

Making accounts on platforms like Instagram or TwitterX requires you to insert your age or birthday.

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There are technically restrictions on spammy/scam content but these are often loose and ineffective.

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For hardware and physical devices, things get more complicated. User information isn't exactly given.

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For guest accounts and services, the user's age and other variables are unknown.

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Advertising, like most things, is a business, and advertisers and companies will always strive to advertise to as many people as possible and make as much money as possible, even if it means breaking ethical standards. They also always try to by pass regulation when possible to achieve this end.

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Algorithms will also be more prone to showing you certain kinds of advertisements based on what you interact with/watch on the platform, and this is how most “personalized advertising” works.

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Advertisements could be sorted by age ranges, and you'd be given ads corresponding to that range. (i.e. 9-12, 13-17, etc.)

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More restrictions on certain types of advertisements could be at play, such as not directly advertising anything involving gambling or the promise of free money, for instance. This plays into the category idea I mentioned in the purple notes.

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For hardware based advertisements, only advertisements suitable for all ages should be shown to prevent malpractice, trying into the yellow notes' idea of age categories..

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A lot of services use “personalized advertisements” to cater towards a user and show them relevant interests, but these are almost always vague, opaque, and often times have negative relevance or screw things up.

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Advertising based disclaimers/terms of use are (sometimes intentionally) lengthy and overworded, adding to the opaqueness of advertising methods and algorithms. This is not very friendly to the user as they don't know how their data is being used or what feeds into what they're shown.

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These are based on an incredibly wide range of variables, such as scroll time and user action around it that doesn't involve clicking on it. Relaxing these may marginally decrease relevance and efficiency on the advertiser and data collector's perspective, but they and can cut down on lengthy terms of use/disclaimers and promote openness and honesty.

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On most platforms, NSFW content is restricted unless you've given certification you're 18+.

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Advertisers will also often try to censor content to get around these filters, even if the content still remains suggestive or has undertones that remain visible.

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“Personalized advertisements” are also the only way on most platforms that users can take control of what advertisements they see; YouTube removed the ability to not see certain advertisements when they appear in 2022.

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Deciding based on simply whether or not an advertisement got you to click on it is one metric that can be universally proven to demonstrate the effectiveness of an ad.

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Censoring swears is acceptable in this context, but in the case of sexual content, such as “reaction” advertisements where they say you can view erogenous zones that are censored in the ads or similar banner advertisements, they should be lumped into the 18+ range. In particular, modern game advertisements do this to circumvent their ads outright being classified as NSFW.

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Advertisers could also be permitted to slide their ads into categories, such as finance, technology, gaming, etc., and this could be used by the user to opt out of certain categories. This also works as a more effective bypass for certain advertisements, as well as any future ones that could come up by the same creators and categories too.

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Tying this into my earlier idea of age categories, in this instance, only appropriate ads should be shown. This could be implemented at the website-wide level depending on the type of website in question.

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Ultimately, the websites themselves have the final say in which advertisers they want to sell ads to, where, and how, but there is regulation involved at every step in the process to prevent malpractice.

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