

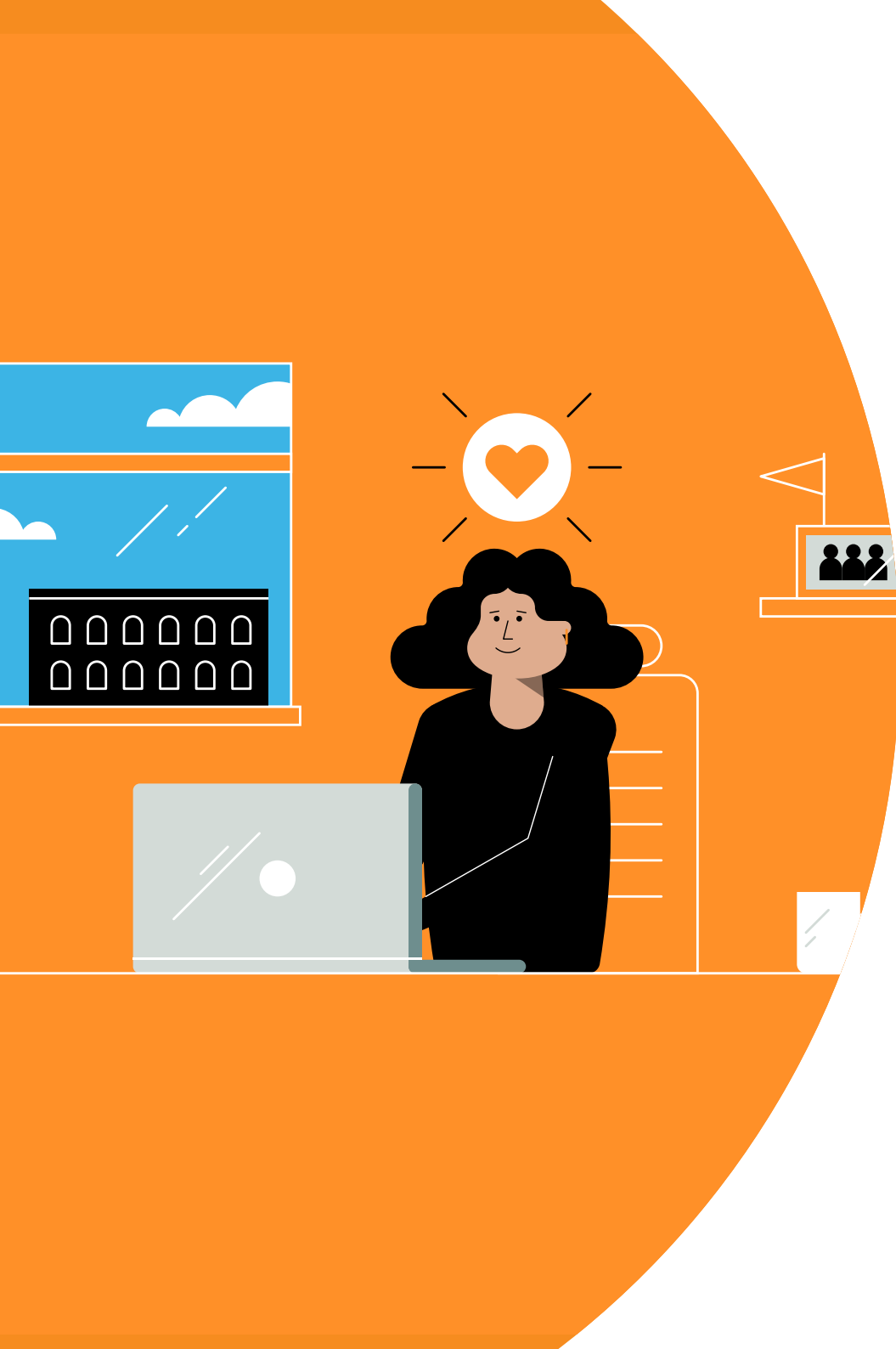
MediaSmart

Education from the Advertising Industry

Teacher Guidance

How to manage your online
advert experience

edaa
EUROPEAN
INTERACTIVE
DIGITAL
ADVERTISING
ALLIANCE



Introduction

Advertising can be a creative and inspiring world, where ideas come alive with drama, excitement and humour to keep us entertained and engaged. Today, young people grow up in a world of commercial messaging that touches most areas of their lives – so it is more important than ever that they understand exactly what is being suggested, promised and sold to them.

