Future Trends Report

Based on Analysis of the Team's Chosen Community / Organisation in Mid-Term and Final Evaluation

Group: 10-17

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Community / Organisation Studied: Advertising- BBDO

STEP 1. Identify Challenges

Read the Future Scene carefully and generate ideas for challenges, concerns, and possible related problems. Choose the 5 most important challenges and write them in the space provided. Include applicable research with appropriate in-text citations.

Key

Black- Observation

Blue- Inferred Problem

Red- Greater Consequence

Challenge #1

Based on our survey of 59 people, 46 respondents were worried about data mining as a prevalent problem in our current society. Advertising agencies buy data of online users from their clients- businesses and companies- make use of data mining to suggest items for online users to purchase. This could be problematic as advertising agencies have access to huge amounts of private information of online users, and use data mining to conduct an in-depth analysis of these data for their own profits. As a result, the privacy of online users is being invaded by advertising agencies and people are unable to keep their online activities private.

Research for Challenge #1

"In the survey [in a study from the Annenberg School for Communication at the University of Pennsylvania], 55 percent of respondents disagreed or strongly disagreed that 'it's O.K. if a store where I shop uses information it has about me to create a picture of me that improves the services they provide for me.'"

Singer, N. (2015, June 5). Sharing Data, but Not Happily. The New York Times. https://www.nytimes.com/2015/06/05/technology/consumers-conflicted-over-data-mining-policies-report-finds.html

"By combining data from numerous offline and online sources, data brokers have developed hidden dossiers on almost every U.S. consumer. This large scale aggregation of the personal information of hundreds of millions of American citizens raises a number of serious privacy concerns."

White, M. C. (2012, July 31). Big Data Knows What You're Doing Right Now. Time. https://business.time.com/2012/07/31/big-data-knows-what-youre-doing-right-now/
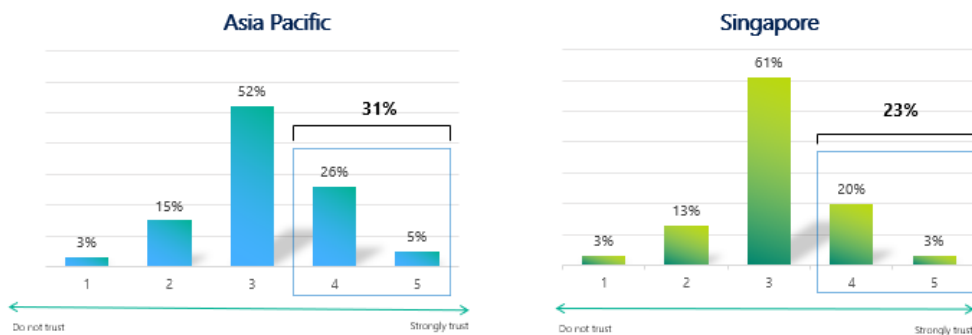
Challenge #2

44 out of 59 survey respondents indicated that data leaks are an issue of concern. With the widespread use of the internet, online platforms can collect data from online users and sell them to advertising agencies. The huge amount of data that advertising agencies have poses huge risks and causes huge consequences in the event of a potential data breach. This could become problematic because a potential data leak could reveal the private information of online users to hackers, including one's name, gender, age and address. As a result, people could be located and targeted easily,

posing a serious danger to the safety and security of the data of online users.

Research for Challenge #2

State of Consumer Trust in Singapore and Asia Pacific

Low levels of consumer trust in organisations offering digital services in Asia Pacific and Singapore

Asia Pacific

Singapore

Q7: On a scale of 1 to 5, how much do you believe that the digital services from these organizations will treat your information in a trustworthy manner?
(1 = do not trust; 2 = Somewhat distrust; 3 = Neutral; 4 = Somewhat trust; 5 = Strongly trust)

IDC   Microsoft

"Only 23 per cent of Singapore consumers believe that their personal data will be treated in a trustworthy manner by organisations offering digital services...Half of the Singapore respondents would either switch to another organisation, reduce the usage (43 per cent) of the digital service or stop using (38 per cent) the digital service altogether."

