



FACEBOOK AND ADVERTISING

Hayley Joy Shanee Fischer
Jillian Bell Maria Anthon

Brittany Smith ~ “Feminine”

- Brittany Smith profile was created based on the following facts:
- She went to University of Oregon
- lived in Eugene, Oregon
- Was a 20 year old female.

The image is a screenshot of a Facebook profile for Brittany Smith. The profile is set to "Public" and shows a white silhouette for a profile picture. The name "Brittany Smith" is displayed prominently. Below the name, there are buttons for "Update Info" and "Activity Log". The profile information section includes: "Where do you work?" (blank), "Which city did you grow up in?" (Eugene, Springfield), "Studied at University of Oregon", and "Lives in Eugene, Oregon". There are tabs for "About", "Friends", "Photos", "Map 3", and "Likes 67". The "Activity" section shows recent posts: "How are you doing, Brittany?" (with a "Post" button), "Brittany Smith was at Yogurt Extreme Eugene. February 10" (with a map showing the location), and "Brittany Smith was at Forever 21. February 6" (with a map showing the location). The "People You May Know" section lists several friends, including Vicky Biersack, Mohd Fazren, Amber Williams, Cathy Aspen Evans, Austin Gray, Roiben Hood, Adnen Angel Dark, and Jonathan McClellan. The "Activity" section also shows "Brittany likes Hello Kitty", "Brittany updated her current city to Eugene, Oregon.", and "Brittany added University of Oregon to her timeline."

Brittany's Likes

facebook Search for people, places and things Brittany Smith Find Friends Home

Brittany Smith Likes Suggestions

Favorites

Music

- Rihanna
- Katy Perry
- Taylor Swift
- Justin Bieber
- Beoncé

Movies

- The Twilight Saga
- Dear John
- Easy A
- Dirty Dancing
- Beauty and the Beast

Television

- Sex and the City
- Pretty Little Liars
- MTV
- Glee
- Keeping Up With The Kardashians

Interests

- Love
- Shopping

Show Other Pages

Share Your Interests












- Add Books
- Add Games
- Add Athletes
- Add Teams
- Add Sports
- Add Your Activities
- Add People You Admire

Likes

2013 2012 2011 2010 2009 2008

Likes

2013 2012 2011 2010 2009 2008

- 
Hello Kitty
 Public Figure
 February 23rd, 2:57pm
 12,504,200 people like this
- 
FRIENDS (TV Show)
 TV Show
 February 23rd, 2:57pm
 17,764,907 people like this
- 
Beauty and the Beast
 Movie
 February 23rd, 2:57pm
 7,573,655 people like this
- 
Maroon 5
 Musician/Band
 February 23rd, 2:56pm
 18,204,947 people like this
- 
Sugarland
 Musician/Band
 February 23rd, 2:56pm
 4,160,023 people like this
- 
Miranda Lambert
 Musician/Band
 February 23rd, 2:56pm
 4,436,728 people like this
- 
Abercrombie & Fitch
 Clothing
 February 23rd, 2:56pm
 7,468,289 people like this
- 
So You Think You Can Dance
 TV Show
 February 23rd, 2:55pm
 7,439,528 people like this
- 
JWOWW
 Public Figure
 February 23rd, 2:55pm
 5,653,220 people like this
- 
The Ellen DeGeneres Show
 TV Show
 February 23rd, 2:55pm
 9,428,434 people like this
- 
ChapStick
 Health/Beauty

- Based on what Brittany liked she received ads on her news feed similar to the ones she liked.
- For example, she received this JCPenney ad that Facebook suggested she should like.

Suggested Post



jcp

Sponsored ·



Which would you wear to the Oscars?

<http://jcp.is/15BA3tq>



Michael Smith ~ “Masculine”

- Born October 8, 1992
- From Eugene, Oregon, goes to UO
- Likes: Hunting, Fishing, GNC, Basketball, Jay Z, Kanye West, Rick Ross, X box, Gym, Oregon Ducks, Weights, Oregon Ducks Football Team, Fight Club, Spike TV, Maserati all within a few days

Initial Observations

- No ads on first day, just recommendations for apps such as NBA basketball and various fishing games
- Checked in to the GNC, Gym

