**Influence:**

I bought a new phone and I wanted a protection for it. I realized after buying the protection that my purchase was biased, indirectly, by ads on Facebook, Instagram and other social medias. One not realizes all the indirect effect of popping ads on the internet, that we consciously don’t look at but unconsciously became aware of. It is indirect influence, but the more video one watches with Instagram promotors and discount codes to help us save money, the more you are under pressure of buying this product. This “unconscious” business is huge and could be seen more as manipulation than influence, depending on the number of ads you unconsciously watch on the different platforms for a specific product.