

Literature Review of Current Question as Well as Other Possible Questions:

1. Birth Control and Demographics

- [Pills, Periods, and Postfeminism](#)

- “Since... 1999 and the introduction of cycle-stopping birth control pills in 2003, US women are increasingly advised that menstruation is not necessary for good health. The most widely distributed source of such messages is direct-to-consumer advertisements for birth control pills... A close reading of these commercials reveals them to be an integral part of an emerging postfeminist media culture that attempts to solidify a new, neoliberal subjectivity for women. This subjectivity imposes an idealized, docile, non-menstruating feminine body, ready for full-time participation in the neoliberal economy.”

- [Feminist Perspectives on Advertising: What's the Big Idea?](#)

- Page 290-303 of the given preview material
- Section: “The Historical Roots of Contemporary Contraceptive Advertising”
 - Legally rebranding after the Comstock laws
 - Many mid-twentieth-century ads for contraceptives leveraged racialized gender norms to exploit women’s insecurities
 - U.S. government both under and over scrutinized early contraceptive ads by regulating the words allowed, but not policing the validity of claims made about their products.
- Section: “Marketing on the Small Screen: U.S. Direct-to-Consumer Advertising”
 - Focus on PMDD and PMS in early 2000’s advertising
 - “The commercials’ use of young, successful, and active women interacting with one another positively invokes feminist ideals of women’s independence, agency, and community. US women’s struggles for the right to vote, the right to abortion, or against sexual assault, for example reveal that independence, agency, empowerment, and bodily control were and remain hallmarks of feminist politics and activism. Applying a postfeminists analysis reveals the ways in which invoking these themes allowed Bayer to use post feminism's ‘double address’ and leverage the cultural capital of feminist successes without having to commit to the politics that makes those successes possible.”

- “Culture of concealment” describes the concept in previous chapter
 - Many commercials “explicitly evoke feelings of protest and resistance. Ironically, however, the resistance focuses on women’s own bodily processes as opposed to political, social or economic injustices. In this approach to feminism and female empowerment, women are literally their own worst enemy, battling their very own bodily betrayals brought on by menstruation.”
- Section: “Pulling Back the Covers: The Underside of Mediated Sex”
 - “The Comstock laws arguably went too far in their attempt to regulate away all forms of commercial visibility for contraception. However, advertisements for contraceptives are not the best sources of information and should not be the only sources of our social and individual education about reproductive healthcare options...”
 - “In October of 2008, the FDA cited the pharmaceutical giant Bayer for false advertising in its commercials for YAZ on the grounds that the ads failed to clearly define PMDD and failed to properly indicate that the drug was for the treatment of PMDD rather than PMS, and, as result, suggested that the drug was appropriate for women with a broad range of premenstrual symptoms that were not necessarily PMDD. The FDA’s letter also argues that the YAZ ads divert attention away from information about potential side effects of the drug though the use of “distracting visuals, numerous scene changes, and other competing modalities such as the background music which combine to interfere with the presentation of the risk information.”
 - “In 1999 the FDA issued a similar letter to Pharmacia and UpJohn regarding its injectable contraceptive Depo-Provera. Pear reports ‘Likewise, the government said, information about the risks of Depo-Provera, and injectable contraceptive, was jumbled in the audio and visual parts of a television commercial. The multiple messages ‘virtually ensures that consumers will have trouble fully comprehending any of the information.’”
- [Breaking down barriers to birth control access: An assessment of online platforms perscribing birth control in the USA](#)
 - “In the USA, the requirement that individuals obtain a prescription for hormonal contraception is a significant barrier for women who lack the time, finances, insurance coverage or means of transportation to visit a provider. The emergence of telemedicine services has removed some of these barriers

by providing women with the opportunity to conveniently obtain birth control prescriptions through their computer or smartphone.”

- “An assessment of each platform’s online health questionnaire reveals that these telemedicine services are adequately screening for contraindications and safely providing birth control methods to patients, although efforts could be made to strengthen the rigor of online health questionnaires to ensure they adequately screen for all contraindications.”