Siew, A. (2019, April 16). Less than 1 in 4 Singapore consumers trust personal data with organisations. Techgoondu. https://www.techgoondu.com/2019/04/16/less-than-1-in-4-singapore-consumers-trust-personal-data-with-organisations/

"A Blind report, most recently updated Friday morning, found that 35% of professionals are worried their information may have been compromised on Zoom. Because of this fear, 12% of users said they stopped using the video conferencing platform altogether."

Bayern, M. (2020, April 10). 35% of Zoom users fear data leaks amid the platform's security issues. TechRepublic. https://www.techrepublic.com/article/35-of-zoom-users-fear-data-leaks-amid-the-platforms-security-issues/

Challenge #3

26 out of 59 survey respondents indicated that being manipulated by false advertising are an issue of concern. Due to the development of the internet and social media, advertising, including false advertising, is becoming more common in many aspects of our daily lives. This could be a problem as it is increasingly hard to differentiate false advertisements from the ever-expanding pool of real advertisements. As a result, people become more susceptible to being manipulated by false advertisements, resulting in them not receiving the same services or products that they were promised by advertisements, and hence being scammed by these false advertisements.

Research for Challenge #3

"Deceptive advertising fools unwitting consumers into buying a product or service, making it an unethical and possibly illegal marketing practice. Astute consumers might check into an advertiser's claims to ensure they are getting a good deal, but less-informed consumers might not have the time or ability to spot scams."

Mack, S. (n.d.). What Is the Worst Thing About Deceptive Advertising? Chron. Retrieved August 1, 2020, from https://smallbusiness.chron.com/worst-thing-deceptive-advertising-23940.html

"A customer who was misled by a fast-food joint's advertisement and was charged extra money was among the 18 customer complaints that the Advertising Standards Authority of Singapore (ASAS) received last year which were related to restaurant advertisements.

These complaints, which were related to restaurant advertisements and included ads in food delivery and restaurant reservation mobile applications, are a third more than the 12 received in 2017."

Neo, R. W. (2019, April 30). Customer complaints about restaurant advertisements up 33 per cent in 2018. TODAYonline.
https://www.todayonline.com/singapore/customer-complaints-about-restaurant-advertisements-33-cent-2018

Challenge #4
40 out of 81 survey respondents indicate that excessive and impulsive spending as a result of advertisements are an issue of concern. As advertisements aim to promote a service or product, they are heavily biased towards what they are promoting. This could be problematic as advertisements entice viewers and listeners to make purchases of these services or products that they may not need. This leads to excessive and impulsive spending by customers, resulting in huge sums of money being unnecessarily wasted.

Research for Challenge #4
"Those few unplanned purchases you made this week? Keep it up and your yearly tally from those spontaneous moments could reach [US]$5,400 [S$7,400] annually.

That's how much the average U.S. consumer spends each year on impulse buys, according to a new survey by Slickdeals.net. The study of 2,000 consumers shows they make three of those purchases a week, adding up to $450 a month and $5,400 per year.

Most of the spur-of-the-moment outlays go toward food, with 70.5 percent of respondents saying that category was the major culprit."

O'Brien, S. (2018, February 23). Consumers cough up $5,400 a year on impulse purchases. CNBC. https://www.cnbc.com/2018/02/23/consumers-cough-up-5400-a-year-on-impulse-purchases.html

"According to the study [by performance marketing technology company Criteo], 6 in 10 Singaporeans consider mobile devices to be their favourite shopping companion, with 95% having used their smartphones or tablets to browse online catalogues in the past month.

54% of consumers indicated that having the option to shop on their mobile devices has caused them to spend more than ever before, with 4 in 5 admitting to purchasing online on impulse."

4 in 5 Singaporeans are online impulse buyers. (2016, November 20). Singapore Business Review. https://sbr.com.sg/retail/in-focus/4-in-5-singaporeans-are-online-impulse-buyers

Challenge #5

33 out of 81 survey respondents indicate that materialism and narcissism as a result of advertisements are an issue of concern. As advertisements aim to promote a service or product, they are heavily biased towards what they are promoting. This could be problematic

as advertisements entice viewers and listeners to view these tangible services or products as necessary and important. This leads to customers becoming increasingly materialistic and narcissistic, and ignore other intangible but important parts of life, resulting in an unbalanced pursuit of goals in life.

