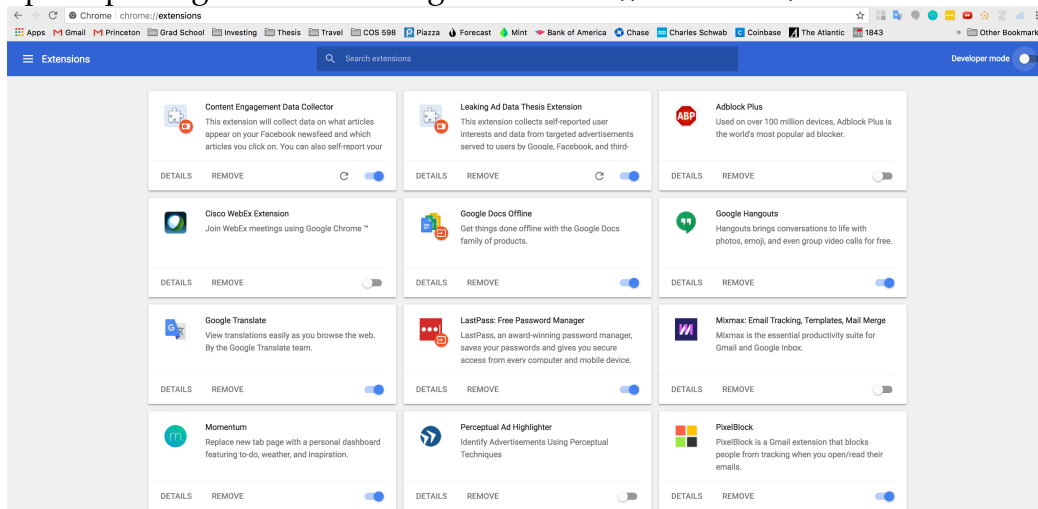


# Ad Data Thesis Extension

Once again, THANK YOU for agreeing to install my extension and help me with my senior thesis! If you have any questions, please contact me at [bharaths@princeton.edu](mailto:bharaths@princeton.edu).

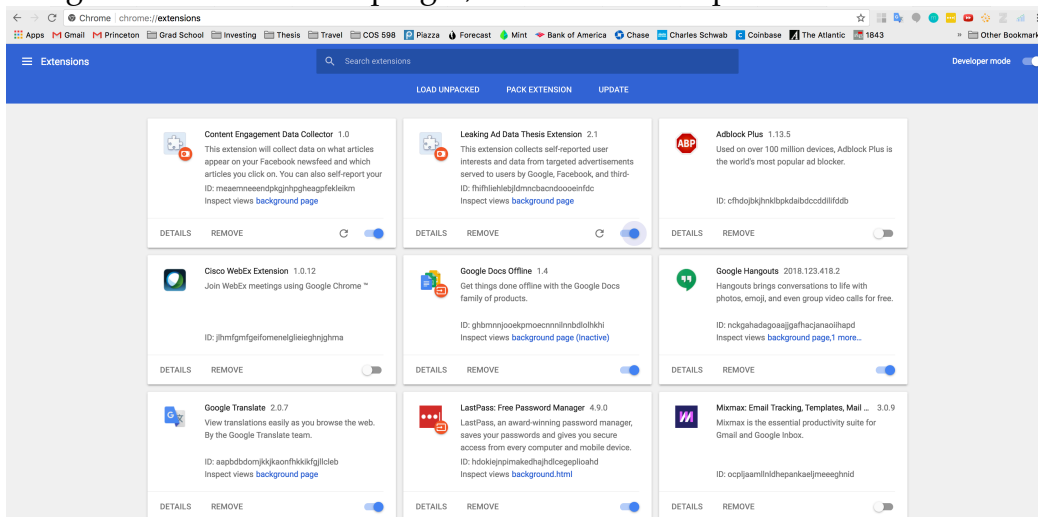
## Participation steps:

1. Download, fill out, and send me ([bharaths@princeton.edu](mailto:bharaths@princeton.edu)) the consent form from [https://drive.google.com/file/d/1BR-mbVoN41j5Qq2XcchbsU\\_1W0JAKUp/view?usp=sharing](https://drive.google.com/file/d/1BR-mbVoN41j5Qq2XcchbsU_1W0JAKUp/view?usp=sharing)
2. Download the extension folder from [https://drive.google.com/file/d/1hFrJ\\_tItvhkCR-Ne6fwZexhYY8CTm3dT/view](https://drive.google.com/file/d/1hFrJ_tItvhkCR-Ne6fwZexhYY8CTm3dT/view)
3. Unzip the folder by double-clicking on it in your downloads directory
4. Open up Google Chrome and go to `chrome://extensions/`



*Note: Your extension page may look different based on the extensions you have installed*

