

UNIT 7- MARKETING

READING I- Can Targeted Ads Change You?



PREVIEW THE READING

A- Quick Discussion



Discuss these questions with your classmates.

1. Do you receive a lot of advertisements online? What products are mostly advertised?
2. How do you think advertisers decide to place their ads?

B- Preview Read the title and first paragraph. What is the article's main idea? Check(✓) your answer.

- ☐ to show how much information advertisers know about you
- ☐ to show how you might feel differently after getting an ad
- ☐ to find out how advertisers find information about you

C- Vocabulary Complete each sentence with the vocabulary from Reading 1. You may need to change the form of some of the words.

accurate(adj) acknowledge(v) factor(n) impact(n) imply(v)
reflect(v) relevant(adj) specifically(adv) suggest(v)

1. Recent studies on smart watches _____ that we will never be free from being “wired”.
2. Karen received an online ad for running shoes that was _____ designed for her because she is an avid runner and buys a lot of running clothes.
3. Jack's question at the meeting was not _____ to our discussion of low sales; it was completely off topic.
4. Sam recommended some articles on the effects of online advertising. These articles _____ his own views, based on the research he has done.
5. Mr. Santana needs to _____ that marketing is not a good profession for him. He needs to find another area that will use his computer skills better.
6. If you plan to study in a financial area such as accounting, you need to make sure that your work is always _____.
7. One _____ that has caused changes in advertising is the popularity of social media.
8. People are constantly on their smartphones; this has had a huge _____ on how people communicate.
9. The students are looking at their phones. This _____ to the instructor that they are not interested in the class.

CAN TARGETED ADS CHANGE YOU?

- 1 Imagine that you're browsing on the Internet and an ad pops up for a jazz concert at a popular club. You're happy that you received the ad, and then another ad appears offering you a coupon for a discount ticket to the jazz concert. You have some interest in jazz music, but now that you have received this ad, you feel differently. Someone else recognized that you are a jazz music enthusiast. You start to believe that about yourself. And you might actually purchase the coupon for the concert.
- 2 This change in how you see yourself may be the result of receiving an advertisement that was targeted to you **specifically**. When advertisers look at where you go on the Internet, they use algorithms to make a profile of you. Then they use this information about you to find ads for products that you might be interested in. So, the ad is, in a way, designed just for you. It is personalized to your characteristics. This type of ad is called a "behaviorally targeted" ad. A new study suggests that when you receive an ad like this, you might change how you think about yourself.

3 In the study, researchers worked with college students to explore just how behaviorally targeted ads might change how people feel about themselves. In one experiment, participants were asked to plan a weekend trip to Atlanta, Georgia. They were instructed to spend ten minutes researching places to stay, restaurants, and things to do in Atlanta. When they finished, they went on the Internet to browse. This created their "browsing history" for the targeted ad.

4 Then the participants were shown an ad for a sophisticated restaurant. Some of the participants were told that they received the ad because of their browsing history (behaviorally targeted). Others were told that they received the ad because of other **factors**, like their gender or age. And a third group was told nothing at all about why they received the ad. Finally, they all received an ad for a discount coupon for the restaurant. They needed to answer questions about how likely they would be to buy the coupon for the restaurant.

5 The results showed that the participants who had been behaviorally targeted to receive the ad were more likely to purchase the coupon. In fact, they answered questions describing themselves as "sophisticated." They also **acknowledged** that they received the ad because the advertisers **implied** that they were sophisticated. They then saw themselves as sophisticated. The others in the study were less likely to purchase the coupon.

6 In another part of the study, participants chose products from a list of different items, such as laundry detergent or light bulbs. Among the items were environmentally-friendly, or "green" products. Based on their choices, some of the participants then received an ad for another green product. Those who received this ad believed that they were environmentally aware. They purchased the green product and even took it one step further. They donated money to an environmental organization at the end of the study. They perceived themselves as environmentally aware and acted on this characteristic.



