



Ipsos MORI
Social Research Institute



February 2020

Public Attitudes Towards Online Targeting

A report by Ipsos MORI for the Centre for Data Ethics and
Innovation and Sciencewise

Annex

Centre for
Data Ethics
and Innovation



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Introduction

Ipsos MORI was commissioned by the Centre for Data Ethics and Innovation (CDEI) and Sciencewise to conduct a programme of public engagement research. The aims were to explore attitudes towards online targeting, and to consider how these attitudes change as people encounter and engage with more information. Findings from the research have been used to inform the CDEI's Review of Online Targeting.

The specific aim of the research was to engage a diverse and inclusive sample of the public to explore attitudes towards online targeting practices, the potential benefits and harms of these practices, and the governance of these practices. This included exploring potential solutions that might facilitate beneficial uses and minimise harms.

The primary research method was a large reconvened public dialogue. Findings from the dialogue were further enriched through a small number of follow up interviews and an online survey.

- Given that public awareness of online targeting technology is low, a deliberative public dialogue approach was chosen as the primary method of data collection to allow members of the public to develop informed views about benefits, harms, and potential solutions, and to explore the trade-offs between these in more depth. The dialogue engaged 147 participants, aged 16+, in two days of discussion across seven locations in Great Britain over June-July 2019¹. The reconvened workshops were designed to capture public opinion at multiple points as participants became gradually more informed. Over the course of the dialogue, moderators used various techniques to help inform participants and to stimulate discussion; these included expert testimonies and hypothetical case studies. The dialogue process was developed with the support of Sciencewise and an Oversight Group comprised of academics, policy makers, consumer groups, data science institutes, and organisations involved in using online targeting.
- A small number of follow up interviews were conducted with five participants to explore a number of specific issues in more detail. In-depth telephone interviews, each lasting one hour, were conducted in September 2019.
- Based on the findings from the public dialogue, an online survey was commissioned to further supplement the analysis in specific areas. This provided further clarity on the contexts in which online targeting is valued, and an improved understanding of the differences in opinion between key subgroups. Two waves of online survey research were conducted in December 2019 and January 2020, with a sample of c. 2,200 adults, aged 16-75, living in Great Britain. Data was weighted by age, gender, region and work status to be representative of the national population. The design of the survey drew on the experience of the public dialogue to ensure the content was meaningful and accessible.

This Annex provides a detailed account of the design of the research. This includes an overview of the materials and stimulus used, and a topline summary of the online survey results.

A copy of the research findings can be found [here](#).²

¹ 87 participants were recruited to form part of a heterogeneous sample in three locations, reflective of the local adult population. A further four evening sessions were convened with 60 participants in specific groups of interest, including those aged 16-17, those with financial difficulties, member of ethnic minority communities, and individuals with experience of mental health issues.

² <https://www.gov.uk/government/publications/cdei-review-of-online-targeting>

Annex 1: Recruitment questionnaire

Summary

The recruitment questionnaire was used at the start of the study and was designed to make sure that the sample composition reflected the demographic quotas that had been set. It also helped guide recruitment for four workshops that were focused on particular groups of interest (e.g. young people, financially vulnerable, BME, mental health).

CDEI Public Dialogue on online personalisation and recruitment screener

Article I.

Article II.

Article III.

Article IV.

Article V.

RESPONDENT RECRUITED FOR

GROUP NUMBER:

Article VI. R
RESPONDENT
NO:

RECRUITMENT SUMMARY

This screening questionnaire recruits people with the following characteristics:

	Group	Recruit	Location	Dates	Time	Quotas
1	Heterogeneous Pop. 1	32 for 30	London	Event 1: 22 nd June Event 2: 13 th July	2 X full day events (10am – 4.30pm)	Location: All urban Age: At least 6 18-30, 6 31-44, 6 45-60, 6 65+ Gender: At least 12 male, 12 female Social Grade: At least 10 ABC1, 10 C2DE Ethnicity: At least 10 BME With/without children: At least 8 live at home, 4 sometimes live at home, 4 left the home, 4 no children Working status: At least 15 employed, 10, unemployed Digital literacy: At least 6 high, 6 medium, 6 low Interested in video diary: No more than 10
2	Heterogeneous Pop. 2	32 for 30	Tamworth	Event 1: 29 th June Event 2: 20 th July	2 X full day events (10am – 4.30pm)	Location: At least 25 rural Age: At least 6 18-30, 6 31-44, 6 45-60, 6 65+ Gender: At least 12 male, 12 female Social Grade: At least 10 ABC1, 10 C2DE Ethnicity: At least 6 BME With/without children: At least 8 live at home, 4 sometimes live at home, 4 left the home, 4 no children

						Working status: At least 15 employed, 10, unemployed Digital literacy: At least 6 high, 6 medium, 6 low Interested in video diary: No more than 10
3	Heterogenous Pop. 3	32 for 30	Cardiff	Event 1: 29 th June Event 2: 20 th July	2 X full day events (10am – 4.30pm)	Location: At least 10 urban and 10 suburban Age: At least 6 18-30, 6 31-44, 6 45-60, 6 65+ Gender: At least 12 male, 12 female Social Grade: At least 10 ABC1, 10 C2DE Ethnicity: At least 6 BME With/without children: At least 8 live at home, 4 sometimes live at home, 4 left the home, 4 no children Working status: At least 15 employed, 10, unemployed Digital literacy: At least 6 high, 6 medium, 6 low Interested in video diary: No more than 10
4	Young People	17 for 18	Newcastle	Event 1: 3 rd July Event 2: 23 rd July	2 x evening workshops (6.15-9.15pm)	Location: At least 6 urban and 6 suburban Age: All 16-18 Gender: At least 6 male, 6 female Social Grade: At least 5 ABC1, 5 C2DE Ethnicity: At least 5 BME Working status: At least 2 employed, 6 unemployed Digital literacy: At least 4 high, 4 med Interested in video diary: No more than 2
5	Financially vulnerable	17 for 15	Southampton	Event 1: 4 th July Event 2: 24 th July	2 x evening workshops (6.15-9.15pm)	Location: At least 5 suburban and 5 rural Age: At least 2 18-30, 2 31-44, 2 45-60, 2 65+ Gender: At least 6 male, 6 female Social Grade: At least 5 ABC1, 5 C2DE Ethnicity: At least 5 BME With/without children: At least 4 live at home, 1 sometimes live at home, 1 left the home, 1 no children Working status: At least 5 employed, 5 unemployed Financially vulnerable: All Digital literacy: At least 3 high, 3 med, 2 low Interested in video diary: No more than 2
6	BME	17 for 15	Leeds	Event 1: 8 th July Event 2: 29 th July	2 x evening workshops (6.15-9.15pm)	Location: At least 6 urban and 6 suburban Age: At least 2 18-30, 2 31-44, 2 45-60, 2 65+ Gender: At least 6 male, 6 female Social Grade: At least 5 ABC1, 5 C2DE Ethnicity: All BME With/without children: At least 4 live at home, 1 sometimes live at home, 1 left the home, 1 no children Working status: At least 5 employed, 5 unemployed Digital literacy: At least 3 high, 3 med, 2 low Interested in video diary: No more than 2

7	Mental Health	12 for 10	Falkirk	Event 1: 9th July Event 2: 30 th July	2 x evening workshops (6.15-9.15pm)	Location: Mix of urban, suburban, rural Age: At least 1 18-30, 1 31-44, 1 45-60, 1 65+ Gender: At least 3 male, 3 female Social Grade: At least 3 ABC1, 3 C2DE Ethnicity: At least 2 BME With/without children: At least 3 live at home, 1 sometimes live at home, 1 left the home, 1 no children Working status: At least 2 employed Digital literacy: At least 2 high, 2 med, 1 low Mental Health: All Interested in video diary: No more than 2
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SCRIPT

Good morning/afternoon/evening, my name is on behalf of Ipsos MORI, the independent research company.

We are undertaking research for the Centre for Data Ethics and Innovation (CDEI). It is an independent body set up by the Government to look at the best ways to use data and new technologies like artificial intelligence.

CDEI has asked us (Ipsos MORI) to find out what the public think about how their data is gathered and used to shape what people do and see online. Your views will feed into the Centre's work on how to maximise the benefits of new technologies for online users and how to best minimise the harms.

IF ASKED FURTHER ABOUT THE TOPIC OF RESEARCH

You don't need to be an expert to take part! Everyone's views are important.

Taking part will involve meeting with other people from in and around [LOCATION] and also talking to experts about how the data and information of online users is used to shape the things that people see and do online and the rules that should govern that.

There will be a fun and lively mix of group discussion, hearing from experts and sharing your opinions. You'll find out why you see what you do when online, and be able to have your say on what's important to you.

The event will take place:

FOR LONDON

The first event will be on Saturday 22nd June from 10.00am – 4.00pm. You will need to arrive at 9.30am for registration. The second event will be on 13th July from 10.00am – 4.00pm. Again, you will need to arrive at 9.30am for registration.

FOR TAMWORTH

The first event will be on Saturday 29th June from 10.00am – 4.00pm. You will need to arrive at 9.30am for registration. The second event will be on 20th July from 10.00am – 4.00pm. Again, you will need to arrive at 9.30am for registration.

FOR CARDIFF

The first event will be on Saturday 29th June from 10.00am – 4.00pm. You will need to arrive at 9.30am for registration. The second event will be on 20th July from 10.00am – 4.00pm. Again, you will need to arrive at 9.30am for registration.

FOR NEWCASTLE

The first event will be on Saturday 3rd July from 6.15pm – 9.15pm. You will need to arrive at 6pm for registration. The second event will be on 23rd July from 6.15pm – 9.15pm. Again, you will need to arrive at 6pm for registration.

FOR SOUTHAMPTON

The first event will be on Saturday 4th July from 6.15pm – 9.15pm. You will need to arrive at 6pm for registration. The second event will be on 24th July from 6.15pm – 9.15pm. Again, you will need to arrive at 6pm for registration.

FOR LEEDS

The first event will be on Saturday 8th July from 6.15pm – 9.15pm. You will need to arrive at 6pm for registration. The second event will be on 29th July from 6.15pm – 9.15pm. Again, you will need to arrive at 6pm for registration.

FOR FALKIRK

The first event will be on Saturday 9th July from 6.15pm – 9.15pm. You will need to arrive at 6pm for registration. The second event will be on 30th July from 6.15pm – 9.15pm. Again, you will need to arrive at 6pm for registration.

LONDON, TAMWORTH AND CARDIFF

As a thank you for taking part in the research you will receive, £100 for attending the first event and £120 for attending the second event.

Refreshments and lunch will also be included in both events.

Between the two workshops we'll ask you to complete a fun task, like an online discussion forum. There will also be the opportunity to create a video diary to record the things you do and see online such as your searches, social media activity, or things you buy, in between the two events.

Both the online forum and the video diary are completely voluntary, but for those who contribute to the online forum there will be an additional incentive of £5 and for those take part in the video dairies there will be an additional incentive of £40.

If you choose to take part in the video dairies, we will need roughly 20 minutes of your time at the end of the event so we can tell how you how it works, so you would finish the day around 4.20pm

We will also be filming 'vox pops' which are short videos where people give their thoughts on what has been discussed throughout the event. These will be short recordings up to 30 seconds, however no incentive will be available for participation.

NEWCASTLE, SOUTHAMPTON, LEEDS, FALKIRK/LIVINGSTONE

As a thank you for taking part in the research you will receive, £70 for attending the first event and £90 for attending the second event.

Refreshments and lunch will also be included in both events.

There will also be the opportunity to create a video diary to record the things you do and see online such as your searches, social media activity, or things you buy in between the two events.

Both the online discussion group and the video diary are completely voluntary, but for those who contribute to the online discussion there will be an additional incentive of £5 and for those take part in the video dairies there will be an additional incentive of £40.

If you choose to take part in the video dairies, we will need roughly 20 minutes of your time at the end of the events so we can tell how you how it works, which means you would finish the day around 4.20pm

We will also be filming 'vox pops' which are short videos where people give their thoughts on what has been discussed throughout the event. These will be short recordings up to 30 seconds, however no incentive will be available for participation.

ALL EXCEPT GROUPS FOR MENTAL HEALTH AND FINANCIALLY VULNERABLE

We are looking for particular groups of people; therefore, I would like to ask you some questions about yourself. All the information collected will be treated as strictly confidential and will not be passed on to CDEI or anyone else.

FOR SOUTHAMPTON (FINANCIAL VULNERABILITY)

For this event we are looking to explore the impact of online personalisation on people who may have experienced financial difficulties. Therefore, some of the following questions will be about your financial situation. We recognise the sensitive nature of this topic and wish to emphasise that any information that is collected will be treated as strictly confidential and will not be passed on to CDEI or anyone else. If you don't wish to answer or feel uncomfortable with any of these questions, then please let me know.

FOR FALKIRK (MENTAL HEALTH)

For this event we are looking to explore the impact of online personalisation on emotional wellbeing. Therefore, some of the following questions will be about your emotional wellbeing. We recognise the sensitive nature of this subject and wish to emphasise that any information that is collected will be treated as strictly confidential and will not be passed on to CDEI or anyone else. If you don't wish to answer or feel uncomfortable with any of these questions, then please let me know.

ASK ALL

Q1.	Would you be interested in taking part?		
	SINGLE CODE ONLY		
	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

NOTE TO RECRUITER: PLEASE RECRUIT TO QUOTAS PROVIDED IN THE RECRUITMENT INSTRUCTIONS

Screening Questions**ASK ALL**

Q2.	Do you or any members of your immediate family work in any of the following areas or professions, either in a paid or unpaid capacity?		
	SINGLE CODE ONLY		
	Journalism/ the media	1	THANK AND CLOSE
	Public relations (PR)	2	
	Market or Social Research	3	
	Central Government	6	
	Advertising or Marketing	9	
	Tech / social media company	10	
	No, none of these	11	CONTINUE
	Don't know	12	

* Recruiter note: We need to screen out market and social research and potentially other sorts of research too. This could include research for the public sector (e.g. NHS), a university or a charity or third sector organisation – please find out what they do, if they work in other areas of research, and check with us before confirming participation.

ASK ALL

Q3.	Have you participated in any kind of public dialogue or social or market research discussions in the last year?			
	SINGLE CODE ONLY			
	A	Yes	1	THANK AND CLOSE
	B	No	2	CONTINUE

CODE FOR ALL

Q4	Code sex				
	DO NOT ASK				
	A	Male	1	RECRUIT TO QUOTA	
	B	Female	2		
	C	Other	3		

ASK ALL

Q5.	WRITE IN & CODE EXACT AGE				
	Exact Age				
	Under 18 (16-17)			1	THANK AND CLOSE
	18-30			2	RECRUIT TO QUOTA
	31-44			3	
	45-60			4	
	65+			5	

ASK ALL

Q6.	Would you describe the area that you live in as...				
	SINGLE CODE ONLY				
	A	A City or Town	1	CONTINUE TO Q7	
	B	A Village	2	CONTINUE TO Q7	
	C	A Hamlet	3	COPNTINUE TO Q7	
	D	An isolated dwelling (1 to 5 houses in an isolated location)		CONTINUE TO Q7	

ASK ALL

Q7	And what is the name of the area you live in?				
	OPEN ENDED. PLEASE RECORD.				

*Recruiter note – we are particularly keen to recruit rural participants in the Tamworth group. Rural locations to look out for in this area include, Markey Bosworth, Ibstock, Barton-under-Needwood, Twycross, Sheepy Managa, Roliston Elford and Pelsall.

ASK ALL

Q8.	And would you consider this area to be...				
	SHOWCARD A. SINGLE CODE ONLY.				
	A	Urban	1	RECRUIT TO QUOTA	
	B	Suburban	2	RECRUIT TO QUOTA	
	C	Rural	3	RECRUIT TO QUOTA	

ASK ALL

Q9.	How would you describe your ethnicity? SHOWCARD B.		
	SINGLE CODE ONLY		
	White British (English, Welsh, Scottish, Northern Irish, British)	1	
	White and Black Caribbean	2	
	White and Black African	3	
	White and Asian	4	
	Other Mixed / Multiple ethnic background. Please specify:_____	5	
	Indian	6	
	Pakistani	7	
	Bangladeshi	8	
	Chinese	9	
	Other Asian background. Please specify:_____	10	
	Black African	11	
	Black Caribbean	12	
	Other Black / African / Caribbean background. Please specify:_____	13	
	Non-British European. Please specify:_____	14	
	Other. Please specify:_____	15	
	Prefer not to say	16	

ASK ALL

Q10.	Which of the following best describes your household? SHOWCARD C.		
	SINGLE CODE ONLY		
	My/my partner's children live at home with me	1	RECRUIT TO QUOTA
	My/my partner's children sometimes live at home with me	2	
	I have older children/my partner has older children no longer living at home	3	
	I don't have any children	4	

Q11.	Are you...? SHOWCARD D.		
	SINGLE CODE ONLY		
	Working Full time (30+ hrs)	1	RECRUIT TO QUOTA
	Working part-time (9-29 hrs)	2	
	Unemployed	3	
	Not working - retired	4	
	Not working - other	5	
	Student	6	
	Other	7	

IF CODE 1, 2 3 OR 4 TO Q7. ASK FOR ALL GROUPS EXCPET YOUNG PEOPLE (16-18)

Q12.	What is / was your occupation? (We are interested in the respondent, NOT the chief income earner) RECORD AND ANSWER Q10 USING THIS INFORMATION		
	Respondent Occupation		
	Position/rank/grade		
	Industry/type of company		
	Quals/degree/apprenticeship		
	Number of staff responsible for		

ASK FOR YOUNG PEOPLE GROUP ONLY (16-18)

Q13.	Could you tell me what the chief income earner in your household does for a living (if not yourself)?
	Respondent Occupation
	Position/rank/grade
	Industry/type of company
	Quals/degree/apprenticeship
	Number of staff responsible for

CODE FOR ALL

Q14	Social grade		
	DO NOT ASK		
	A	1	RECRUIT TO QUOTA
	B	2	
	C1	3	
	C2	4	
	D	5	
	E	6	

ASK ALL

Q15	<p>Digital literacy</p> <p>There are lots of different ways people generate data using new types of technology and online services. For example, sharing photos and posting on social media or using smart phone apps to help navigate your surroundings or to order food.</p> <p>It is also possible to access lots of public and commercial services online from a computer, tablet or smartphone. For example, accessing your library, renewing your TV licence, reading the news or doing your shopping.</p> <p>To what extent are you comfortable using new types of technology and accessing these services online?</p> <p>SINGLE CODE</p>		
	Very comfortable	1	RECRUIT TO QUOTA

		Fairly comfortable	2	IF ANSWER 1 = HIGH DIGITAL MEDIA LITERACY IF ANSWER 2 = MEDIUM DIGITAL MEDIA LITERACY IF ANSWER 3 or 4 = LOW DIGITAL MEDIA LITERACY	
		Not very comfortable	3		
		Not at all comfortable	4		
		Don't know	5	THANK AND CLOSE	

ASK ALL – NO QUOTAS

Q16	Do you use any of the following devices to access online services? SHOWCARD D. Please choose as many as apply:				
	Smartphone (like an iPhone or Samsung Galaxy)	1	AIM FOR A MIX OF DEVICES		
	Computer - Laptop, desktop or netbook computer (PC or Mac)	2			
	Tablet (like an iPad, Kindle Fire or Google Nexus)	3			
	Smart TV (a TV set that connects directly to the internet and doesn't need a computer set-top box or games console to go online)	4			
	Games console or handheld games player	5			
	Wearable technology like a smartwatch (like an Apple Watch)	6			
	Other type of device (<i>write in</i>): _____	7			

ASK ALL – NO QUOTAS

Q17	I am going to read out some statements. I would like you to tell me the extent to which you agree or disagree with "I am comfortable with my online information being gathered by companies in return for seeing products and services which are relevant to me". This is on a scale of 1 to, where 1 means that you strongly agree and 7 means that you strongly disagree. DO NOT READ OUT SCALE. SINGLE CODE.				
A	1- Strongly agree	RECRUIT A RANGE			
B	2				
C	3				
D	4				
E	5				
F	6				
G	7 – Strongly disagree				

ASK ALL – NO QUOTAS

Q18	I am going to read another statement. I would like you to tell me the extent to which you agree or disagree with “I think that government regulation is a good thing”. This is on a scale of 1 to, where 1 means that you strongly agree and 7 means that you strongly disagree. DO NOT READ OUT SCALE. SINGLE CODE.		
	1- Strongly agree		RECRUIT A RANGE
	2		
	3		
	4		
	5		
	6		
	7 – Strongly disagree		

ASK ONLY WHEN RECRUITING FOR FINANCIAL VULNERABILITY

Q19	Could you tell me the extent to which you agree or disagree with the following statement? Getting by financially is a struggle SINGLE CODE ONLY		
	Strongly agree	1	RECRUIT AND CONTINUE
	Tend to agree	2	
	Neither agree nor disagree	3	THANK AND CLOSE
	Tend to disagree	4	
	Strongly disagree	5	
	Don't know / not stated	6	

Q20	Could you tell me the extent to which you agree or disagree with the following statement? Thinking about my finances can keep me awake at night SINGLE CODE ONLY		
	Strongly agree	1	RECRUIT AND CONTINUE
	Tend to agree	2	
	Neither agree nor disagree	3	
	Tend to disagree	4	
	Strongly disagree	5	
	Don't know / not stated	6	

Q21	Can I just check; do you have any debts at the moment that need repaying? These could be debts to credit card companies, what you owe on the mortgage, or more informal debts (for instance needing to repay friends or family). SHOWCARD E. SINGLE CODE ONLY		
	Yes	1	THANK AND CLOSE
	No	2	
	Refused / not stated	3	

Q22	Would you say these debts, excluding your mortgage if you have one, are more or less than your household's monthly income or about the same? SINGLE CODE ONLY		
	More than my household's monthly income	1	RECRUIT A RANGE
	About the same as my household's monthly income	2	
	Less than my household's monthly income	3	

ASK ONLY WHEN RECRUITING FOR MENTAL HEALTH

Q23	Do you feel you have, or have you previously had any of the following mental health issues in the last 5 to 10 years? MULTICODE		
	Depression	1	AIM FOR A MIX

	Anxiety	2	
	Bipolar	3	
	Obsessive-compulsive disorder	4	
	Post-traumatic stress disorder	5	
	Borderline personality disorder	6	THANK AND CLOSE
	Schizophrenia	7	THANK AND CLOSE
	Hypomania / Mania	8	THANK AND CLOSE

ASK ALL

Q24	We previously mentioned that there will be an opportunity to take part in a video diary exercise, is this something you would be interested in? (there will be an additional incentive of £40).			
	SINGLE CODE ONLY			
		Yes	1	RECORD
		No	2	

FINAL QUESTIONS TO HELP US MANAGE DAY - NO QUOTAS

Q25	We will provide refreshments at the events. Do you have any dietary requirements? *			
	SINGLE CODE ONLY			
		Yes	1	RECORD ANY REQUIREMENTS
		No	2	

*Recruiter note – we will do all we can to meet any requirements but may not be able to provide suitable food and drink for everybody so some participants may want to bring their own.**ASK ALL**

Q26	And finally, is there anything else that we may need to be aware of in accommodating you?*			
	SINGLE CODE ONLY			
		Yes	1	RECORD ANY REQUIREMENTS
		No	2	

*Recruiter notes:

Please let us know in advance if there are any other participant requirements related to health, religion etc.

