

facebook
advertising



FACE Facebook



Professor: Colin Koopman

GTF: Justin Pack

Members: Catie+Wilson

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advertising



Project Plan

Tasks:

- 1. Create Survey
- 2. Gather Responses
- 3. Analyze results
- 4. Write paper

Milestones:

- 1. Create revisions
- 2. Create final project plan
- 3. Execute Survey
- 4. Final project write-up

Dates

February 6th

February 13th

February 13th-March 6th

March 13th-19th

What?

- ◆ Objective: This project focuses on the influence of advertisements in order to better conceptualize online privacy.
- ◆ Problem statement: Customers are unfairly targeted by online advertisements based on their online preference. What effects do these marketing strategies have on Facebook users?
- ◆ Hypothesis: Male and female users could be affected differently.
- ◆ Scope: This project only focuses on University of Oregon undergraduate students.

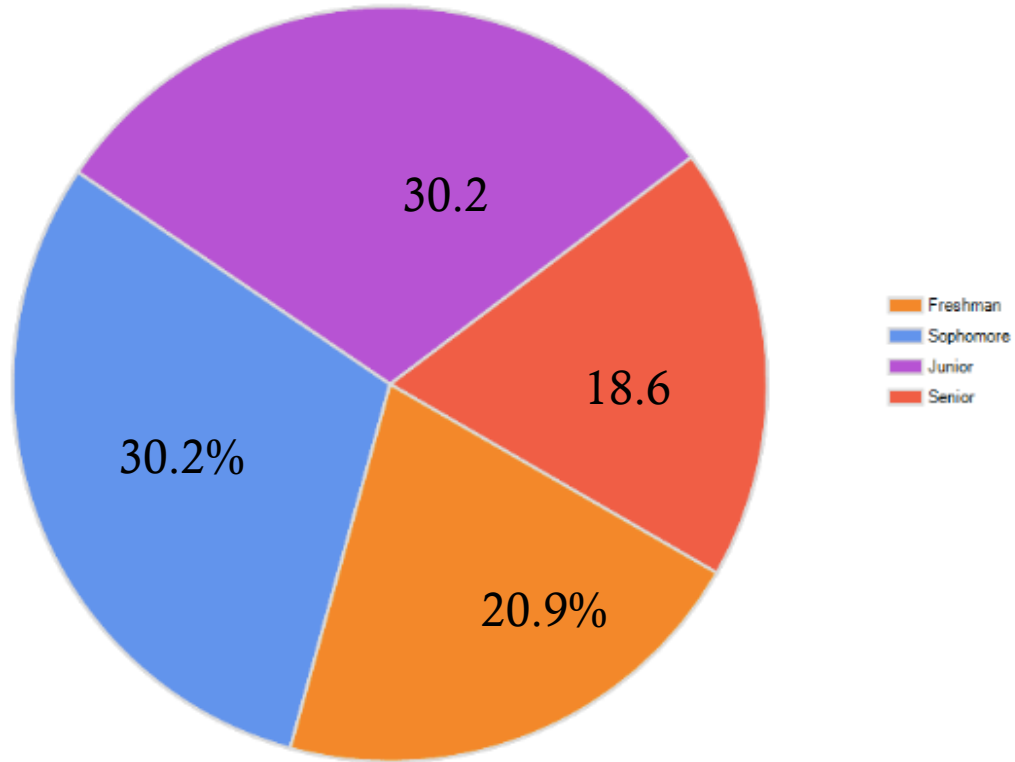
What questions?

- 1. What year are you at the University of Oregon?
- 2. What is your gender?
- 3. How often do you use Facebook?
- 4. Do you ever click advertisements on Facebook?
- 5. Do you ever buy anything from those advertisements?
- 6. How do you feel after purchasing from these advertisements?
- 7. Do you feel these purchases are necessary?
- 8. Did you feel pressured to click on the advertisement?
- 9. Do you feel your privacy was violated by Facebook by using your personal information to find specific advertisements that would interest you?
- 10. Would you feel safer if Facebook did not have any advertisements?

Go Facebook



What year are you at the University of Oregon?