Research for Challenge #5

"A survey performed on the first grade students revealed that excessive viewing of television influences children to pester their parents for advertised item and when their desires are not fulfilled by their parents they behave in an aggressive manner (Robertson & Rossitor, 1976). 95 percent people in a survey have confirmed that the rising interest of children in purchasing is due to the effect of advertisements targeted at children. Many of them were in favour of limiting the amount advertisements targeted at children (Center for a new American dreams, 2004). However, to follow the trends of society, parents themselves open the doors of materialism for their children. They give chances to their children to relate their happiness with materialistic things like chocolates and gifts because of the scarcity of time for their children."

Vandana, & Lenka, U. (2014, May 27). ScienceDirect.com | Science, health and medical journals, full text articles and books. ScienceDirect. https://www.sciencedirect.com/science/article/pii/S187704281403122X/pdf?md5=76be7745123933fb5c92bc2f9670f46c&pid=1-s2.0-S187704281403122X-main.pdf

"Emelie Nasman, a 28-year-old teacher from Sweden, said she was rushing by the ad and preferred not to think about it too much.

Why not?

'The answer to the question … It's no,' she said. 'No. I don't feel beach body ready. This ad reminds me of that.'

She added this kind of ad would never be allowed in Sweden. 'People would complain too much about it.'"

Hackman, R. (2017, August 8). Are you beach body ready? Controversial weight loss ad sparks varied reactions. The Guardian. https://www.theguardian.com/us-news/2015/jun/27/beach-body-ready-america-weight-loss-ad-instagram

STEP 2. Craft the Underlying Problem

Using the challenges listed in Step 1, identify a problem of major importance to the chosen community / organization in the future. Write your Underlying Problem making sure your question clearly explains the action that will be taken and the desired results/goal of that action.

Incorporating Challenge(s) # 1,4,5

Underlying Problem

Given that advertisements are biased towards the services or products that they are promoting, resulting in the general public spending excessively and impulsively (Problem 4), and becoming increasingly materialistic and narcissistic (Problem 5), it appears that people are getting more vulnerable to the increasing negative influence of advertisements on their daily lives. (Condition Phrase) How might we increase public awareness about advertisements (Key Verb Phrase), so as to decrease the negative influence that advertisements have on people's spending habits, and hence protect the free will of people (Purpose) in Singapore in the year 2030 and beyond? (Future Scene Parameters)

Generate solution ideas to the Underlying Problem in Step 2. Choose the 5 most effective solutions and write the elaborated ideas in the space provided. Include applicable research with appropriate in-text citations.

Solution #1

We, the Ministry of Communications and Information (MCI), will make it mandatory for all advertising agencies to develop and include a paid premium feature, where users pay the advertising company royalties to prevent themselves from being tracked and served advertisements. This will allow people who are concerned about the safety and security of their data to opt for this service to protect their personal data. This law will also show the importance of safe and secure data, and hence encourage people previously not concerned about their data to instead reconsider their position follow suit in opting for this service. This will then prevent paying users, who do not want to see advertisements, from actually seeing these advertisements, reducing the influence that advertising agencies have on the general public's purchases, protecting people's free will of making their choices.

Research for Solution #1

"Nearly every piece of that equation has changed. Agencies are better informed than ever before about consumers, having amassed huge stores of their data. But many of those consumers, especially the affluent young people prized by advertisers, hate ads so much that they are paying to avoid them."

Hsu, T. (2019, October 28). The Advertising Industry Has a Problem: People Hate Ads. The New York Times. https://www.nytimes.com/2019/10/28/business/media/advertising-industry-research.html

"In order to test potential demand for an ad-free Facebook, I conducted an online survey (n=1,509 US adults) earlier this month. I provided different pricing levels to determine how much people would pay.

Overall 10.3 percent of respondents said they would pay at least $9.99 annually (the lowest price point I offered) to get rid of ads on Facebook."

