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## Advertisement

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### The use of the media:

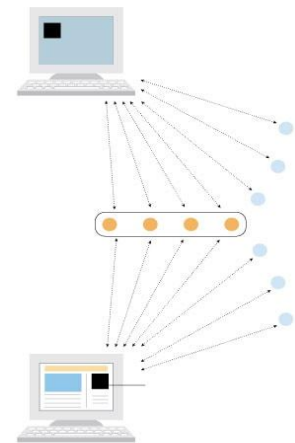
The average of the population is using the media every day, things like radio, the internet or printing products. In fact of that, we are using it 10 hours a day what makes 33 years in our life, where we are only using media. Because of that, the companies have a big advantage. Children in the age of 5 are using the internet as well as people from 20 to 70 years for example. There is the possibility for everyone the influence their target groups if they advertise products on those phones. Summarized, it's an easy game for companies to influence us by putting their own advertisements into print media, social media...

<https://www.owep.de/artikel/40-macht-und-einfluss-medien-in-deutschland>

### Target advertising

The way target advertising works is relatively easy. On almost every website you visit, there are cookies you have to accept. If you're looking for a specific product but you decide against buying it, that information is stored in so called browser cookies. The browser sends that information to a third website that. These websites share the information with several different advertising websites. If you click on a website in the same network of advertising, you probably can see the same product in an ad like you watched before on a different website. With that strategy of advertisement, the companies have way more sells because the people have a second and a partly forced opportunity to buy the product.

<https://www.washingtonpost.com/apps/g/page/business/how-targeted-advertising-works/412/>



### Cookies

Cookies are actually only simple text files and not programs. If you are on a website for the first time, the so called "cookie" gets downloaded onto your pc. If you visit the website a second, a third, a fourth time and on, your pc checks, if there are already cookies from the website.

So, what are those cookies for?

Cookies collect standard information about your usage of the internet for example in which websites you spend your time or what kind of stuff you are buying. The positive side about that information is, that shopping is way easier than without cookies. We already have

tons of offers we maybe like or need in in fact of that, we don't have to look out for products we need for a big amount of time. We also find useful things we didn't looked for.

The negative site is, that companies and organizations have our data's and they can use it for advertisement or whatever thy want. Actually that's not the biggest problem for some people but lots of guys actually don't like the thought of being "watched" by big companies that want to sell their product to you.

<https://www.com-magazin.de/praxis/internet/so-funktionieren-cookies-7425.html>

## What advertisements are doing with us?

Ads show us the newest and most popular products of companies. That causes that you literally have to watch the ads because otherwise you're not up to date. We get lots of information about necessary goods we probably need or show us several politicians that advertise their party or point of view. The problem here is, that we buy things we don't need. The advertisements tell us that we need those products and that our life is worse than everybody else life. The even bigger problem that causes that effect is the capitalism. The people want profit as everybody else in our society. Almost all ads work the same way. They tell us we have to buy it now or there will be nothing left or we should try it at least or if it's on the internet we get told to click the link or the ad itself to go to the website of the company and buy their product.

<https://www.psychologytoday.com/us/blog/ulterior-motives/201008/what-does-advertising-do>

## Do they listen to our phones?

Mobile phones are luxury goods. The problem is that we have to buy it with money and during the usage of our phones, we have to pay with our data, wherever we are in the internet or on any app. Smartphones respectively companies can grab our information whenever they want to. We use our camera, our microphone and text messages. The phone is nearly every time in range what means, that it's listening, furthermore the companies can listen to everything we are saying. In general, it's illegal to listen to any one's phone without their approval but if nobody is fighting against those companies, no one is doing anything against it. The next point is that it's hard to prove that a company is listening or watching your phone even it is illegal. The main reason why companies are doing that is because of target advertising. If we get an offer for something we want or we need, the probability that we buy the product is much higher. In the end it's illegal and shouldn't exist in our world because of privacy

<https://rechtstipp24.de/2017/12/31/handy-hoert-mit-massgeschneiderte-werbung-dank-staendiger-ueberwachung-der-umgebung/>

## Why are advertisements effective?

The biggest problem of ads is, that we buy stuff we actually don't need. Companies work with strategies that we buy their products. The basic principle is the AIDA model. The first A stands for attention, what means that we see the product or the ad and it has our full attention what leads to the next letter, the I, what means Interest. After getting our attention, they want us to get interested in the product that's advertised. A cool design, the right words and a friendly look creates a positive feeling and we think about buying it because it looks cool, it's useful, you can use it every time and our life would be worse without that product. That's the D and it's called desire. The last point after grabbing our attention, and interest the last A comes into the game. The A stands for Action, what means that we buy the good. Mostly there is a discount or a cheap offer and that creates the feeling that we have to buy it right now or otherwise we have to spend way more money if we buy it in a few weeks or months later.

<http://www.falkrichter.de/psychologie/werbewirkungsmodelle.htm>

## Influencer

Influencer are people of the public life that "influence" us. They earn their money with social media like: Instagram, YouTube, Facebook... Those so-called influencers earn money with advertising product of companies or unboxing any goods. The effect that is created there, is that we follow those people, we like the content they share with us and normally you think those people are "cool". Companies use those people of the public life to take influence on their followers' life. That means that the goal, to manipulate with the fame and the huge number of followers. They don't only manipulate us with advertisements of products, also political statements. The point is, that you either like or hate them. Most people are annoyed because of the way influencers live. The other side of the people like them and think it's cool how they live, they like the products, the statements and the places influencers are going to. Summarized, influencer got a huge range of people they can reach. Most of them use it to earn money by product placement or advertisement in general. Lots of people like that content and buy the products of the company that paid the person of the public life

<https://medienkompass.de/was-ist-influencer-marketing/>