We can book taxis for participants but there is no additional payment available to cover out-of-pocket expenses.

Annex 2: Recruitment quotas vs. attainment

Summary

This table outlines specific demographic information and compares the quotas set with the number achieved. In most cases we were aligned with quotas, apart from in the case of ethnicity – where the representation of BME participants was slightly lower than the study had initially aimed for.

	Demographic	Desired (of 150)	Achieved	% of Achieved
Gender	Male	Minimum 57	69	45%
	Female	Minimum 57	83	55%
Age	18-30	Minimum 23	30	20%
	31-44	Minimum 23	40	26%
	45-60	Minimum 23	35	23%
	65+	Minimum 23	26	17%
Ethnicity	BME	Minimum 55	40	26%
SEG	ABC1	Minimum 48	77	51%
	C2DE	Minimum 48	75	49%
Parents	Live at home	Minimum 35	51	34%
	Sometimes live at home	Minimum 15	15	10%
	Left the home	Minimum 15	32	21%
	Have no children	Minimum 15	40	26%
Employment	Employed	Minimum 59	87	57%
	Unemployed	Minimum 48	65	43%
Digital Literacy	High	Minimum 30	87	57%
	Medium	Minimum 30	41	27%
	Low	Minimum 23	24	16%

Annex 3: Oversight and Stakeholder Group

Summary

Throughout the project, members of the Oversight Group were consulted on the scope of the project, the progress of the workshops, and eventually the analysis of the final results. The Stakeholder Group were also consulted on the development of workshop materials, provided expert insight, and helped to shape the studies overarching approach.

<u>Oversight Group Meetings</u>	
Date	Stage of the project
April 11 th 2019	Phase 1: inception and scoping
July 3 rd 2019	Phase 3: review progress of dialogue events 1 and 2
September 10 th 2019	Phase 4: analysis and final outputs
<u>Stakeholder Group Meetings</u>	
Date	Stage of the project
9 th May 2019	Phase 2: stakeholder engagement
18 th November 2019	Phase 4: analysis and final outputs

Membership of Oversight and Stakeholder Group

OG Members: *Representatives from Which?, Alan Turing Institute, CDEI Targeting Review Steering Group, Ada Lovelace, TechUK, ICO, DCMS Security and Online Harms Team, Doteveryone, Internet Advertising Bureau, ODI.*

SG Members: *Representatives from Public Health England, Verizon Media, Who Targets Me, Money and Mental Health, GambleAware, 5 Rights Foundation, Privacy International, Behavioural Insights Team, Ofcom, Cabinet Office, Shpock, Internet Advertising Bureau, Group M.*

Annex 4: 1st event materials

Summary

The materials for the 1st event were designed to introduce participants to the subject of targeting and personalisation, what this might look like in practice in their day-to-day online experience, and using case studies, what benefits/harms might be associated with this. Participants came away from the workshop with both a greater understanding of the topic, whilst also starting to consider what measures that could be introduced to protect its benefits and mitigate its harms.

CDEI Online Targeting Dialogue – Event Outline

“How do the techniques used by organisations to direct information, products and services to you online affect your life and your community – and what could be done to improve them and the way they work?”

Event 1: Full day, 9.30am-4.00pm

Time	Session	Aim
9.30am–10.00am	Arrival, registration, refreshments	
10.00-10.30am	Welcome and introductions	To introduce the workshop, housekeeping, structure of the day, role of Ipsos MORI, experts. Also to introduce purpose of the dialogue, the one big question, and why views are important.
10.30am-11.00am	Scoping online experiences and services	To get participants to think about different types of services and experiences they have access online and to begin thinking about what constitutes a good online service or experience, and what detracts from one.
11.00am-11.30am	Awareness and understanding of personalisation and targeting	To get a read of level of awareness and understanding of personalisation/targeting, and to uncover initial views of benefits and harms, prior to revealing how personalisation and targeting work online.
11.30pm-12.00pm	Explaining how personalisation and targeting work	Lead facilitator/experts to give a presentation on how personalisation works e.g. data gathering/ harvesting and consent processes and provide examples of the resultant online experience.
12.00-12.20pm	Initial views of benefits and harms	To explore participant understanding of what the benefits and harms of online personalisation might be in relation to different contexts/scenarios, capture unprompted levels of interest and/or concern in autonomy, vulnerability, and trustworthiness vs other issues
12.20pm-1.00pm	Lunch	

1.00-2.00pm	Case studies – round 1	Ask participants to consider series of case studies that help draw out the potential benefits and harms. Ask extent to which these outcomes are desirable and/or acceptable.
2.00pm-2.10pm	Break	
2.10pm-3.10pm	Case studies – round 2	As above.
3.10pm-3.40pm	Review and introduction to tensions	Opportunity to take a step back and review case study discussion and decision, and begin to present some of the overarching tensions and dilemmas
3.40pm-4.00pm	Plenary Summary and wrap-up	Reporting back to group, and leave participants with sense that there are range of perspective on how best to tackle some of the issues discussed today. Note diary next steps
4.00pm-4.20pm	Video diary explanation	Introduce those using the video diary to the app, and getting them to take their first vox pop.

Time	Structure, question areas and materials	Notes
9.30am–10am	Arrival, registration, refreshments	
10.00am-10.15am 10.20am-10.30am	<p>WELCOME AND PLENARY Lead facilitator to introduce the workshop, housekeeping, structure of the day, role of Ipsos MORI, experts.</p> <p>LEAD FACILITATOR: PLAY ROGER VIDEO TO WELCOME THE CDEI Roger / CDEI to introduce purpose of the dialogue, the one big question, and why views important.</p> <p><u>TABLES</u> Facilitator to introduce themselves, thanks for coming, no right or wrong answers etc. OK, so introduce yourself to the person on your right and grab some post-its.</p> <p>Now we want you discuss what you think is good / bad about the internet. Write one thing per post-it note. You can think about it in general or in relation to the different things you do and see when your online.</p> <p>MODERATOR TO COLLATE POST-IT NOTES AND START GROUPING ON FLIPCHART</p>	Presentation
10.30am-11.00am 10 mins	<p><u>TABLES: SCOPING ONLINE EXPERIENCES AND SERVICES</u> MODERATOR: REVIEW THE FLIPCHART OF POST-IT NOTES</p>	This section is crucial to setting the scene and scope the types of information,

10 mins in pairs	<p>I'd now like to review all the different things we do and see when we're online outside of work. Are there any others?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Searching for information (including use of search engines) • News, weather and travel • Social media, as way of keeping in touch, but also as source of news • Media and entertainment (including video on demand or streaming services for music and TV) • Retail and purchasing, (online only retailers, to online supermarket shops, to switching sites for utilities) • Other forms of entertainment or games (including gambling) • Searching and applying for jobs • What other apps do people use, or websites do they visit <p>How and where do we access these things? Which devices do we use?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Mobile, laptops, tablets, voice assistant devices, smart watches • At home, on the move <p>There are clearly lots of different things we see and do online. Throughout the workshops, we will refer to all of these as 'online content, products and services'. Please keep this variety in mind in our discussions.</p> <p>Working back in your pairs, I'd now like you to think about what good online content, products, service looks like.</p> <p>MODERATOR: BACK IN PAIRS – EACH PAIR TO TAKE ONE OF 4 DIFFERENT PRODUCTS. HANDOUT PRO-FORMA FOR PAIRS TO WORK ON.</p> <ol style="list-style-type: none"> 1. Music / entertainment e.g. video streaming or on demand service 2. Online retail or purchasing 3. News and information 4. Social media <p>MODERATOR: ASK PARTICIPANTS TO CONSIDER THE FOLLOWING QUESTIONS ON THE PRO FORMA, WITH THE FOLLOWING QUESTIONS:</p> <p>Please think about the following:</p>	<p>products and services we are interested in.</p> <p>This is unprompted to see if elements of personalisation and/or targeting come up as features of ideal online services. We can return to this list throughout the dialogue, as a useful reminder that this may, in theory, be desirable.</p>
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10 mins discussion	<ol style="list-style-type: none"> 1. Why do people use the service? 2. What are the key features of a good user experience? 3. Do all users receive exactly the same experience, or is this tailored? If so, how? 4. How will people / users find the information, content and products that are most relevant to them? <p>MODERATOR: ASK PARTICIPANTS TO WORK ON THIS FOR 5-10 MINUTES AND THEN REPORT BACK. ON A FLIPCHART COLLATE KEY FEATURES OF A GOOD CUSTOMER EXPERIENCE.</p> <p>Mini groups feedback and facilitator builds a picture of elements of “good”.</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Key features: tailoring / relevance / choice / ease / ability to quickly find information / privacy protection. • Do different users get different experiences? • How would users get to see things which are relevant to them? • What information or data could help tailor the service or experience? • Are the same ads and content served to all, or are they tailored? • Are there restrictions on the things which users see? e.g. products or stories more suitable for adults or young people, destinations, programmes on sport if not a sports fan • <u>If time:</u> are there any potential downsides of the thing we have identified as ‘good’? 	
11.00am-11.30am 10 mins	<p><u>TABLES:</u> AWARENESS AND UNDERSTANDING OF PERSONALISATION/ONLINE TARGETING</p> <p>We’ve briefly discussed the idea that online users get different experiences. I’d now like us to think about all the different ways in which information, products and services is personalised or tailored to the individual or to groups of individuals; <u>both online and offline.</u></p> <p>MODERATOR: BRAINSTORM ON FLIPCHART, IN TWO COLUMNS (OFFLINE/ONLINE)</p> <p>PROBE:</p> <ul style="list-style-type: none"> • <u>Offline:</u> store vouchers or offers, direct mail advertising through your door, your interactions with offline services – e.g. assumptions they might make about clothes you wear, gender, if you’re with children etc..., calls to your front door by salespeople, charitable or political canvassing (based on your neighbourhood), newspapers based on your region, financial products based on credit ratings, ads placed in newspapers/readership based on readership profile • <u>Online:</u> newsfeeds, adverts, search engine results, shopping recommendations, financial products/comparison sites (insurance etc.), video recommendations, weather information (local) etc. <p>Overall, is this personalisation and tailoring a good and/or useful thing? Are there any downsides?</p>	<p>This will provide a useful context in terms of online personalisation and targeting in wider context of the information, products and services we use offline.</p> <p>It will also help assess unprompted levels of awareness of whether personalisation, or targeting is taken place, how it works, what data is used, and who is involved.</p>

10 mins	<p>MODERATOR: FLIP CHART POSITIVES VS NEGATIVES ON TWO DIFFERENT FLIPCHART LISTS: ONE FOR OFFLINE AND ONE FOR ONLINE</p> <p>THIS LIST WILL BE DEVELOPED THROUGHOUT THE DAY. AT THIS STAGE, THIS EXERCISE IS INTENTIONALLY PARTICIPANT LED.</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Are some types of personalisation or targeting better / more useful? • Does personalisation / tailoring help, or hinder, user experience? What would be the alternative if it didn't happen? • What is the impact on society, rather than just individual? • Are there concerns about its use in some areas over others: does this vary by type of content, product or service? Or by device used? Or by type of person? • Compare OFFLINE AND ONLINE <p>How well informed do you feel about how <u>online personalisation</u> takes place? (quick show of hands)</p>	Before we show details of how it happens in practice, also crucial to get baseline level of appeal and acceptability. How do people feel about it without knowing the detail – this is likely to match the rest of the general public who won't have benefit of deliberative dialogue
10 mins	<p>How do you think this works? What is happening behind the scenes that enables online content, products and services to be personalised or targeted to individual users?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • What kinds of data do you think is involved? • What kinds of assumptions do you think are being made about people? • Who, or what types of companies are involved? <p>IF NEEDED TO HELP FRAME DISCUSSION, NOT EXPECTED TO COVER ALL: Let's consider some common experiences e.g. music or video streaming or on demand service; online shopping experience; news and information; social media experience</p> <p>What data/information and processes are used to tailor these services?</p> <p>IF NOT MENTIONED ALREADY OR NEEDED FOR FURTHER EXAMPLE: How do you think adverts are targeted at individuals? What's happening behind the scenes that means two individuals on the same site might see different ads?</p>	
11.30am-12.00pm	<p>PLENARY: EXPLAINING HOW PERSONALISATION AND TARGETING WORKS</p> <p>SHOW VIDEO 1 – MONTAGE OF EXPERTS EXPLAINING 'HOW DOES IT WORK'</p>	NB: this purposefully does not cover potential outcomes – benefits or harms, as we

<p>Aim for 20 mins with 10 mins for Q&A</p>	<p>NOTE THAT THEY TALK ABOUT TWO OF THE MAIN TYPES: TARGETING OF ADS, AND RECOMMENDATION SYSTEMS</p> <p>Lead facilitator/experts to give a presentation to provide some further information / visual representation, and to reaffirm 5 key things participants need to know:</p> <ol style="list-style-type: none"> 1. Lots of the information, products and services we see and interact with online are personalised to you as an individual – based on known and estimated information about you, and others like you 2. There has been a rapid increase in the types of content, products and services that are personalised or targeted to us 3. There has been a rapid increase in the amount and types of information used to personalise and target content, products and services 4. This information is being analysed and processed in increasingly sophisticated ways 5. There are many benefits, both to us and individuals and to society, but there are also potentially undesirable outcomes or unintended consequences that need to be explored <p>EMPHASISE THAT CDEI DO BELIEVE THERE ARE THINGS THAT CAN BE DONE TO IMPROVE THIS, AND WE WILL EXPLORE THE POSSIBLE SOLUTIONS IN DAY 2</p> <p>NOTE THAT IT IS NOT THE CASE THAT ALL FORMS USE ALL THESE TYPES OF INFORMATION ALL OF THE TIME. WE'RE PRESENTING THE POTENTIAL.</p> <p>MODERATOR: USE ADDITIONAL SLIDES WITHIN PLENARY DECK WHERE MORE INFORMATION IS REQUIRED</p>	<p>do not want to lead participants</p>
<p>12.00pm-12.20pm</p>	<p>INITIAL VIEWS OF BENEFITS AND HARMS</p> <p>MODERATOR: ASK PEOPLE TO STAND ALONG THE WALL AND PLACE THEMSELVES BASED ON HOW THEY CURRENTLY FEEL ABOUT THE USE OF PERSONALISATION AND TARGETING – VERY APPEALING AT ONE END THROUGH TO VERY CONCERNING.</p> <p>PROBE ON A RANGE OF PARTICIPANTS TO ASK WHY THEY FEEL THAT WAY</p> <p>Overall, how does it make you feel about personalisation and targeting online, is it something you are broadly in favour of?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Why in favour or not in favour? • Explore benefits • Tease out concerns with process, or those relating to outcomes, or other – such as mitigation. <i>(Try to encourage participants to think beyond who has access to data and how secure it is)</i> 	<p>Offers opportunity to follow up and clarify some of the detail of how it works</p> <p>Captures baseline sentiment</p> <p>This exercise is designed to capture broad sense of benefits and harms, with a wider scope than presented in the case studies – probe</p>

	<ul style="list-style-type: none"> Does it matter on the type of information used, or the way in which it is processed? i.e personality traits? Probe particularly on issues around autonomy, trustworthiness and vulnerability. Probe on benefits or harms for individuals, society and companies. Was anything new or surprising? Does anything need clarifying? 	particularly on issues around autonomy, trustworthiness and vulnerability.
12.20pm-1.00pm	<p>Lunch, refreshments</p> <p>MODERATORS: REVIEW LIST OF BENEFITS AND HARMS, BUILD ON TO THIS BASED ON ANY IDENTIFIED WITHIN THE PLENARY DISCUSSION</p>	
From 1.00-2.00pm	<p>CASE STUDIES – ROUND 1</p> <p>MODERATOR: WORK THROUGH ONE EXAMPLE PEN PORTRAIT TOGETHER AS A GROUP FIRST TO DEMONSTRATE THE TASK</p> <p>MODERATOR: GROUPS TO REVIEW ANOTHER <u>6 PEN PORTRAITS</u> IN TOTAL ACROSS 3 GROUPS</p> <p>MODERATOR: USE WORKSHEET A</p> <p>MODERATOR: CLARIFY THAT THESE PEN PORTRAITS ARE DESIGNED TO BE ILLUSTRATIVE OF THE ISSUES WE ARE KEEN TO DISCUSS. OFTEN BASED ON REAL EXAMPLES. ALSO CLARIFY THAT IT IS NOT THE CASE THAT THESE ARE ZERO SUM, YOU DON'T HAVE TO HAVE DOWNSIDES IF YOU WANT THE BENEFITS.</p> <ol style="list-style-type: none"> Split the group in to no more than 3 groups of either pairs or triads Ask participants to work in pairs to look at 2 case studies each in detail. Participants are asked to discuss and then report back to the group. Group discussion, taking each case study in turn: <ul style="list-style-type: none"> What evidence is there of personalisation and/or targeting taking place? What are the benefits? How useful are they? Are the methods acceptable? What are the downsides? Are the acceptable given the benefits of personalisation/targeting? Give score out of 5 for how appealing are benefits, and for how concerning are downsides. Moderator to probe specifically on each case study within the group. During discussion, moderator to: <ul style="list-style-type: none"> Collate list of benefits, and list of harms on the wall using flipcharts – building on those already identified by participants in earlier sessions. 	<p>There are a total of 14-15 case studies in total. Each group will be asked to consider 12 of these, ensuring that every case study is considered by at least 2 groups.</p> <p>This will be rotated across groups, and across workshops.</p>

	<ul style="list-style-type: none"> Map scores out of 5 on to large grid showing appeal vs concern (note this will be reflective of choice of pair or triad, and used to stimulate discussion in subsequent session) 	
2.00pm-2.10pm	Break	
2.10pm-3.10pm	<p>CASE STUDIES – ROUND 2</p> <p>CONTINUE AS PER ROUND 1 – BUT MIX UP THE PAIRS/TRIADS SO PARTICIPANTS WORKING WITH NEW PEOPLE</p> <p>MODERATOR: GROUPS TO REVIEW ANOTHER 6 PEN PORTRAITS IN TOTAL ACROSS 3 GROUPS</p> <p>MODERATOR: USE WORKSHEET A</p> <p>MODERATOR: GROUPS IN SAME ROOM (LIKELY TO BE 2 OR 3) SHOULD CONSIDER CALEB PEN PORTRAIT COLLECTIVELY AT 2.10PM AS THE FIRST CASE STUDY OF THIS SESSION.</p> <ol style="list-style-type: none"> Split the group in to no more than 3 groups of either pairs or triads Ask participants to work in pairs to look at 2 case studies each in detail. Participants are asked to discuss and then report back to the group. Group discussion, taking each case study in turn: <ul style="list-style-type: none"> What are the forms of personalisation and/or targeting taking place here? What are the benefits? How useful are they? Are the methods acceptable? What are the downsides? Are the regrettable or acceptable consequences of personalisation/targeting? Give score out of 5 for how appealing are benefits, and for how concerning are downsides. Moderator to probe specifically on each case study within the group. During discussion, moderator to: <ul style="list-style-type: none"> Collate list of benefits, and list of harms on the wall using flipcharts – building on those already identified by participants in earlier sessions. Map scores out of 5 on to large grid showing appeal vs concern (note this will be reflective of choice of pair or triad, and used to stimulate discussion in subsequent session) 	
3.10-3.40pm	<p>TABLES: REVIEW AND INTRODUCTION TO TENSIONS</p> <p>MODERATOR: REVIEW THE RESULTS OF THE CASE STUDY PEN PORTRAITS</p> <p>Let's review the list of benefits and harms we've been building throughout the pen portraits.</p>	
15 mins		

15 mins	<p>PROBE:</p> <ul style="list-style-type: none"> • Which do we feel are most appealing, or feel most concerned about? Why? (<i>use worksheet scores out of 5 as a helpful guide</i>) • Identify and probe on differences in benefits and harms for individual, vs society, vs companies. • Tease out in why more appealing or concern: is the outcome, or the method, or the profile of the person / context of the situation? <p>BASEDON ON DISCUSSION, AND IF NOT COVERED ALREADY, MODERATOR TO CONSIDER PROBING ON RELEVANT QUESTIONS OF INTEREST</p> <ul style="list-style-type: none"> • Is it ok to personalise prices and product offers to individuals, even if that means you don't know what other people paid for the same product or service? • Is it ok to personalise information and services online that – inadvertently – might take advantage of psychological vulnerabilities • Online companies can sometimes identify people who are anxious, or manic or have other mental health conditions. Should they stop doing this? Or should they be encouraged to do this in order to protect people? • Is it ok to personalise information and services online in ways that persuade people to spend more time on line? • Is it ok the personalise information and services online in ways that use emotional pressure and psychological profiling to try to sell you products. • Is it ok to personalise services online and select the content of most interest to people, even if that content may represent unusual opinions, extreme views, or information that most people would consider untrue? • Is it OK if political parties or campaigning organisations use targeted marketing to present very different aspects of their policies to different people • Does it matter if personalisation results in people having less in common? • Does the frequency of targeting or personalisation make a difference? What may be the cumulative impact of seeing multiple messages, in varied formats, with similar sentiments? <p>Let's have a closer look at the relationship between pros and cons. Facilitator should use the case studies as needed.</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Are there any similarities in the examples that are very appealing and very concerning? • Are there any areas of <u>tension or links</u> here, are some of the benefits and harms connected? • What kinds of principles are at stake? E.g. relevance vs privacy, influence / persuasion vs autonomy, vulnerability vs choice 	
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	<ul style="list-style-type: none"> • Is it possible to have one without the other? • If not, what might we be able to do differently to reduce risk of harm? • If time: which would you prioritise? 	
3.40pm-3.55pm	<p>WRAP UP Participants invited to make final reflections from the afternoon discussions: probe: surprises, positives, concerns.</p> <p>PRESENT VIDEO 2 – MONTAGE OF BENEFITS AND HARMS</p> <p>Reiterate that there are things that can be done, and exploration of these solutions will be the focus for event 2.</p> <p>MODERATOR: ASK PEOPLE TO STAND ALONG THE WALL AND PLACE THEMSELVES BASED ON HOW THEY CURRENTLY FEEL ABOUT THE USE OF PERSONALISATION AND TARGETING –</p> <p><i>FIRST TIME – AS AN INDIVIDUAL</i> VERY APPEALING TO <u>THEM PERSONALLY AS AN INDIVIDUAL</u> AT ONE END THROUGH TO VERY CONCERNING.</p> <p>ENCOURAGE PEOPLE TO THINK AS MUCH ABOUT THE IMPACT AND OUTCOMES, RATHER THAN CONCERNS ABOUT DATA SPECIFICALLY.</p> <p>PROBE ALONG EXTREMES AND MIDDLE, AND ASK PEOPLE TO STEP FORWARD IF THEY HAVE CHANGED SINCE LUNCHTIME, PROBE WHY.</p> <p><i>SECOND TIME – WIDER SOCIETY</i> VERY APPEALING <u>TO WIDER SOCIETY</u> AT ONE END THROUGH TO VERY CONCERNING FOR SOCIETY.</p> <p>ASK WHAT IT MIGHT TAKE FOR PEOPLE TO BE MORE CONFIDENT ABOUT BENEFITS.</p>	Aim here is to reflect on the issues that participants have themselves identified, but also to leave them with sense that there are different schools of thought as to the need for change, what should change, and how.
3.55pm-4.00pm	<p>THANK AND CLOSE</p> <p>Explain homework task/video diaries and app.</p> <p>End-of-day evaluation questionnaire and incentives.</p>	
4.00pm – 4.20pm	<p>VIDEO DIARY DEMO - ONLY FOR THOSE TAKING PART IN THE VIDEO DIARY</p> <p>Ask participants to download the Ipsos Applife app Hand out usernames</p>	

	Hand out top tips and explain schedule for next 3 weeks. Ask them to take a video of their reflections on the day	
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Plenary Presentation



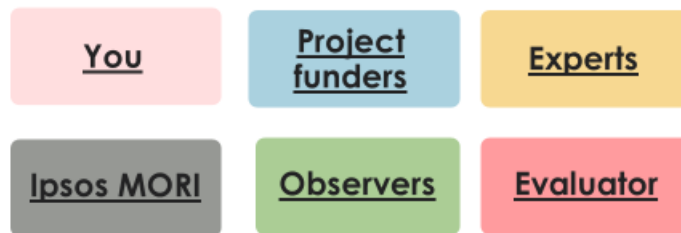


This project is funded by:
Centre for Data Ethics and Innovation and Sciencewise,



They are interested in **your** understanding, thoughts, hopes and concerns about the use of data about you to shape the things you do and see online

Our **key question** is - "How do the techniques used by organisations to direct information, products and services to you online affect your life and your community – and what could be done to improve them and the way they work?"