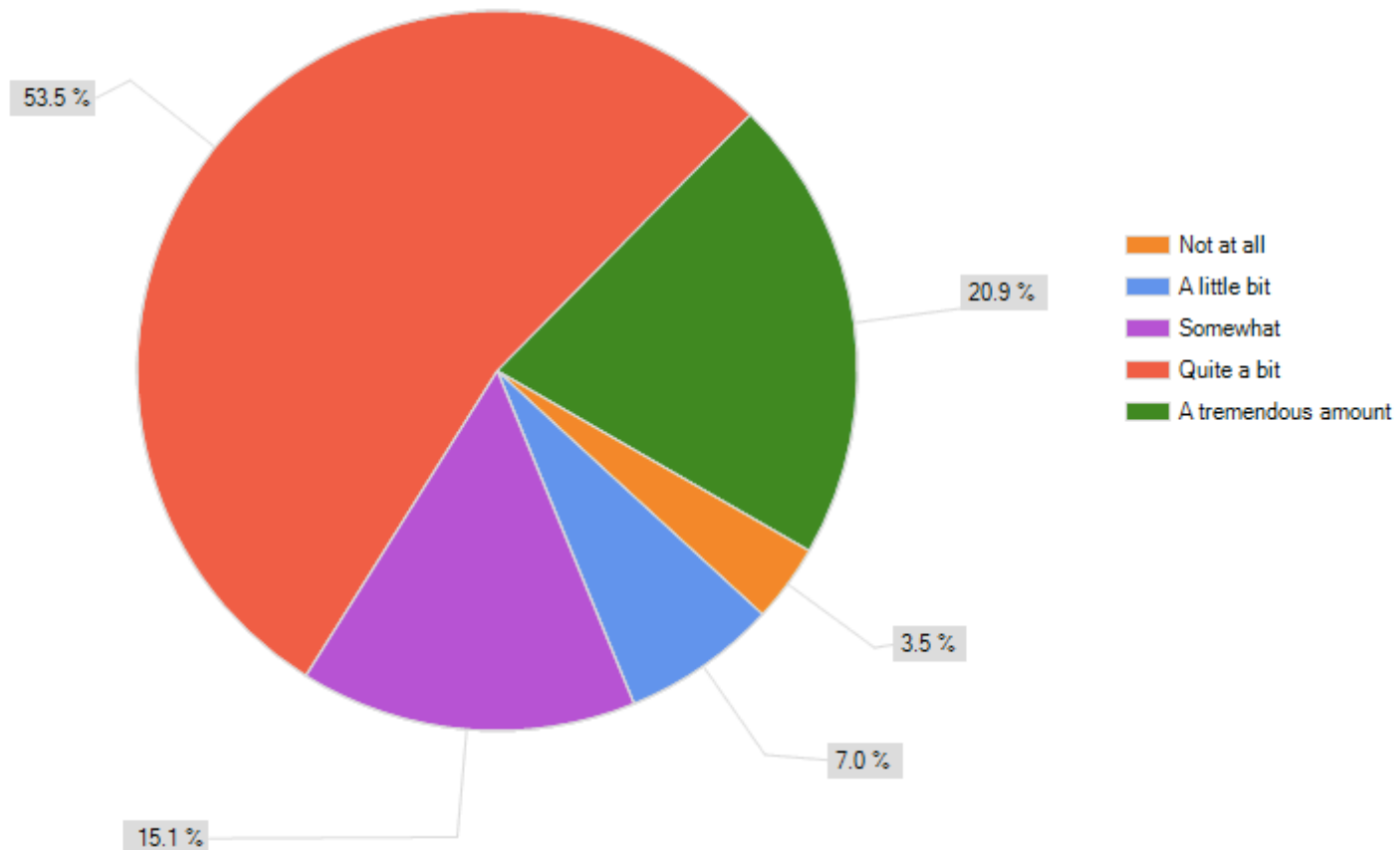


- Female
- Male

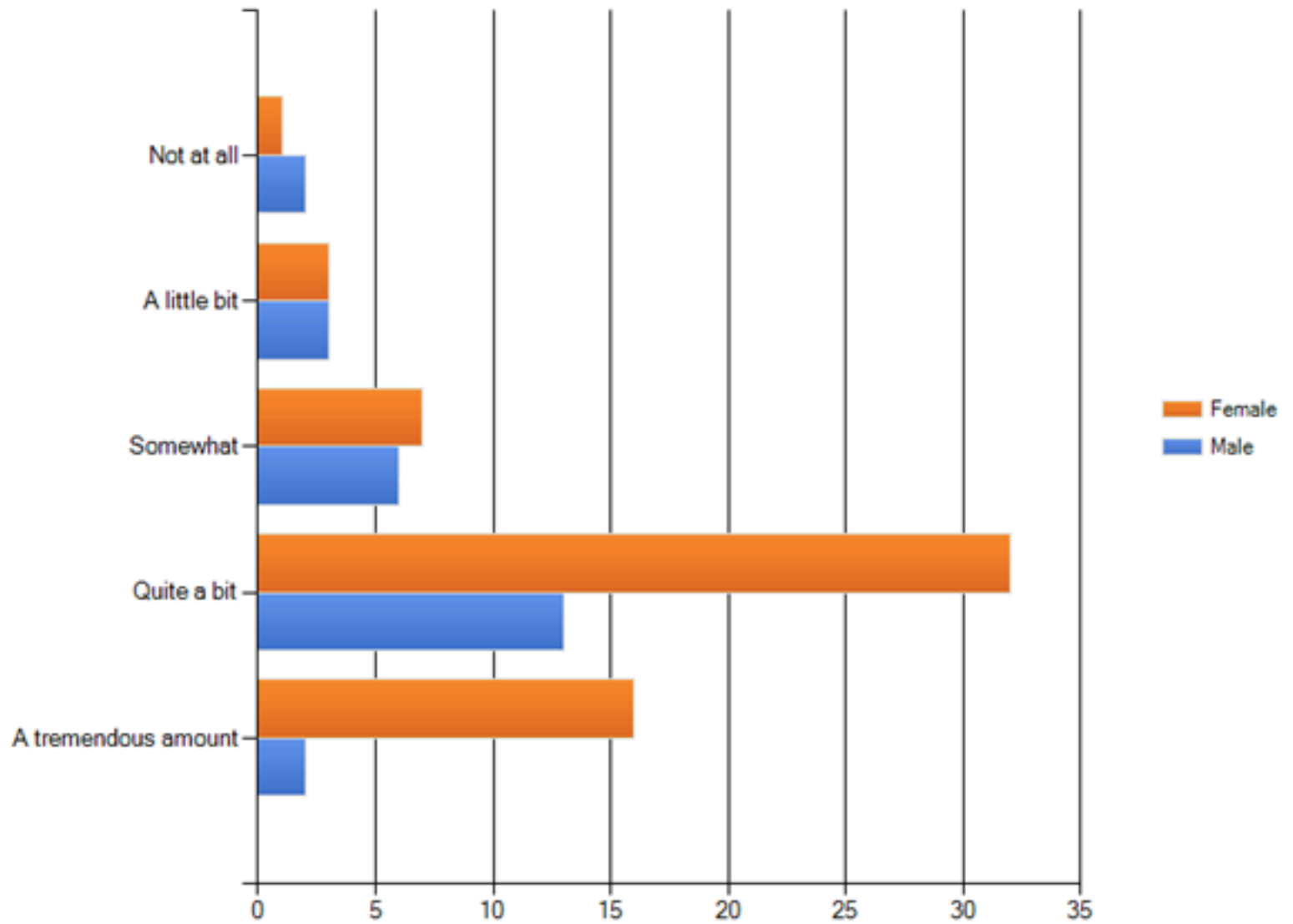
What is your gender?



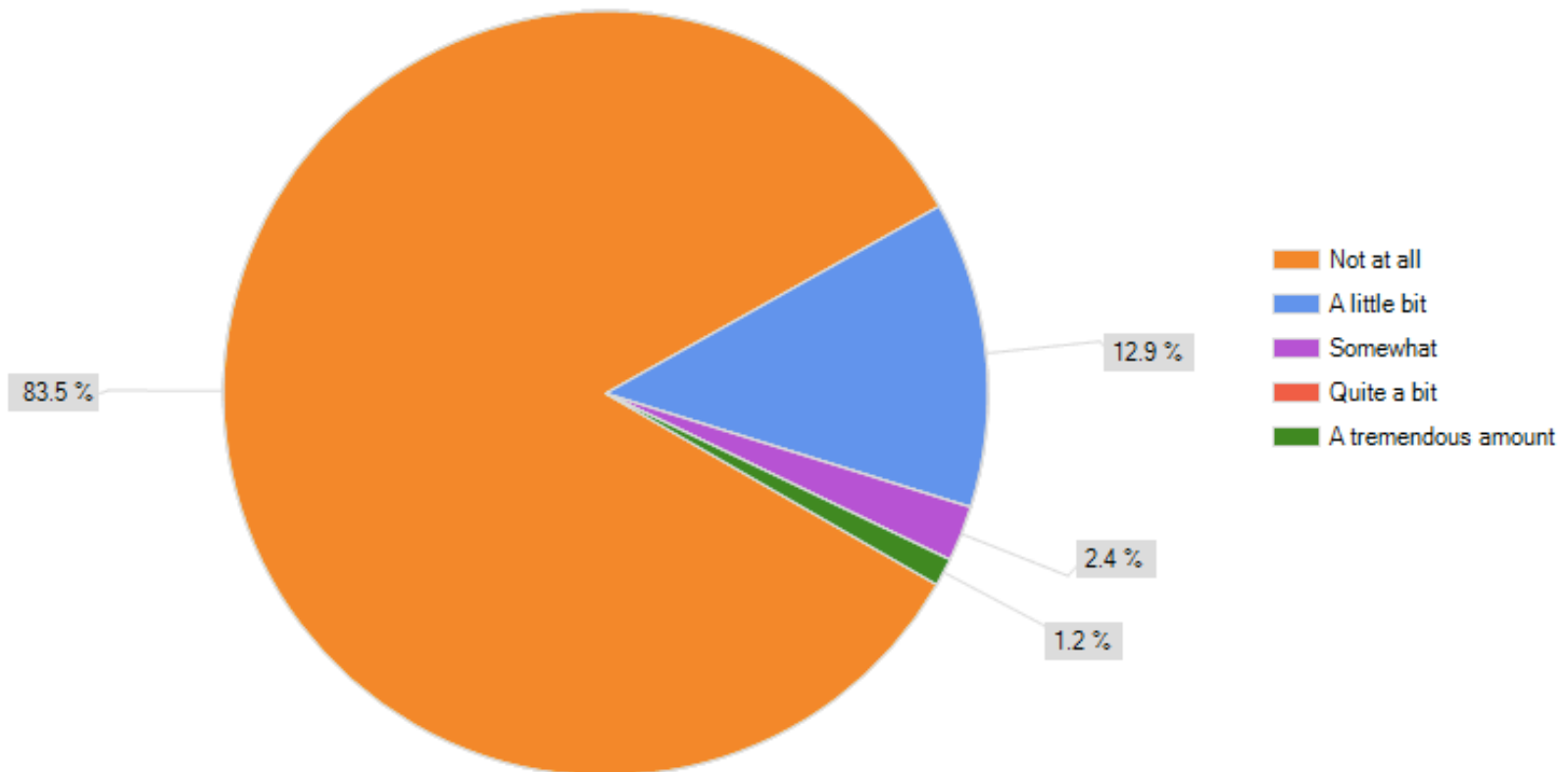
How often do you use Facebook?



