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BINV2120-1

2BIN English as a Foreign Language

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*UNIT 7: Web Tracking*

**VOCABULARY**

Match each sentence with the right word.

|  |  |
| --- | --- |
| 1. Tracking pixels (web becon) 2. User Agent 3. Geolocation 4. Cookies 5. Behavioral Targeting 6. Do Not Track (DNT) 7. Opt-out | 1. Analytics 2. IP Address 3. Privacy Policy 4. Session |

|  |  |
| --- | --- |
| Letter | Definition |
|  | Small pieces of data stored on a user's device to remember information about the user's interactions with websites. |
|  | A unique numerical label assigned to each device connected to a computer network, used for identification and addressing. |
|  | A request made by a user's browser to websites, asking them not to track the user's activities for advertising or analytics purposes. |
|  | Collecting and analyzing data about user behavior on websites to understand and improve user experiences. |
|  | Code snippets embedded in emails or webpages that allow tracking of user interactions such as email opens or website visits. |
|  | The practice of tailoring advertisements to individuals based on their online behavior, such as websites visited or search terms used. |
|  | A text file on a website that provides information about how user data is collected, used, and managed. |
|  | A short-lived interaction between a user and a website, often beginning when a user first visits a page and ending when they leave. |
|  | Information about a user's browser, operating system, and device, often used for website optimization. |
|  | Collecting data about a user's physical location, often used to provide location-based services.  The process of monitoring a user's activities on one website by a different organization or website. |
|  | A choice or action that allows individuals to decline or refuse to participate in a particular activity or service, particularly in the context of web tracking and online privacy. |

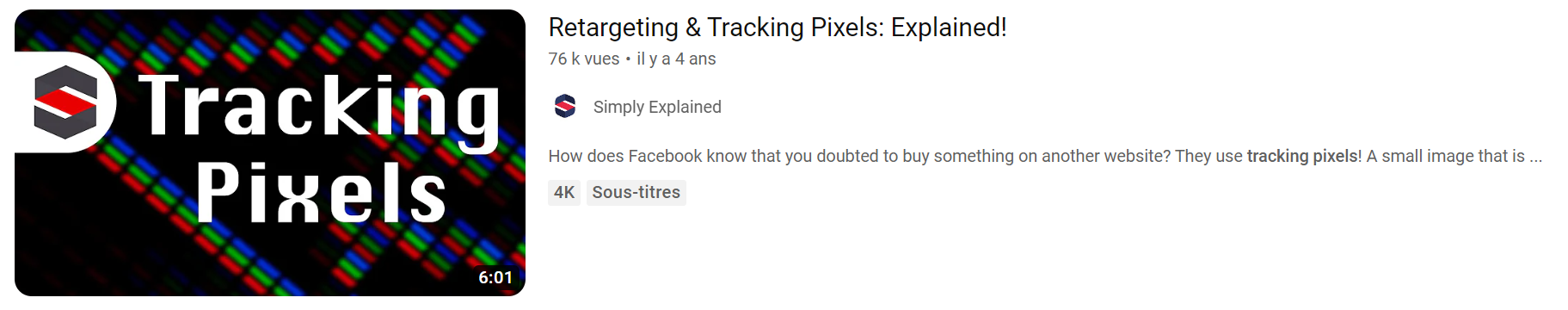
**VOCABULARY**

Match each sentence with the right word.

|  |  |
| --- | --- |
| 1. Collect data 2. Opt out 3. Track down 4. Zero in on | 1. Sign up 2. Scroll through 3. Pop up 4. Clear out 5. Log in |

|  |  |
| --- | --- |
| Letter | Definition |
|  | To protect your privacy, you can choose to ... of targeted advertisements on various websites. |
|  | In order to access your account, you'll need to ... with your username and password. |
|  | The marketing team decided to ... specific user demographics for their new campaign. |
|  | Users are often asked to ... for newsletters or special offers when they visit a website. |
|  | The website's cookie policy explains how they ... about user interactions. |
|  | A notification might ... asking for permission to access your location for geolocation services. |
|  | You can ... your browsing history to revisit websites you've visited recently. |
|  | The user interface was cluttered, so they decided to ... unnecessary features. |
|  | To find the source of the issue, the developers needed to ... the problematic code |

**LISTENING**

[](https://www.youtube.com/watch?v=rrAjCHm7qRU)