Media Smart is a not-for-profit organisation, funded by the advertising industry, that creates free educational materials for schools and youth organisations as well as teachers, parents and carers. Its mission is to ensure all young people in the UK can confidently navigate the media they consume, including being able to identify, interpret and critically evaluate all forms of advertising.

Our innovative educational resources are designed to provide 7 – 16-year olds with the understanding and tools they need to be critical consumers of the media, looking at important subjects like social media and digital advertising, influencer marketing and body image.

In developing the key skills of media literacy – resilience, empathy, creativity, communication and critical-thinking – young people are also building life skills which will help them on their journey towards future employability, well-being and equip them to be successful global citizens.

We hope you find this new resource on **'How to manage your online advert experience'** interesting and, above all, have fun sharing it with your students!

For further information and our latest news please visit mediasmart.uk.com

Best wishes

Dan Clays

Chairman – Media Smart, CEO of Omnicom Media Group UK



About this resource

In this resource, students will be familiarised with digital advertising and equipped with the necessary tools to help them manage their online advertising experience. Students will be able to draw on their own knowledge of interacting with online adverts and participate in discussion. They will be introduced to the AdChoices icon and the YourOnlineChoices website as a way of managing these adverts. This is a flexible cross-curricular resource that can be used as a standalone lesson plan or be adapted to run as part of a PSHE lesson on online awareness, Media Studies or as part of life skills enrichment.

The resource includes:

- One short resource film that explores young people's online activity and their interactions with interest-based adverts
- Three interactive activities (including worksheets)
- One PowerPoint presentation (including teacher guidance for each task in the notes section)
- An FAQs document and glossary of key terms.

Learning outcomes

Students will be able to:

- Understand that digital advertising can fund free online content and services
- Explain how and why our online data can be used to show us interest-based adverts
- Learn how to manage the adverts we see using the AdChoices icon and the YourOnlineChoices website.

Pre-task

In preparation for the lesson, pupils will look closely at the adverts they encounter online. They will then compare these adverts with those their parents or guardians see. Students will see that the adverts they are shown are a result of their browsing activity (including the internet browser and device they are using). To start the session, the teacher will facilitate a class discussion, where young people can share their findings.

Quiz

Students will complete a short multiple-choice quiz about digital advertising and will be introduced to the AdChoices icon.

Data profiles and advertising (Worksheet 1)

Activity one includes an infographic on digital advertising where learners will work in pairs to complete the interactive task. It will help them to understand the process of how online activity leads to seeing interest-based advertising. Examples are included to support their thinking as they work through the following steps:

- Make a list of digital activities (their own online activity will help with this)
- Convert the digital activity into an online data profile
- Create a bank of adverts from this online data profile
- Consider the reflective questions and discuss as a class.

Resource film and AdChoices pair game (Worksheet 2)

Play the short resource film which explores the choices young people can make to manage their online interest-based advertising. Following this, students will use the worksheet to play a matching card game in pairs to consolidate learning and evaluate the choices available to them.

Summary

The class is invited to reflect on their learning at the end of the lesson through the summary questions.

Further learning (Worksheet 3)

As a take home activity, students will think about their own experiences of digital advertising. They will become familiar with using the YourOnlineChoices website and the AdChoices icon.

Teacher FAQs

A guidance sheet providing some information to bolster teachers' subject knowledge and links for signposting.

Who is EDAA and what does it do?

EDAA is a non-profit organisation representing the digital advertising industry working together to empower consumers with how their data is used in digital advertising, and to support businesses with the tools to make this happen. Find out more at edaa.eu.

How does interest-based advertising work?

When browsing the web, information is collected and then used to create an approximate data profile (made up of segments of potential interest). These segments of data are then used by advertisers to show interest-based adverts. For example, if your browsing data suggests you might be interested in animals, this information can be collected and then used to show you adverts for pet stores.

How is personal data collected?

Personal data is collected based on an internet user's online activity over time and across multiple websites/apps.


How do 'cookies' work?

A cookie is a small file downloaded to your computer. It allows a website to recognise a user and does not require personal information.

