Advertising

VOCABULARY PRACTICE

ADVANCED | C1

Name: _____ **Date:** _____

1 Match each advertising-system concept with its meaning.

1 behavioural targeting	____	a interface choice that steers users against their interests
2 psychographic profiling	____	b system assigning credit for a conversion across contacts
3 dark pattern	____	c techniques deliberately shaping attention and decisions
4 surveillance advertising	____	d organisation trading information about individuals
5 attribution model	____	e ad selection based on observed actions
6 data broker	____	f group predicted to resemble existing customers
7 lookalike audience	____	g advertising ecosystem built on extensive monitoring
8 persuasive design	____	h classification by inferred attitudes, values or personality

2 Complete the advertising-governance collocations.

attribution | **behavioural** | **broker** | **dark** | **lookalike** | **persuasive** | **psychographic** | **surveillance**

1 deploy _____ targeting

2 construct a _____ profile

3 prohibit a _____ pattern

4 challenge _____ advertising

5 select an _____ model

6 purchase data from a _____

7 build a _____ audience

8 audit _____ design

3 Choose the concept that best captures the mechanism.

1 Ads follow browsing activity through *behavioural targeting / attribution*.

2 Values inferred from quizzes support *psychographic profiling / a data broker*.

3 A disguised refusal button is a *dark pattern / lookalike audience*.

4 Monitoring across services enables *surveillance advertising / persuasive design*.

5 Credit divided among several ad contacts uses an *attribution model / profile*.

6 A firm sells compiled consumer records as a *data broker / dark pattern*.

7 New prospects resemble current buyers in a *lookalike audience / disclosure*.

8 Interface cues shaping choices are *persuasive design / behavioural targeting*.

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4 Complete the platform audit with terms from the box.

attribution model | behavioural targeting | dark pattern | data broker | lookalike audience | persuasive design | psychographic profiling | surveillance advertising

The platform uses **1** _____ to select ads from browsing histories. It enriches records purchased from a **2** _____ and applies **3** _____ to infer values and fears. A **4** _____ expands the campaign to similar people. This infrastructure exemplifies **5** _____. Meanwhile, interface-level **6** _____ directs attention, and one consent screen becomes a **7** _____ by obscuring refusal. Finally, the chosen **8** _____ gives the last click most conversion credit.

5 Read the text and answer the questions concisely.

Optimisation is not neutral
An advertising system optimises the outcome its designers specify: clicks, purchases, viewing time or another measurable event. A proxy can gradually replace the wider goal it was meant to represent. High click-through rates may reward outrage, deception or compulsive interaction without creating genuine value. Evaluation must therefore inspect objectives, training data, affected groups and downstream effects. It should also ask who can contest an inference or escape the system, because efficiency for advertisers may transfer risk and loss of autonomy to audiences.

1 What does an advertising system optimise? _____

2 What may replace the wider goal? _____

3 Name two behaviours high click rates may reward. _____

4 Name three things evaluation should inspect. _____

5 What two user protections should be questioned? _____

6 How may advertiser efficiency affect audiences? _____

6 Paraphrase using the analytical expression in capitals.

1 The interface makes refusal intentionally difficult. **DARK** _

2 The system infers personality from activity. **PSYCHOGRAPHIC** _

3 The firm sells compiled personal records. **BROKER** _____

4 The model credits the final ad contact. **ATTRIBUTION** ___

OVER TO YOU

Write a **160-190 word** governance audit of a digital advertising system. Analyse optimisation, inference, autonomy and accountability.

[ ] Use at least eight analytical terms. [ ] Identify affected groups and downstream effects. [ ] Propose contestability and safeguards.

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ANSWER KEY

1 Advertising-system concepts

1 **e** 2 **h** 3 **a** 4 **g** 5 **b** 6 **d** 7 **f** 8 **c**

2 Governance collocations

1 **behavioural** 2 **psychographic** 3 **dark** 4 **surveillance** 5 **attribution** 6 **broker** 7 **lookalike** 8 **persuasive**

3 Mechanisms

1 **behavioural targeting** 2 **psychographic profiling** 3 **dark pattern** 4 **surveillance advertising**
5 **attribution model** 6 **data broker** 7 **lookalike audience** 8 **persuasive design**

4 Platform audit

1 **behavioural targeting** 2 **data broker** 3 **psychographic profiling** 4 **lookalike audience**
5 **surveillance advertising** 6 **persuasive design** 7 **dark pattern** 8 **attribution model**

5 Reading - suggested answers

1 A specified measurable outcome. 2 A proxy. 3 Any two: outrage, deception, compulsive interaction.
4 Any three: objectives, training data, affected groups, downstream effects. 5 Contesting inferences and escaping the system. 6 It may transfer risk and reduce autonomy.

6 Paraphrasing - possible answers

1 The interface uses a **dark pattern**. 2 The system uses **psychographic profiling**.
3 The firm is a data **broker**. 4 The **attribution model** credits the final contact.

Over to you: Answers will vary. Check causal reasoning, autonomy, accountability and safeguards.