What does your involvement mean?

- Your **understanding** of how we interact with online content, products and services
- Your thoughts on the impact of this **on you**, and **others in society**
- Your views on what the main **benefits** are, what the potential **downsides** might be, and whether there are any **tensions** between the two
- What can be done to **improve** the way information, products and services are directed to us, and **who** should drive change



Today's plan

- Meet your fellow participants
- Tell us your experiences of going online
- Hear about the technology that sits behind your online experience
- **Lunch**
- Discuss the positive and negatives of different techniques used
- Final thoughts e.g. what do you need more on in event 2
- Hear about your homework!



- Recording and note-taking
- Confidentiality
- Quotes in final report, no attribution
- Respect each others' views and be polite
- Turn off mobile / put onto silent
- Breaks and refreshments

Five key things you need to know

- 1 Lots of the information, products and services we see and interact with online **are personalised to you as an individual** – based on known and estimated information about you, and others like you
- 2 There has been a rapid **increase in the types of content, products and services** that are personalised or targeted to us
- 3 There has been a rapid **increase in the amount and types of information used** to personalise and target content, products and services
- 4 This information is being analysed and processed in **increasingly sophisticated ways**
- 5 There are many **benefits**, both to us and individuals and to society, but there are also potentially **undesirable outcomes** or **unintended consequences** that need to be explored

1

Lots of the information, products and services we see and interact with online **are personalised to you as an individual** – based on known and estimated information about you, and others like you

Personalisation and targeting take place offline too

Personalisation and targeting of content, products and services is a longstanding practice.

For example:

- Store vouchers based on loyalty card data
- Direct mail to your door, or door to door salesman based on neighbourhood data
- Political canvassing based on electoral records
- Insurance and other finance products based on age, income, credit history
- Regional news based on where you live
- Ads placed in newspapers based on profile of readership
- Your in store shopping experience based on your appearance

How does it work online?

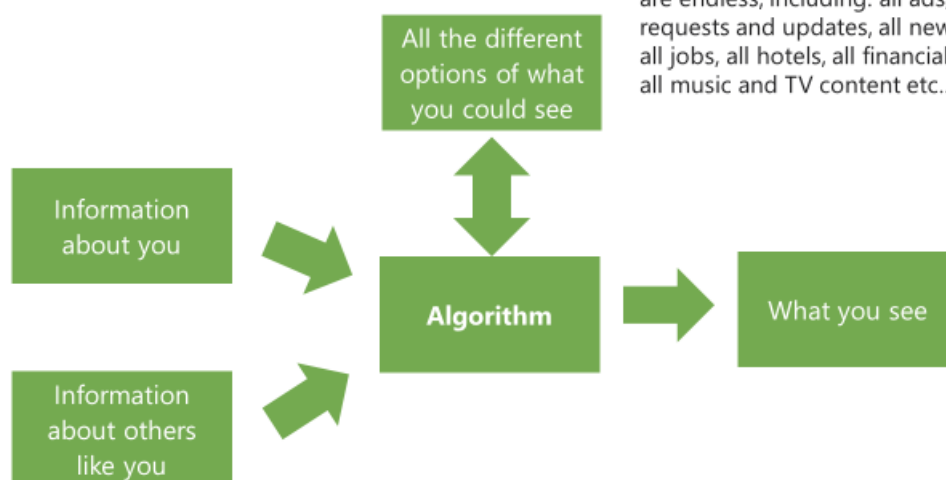
Organisations use information about **the things you do and see online**, and where you are – e.g.

- Searches e.g. Google
- Buying things e.g. Amazon
- App activity e.g. likes on social media
- Location data



This information can be linked with other **known or estimated** information **about you** (e.g. your device, type of credit history) or **people like you** (e.g. others in your postcode, or with similar preferences online) to **build a likely profile of you**. This profile is then used to decide what information, content, products or services you see.

How does it work online?



1. Opportunities of what you could see are endless, including: all ads, all friend requests and updates, all news articles, all jobs, all hotels, all financial products, all music and TV content etc...

What is an algorithm?

An algorithm is a list of rules to follow in order to solve a problem.

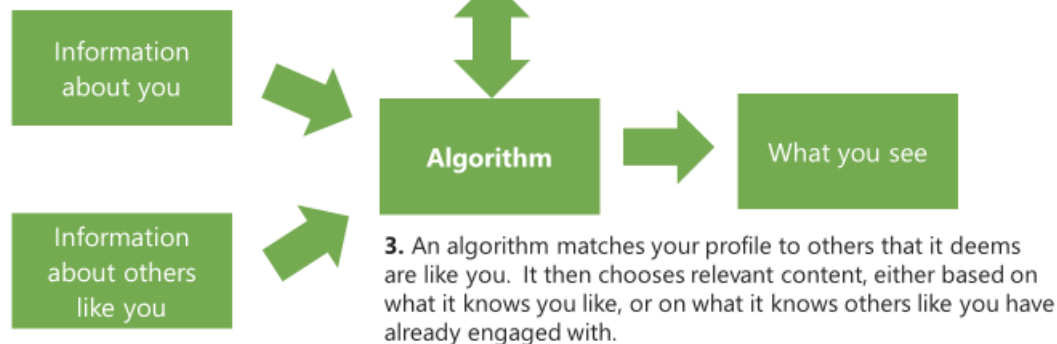
(BBC Bitesize)

Algorithms need to have their steps in the right order, for example a recipe for how to bake a cake, or directions on how to get to the train station.

Algorithms are used in computing to help process data (eg merge data together), run calculations (eg estimate probability) and carry out an operation (eg send an email).

How does it work online?

2. Known information (eg information you give when you sign up) added to other predictions made about you based on your activity (browsing behaviour, where you click etc...).



This is not a 'neutral' or 'objective' process

- Algorithms are not neutral processes. They are designed with a **specific goal** in mind, and can be **edited** by the designer.
- These goals may improve your experience to **benefit the user**, but they are also designed to maximise your engagement with the site and **benefit the company**.
- Companies can change the design or **emphasis** of an algorithm in a number of ways to achieve different outcomes.

For example, a search engine could choose to give prominence to more trusted media sources in search results, rather than treating all possible news stories equally

2

There has been a rapid **increase in the types of content, products and services** that are personalised or targeted to us



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Where might you see personalisation?

Adverts you see

- Banner, pop up and in-content ads
- Ads mid-service, such as during a YouTube video
- Promotional emails

News (e.g. BBC):

- Content recommendations
- Order of stories

Retail (e.g. Amazon):

- Product recommendations
- Pop-ups
- Homepage
- Sales

Search Tools (e.g. Google):

- Search Engine Optimisation
- Ads and recommendations
- Comparison tools

Social Media (e.g. Facebook):

- News feed
- Friend suggestions
- Notifications

Streaming Services (e.g. Netflix):

- Current/future content suggestions
- Homepage
- Deals



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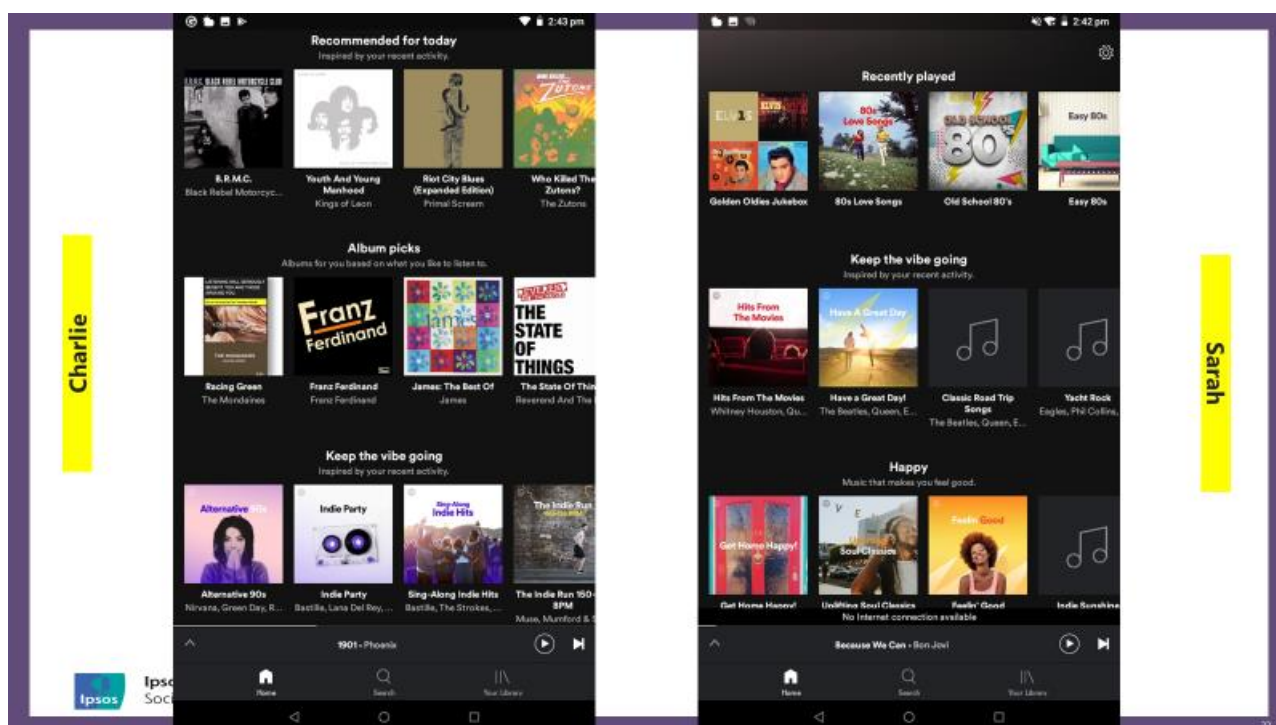
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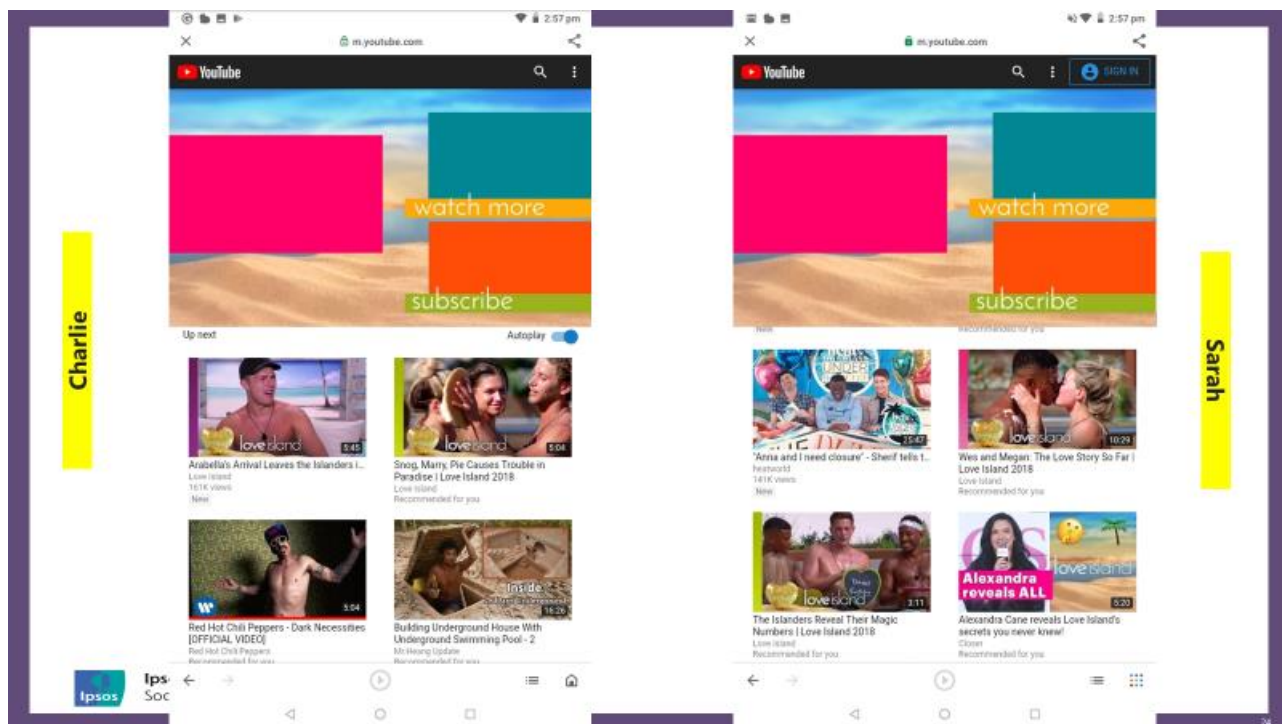
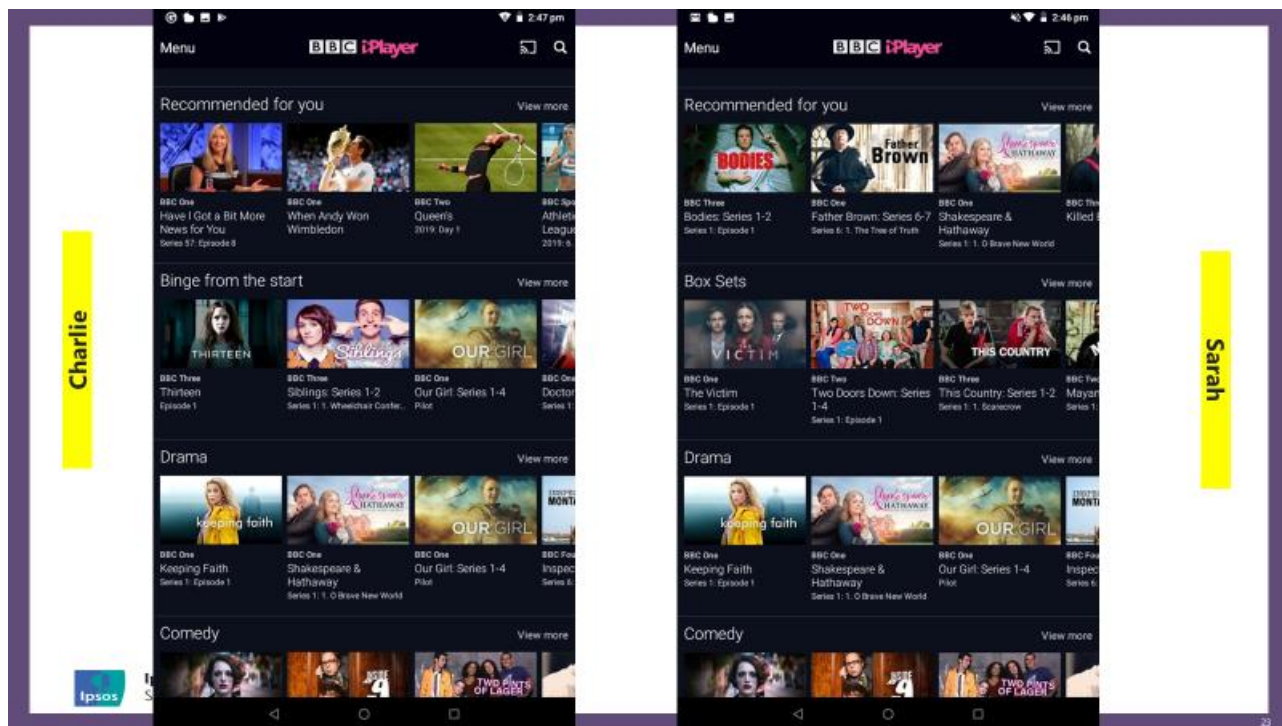
Let's meet Charlie and Sarah

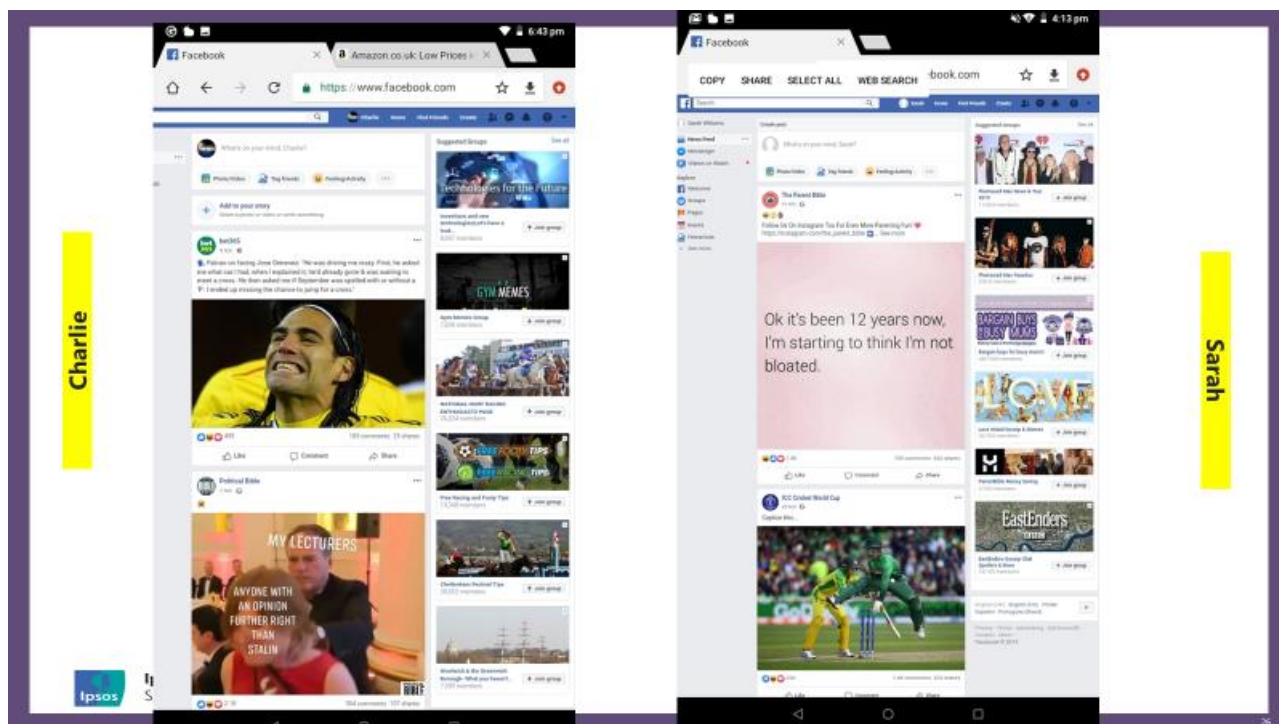
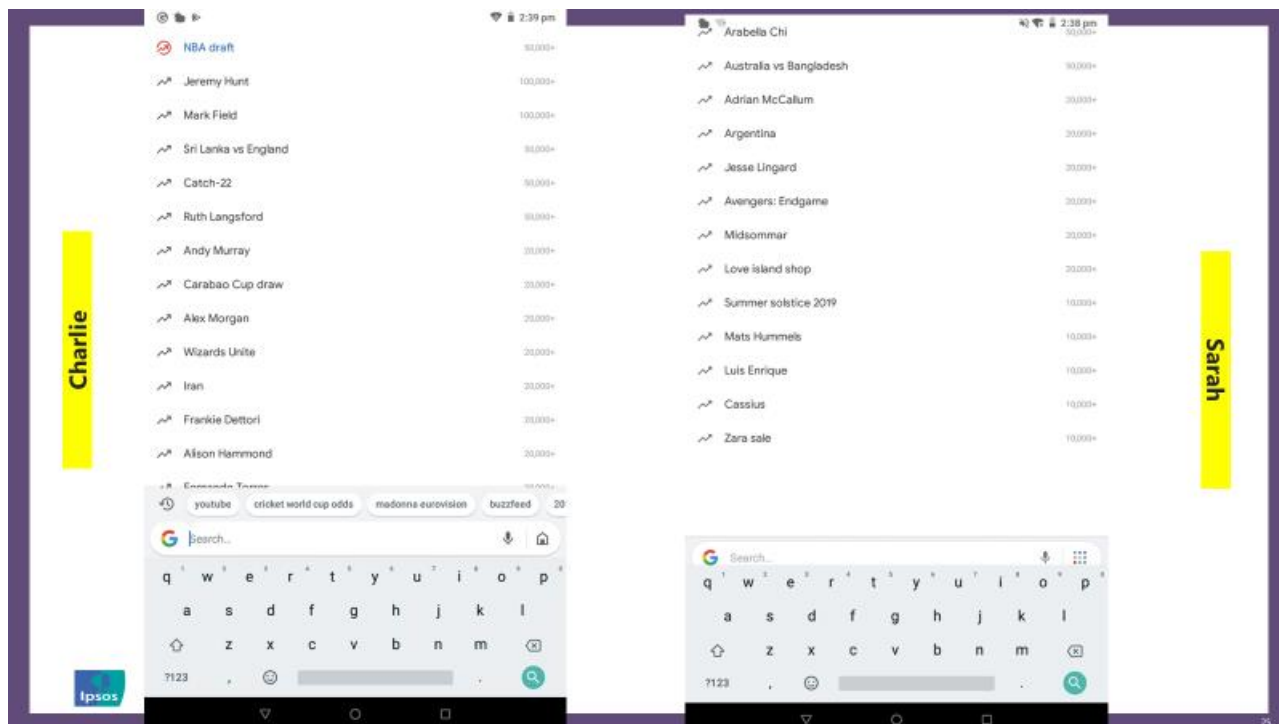