Michael's Profile

The image shows a screenshot of a Facebook profile for Michael Smith. The page layout includes a top navigation bar with the Facebook logo, a search bar, and user navigation links. The profile header features the name 'Michael Smith', an 'Add a Cover' button, and buttons for 'Update Info' and 'Activity Log'. Below the header are tabs for 'About', 'Friends', 'Photos', 'Map 2', and 'Likes 18'. The 'About' section lists questions like 'Where do you work?' and 'Which city do you live in?'. The main content area has a status update box with the text 'What's happening, Michael?' and a 'Post' button. Below this is a post from Michael Smith, dated February 3, with the text 'woooooo — at Sports Authority Eugene.' and a map showing the location. On the right side, there is a 'People You May Know' section with a grid of friend suggestions, each with a profile picture, name, and 'Add Friend' button. A 'Chat' button is visible in the bottom right corner.

Michael Smith

facebook Search for people, places and things Michael Smith Find Friends Home Add a Cover

Michael Smith Update Info Activity Log

Where do you work?
Which high school did you go to?
Which city do you live in?
Which city did you grow up in?

About Friends Photos Map 2 Likes 18

Status Photo Place Life Event

What's happening, Michael?

Post

Michael Smith February 3

woooooo — at Sports Authority Eugene.

Sports Authority Eugene

People You May Know See More

Nurit Cohen-Fischer Add Friend חנה רינגל Add Friend

Shanee Fischer Add Friend Stav Wilson Add Friend

הגר אור רינגל ממן Add Friend Liran Maman Add Friend

Adva Ringel Duan Add Friend מירב יצהרי אפרת Add Friend

Chat

Observations

- Never got an ad, only suggested pages for various things such as Country Outfitter Mens, Bubble Beach Laundry in Santa Monica, Grapes of Rock Half Marathon, State Farm Insurance, Mi Cultura, etc
- Also, somehow I got Friend Requests...
- My ultimate observation was that although my ads didn't seem to favor any gender, nevertheless, I received ads that did relate to my likes.

Bryce Jacobson

- MALE
- Born: June 6, 1993
- 20 Years Old
- Attends University of Oregon
- Lives: Eugene, Oregon

- Represents: Gender Neutral Male

Bryce's "Likes" and "Check-Ins"

- Victoria Secret
 - Forever 21
 - Fred Meyer
 - Sephora
 - Home Depot
 - John Deer
 - Gossip Girl
 - ESPN
- How I Met Your Mother
 - Starbucks

Advertisements Received

Suggested Pages:

- BJ's Restaurant and Brewhouse
- Wix
- Pebble Watch
- Second Glance (Corvallis)
- H&R Block
- ADHD Hub
- JCP
- HungryDucks.com
- PEAK Internet
- Campus Retreat
- IEEE CogSIMA Conference
- Americas Best Value Inn, Civic Center
- Equus Automotive
- Aramco Jobs
- BC Rosary
- PlexTalk
- Marriot Hotels and Resorts
- K&N Filters
- Wendy's
- Clint Newell Auto Groups
- SUPERPRETZEL
- Discovery Channel
- Military Channel
- National Geographic
- Lakers Nation
- Parenthesis.com
- Zep Commercial

Advertisements Received

- “Music Pages You Might Like”
 - Kid Cudi
 - Waka Flocka Flame
 - Gucci Mane
 - Wiz Khalifa
 - Taylor Swift
 - Nicki Minaj
 - Trey Songz
 - Rihanna
 - 50 Cent
 - T.I
 - Disturbed

Advertisements Received

□ “Games You Might Like”

- AMC The Walking Dead Social Game
- Hoop de Loop Saga
- Gala Stories (Fashion Design Game)
- Angry Birds Friends
- Zombie Lane
- Vampire Wars
- Airport City
- Galaxy 2: Best Sci-Fi Space Game
- YoVille
- Battle Pirates
- Jewel Kingdom
- Indiana Jones Adventure World
- Disney Animal Kingdom
- Dragon City
- Astro Garden

□ “Entertainment Pages You Might Like”

- Barney Stinson
- Sheldon Cooper
- Ashton Kutcher
- Teen Mom
- Megan Fox
- Keeping Up with the Kardashians on E!
- Jersey Shore
- Disney
- The Simpsons
- Fresh Prince
- 90210
- The Notebook
- Inception
- Scrubs
- Gossip Girl

