Ad Targeting and Manipulation

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

Reuters | Dec 12, 2014, 08.39 AM IST

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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,

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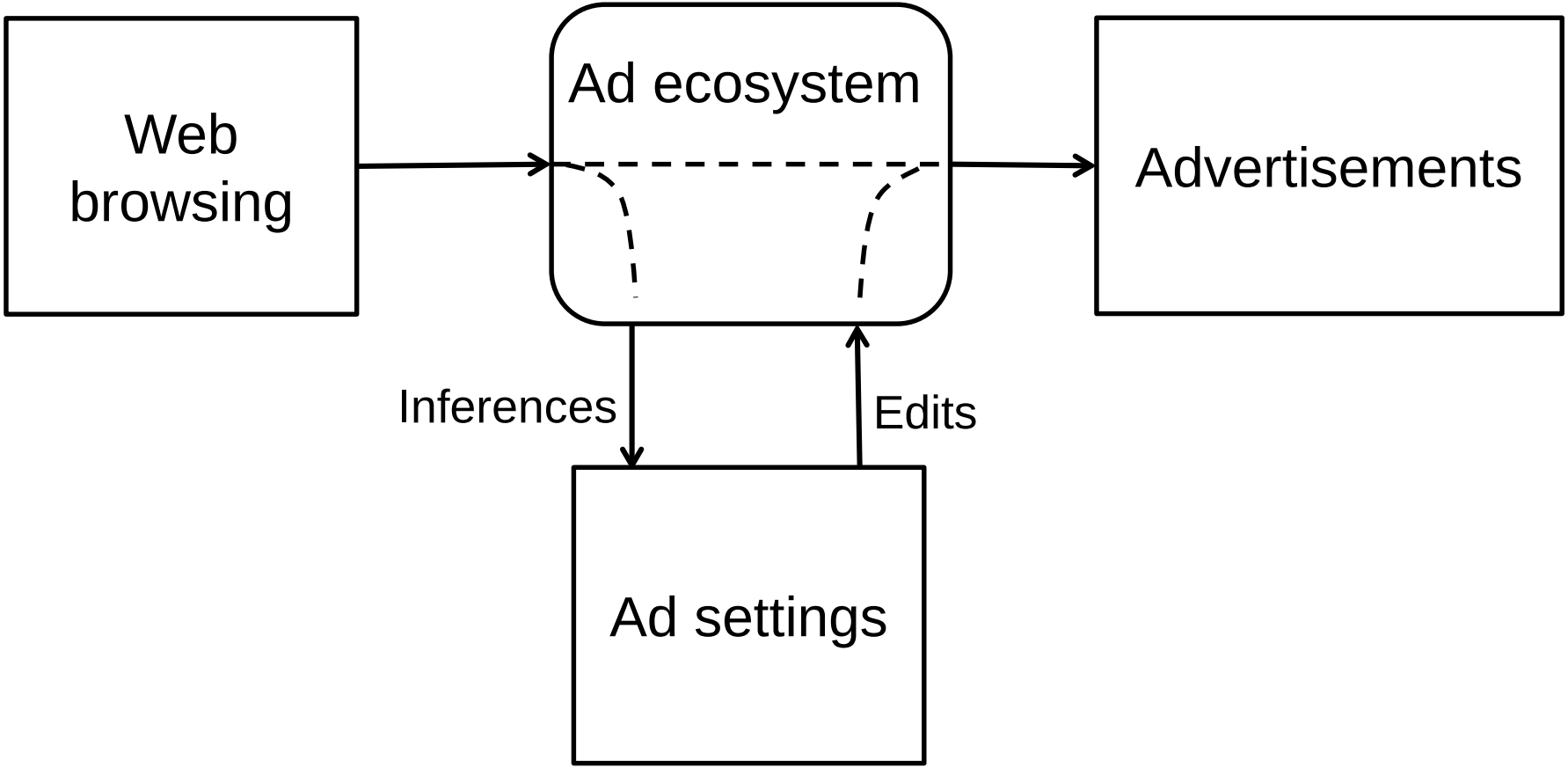
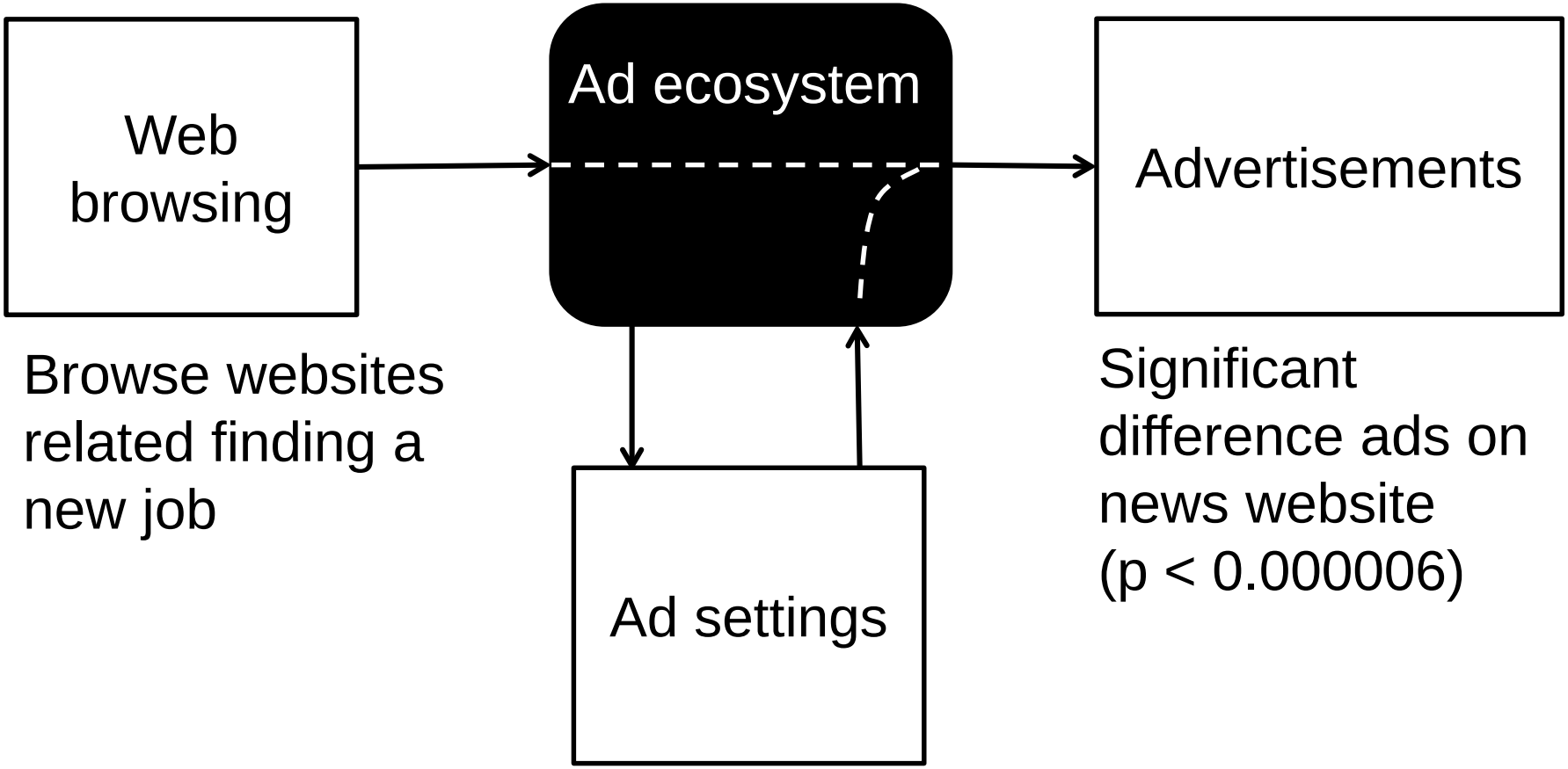
Settings for Google ads