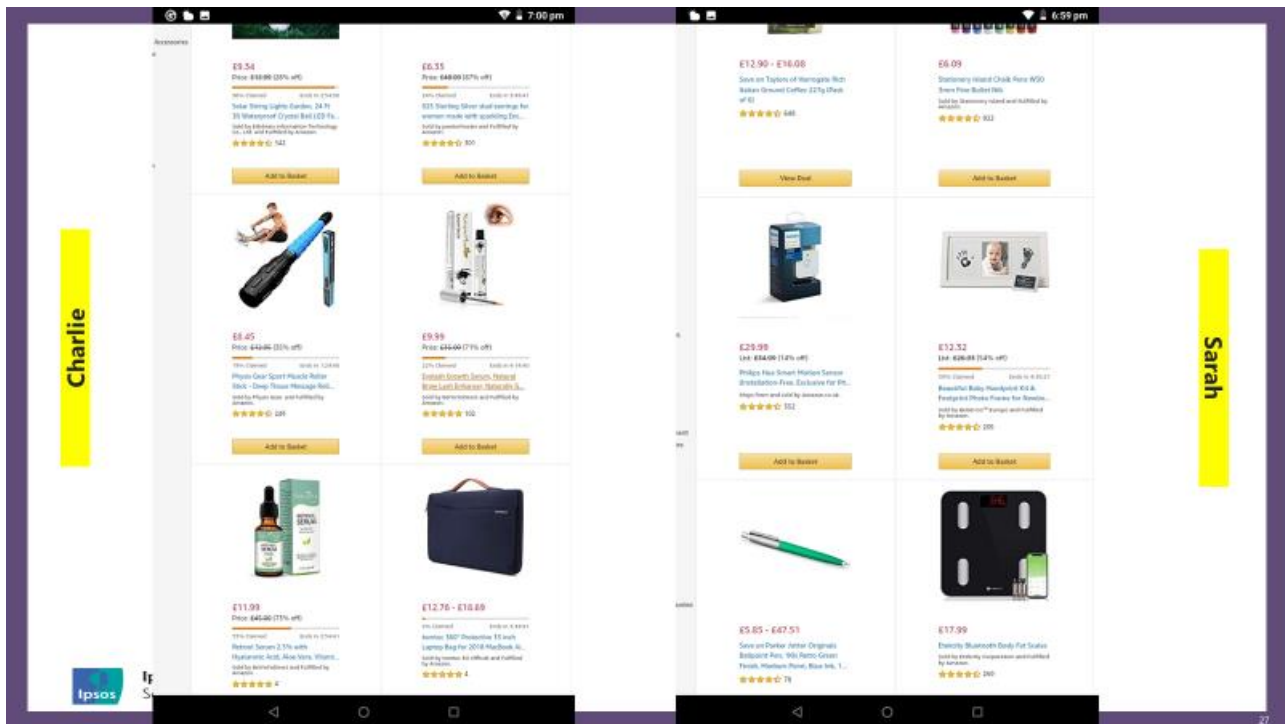
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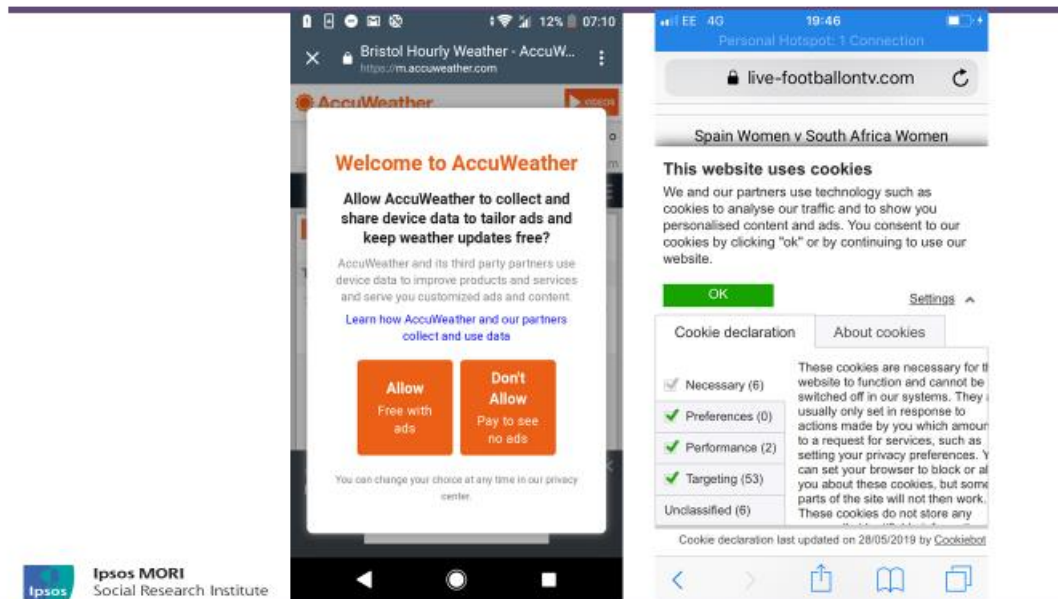




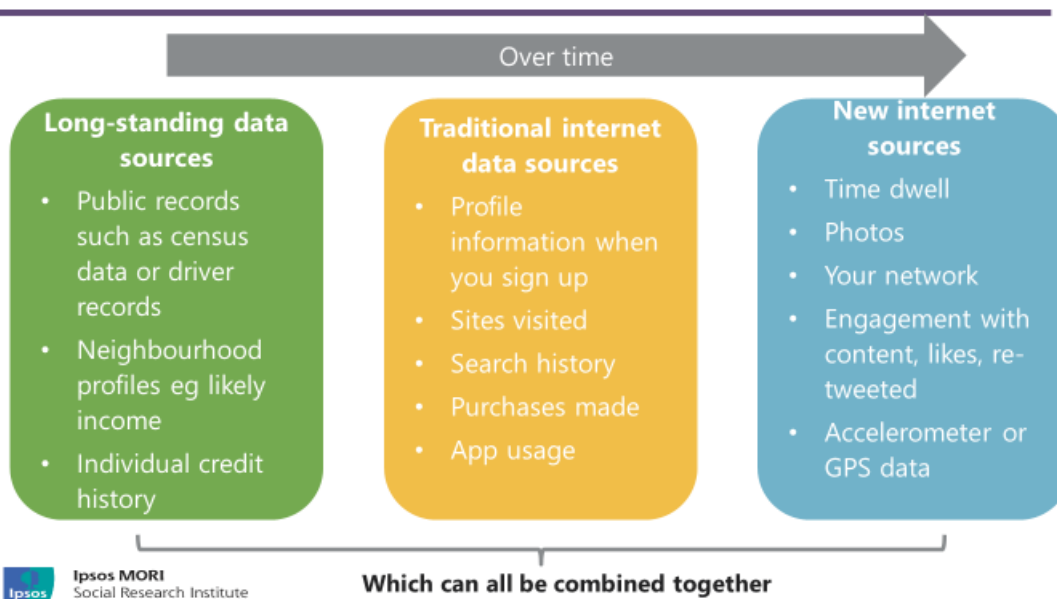
3

There has been a rapid **increase in the amount and types of information** used to personalise and target content, products and services

Have you ever come across a pop up like this?



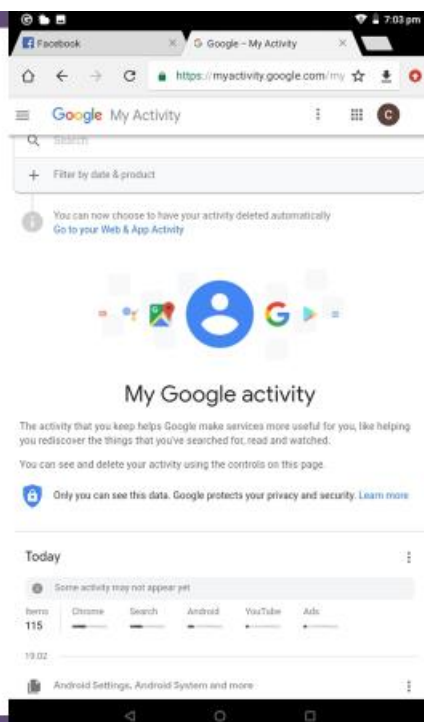
The development of data and information used



Charlie's Digital footprint...

...as captured by
'My Google Activity'

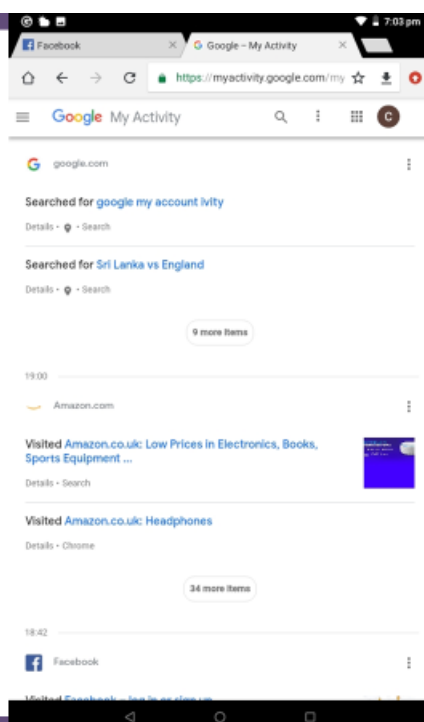
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Charlie's Digital footprint...

...as captured by
'My Google Activity'

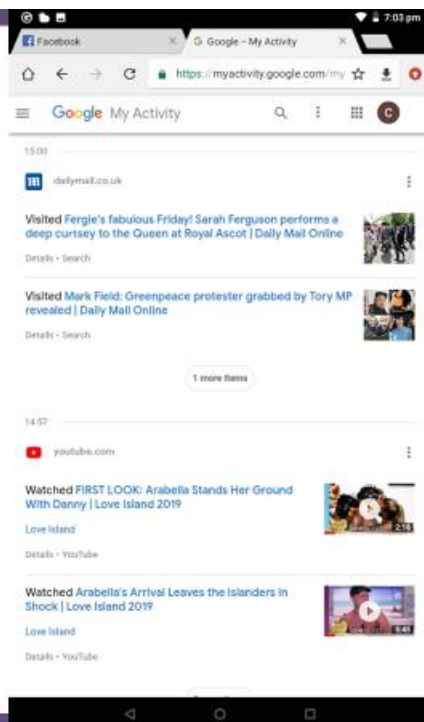
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Charlie's Digital footprint...

...as captured by 'My Google Activity'

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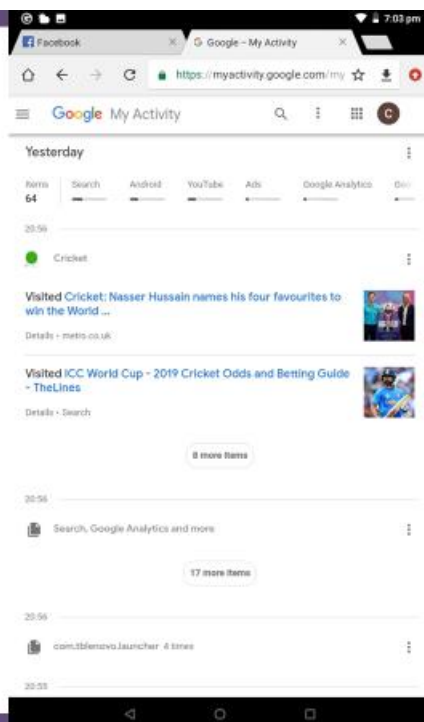


33

Charlie's Digital footprint...

...as captured by 'My Google Activity'

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4

This information is being analysed and processed in **increasingly sophisticated ways**

Predictions about people are becoming increasingly sophisticated

The combination of data allows for complex analysis that aims to predict peoples' sentiments, emotions, attitudes, interests, lifestyle, preferences and personality traits.

For example, prediction about:

- your **interests** e.g. music, video, based on what you watch or listen to
- what **motivates** you e.g. whether you filter/sort hotels or products by price
- your **politics** e.g. supports green policies, based on interest in environment stories, or who you follow
- your **personality traits** e.g. whether introvert or extrovert based on how many times you post on social media
- your **emotions** and **sentiment**, e.g. anxiety, happy, based on the words you choose to use

According to IBM Watson based on Steve's Twitter account...

Personality Portrait

1083 words analyzed: **Weak Analysis**



Summary

You are a bit coarse.

You are trusting of others: you believe the best in others and trust people easily. You are authority-challenging: you prefer to challenge authority and traditional values to help bring about positive changes. And you are philosophical: you are open to and intrigued by new ideas and love to explore them.

You are motivated to seek out experiences that provide a strong feeling of prestige.

You are relatively unconcerned with both tradition and helping others. You care more about making your own path than following what others have done. And you think people can handle their own business without interference.

[How did we get this?](#)

You are likely to _____

☒ be sensitive to ownership cost when buying automobiles

☒ have experience playing music

☒ like historical movies

You are unlikely to _____

☒ like country music

☒ be influenced by social media during product purchases

☒ prefer style when buying clothes

Personality

**% = percentile

Conscientiousness ▾

50%

Emotional range ▾

47%

Introversion/Extraversion ▾

44%

Openness ▾

43%

Agreeableness ▾

9%

Consumer Needs

**% = percentile

Challenge

54%

Excitement

33%

Practicality

29%

Structure

25%

Curiosity

18%

>>

Values

**% = p

Achievement

58%

Stimulation

44%

Taking pleasure in life

16%

Helping others

12%

Tradition

11%

MyMagicalSauce @ Cambridge Uni predicts that Steve is...

All sources Likes Posts Comments Tweets Open Text

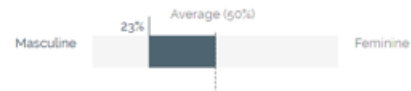
The following prediction is based on **87** tweets, from which **1644** words were used

Age

31

Your digital footprint suggests that your online behaviour resembles that of a 30-39 years old

Psychological Gender

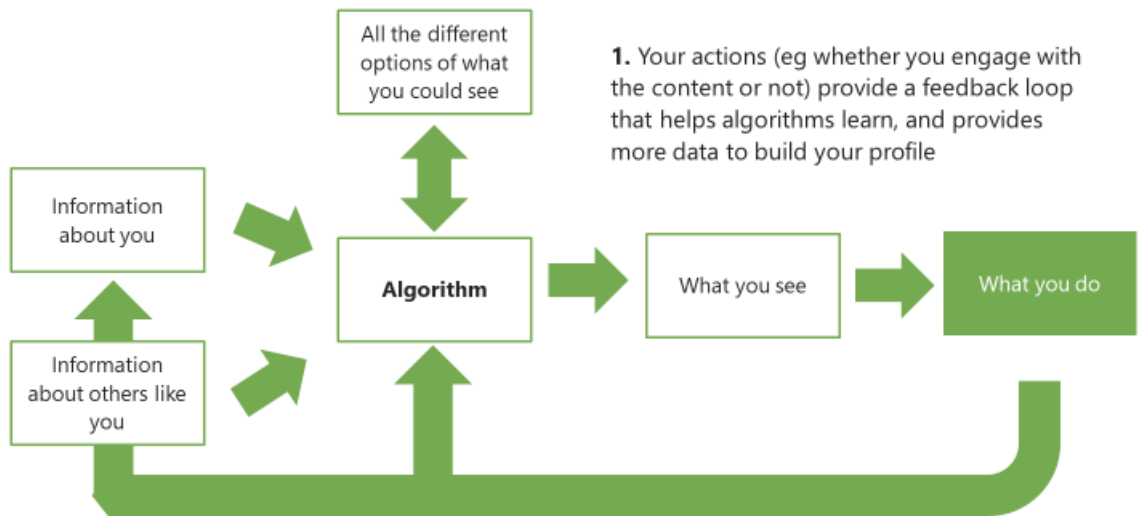


Your digital footprint suggests that you are Male

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The model continuously learns and evolves



1. Your actions (eg whether you engage with the content or not) provide a feedback loop that helps algorithms learn, and provides more data to build your profile

2. By checking its results, algorithms comes up with new rules, and teach themselves the best way to complete the task. The more (or better) data they have, the better they learn. And the online users gets a more personalised online experience.

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5

There are many **benefits**, both to us and individuals and to society, but there are also potentially **undesirable outcomes** or **unintended consequences** that need to be explored... **this is where you come in!**



Exploring benefits and harms

Three things to consider for day 2

- 1 Personalisation and targeting has an impact on **individuals** and on **wider society**.
- 2 Companies are able to **make changes** to the way in which algorithms are **designed** to personalise or target you.
- 3 If we want the **benefits**, we don't have to accept the **harms**.

See you on 20th July!

Case Studies

Pen portrait 1: Laura

- Laura is 40 years old and loves Take That. She listens to them every day mainly through the Spotify app on her smartphone and YouTube on her tablet. And she follows them on Instagram and likes their page on Facebook.
- She mainly listens to Take That and other boy bands from the 1990s – sometimes she thinks she should branch out a bit.
- She receives lots and lots of alerts and notifications giving her the latest news on Take That and telling her what others like her are saying about them.
- She likes this because she enjoys staying up to date with her favourite band and she gets to know about an upcoming Take That tour and when the tickets go on sale.
- She finds these alerts and updates irresistible and can't help checking her phone a lot to stay in the loop.
- She couldn't afford the tickets to the upcoming tour. Her Instagram is filled with pictures and videos from the show and she spends hours looking through them all.
- She feels sad not to make it.



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Pen portrait 2: Anna

- Anna is 15 and is really into gymnastics. She lives in a rural area, none of her school friends are into gymnastics and she has to travel an hour each way to attend a weekly class.
- She often goes online to keep updated on gymnastics; she watches clips of professionals and amateurs performing in competitions and practicing new routines. She likes this as she feels this has improved her routine.
- She follows top athletes on Twitter and Facebook, and recently received recommendations to become friends online with others who share her passion for gymnastics.
- She checks her phone whenever she can as she wants to be as good as the amazing gymnasts she follows. She watches more clips she hasn't seen, which are recommended highly for her as she always watches gymnastics content.
- Her mum is worried that she is spending too much time online. She recently found Anna up at 3am in the morning watching gymnastics content online. Anna also received a detention from school for checking her phone in class.



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Pen portrait 3: Micah

- Micah has just had her first child.
- Although the birth of her child is a joyous event, Micah feels like she is just sleepwalking, trying to make it from one feed to the next.
- Her baby has reflux and is often sick after feeding. One feed can take up to 2 hours.
- She searches online for information and joins a Facebook group of mothers with similar stories.
- She finds out from the Facebook group and the NHS site that she should hold her baby upright for as long as possible. Although she does this but the reflux doesn't seem to get better.
- One night she is scrolling through the web while feeding and she is shown lots of ads for reflux remedies for babies.
- She doesn't recognise any brands, and is unsure if they are effective or if they have side effects.
- But she is at her wits end and buys some of the products



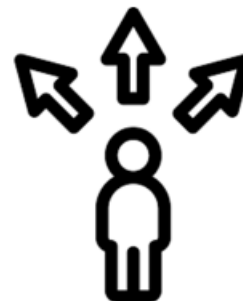
Pen portrait 4: Clare

- Clare has a big family and lots of friends. She loves to share pictures of herself with her family, and her friends. And she often updates her status.
- She likes to do those quizzes on Facebook which ask "which celebrity are you most like". She never bothers reading the terms and conditions.
- She posts the results as a bit of fun, which some of her friends like. A few do the quiz themselves.
- From the pictures she posts, the words she uses in her posts, and the results of the "celebrity" quiz, the machine (algorithm) estimates her mood, personality, and psychological state.
- This information is then used to design the look and feel of adverts she sees.
- As Clare is analysed to be an extrovert she receives adverts about expensive VIP tickets to a club night.



Pen portrait 5: Mark

- Mark loves playing badminton. He likes to look the part when he's down at the local sports centre.
- He spends a lot of his time online reading reviews of the latest racket and sports wear, as he likes to feel informed before he spends his money.
- He gets a large number of adverts about the latest badminton rackets over a sustained period of time.
- He is sorely tempted to buy another racket even though the one he likes playing with is almost brand new.
- The site he buys from recommends products that "other people bought" along with the racket.
- The things are all expensive trainers which have the right kind of sole for playing badminton. It costs more than he can afford but he buys a pair anyway. He later regrets his decision.



Pen portrait 6: Ash

- Ash goes through moments of feeling overly happy and other times feeling very low, often at night.
- When Ash feels low he withdraws from family and friends and spends time online talking to groups of people who feel like him and understand him.
- This gives him a lot of comfort because they perceive the world in the same way.
- Due to his mood he is prone to make impulse purchases of expensive products that he can't afford.
- The algorithm can spot patterns of behaviour (i.e. buying expensive things in very short periods late at night) that tie in with his mood and responds to this pattern.
- He is then shown more adverts online for expensive products, especially late at night.



Pen portrait 7: Michael

- The first time Michael gambled he was 11 years old at a charity bingo event. He is now 25 and has become a problem gambler, betting on sport, races and using online casino games.
- He has accounts with Bet365, Ladbrokes and 888Casino, including the apps on his phone. He sometimes makes impulsive bets that he later regrets, or bets when he is bored.
- While browsing sports videos on You Tube, Michael sees the latest betting offers and he decides to place a bet.
- He lost more than he can afford and is worried about his financial position.
- He has decided to stop gambling and has Googled help on how best to stop.
- As he continues to browse the latest football news, he sees ads and promotions for “new customer” gambling offers. He finds these very attractive and is tempted to chase his losses and try and make his loss back.
- He also sees ads for GamBan, a service that helps you block gambling sites from your device.



Pen portrait 8: John

- John doesn't normally vote but is passionate about green issues.
- Two months before a general election, John was targeted by lots of adverts from a mainstream political party.
- Each advert contains information about a specific green policy of this party, one that aligns very much to John's interests (e.g. planting more trees in his local area).
- It doesn't have any information about their other policies, so he assumes that the environment is the party's priority, and votes for them.
- John meets his cousin (Julie) at a wedding. He finds out Julie was targeted by the same party, but the information she got was about its plan to expand the local airport.
- Julie was impressed by this because she works at the airport and so also voted for this party.
- John feels cheated into voting for that party because he did so on the basis that they were a “green” party.



Pen portrait 9: Jamal

- Jamal is 38 years old and has two young children.
- He likes to shop online as its easier than taking his kids to the local shopping mall, and he can browse after they have gone to bed.
- Jamal's children normally walk to school and play outdoors with friends.
- Jamal sees some news online about increases in knife-crime among children in big cities, though thankfully not in his town.
- He is then recommended more and more of this type of content and starts worrying about his children so much that he starts driving them to school and stopping them playing outdoors.
- He spends more and more time online researching harms to kids and knife crime. He feels emotionally troubled by it.



