



Daily Article (Bharath's Reading list) - Answers and Explanations 15.05.2023

Article link : <https://bit.ly/3o1sj6k> (If It's Advertised to You Online, You Probably Shouldn't Buy It. Here's Why.)

1. "There is limited evidence to suggest that the efficiency and efficacy gains to advertisers and publishers of this system outweighs the societal impact". Which of the following best summarizes this statement in the given context?

- A. There is little evidence to suggest that the gains to advertisers and publishers, in terms of efficiency and efficacy, has any societal impact
- B. There is not much evidence to suggest that gains to advertisers and publishers, in terms of efficiency and efficacy, makes up for the societal impact
- C. There is some evidence to suggest that gains to advertisers and publishers, in terms of efficiency and efficacy, offsets the societal impact
- D. There is not enough evidence to suggest that the gains to advertisers and publishers, in terms of efficiency and efficacy, create any negative societal impact

Explanation : B

Limited evidence = not enough evidence. The given statement implies that the gains to advertisers and publishers does not outweigh or make up for the societal impact of microtargeting.

2. According to the article, microtargeting has resulted in all the following except:

- A. Inflammatory and divisive messages being sent directly to niche groups by politicians
- B. Smaller vendors not being able to reach consumers due to high advertising costs online
- C. Advertisements that illegally discriminate based on race, gender or age or other protected categories
- D. The pitching of more expensive products from lower-quality vendors to consumers

Explanation: B

All options except B are true, based on the article. The article does not say advertising costs online are high and in fact says that targeted ads may be a way for smaller vendors to reach

consumers, but that “a sizable portion of these vendors may in fact be undesirable to consumers because they are of lower quality.”

3."So it turns out that this \$30,000 number is a better argument for the value of contextual advertising than of surveillance advertising." The author says so because:

A.The \$30,000 number reflects how much money participants would pay to access search, maps and email for a year but these internet services only contain responsible data-driven targeted ads

B.Search, maps and email are usually free for limited usage and only make money by selling additional features, not ads

C.Search and maps, which the participants said they would require more than \$25000 to forgo access to, are primarily funded by contextual ads, while emails, which make up the rest of the amount, contain ads which are not a big part of the advertising ecosystem

D.All the above

Explanation:

Correct option **C**

Refer to the paragraph preceding the given line.

