



Cookie Jar

by Julia Irwin

“Interactive media really gets into this creepy Orwellian thing, where it’s a record of our thoughts on the way to decision-making,” he said. “We’re like the data-input clerks now for the industry.”

-Paul M. Schwartz, law professor at UC Berkeley

The process starts with individuals collecting their personalized cookie ads over the course of 1.5 weeks.

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Suggested Post

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Julia Irwin

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Assignments Requested:

3

Description:

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Keywords:

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Assignments Pending Review:

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Reviewed Assignments:

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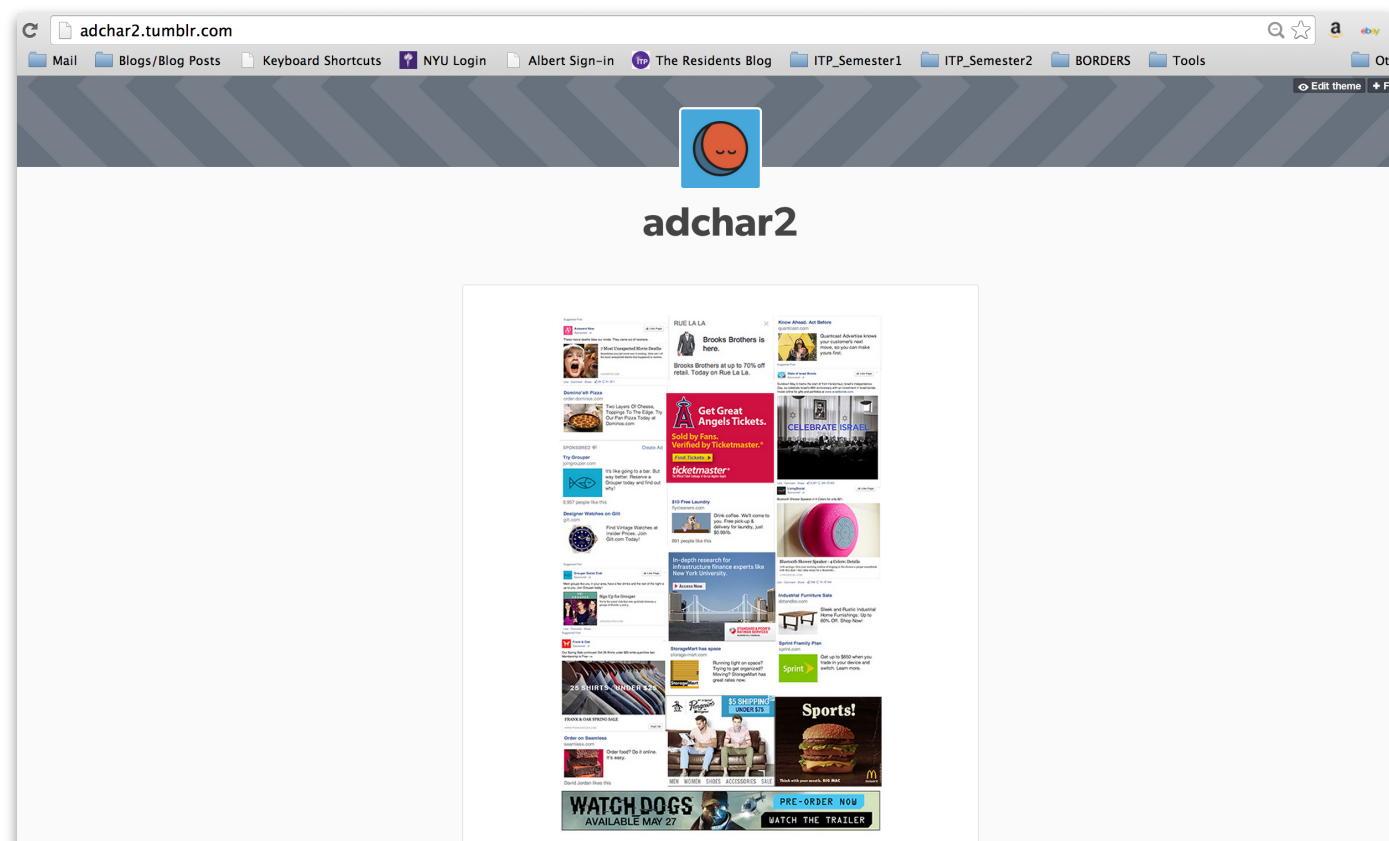
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Ad Characterization

Go to <http://adchar2.tumblr.com/> to view the photo of several ads that were targeting the same specific person. Write a summary profile of who you think this person is. Include: age, gender, occupation, and what you imagine this person did last weekend. Also, include a photo of what you imagine this person looks like (can be a direct link to a photo on the internet or an uploaded photo).

Mechanical Turk workers were tasked with reviewing the ads and writing a profile of the individual for whom they were targeting.



I would imagine that this person is a female in her early 30's. She loves technology, especially photography and smartphones which makes her somewhat a techie. She also likes the outdoors and finds time to spend on biking adventures because she seeks a thrill in her life. She is enjoying her new home and looking for ways to better organize her appliances - especially in the kitchen. She is inspired by cooking and wants to start eating healthier. She is most likely a business owner, or aspiring business owner and is working towards developing her business ventures as much as possible. She likes to stay in touch with the trendy fashions and enjoys shopping for things that make her feel confident about her appearance. This makes her a very attractive techie nerd type of girl that is sophisticated and business savvy and she lives on the California coast most likely (or she likes to travel to the California Coast). I imagine that she went biking around the foothills in her local city last weekend and stopped for a coffee on the way home.