Pen portrait 10: Amit

- Amit is trying to lose weight. He searches for information on diets, and has recently downloaded some exercise apps on his phone, which encourage him to join a gym and start to exercise.
- In his social feed he gets increasing amounts of information about diet and fitness, some of it from well-known medical organisations, some from enthusiasts, some from people with unusual theories about weight loss or recommending weight loss remedies.
- Some of the content comes from people who also operate pro-anorexia websites. He becomes increasingly drawn to more fringe theories and finds himself spending hours reading different viewpoints.
- He becomes very interested in a series of videos that come up on his feed from a woman who promotes 'extreme weight loss' regimes and subscribes to her You Tube channel and exchanges messages with her.
- After a while his friends notice his weight has dropped to below healthy levels. He no longer goes out to restaurants with them. One evening he gets into an argument with them about whether anorexia is an illness or not.



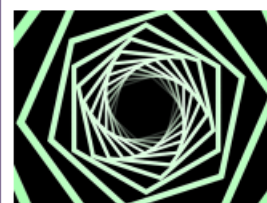
Pen portrait 11: Marianne

- Coventry NHS has noticed a dip in the number of young children being vaccinated for mumps, measles and rubella.
- So they want to run a social media campaign to target mums of young children to encourage them to vaccinate their kids.
- Marianne lives in the Coventry area.
- She is a fairly private person and doesn't post about her child on social media but is friends with other new mums who do post about their children. On her news feed she sees the NHS vaccination ad.
- She also sees information on Facebook liked by some of her other friends which is made by people with impressive sounding scientific and medical background suggesting that there is a link between the vaccinations and autism. She clicks on the information out of interest and the next time she logs on sees more information like that.
- She now feels unsure if she should get her child inoculated.



Pen portrait 12: Caleb

- Caleb lives in the US and drops out of college due to his depression. Seeking a sense of belonging and direction in his life spends a lot of time on YouTube.
- He develops a deep interest in videos about political ideas and comes across a You Tuber, who speaks about controversial political ideas. Over two years he watches many hundreds of videos.
- YouTube keeps recommending him content similar to the things he has, so he is then served up videos about Neo-Nazis, extremist conspiracy theories as well as prejudiced content e.g. misogynist views.
- Over time his political beliefs shift and he cuts ties with his family and friends as they don't share his beliefs.
- With nobody checking its reliability, and him not knowing if the content was true, he only realised his political ideas had changed after he begins watching videos containing left wing ideas. Caleb now speaks about the dangers of online radicalisation.
- Then show this video: <https://www.youtube.com/watch?v=o13Yi9pZ3Hg>



Pen portrait 13: Tom

- Tom smoked his first cigarette when he was 13. He is now 30 and smokes roughly 10 a day. He enjoys smoking, especially with a drink, and has never thought seriously about quitting.
- He uses Facebook a lot, and regularly posts picture of him and his friends hanging out, these pictures also contain pictures of cigarettes and cigarette brands. One of his friends has recently started posting about his attempt to quit, Tom has commented and liked a few of his posts.
- Whilst browsing through Facebook, Tom sees an ad for Stoptober – the quit smoking campaign by Public Health England. He clicks on the ad, and for the first time begins to think about quitting.
- Tom also starts to see posts from other people who are taking part in Stoptober and has decided to try and give up smoking with them.
- Tom is successful. He hasn't had a cigarette since he saw the campaign.



Pen portrait 14: Elodie

- Elodie completed a degree in engineering but couldn't immediately find work in her desired field.
- She decides to find temporary work in a local creative design company, and has stayed for two years working in their finance department.
- Her colleagues have become her friends on Facebook and on online networking sites such as LinkedIn.
- Over the next few weeks, Elodie receives lots of suggestions for jobs in creative and financial roles from an online networking site.
- Some of these jobs are in her local area.
- Although she clicks a few that were attractive because of the salary, she would much rather her next job was in engineering.
- She has continued to receive similar job opportunities.
- She is frustrated not to have seen any engineering jobs.



Worksheets

To be used in conjunction with first group session on day 1

Design a service worksheet

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WORKSHEET A

Your questions

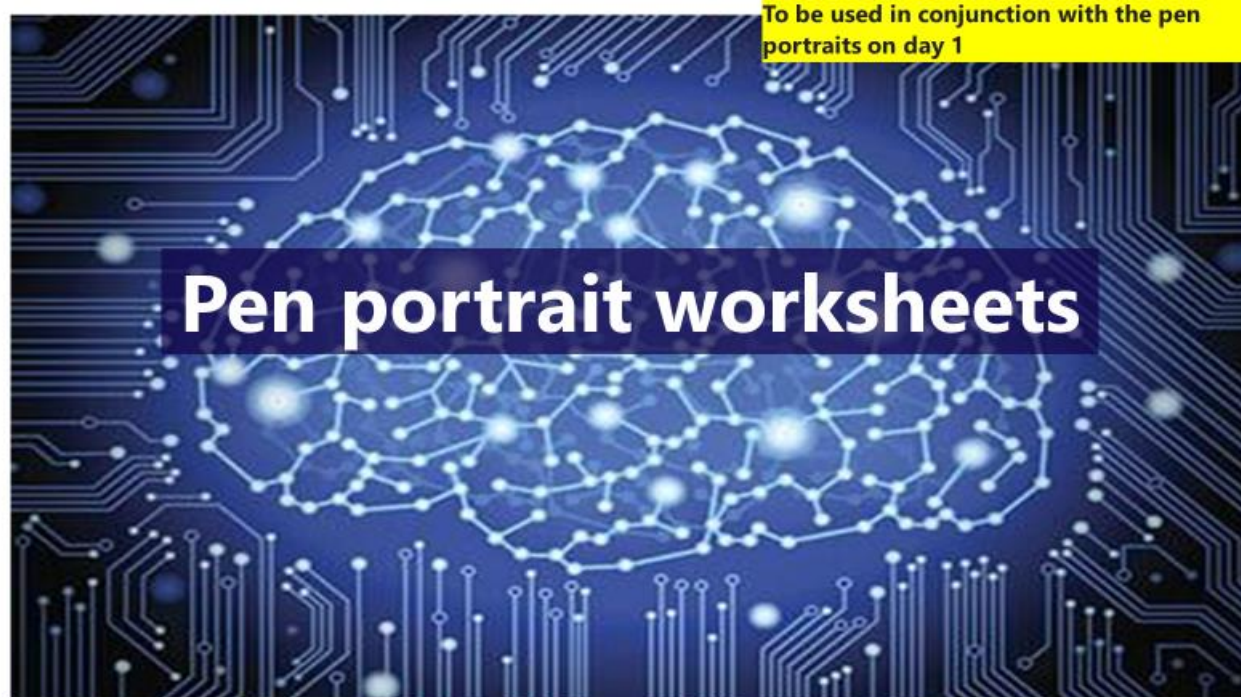
What service are you designing?.....

1. Why do people use the service?

2. What are the key features of a good user experience?

3. Do all users receive the same experience, or is it tailored? How do they find things which are most relevant to them?

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3

WORKSHEET B

Your questions

Name of Pen Portrait:.....

1. What evidence is there of personalisation or targeting?

--	--	--

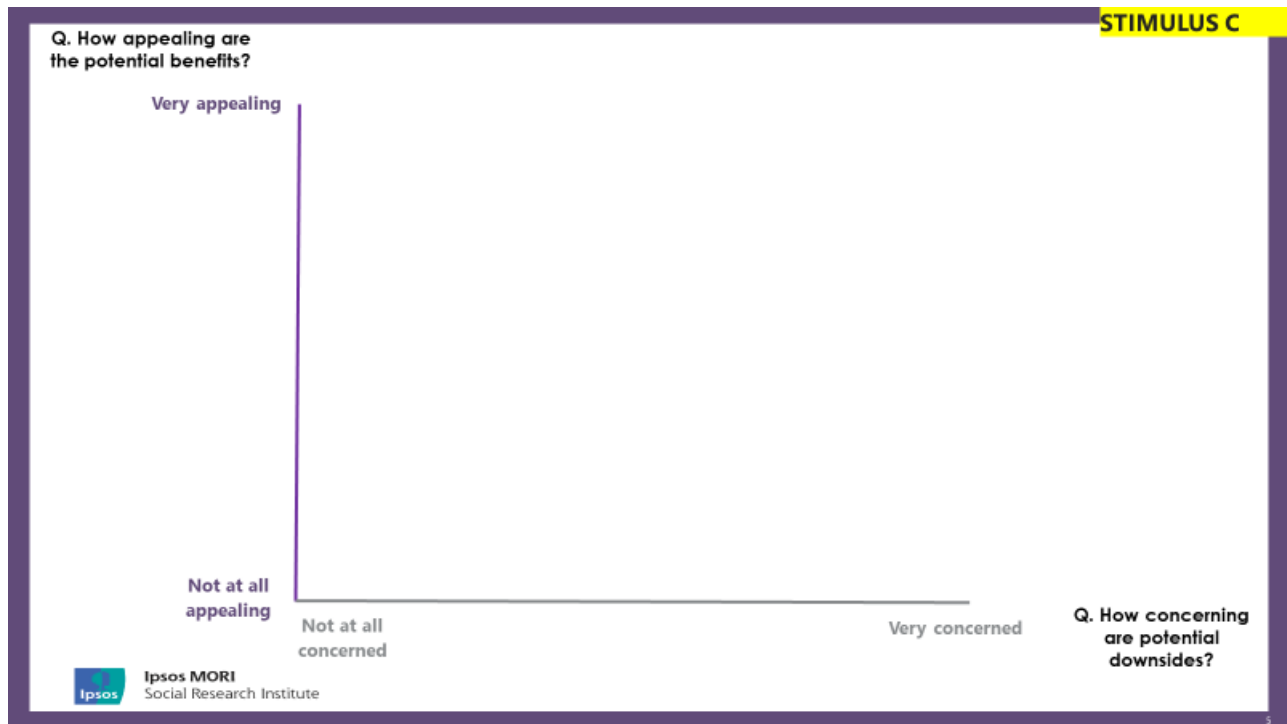
2. What are the benefits to the character? How useful are these? What are the benefits of this type of personalisation / targeting to wider society as a whole?

For character	Wider society	On a scale of 1-5, how appealing are the potential benefits (1 = not at all; 5 = very appealing)
	 / 5

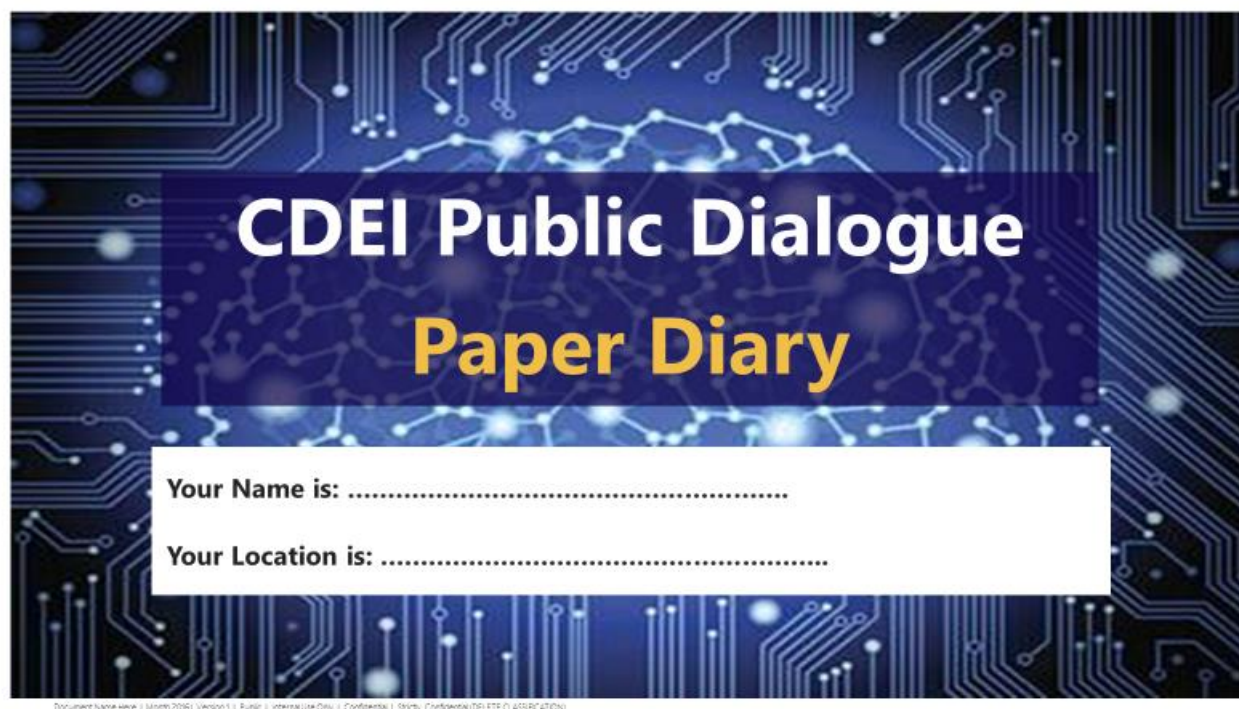
3. What are the downsides for the character? Are these regrettable or acceptable? What are the potential downsides for wider society?

For character	Wider society	On a scale of 1-5, how concerning are the potential downsides (1 = not at all; 5 = very concerning)
	 / 5

4



Paper Diary



The form has a dark blue background with a circuit-like pattern. A central dark blue rectangle contains the title 'CDEI Public Dialogue' in white and 'Paper Diary' in yellow. Below this, a white box contains two lines for 'Your Name is:' and 'Your Location is:'. At the bottom left, there is a small line of text: 'DocumentName:here | MORI(2016) | Version 1.1 | Public | InternalUseOnly | Confidential | Strictly Confidential(DELETE CLASSIFICATION)'.

CDEI Public Dialogue

Paper Diary

Your Name is:

Your Location is:

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Two strands of paper diary activities – strand 1

Please share any examples of where you think you have recently experienced some form of personalisation or targeting online?

Please complete as many entries as you can – ideally at least one per week

We are particularly interested to know more about:

- What were you doing?
- What was the end result?
- What device were you using?
- Where were you?
- What data or information was being used?
- How did you feel?
- Was it a useful experience?
- Do you have any concerns?

Two strands of paper diary activities – strand 2

Between now and the next workshop, please browse any two of the following:

1. **MyActivity Google** (shows you your digital footprint)
<https://myactivity.google.com> OR search "My activity Goggle"
2. **How Newsfeed works, Facebook** (shows you why you see some posts and not others)
<https://www.facebook.com/help/520348825116417> OR search "what influences the order of posts in my news feed facebook"
3. **ApplyMagicalSauce, Uni of Cambridge** (undertakes personality profile)
<https://applymagicsauce.com/demo> OR search "Apply Magical Sauce Cambridge"
4. **IBM Watson Personality Insights** (view demo to undertake personality profile)
<https://www.ibm.com/watson/services/personality-insights/> OR search "IBM Watson Personality Insights" and click on "view demo"

Please share any examples of where you think you have recently experienced some form of personalisation or targeting online?

Diary entry	Date, time , device and where?	<ul style="list-style-type: none"> • What were you doing? • What was the form of personalisation / targeting? • What was the end result? 	<ul style="list-style-type: none"> • How did you feel about personalisation / targeting being conducted in this way? • Is it useful / acceptable? Any concerns?
1			
2			
3			
4			

Please share any examples of where you think you have recently experienced some form of personalisation or targeting online?

Diary entry	Date, time , device and where?	<ul style="list-style-type: none"> • What were you doing? • What was the form of personalisation / targeting? • What was the end result? 	<ul style="list-style-type: none"> • How did you feel about personalisation / targeting being conducted in this way? • Is it useful / acceptable? Any concerns?
5			
6			
7			
8			

Please share any examples of where you think you have recently experienced some form of personalisation or targeting online?

Diary entry	Date, time , device and where?	<ul style="list-style-type: none"> • What were you doing? • What was the form of personalisation / targeting? • What was the end result? 	<ul style="list-style-type: none"> • How did you feel about personalisation / targeting being conducted in this way? • Is it useful / acceptable? Any concerns?
9			
10			
11			
12			

Video Diary

CDEI Public Dialogue Video Diary

Your Username is:@ipsos.com

Your Password is:

DocumentName: HED | MORI (2016) | Version 1.1 | Public | Internal Use Only | Confidential | Strictly Confidential (DELETE CLASSIFICATION)

Two strands to the video diary activities

Always on

Please share any examples of where you think you have recently experienced some form of personalisation or targeting online?

Please complete as many entries as you can – ideally at least one per week

We are particularly interested to know more about:

- What were you doing? What was the end result?
- What device were you using / where were you? What information do you think was being used to shape your experience?
- How did you feel? Was it a useful experience? Do you have any concerns?

Weekly task

Between now and the next workshop, we will post weekly tasks for you to take part in.

The first of these will be available from Monday.

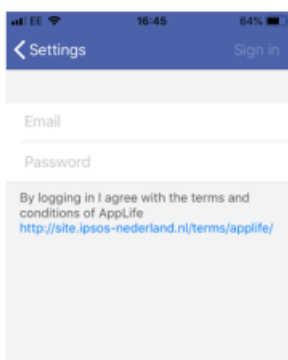
These include things like:

- Visiting sites that tell you more about your digital footprint
- Interviewing a friend or family member
- Attempting to change your settings

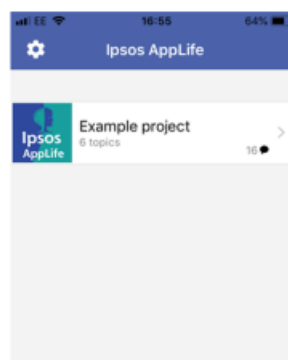
How to download the Ipsos AppLife App



1. Search for “Ipsos AppLife” in the search function in the [Appstore](#) (iPhone) or [Playstore](#) (Android) to download the app.
The app is free to download.



2. Login using your username and password. These are written on the front page of this booklet.



3. Click on a question to respond. You have up to 5 minutes per video, though they can be much shorter than this where appropriate.

PS. Once you have logged in, please add your firstname to your profile in the app – just so we know who you are.

6 top tips for taking videos

1

Camera: it doesn't have to be anything fancy, but please use the best smartphone or tablet camera you have, and select the highest resolution.

2

Framing: make sure you're in the shot and are the main object of focus. Hold your phone at arms length, and try to make sure your eyes are in the upper third of the frame.

3

Landscape: Hold your phone on its side so that it is filming in landscape, rather than portrait. This means you have a much large frame, and we can capture more detail.

4

Location: try and make sure your environment is well lit (use daylight, or point any light towards you rather than camera) and is somewhere quiet where you won't be interrupted.

5

Speech: we're keen to hear what you have to say – please speak as clearly as you can, and try not to talk too fast.

6

Look at the camera; rather than at the image of you on the screen – this means we will be able to see your eyes!

And always check you're happy with your video before sending. Don't hesitate to record again if you'd like to.



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Next steps: please share your initial thoughts after day 1

Find somewhere quiet and comfortable in the venue to take a short video.

In Ipsos Applife, click on the 'Initial Reactions after day 1' section.

Please submit a short video of your initial top of mind thoughts based on what you have seen, heard and discussed today.

In a single video, of no more than a couple of minutes, please consider the following questions:

1. What are your key take outs from today?
2. What new things did you learn today?
3. What do you find most appealing about personalisation and targeting?
4. What, if anything, do you find most concerning?
5. Overall, do you think the benefits of targeting and personalisation outweigh the potential harms?

Annex 5: 2nd event materials

Summary

The materials for 2nd event were designed to probe on where the responsibility lies for enhancing the benefits whilst mitigating the harms of online targeting, and ultimately, what possible measures could be introduced to help ensure it works for the benefit of users and wider society.

Public dialogue to uncover views of online personalisation and targeting

Event 2: day-long session – 10am-4pm.

Time	Discussion structure	Questions and materials
9.30-10.00		Arrival and registration
10.00-10.20	Introduction Warm up <i>plenary</i>	<p>Slide 1-5 Welcome, recap H&S briefing, introduce everyone in the room. Explain experts will sit at tables, they are interested in your views and on hand to answer ppts questions.</p> <p>We have 3 aims today</p> <ul style="list-style-type: none"> • Discuss what you think should be the responsibilities of the different actors involved in online personalisation and system. • Learn about the current rules and standards that are in place relating to personalisation and targeting • Decide on whether any safeguards are required and if any rules are needed around online personalisation and targeting <p>Slide 6-9 Lead facilitator to feedback “what ppts told us in event 1”, ask ppts in plenary if a fair reflection</p>
10.20-11.00	Quick warm-up (review of post-task) and initial discussion of controls / responsibilities <i>tables</i>	<p>5 mins Re-introductions on tables, including expert – name, specialism, and hopes for the discussion / event.</p> <p>Quick review of post-task</p> <p>15 mins</p> <ul style="list-style-type: none"> • What did you do? Learned anything new/surprising?

		<ul style="list-style-type: none"> • Have your opinions on anything changed, or are you now thinking about any new questions? • What do you think are the top 2 benefits of online personalisation and targeting? To you, and then to society as a whole? Why? Facilitator to capture on flipchart – one flipchart for each benefit (individual and societal). • To have these benefits – very briefly, how acceptable do you find it that companies / organisations use data about you in order to shape your online experience? • What concerns do you have, at this stage? Are there any bad consequences that might come from online personalisation and targeting? <p>10 mins</p> <ul style="list-style-type: none"> • In the homework task, did anyone attempt to their change their settings? <i>Facilitator note: ppts who did the video diary were asked to try and change their settings e.g. delete cookies, change ad preferences e.g. opt in / out of behavioural ads/ ads based on interests, privacy settings, control timeline on social media, turn off alerts and notifications etc.</i> <ul style="list-style-type: none"> ○ How did you get on? Which settings did you try and change? ○ How clear / easy to use are they? • Has anyone else ever thought about changing their settings? • What potential do these settings have in terms of minimising the downsides / risks? <p>10 mins plenary</p> <p>Lead facilitator introduce slide 11 to show the different actors involved in shaping the amount and type of personalisation and targeting. Leave slide 11 showing on the screen so can refer back when populating the responsibilities grid.</p> <ul style="list-style-type: none"> • Check any questions, surprises, concerns. <i>Lead facilitator bring in experts to answer qs where appropriate to do so.</i> • Are there things we can do as individuals that would give us more control over our online experience? Allow for spontaneous. <ul style="list-style-type: none"> ○ Then probe with: turn off alerts and notifications, stop worrying about missing out, set time limits, use different browsers or search engines that are more privacy focused and use less data to personalise a service etc. • What potential does this have for minimising the harms that can be caused by online personalisation? • Are there responsibilities for other players in the system to ensure we make the most of personalisation? For example, responsibilities for companies, UK government? Probe: how and whether responsibilities differ by type of content, product, service, type of online user e.g. young person, vulnerability, all users.
11.00-12.00	Drawing up the responsibilities of the different actors in the online personalisation / targeting system (NB	<p>50 mins Table discussion of responsibilities to make the most of personalisation i.e. enhance the benefits and mitigate the harms.</p> <ul style="list-style-type: none"> • We'd like to you think about “The responsibilities that everyone in the online personalisation / targeting system has, which guide how the system works” <p>This is a large template that the table will fill out together</p>

this will elicit principles as well as what practice could look like.