- [Content Analysis of Internet Marketing Strategies: How Pharmaceutical Companies Communication about Contraceptives with Consumers Online](#)

- “[T]he distinctions between marketing and health education may be blurred.”
 - There may be a distinction between the content promoted and the actual information when consumers go on the Internet to seek information. (Introduction Pg.56)
- “Websites presented risk information in text smaller than the majority of text and at the end of the webpage, requiring the user to scroll down to view the information.”
- “Two theories through which to analyze the online marketing of prescription medication are the social amplification of risk framework (SARF) and the elaboration likelihood model (ELM).”
- Advertising strategies are designed to appeal to consumers to buy their products but they “are also legally bound to present risk and safety information (U.S. FDA CDER, 2006.).”
- Promotional messages used by drug companies may act as a simple cue to “initiate peripheral route persuasion.” (Discussion Pg. 65)

- [Telemedicine and direct to consumer advertising attitudes and the future of telehealth: Women report telemedicine as a comfortable option for accessing birth control](#)

- Main Findings: “Women who currently use contraceptives report comfort and likelihood to use telemedicine services if they have positive attitudes about telemedicine and DTC advertising. Comfort with using an online contraceptive prescription service mediated the relationship between contraceptive use and likelihood to use telemedical services and between positive telemedicine attitudes and likelihood.”
- Principal Conclusions: “Women who are positive about telemedicine and DTC ads are comfortable using these resources, and comfort is a salient mediator. Comfort and its antecedents are important predictors and facilitators of telemedicine intentions and behaviors. Using telemedicine can

improve the patient experience by offering alternatives to face-to-face visits (i.e., removing barriers to provider-to-patient communication).”

- [Consuming contraceptive control: gendered distinctions in web-based contraceptive advertising](#)
 - “There are over a hundred contraceptives currently on the market in the USA. In this paper, we present a discourse analysis of the stand-alone websites for 43 contraceptives in an effort to understand what contraceptive manufacturers are selling consumers along with their products. Manufacturers tailor marketing messages to promote conventional sex and gender norms using a scientific discourse. In particular, these products appropriate feminist ideals about independence and bodily integrity and promise consumers control and choice over procreation and sexual health, while existing within a larger context of medical surveillance in a patriarchal and capitalist culture.”
- [How the Pill Became a Lifestyle Drug: The Pharmaceutical Industry and Birth Control in the United States Since 1960](#)
 - “Marketing decisions, rather than scientific innovations, have guided the development and positioning of contraceptive products in recent years. I review the stalled progress in contraceptive development in the decades following the advent of the Pill in 1960 and then examine the fine-tuning of the market for oral contraceptives in the 1990s and 2000s. Although birth control has been pitched in the United States as an individual solution, rather than a public health strategy, the purpose of oral contraceptives was understood by manufacturers, physicians, and consumers to be the prevention of pregnancy, a basic health care need for women. Since 1990, the content of that message has changed, reflecting a shift in the drug industry's view of the contraception business. Two factors contributed to bring about this change: first, the industry's move away from research and development in birth control and second, the growth of the class of medications known as lifestyle drugs.”
 - “What has changed over the past several decades is how contraceptives—specifically, birth control pills—have been marketed. From the 1960s to the 1980s, pharmaceutical companies advertised birth control pills expressly for the purpose of birth control. Initial advertisements to physicians in medical journals (direct-to-consumer advertising was not allowed until the mid-1980s) promoted the novelty of hormonal control of fertility and the newly enlarged role of physicians in family planning; later advertisements focused on the benefits to women in planning when to have children. Pharmaceutical

companies never marketed oral contraceptive products as beneficial to public health in the United States; their sales targets were individual physicians who catered to private patients. However, organizations such as the World Health Organization clearly recognized that the Pill was an “essential medicine,” one that met “the priority health care needs of the population” because of its “public health relevance, evidence on efficacy and safety, and comparative cost-effectiveness.”⁸ Indeed, birth control continued (and continues) to be a basic health care need for women of reproductive age, but pharmaceutical companies have found little incentive for investing in the innovation of new methods.”