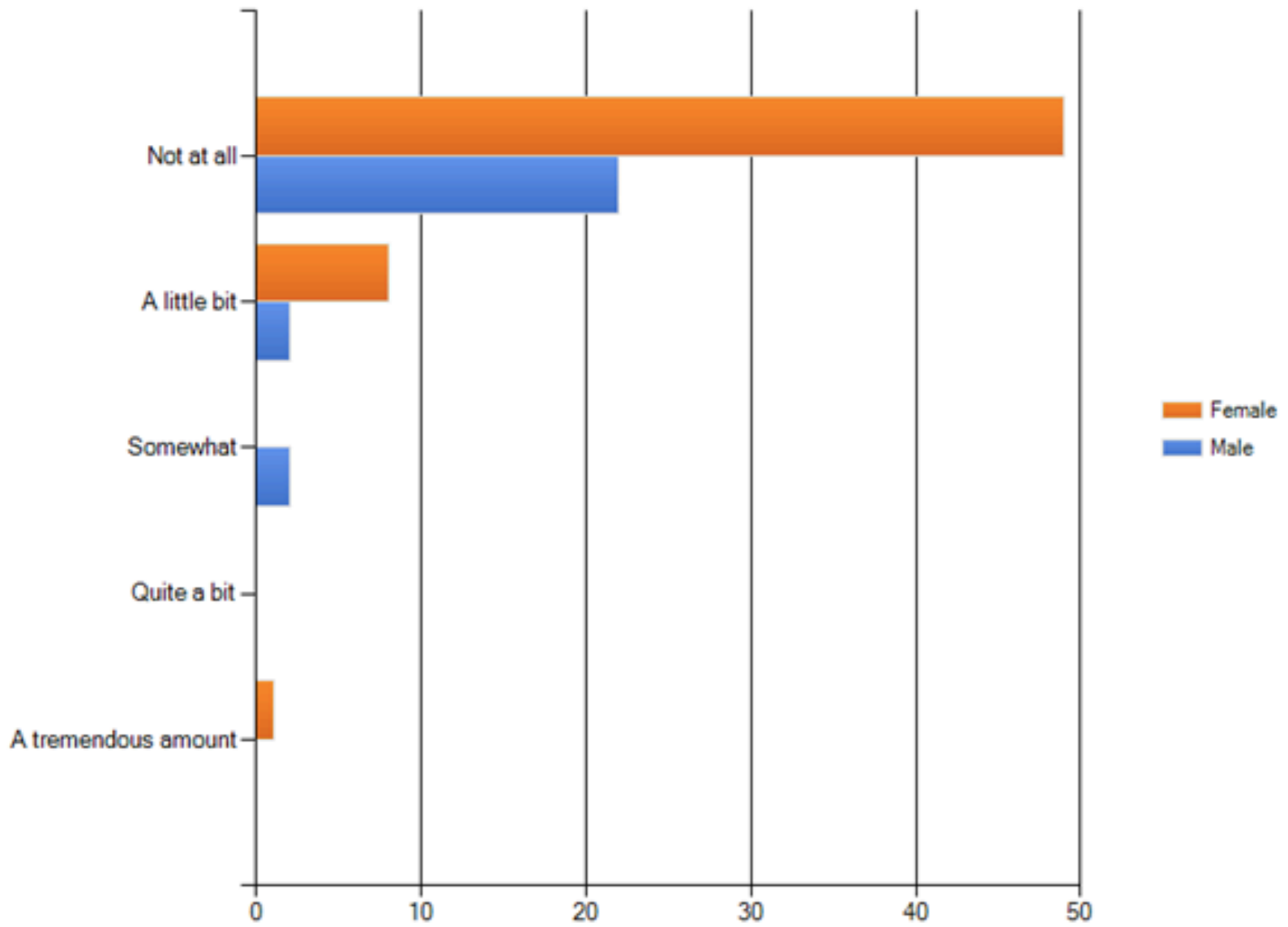
How often do you use facebook?



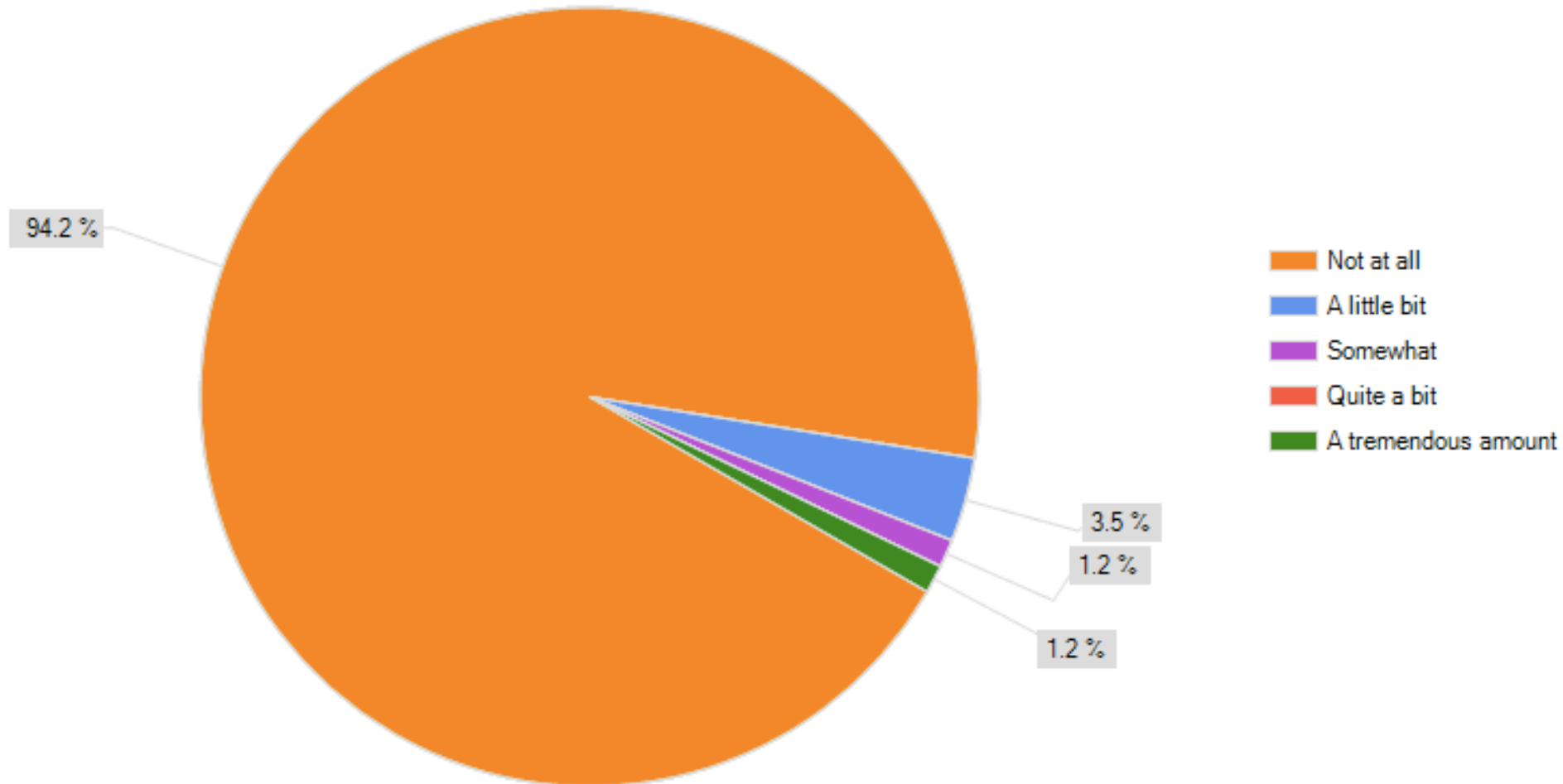
Do you ever click advertisements on Facebook?



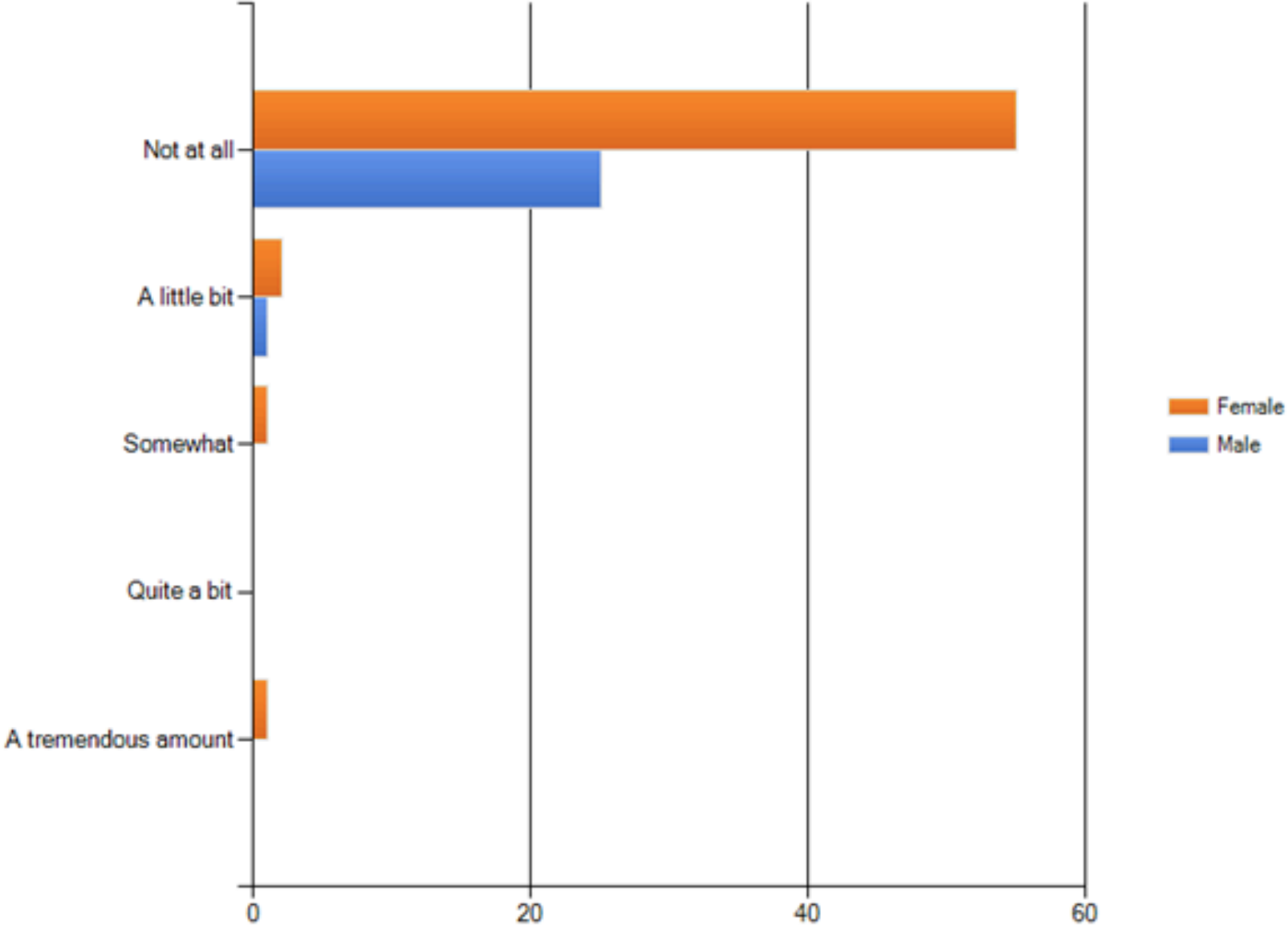
Do you ever click advertisements on facebook?