Over the next 3-5 years we are thinking about people's **expectations** of online personalisation and targeting. What should everyone in the system **have to do /must do**, to make maximise the benefits, and minimise the harms? What would be additional 'nice to have' things that different players can do – and what are your red lines – what can never be done? In this section we want you to think about the **reasonable expectations** you have about personalisation and targeting – what would create **good practice**.

Each table will have 3 audiences to work with, then we'll feed back.

1. UK government
2. Companies including *social media (e.g. Facebook, Instagram); recommendation systems e.g. (You Tube), Streaming services (Spotify), Retail (Amazon), websites like Google,*
3. Online users

Facilitator give ppts the set of case studies used in event 1. Each table to work through 3 case studies.

Table 1	Table 2	Table 3 (introduce in reverse order)
Trust in information	Trust in information	Trust in information
John (political ads)	Marianne (anti vaxx)	Caleb (manipulated views / political ideas)
Vulnerability (gambling)	Vulnerability (mental health)	Everyone is potentially vulnerable
Michael (gambling NB there is a solution in it)	Ash (mental health – only type of issue that can be picked up by machine learning and tracking. NB it's a lot more invasive though!)	Amit (due to intensity and frequency of personalisation / targeting his situation goes from benefit (improved health) to anxiety and obsession)
Trust in markets / commercial exploitation	Addictive tech	Accuracy of algorithm / discrimination
Mark	Anna	Elodie (CDEI thinks something should change here – maybe she needs to use her controls?)

	Who?	Have to do / must do	Can do – nice to have	No way! Must not do.
1	UK Government			
2	Companies e.g. social media			

	platforms and websites			
3	Online users			

Facilitator to use the grid to encourage people to discuss their case studies, and then probe with the following questions (again using the categories in the grid).

- How should the benefits of personalisation be maximised, and the harms minimised – how do we make it fair?
- If personalisation works best by responding to people's online behaviour and making estimations about their interests, motives and personality, how do we make sure there is not a detrimental impact on the most vulnerable in society?
- What are the expectations of companies e.g. Amazon, Google, Facebook etc – make it clear how user's data is used, restrict content for certain users e.g. users deemed to be vulnerable, make it easy for users to control the content etc.
What are your expectations of UK Government in all of this? e.g. safeguards, regulation code of conduct, informing people how online personalisation works, educating people about the benefits and risks, educating people about critical thinking.
- What are your expectations of online users in all of this? responsible for the control of their content, take time out, self-educate so as to apply critical thinking.
 - Are your expectations the same for all users? Probe: 14-year-old; 32 year old gambling addict; recently bereaved 45 year old; 57 year old on average income, with good physical and mental health issue.

(10 min) Plenary feedback and discussion

- We have established something of a model of responsibilities for online personalisation and targeting.
- What might prevent the providers /hosts of content, products, and services adhering to what we want?
- Who decides on how the responsibilities are implemented? – government, citizens, companies, charities... who else?
- Who has a role to play in making sure the responsibilities are held to – government, citizens, companies, charities... who else?
- What's the right balance between regulation, industry action (e.g. industry led codes of practice / standards) and users being responsible for control over the content / ads etc they see – if you think there should be a balance?
- For ppts suggesting regulation needed probe with:
 - Is that because people can't be expected to know whether they are being affected by the harm - e.g. if they are given unreliable medical information
 - Or is it because people aren't able to protect themselves and need greater protection (e.g. this might be true of gambling addiction)
 - Or is it because, even though people could work out for themselves that they are being targeted in a harmful way, and even though they could do something about it themselves, they probably won't.
- For ppts suggesting regulation would not be necessary.
 - Is that because you think people would be confident that they could tell whether or not they would be targeted with information that was in their best interests or potentially harmful
 - If yes, do you think people would be confident to take steps to avoid the harm - e.g. change settings, use a different service. If yes, are you comfortable that this is reasonable to expect from others.

12.00- 12.40 LUNCH:

The afternoon session will be focused on questions/ tensions around solutions – then we will look at the current policy arrangement and safeguards and measures that could be introduced to minimise the harms and maximise the benefits.

Experts rotate tables

<p>12.40-1.20</p>	<p>Impacts arising from online personalisation and different ways to minimise the harms / maximise the benefits</p> <p>Tables</p>	<p>Quick introduction by expert – name, specialism, hope for the discussion / event.</p> <p>Use of personalisation, risks and ways to minimise risk.</p> <ul style="list-style-type: none"> Now we've thought a bit about how online personalisation might be used, what are your expectations of the way benefits should be maximised and harms minimised? Who would be ultimately responsible for minimising the harms? Listen out for role of companies, government and online users. <p>We have spoken to some of the companies involved in the online personalisation and targeting system about the benefits of online personalisation and how they take steps to minimise the harms; here are three imaginary interviews (NB, invented by Ipsos, a mashup of different interviews and perspectives)</p> <p>10 min per talking head</p> <p>View from hosts of online content, products, and services i.e. social media platform</p> <p><i>We use personalisation to improve our customer experience – to make it easier for users to find the relevant information, content, products and people that they are most likely to be interested in. Users have control over their settings and preferences to decide how they want their experience to work for them. The privacy of online users and data security is very important to us and we work with regulators and government to comply with the rules. We strongly believe in the idea of free speech, and believe the internet allows everyone to voice their opinions; but we also act quickly where we see illegal content, and we ask all users to adhere to community standards in the content they produce. Our technology and innovation is admired by the rest of the world and we are a major contributor to UK economic growth and more regulation will slow down the pace of innovation and we will be less competitive. Not only will the sector will lose out, but consumers will too.</i></p> <ul style="list-style-type: none"> What surprised you – any food for thought here? Any questions for experts? If companies already work with regulators, have community standards in place, take down deemed illegal, and offer users control over the content they see – how do we deal with content which might be harmful, but isn't illegal? What counts as harmful content? How do we trade off the idea of free will / autonomy vs platforms being mandated to restrict content? How important is it that the digital industry helps us economically? How should we balance innovation and improvements to the user experience vs protections for the most vulnerable in society – if you think they should be balanced? <p>View from producers of online ads</p>
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Personalisation and targeting means we get a better return on investment in our marketing strategies – because we know more about users we waste less money. Personalisation and targeting helps connect businesses with the people who are most likely to be interested in their message or product and this really helps small businesses who tend to be priced out of other ways to advertisers like tv. We use data appropriately - we are fully committed to working within data protection legislation and advertising regulation, and only work with other partners who do so too. It is because of advertising that many internet sites offer their services for free to users. Internet users are able to amend their preferences which dictate how their information is used for targeted advertising; moreover, they are often able to pay for ad free versions, or use alternative services like search engines. Our industry standards are continuously reviewed, and already contain rules about protecting vulnerable groups. The industry should be left to develop best practice solutions that can easily adapt to changes in technology.

- What surprised you – any food for thought here?
- Any questions for experts?
- If producers of online ads should be required to protect users, what should they do that they don't already do?

We have also spoken to some academics about the concerns they see; **here is one imaginary interview** (NB, invented by Ipsos, a mashup of different interviews and perspectives)

View from experts in data ethics

We should be concerned about the harms that can be caused by online targeting and personalisation, which affect individuals and society as a whole. The algorithms which drive personalisation and targeting are designed to keep people online for as long as possible, to maximise the amount of advertising that can be sold. Because people are more likely to click on dramatic content, the algorithm may end up showing us content that is unreliable or divisive, or which influences the way we think or act without our knowledge. Because people may be more likely to click on this divisive content, over time this could lead to a breakdown of trust, which weakens our communities. There is also a risk that vulnerable people could be particularly affected. For example, an algorithm might decide it is most likely to secure a "click" for a video promoting weight loss products by showing it to someone suffering from anorexia. Heavy exposure of the same advert over a long period of time can result in vulnerable people being unwittingly harmed.

- What surprised you – any food for thought here?
- Any questions for experts?
- Have your opinions on anything changed, or are you now thinking about any new questions
- What do you think counts as vulnerability in online personalisation and targeting?

10 mins Final list of questions after completing all three talking heads:

- **If companies should be required to protect users, what should they do that they don't already do?** *Facilitator note: remind ppts that companies already have to adhere to regulation, and their own standards and that users have control over what they are served up.*
- For ppts suggesting regulation needed probe with:
 - Is that because people can't be expected to know whether they are being affected by the harm - e.g. if they are given unreliable medical information

		<ul style="list-style-type: none"> ○ Or is it because people aren't able to protect themselves and need greater protection (e.g. this might be true of gambling addiction) ○ Or is it because, even though people could work out for themselves that they are being targeted in a harmful way, and even though they could do something about it themselves, they probably won't. • For ppts suggesting regulation would not be necessary. <ul style="list-style-type: none"> ○ Is that because you think people would be confident that they could tell whether or not they would be targeted with information that was in their best interests or potentially harmful ○ If yes, do you think people would be confident to take steps to avoid the harm - e.g. change settings, use a different service. If yes, are you comfortable that this is reasonable to expect from others. • If companies already work with regulators, have community standards in place, take down content deemed illegal, and offer users control over the content they see - how do we ensure that the industry is able to innovate and improve its customer experience while protecting users from harm?
1.20-1.35	Current protections Plenary	<p>PLENARY Introducing current rules and regulations and their limitations</p> <p>Slide 17-20: Lead facilitator to introduce participants to current rules and regulation, and their limitations</p> <p>To include:</p> <ul style="list-style-type: none"> • Platform standards • Protection of vulnerable groups • Rules specific to the internet • Basic rights and principles • Data protection • Specific sector bodies <p>STILL IN PLENARY</p> <ul style="list-style-type: none"> • What surprised you – any food for thought here? • Any questions for experts? • Have your opinions on anything changed, or are you now thinking about any new questions • What are your thoughts on what's in place at the moment? Are there pros and cons? • What is the right balance? e.g. state intervention, left to the market, user action / empowerment. Does it depend on context?
1.35 – 2.15	Different perspectives around ways to minimise the harms that can be caused by	<p>TABLES Introducing possible solutions to enhance benefits and minimise harms</p> <p>OK, we've discussed the current arrangements that exist to protect online users, and that these arrangements have limitations. Now, we'd like to show different things which could happen to enhance the benefits of personalisation and minimise the harms.</p> <p>Hand out stimulus which describe different perspectives on how harms that can be caused by personalised could be minimised.</p>

**personalisation
/ targeting**

Ask the same broad questions for each dilemma

- Spontaneous response, concerns, questions, check comprehension
- How comfortable are you with these statements?
- Which perspective do you lean more towards?
- What potential do you think each perspective has in terms of minimising potential downsides? Who's likely to benefit? All users, certain types of users / types of vulnerable users. Everyone in society?
- And will there be winners and losers, how should we avoid this?

1. Vulnerability (20 mins for discussion of the same broad qs and specific qs below).

Facilitator note: *CDEI want to understand ppts appetite for controls on targeting where vulnerable people are concerned e.g. should more action be taken to require advertisers not to advertise to vulnerable people?*

User led protections: *"It is best to put users in control because it means they can decide whether or not they need to be protected from content and they can protect their privacy. This is essentially the status quo".*

Platforms take responsibility: *'Platforms must take responsibility. We know algorithms can identify vulnerabilities - such as gambling addiction or anxiety in teenagers - that the individual may not fully recognise in themselves. We cannot let platforms exploit people in this situation so they should take active steps to identify and protect people'.*

- Are you comfortable with organisations / companies using targeting techniques in this way – should any be stopped from targeting where this might harm vulnerable people?
- Are there benefits to organisations identifying and targeting people with vulnerabilities? E.g. identifying is someone is anxious or depressed – and then helping them.
- We know platforms can identify people with vulnerabilities and target content at them (e.g. anxious teenagers, gambling addicts), how do we trade off companies taking responsibility for protecting vulnerable users vs concerns about privacy.
- If you think platforms should take some responsibility, should they:
 - a) prompt users to look after themselves – any concerns with this idea? If it is acceptable, what would you want it to look like? How about providing gambling addicts with information about support groups?
 - b) take action to protect users – any concerns with this idea? If it is acceptable, what would you want it to look like? How do you feel about them restricting content?
- What about in the case of children? And for people with addictions?
- If platforms should take responsibility, what would give you confidence that they do so properly? Allow for spontaneous then probe with industry standards e.g. self-regulation vs new laws / regulation.

2. Addictive design (20 mins for discussion of the same broad qs and specific qs below).

Facilitator note: CDEI want to understand ppts people's sense of whether personalisation makes products "sticky" or "addictive" (i.e. keeps them looking online), whether this is a problem, whether there should be controls, and whether platforms should be forced to provide certain controls (e.g. by an independent regulator)

Facilitator note re user controls, platforms often already give users options to change their settings (e.g. to stop auto-play features, to stop algorithmic curation of twitter feeds, etc.). But there is relatively low up take of these tools. Options might include non-personalised changes like reminders about how much time they have spent online, or stopping the next video from automatically playing after a user has watched a video. But - importantly - it may also include stopping personalised alerts and notifications, or highlighting recommended content that the system knows you will find it hard to resist...

Users must switch it off: 'Getting people to spend more time on their products only reflects the fact that the products are what people want. So long as they have the option to switch off alerts or to request that they don't get targeted with certain types of information, then there is no problem.

Facilitator note re defaults, this does not happen yet but ICO has suggested that it should happen for children. Some websites also do contextual advertising instead of personalised advertising – so the ads you see are based on data about the webpage, not about you. But the distinction here is between the current consent model and actively having to switch on alerts and email responses is important. People get the opportunity to say no to alerts and can unsubscribe to emails pretty easily. We are making a nudge argument for saying we should put more friction in the way of these things by making it harder to turn them on...

Users must switch it on: 'Companies have got too good at using data about our behaviour to know how to capture our attention and on their platforms. If people want to allow that, they should be able to turn on personalised alerts and other aspects of design such as autoplay. But the default setting should be fewer alerts, checking if users want to receive alerts, or reminding them that they should think about stopping.

- Some social media platforms already let you control the content that is served up to you. Has anyone done this? Why / why not?
- Should we help people to take more control e.g. user's content preference are applied across platforms, or make them take more control e.g. restrict access to products and services until they select their content preferences.
- How would it work for children, your family, your friends?
- In this idea, companies could check periodically if you wish to receive alerts – how do we feel about it now?
- Or they could remind users after they have been online for a period that they should think about stopping. How do we feel about the user not deciding what is too long to spend online?
- Do you see any potential problems with changing defaults? If so, what would need to change to make you comfortable with this?
- A middle way is that platforms would be required to prompt users whether they want to change their settings? How do we feel about that? Would it better if everyone got that message or just those spending large amounts of time on the platform?
- Switch it on vs switch it off – your preference? Prompt with: we know that lots of users don't use the controls available to them – would this (switch it on) be more effective?

2.15 –
2.25

Break

2.25 –
3.10

**Different
perspectives**

TABLES Introducing possible solutions to enhance benefits and minimise harms

around ways to minimise the harms that can be caused by personalisation / targeting

One facilitator works through dilemmas in reverse order

Reminder to: Ask the same broad questions for each dilemma

- Spontaneous response, concerns, questions, check comprehension
- How comfortable are you with these statements?
- Which perspective do you lean more towards?
- What potential do you think each perspective has in terms of minimising potential downsides? Who's likely to benefit? All users, certain types of users / types of vulnerable users. Everyone in society?
- And will there be winners and losers, how should we avoid this?

3. Misinformation (15 mins)

Facilitator note: CDEI want to understand what role people think platforms should play in the dissemination of untrue, violent or extreme information online – which is legal, but could be considered harmful. Note that illegal content includes things like inciting violence / terrorism / racial hatred

Platforms recommend and prioritise questionable content: ‘The job of internet platforms is to give people the information they are most interested in – in other words, the stories they are most likely to read. It is not always easy to determine what is true and this should not be up to companies to decide – that is for the reader to decide. If more people are more likely to read news stories saying vaccinations are unsafe than on stories saying they are safe, platforms should recommend and prioritise stories saying vaccinations are not safe.’

Platforms must not recommend and prioritise questionable content: ‘Internet platforms should not promote information that is likely to mislead people. It is easy to get people to click on stories with sensational headlines particularly if they are untrue. That doesn't mean people want to read sensational untrue stories. Even if people are more likely to read stories saying they are unsafe, platforms should recommend and prioritise stories saying vaccinations are safe.’

- There is an on-going debate about how can online users trust the information they see online. Some argue that users should decide for themselves whether the things they see are true or not and some argue that companies should try and make questionable content less visible online.
- What do we think? Which idea are we comfortable with? What if instead of untrue information about vaccinations being promoted, it was recommending potentially untrue celebrity gossip. Should that be stopped? What about information that may be unlikely to be true but it's hard to prove either way (like UFO sightings, conspiracy theories about 9/11).
- How should we consider the idea of protecting freedom of speech and protecting people from potentially harmful content?
- How should companies decide what counts as truth if down weighting potentially harmful content is in the best interest of users? Can we leave it up to companies?
- Should platforms be free to decide how to present content, or should there be an option to have platform prioritise more authoritative content? should there be an external body (e.g. a Government regulator like OFCOM which regulates what's on TV) which can monitor the platforms?
- As a user, how do you think this would affect the content you share? How would you feel about it being harder to find information and content you like, were stricter rules to affect users / you??

- What if the user is a child / teenager / family member?

4. Violent, extreme, and unpleasant content (15 mins)

The user decides what content is suitable for them to read / see: ‘The job of internet platforms is to give people the information they are most interested in – in other words, the stories they are most likely to read. It is not up to the platforms to decide what content is suitable or not – just like in the real world, as long as it’s legal, it is for the reader to decide. If someone shows an interest in violent news stories (e.g. footage from crime scenes) or prominent politicians who use unpleasant language to describe society, we should expect algorithms to find similar content and recommend it to them’

The platforms must not promote certain types of content: ‘Internet platforms should not promote information that is violent, extreme or unpleasant. Even if there is high demand for this sort of content, and it doesn’t break any laws, the platforms should not be making it easy to find. Algorithms should not recommend violent stories and images but if people search for them, they should be able to find them’

- After ppts are asked the same broad questions for violent, extreme and unpleasant content (see start of section on introducing solutions at 1.35pm), ask; which of the two perspectives in terms of what should happen do you feel more comfortable with

People who lean towards A – essentially the platform promotes misleading, violent, extreme content and the user decides what’s true or not, what’s suitable or not.

- Are you comfortable with platforms deciding what is violent or extreme content (which is still legal) – is there anyone else you would trust to do this?
- Do people need to get warnings about violent, or unreliable content? Why / why not? Should companies be encouraged to do this or forced? Why?
- Do people need tools to filter out unreliable or violent content? Why / why not? Should companies be encouraged to do this or forced? Why?
- Should platforms make it easier to find more reliable content? (e.g. content that’s regulated or by regulated companies like BBC) – how comfortable are you with this idea? Do you think this would affect the sort of content you see online? If views from outside the mainstream are less visible, does that matter?

For people who lean more towards B:

- Should platforms be free to decide their own approach to managing violent content and misinformation? Or should there be standard rules for all? Who should set and police these rules?
- Is it good enough if platforms respond and fix things when people complain or should they try to deal with misinformation and violent content immediately and before anyone complains?
- Do you think government regulators should be able to check what platforms are doing? Should they be able to find out if they are doing what they said they would and/or following the rules?

Political campaigning (15 mins)

		<p>Facilitator note: CDEI want to understand what might increase people’s levels of confidence in the use of online targeting across society. We are focusing here on political targeting, but this could be used to apply to other topics too such as news media or other advertising where there may be particular public interest concerns (e.g. alcohol, gambling etc).</p> <p>Facilitator note: <i>there is already some transparency about how you are targeted online - but not that much. And some platforms already have political ad archives - e.g. FB - but they are not consistent across platforms and don't include very much information about the targeting of the ads. For instance, “location” information only lets users know if adverts have been targeted in England, Scotland, Wales, NI, rather than smaller locations. The information about <u>how the advert is targeted is very limited.</u></i></p> <ul style="list-style-type: none"> • With political content – especially but not just around elections – should it be down to individual users to look out for and be aware of how they’re being targeted, or should this information (in aggregate i.e. de-identified) be made available to journalists, researchers, independent regulators? • Would these things improve your confidence in how online targeting is being used in political campaigning? • What if a prominent individual like a politician makes an untrue or misleading statement? Is it in the public interest for that to be down-weighted so fewer people see it? Would you trust the platforms to make these decisions themselves? • Is it enough that researchers and regulators are able to know what messages are being sent to people? • Does this apply to other types of content? E.g. media content (should platforms have to say publicly which articles or themes got most views etc.)? Or just political content?
3.10-3.40	Prioritising solutions	<p><u>TABLES:</u> Prioritising solutions to enhance benefits and minimise harms</p> <p>Each table will map potential solutions (c. 10 dilemmas per table) on axis of RISK vs IMPACT then discussion of mapping exercise will be a final check on the values and principles.</p> <p>Flipchart mapping exercise and if time feedback discussions in plenary.</p>
3.40-3.50	Final post it exercise / green dots	<p><u>PLENARY</u></p> <p>Looking at all the A3 posters of all of the solutions that could be introduced to minimise the harms that can be caused by online personalisation and targeting; go and take a look and add a green dot to anything you think is particularly important in terms of minimising harms.</p> <p>Also, add a post it note if anything has been missed – in the light of the discussions we just had about privacy, vulnerability, free will / autonomy, freedom of speech</p>
3.50-4.00	Wind up and close	<p><u>PLENARY</u></p> <ul style="list-style-type: none"> • To what extent have you identified solutions that will help minimise the harms that can be caused by online personalisation and targeting? • Event questionnaires • Incentives • Vox pops if not already done

Plenary Presentation



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Starting points

- There was surprise / alarm about the **amount and type of data collected**
- Some of you felt that **users are the 'commodity'** to online platforms – a sense of being **monetised**
- You seemed **shocked** by how the algorithms are designed to work and there was a sense that the system was opaque

7

Lots of positivity and concerns

- There was positivity although **benefits tended to be seen through the lens of individual users** e.g. relevant content finds us, personal enjoyment, connecting with people
- Personalisation can be annoying – **too many ads** and **repetitive content**. And this led some to worry that it may **influence how people think and act**
- A few said that **benefits can become harms quite quickly** in certain contexts

No consensus on what action is needed

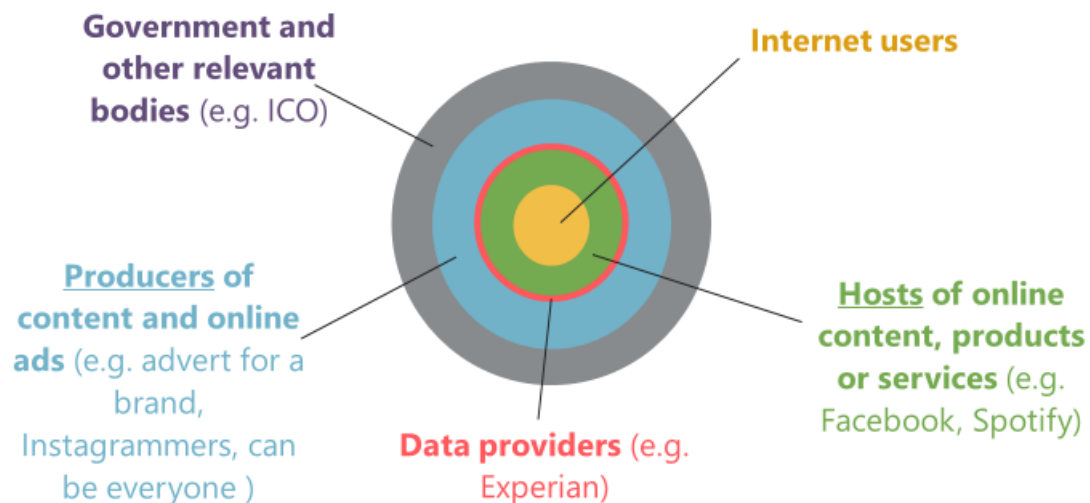
- There was a feeling that most are not likely to be susceptible to the harms that can be caused by online personalisation. Is that an **over-estimation of our own capabilities?**
- That said, you wanted to be **better informed about the risks**, and you want them to be **minimised**
- There was no consensus on whether new rules are needed or whether users should take **control over their online experience**

Who can shape the amount and type of personalisation or targeting we experience?