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Shop the latest styles today and enjoy FREE shipping and returns!

20 Percent Off Appliances
BEST BUY

Get more that kitchen or household appliance she wants and save 20% with code MOTHERSDAY20

Sony NEX-6L Camera
16.1 MP compact, interchangeable lens camera with 16-50mm power zoom lens and 3-inch LED screen. Regularly \$900, now save \$175. ~~\$1024.00~~

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Shark Rotator Professional Lift-Away... \$399.00 **\$239.99**

Shark Navigator Lift-Away Professional... \$449.00 **See price**

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He is a young professional Jewish male. He is 28 years old and has just graduated from college. He works as a stockbroker now. He is just starting out but is already doing very well. He has a nice apartment in Manhattan. He dates a nice Jewish girl but it is not very serious and they are thinking of seeing other people. He stays very busy. He also exercises a lot and his physique is very important to him. He spent last weekend working extra at the office because he is hoping to be promoted. He went out with his girlfriend to a few nice clubs. He spent a few hours on Sunday working out. Although he is Jewish he only attends services on holidays because he is very busy.



Suggested Post

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These movie deaths blew our minds. They came out of nowhere.

7 Most Unexpected Movie Deaths
Sometimes you just don't see it coming. Here are 7 of the most unexpected deaths that happened in movies.

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CELEBRATE ISRAEL

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Our Spring Sale continues! Get 25 shirts under \$25 while quantities last. Membership is Free.

25 SHIRTS UNDER \$25

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David Jordan likes this

Perkins
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MEN WOMEN SHOES ACCESSORIES SALE

Sports!

Think with your mouth. BIG MAC

McDonald's

WATCH DOGS
AVAILABLE MAY 27

PRE-ORDER NOW

WATCH THE TRAILER

I believe the targeted person is a woman in her early 30's. Possibly 28 - 34, a stay at home mother or homemaker, may also work from home on the computer. I believe that she is married to a man that works outside the home. She lives in a white collar neighborhood, I believe a newer brick home built after the early 2000's. Most likely two to three kids between the ages of 2 and 8. I believe they would have done family activities over the weekend, such as going to the zoo or a park. The family owns at least one dog. They could go on walks with the dogs or bike rides. I would also think they she spends some of the weekend at home cleaning around the house and doing yard work along with gardening.

I think the Advertisement is set for a man in his late 30's - early 40's who is tech saavy. I think he has kids and probably has a job at something like an insurance company as a salesperson or maybe like a bank manager. I think the person probably spent most of the weekend with his kids and wife but I also think he probably spent some time working from home as it's someone who is a hard worker.



The collage contains the following advertisements:

- Answer's Now:** These movie deaths blew our minds. They came out of nowhere. 7 Most Unexpected Movie Deaths.
- RUE LA LA:** Brooks Brothers is here. Brooks Brothers at up to 70% off retail. Today on Rue La La.
- Know Ahead. Act Before:** Quantcast Advertise knows your customer's next move, so you can make yours first.
- Domino's Pizza:** Two Layers Of Cheese. Toppings To The Edge. Try Our Pan Pizza Today at Dominos.com.
- SPONSORED \$1:** Try Grouper. It's like going to a bar. But way better. Reserve a Grouper today and find out why!
- Designer Watches on Gilt:** Find Vintage Watches at Insider Prices. Join Gilt.com Today!
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- CELEBRATE ISRAEL:** Celebrate Israel's 60th anniversary with an investment in Israel bonds.
- Bluetooth Shower Speaker:** 4 Colors! Details.
- Industrial Furniture Sale:** Sleek and Rustic Industrial Home Furnishings: Up to 60% Off. Shop Now!
- StorageMart has space:** Running tight on space? Trying to get organized? Moving? StorageMart has great rates now.
- \$5 SHIPPING UNDER \$75:** Penguin Brand.
- Seamless:** Order food? Do it online. It's easy.
- Men's Clothing:** MEN WOMEN SHOES ACCESSORIES SALE.
- Watch Dogs:** AVAILABLE MAY 27. PRE-ORDER NOW. WATCH THE TRAILER.

Cookie Jar is a virtual reality, browser-based game in which your avatar's characteristics and behaviors are based on your browsing behavior. The game identifies persistent cookies and combines them into an algorithmically-generated, ever-evolving profile of you, the way advertisers see you. The intention is to use the medium of a virtual game to bring to light the way your personal data gets used and the perhaps surprising accuracies and the blatant inaccuracies in advertisers' profiling.

Basics: Cookie Jar dynamically pulls your browser behavior and uses this data to create your avatar and determine its behaviors. Your on-going browser behavior serves to “feed” your avatar and help it evolve within the context of this virtual world. The content of the world itself is a virtual, brick and mortar representation of the websites you visit and the other companies to which they sell your browser data.

age | gender | location | occupation | hobbies | decision-making criteria | behaviors

***if** over 50% of the websites you visit
in the course of 2 days have a primarily
male audience*

***then** your avatar is male*

***if** you search for baby clothing or
accessories*

***then** your avatar is pregnant and is
between 25–34 years old*

For example: ***if** you search for information on breast
cancer*

***then** your avatar gets a medical marijuana
card and visits the cannabis club*

***if** you search for formal wear*

***then** your avatar is given a white collar
occupation, i.e. a stockbroker*

***if** you do several price comparisons on
items from different websites*

***then** price tags in your virtual world
dynamically change based on how
companies augment prices based on
different shopping behaviors*

