

Paid Search Advertising

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Period 3



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Counterargument

Online advertising is valuable because it informs people about harmful habits

- There are online banners ads supporting anti-texting while driving campaigns (Anti-Texting!)

• There are also ads supporting anti-drinking while driving campaigns

- A&T uses online advertisements to warn motorists against texting while driving (Zurbrugg)
- feature final text messages

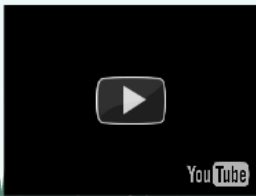
- Canadians Jo Brand, Bill Bailey, Jesse Long, and Russell Kane are joining together (Anti-drink Campaign)
- online campaign about dangers of alcohol
- friendly/accessible

More Research

- False advertisements for jobs cause identity theft (Fake ads)
- BlackBerry Messenger manipulation
- Some target women and their work information
- Advertisement websites collect private information (Mitchell)
- Ads target online consumers' interests
- Achieved with identity theft
- Jennifer Granick, Stanford Law School Center for Internet and Society



http://www.marlboro.com/
www.marlboro.com/
www.marlboro.com/30x30/



Research

- Cigarette Ads (Targeting teens):
 - Show healthy, smiling, physically fit people.
 - This is the opposite of smoking effects
 - R.J. Reynolds tobacco company ads aimed at teens over 20 years

- Pop-up ads offering a "free security scan" can be scams (Hrockmorton)
- Causes people to buy harmful "security software" but it instead harms the computer
- wastes money
- Federal Trade Commission

Definition:
Online advertising is the use of internet as an advertising medium where promotional messages appear on a computer screen (businessdictionary.com)

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- Online advertising has been growing
- Marketers use social networking to their advantage
- campaigns - fund raising (Nyczeprir)

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- 2005 online advertising increased over 20% (Swartz)
- 62% of people ages 25-34 use classified ad sites (Ad sites by Age Group)

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Background

Rebuttal

- Ads supporting the ending of an addiction or habit are not helpful because:
 - ads are not in the right place at the right time
 - people are not always online

- According to a survey by Ad Council, 82% of young adult drivers have read text messages while driving (Anti-Texting!)

- Drinking by eighth grade has gone up from 27% to 56% in high school classes of 1972 and 1991 (Berg)

Additional Information

- On a pop-up, clicking "X" or "close" can cause a problem (Throckmorton)
- Instead do Ctrl+Alt+Delete

- Companies advertise themselves through online interactive activities (Chester and Montgomery)
- MyCoke.com

Argument
Online advertising is misleading and dangerous.
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