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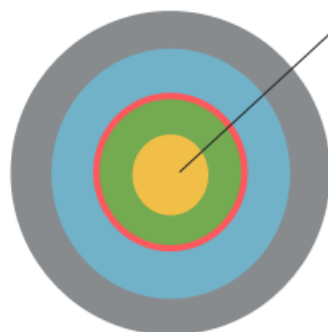
Who can shape volume and type of personalisation and targeting?



Ipsos MORI
Social Research Institute

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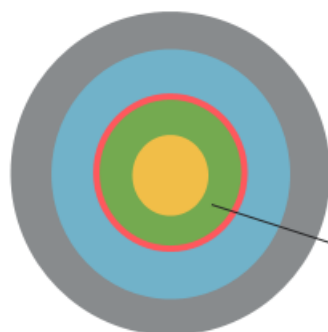
Who can shape volume and type of personalisation and targeting?



Internet users

- Can change settings and preferences
- Choose to use different sites
- Can clear cookies or use other ad blocking software

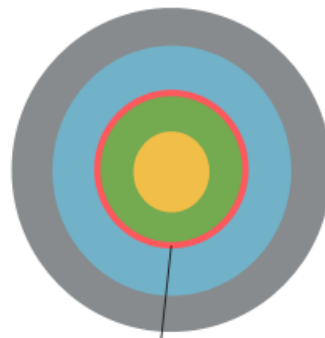
Who can shape volume and type of personalisation and targeting?



- Can choose whether to personalise service or content
- And whether to host targeted ads
- Design algorithm, and choose purpose
- Can offer more (or less) controls and settings to users
- Offer more or less profile information on users for targeting

Hosts of online content, products or services

Who can shape volume and type of personalisation and targeting?



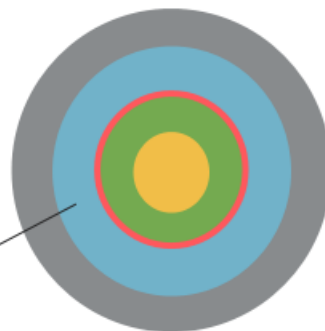
Data providers

- Facilitate data used to help identify individuals and groups of individuals
- Design mechanisms to serve ad content

Who can shape volume and type of personalisation and targeting?

- Decide on media and targeting strategy
- Design content that is optimised for the chosen platform

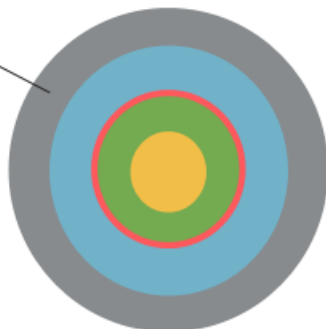
**Producers of
content and online
ads**



Who can shape volume and type of personalisation and targeting?

Government and other relevant bodies

- Can hold companies to account for use of data, ensure no discrimination
- Protect consumer rights, vulnerable groups
- Can ask companies to do more



Ipsos MORI
Social Research Institute

16

What are the current rules, standards and regulations around online personalisation and targeting?

Document Name Here | Month 2016 | Version 1.1 | Public | Internal Use Only | Confidential | Strictly Confidential (DELETE CLASSIFICATION)

17

Mixture of broad and specific rules and regulations

Platform standards

- Youtube or Facebook Community standards on content and behaviour of users

Protection of vulnerable groups

- Defined and enforced differently within sectors e.g. children, problem gamblers

Rules specific to the internet

- UK Govt recent proposal for websites to have a new 'duty of care' for users, enforced by an independent regulator

Rules,
standards
and
regulations

Basic rights and principles

- Human rights such as free speech and discrimination

Data Protection

- UK and EU laws
- Enforced in UK by Information Commissioner

Sector specific bodies

- Ofcom – 'on-demand' online content
- Advertising Standards Authority - ads
- Electoral Commission – political messaging
- Competition and Markets Authority – consumer choice and protection

Limitations and challenges

Oversight

- No one body or regulator has overall big picture
- Risk that issues get missed

It's new and emerging

- Takes time to catch up with technology - which is complex and not transparent
- And for new rules to bed in

Definitions can be difficult

- E.g. defining vulnerability
- E.g. defining what is harmful but not illegal content

Difficult to get right balance

- Between innovation and regulation
- Between capacity to make own decisions and protection

Scrutiny

- Sector-specific regulators often have weaker powers online
- User-generated content not subject to same scrutiny as media/ads

Enforcement

- Community standards can be hard to enforce and rely on users
- Some regulators rely on public complaints before they can intervene

Key take outs

- 1 The rules and regulation are **fragmented**
- 2 **Mix of** community standards, industry codes of practice; and rules set out in UK or EU law
- 3 **Limitations** to the current rules and regulations
- 4 It's an **evolving picture**

Talking Heads

View from hosts of online content, products and services e.g. social media platform

We use personalisation to improve our customer experience – to make it easier for users to find the relevant information, content, products and people that they are most likely to be interested in.



Users have control over their settings and preferences to decide how they want their experience to work for them. The privacy of online users and data security is very important to us and we work with regulators and government to comply with the rules.

We strongly believe in the idea of free speech, and believe the internet allows everyone to voice their opinions; but we also act quickly where we see illegal content, and we ask all users to adhere to community standards in the content they produce.

Our technology and innovation is admired by the rest of the world and we are a major contributor to UK economic growth and more regulation will slow down the pace of innovation and we will be less competitive. Not only will the sector will lose out, but consumers will too.

View from producers of online ads

Personalisation and targeting means we get a better return on investment in our marketing strategies – because we know more about users we waste less money.



Personalisation and targeting helps connect businesses with the people who are most likely to be interested in their message or product and this really helps small businesses who tend to be priced out of other ways to advertisers like tv.

We use data appropriately - we are fully committed to working within data protection legislation and advertising regulation, and only work with other partners who do so too. It is because of advertising that many internet sites offer their services for free to users.

Internet users are able to amend their preferences which dictate how their information is used for targeted advertising; moreover, they are often able to pay for ad free versions, or use alternative services like search engines.

Our industry standards are continuously reviewed, and already contain rules about protecting vulnerable groups. The industry should be left to develop best practice solutions that can easily adapt to changes in technology.

View from experts in data ethics



We should be concerned about the harms that can be caused by online targeting and personalisation, which affect individuals and society as a whole.

The algorithms which drive personalisation and targeting are designed to keep people online for as long as possible, to maximise the amount of advertising that can be sold.

Because people are more likely to click on dramatic content, the algorithm may end up showing us content that is unreliable or divisive, or which influences the way we think or act without our knowledge.

Because people may be more likely to click on this divisive content, over time this could lead to a breakdown of trust, which weakens our communities.

There is also a risk that vulnerable people could be particularly affected. For example, an algorithm might decide it is most likely to secure a "click" for a video promoting weight loss products by showing it to someone suffering from anorexia.

Heavy exposure of the same advert over a long period of time can result in vulnerable people being unwittingly harmed.

Talking Head Dilemmas



“It is best to put users in control because it means they can decide whether or not they need to be protected from content and they can protect their privacy. This is the status quo.”



“Platforms must take responsibility. We know algorithms can identify vulnerabilities - such as gambling addiction or anxiety in teenagers - that the individual may not fully recognise in themselves. We cannot let platforms exploit people in this situation so they should take active steps to identify and protect people.”

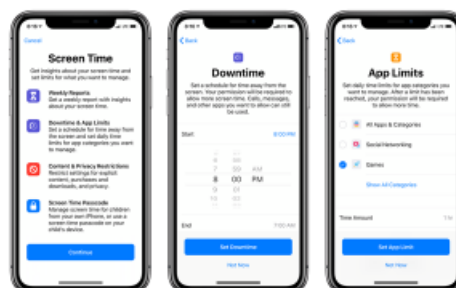


2



“Getting people to spend more time on their products only reflects the fact that the products are what people want.

So long as they have the option to switch off alerts or to request that they don't get targeted with certain types of information, then there is no problem.”



“Companies have got too good at using data about our behaviour to know how to capture our attention and on their platforms. If people want to allow that, they should be able to turn on personalised alerts and other aspects of design such as autoplay.

But the default setting should be fewer alerts, checking if users want to receive alerts, or reminding them that they should think about stopping. These settings should be set by an independent body so that they are the same across all platforms.”



4





“The targeting of political ads and online campaigns and Facebook groups are all part of modern politics and no-one should interfere. Since 2018, the Facebook Ad Library has stored information on ads about social issues, elections or politics. Some argue that social media as well as groups on Facebook has meant more people are engaged in political ideas, which is good for democracy.”



“The information in the Ad library doesn’t give the full picture. Targeted online campaigns are invisible to those outside the targeted group which means that one side can make claims which the other side cannot see or challenge.

Facebook and other platforms must allow government regulators, as well as researchers and journalists to be able to obtain information about online political advertising as well as Facebook pages and other social media used to promote political messages.”



6



“The job of internet platforms is to give people the information they are most interested in - in other words, the stories they are most likely to read. It is not always easy to determine what is true and this should not be up to companies to decide - that is for the reader to decide.

If more people are more likely to read news stories saying vaccinations are unsafe than on stories saying they are safe, platforms should recommend and prioritise stories saying vaccinations are not safe.”

**INDIVIDUALS HAVE TO
DECIDE WHAT IS TRUE
AND REAL FOR THEM**



“Internet platforms should not recommend information that is likely to mislead people. It is easy to get people to click on stories with sensational headlines particularly if they are untrue. That doesn’t mean people want to read sensational untrue stories.

Even if people are more likely to read stories saying they are unsafe, platforms should recommend and prioritise stories saying vaccinations are safe”



8



“The job of internet platforms is to give people the information they are most interested in - in other words, the stories they are most likely to read. It is **not up to the platforms to decide what content is suitable or not** - just like in the real world, as long as it’s legal, it is for the reader to decide.”



If someone shows an interest in violent news stories (e.g. footage from crime scenes) or prominent politicians who use unpleasant language to describe society, we should expect algorithms to find similar content and recommend it to the user.”



“Internet platforms should not recommend information that is violent, extreme or unpleasant. Even if there is high demand for this sort of content, and it doesn’t break any laws, the platforms should not be making it easy to find. Algorithms should not recommend violent stories and images but if people search for them, they should be able to find them.”



10

WhoTargetsMe Workshop Materials

f Ad Library

Tim

The Brexit Party

X Q



The Brexit Party
@brexitpartyuk
Political party • 133,988 likes

Page transparency

See More

- Page created 20 Jan 2019
- Page name has not changed
- Primary country location for people who manage this Page includes: United Kingdom (8)

Total spent by Page on ads related to social issues, elections or politics

Oct 2018 - 16 Jul 2019
United Kingdom

£189,337

See Spend Details

Recently spent by Page on ads related to social issues, elections or politics

7 days • 10 Jul - 16 Jul 2019
United Kingdom

£9,399

See Spend Details

~150 results

Showing ads from the page The Brexit Party.

View: All ads Issue, electoral or political

Filter by: United Kingdom Active and inactive

Launched in July 2019

Active
Started running on 15 Jul 2019

Primary target demographic: **Aged 50 or over**
Total impressions: **142,000 pages**

About social issues, elections or politics

The Brexit Party
Sponsored • Paid for by The Brexit Party

We don't care where you're from, or what your background is. If you believe in democracy come and stand for The Brexit Party as a candidate:
https://www.thebrexitparty.org/apply_to_be_a_candidate_for_parli

The Brexit Party
www.thebrexitparty.org Learn More

See ad details

Active
Started running on 15 Jul 2019

Primary target demographic: **Aged 50 or over**
Total impressions: **103,000 pages**

About social issues, elections or politics

The Brexit Party
Sponsored • Paid for by The Brexit Party

The Brexit Party will invest £200bn in the regions by:

- Scrapping HS2
- Halving the foreign aid budget
- Refusing to pay Brussels £39bn

See ad details

Active
Started running on 5 Jul 2019

Primary target demographic: **Aged 50 or over**
Total impressions: **225,000 pages**

About social issues, elections or politics

The Brexit Party
Sponsored • Paid for by The Brexit Party

Join The Brexit Party today... Sign up to The Brexit Party!

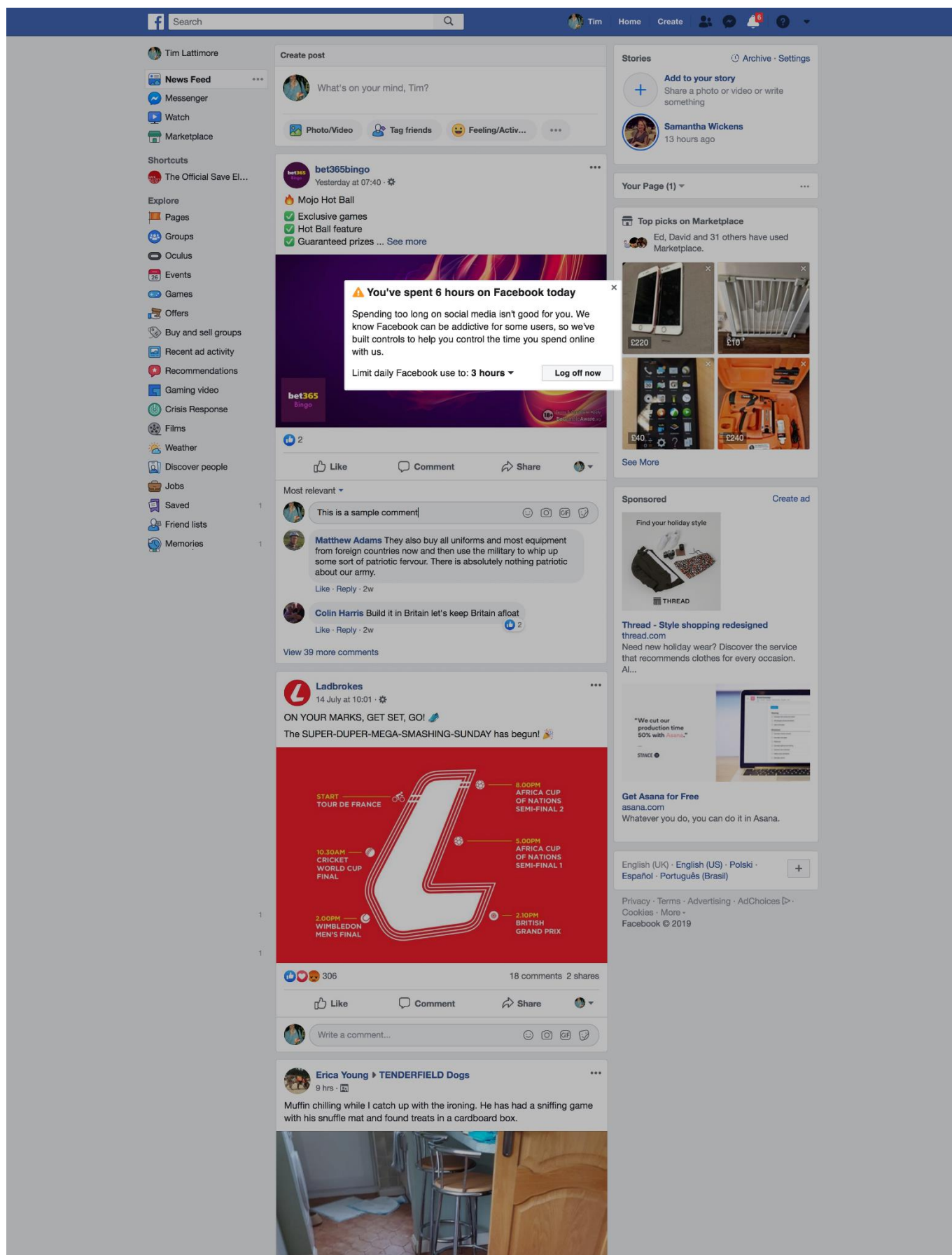
Help save Brexit! Sign Up! Brexit now! Sign Up!

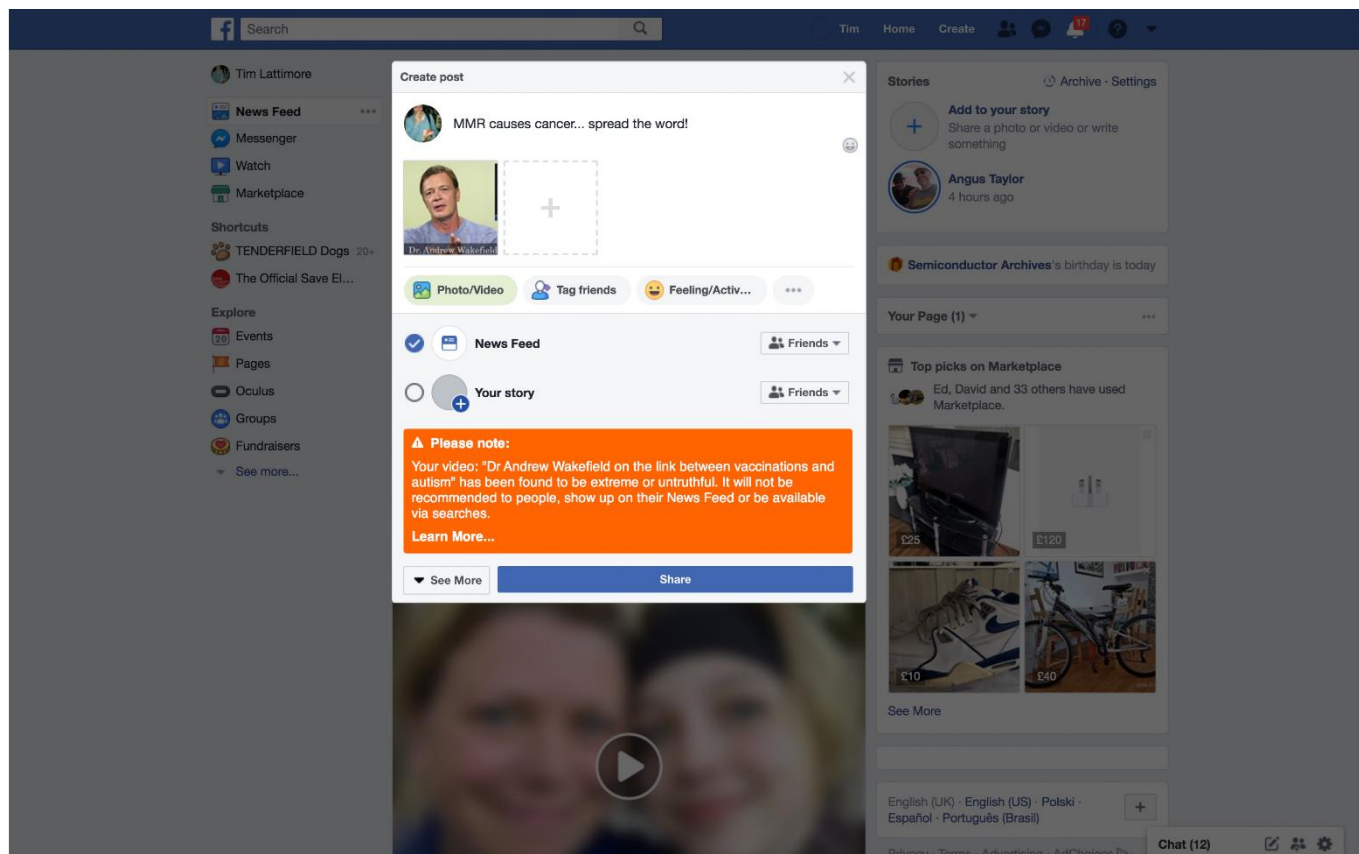
See ad details

The screenshot shows a Facebook news feed for a user named Tim. The interface includes a top navigation bar with the Facebook logo, a search bar, and user avatars for Tim, Home, Create, and notifications. On the left, there's a sidebar with navigation options like News Feed, Messenger, Watch, Marketplace, and various shortcuts. The main feed area displays several posts:

- bet365bingo**: A post from yesterday at 07:40 featuring "Mojo Hot Ball" with exclusive games, hot ball feature, and guaranteed prizes. A pop-up notification is overlaid on this post, stating: "We've noticed that you are being targeted regularly by advertisements about Gambling. Would you like to see fewer ads about this topic?" with buttons for "No thanks" and "Yes, manage preferences".
- Ladbrokes**: A post from 14 July at 10:01 announcing the "SUPER-DUPER-MEGA-SMASHING-SUNDAY" with a large graphic showing a schedule of sports events around a stylized 'L' shape. Events include the Tour de France, Cricket World Cup Final, Wimbledon Men's Final, Africa Cup of Nations Semi-Final 1 & 2, and British Grand Prix.
- Erica Young**: A post from 9 hours ago about a dog named Muffin, mentioning a sniffing game and treats found in a cardboard box. It includes a photo of a dog in a room.

On the right side of the feed, there are sections for "Stories" (featuring Samantha Wickens), "Your Page (1)", "Top picks on Marketplace" (showing various items for sale), and "Sponsored" ads (including Thread and Asana).