Do you ever buy anything from those advertisements?

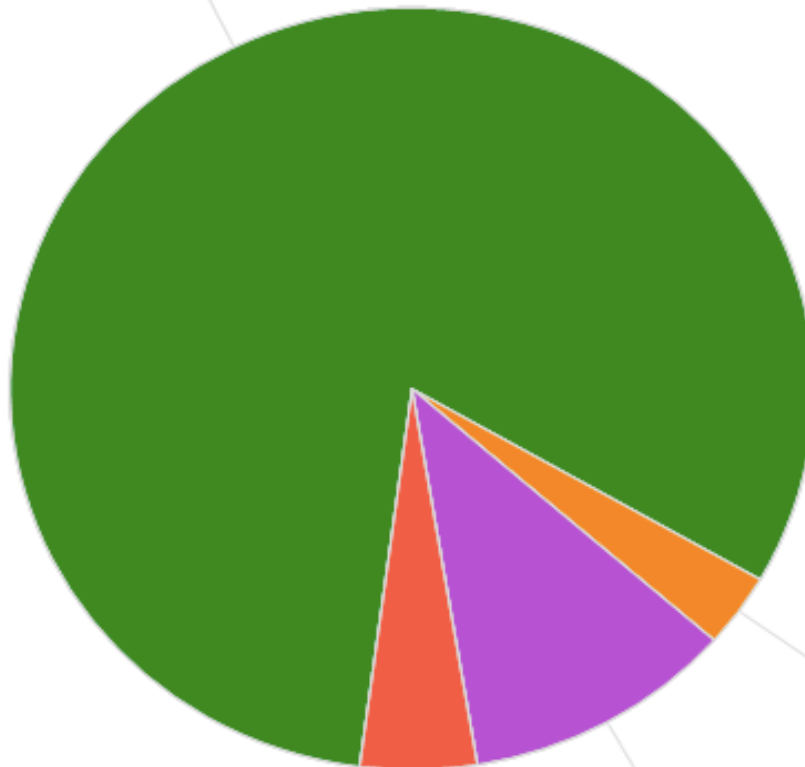


Do you ever buy anything from those advertisements?



How do you feel after purchasing from those advertisements?

81.3 %



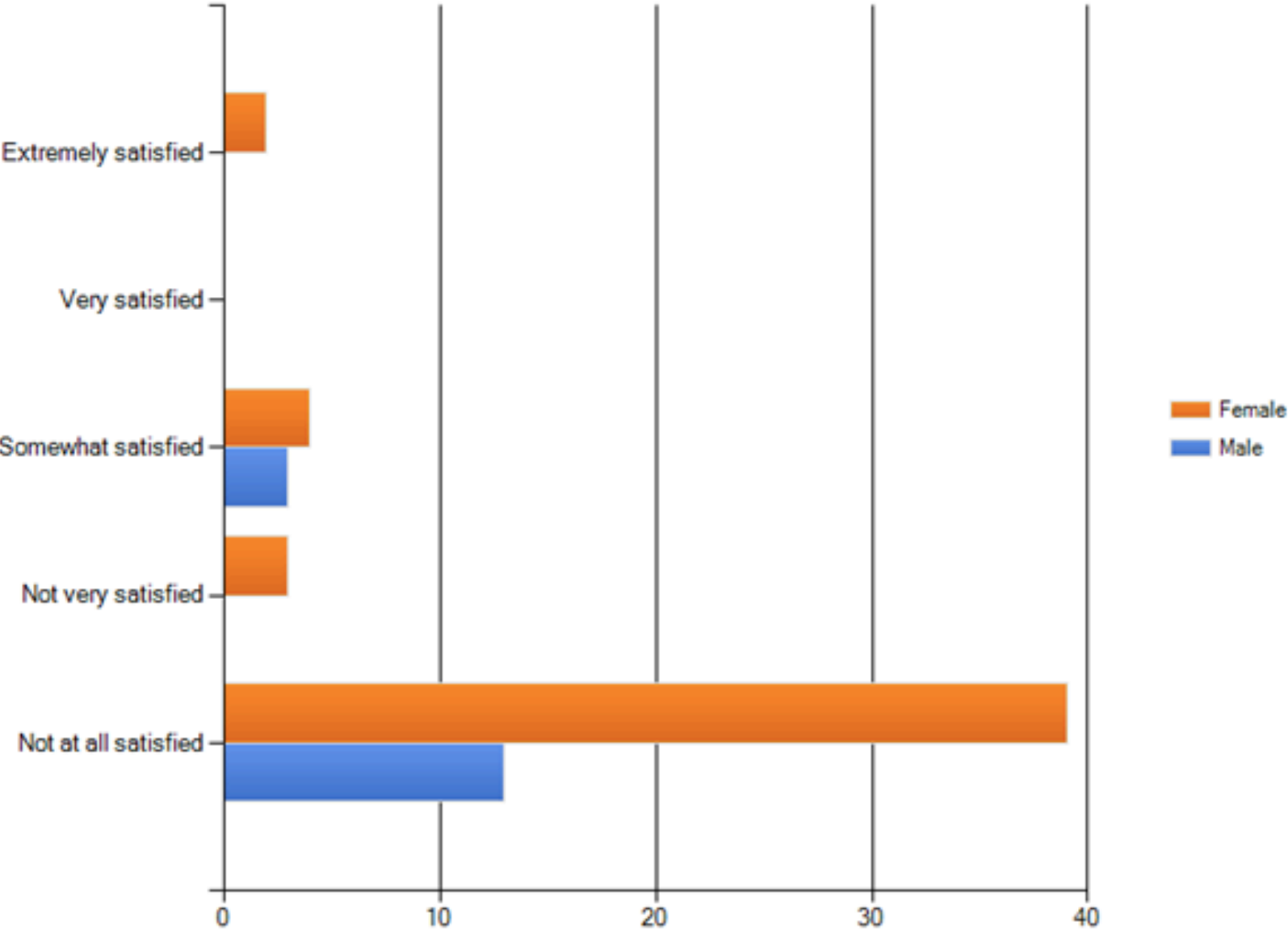
- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