Have you ever been …………………… an online shop, looking for something like shoes, …………………… (then) …………………… ads for those shoes on another website like Facebook? That's pretty creepy! How does Facebook know that you were looking at these shoes? Well, ………………………………………….., the webshop owner is using tracking pixels. No, not the physical pixels that make up your …………………… .. But rather virtual pixels that are added to a …………………… to …………………… you and to retarget advertisements. Let me explain. The problem is that webshops only have a …………………… of around 2%, meaning only 2% of visitors actually buy something. The remaining 98% look around but then leaves without making a ……………………. To solve this problem, and to increase their conversion rates, shop owners track you around their website. Which product pages you visit, how long you stay on them, and whether or not you …………………… any of them. All of this information, often called ……………………, are sent to an advertisement network like the ones from Google, Facebook, or Amazon. Once it's there, it can be used to create …………………… ads. Like, show an ad to only the people who have looked at a particular pair of shoes at least twice. And tada, you start seeing the shoes you doubted to buy on Facebook or in your Google ……………………. This technique is called "……………………" or "remarketing." So it's not Google or Facebook that are secretly ……………………you. I mean sure, they probably do, but in the case of retargeted advertisements, it's the websites you visit that share data with them. This extra data allows them to buy more targeted ads, which ……………………better. Okay, but how is this data transferred between the sites you visit and platforms like Google or Facebook? Aha, that's where ……………………come in. Let's retake the webshop example. The owner of the shop wants to be able to put ads in front of Facebook users that have visited his store but haven't bought anything. To do that, he places Facebook's tracking pixel on every page of his site. A tracking pixel is just like any other image on a website. It has a URL that tells your …………………… from where it should download the image. But instead of just adding the tracking pixel, the shop owner can also add ……………………data to the URL of the image. This can be any data that the ……………………wants to reuse at a later …………………… for advertisements. Looking at a pair of shoes? Then the extra data might be that you're interested in these shoes. Or, if the webshop owner wants to be more specific, he can add the exact pair of shoes you're looking at. Or maybe he wants to send the items you have in your ……………………. Every time someone visits a page of the shop, the tracking pixel is …………………… all of this extra data. Facebook can now extract and store it, ready to be used for a highly targeted ad campaign. Clever right? Now here I've used Facebook as an example, but the same is true for other …………………… like the ones from Google and Amazon. And it's not just ……………………webshops either. Any website can use it. But …………………… this, tracking pixels are also be used by email ……………………to measure how many of their subscribers are opening up their emails. Or to test which type of email content people appreciate more. You, too, can use it to …………………… how many times someone has opened your email. I'm not talking about the traditional read receipts because these can easily be ……………………. I'm talking about services that inject tracking pixels …………………… . Each email you send gets a unique tracking pixel. Every time someone opens up your email, the tracking pixel is downloaded, and tada, you get notified when your email was read. Fun fact: this is also why you might have seen something like this: your email client not ……………………in any images until you click a button. This is to protect you from …………………… content, but also protects from ……………………! Cool. Now back to retargeting itself. Studies suggest that a retargeted ad will be clicked twice as often, with some people even saying four times as often. And that's why retargeting …………………… . It really allows companies to increase their conversion rates. But there are also …………………… . …………………… : the perception of users. According to a 2013 study, 60% of online buyers notice it when they see an ad that relates to a product they looked at on another website, and 11% of them felt negatively …………………… these. A 2018 study found that 35% of people found it creepy to see retargeted ads. So it seems like the sentiment around these ads is ……………………. And I suspect it will keep dropping because these days people are much more …………………… their online privacy. Just think about the various …………………… and privacy …………………… that are available. And you could even say that this technique isn't really ethical. Websites are sharing data amongst each other without the consent of their users. All …………………… increasing conversion rate and their profits. Anyway, if you got this far, you might wonder: "how can I block these things?" Well, browsers like Safari, Firefox, and Brave already have …………………… protections. If, however, you don't think it's enough, or you're using a different browser, you can install extensions like Privacy Badger, Ghostery, or just any ad blocker with a privacy list. These will block most of the common tracking pixels but, do understand that nothing is completely ……………………. So that was it for this video. I hope you liked it and, if so, consider subscribing to my channel. Also, let me know in the comments below how you feel about retargeted advertisements. Thanks for watch and 'till next time!

**THEORY**

1. **Cookies**:
   1. HTTP Cookies: Small pieces of data stored on the user's device by the web browser. They can store information such as user preferences, session details, and tracking data.
   2. Third-party Cookies: Placed by domains other than the one the user is currently visiting. Often used for cross-site tracking and ad targeting.
2. **Pixel Tags (Web Beacons)**: Tiny, transparent images embedded in web pages or emails. When a user loads a page or opens an email, the pixel tag sends information back to a server, allowing tracking of user interactions.
3. **JavaScript Tracking**: Code snippets embedded in web pages to collect data about user interactions. Examples include Google Analytics and other analytics scripts that track page views, click events, and more.
4. **Fingerprinting**: Techniques that gather information about a user's device, browser, and configuration to create a unique identifier. This can be used for tracking purposes.
5. **Server Logs**: Web servers often log information about requests, including IP addresses, user agents, and visited URLs. Analysis of server logs can provide insights into user behavior.
6. **Device and Browser APIs**: Utilizing browser and device APIs to gather information such as geolocation, device orientation, and battery status. This can be used for tracking user activities.
7. **Session Storage and Local Storage**: HTML5 introduced session storage and local storage, which allow websites to store data on the client-side. This data can be used for tracking user preferences and activities.
8. **User Account Tracking**: For websites with user accounts, tracking can be tied to user login information. This allows tracking across multiple sessions and devices.
9. **Referrer Information**: Monitoring the referring URL can provide insights into how users reached a particular page. This is often used to track the effectiveness of marketing campaigns.
10. **Click Tracking and Heatmaps**: Tools that record and analyze user clicks and mouse movements on a webpage. Heatmaps visually represent areas of a page that attract more user attention.