- “Marketing decisions, rather than scientific innovations, have guided the development and positioning of next-generation contraceptive products.”
- [Birth control campaigns for youths and young adults: From the perspectives of different organizations](#)
 - Compares the marketing campaigns of government, non-government, private, and school organizations (under section 4 Discussion).
 - “Hesse et al. reported more individuals accessed information online before talking to their physicians.”
 - “[T]he role of governmental organization is to provide evidence-based information to the public to make an informed decision.”
 - NGOs “take a more personalized approach when delivering messages” on birth control through campaigns.
 - Private has two main types of private organizations: (1) Non-profit independent organizations approach campaigns “based on the assumption that contraception is a controversial and taboo topic in society, politics, and media.” (2) For-profit organizations (such as pharmaceutical companies that manufacture birth control products) “generally create campaigns to market and promote their birth control products for *economic reasons*.”
 - School organizations/boards: collaboration between organizations and schools “to promote birth control awareness.”

2. Supplement Company Motivation

- [Why and how do consumers use dietary supplements? A systematic review and thematic analysis | Health Promotion International | Oxford Academic \(oup.com\)](#)
 - Health is now seen as a “product that one should produce in everyday life and possess as long as possible. Hence, consumers are increasingly consuming health products, like dietary supplements (DS) to prevent disease and promote health.”

- There are now a “broader range of products to enter the market without government inspection, such as vitamins, minerals and herbal supplements.” The US Dietary Supplement Health and Education Act of 1994 expanded the definition of DS and what is allowed to enter the market.
- “[R]esearch suggest[s] that the nutrient supplementation function of DS is not consistently backed up by scientific evidence.”
 - Products like ginseng supplement, antioxidants and herbal therapies were associated with not having a significant Nutritional outcome.
- This research aims to answer the motives of consumers for DS consumption “and, more importantly, the factors and stakeholders that influence their DS use motives (i.e. how do they develop the motives for DS consumption?).”
- “DS users had a low level of nutrition and DS knowledge”.
 - “Dwyer et al. (2001) found that DS users had significantly higher scores on health practice than non-users but did not score higher on nutrition knowledge tests.”
- [Personalization in personalized marketing: Trends and ways forward - Chandra - 2022 - Psychology & Marketing - Wiley Online Library](#)
 - “Personalization is a strategy to gain a competitive advantage, encompassing learning, matching, and delivering products and services to customers. Customers benefit from personalization as it reduces disorientation by focusing on the options that meet their requirements (Murthi & Sarkar, 2003).”
 - Personalization can build customer relationships. Companies must understand their customers’ needs and offer relevant needs. Customers must be willing to “share information and utilize the personalized information to make choices.” (2.1 Definition of personalization)
 - 2.2 Difference between personalization and customization
 - “Personalization is a firm-initiated concept to alter the marketing mix to suit an individual taste based on customer data, while customization is a customer-initiated concept to tailor the marketing mix for customer satisfaction.”
 - “Personalized marketing is defined as designing and delivering tailor-made products and services to individual customers.”
 - 2.5 Types of personalization
 - [Architectural personalization](#) uses the cognitive, affective and sociocultural aspects of customers to create an engaging environment for self-expression.”

- “Instrumental personalization uses the situated needs of customers to create systems for enhanced user efficiency and productivity.”
- “Commerical personalization uses the customers’ demographic and psychographic data for designing personalized offerings to increase sales.”
- “Relational personalization uses the social and relationship aspects of customers to fulfill their emotional and socialization needs.”

3. Hobbies Newsletters Demographics

- [Emperical analysis of weapons of inclunce, life domains, and demographic-targeting in modern spam: an age-comparrative perspective](#)
 - “This paper analyzed modern spam from an age-comparative perspective to discover the extent to which psychological weapons of influence and life domains were represented in today’s spam emails and (ii) clarify variations in the use of these weapons and life domains by user demographics... Reciprocation was the most prevalent weapon; financial, leisure, and independence the most prevalent life domains. Older adults received health and independence-related spam emails more frequently, while young adults received leisure and occupation-related spam emails more often. These age differences show a level of targeting by user demographics in current spam campaigns. This targeting shows the need for age-tailored demographic warnings highlighting the presence of influence and pretexting (life domains) for suspicious emails for improved response to cyber-attacks that could result from spam distribution.”
- [Email end users and spam: relations of gender and age group to attitudes and actions](#)
 - “As the problem of spam email increases, we examined users’ attitudes toward and experience with spam as a function of gender and age... There were fewer gender differences than predicted, but age was a significant predictor of several responses. Retirement age men rated themselves as significantly lower in expertise than did working age men, and the oldest and youngest age groups took fewer actions against spam, used the computer less often, and spent fewer hours online than did the working age respondents. Older respondents were more likely than younger ones to report making a purchase as a result of a spam email and received the same amount of spam as other age groups in spite of lower overall use of the computer. The results suggest both that older computer users may be more