3.1 %

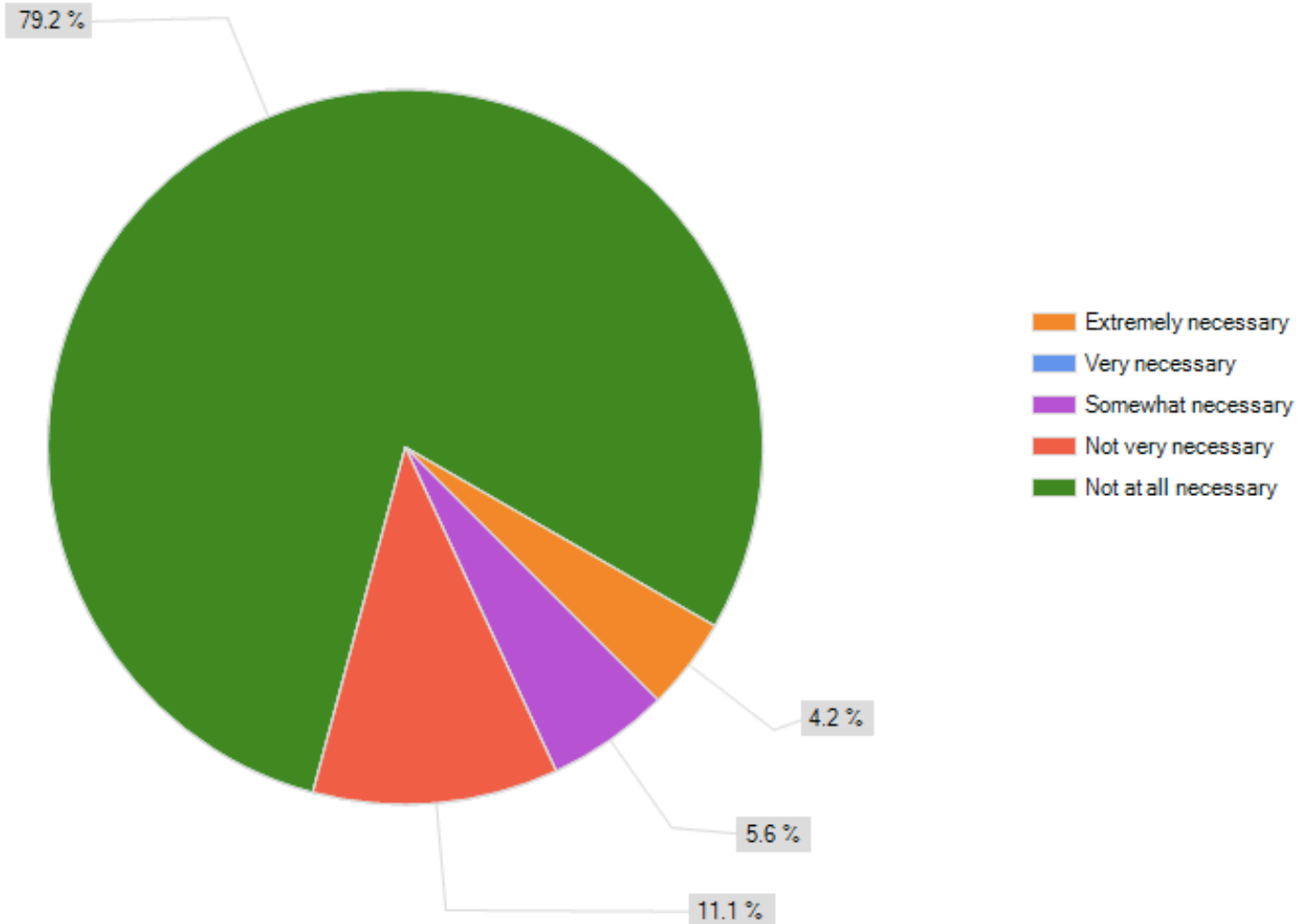
10.9 %

4.7 %

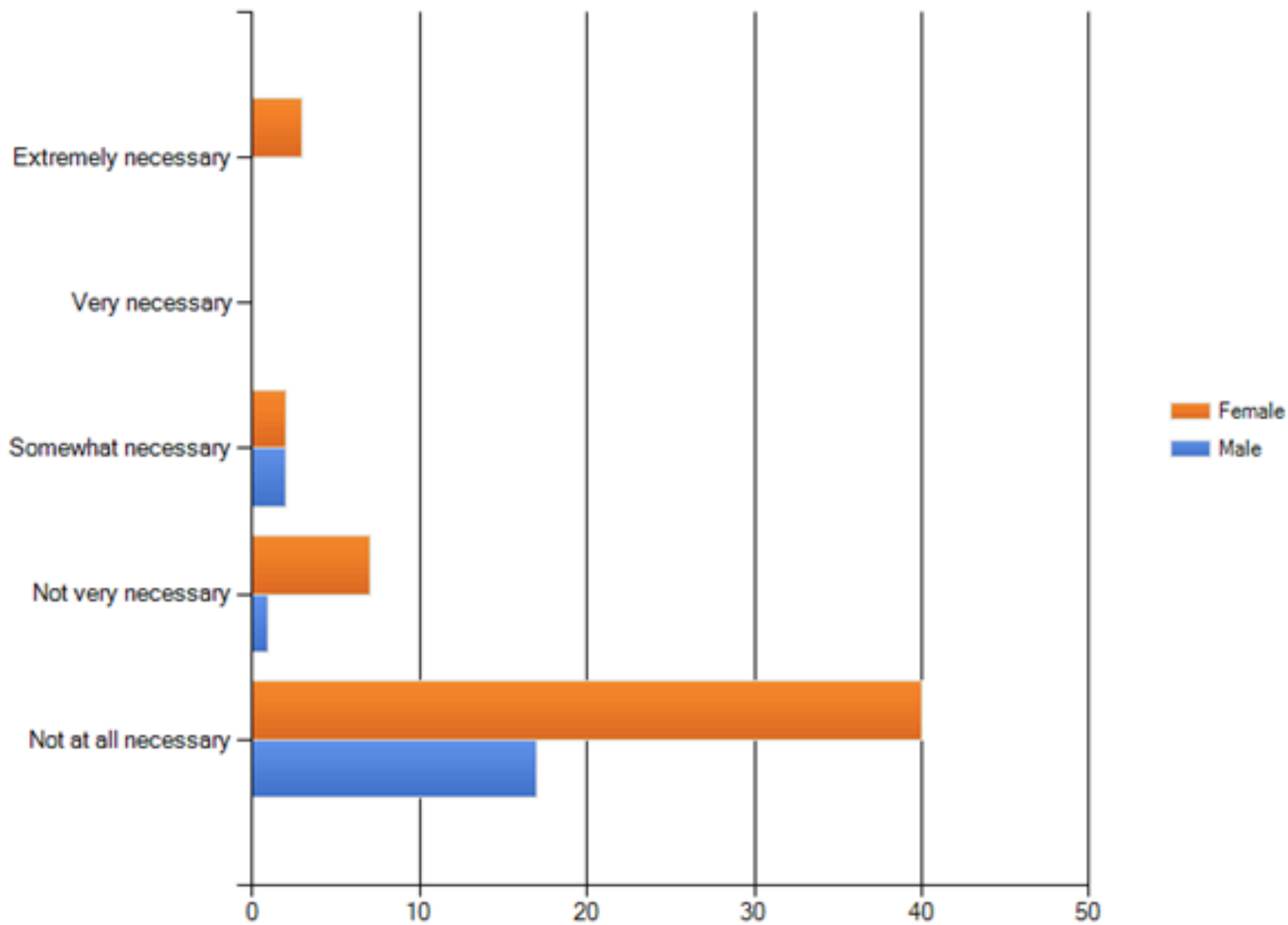
How do you feel after purchasing from these advertisements?