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

	Ads on Google	Google ads across the web
	Search	Google ads across the web / YouTube
Gender	N/A	Female Edit Based on the websites you've visited
Age	N/A	25-34 Edit Based on the websites you've visited
Languages	N/A	English Edit Based on the websites you've visited
Interests	N/A	Air Travel, and 30 more Edit Based on the websites you've visited
Opt-out settings	You've opted out of *interest-based* ads on Google. Opt in to *interest-based* ads on Google	Opt out of *interest-based* Google ads across the web


Web browsing
Ad ecosystem
Advertisements
Inferences
Edits
Ad settings


Web browsing
Ad ecosystem
Advertisements
Browse websites related finding a new job
Significant difference ads on news website (p < 0.000006)
Ad settings
Set the gender bit to female or male

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Female
Male
$200k+ Jobs - Execs Only
Find Next $200k+ Job

The Barrett Group

Other advertisers

Input

Output

Google

Websites

Male users

Female users

Input

Output

Google

The Barrett Group

Other advertisers

Websites

Male users

Female users

Input

Output

The Barrett Group

Show to males

Google

Other advertisers

Websites

Male users

Female users

Input

Output

The Barrett Group

Other advertisers

Show to high earners

Google

Websites

High earners are male

Male users

Female users

Input

Output

The Barrett Group

Other advertisers

Show to both

Show to females

Google

Websites

Male users

Female users

Input

Output

The Barrett Group

Other advertisers

Show to both

Google

Websites

Clicking

Not clicking

Male users

Female users

Accountability

- Regardless of whether Google is responsible, it should be held accountable as the one entity that can explain why it happened

