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Q.1

1) User-initiated advertising helps users engage with ad activities, as per their will due to reward and control over the environment. Due to this type of interaction users consider themselves as highly engaged. This approach is effective because youth of this generation has short attention span. To grab this attention span youth want entertainment, engagement and joy. All these factors are facilitated by ~~user~~ gamification ads.

2) 99.5% VTR indicates lasting brand impact on the other hand 3% CTR represents high interests of the users. This shows how influencing strategy gamification is.

Q.2 Facebook has ability to let researchers collect their users data without their consent or knowledge. This data was used by Cambridge Analytica ~~for~~ for the

political ads which made a huge impact in 2016 elections. Similarly, Scandal shows how this personal data was misused. Due to these reasons, facebook's reputation was damaged; they were also fined.

To counter this, users must know and how, where and why their data is being used. There should be more privacy for the user's data. More policies should be introduced and better regulations should be implemented for user's data in online platforms.