7 The results of the study seem to **suggest** that behaviorally targeted ads can have an **impact** on the consumer. However, there are three conditions for the ads to be effective. First, the ad must be based on the consumer's past online behavior. Second, the consumer must know that he or she is receiving a behaviorally targeted ad. Finally, the ad must be accurate. In other words, the ad must **reflect** some interest in the product by the consumer.

8 In a further test, participants received an ad for hiking boots. Those participants who enjoyed occasional outdoor activities, such as nature walks, expressed interest in the product. After receiving the ad, they thought of themselves as "outdoorsy" and said that they would likely purchase the product. They might even do something related to this characteristic, like go for a hike! For participants with no interest in outdoor activities, the ad had no effect. They did not think differently about themselves, and it did not affect their behavior.

9 What does this mean for the average consumer? With the current technology in advertising, you might receive ads for products that you are interested in. You will know that the ad is related to your past online activity by the blue icon in the corner of the ad. This icon indicates that you are receiving the ad because of your past behavior on the Internet. After receiving this type of ad, you might change how you see yourself. For example, you might become a sophisticated food consumer or an environmentally aware person.

10 And is this so bad? Some people feel that advertisers have too much information about them. They find this to be disturbing, even scary. But others feel differently_ Wouldn't you rather receive ads for products or activities that are **relevant** to who you are? You might even find something about yourself that you never knew.

WORK WITH THE READING

A- Identify Read the main ideas. Write the paragraph number where they are found.

1. The participants who received the behaviorally targeted ad were more likely to purchase the discount coupon for the sophisticated restaurant.
2. Behaviorally targeted ads are only effective if three qualifications are met.
3. Advertisers research your browsing history to make ads personally designed for you.
4. One experiment showed that people felt more environmentally aware after receiving an ad for a "green" product.
5. In the first experiment, participants planned a trip to Atlanta and then browsed the Internet to create a browsing history.
6. If you have an interest in outdoor activities, you might show interest in an ad for hiking boots.

B- Categorize Read the statements. Write T (true) or F (false). Then correct each false statement to make it true according to the article.

1. All of the participants in the first study believed that they had characteristics implied by ads they received.
2. Advertisers find information about you from the sites you browse on the Internet.
3. Participants who were told they received the ad based on their gender were more interested in the product.
4. Some ads implied that the consumer had particular characteristics, like being sophisticated.
5. If consumers know they received an ad because of their past browsing history, they will be less interested in the product.
6. An ad sent to a consumer about a product or event that he or she has no interest in will be effective.

C- Identify The article mentions three conditions for behaviorally targeted ads to be effective. Look at the conditions in the chart. Then find an example of each from the article. Indicate the paragraph that included the example.

CONDITION	EXAMPLE
1.The consumer must know he or she received this ad because of his or her past online behavior.	Para. 4: Some of the participants were told that they received the ad because of their browsing history.
2. The ad must be accurate to the consumer's interest.	
3. The ad must be based on the consumer's past online activity.	

WRITING I

GRAMMAR- Paraphrasing

What is paraphrasing?

Paraphrasing is when you take an original idea and **rewrite it** to express **the same meaning** but **in a different way**. This might be by changing words, word forms, sentence structure, or using synonyms. More than one paraphrase can be correct as there are many ways to say the same thing.

There are three techniques to paraphrase. Rather than exclusively using one of them, a good paraphrase includes all methods.

1. Use synonyms

Synonyms are different words that express the same or similar meaning.

Original: Many people **think** that **cars** should **not be allowed** in **city centres**.

Paraphrase: Many people **believe** that **motor vehicles** should **be banned** in **urban areas**.

2. Change the word forms

Another way to paraphrase is to change word forms. For example, changing a noun into a verb, a verb into a noun or an adjective into a noun or vice versa.

Original: Some people think Instagram is an **invasion of** privacy (invasion = noun).

Paraphrase: Some people think Instagram **has invaded** our privacy (has invaded = verb).

3. Change the sentence structure

A third way to paraphrase is to change sentence structure. This could be by changing the sentence from passive to active or vice versa, or changing the order of the clauses.

Active to Passive

Original: The hurricane destroyed the city.

Paraphrase: The city was destroyed by the hurricane.