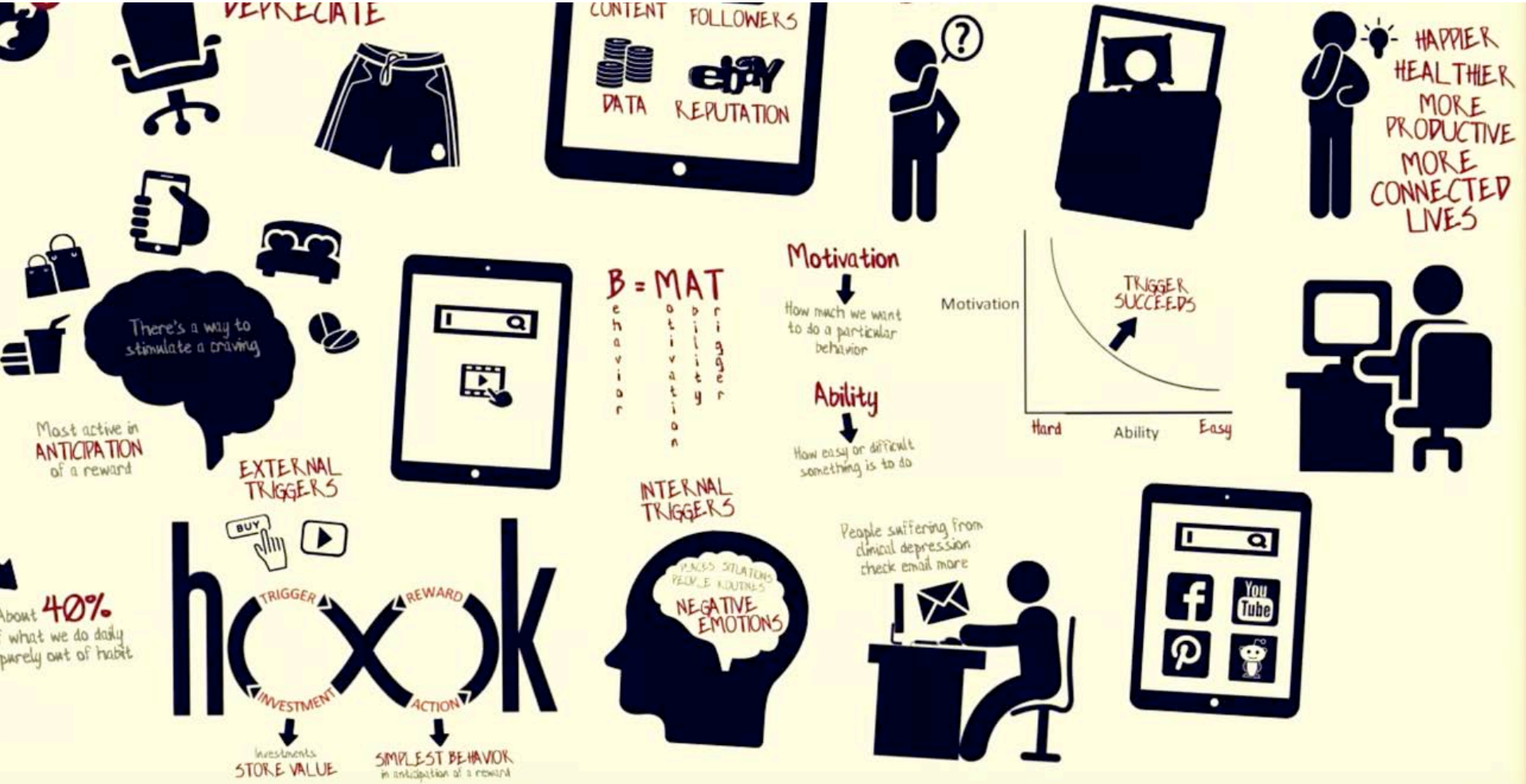
Accountability vs. responsibility

- Providing an explanation
  vs. worthy of blame/praise

Persuading vs. manipulating

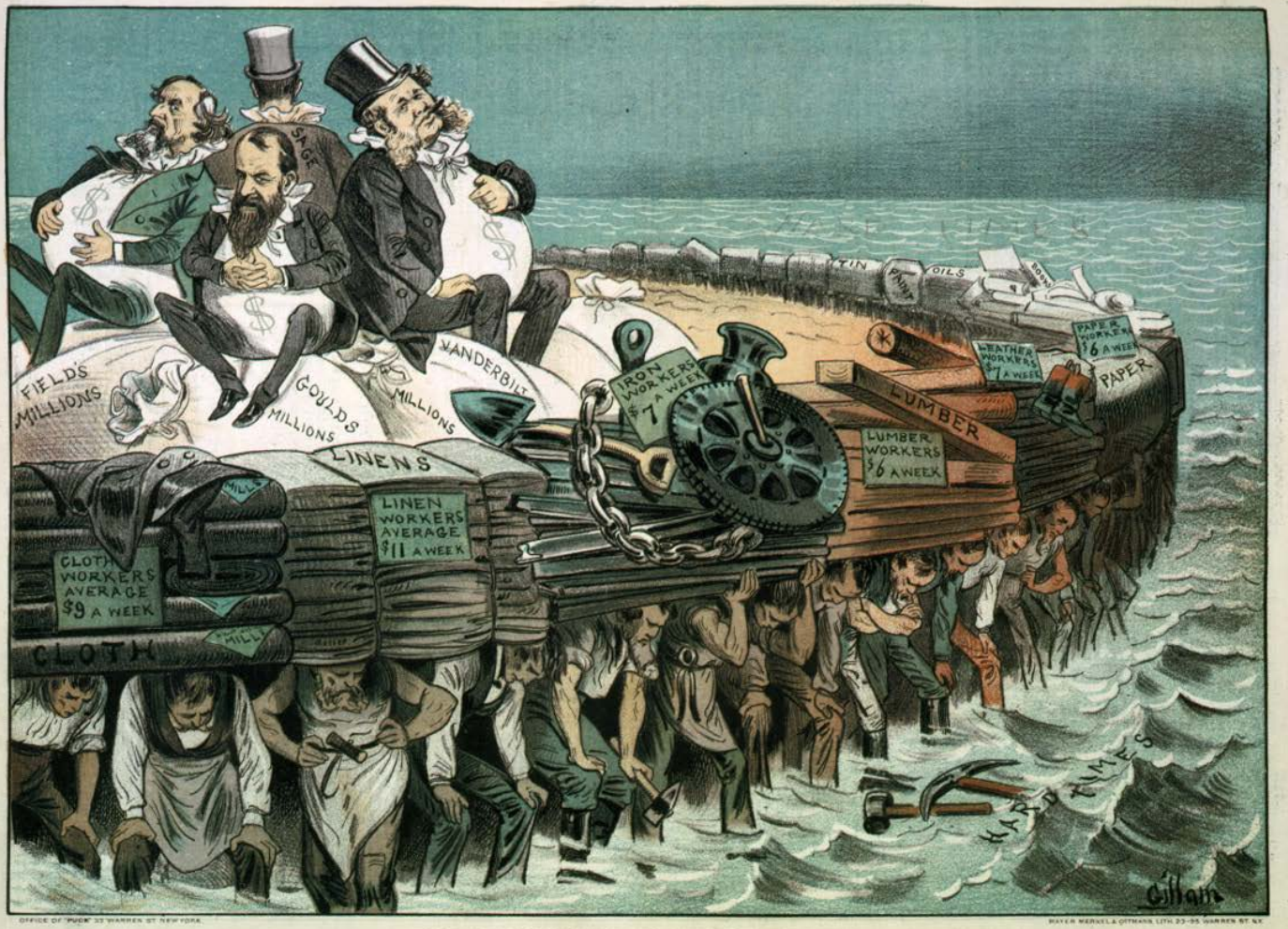
- Commonly cited difference: Misleading
- What about addicting?

