FACE Facebook

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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 6<sup>th</sup>
  - February 13<sup>th</sup>
  - February 13<sup>th</sup>-March 6<sup>th</sup>
  - March 13<sup>th</sup>-19<sup>th</sup>
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
How often do you use Facebook?
Do you ever click advertisements on Facebook?
Do you ever click advertisements on Facebook?

- **Not at all**
  - Female: High
  - Male: Medium

- **A little bit**
  - Female: Low
  - Male: Low

- **Somewhat**
  - Female: Low
  - Male: Low

- **Quite a bit**
  - Female: Low
  - Male: Low

- **A tremendous amount**
  - Female: Low
  - Male: Low
Do you ever buy anything from those advertisements?
Do you ever buy anything from those advertisements?

- Not at all
- A little bit
- Somewhat
- Quite a bit
- A tremendous amount

Bars indicate:
- Orange: Female
- Blue: Male
How do you feel after purchasing from those advertisements?
How do you feel after purchasing from these advertisements?

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

Female

Male
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?

- Not at all
- A little bit
- Somewhat
- Quite a bit
- A tremendous amount

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

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

![Bar chart showing responses by gender](chart.png)
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 from the customers. Strong messages, strong visuals, and glaring colors are sometimes used on hoardings and billboards.
Customer Choices

Clicked ads

Bought goods from those links

Satisfactions

Bought goods from those links

Satisfactions
Would you feel safer if Facebook did not have any advertisements?
How would you feel if Facebook had no ads?
“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.”
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.