkG2tJwvvOSMORFAqpLNJQmYLi8hTghMI-iLfFXJxp2CbL4Axx_kxO4KW5270U0V672OlaG7Qt44crkH4k-8B4?loadFrom=SharedLink&ts=356.74)): Time **1:05 mins**

They view the various platforms and the advertising there. Also just incorporating more demographics into from that data set such as regional preferences and political ideology could yield more insights for marketing to those consumers. Then finally incorporating data on advertising via search engines would be a third area to explore and include. Some of our conclusions here are of course that young adults are almost constantly online. The majority of users of all age groups though are on Facebook, Instagram and YouTube. Our dashboard shows us how people are getting online, where they prefer to get their news, which platforms they're on and when, and then also using the filters on the dashboard, you can target desired consumers to result in expanded reach at a much lower cost. Despite the grow, the growing popularity of other social media apps, Facebook is still the king with the best reach and return on investment for advertising. Thanks so much for watching and we'll be happy to take your questions.