Sterling, G. (2012, August 27). Survey: Ten Percent Would Pay At Least $10 Per Year To Remove Ads From Facebook. Marketing Land. https://marketingland.com/survey-ten-percent-would-pay-at-least-10-per-year-to-remove-ads-from-facebook-19885

Solution #2
We, the Ministry of Education (MOE), will design and hold public education courses for Singaporeans. Participants will be exposed to the current trend of advertising agencies collecting big data through tracking one's online activity, and then using it to tailor advertisements specifically for individuals in a bid to convince them to make purchases on the services and products that are being advertised. Courses will be held in community clubs for adults and schools for students. This will ensure that this public education course reaches out to Singaporeans from all ages, and increases their knowledge that they have about advertising. This in turn encourages people to take more action to prevent themselves from being misled by these personalised advertisements into having unhealthy spending habits. Therefore, people are able to make more

calculated choices before spending, and people end up spending less by avoiding purchases on unnecessary products and services, especially those that appeared on advertisements. Hence, the negative influence that advertisements have on people decreases, thus protecting the free will of the people.

Research for Solution #2
"As many advertising platforms utilize tracking and behavioral monitoring technology that profiles user behavior based on the sites they visit, content blockers can be very attractive to people who do not want their online browsing preferences sold to advertisers and content delivery networks. This is what makes add-ons like Ghostery, which functions in a similar way to many ad blockers, so popular among privacy-minded users."

Shewan, D. (2020, February 26). The Rise of Ad Blockers: Should Advertisers Be Panicking?. WordStream. https://www.wordstream.com/blog/ws/2015/10/02/ad-blockers

"Of the generations surveyed, Gen Z was also found to be most influenced by online advertising, with 52% frequently engaging with companies that place ads online, compared to 30%, on average, across other age groups."

Argintaru, D. (n.d.). Gen Z Is Most Easily Influenced By Online Advertising, Study Finds. CMO by Adobe. Retrieved August 1, 2020, from https://cmo.adobe.com/articles/2019/9/gen-z-is-most-easily-influenced-by-online-advertising--study-fin.html

Solution #3
We, the Ministry of Communications and Information (MCI), will organise a government campaign to increase the awareness that

people have with regards to advertisements and its impact on consumers' impulsive and excessive spending. The campaign will be shown on traditional media platforms like on television and newspapers, social media platforms like on Facebook, Instagram and YouTube, as well as physically on posters and billboards around Singapore. This allows for a great reach so that this campaign can be easily shown to Singaporeans from all walks of life. This also increases the people's awareness about personalised advertisements and how they mislead consumers into excessive and impulsive spending. The campaign will therefore help readers and listeners to become more wary of personalised advertisements in the future and encourage them to think carefully before they support advertisements. It hence allows people to be more conscious of their spending habits and encourage them to spend less in future. This will decrease the influence that personalised advertisements have on people's spending habits, and as such protect the free will of people by giving them greater freedom with regards to their spending habits, rather than being influenced by personalised advertisements to overspend.

Research for Solution #3
"Inspired by a successful campaign to reduce smoking among teenagers, researchers are looking to apply similar tactics to other potentially harmful products, including sugary drinks, alcohol and fast foods. The approach — called countermarketing — draws on psychology and advertising science to blunt the effectiveness of ads and the appeal of the products."

Woolston, C. (2018, September 2). The anti-ads. Knowable Magazine. https://www.knowablemagazine.org/article/society/2018/anti-ads

"Of the factors contributing to the global rise in poor diets, marketing of unhealthy products by big food companies — nearly $2 billion a year targeted at children alone, 2 is one of the most worrisome. In an effort to address this issue, CUFPI focuses a portion of its work on the area of food countermarketing. Countermarketing involves the use of health communications strategies to reduce the demand for unhealthy products by exposing the motives of their producers and portraying their marketing activities as outside the boundaries of civilized corporate behavior."