Alex Hall

- FEMALE
- 20 Years old
- Attends University of Oregon
- From: Eugene, Oregon
- Lives in: Eugene, Oregon

- Represents: Gender Neutral Female

Alex Hall's "Likes" and "Check-Ins"

*has the same list as gender neutral male (Bryce Jacobson)

- Victoria Secret
 - Forever 21
 - Fred Meyer
 - Sephora
 - Home Depot
 - John Deer
 - Gossip Girl
 - ESPN
- How I Met Your Mother
 - Starbucks

Advertisements Received

Suggested Pages:

- Blistex
- Bj's
- Northwest Community Credit Union
- Betterthanpolish.com
- CTC Fitness and Yoga (Carrollton, Texas) (2x)
- Sharp Accompaniment (Eugene, OR)
- R+J Mobility Services (Oregon)
- Matt Bjornn – State Farm Agent (Oregon)
- H&R block (2x)
- ADHD Hub
- Wix
- The Divine Cupcake
- Private Spring Water
- JG's (2x)
- Zep Commercial
- Campus Retreat (nation's largest and most popular student-only apartment website)
- JCP (2x)
- Kohler Generators
- LOC Card
- Cult of Individuality
- Stolley Skin Care
- Erin Louise
- Monroe county convention and tourism bureaus

Advertisements Received

Suggested Facebook Games:

- Dragon City
- Texas HoldEm Poker
- ChefVille
- War Commander
- Vampire Diaries: Get Sucked in
- Threads of Mystery

- Along with others...advertisements for Facebook's games was constantly appearing on the sidebar

- *Did not receive any "Entertainment pages you may like" or "Music pages you may like"

Alex Hall and Bryce Jacobson

- These advertisements in common:
 - Bj's Restaurant and Brew house
 - Wix ("create your own website for free")
 - H&R block
 - ADHD Hub
 - JCP Department Store
 - Campus Retreat
 - Zep Commercial

Conclusions From Data

- Ads are not targeting by gender; instead, they are targeting users by their activity (likes, events, friends, etc.)
- Facebook uses your personal information to target you specifically

Possible Factors of Error

- Not having friends
- Not being on it constantly (most people check it multiple times a day)
- Using the same computer we use for our own Facebooks (search history)

