

Worksheet 1: Data profiles and advertising

Name:

Part 1:

The adverts we see are influenced by our online activity. Imagine a weekend in the life of a young person. In your pair, make a list of all the apps they might use, websites they might visit and things they might search for online. Swap your work with another pair.

Part 2:

Write a list of things that might be in this young person's 'data profile' based on their online activity in part one. Once you have done this, fold the sheet of paper so that part one is hidden and swap your work with a different pair.

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Part 3:

Based on the data profile (in part 2), write down or sketch out three different adverts that you might show to that person based on their data profile. Once completed, return the worksheet to the original pair.

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In your pair, answer the following questions before discussing as a class.

1 How relevant do you think the adverts are to the young person?

2 What have you learnt from this activity?

3 Do you think people should be able to tailor which adverts they see online? Explain your answer.

Key words

- **Interest-based adverts** - tailored advertising based on a user's data profile determined by the user's online behaviour. These are also known as personalised adverts.
- **Data profile** - information that is learnt from a user's online activity. It usually places the person in general categories such as age, gender and interests.

Worksheet 2: AdChoices - pair game



How do interest-based adverts work?

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Give one reason why someone would want to manage their advert choices.

Name one benefit of online advertising

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Are there any advantages of interest-based adverts? Explain one.

Are there any advantages of interest-based adverts? Explain one.

Give one reason why someone would want to manage their advert choices.



Are there any disadvantages of interest-based adverts? Explain one.

Are there any disadvantages of interest-based adverts? Explain one.

Worksheet 3: Using the AdChoices icon & the YourOnlineChoices website

For this task, you will need to use the AdChoices icon  and YourOnlineChoices website: youronlinechoices.com/uk/your-ad-choices

- A. Without adjusting your AdChoices or settings on your device, record up to five different adverts you might have seen over a day in the following table (this exercise should be done without the use of an Ad blocker and not in a private browser page see below for definition).

	What is being advertised?	If you had the choice, would you see this advert again?	Explain your answer
1			
2			
3			
4			
5			

B. Now use the AdChoices icon  and the YourOnlineChoices website to turn off interst-based advertising from all companies.

Complete the same activity.

	What is being advertised?	If you had the choice, would you see this advert again?	Explain your answer
1			
2			
3			
4			
5			

C. Answer the following questions:

- Did you notice any difference between the adverts you saw before and after using YourOnlineChoices?
- What are the possible benefits of managing interest-based adverts?
- What are the possible drawbacks of managing interest-based adverts?
- Are you likely to use YourOnlineChoices in the future? Explain your answer.

Key words

- **AdChoices icon**  - an interactive symbol embedded in or around adverts. The AdChoices icon is a consumer-facing, interactive symbol that links consumers to an online portal: youronlinechoices.eu. Consumers can find out about their online ad choices, how online advertising is used to support the sites and services they use, and how they manage their online ad preferences. If they so wish, consumers may 'turn off' interest-based advertising by some or all companies.
- **YourOnlineChoices** - this is a website created by EDA, where you can learn more about online advertising and manage your advertising experience.
- **Ad blocker** - an extension to the internet browser that can be downloaded which filters through and blocks certain adverts from your internet browser.
- **Incognito browser/ Private browsing/ New private window** - is a feature that allows you to browse online in private so that no data or browsing history is saved to your device. This does not however protect your privacy completely. Sometimes your online data can still be used to support your web experience.