[v2] 2017 Guidelines for Rating Instagram Ads copy

Introduction

Project Objective: Identify the advertisements that people want to see on Instagram and why they want to see them.

Basic workflow

When you open the tool, you will see a series of ads. For each ad, you will answer a series of questions that ask for your opinions on a variety of dimensions of the ad you are seeing.

Responses are personal to *you* and your experience. There is no judgement about which ads you like and which ads you do not like. Simply share your honest opinion, explain your opinion, and you'll be all set!

Getting Started

`Formerly provided in` *`Single Rating Tool (SRT) for Rating Instagram`* *`Stories/Ads (ads_rater_srt_tool_how_to.pdf)`*`.`

Things to do before rating ads

Before rating an ad, view the ad as you normally would on Instagram.
For ads in feed, this includes liking, commenting, sharing, clicking, and hiding the ad if you feel like using these features, but you are not required to use them. What's most important is to interact with the ad as you would in everyday life and nothing more.

Similarly, for ads in stories, enter full screen view to make sure you view the ad as you normally would when you are using stories.

Things to do while rating ads

Reference these guidelines to ensure you understand what is being asked. While answering questions, just be yourself. Conclude with written feedback to let us know why you've answered in the way that you have done.

Questions 1 to 6

Multiple Choice

- Not at all
- Somewhat
- Very

Question 1: How <u>relevant</u> is this ad to you?

A relevant ad is one that is appropriate in light of how you identify yourself and your actions. Examples include your

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1. **Interests** — topics that you enjoy or might want to know more about.
2. **Location** — topics that are relevant to you because they're nearby now or maybe in the future.
3. **Demographics** — topics that are relevant to you based on your age, gender, nationality, etc.
4. **Social** — topics that you consider sharing with friends and family because of their interests.
5. **Timeliness** — content that is useful to you now and not in the past, such as seeing an ad before a sale, before you've purchased the item or before the event has taken place.

Question 2: How <u>informative</u> is this ad to you?

An informative ad is clear so that you feel that you have enough information about the business or the product being advertised and you understand if the ad is asking you to do something next or not.

Question 3: How <u>entertaining</u> is this ad to you?

An entertaining ad is one that provides amusement or enjoyment to you regardless of whether you're interested in the product or service. Pay attention to how the ad makes you feel and respond based on whether the ad makes you smile, laugh, or feel good.

Question 4: How <u>visually appealing</u> is this ad to you?
A visually appealing ad looks good on Instagram and doesn't visually disrupt your experience whether you're interested in the product or service or not. Consider whether the image or the video of the ad looks as good as the posts coming from the accounts that you follow and whether you found the ad visually appealing.

Question 5: How <u>offensive</u> is this ad to you?

An offensive ad causes you to feel bad, hurt, upset, or angry based on your feeling of the ad, the item being advertised, or the company promoting the ad.

Question 6: How <u>misleading</u> is this ad to you?

A misleading ad makes you feel like you're being deceived, mislead, or scammed. Trust your reaction, whether it is to the ad you see or any information you know or find out about the product or company.

[Occasionally] Question 7: How <u>inappropriate</u> is this ad to you?

An ad is inappropriate when it feels out of place or unsuitable for all audiences. Inappropriate ads are generally sexual, vulgar, or violent in nature. Viewing inappropriate ads with a group of unfamiliar people or people of different ages may make you uncomfortable.

Question

Multiple Choice

1. **Definitely do NOT want to see.** Choose this option if your reaction to the ad is so negative that you do not want to see it at all or it would negatively impact your day.
2. **Do not want to see.** Choose this option if you would prefer not to see it if given a choice, but seeing it would not impact your overall experience or your day.
3. **Don't mind seeing, but wouldn't mind missing either.** Choose this option if the ad doesn't elicit positive or negative feelings.
4. **Want to see.** Choose this option if you would prefer to see it if given a choice, but not seeing it wouldn't impact your overall experience or your day.
5. **Definitely want to see.** Choose this option if your reaction to the ad is so positive that you enjoy seeing it or it would positively impact your day.

Question 7: Would you want to see this ad on Instagram?

Identify how much you would like to see *this ad* on Instagram. Trust your first instinct and then reflect on why you feel that way. Consider how you normally look at ads on Instagram.

Question 8

Free Response

Use your own words.

Question 8: In your own words, why do you feel this way about the ad?

Please elaborate on what went through your mind when you were looking at the ad. Why or why not did you feel it was relevant, informative, entertaining or visually appealing? If the ad was offensive or misleading, what made it so?

Additionally, you may consider pieces of the ad we haven't directly asked about:

- Consider whether this is the first time you've seen this ad or whether it's a repeat.
- Consider how you feel about the advertiser.
- Did the likes and comments influence you?