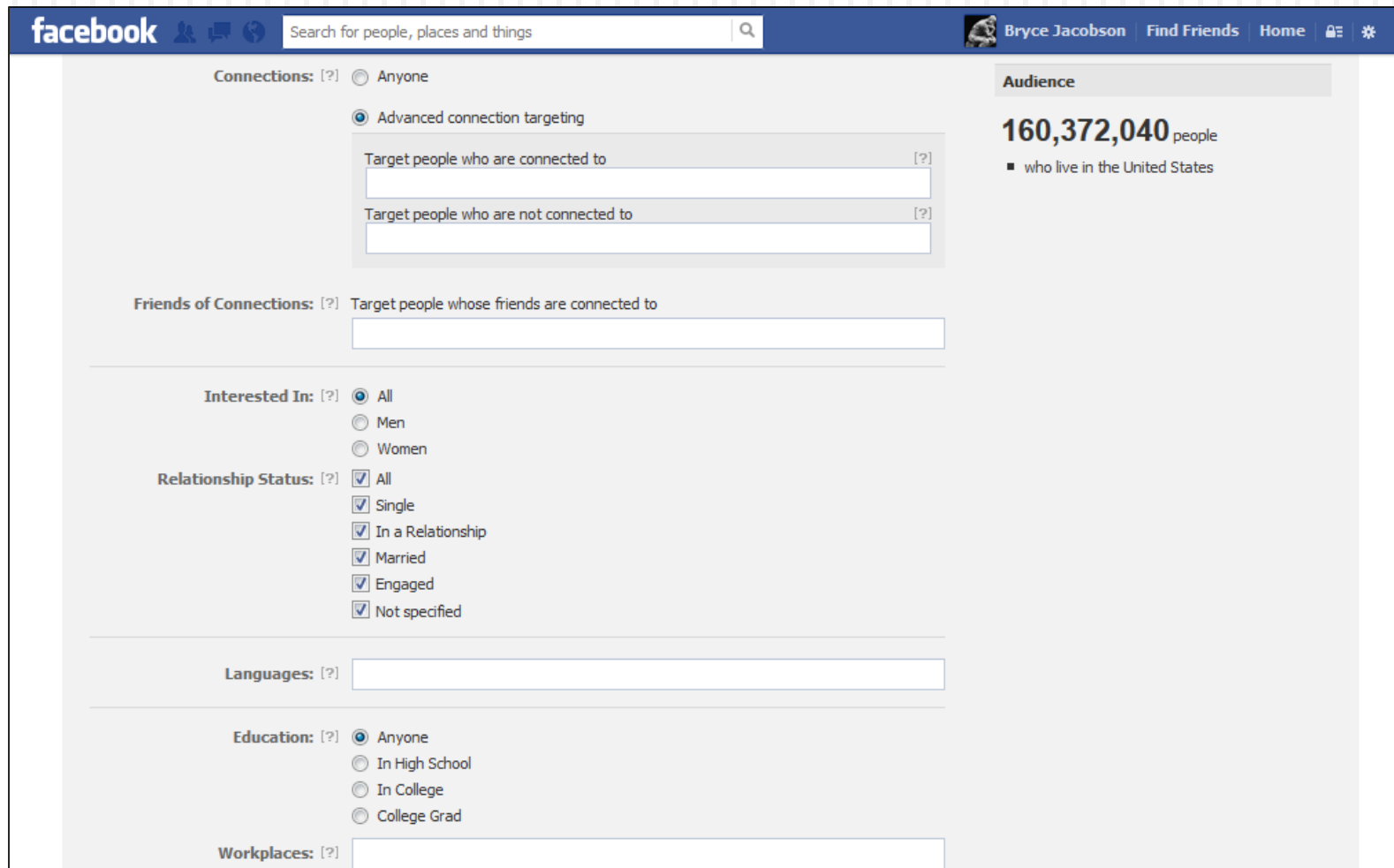
Creating An Ad On Facebook

The screenshot displays the Facebook Ads targeting interface. At the top, the Facebook logo and navigation links are visible. The main section is titled "Choose Your Audience" and includes a search bar. The targeting options are as follows:

- Location:** A dropdown menu is set to "United States". Below it are radio buttons for "Country" (selected), "State/Province", "City", and "Zip Code".
- Age:** A range selector is set to "13" - "No max". A checkbox for "Require exact age match" is present.
- Gender:** Radio buttons for "All" (selected), "Men", and "Women".
- Precise Interests:** An empty search box.
- Broad Categories:** A list of categories on the left and a list of specific interests on the right, each with a checkbox. The categories listed are: Activities, Business/Technology, Ethnic, Events, Family Status, Interests, Mobile Users (All), and Mobile Users (Android). The interests listed are: Cooking, Dancing, DIY/Crafts, Event Planning, Fast Food Diners/QSR, Food & Dining, Frequent Casual Diner, Gaming (Console), and Gaming (Social/Online).
- Connections:** Radio buttons for "Anyone" and "Advanced connection targeting" (selected). Below this is a partially visible dropdown menu with the text "Target people who are connected to".

On the right side, the **Audience** summary shows **160,372,040** people, with a sub-section for "who live in the United States".

Creating An Ad On Facebook

A screenshot of the Facebook advertising targeting interface. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Bryce Jacobson' with links for 'Find Friends', 'Home', and a settings icon. The main content area is divided into two columns. The left column contains targeting options: 'Connections' (with 'Advanced connection targeting' selected), 'Friends of Connections', 'Interested In' (with 'All' selected), 'Relationship Status' (with 'All', 'Single', 'In a Relationship', 'Married', 'Engaged', and 'Not specified' selected), 'Languages', 'Education' (with 'Anyone' selected), and 'Workplaces'. The right column shows the 'Audience' section with a total of '160,372,040 people' and a filter for 'who live in the United States'.

facebook Bryce Jacobson Find Friends Home

Connections: [?] Anyone
 Advanced connection targeting

Target people who are connected to [?]

Target people who are not connected to [?]

Friends of Connections: [?] Target people whose friends are connected to

Interested In: [?] All
 Men
 Women

Relationship Status: [?] All
 Single
 In a Relationship
 Married
 Engaged
 Not specified

Languages: [?]

Education: [?] Anyone
 In High School
 In College
 College Grad

Workplaces: [?]

Audience

160,372,040 people

- who live in the United States

SCROOGLED!

<http://www.scroogled.com/>

The End.