Bradshaw, B. (2017, September 29). Countermarketing Initiatives to Fight Junk Food Marketing. CUNY Urban Food Policy Institute. https://www.cunyurbanfoodpolicy.org/news/2017/9/29/countermarketing-initiatives-to-fight-junk-food-marketing

Solution #4

We, the Ministry of Law (MinLaw), will collaborate with the Ministry of Communications and Information (MCI) and propose a law requiring advertising agencies to specifically state that any personalised advertisements shown are specially tailored for the consumer. This will be done in the form of a statement at the top of the advertisement which reads "This advertisement is being shown to you due to your recent internet searches regarding X topic". This will result in viewers of the advertisement being able to realise that the advertisement they are viewing has been specifically tailored for them. This will increase public awareness about the type of advertisements they are viewing, as the public now realises the extent of advertising agencies using big data to manipulate the spending habits of consumers. Therefore, people will now think twice before purchasing the advertised item and end up spending less excessively and impulsively. As a result, the public's spending

habits will hence be influenced less heavily by these advertisements, reducing excessive and impulsive spending and in turn protecting the free will of the people. This proposed law will be tabled for parliamentary discussion by 2021 and if it passes, it will come into effect by 2022.

Research for Solution #4
"The Ofcom survey polled 1,690 searchers of free-to-use websites, asking users if they were aware of the eight different types of data used to display personalised adverts."

"The findings show that most search users (64%) are unaware that their unique identification code is being collected, while 54% are unaware that their year of birth is being collected."

Ashford, W. (2019, May 28). Many search engine users unaware of personal data collection. ComputerWeekly.Com.
https://www.computerweekly.com/news/252464048/Many-search-engine-users-unaware-of-personal-data-collection

"In a January survey, the Pew Internet and American Life project asked adult Facebook users in the U.S. about the predictions that Facebook makes about their personal traits, based on data collected by the platform and its partners"

"The survey found that 74 percent of people did not know about these predictions. About half said they are not comfortable with Facebook predicting information like this."

Rader, E. (2019, February 11). Most Americans don't realize what companies can predict from their data. The Conversation. https://theconversation.com/most-americans-dont-realize-what-companies-can-predict-from-their-data-110760

Solution #5

We, the Ministry of Law (MinLaw), will collaborate with the Ministry of Communications and Information (MCI) to propose a new law that imposes a tax on undesirable advertisements. Advertisements which fall into the category of undesirable advertisements are ones which promote unfavourable values and lifestyles. Such examples of unhealthy advertisements would include, but are not limited to, ones promoting junk food or sugary drinks. All advertisements will have to be evaluated and approved by the MCI before it can be displayed to the public. Should any advertisements be deemed 'unhealthy', a tax will be charged to the advertising agency as well as the company whose service or product is being promoted. This discourages undesirable advertisements from being created and greatly decreases the number of people who would be negatively influenced by these undesirable advertisements. Therefore, this also creates a society that focuses mainly on promoting positive values and lifestyles. This reduces the negative influence that advertisements have on people's lives, hence allowing more free will for people in their pursuit of their interests in life. Moreover, this will increase public awareness towards having positive values and leading positive lifestyles, encouraging people to believe in the right moral values and lead active and healthy lifestyles. This proposed law will be tabled for parliamentary discussion by 2021 and if it passes, it will come into effect by 2022.

Research for Solution #5

"Three states — Maryland, Nebraska, and New York — introduced legislation in January to tax digital advertising services. Maryland's bill, S.B. 2, stems from an op-ed piece by Nobel Prize-winning economist Paul Romer. To encourage these companies to shift to a 'healthier, more traditional model,' he suggested that instead of using regulations or the application of antitrust law to ban the current model, which harvests user information to enable targeted advertisements, the federal and state governments should tax the revenue from these targeted advertisements. At the state level, Romer suggested it could be done via 'a type of sales tax on the revenue a company collects for displaying ads to residents of the state.'"

Bland, R. (2020, May 1). Taxing Digital Advertising: Its Time Has Not Yet Come. Forbes. https://www.forbes.com/sites/taxnotes/2020/05/01/taxing-digital-advertising-its-time-has-not-yet-come/#6096c4253bdf

"In 2014, Hungary introduced an advertisement tax which constitutes a special tax applied on turnover derived from the broadcasting or publication of advertisements in Hungary. Economic operators that broadcast or publish advertisements are subject to that tax.

