**Opening**

**Slide #1: Introduction**

***Everyone:*** Hi, I’m Alonzo. I’m Grace. I’m Jared. I’m Aadi.

***Jared****:* And today we’ll be highlighting targeted media’s effects and methods on misogynistic behavior in younger generations.

**Slide #2: Background (story)**

***Alonzo***: In a small town in Australia, a high school makes the decision to send out letters addressing the dangers of Andrew Tate’s influence. Tate, a now-prominent internet personality and influencer known for his harmful opinions regarding women and gender roles, with his audience being composed of young, impressionable, male students, has communicated his ideas to his viewers via many forms of social media. It was only through the recognition of such an influence that his presence was removed throughout much of social media; however, that isn’t to say that his opinions have stopped reaching this generation. In fact, the existence of targeted media has made his removal virtually impossible.

**Slide #3: Explanation of Targeted Media**

***Jared***: [Transition: But what is targeted media, exactly? And how does it have such an impact on such a large number of people?] Many forms of media have utilized targeted media for decades. By collecting large amounts of data from a large population of people, targeted media uses behavior analysis in order to better understand how users react to posts or advertisements. This means that this personal data can be used to track what the user interacts with, and ultimately “predict” content they are more likely to interact with in the future, based on data from their previous choices. Using these methods is very effective, as consumers of content containing targeted media are exposed to posts that they are more likely to interact with and advertisements that are more likely to appeal to them.

**Slide #4: Issues with Targeted Media**

***Grace***: While this functionality may appear to be a wonderful feature that allows consumers to be provided with appealing, personalized content, it does have some major caveats. Over the past few years, it has become increasingly clear that targeted media contains harmful, misogynistic bias, has pushed gender stereotypes towards children, and does not have effective systems in place to curb detrimentally biased content.

**Slide #5: RQ**

***Aadi***: This leads us to an important question: What can be implemented in order to limit the influence of targeted advertising on the way younger generations perceive misogyny?

**Slide #6: Intro to Solutions**

***Aadi:*** There are three different solutions that can be put into place to restrict the power that advertisers may have: industry initiatives (1 finger), community resources (2 fingers), and legislative constraints (3 fingers).

**Solution #1**

***Grace:*** [Transition: First, we’ll explain what initiatives could be implemented within the advertising framework, and why restrictions on advertising outlined in these initiatives will ensure misogynistic content is minimized in targeted media.]

***Grace:*** Because much of targeted media directs consumers towards content that generates the most engagement, controversial content often ranks quite high in terms of viewership. In today’s world, where certain biases—particularly misogyny—run rampant among select groups of people, content containing such biases is commonly shared throughout the internet, continuously racking up engagement. Eventually, this content becomes quite prominent, and a larger population of people are exposed to it and influenced by it, due to the appeal it has. Over time, this cycle of popular controversy turns into a cycle of prejudice, and bigotry—including sexism and misogyny—is perpetuated throughout the media.

**Slide #7: Introduction of Resolution**

***Aadi:*** So what kind of industry initiatives could be viably placed in order to limit the amount of misogyny in targeted media? To start, we believe that implementing regulations to control what types of advertising is being released to the younger generations would help create a safer way of advertising overall.

**Slide #8: Governmental Control**

***Aadi:*** At the same time, we also believe that there should not be full government control over advertising, as this could create a source of bias originating from the government and could eventually lead to a government-led monopoly on the types of content that could be shown to the public. In order to combat this issue, a better option seems to be creating a public list of types of content that should not be displayed in advertisements targeting children, which could be changed through ballot voting.

**Slide #9: Companies Regulated**

***Alonzo:*** With this initiative, companies who include these items in their advertisements, specifically the companies who are releasing these ads, such as Google or Facebook, would be subject to fines, and would be forced to take down their advertisements in violation of the restrictions put into place. This would force companies to create their own team that monitors these advertisements before releasing them, creating a system of self regulation. Included in this, we propose there be resources offered to help companies filter through these ads, and lawyers that could be hired to help decide what falls under these categories.

**Slide #10: Solution Flaws**

**Aadi:** The primary issue that remains with this solution is the likelihood of the existence of certain “hidden” levels of prejudice. Although companies may not utilize the items listed within the list of prohibited content in advertisements, they may try their best to work around the restrictions, leading to a constant conflict between the companies and the government over the appropriate consequences that companies would incur for doing so. The advertisers may not break the official “rules,” but they will likely still act in their own best interest, and won’t necessarily act ethically while doing so.

**Solution #2**

***Jared:*** [Transition: And just as there are various categories of problems related to media, it’s important that the public understands the problems and threats that targeted media truly holds.]

**Slide #11: Community Resources**

***Jared:*** As the internet continues to expand, much of the youth today are exposed to just as much content as most adults. In other words, they are exposed to a lot of the same advertising tactics. As explained by the American Academy of Pediatrics, “the average young person views more than 3000 ads per day on television (TV), on the Internet, on billboards, and in magazines”. This means that as children are exploring new ideas and topics, they can be pushed into rabbit holes that could, in turn, lead them down very dangerous paths.

***Alonzo:*** When influencers like Andrew Tate are being promoted online, children are taught to idolize these misogynistic actions, as they don’t know how to characterize fact from opinion. We also believe that community resources should not just be limited to companies, but also parents and other citizens that work with children. Releasing PSAs and resources in order to educate parents on the topic of targeted media and what it is, helps parents better understand how to help create a safe online environment for their children. This also helps educate communities on the way they could be preyed on by advertisers, so that they can better address the way they react to advertisements or suggested posts.