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



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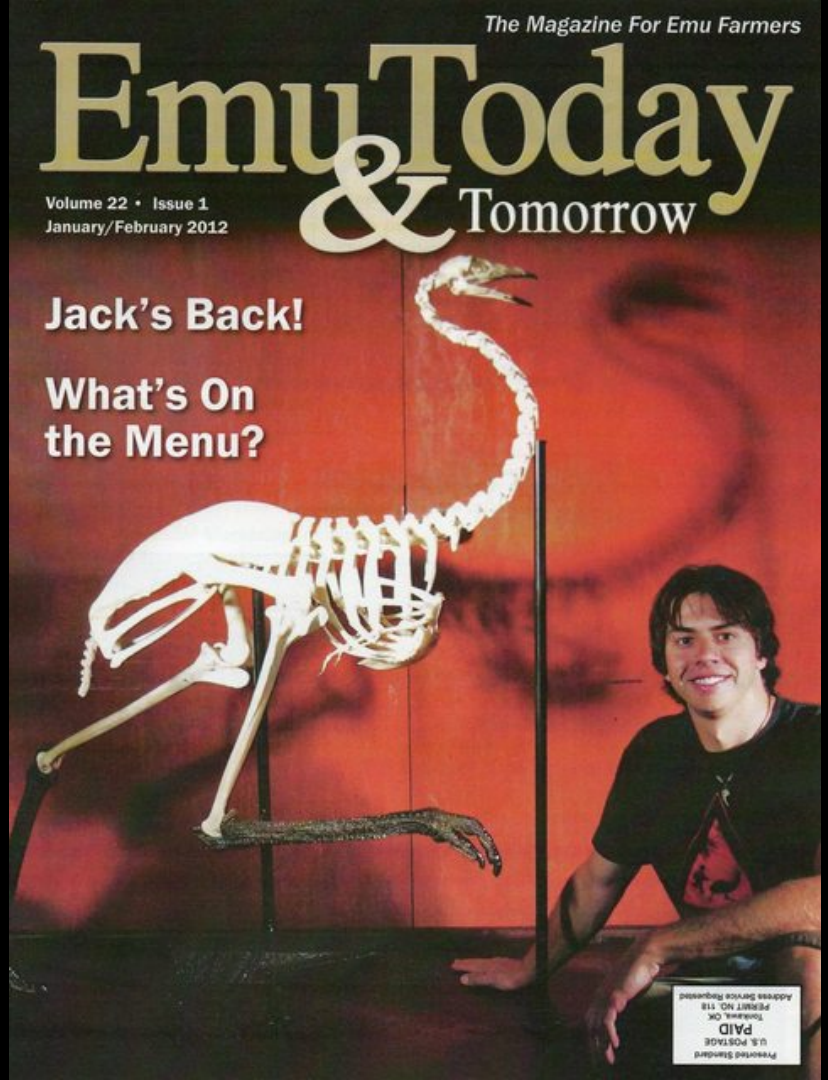
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What's On the Menu?