The taxable amount of the tax is the net turnover for the financial year generated by the broadcasting or publication of advertisements, to which progressive rates ranging from 0 percent to 50 percent per bracket of turnover are applied, the first taxable bracket commencing at HUF500m (approximately EUR1,562,000)."

Lomas, U. (2019, July 5). Tax-News.com. Tax-News.Com. https://www.tax-news.com/news/EU_Court_Rules_For_Hungary_In_Advertising_Tax_Dispute____97182.html

STEP 4a. Select Criteria

Generate criteria to determine which solution idea does the best job of solving your Underlying Problem and/or addressing the Future Scene situation. Select the 5 most important criteria for measuring solution ideas and write them in the spaces provided.

Criteria #1: Resources
- Which solutions will require the least resources to implement, so that costs and manpower are kept to a minimum?

Criteria #2: Impact
- Which solution have the greatest positive impact for the general public so that they will be least influenced by advertisements, leading to an increased free will of people?

Criteria #3: Popularity
- Which solution will be the most popular amongst the general public, such that it will gain the highest amount of support from people?

Criteria #4: Sustainability
- Which solution will be the most sustainable to ensure long-term benefits to the general public, such that the free will of the people can maintained for as long as possible?

Criteria #5: Speed

- Which solution will be the fastest to implement to ensure almost immediate benefits to the general public, such that the free will of the people can be increased as quickly as possible?

STEP 4b. Apply Criteria

List the solution ideas from Step 3 on the grid. Use each criterion to rank the solutions on a scale from 1 (poorest) to 5 (best). The weighting for one important criterion may be doubled if necessary.

		Criteria					
		1	2	3	4	5	
	Solution Idea	Resources	Impact	Popularity	Sustainability	Speed	Total
#1	Paid Premium Services	3	1	1	5	5	15
#2	Public Education	1	4	2	1	1	9
#3	Government Campaign	2	5	5	2	4	18
#4	Company Transparency	5	2	3	3	3	16
#5	Taxing Undesirable Advertisements	4	3	4	4	2	17

STEP 5. Develop an Action Plan and Evaluate its Feasibility

Develop your top-scoring solution idea into an Action Plan. Thoroughly explain how the Underlying Problem is solved, how the plan will be implemented, and how the community / organisation will be affected. Explain how this Action Plan is feasible with secondary research consulted, preferably also with primary research (feedback from chosen community / organization)

Action Plan:

We, the Ministry of Communications and Information (MCI), will organise a government campaign that increases the awareness that people have with regards to advertisements and its impact on consumers' impulsive and excessive spending. The campaign will be shown on traditional media platforms like on television and newspapers, social media platforms like on Facebook, Instagram and YouTube, as well as physically on posters and billboards Singapore.

This allows for a great reach so that this campaign can be easily shown to Singaporeans from all walks of life. This also increases the people's awareness about personalised advertisements and how they mislead consumers into excessive and impulsive spending. The campaign will therefore help readers and listeners to become more wary of personalised advertisements in the future and encourage them to think carefully before they support advertisements. It hence allows people to be more conscious of their spending habits and encourage them to spend less in future.

Some assistors to our action plan would be people who would like to better protect their data, people who would like to curb their problems of excessive and impulsive spending as well as people who would like to become less materialistic and narcissistic. This is because individuals are generally increasingly concerned about their free will as well as spending habits, hence they would be inclined to support this action plan to solve these problems about lack of free will as well as excessive and impulsive spending.

On the other hand, some resistors to our action plan would be advertising agencies which might face reduced profits as well as small websites which rely on advertisement clicks as a source of income. This is because companies are focused on achieving financial profits and they protect themselves for the purpose of self-interest, hence they would not support this action plan which could reduce consumer spend and hence reduce company profits. Nevertheless, the

influence of the government campaigns is still very huge to be able to achieve its aim to reach out to the general public and increase their awareness with regards to advertisements and its impact on consumers' impulsive spending.