**Slide #12: Correlation between Targeted Media**

***Alonzo:*** After being exposed to media specifically targeted towards gender roles, a study done by various authors from the University of Tubingen found correlation between targeted media and changes in children’s perception of gender stereotypes. Children are extremely impressionable and can be deeply affected by advertisements in their daily lives. These advertisements hold a direct correlation to their mental health and can cause negative side effects in children. They also can propagate harmful ideals or standards upon children that can cause problems in the future.

**Slide #13: Specifications on PSAs and Resources**

***Aadi:*** As the government tries to adopt the policies that would spread the information they would need to release a public service announcement surrounding the information that parents and companies would need to adopt the new regulations. This would cost a large amount of money and resources which the government would have to provide after they pass the new legislature. The PSA specifically would take a large amount of time and resources that would make the implementation and education of these laws much more difficult.

**Slide #14: Solution Flaws**

***Alonzo:*** This solution can also lead to issues as well, as educating a large group of individuals is extremely difficult and the success of the solution relies directly upon the ability and will to learn held by the parents and communities. If no one deems these advertisements as a threat then our proposition in solution one will become void and ignored. We also have to deal with the issue of funding the resources that will support the education and information this solution will spread. With these two problems there is a definite but rocky path to this solution.

**Solution #3**

***Grace:*** (Transition: For the changes in marketing to stay for a long time we need to make laws and regulations surrounding what can be put inside of ads).

**Slide #15: Advertisement Guidelines**

***Grace:*** Our group thinks that if we want to make marketing safer for children we need to control what is shown inside of the ads to the viewer. By inputting legislative constraints surrounding the contents of advertisement and also imposing fines or consequences on violations we can properly crack down upon the harmful advertisements shown everyday. Companies will have a stricter guideline inside of what they can make in advertisements and also will not be deprived of their creative freedoms and their ability to sell their products. This compromise with legislation not only can make advertisements safer for everyone but also allow companies to continue marketing and gaining profit in a non predatory way.

**Slide #16: Previous Solutions (COPPA, NSAA, etc.)**

***Jared:*** The government has taken many steps already to fight the issue of online harmful marketing. These include the COPPA, BSAA, and many other legislations that are resolved to protect children's privacy and information online. These acts are a crucial step to protecting children but are not a completed project and with more legislation then we can further improve safety and protections for children across america. These protections will be another pioneering step toward fully protecting and regulating harmful ideals in the internet.

**Limitations**

**Slide #17: Violating Freedom of Speech**

***Alonzo:*** Our solutions are not without limitations however, and if these solutions were to be introduced there would be a controversy over a violation of the freedom of speech of companies, a way of giving the government too much control and a monopoly over advertisements, and the protests of companies over a loss of profits. It will prove to be extremely difficult to enact any of our solutions for the main reason that they directly inhibit the freedom of speech in companies and by going against these rights, can be deemed unconstitutional and or shut down.

**Slide #18: Issues**

***Grace:*** Advertisement has become a serious issue in America today and younger generations are at an extreme risk of being affected by the ideals hidden inside of them. The issue of marketing relies heavily upon that consumers that see it and how they properly process the advertisements they see everyday. That is why with larger laws and regulations in place, the internet will become a much safer place for all.

**Conclusion/Call To Action**

**Slide #19: Conclusion**

***Aadi:***[Transition: Based on all of the information presented], we urge the government to institute regulations that push companies to regulate the content they output to consumers, which will address all of the issues outlined above.

***Jared:*** It is crucial to hold companies accountable for their actions, not only in terms of the content they release but due to the effects they have on their consumers, which would allow for an improved, safer experience online for the younger generations.

**Question/Answers:**

1. **Describe how the content of the team presentation was changed as a result of**

**group discussion.**

We originally were not sure about the specifics of what our final solution was going to be, and were not even sure if we were going to have a solution at all. A lot of our evidence originally pointed to a resolution, but we had a group discussion on what solution based information we had found and decided that we could synthesize a very viable solution. As a result, we ended up changing our research question some in order to better suit a solution rather than just demonstrating the effects that targeted media had on children’s perspectives on misogyny.

**2. Student A, how did the group decide to include Student B’s perspective/lens/**

**conclusions into the overall presentation?**

Student B- Jared:

Student B-Alonzo:

Student B-Grace:

Student B-Aadi:

**3. Student A, give one specific way that your thinking changed as a result of learning**

**about Student B’s findings.**

Student B- Jared:

Student B-Alonzo:

Student B-Grace:

Student B-Aadi:

**4. In the future, what change would you make to your group norms, and how would**

**you expect that to improve the team presentation.**

**5. Reflecting on your colleagues’ work, which one had the greatest impact on your**

**overall understanding of the problem your group identified?**

**6. In what way did you improve your ability to work with a group as a result of this**

**Project?**

**7. What is an example of a compelling argument from one of your peer’s individual**

**reports that you decided to exclude from your team presentation and why?**

**8. What is a way in which your team’s resolution makes you think differently about**

**your own individual research?**

**9. What was the strongest counter argument to the solution or conclusion your team**

**identified and why?**

**10. Describe an argument from one of your peer’s individual reports that made you**

**think differently about your team’s solution or conclusion?**

**11. Having finished your project, what if anything do you consider to be a gap in your**

**team’s research that, if addressed, would make you feel more confident about your**

**Conclusion?**