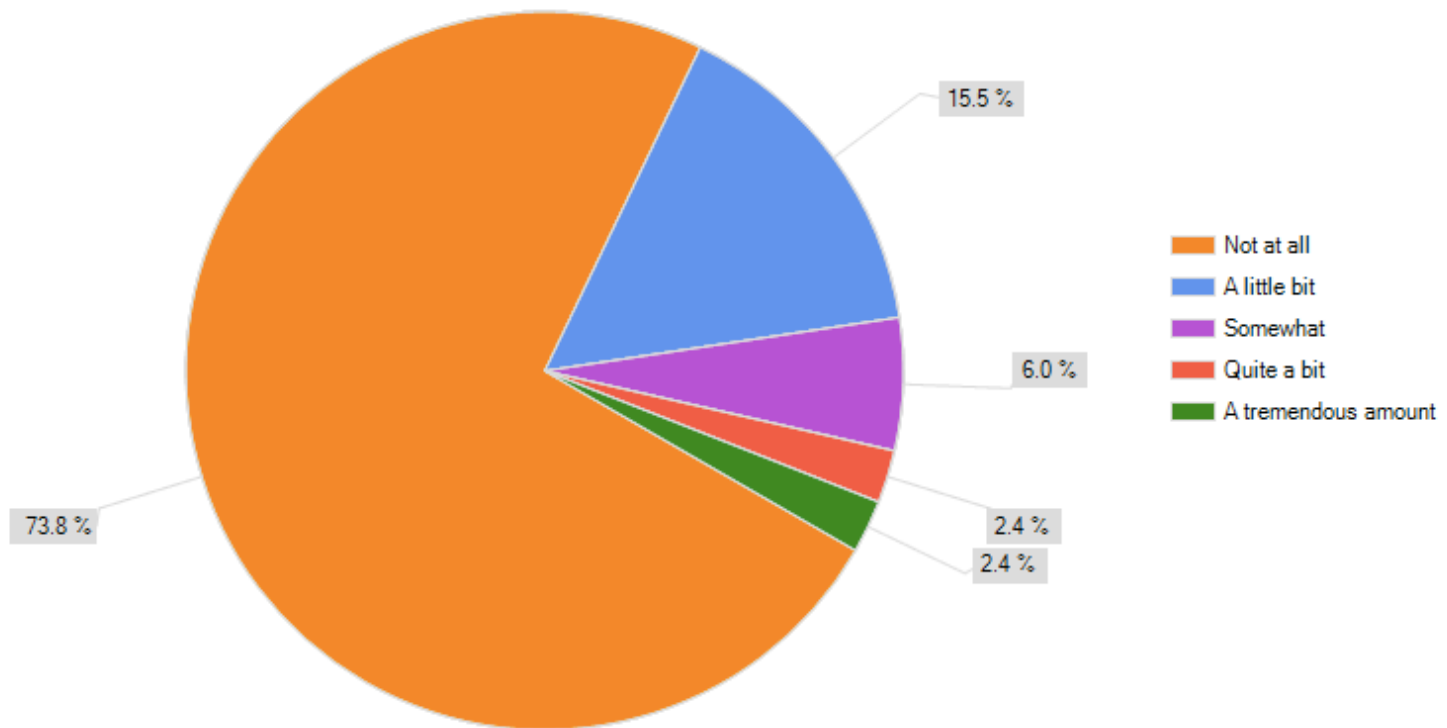
Do you feel these purchases are necessary?



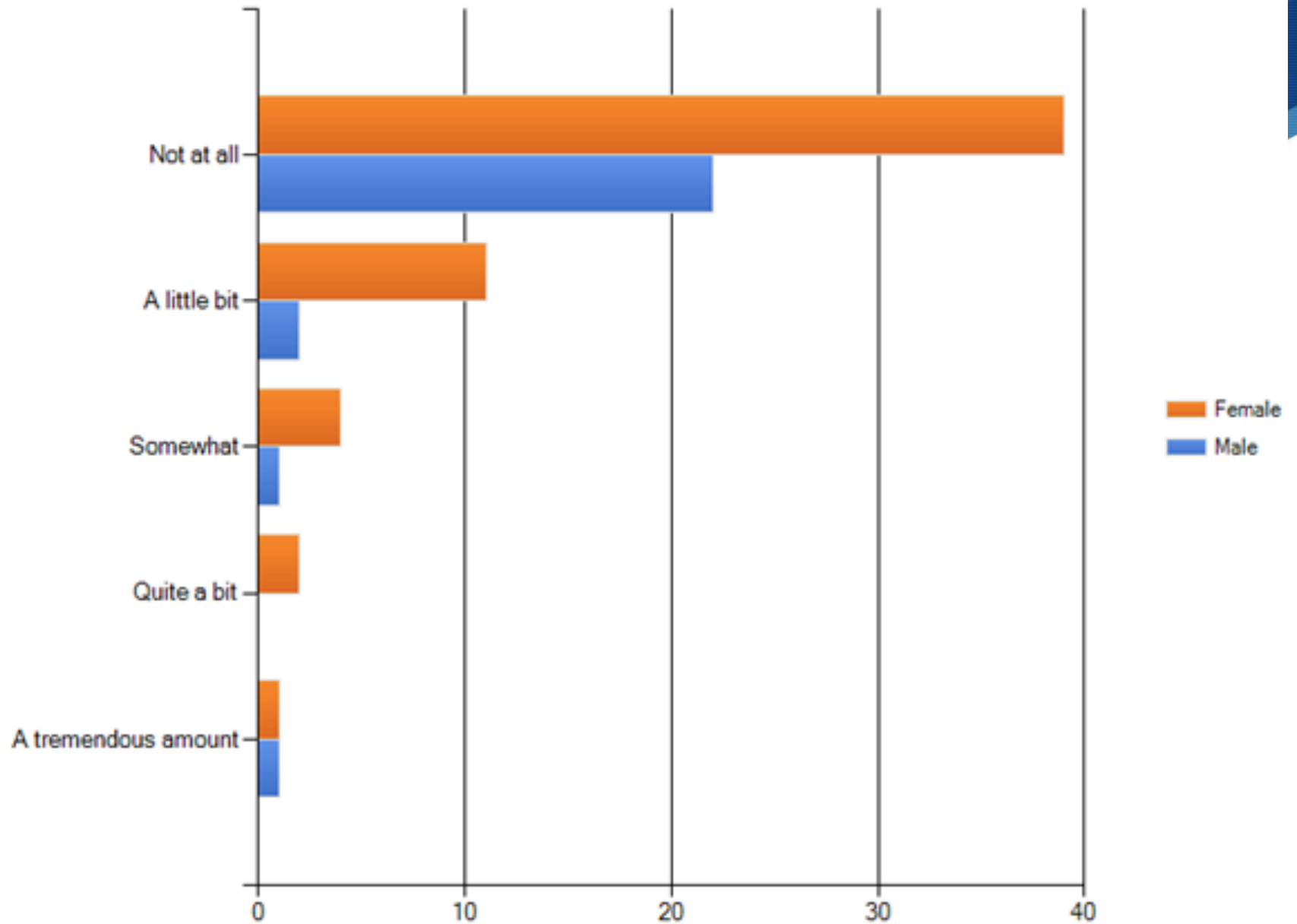
Do you feel these purchases are necessary?



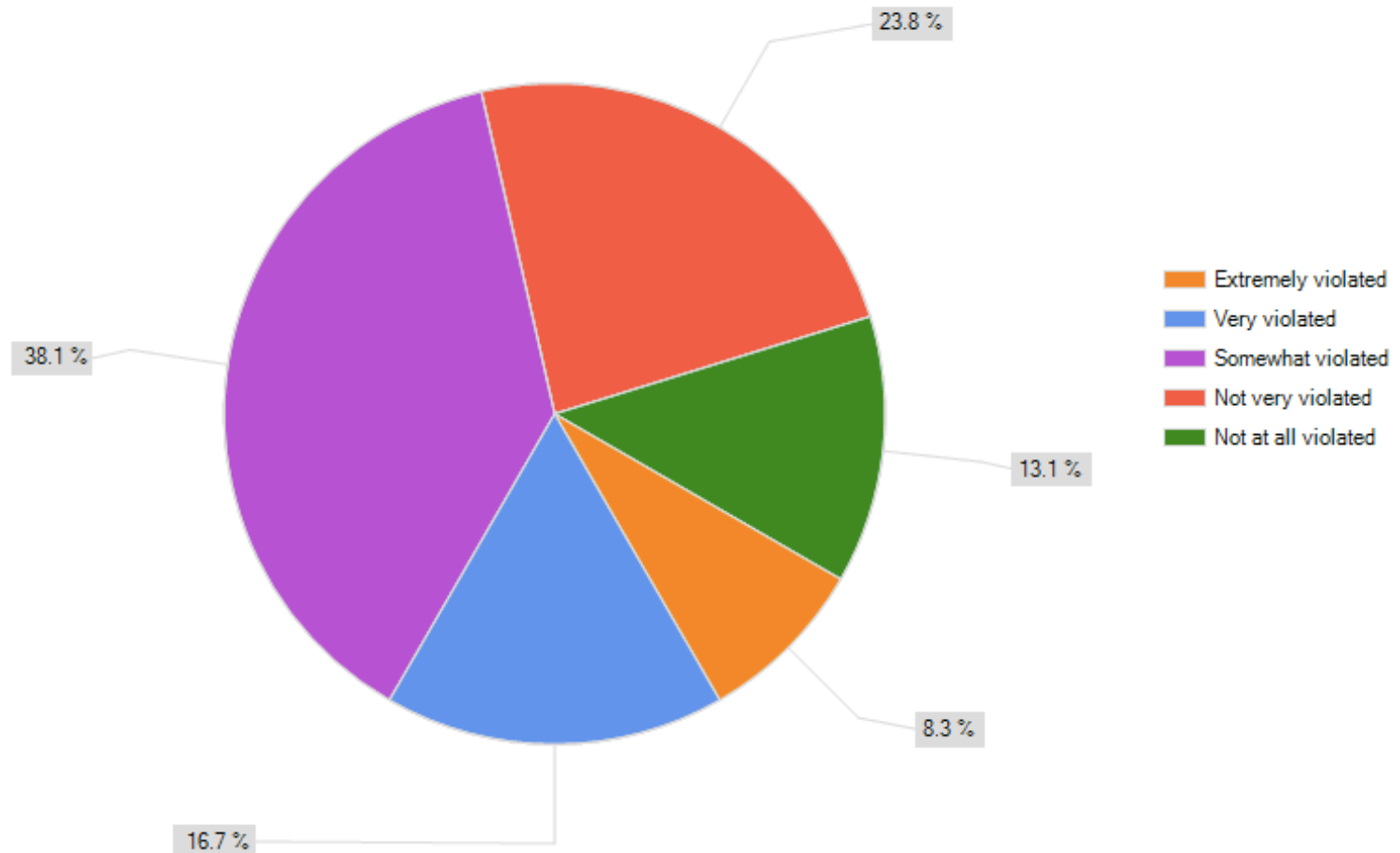
Did you feel pressured to click on the advertisements?