One benefit of this action plan is that this will decrease the influence that personalised advertisements have on people's spending habits, and as such protect the free will of people by giving them greater freedom with regards to their spending habits, rather than being influenced by personalised advertisements to overspend. Another benefit is that this will increase public awareness towards having positive values and leading positive lifestyles, encouraging people to believe in the right moral values and lead active and healthy lifestyles.

However, one obstacle of this action plan would be that people might ignore the posters regarding this campaign that they see, resulting in reduced impact of the campaign. To overcome this problem, the government could release a statement regarding the campaign, that encourages people to give it a chance and view some of the posters and infographics before dismissing it. This will encourage people to at least absorb a little more knowledge, and as such be better prepared.

Another obstacle would be that such a campaign would require a large amount of resources. To overcome this problem, the campaign can be partially held online to reduce overall costs. Partially holding this campaign online would not only reduce costs, but will also be able to increase the reach of the campaign.cost. Moving online cuts down on the costs needed for physical materials used to construct the advertisements, and by hosting these advertisements online through commonly used online platforms, the advertisements can also be equally impactful on audiences.

Evaluation of Action Plan:

According to both our primary and secondary research, we can conclude that our action plan would be effective towards addressing the Underlying Problem as it would increase public awareness about advertisements leading to excessive and impulsive spending, and decrease the negative influence that advertisements have on people's spending habits, thus protecting the free will of people.

According to our surveys, 39 out of 76 (51.3%) respondents feel that advertising has caused them to spend more excessively. This shows that advertisements have a negative influence on people's daily expenditure.

Moreover, according to our survey, 74 out of 76 (97.4%) respondents approve of the government launching a campaign that would educate the public about big data and advertising. This shows that a majority of people would join such a campaign, and as such, the negative influence that advertisements have on people's daily expenditure will decrease.

According to an article by Knowable Magazine, the countermarketing approach has managed to blunt the effectiveness of advertisements using psychology and advertising science, with one example being reducing smoking among teenagers.

This article shows that effective use of psychology and advertising science will be able to reduce the negative impacts of advertisements on people's daily expenditure on whatever topic is being targeted.

According to an article by Emilee Raider, the Pew Internet and American Life project asked adult Facebook users in the U.S. in a survey about the predictions that Facebook makes about their personal traits, based on data collected by the platform and its partners.

The survey found that 74 percent of people did not know about these predictions. About half said they are not comfortable with Facebook predicting information like this.

This shows that people are not aware of such advertisements and how companies are collecting big data in order to personalize advertisements. Thus, there is a point in making people realise it such that they can take precautions against such ads.

According to an article by Prof. Melanie A. Wakefield, Prof. Barbara Loken, and Prof. Robert C. Hornik, mass media messages can set an agenda for and increase the frequency, depth, or both, of interpersonal discussion about a particular health issue within an individual's social network, which, in combination with individual exposure to messages, might reinforce (or undermine) specific changes in behaviour.

Other than that, since mass media messages reach large audiences, changes in behaviour that become norms within an individual's social network might influence that person's decisions without them having been directly exposed to or initially persuaded by the campaign.

From the research shown above, we can see clearly that campaigns will be able to reduce the negative impacts of advertisements on people's spending habits. This helps to protect the people's free will.

Rader, E. (2019, February 11). *Most Americans don't realize what companies can predict from their data. The Conversation.* https://theconversation.com/most-americans-dont-realize-what-companies-can-predict-from-their-data-110760

Wakefield, A., Loken, B., & Hornik, R. C. (2010, October 9). *Use of mass media campaigns to change health behaviour. PubMed Central (PMC).* https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4248563/

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Cite the resources you consulted using the APA format.

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•Greenlow, M. (2020, March 31). What are the real effects of data breaches on consumer trust? Marketing Tech News. https://marketingtechnews.net/news/2019/mar/22/what-are-real-effects-data-breaches-consumer-trust/

•Koetsier, J. (2019, February 11). Only 17% Of Consumers Believe Personalized Ads Are Ethical, Survey Says. Forbes. https://www.forbes.com/sites/johnkoetsier/2019/02/09/83-of-consumers-believe-personalized-ads-are-morally-wrong-survey-says/#42ede45a19f5

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