Passive to Active

Original: The public transport system was developed by the city council.

Paraphrase: The city council developed the public transport system.

Order of clauses

Original: During the summer, many people visit the temple.

Paraphrase: Many people visit the temple during the summer.

Example:

The overuse of natural resources ultimately exhausts them. This causes huge harm to the environment. Therefore, the government should discourage people from overusing such resources.

Possible paraphrases:

- Exploiting natural resources will ultimately deplete them and lead to environmental harm. Therefore, the overuse of these resources should be discouraged by governments.
- The exploitation of natural resources results in their exhaustion. This causes environmental damage. Thus, governments should encourage people to take care not to overuse these resources.
- Natural resources will ultimately be exhausted if we continue to overuse them. It damages the environment and should therefore be discouraged by governments.

Paraphrase the following sentences.

1. The continent with the lowest annual rainfall is Antarctica.

_____.

2. Nowadays, more and more foreign students are going to English-speaking countries to learn the international language – English.

_____.

3. Companies like Nike and Adidas sponsor the best athletes in the world to advertise their products.

_____.

4. The effects of global warming on the world is serious.

_____.

5. There was a significant increase in the number of student population from 1990 to 2000.

_____.

6. He has tons of stuff to throw away.

_____.

7. You should buy the plane tickets online if you want to find cheaper deals.

_____.

8. There are several things you have to do in order to complete the essay task successfully.

_____.

VOCABULARY SKILL Word forms

Learning all forms of a word and how they are used helps you build your vocabulary. This skill will also give you more flexibility in your writing and speaking.

Notice how different forms of the same word are used in different contexts.

analyze (v.) to examine the nature or structure of something, especially by separating it into its parts

Please **analyze** the information in the report closely.

analyst (n.) a person who examines facts in order to give an opinion about them

Martin is a financial **analyst** for a large corporation.

analytical (adj.) using a logical method in order to understand something

The course helps students to develop **analytical** skills.

analytically (adv.) doing something by using a logical method

Many recent graduates are unprepared to think **analytically**.

A. Choose the correct form of the word and complete the sentence.

1. I'd like to have a kitchen that's function/ functionally / functional rather than fashionable.
2. Some experts say that there's no such thing as global warming but no one finds it believable / believably / belief.
3. This factory has been a producer / productive/ / produce of white furniture for more than four decades.
4. The standard of living in many development / developing/ developed countries are quite low.
5. The retired sportsman runs a success / successful / successfully business in Los Angeles.

B. Write the correct form of the word given to complete the sentence.

1. She has been doing research work as a _____. (SCIENCE)
2. Most bird species are under _____ by law. (PROTECT)
3. The view from the top of the mountain is absolutely _____. (FASCINATE)
4. He is the most famous _____ who has ever had an exhibition in this gallery. (ART)
5. The new cars are equipped with very _____ engines. (POWER)
6. He took a lot of _____ with him because it would be a long journey. (EQUIP)
7. The newspaper is delivered to my doorstep _____ at 5 in the morning. (REGULAR)
8. The new medicine proved to be very _____ in dealing with the flu. (EFFECT)
9. You will _____ need warm clothes when you travel in March. (DEFINITE)
10. It is _____ to have such great children. (WONDER)



WRITING TASK 6

Write a well-organized opinion essay about one of the topics given below.

1-“ It is alright to risk health while training in order to be a successful athlete? Do you agree or disagree with this opinion?”

2-“Online ads make people shop unnecessarily.Do you agree or disagree with this opinion?”

EDIT- Complete the self-assessment checklist before you hand in your essay.

SELF-ASSESSMENT	YES	NO
Does the essay include an introductory paragraph, two / three body paragraphs, and a concluding paragraph?		
Does the essay start with an introductory paragraph with a hook and give important background information regarding the topic?		
Is there a clear thesis statement?		
Do the body paragraphs provide details and /or examples ?		
Does the concluding paragraph summarize the information you have put in the essay?		
Have you used the opinion phrases and modals suitably?		
Does the essay include vocabulary from the unit?		
Did you check your essay for punctuation, spelling, and grammar?		

