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New Media Analysis #2

COM372T

In “The Daily You” by Joseph Turow he goes on to talk about how everything we do online is tracked. Every scroll, click, and search is tracked like big brother is watching.

What specific forms of monetization (targeted ads, promoted posts, etc.) are you seeing?

When I search something on google and then at a later time I start seeing advertisements for the product. Google makes revenue from their AdSense and by selling your trackable data to 3rd parties. I’m going to Greece for two weeks and prior to this while I was planning have been doing significantly research on the locations I’m staying at and things to do. Common targeted ads towards me are restaurants, hotels, and upcoming events in the country.

Based on what you witness, how accurately would the advertising industry describe your "Daily You"?

The main forms that I see are sponsored posts, targeted ads and algorithm recommendations. TikTok is a very good example of algorithmic and sponsored posts. There are lots of content creators who sponsor products to gain fewer but also keep the viewed engaged by creating a funny video. Your “For you page” is catered to the things you the viewer like to watch. Based on all this I feel like it accurately describes me well as I tend **to find content that fit my needs and wants.**

Would you consider taking steps to limit the information being collected about you on the internet?

Sometimes yes, but for my own personal sense of security. Let’s face it a company like Google has existed before I was born. Google search is the standard and combine all this they probably know a lot more about everyone they will admit. If you’re tech savvy enough there are ways to opt out of certain tracking and “delete activity.” That is one of the first things I look for when I sign up for a new application or service.