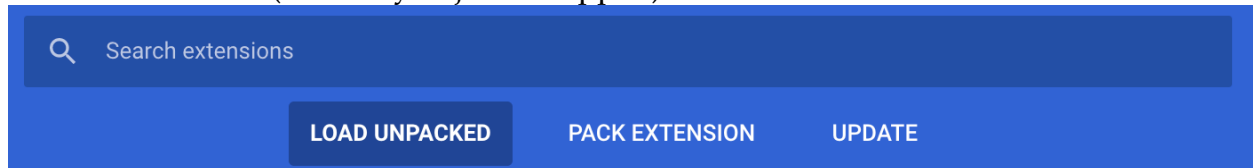
5. Using the button on the top right, turn on “Developer Mode”



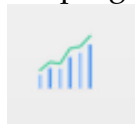
*This'll allow you to load extensions that aren't on the extension store*

**Important:** If you have an adblocker installed, you must disable it for my extension to function. You can do so by switching the corresponding bar to 'off' (see the AdBlock Plus entry above)

6. Click on "Load Unpacked", and select the "ad-data-extension" folder from your downloads (the one you just unzipped)



7. Click on the extension icon on the top right of your browser



8. Fill out sections 1-3 to the best of your ability. **Note: Click save (on the bottom) regularly. If you click outside the popup without saving, your responses will be lost!**

A screenshot of the 'Ad Data Extension' popup form. The form has a title 'Ad Data Extension' and a subtitle 'Thank you for agreeing to help me collect data for my thesis! Please fill out the following questions to the best of your ability - they will be used to assess whether targeted ads may indeed be "leaking" your data to third parties.' Below this, there is a paragraph explaining that the extension collects contents of targeted advertisements shown to you by Google, Facebook, or third-party ad networks. It will automatically disable when you are browsing in incognito mode. All personal identifiers will be removed from these data and they will be kept confidential. A bold instruction says 'Click Save (at the bottom) regularly! If you click outside this popup without saving, your answers will be lost.' Below this, there is a link to find instructions and a contact email address. A blue button labeled 'Thesis Overview' is visible. The form is divided into sections, with 'Section 1: Personal Background' being the first. It contains text explaining that direct identifiers will be encrypted and researchers will not be able to see any unencrypted textual responses. They will be used to automatically remove any personally identifying information from the advertisements collected. Below this, there are input fields for 'First Name' (Bharath), 'Last Name' (Srivatsan), and 'Birthdate' (10/30/1996). The browser's address bar shows 'Mixmax: Email Tracking. Templates. Mail ... 3.0.9'.

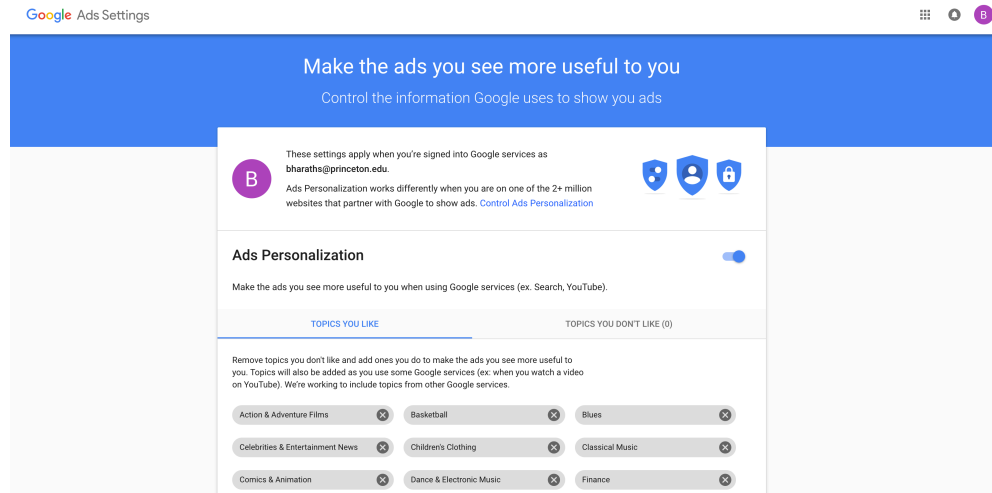
other words, has Facebook categorized your attributes well?

☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5

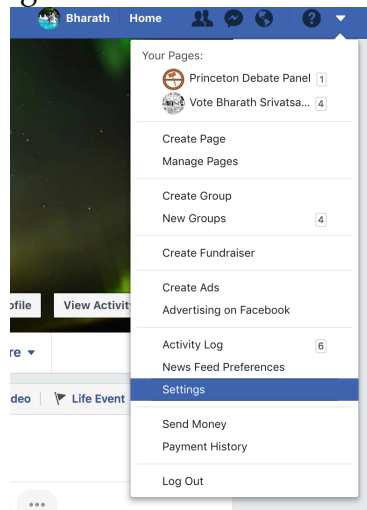
Save

*Click save regularly!*

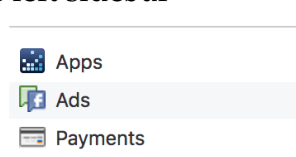
9. For section 4, find Google interests at <https://www.google.com/settings/ads>



