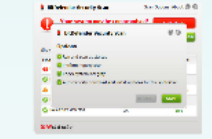
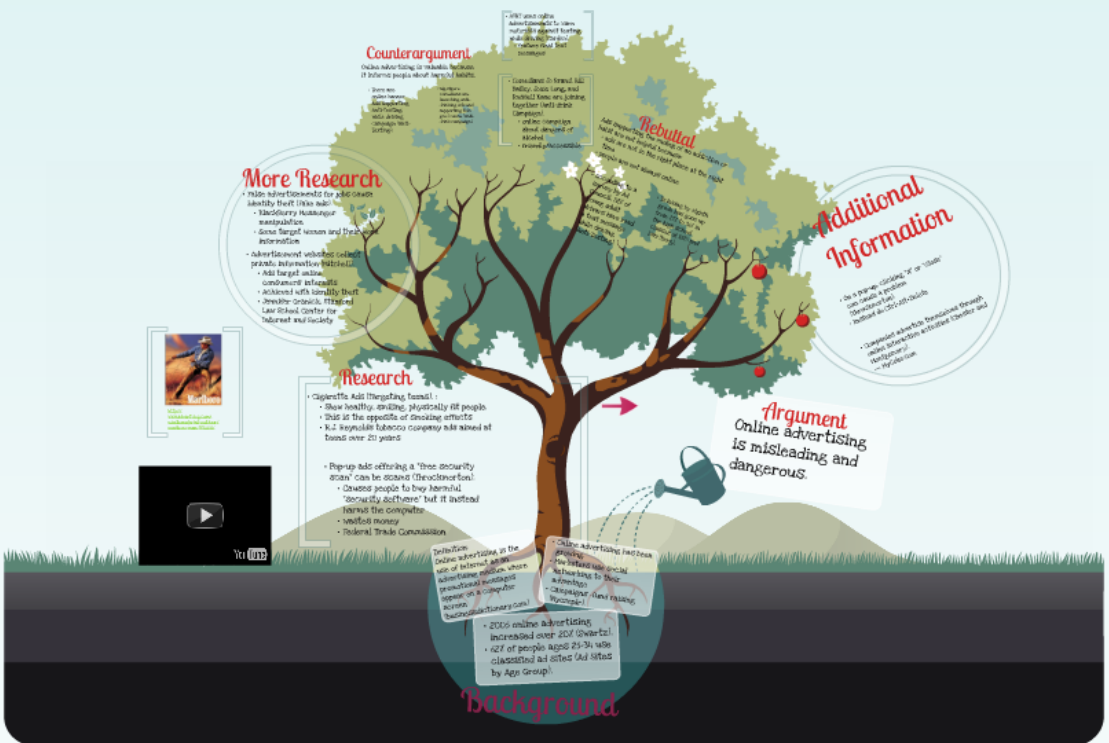


The Dangers of Online Advertising

Elyse Salpekar
 Laura Klett
 Period 3



<http://bitdefender-security.com/en/infocenter/>
 TheCaseSolution.com



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<http://bitdefender-security-scan.en.softonic.com/>

TheCaseSolution.com

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!)

• The figure concludes are launching anti-drinking ads and supporting this goal (Anti-Drinking Campaign)

- A&T uses online advertisements to warn motorists against texting while driving (Zurfin)
- 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

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 the high school classes of 1972 and 1979 (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

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



Marlboro
<http://www.marlboro.com/>
www.marlboro.com/usa/
www.marlboro.com/usa/

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 (Throckmorton)
 - Causes people to buy harmful "security software" but it instead harms the computer
 - wastes money
 - Federal Trade Commission

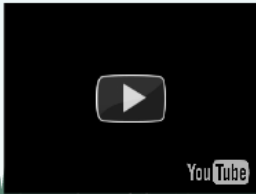
Argument
 Online advertising is misleading and dangerous.

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

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

- 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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