Is data used for interest-based advertising anonymous?

Data that is collected for interest-based advertising is collected and stored in a manner that is not intended to identify an individual. This means that interest-based adverts can be shown in a privacy-friendly way.

How does the 'AdChoices icon' work?


The AdChoices icon  is an interactive tool embedded in or around adverts. By clicking on it, you can find out more details about the information collected and used, as well as the companies involved.

How does the 'YourOnlineChoices' website work?

First and foremost, this website serves as an information portal for consumers to learn more about digital advertising. The website also provides a list of all the companies taking part in the EDAA programme that deliver interest-based advertising. You can look at this list and decide whether to keep all interest-based advertising turned on or off. It is also possible to set individual preferences for each company if you want interest-based adverts from some but not all companies.

Is there a way to turn off all online advertising?

Online advertising helps fund a free and accessible internet for all. EDAA doesn't support any method that circumvents responsible digital adverts.

However, EDAA does make it possible to manage your online advertising experience through the AdChoices icon  and YourOnlineChoices website. You can also manage your privacy settings at your device or browser level.

Why is this an important topic for young people?

In an increasingly digital age, it is incredibly important that students are equipped with the knowledge and power to decide how they interact with the online world. Understanding how interest-based advertising works and getting to know the tools that can help them make choices about the adverts they see is an important part of education for the twenty-first century.

Where can I find more information about digital advertising?

If you want to know more about digital advertising, the following websites and resources provide useful links:

youonlinechoices.com/uk/

edaa.eu/

mediasmart.uk.com/

Glossary

Digital platform

an online interface that facilitates the connection and communication between a business and an online user.

Data profile

information that is learnt from a user's online activity and usually places the person in general categories such as age, gender and interests.

Interest-based adverts

tailored advertising based on your data profile determined by your online behaviour. For example, a user searching for football tickets for their favourite football team could then be shown online adverts for merchandise for that football team. These are also known as personalised adverts.

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 platform created by EDAA where you can learn more about online advertising and how to turn on or turn off interest-based adverts from all or certain companies.

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. However, this does not protect your privacy completely. Sometimes your online data can still be used to support your web experience.

About this resource

- **Media Smart** is a not-for-profit organisation. There are a variety of free teaching resources available to download on the website such as:
 - Introduction to Advertising (ages 7–11)
 - Digital Advertising (ages 9–11)
 - Body Image and Advertising (ages 9–11)
 - Social Media and Advertising (ages 11–16)
 - Body Image and Advertising (ages 11–14)
 - Influencer Marketing (ages 11–14)
 - Creating an Advert (11–16).

[mediasmart.uk.com](https://www.mediasmart.uk.com)
- The **European Interactive Digital Advertising Alliance (EDAA)** is an organisation set up to empower consumers with transparency and control over the use of their data in interest-based advertising.

[edaa.eu](https://www.edaa.eu)
youronlinechoices.com/uk/your-ad-choices
- The **Advertising Standards Authority (ASA)** is the UK's independent regulator of advertising across all media. Ensure students are aware that advertising is governed by rules and regulations and that they can complain if they think that a particular advert has broken these rules.

[asa.org.uk](https://www.asa.org.uk)
- The **Discover! Creative Careers** website contains a wealth of information and opportunities from the creative industry.

discovercreative.careers
- The **Ideas Foundation** work with schools, brands and agencies to promote the message that the creative industry is open to everyone. Their website contains further resources and opportunities for schools.

ideasfoundation.org.uk
- The **Institute of Practitioners in Advertising (IPA)** organises Advertising Unlocked, an annual industry-wide 'Open Day'. The initiative invites top UK media and advertising agencies to open their doors to students. It gives students further insight into how campaigns are made and the relevant job roles available.


ipa.co.uk/initiatives/advertising-unlocked

Acknowledgements

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EDAA
26, Rue des Deux Églises
1000, Brussels

info@edaa.eu
www.edaa.eu
 twitter.com/EDAATweets



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- twitter.com/mediasmartuk
- facebook.com/ukmediasmart
- instagram.com/mediasmartuk

Media Smart UK Limited
7th Floor North
Artillery House
11-19 Artillery Row
London SW1P 1RT

Info@mediasmart.uk.com
mediasmart.uk.com

