Ad Targeting and Manipulation

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'We'll be back': Hong Kong protesters chant as camp site dismantled

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HONG KONG: Hong Kong police arrested pro-democracy activists and cleared most of the main protest site on Thursday, marking an end to more than two months of street demonstrations in the Chinese-controlled city, but many chanted: "We will be back".

Most activists chose to leave the Admiralty site, but a few stayed in a small plot linked to the main site, as more than 2,000 riot police prepared for a showdown with demonstrators gathered nearby. A joint news briefing by police and protesters was called off hours before the expected operation was scheduled to begin.

HONG KONG POLICE

Hong Kong police have arrested 33 people for various offenses during Wednesday's protests, the city government said.

The protesters had called for the resignation of the city's leader, Leung Chun-ying, and for full political reform, including direct elections for the city's chief executive. They also demanded a referendum on the possibility of a one-party system in Beijing.

Hong Kong has a semi-autonomous status under China's "one country, two systems" principle, which allows it to have a separate legal system and its own economy.

Time to Hug* by Huggies®

Parenting info, Prizes and Offers! To Meet new Moms like You. : www.facebook.com/TimetoHug

Ads by Google
Antidepressant Medication - Info On An Rx Antidepressant Drug
knowmydepression.com/antidepressant
Visit For Treatment Info & Facts.
### Settings for Google ads

Ads enable free web services and content. These settings help control the types of Google ads you see.

#### Ads on Google

| Setting     | Value | Edit
|-------------|-------|------
| Gender      | N/A   | Female
| Age         | N/A   | 25-34
| Languages   | N/A   | English
| Interests   | N/A   | Air Travel, and 30 more

#### Google ads across the web

- [Google ads across the web](#)
- [YouTube](#)

#### Opt-out settings

You've opted out of **interest-based** ads on Google.

- [Opt in to interest-based ads on Google](#)
Web browsing

Ad ecosystem

Advertisements

Ad settings

Browse websites related finding a new job

Significant difference ads on news website ($p < 0.000006$)

Set the gender bit to female or male
Female users

Google

Male users

The Barrett Group

Other advertisers

Websites

Female users
Female users

The Barrett Group

Show to males

Google

Male users

Other advertisers

Websites

Female users
High earners are male.
Female users
Other advertisers

The Barrett Group
Show to both

Google

Male users

Show to females

Other advertisers

Websites

Female users
Female users

Other advertisers

The Barrett Group

Show to both

Google

Clicking

Male users

Websites

Not clicking

Female users

Input

Output
Accountability

• Regardless of whether Google is responsible, it should be held accountable as the one entity that can explain why it happened
Accountability vs. responsibility

• Providing an explanation vs. worthy of blame/praise
Persuading vs. manipulating

• Commonly cited difference: Misleading
• What about addicting?
Hooked: How to Build Habit-forming Products by Nir Eyal
New vs. improved/scaled up

• Machine learning isn’t magic
• Most of the features of online targeted advertising already exists elsewhere
THE PROTECTORS OF OUR INDUSTRIES.