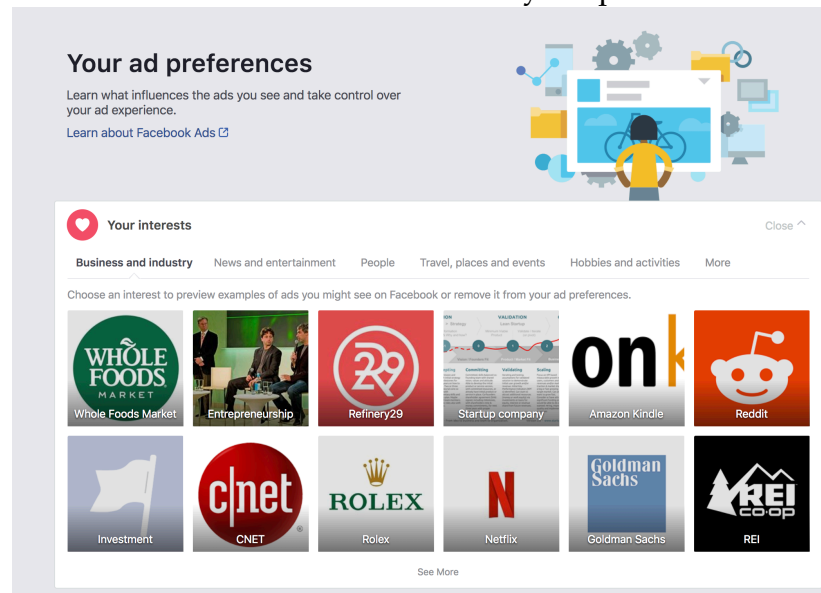
10. (click save!) Find Facebook ad preferences by clicking on settings from the drop down menu on the top right of the Facebook site



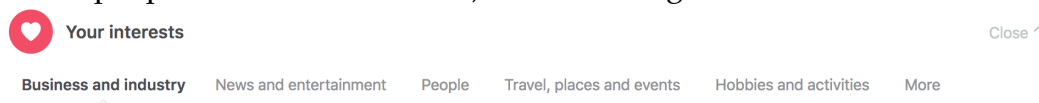
11. Then, click on “ads” on the left sidebar



12. On the ad preferences page, click on the “Interests” and “Your Information” dropdowns to see Facebook’s assessment of your profile



13. Copy interests from the categories featured on the main row (below: business, news, people, travel, and hobbies) and the ‘categories’ section of Your Information



14. Fill out section 5 to the best of your ability  
15. Click save, and browse normally!

In two weeks, you’ll be able to enter your email address to participate in the raffle. Save your userid to receive your personalized privacy report (instructions to follow).

**Section 0: Lottery Entry**

Submit your email address below to enter into a lottery for one of five \$40 gift cards for Amazon or Airbnb. Your email address will go into a separate database; it will not be possible to link your email submission with any of the data collected.

Email address

john@princeton.edu

Enter Lottery

The following is your randomized id; save it to be able to see your anonymized ad targeting report at the end of my thesis study.

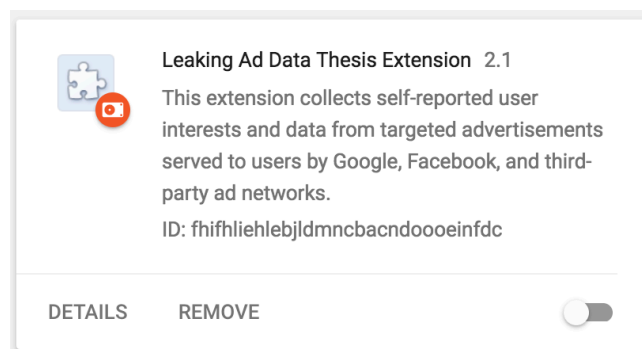
**alphanumeric userid here!**

If for any reason you'd like to disable or uninstall my extension, follow the steps below.

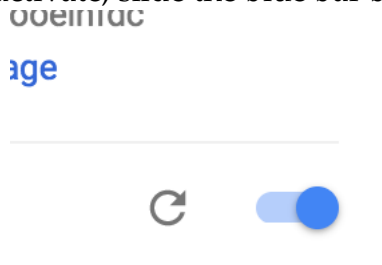
**Note:** The extension automatically switches off when you browse in incognito mode. You may disable and re-enable the extension as many times as you'd like. If you uninstall the extension before two weeks of use, you will not be able to enter the gift card raffle.

**Deactivation steps:**

1. Go to <chrome://extensions/>
2. Slide the blue bar to disable the extension temporarily. No further data will be collected while the extension is off.



3. When you'd like to re-activate, slide the blue bar back to "on"



**Uninstallation steps:**

1. Go to <chrome://extensions/>
2. Click on "REMOVE"

DETAILS REMOVE

