Instructions

Your professor is teaching a class on business. Write a post responding to the professor's question. In your response you should:

- express and support your personal opinion
- make a contribution to the discussion in your own words

An effective response will contain at least 100 words.

Dr. Diaz

We are all exposed to a lot of advertising, especially on the internet. And of course businesses spend a lot of money to create and distribute advertising. Before next class, I would like for you to discuss this question:

Is advertising just a way of manipulating people to buy things they do not need, or is it an important source of information that helps people make informed consumer decisions?

Karen

I don't think most people consider ads to be valuable. I read that in just one one year, from 2018 to 2019, the number of computers, tablets and and mobile phones using ad blockers increased from 142 million to 615 million.

Brad

People can find out a lot about products from advertising. There's plenty of evidence that people usually begin the process of making a big purchase by looking at ads and reviews. I have to go to another class right now, but I'm going to post later about an advertisement that gave me a lot of useful information.

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XDF Normal Version:

I strongly agree with Karen in believing that ads have become a bit of nuisance recently. Despite of strong laws regulating advertisements, ads can still be very misleading. Part of the reason for this is that advertising has already become a science in modern society. There are tens of thousands of university professors from various disciplines trying to figure out how to make people buy more than they need. The average person is just no match for this. The only way they could protect themselves is through quarantining themselves from ads entirely (by using ad blockers). Brad's point actually helps my case more than his. Another way to look at his evidence is that it is because of these ads that people decide to make big purchases. That is the very definition of manipulation.

XDF OP Version:

I don't think that this an easy "yes or no question", as something can be both advantageous and exploitive. In general, I believe ads to be necessary in modern commerce. Today's market is way too varied to navigate alone. For any need, there are hundreds, if not thousands, of similar products. More often they not, they have little to no difference between them. Therefore, ads can be a valuable addition to our own judgment and ability to acquire information. Just as Brad mentioned above, people often begin their purchase by looking at ads. I do believe in the collective intelligence of the market, therefore this evidence alone justifies the existence of ads. However, the opposite argument is also true. In order for people to like your product, especially when there isn't much difference between you and your competition, companies need to have the ability to "manipulate" the minds of people. However, as long as these "manipulations" as factual in nature, I do not believe that they could do much harm. In Karen's argument, she cited the number of people using ad blockers as evidence against advertising. Yet, there is another way to look at this statistic. If these "manipulations" are so effective, how is it that

people still try to block them? I think this statistic speaks to the ability of individuals to discern between good and bad ads. This ability means that it easier for ads to be beneficial than to be detrimental.

Sample Responses1:

I think whether advertising is valuable or not is depends on its degree of customization and personalization. If big data and other new advanced technologies can really help us to receive the ads we really want, I think in this wav, ads will be beneficial. For example, if you are a female college student who likes kpop, when you are browsing the websites, some ads about BTS concerts pop up, you may be not feel that unhappy, instead. you may choose to click the ads and buy the concert tickets. However, if a sea of ads about football show up, you may feel angry and see them with no value.

Annotation1:

This response is successful and the writer's contribution is relevant and very clearly expressed. The response includes a few, sporadic language errors (e.g., 'is depends', 'with no value'). The example of the K-pop ads is relevant and elaborated. The post successfully uses some idiomatic language indicative of a higher proficiency level (e.g. a sea of ads) This response is appropriate for this task.

Sample Responses 2:

On the one hand advertising makes it possible to know all the products but on the other hand advertising is showing you products you would usually not be interested in, I think advertising is manipulating people to buy different kind of products. Even if you never thought about that product after you have seen the advertisement you think that you need that product
But advertising is also helpful for those companies who do not have a lot consumer. They can use advertising to show and sell their products. All in all, I think advertising is an important source of information but companies should also be aware of being trustful.

Annotation2:

This response is successful, and the writer's personal opinion is supported and makes a clear contribution to the discussion. Language facility allows the writer's ideas to be easily understood despite the presence of a few language errors (e.g., showing you, different kind, companies who do not have, "trustful" used instead of "truthful".