

Q1

1. Newsletters which companies send you after you sign up for their service. These newsletters are often spam, the user never asked for that. E. g. I created an Adobe account and have since received a constant stream of ads for products I never expressed interest in.
2. Other ads are embedded into regular content so they look like they belong. For example, my German e-mail provider implants advertisements for unrelated offers into my e-mail feed.
3. Targeted ads based on browsing and shopping habits, e.g. the recommended page on Amazon, where they show you what other people with similar shopping habits bought. Amazon hopes that these recommendations will get you to buy more stuff.

Q2

One thing happening globally is the Fridays for Future movement. The largest protest yet is planned for this Friday, where children and teenagers around the world plan to go on a climate strike. The protest takes place 3 days before the UN Climate Action Summit in New York City, where the mayor has decided to allow students to skip school in order to attend the protests (<https://nyti.ms/301d92L>).

Social Media undoubtedly played a big role in organizing here. Without social networks it would be really hard to plan protests on a global scale. A couple decades ago international planning would have been much harder; writing a Facebook post reaching thousands is easier than getting your own radio or TV segment.