

HOMEWORK ASSIGNMENTS:

WEEK 3:

- (1) Post your weekly goals to Slack by Friday, Feb 6 (ideally before you leave the lab!)
- (2) Continue exploring data:
 - (a) TV datasets
 - (i) older data provider -- labeled Ads2024_House...
 - (ii) newer data provider, which is labeled with an "AI" in the title -- Ads2024_Issues...
 - (b) New additions to the folder
 - (i) WMP-processed digital data for 2024 Meta & 2024 Google (2022 data for both platforms is [publicly available](#) too if you'd like it)
 - (ii) Upcoming: sample of 2026 data (5%), which won't be limited to US House
 - 1) 2026 TV sampled by category
 - 2) 2026 digital sampled by station variable, which is platform (FB, Google, Snapchat, and Twitter)
 - (3) Continue thinking about your interests and questions, and start brushing up on relevant literature (starting [here](#) but good to look at non-WMP literature too) that will help move your thinking on questions and topics of interest. Some additional suggestions based on the Week 2 discussion:
 - (a) Those interested in the targeting of political advertising should read the book chapter in the Background folder (2021-PolAdsintheUS.pdf), but also [the study linked in this write-up](#), which looked explicitly at the placement of television ads on different programs
 - (b) Those interested in Snapchat, should read [this piece by a former Delta Labber](#) (which also looks at online targeting) along with the 2024 digital piece in the Background folder
 - (c) Those interested in the production of advertising and the use of music should read the book chapter on how ads are created and tested in 2021-PolAdsintheUS.pdf.
 - (d) If you are interested in group cues, [this piece](#) might be of interest
 - (4) Email a photo and information for our website to Breeze. See [here](#) for examples. If you are already on the site, review your info/image to make sure no changes are necessary.

Complete a weekly log of your activity via Moodle by Friday, February 13 at 9am – come to class prepared to share one interesting thing from the work/reading you did

WEEK 2:

- (5) Post your weekly goals to Slack
- (6) Become more familiar with our datasets and how to run analyses (current data are limited to US House)
 - (a) older data provider -- labeled Ads2024_House...
 - (b) newer data provider, which is labeled with an "AI" in the title -- Ads2024_Issues...

(7) Continue thinking about your interests and questions, and start brushing up on relevant literature (starting [here](#) but good to look at non-WMP literature too) as you

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