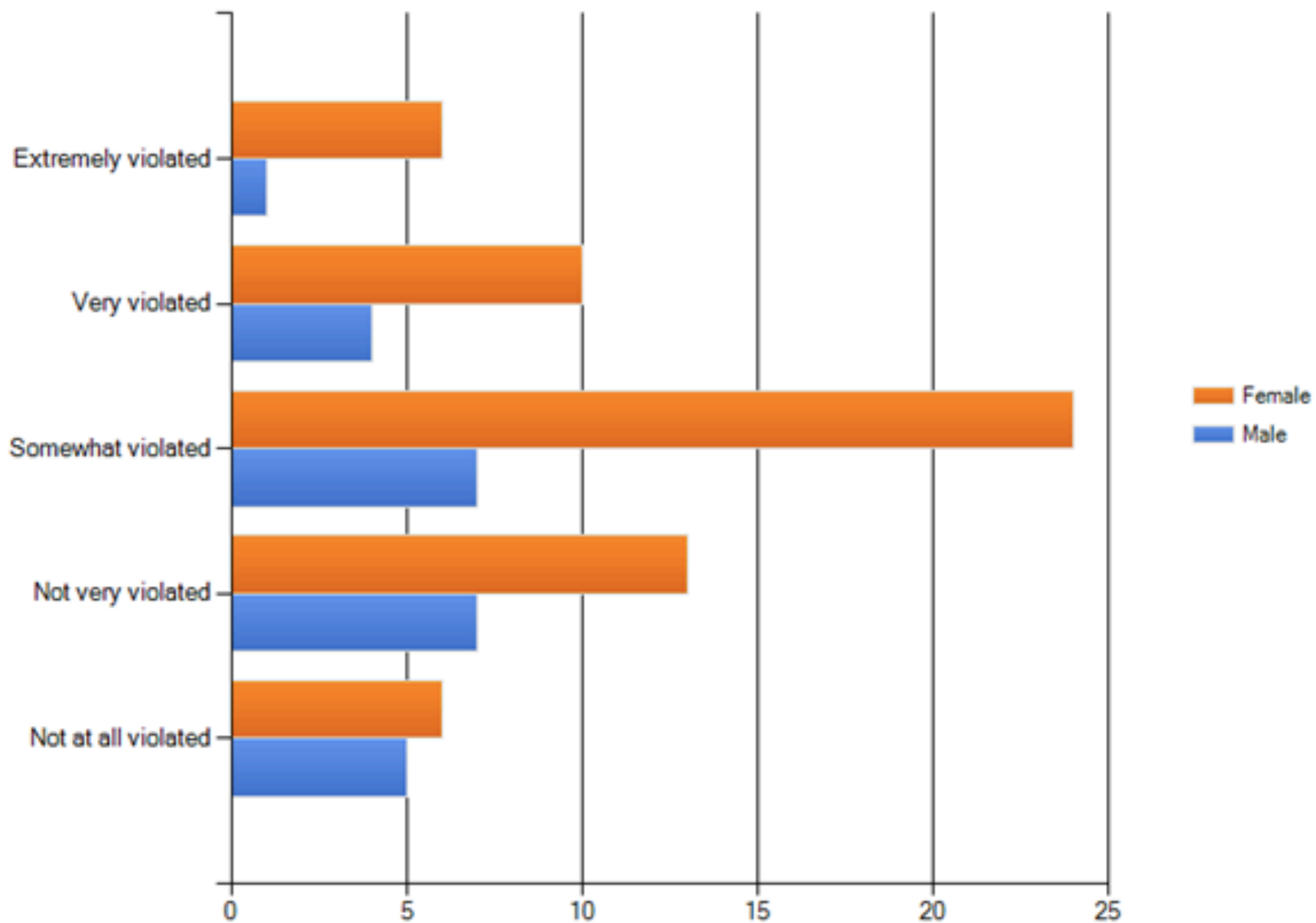
Did you feel pressured to click on the advertisement?



Do you feel your privacy was violated by Facebook by using your personal information to find specific advertisements that would interest you?



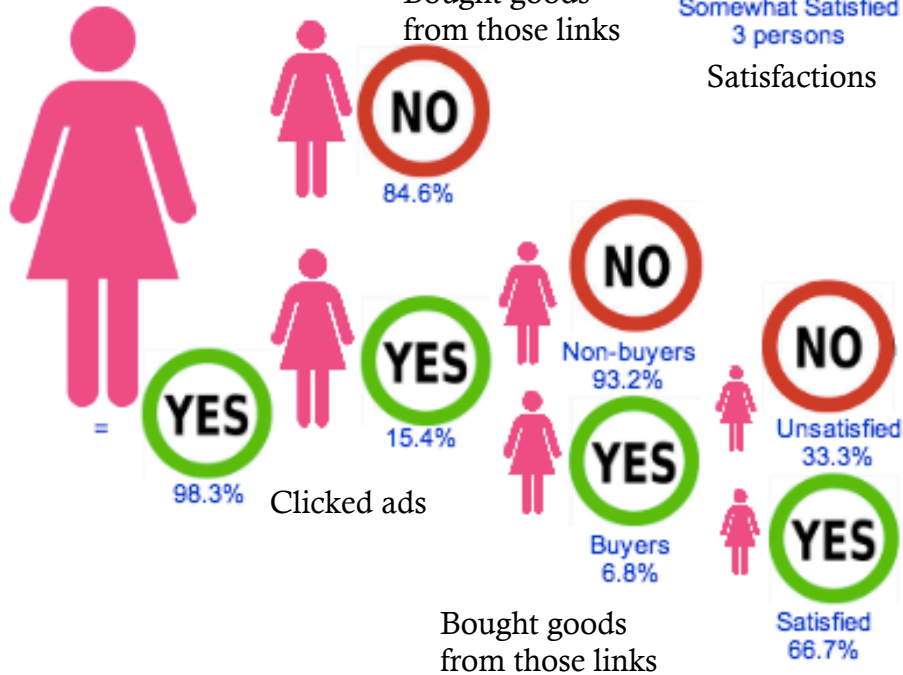
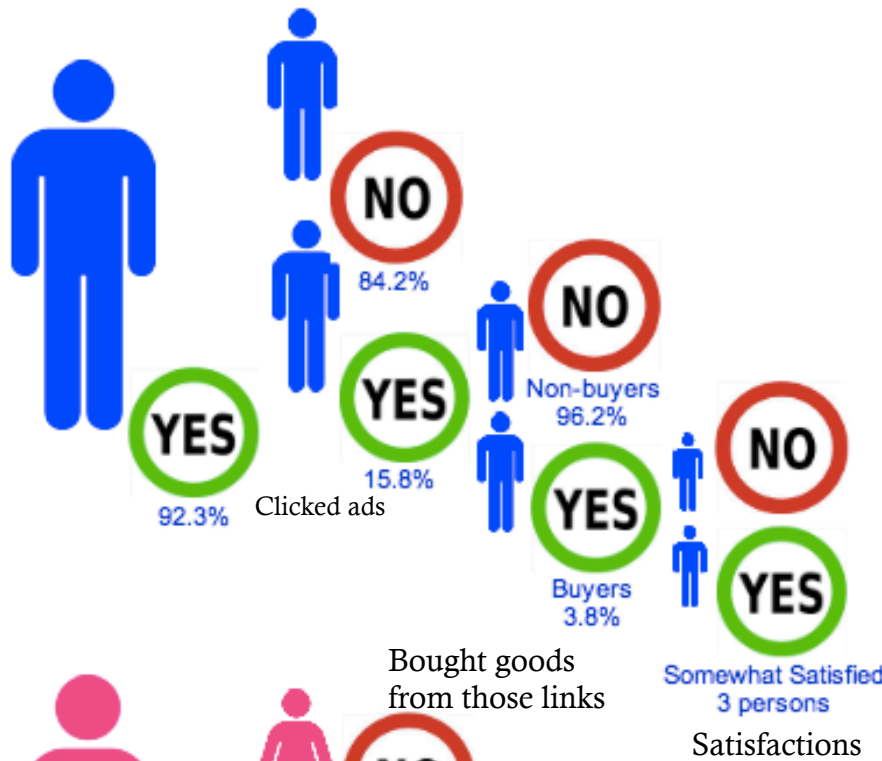
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The principles of advertising