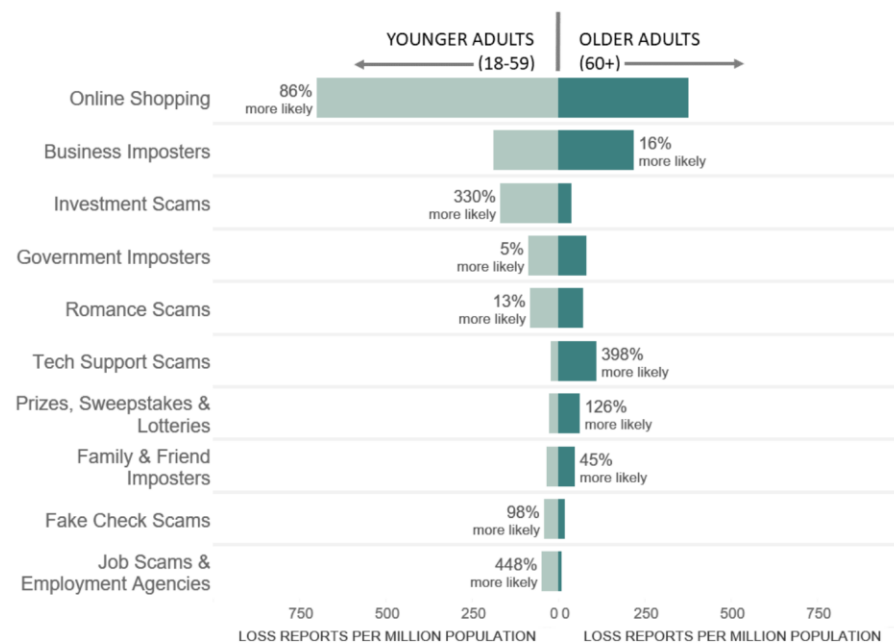
vulnerable to spam, and that the usability of email for all users may be threatened by the inability of users to effectively take action against spam.”

- “Although the hypothesized age and gender effects on attitudes toward spam were not observed, there were several other findings that suggest that older users, but not women, may be more vulnerable to spam. The only significant relations with gender were that women reported receiving less sexual and financial spam than did men”

– [FTC Report: Who experiences scams? A story for all ages](#)

2021 LOSS REPORTS BY AGE AND FRAUD TYPE

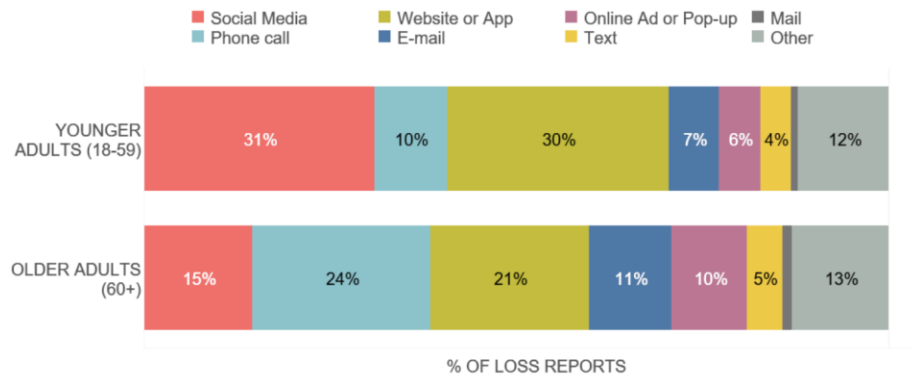
Losses to some types of fraud are more likely to be reported by younger adults, while others are more likely to be reported by older adults.



Figures are normalized using U.S. Census Bureau data for population by age. See U.S. Census Bureau, Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States (June 2020). Reports categorized as unspecified and reports provided by IC3 are excluded.

