

# Why study advertising? assignment

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Lecture 1 ??? Advertising (Jan. 9th, 2011) Why study advertising? \* “ Very considerable part of our total culture, not separable from any other activities of our world” (McLuhan) \* All advertising advertises advertising What is sociology? How does it help us understand advertising? \* Advertising shapes values/norms (fast food), role/status (family), group behaviour (beer), social control (bed bugs ad in bus stops) \* Reflects values of societies but emphasizes to behave in certain ways Advertising and Sociology \* Distribution of resources Micro level how we individually spend money, macro level (businesses, governments) \* Impact on society \* Agent of social control Role of Advertising \* Advertising as privileged discourse \* ‘ discourse/idea through and about objects’ \* Manipulates our conceptions of our wants/needs \* How are experts used to influence purchasing decisions \* According to Canadians were ambivalent to it, didn’t make them angry/excited \* Greater influence from school (54%) than advertising (46%) \* 60% think advertising is an insult to their intelligence What people think? Approx 50% of Canadians reported that (5 points) \* Say ads don’t make products more expensive \* Advertising doesn’t influence consumer choice \* Believe they don’t spend money unnecessarily \* 2 general viewpoints on advertising \* Harsh criticism (deceptive, manipulative, subliminal) \* Strong defences (quality of American ads) Types \* In-home (TV commercials, radio, online, infomercials, stealth endorsers, print) \* Out of home (billboard, mobile and aerial, in-store) \* Product placements Ambient (coffee cups, outer space, projecting ads) \* Human tattooing \* Public spaces (John Labatt Centre, Ivey) \* Guerrilla advertising (sticker bombing on poles) Lecture 2/3 Lecture 4 Social Networking and Advertising Questions from readings for next week (similar study questions for exams) 60m/c and t/f q’s Lecture <https://assignbuster.com/why-study-advertising-assignment/>

material and readings up until “ the appeals” week Social Networking Sites \*

Are they changing advertising? Changing ways which we purchase? \* 2010 400M active user in states \* 60% Americans and 70% Canadians in 2009 were using facebook \* More ads on side of facebook, company facebook pages, ads co-inside with your needs, use info from pages to give indication of the market their in (research method) \* Slower internet because of facebook (past years faster at uwo) \* 18-34 most likely to be using (increasing for higher age brackets) \* Younger women are primary group on fb \* 35-54 grown by 56%, 55+ 113% Were listening \* “ We talk, you listen” VS. “ You talk, we listen” \* Consumer thoughts? \* Crowd-sourcing Getting users to work towards collective goal (end result is positive) \* Collaboration for finished product (super bowl ads, youtube videos) \* Better connection between advertisers and consumers \* Celebrity twitter \* United Airlines \* When people don’t like product, able to spout what they dislike on internet \* Could be detrimental to company \* Guitar music video made UA lose 10% in shares A New Consumer-Controlled Landscape? \* Consumers are no longer passive \* Baldwin and game on flight \* Sears bed on twitter (discount) Critical about being wronged \* Fighting back! Facebook and SN History \* 4th most popular website in the world! \* Created by consumers \* Banned in china, own site in Spain \* Launched in 2004 (now 750 million members) \* 700 billion minutes per month of usage \* More than half log on daily \* Earned companies more than 635 million dollars (numbers into billions in 2010) \* Roughly over a 1000 employees Learning to Sell Yourself \* Able to be whoever we want on fb \* Self-branding \* Applications/quizzes \* Updates and profile pictures SPOT, where people are and who they’re with \* Sexy but not too sexy \* Commodifying the self through commercial products (bunny) \*

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Symbol as a signifier Brand Relationships \* Hierarchy \* Courtship  
engagement marriage \* Wanting to build a brand relationship \* Users can be  
friends with clothing to shoes to musicians Viral Advertising \* Exponential  
results by getting info out, no paid advertising \* 60% of woman and 44% of  
male college students gain product info from social networking sites \*  
Unpaid, p2p communication

Study Results for FB group and Advertising \* Sample of 302 \* Uni students \*  
Online survey (15 min) \* 18-24 yr olds \* 36. 8% of men and 63. 2% of women  
Demographic Info \* Does age or race matter among those who use FB? \*  
Overall of the 302 respondents, 65. 9% were fb members and 34. 1% were  
not (do not need to know this) Why are FB groups important? \* Trusted  
source for ppl to gain info on product/brand they want \* Base point for viral  
marketing and brand relationship \* Virtual communities with similar interests  
Can be a social aggregation that emerges when enough people carry on  
discussion with sufficient human feeling to form webs of communication Self-  
disclosure \* Common practise with willing consumers wanting to engage \*  
What people verbally reveal about themselves or others \* Online interactions  
in groups \* More likely to disclose personal data than those not in groups on  
fb \* More favourable outlook on social media to begin with \* Those who  
views advertising more positively more likely to self-disclose \* Overall fb's  
college aged users have a