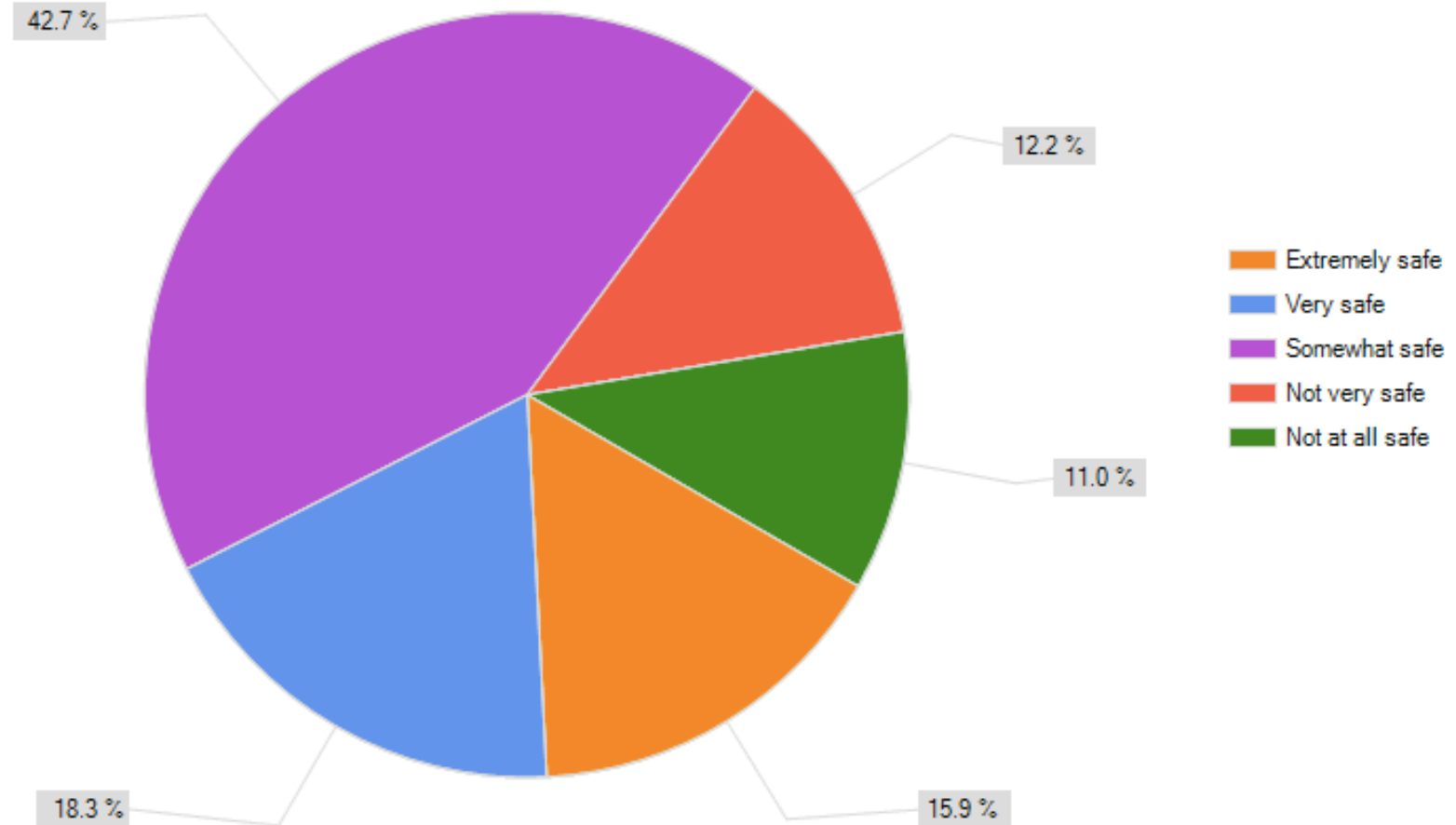
- ◆ The principles of advertising are largely based on cognitive psychology and the psychological processes of attention, perception, association and memory to bring out the complete impact or uses of a product or “brand”. Any advertisement will have to first focus on the attention that it is able to capture of the the costumers. **Strong messages, strong visuals and glaring colors are sometime used on hoardings and billboards.**

Customer Choices



Satisfactions

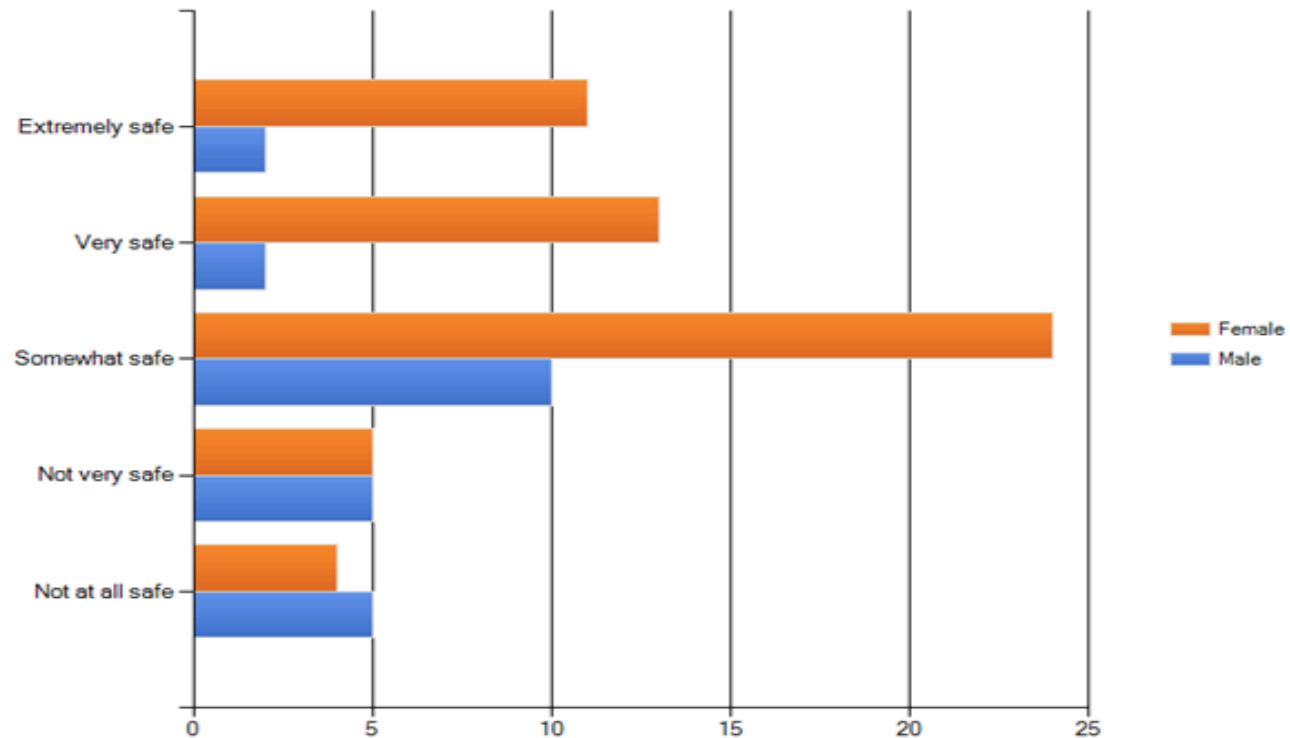
Would you feel safer if facebook did not have any advertisements?



How would you feel if Facebook had no ads?



Would you feel safer if facebook did not have any advertisements?



Facts

- ◆ “Facebook made \$3.2 billion in advertising revenue last year, 85 percent of its total revenue.”
- ◆ “A 2008 Consumer Reports poll of 2,000 people found that 93 percent thought Internet companies should always ask for permission before using personal information, and 72 percent wanted the right to opt out of online tracking.”

The New York Times

Results



- ◆ Facebook ads seem to affect girls more than guys.
- ◆ People do in fact feel that their privacy is being violated and they would feel more comfortable if Facebook did not have any ads.