

Targeted Advertisement

From Eve and Evan





Pro-Targeted Advertisement

Evan Chan

Why TA is not as bad as it sounds

- Overall ease to the consumer as well as the company
- Allows users to discover preferred products
- Not as intrusive as it seems



Anti-Targeted Advertisement

Eva Black

Overview

1. Privacy Concerns
2. The Bubble
3. Ethical Concerns
4. Overconsumption



Privacy

- How your data is collected
 - No consent: Near Intelligence's chief privacy officer in a letter confirms that the data sold was without consent
 - Browser fingerprinting: it doesn't matter if you say no, they track your hardware and settings too
- Where your data goes
 - Anti-abortion example: Near Intelligence leaks 600 locations (Wall St. Journal)

Why is this so bad?

- Lack of consent
 - Ultimately we have no way to consent to invasive tracking measures: When you go to Planned Parenthood, there is no option to "ask app not to track"
 - While it feels like it's fine, a company knows my information, so what, most anyone can get access to this information: see abortion example, what about the government?
- Surveillance capitalism
 - Economy becomes a race to gather more data, meaning that the problem only worsens over time



Cambridge
Analytica

Cambridge Analytica

Consulting firm :

Cambridge Analytica Ltd., previously known as SCL USA, was a British political consulting firm that came to prominence through the Facebook–Cambridge Analytica data scandal. [Wikipedia](#)

Founders: [Alexander Nix](#), [Steve Bannon](#), [Robert Mercer](#), [Nigel Oakes](#), [Alexander Oakes](#)

Parent organization: [SCL Group](#)

Date founded: 2013

Defunct: May 1, 2018; 6 years ago

Headquarters: [London, England](#)

[Disclaimer](#)

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SCL Group



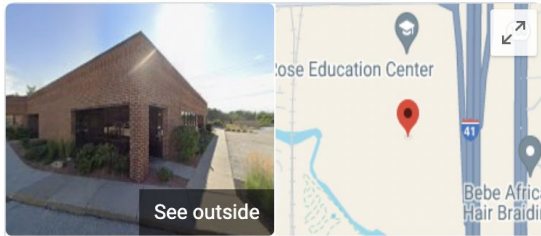
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← What about this one?

Owned by right-wing donor and basically Trump's main financial support for his campaign, Cambridge Analytica was able to acquire as many as 87 million Facebook users' private information to try to convince them to vote for Trump

Mark Zuckerberg had to appear before Congress for this breach

This example proves that companies that engage in data brokering have zero regard for their users' best interests and are only concerned about money



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← This is literally a random organization who was easily able to access extremely sensitive data



The Bubble

- What is it
 - A filter bubble refers to the echo chamber formed by only being targeted for the things you already like or agree with
- Why is it bad
 - Exploiting viewpoints/hiding tactics: i.e. a politician might target racist people with a racist ad like “vote me to get rid of all the black people in this country” and the general public might not know about it since it isn’t shown to gen pop
 - Behavioral manipulation, ie someone who is on a diet or a hypochondriac
 - Confirmation bias
 - Misinformation spread (makes it easier to mislead people if those people aren’t likely to question it)
 - Polarization when in the real world



Other ethical concerns

- Unhealthy habits
 - i.e. a gambler or an alcoholic
- Creating false urgency and over consumerism
 - Seeing an ad that seems like it's for you makes you feel like you HAVE to buy it
- Makes it easier to stereotype/segregate the internet
 - I.e. a company might only show job ads to a certain group of people and TA algorithms make it easier for them to both get and utilize that data
- Addictive behavior
 - I.e. social media



Overconsumption

- If you aren't looking for it, you don't need it



Sources

- <https://blog.rtbhouse.com/what-is-targeted-advertising-and-how-does-it-work/>
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- <https://news.northeastern.edu/2023/05/23/ad-tracking-companies-invade-privacy/>
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- <https://nytimes.com/2018/04/04/us/politics/cambridge-analytica-scandal-fallout.html>