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2021 FRAUD CONTACT METHODS BY AGE AND SHARE OF LOSS REPORTS



Figures are based on fraud reports to the FTC's Consumer Sentinel Network that indicated a dollar loss, including reports provided by data contributors. Reports without age and contact method data are excluded from percentage calculations.

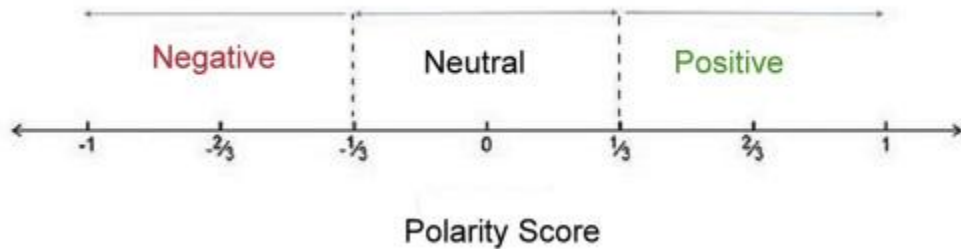
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4. News Outlets and Reporting Style

- [Media bias detection and bias short term impact assessment - ScienceDirect](#)
 - “[T]racking bias in everyday news and building a platform where people can receive neutral and unequivocal news information is important.” Especially when many media outlets report in a biased way that can influence readers beliefs and behaviors.
 - “This research investigates media outlets for subjectivity versus objectivity by examining reported news events from their Twitter handles. The study subsequently proceeds to show how such subjective news articles program news consumers and condition their opinions.”
 - 1. Introduction
 - “Opinions play a key role in decision-making processes. When a customer chooses a product or service, he is influenced by the views of others. Traditionally, people relied on the experiences of family members and peers in order to make better decisions.”
 - “According to The Telegraph, fake news is now seen as one of the greatest threats to democracy, free debate and the Western order. News reporting, which functions on the ideals of objectivity, needs to be restored to its principled and lucid past.”
 - *Media Bias (Wikipedia definition)*: “The perceived bias of journalists and news producers within mass media in the selection of events and stories that are reported, and how they are covered.”
 - “The study is performed in three stages.”
 - Stage 1: subjectivity versus objectivity

- “[I]nvestigations reveal that a large fraction of the [media outlets] report subjective news to its consumers.”
- Stage 2: the short-term impact of subjective news on consumers studied.
 - Positive and negative overtones. Media outlets condition consumers to “develop biases towards a particular issue.”
- Stage 3: “system is proposed to detect alarming media biases by measuring their impact on news consumers.”
- 2. Literature survey
 - Focused on sentiment analysis (in all three stages).
 - This forms a “basis to classify and quantify the polarity of tweets in the dataset.”
 - Used VADER (Valence Aware Dictionary and Sentiment Reasoner).
 - 2.1 Investigating subjectivity vs objectivity for news
 - Focused on The Gulf War case
 - “Prime time news reports were obtained from news channels like CNN, TV5, CBC and CBV for a period of 28 days.”
 - Subjectivity assessment was done “by qualitative indices like the degree of portrayal of censorship and presence/absence of actual sources to back up stories. Following probability statistics standards which identified subjectivity from closely related Chi-square values, the relationship between subjectivity in television news reports and the media’s influence strategies were determined.”
 - 2.2 Impact of reporting on news consumers
 - Researchers “analyzed the entry of Fox News in calbe markets and its impact on voting.”
 - Conclusion: “Fox News convinced 3 to 28% of its viewers to vote for Republicans.”

- Another study “explored the effects on political views and behavior of media bias by conducting a natural field experiment.”
 - Two groups: A random group of individuals that were “assigned to either receive a free subscription to the Washington Post, Washington Times, or to a control group which did not receive any newspaper.”
 - Conclusion: “people who received newspaper had a greater tendency to vote Democrat.”
- Polarity score measured using NLTK-VADER as a tool for sentiment analysis. (written in python)
 - Polarity score is provided with a range.



- [Defining and Measuring News Media Quality: Comparing the Content Perspective and the Audience Perspective - Philipp Bachmann, Mark Eisenegger, Diana Ingenhoff, 2022 \(sagepub.com\)](#)