Annex 6: Additional interviews

Summary

The following discussion guide was used as part of a small number of telephone interviews with participants that had previously attended workshops. These interviews probed on specific areas of interest such as the potentially discriminatory nature of online targeting, what duty of care should be placed on companies, and the extent to which there was support for regulatory information gathering powers or greater transparency as part of participants everyday online experience.

Online Targeting Public Dialogue Follow up interviews Discussion guide

TIMINGS	SUB-HEADING	NOTES
5 mins	<p>Thank you for agreeing to take part in this follow up interview. Before we start, I'd just like to explain a little about the context for the interview.</p> <ul style="list-style-type: none"> Ipsos MORI commissioned by CDEI and Sciencewise to explore public attitudes to Online Targeting and Personalisation. Following on from our workshops, we are conducting follow up interviews with a handful of participants to help refine our understanding on some key issues. Explain MRS Code of Conduct, confidentiality, anonymity, right not to take part, withdraw at any time Please can we record the interview? The recording will stay within the team and be deleted at the end of the project. The interview will take no longer than an hour, with £30 as a thank you for your time. <p>CONFIRM HAPPY TO TAKE PART, AND TO RECORD INTERVIEW</p>	
	<p>It's been a couple of months since we finished the workshops in July, what are your key reflections from our discussions? What do you remember the most?</p> <p>PROBE:</p> <ul style="list-style-type: none"> Key benefits and harms Overall, who should have greatest responsibility in minimising harms. Has it changed anything about the way you go online now (e.g. use different browsers, change settings etc...) <p>And overall, how do you feel about Online Targeting and Personalisation now?</p>	<p>Warm up, reminder of key issues</p> <p>Unprompted takeaways</p> <p>Capture whether discrimination / vulnerability / transparency are mentioned</p>
10 mins	<p>As you may remember from our discussions, Online Targeting works by recommending or presenting content, products and services to individuals based</p>	<p>Aiming to capture: i) to</p>

	<p>on what an algorithm thinks the individual might like. This decision is based on information it knows or estimates about an individual.</p> <p>By its very nature, Online Targeting distinguishes between different characteristics of users. One of the benefits we identified during the workshop was that companies can use Online Targeting to help find their potential customers, or people who are most likely to be interested in their products or services. However, there is also a risk that Online Targeting could unfairly discriminate against different characteristics.</p> <p>There is already a law in place in the UK which states that it is illegal to place an advert about a job opportunity, housing, or finance that discriminates based on sex, race, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, religion and belief, sexual orientation and age – the so called ‘protected characteristics’. It is likely that this law is being broken unintentionally due to the way that online targeting works. However, it is difficult to know this for sure.</p> <p>To what extent, if at all, are you concerned that we don’t know whether Online Targeting is being used to discriminate products and services based on protected characteristics?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Why, why not? IF NOT: Not likely to be happening vs not concerned about it happening? • Even if we did know it was happening; would you be concerned? • How commonplace do you think this is? • Can you think of any examples / services / sectors, where you think this might be an issue? Or areas of most concern? • Are there any legitimate uses of online targeting for these groups: eg products for those with a physical disability, promoting goods/services to those on maternity leave. • Are there any particular groups of individuals / characteristics that you think are most at risk of being discriminated against? <p>PROBE on level of concern for DIRECT vs INDIRECT discrimination in <i>opportunity ads</i> such as for jobs, credit, housing.</p> <ul style="list-style-type: none"> • DIRECT: For example, it would be illegal to advertise a job which states ‘those over 45 need not apply’. However, using online targeting, it would be possible to only target / show that ad to those aged 45 and under. • INDIRECT: Where on the face of it everyone is treated the same, but due to optimising of the online targeting algorithm which matched content to the characteristics/interests of an individual eg STEM job adverts more likely to be shown to men than women. <p>Whose responsibility is it to ensure that Online Targeting isn’t discriminatory?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Govt / platforms / content producers (i.e. those placing an ad)/users? • Does this warrant greater transparency around who and how targeting is taking place? Who would this be for: users, govt/regulators? What impact would this have? 	<p>what extent participants think this is an issue; ii) appetite for change; iii) sense of responsibility / solutions</p> <p>Equality Act 2010</p> <p>Some sites ask advertisers to tick a box to confirm that the ad is no discriminatory, but difficult to know if this is adhered to.</p> <p>Use of examples to help further understand potential risk</p>
	<p><u>LIVED EXPERIENCE – only where identified in the sample</u></p> <p>You mentioned during the workshops that you had some personal experience of harm potentially caused as a result of Online Targeting. [ADD DETAILS OF WHAT WE KNOW SO FAR].</p>	

	<p>Would you be happy to tell us a little more about this experience?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Who was involved / age etc...? • What happened? One off, or did it take place over time? • What was impact / the end result? • How was this experience related to Online Targeting? • What could have been done to reduce the risk of this happening? What else could have led to a better outcome? <p><i>EXPLAIN THAT WE WOULD LIKE TO USE AS AN ANONYMOUS CASE STUDY. GET PERMISSION TO INCLUDE IN REPORT. OFFER CHANCE FOR THEM TO SEE TEXT SO THAT THEY ARE COMFORTABLE.</i></p> <p><u>VULNERABILITY</u></p> <p>One of the potential harms identified across the workshop was concern about the impact of Online Targeting and Personalisation on people who might be considered vulnerable.</p> <p>What can you remember as the key issues relating to vulnerability from our discussion? How important was this issue for you?</p> <p>I'd like to take a moment to help scope what we mean by <i>vulnerability</i>. What type of vulnerability are you most concerned about? Any others?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • Long-term vulnerability (eg age), vs short term vulnerability (eg new parent) • Is everyone vulnerable at some point? If yes, at what moments is it more or less likely for individuals to be vulnerable? • Or do you think that given the nature of online targeting, we are all "vulnerable" to it – ie it might work out how to influence us extremely effectively? <p><i>PROBE ON ALL OF THESE FOR EACH GROUP/TYPE OF VULNERABILITY IDENTIFIED</i> Eg, age, addictive behaviour, mental health</p> <ol style="list-style-type: none"> 1. Should all users be actively monitored to identify possible vulnerability? Or should no monitoring take place, and only use self-identification? (or does it depend on the data used) 2. IF YES TO MONITORING: How could this group be identified (specifically what data should be used)? Just based on browsing behaviour? 3. Would you rather attempts to identify vulnerability prioritise being accurate (even if this means those harder to identify will miss out), or capturing as many people as possible (even if this means some will be wrongly identified)? 4. What interventions should take place after identification– alerts or changing experience behind the scene? Should people be told that the system has predicted that they are vulnerable in a certain way? 	Really important to capture nuance between different vulnerable groups
10 mins	<p><u>TRANSPARENCY AND INFORMATION GATHERING POWERS</u></p> <p>One of the other themes that emerged from the workshop was a request for greater transparency and the ability to hold companies to account.</p>	

5 mins	<p>What can you remember as the key issues relating to transparency and accountability from our discussion? How important was this issue for you?</p> <p>PROBE:</p> <ul style="list-style-type: none"> • What would you like there to be more transparency about? Eg, The content has been targeted to people (and a general idea about who it's been targeted to)? Targeting processes in general, or specifically what variables/inferences have been made throughout the process? • What do you think the most important goals of increased transparency and accountability would be? • Who needs to see more information – members of the public / users, or Govt/charities/regulators/media who can hold companies to account? Or both? <p>PROBE ON PEOPLE:</p> <ul style="list-style-type: none"> • What should this look like in practice / what format should it take / where and when? • Education at the point of use/in the moment vs education more broadly through more traditional sources <p>PROBE ON AUTHORITIES:</p> <ul style="list-style-type: none"> • What level of transparency is required? Who should have access to this information? • <i>PROBE ON SPECTRUM BELOW...</i> <p><i>There are a number of different ways in which companies could be held to account. I'd like to you to imagine a spectrum of different scenarios. Which of these is closest to your views and expectations?</i></p> <ol style="list-style-type: none"> 1. <i>At one end of the scale, the information shared by online companies would be determined by them, perhaps published as part of their annual reports.</i> 2. <i>In the middle, there would be an agreed duty to provide information when requested.</i> 3. <i>At the other end of the scale, a regulatory body would have access to live data streams, and be able to request more information (as determined by the body) to help with an investigation when it chooses.</i> <p>PROBE:</p> <ul style="list-style-type: none"> • What should be the trigger for gathering information? Always on? In response to a complaint, or public campaign, regular audits etc...? • To what extent does this apply to all types and sizes of companies? Eg, advertisers vs platforms etc...? • Are there any downsides / risks? Probe on balance between burden on companies vs importance of information. Capability and capacity to review information? • Are you concerned that giving authorities access to aggregated data might be an intrusion of your privacy? [would you be happy for this to happen to you?] <p><u>DUTY OF CARE</u></p> <p>One of the other themes that emerged from the workshop was a request for companies to take greater responsibility for the care of their users.</p> <p>What can you remember as the key issues relating to greater care for users from our discussion? How important was this issue for you?</p> <p>PROBE:</p>	
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	<ul style="list-style-type: none"> • What might this look like in practice, in what ways would you like companies to take greater care? • Should this include the contents user generated content? (including accuracy, appropriateness) • Should this include the content of other forms of targeted content that may be available on their site, such as whether advertising viewed by users is accurate? • Are there any downsides / risks? Probe on whether it should be platform or advertisers responsibility for ad content – unrealistic for them to vet? 	
	Is there anything else you would like to add?	
	<i>CHECK DETAILS FOR INCENTIVE</i>	

Annex 7: Online Survey

Summary

The following section outlines polling that we conducted with members of the general public on issues relating to targeting and personalisation. We asked questions around the use and trust of particular online platforms, as well as the acceptability of using personal data when targeting individuals or groups of people online. The following data has been used to help support, and in some cases clarify, the findings that emerged from the deliberative workshops.

- Two waves of online survey research were conducted in December 2019 and January 2020, with a sample of c2,200 adults aged 16-75 living in Great Britain.
- Results from the online survey are based on all respondents unless otherwise stated.
- Please note that where percentages do not sum to 100, this may be due to respondents being able to give multiple responses to a question or computer rounding.
- An asterisk (*) indicates a percentage of less than 0.5% but greater than zero.
- The data has been weighted to be representative of gender, age, region and working status.

The next section is about your online experience. We use the term ‘online services’ to mean all the different types of things you do online. From searching for information, watching videos, listening to music, doing shopping and socialising.

Q1. How often, if at all, do you use each of the following services?										
	Facebook	YouTube	Instagram	TikTok	Twitter	Snapchat	Amazon	LinkedIn	BBC iPlayer	Google search or Google Maps
Base	2280	2280	2280	2280	2280	2280	2280	2280	2280	2280
Never, I do not use this service	19%	8%	46%	86%	48%	67%	5%	58%	17%	3%
Less often	6%	16%	7%	4%	12%	7%	16%	15%	21%	9%
Every few weeks	6%	21%	8%	3%	9%	6%	36%	13%	28%	14%
Several times a week	16%	29%	12%	3%	12%	8%	32%	8%	27%	28%
Once a day or more	54%	27%	27%	3%	19%	11%	12%	5%	7%	46%

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Please read the following information carefully.

Rather than everyone seeing the same content, much of what people see online is “recommended” or “personalised” for them, based on the information a service knows, learns or estimates about a user.

For example, information about a user can be used to choose which music or videos are recommended to you on entertainment services (e.g. YouTube, Netflix or Spotify). It can also be used to decide which content you see on social media (e.g. Facebook and Twitter), and which adverts you see online.

Where services are not recommended or personalised, every user will see the same content, and in the same order.

Q2. When services do recommend or personalise content online, what do you think are the main criteria they use to decide which content you see?	
	Total
Base	2280
What information you have searched for in a search engine (e.g. Google)	51%
Which websites you've visited and what content (videos, posts, articles, etc.) you have engaged with	47%
Your online purchasing history	39%
Personal information you have consciously declared when signing up for an account or creating a profile (e.g. gender, age, relationship status, employment status)	26%
Personal information that you haven't consciously declared but that has been predicted about you based on the content you post, the friends you follow, the sites you visit or the information you search for (e.g. gender, age, relationship status, employment status)	23%
Your location	22%
Social media posts you share or like publicly online	17%
The way you scroll and browse through content on websites	17%
How you interact with people online, and who you interact with	7%
The questions you've asked your smart speaker (e.g. Amazon Alexa)	7%

Recommending and personalising content based on what information is known or estimated about a user can bring benefits, such as providing users with relevant and new information that is of interest to them.

But some people worry about how the processes used to recommend and personalise content work, or about the amount of power online services have in deciding what content to show. Some people are also worried about the impact this might have on the behaviour and attitudes of individuals and wider society.

Q3. For each of the following services, how acceptable, if at all, do you think it is for companies to use information about users to decide what content to show them online.					
	A retail site that wants to show customers the products that the retailer believes the customer is most interesting in buying	A video-sharing service that wants to show users the videos that the company believes the user is most interested in watching	A social media platform that wants to show users the news and updates that the company believes the user is most interested in reading	A music app that wants to play users music that the company believes the user is most interested in listening to	An advertiser that wants to target an online advert to individuals it thinks are particularly likely to be interested in the message
Base	2280	2280	2280	2280	2280
Very acceptable	16%	14%	13%	21%	11%
Fairly acceptable	52%	47%	46%	47%	43%
Not very acceptable	17%	19%	19%	14%	23%
Not at all acceptable	11%	13%	16%	11%	16%
Don't know	5%	7%	6%	6%	6%

Rather than everyone seeing the same adverts online, most of the adverts people see are targeted to individual users or to groups of users. Online adverts are targeted based on what a website knows or estimates about people, and can be personalised so that different people see different messages.

Not all online adverts are targeted in this way. For example, some are placed on websites so that everyone who visits the site has the same chance of seeing the advert.

Targeting online adverts based on what information is known or estimated about people can bring benefits, such as introducing relevant offers to people, raising awareness of issues for particular groups, or exposing people to new brands or companies they have not heard of before.

But some people are worried about how the processes used to target adverts work, or the amount of power advertisers have in being able to precisely target different people with specific adverts. Some are also worried whether people know when adverts have been targeted to them, and whether the targeting is done fairly.

Q4. For each of the following, how acceptable, if at all, do you think it is for information about people to be used to decide who to show adverts to?									
	A political party trying to encourage people who the party believes are their supporters to vote in an election	A political party trying to persuade undecided voters to support their political party	A clothes company trying to find the people most likely to be interested in buying their product	A gambling company trying to find the people most interested in placing a bet	A recruitment company trying to find the people most likely to have the right skills for the job	The NHS targeting people who would benefit to encourage them to get a flu jab	The NHS targeting people who would most benefit with advice on their diet	A government campaign to raise awareness of the risks of drink-driving to those most likely to drive whilst drinking alcohol	A government campaign to tell people who might benefit from new skills about training opportunities
Base	2280	2280	2280	2280	2280	2280	2280	2280	2280
Very acceptable	10%	8%	13%	6%	25%	44%	29%	42%	29%
Fairly acceptable	30%	27%	49%	13%	49%	38%	43%	35%	48%
Not very acceptable	26%	27%	21%	27%	13%	7%	14%	10%	10%
Not at all acceptable	29%	32%	12%	50%	8%	7%	9%	8%	8%
Don't know	6%	6%	5%	4%	5%	4%	5%	5%	5%

There are lots of different types of information that can be used to recommend and personalise content.

Q5. From the following types of information, which do you think are the MOST acceptable to be used by websites, social media companies and other internet businesses to decide what you see online?	
	Total
Base	2280
Personal information you have consciously declared when signing up for an account or creating a profile (e.g. gender, age, relationship status, employment status)	31%
What information you have searched for in a search engine (e.g. Google)	29%
Which websites you've visited and what content you have engaged with	29%
Your online purchasing history	23%
Your location	18%
Social media posts you share or like publicly online	17%
The way you scroll and browse through content on websites	12%
Personal information that you haven't consciously declared but that has been predicted about you based on the content you post, the friends you follow, the sites you visit or the information you search for (e.g. gender, age, relationship status, employment status)	8%
How you interact with people online, and who you interact with	6%
The questions you've asked your smart speaker (e.g. Amazon Alexa)	6%
None of the above are acceptable	19%
Don't know	6%

Q6. And which do you think are the LEAST acceptable to be used by websites, social media companies and other internet businesses to decide what you see online?	
	Total
Base	2280
Personal information you have consciously declared when signing up for an account or creating a profile (e.g. gender, age, relationship status, employment status)	50%
How you interact with people online, and who you interact with	26%
The questions you've asked your smart speaker (e.g. Amazon Alexa)	25%
Personal information you have consciously declared when signing up for an account or creating a profile (e.g. gender, age, relationship status, employment status)	21%
Your location	19%
Your online purchasing history	18%
Social media posts you share or like publicly online	16%
What information you have searched for in a search engine (e.g. Google)	13%
Which websites you've visited and what content you have engaged with	13%
The way you scroll and browse through content on websites	10%
None of the above are acceptable	12%
Don't know	7%

Services choose to recommend or personalise what people see online in different ways. As part of this they decide what data to use, and they design a series of automated processes about what content to show different people.

Q7. How much trust, if any, do you have in each of the following types of organisation to personalise the content users see and to target them with advertising in a responsible way?											
	Social media companies (e.g. Facebook, Instagram, Twitter)	Video and music streaming services (e.g. YouTube, Netflix, Spotify)	Newspapers and online news sites (e.g. BBC News, Mail Online)	Online retail platforms and marketplaces (e.g. Amazon)	Search engines (e.g. Google)	Advertising companies	Recruitment agencies	Your local council	The NHS	Government employment services (e.g. Job Centre Plus)	Political parties
Base	2280	2280	2280	2280	2280	2280	2280	2280	2280	2280	2280
A great deal of trust	6%	10%	7%	9%	10%	5%	7%	10%	34%	11%	4%
A fair amount of trust	23%	41%	33%	43%	41%	16%	34%	42%	46%	43%	14%
Not very much trust	34%	26%	33%	28%	29%	40%	33%	28%	11%	23%	36%
No trust at all	33%	15%	21%	14%	14%	33%	15%	14%	5%	13%	40%
Don't know	5%	8%	6%	6%	6%	7%	11%	6%	4%	9%	6%

Q8. How much trust, if any, do you have in each of the following organisations to personalise the content users see and to target them with advertising in a responsible way?										
	Facebook	YouTube	Instagram	TikTok	Twitter	Snapchat	Amazon	LinkedIn	BBC iPlayer	Google search or Google Maps
Base	2280	2280	2280	2280	2280	2280	2280	2280	2280	2280
A great deal of trust	7%	10%	6%	4%	6%	5%	13%	7%	16%	13%
A fair amount of trust	24%	38%	22%	8%	22%	15%	43%	25%	45%	44%
Not very much trust	30%	26%	24%	15%	25%	22%	24%	18%	17%	23%
No trust at all	32%	16%	24%	28%	25%	26%	13%	20%	10%	13%
Don't know	8%	10%	23%	45%	23%	32%	7%	30%	11%	7%

There are a number of different ways in which users can decide how content is personalised or tailored to them, and to decide what information is used.

Q9. To what extent do you agree or disagree with each of the following statements about the amount of control you have over the way in which information is used to recommend and personalise content for you?					
	I know how to change my online settings and preferences	It is easy to change my settings and preferences	I feel I have meaningful control over how much and in what ways what I see online is recommended and personalised to me	Most websites provide settings and preferences to change how what I see online is recommended and personalised to me	I am confident that when I change my settings and preferences, companies will do what I ask
Base	2280	2280	2280	2280	2280
Strongly agree	24%	16%	10%	10%	10%
Tend to agree	43%	35%	25%	33%	24%
Neither agree nor disagree	15%	19%	22%	25%	23%
Tend to disagree	11%	18%	26%	18%	26%
Strongly disagree	4%	7%	12%	5%	12%
Don't know	3%	5%	4%	9%	7%

Q10. How much control, if any do you feel you have over how much and in what ways content is recommended and personalised to you on each of the following services?										
	Facebook	YouTube	Instagram	TikTok	Twitter	Snapchat	Amazon	LinkedIn	BBC iPlayer	Google search or Google Maps
Base	1850	2109	1221	312	1178	741	2175	951	1898	2206
A lot of control	11%	11%	14%	21%	12%	17%	12%	14%	14%	11%
A fair amount of control	31%	32%	31%	31%	33%	35%	36%	36%	41%	36%
Not very much control	32%	31%	30%	22%	29%	26%	30%	26%	22%	29%
No control at all	18%	14%	12%	10%	12%	9%	13%	10%	9%	14%
Don't know	8%	12%	13%	16%	14%	13%	9%	14%	13%	10%

Q11. To what extent do you agree or disagree with each of the following statements in relation to online advertisements. - I find it easy to tell whether an advert has been targeted specifically to me	
Base	2280
Strongly agree	14%
Tend to agree	40%
Neither agree nor disagree	19%
Tend to disagree	14%
Strongly disagree	8%
Don't know	5%

Political parties or causes promote their policies and values to the public through a variety of different forms of advertising. This includes party political broadcasts on TV, leaflets through your door, and billboards on the sides of roads.

They also use targeted online advertising to promote specific messages to particular groups of users, based on information known or estimated about them.

Targeted online political advertising can have benefits, such as encouraging specific groups to vote, or helping voters decide who to vote for. But some worry that these adverts can narrow the range of views and information about political campaigns that users see, or about whether targeting takes place fairly.

Q12. In your opinion, does targeted online political advertising have a positive or negative impact on general elections, or does it make no difference at all? Please answer on a scale of 0-10, where 0 is a very negative impact, and 10 is a very positive impact.	
Base	2280
0 – Very Negative Impact	14%
1	3%
2	8%
3	9%
4	7%
5 – No impact at all	22%
6	9%
7	9%
8	6%
9	2%
10 – Very Positive Impact	3%
Don't know	9%

There are different points of view about the best way to ensure that services personalise content and target advertising online in a way that works in the best interests of internet users and society more widely – in order to maximise the benefits and to minimise the hazards.

Q13. Overall, which of the following statements is closest your view? A. An independent regulator should have oversight of the way in which organisations personalise content and target adverts, even if this means placing a greater burden on organisations to provide information and to comply with rules B. Regulators should not get too involved, and should encourage industry to take responsibility for improving the current system, even if this means that regulators have to trust that industry are doing enough	
Base	2280
Agree much more with A than with B	32%
Agree a little more with A than with B	28%
Agree equally with both / don't agree with either	15%
Agree a little more with B than with A	11%
Agree much more with B than with A	6%
Don't know	7%

As you may know, different public services collect data about individuals, for example your tax, employment and health records. People have different views about how much this data should be used for other purposes after it has been collected.

This data can be used to improve the personalisation of public services and advice – making sure that people see relevant government information online, and that advice and other services are personalised to people to try to make them more effective. Examples of this include informing people that they can get a flu jab, showing people relevant jobs or training opportunities, or reminding people to pay tax.

However, some people are concerned that this would be too invasive of people's privacy, or that the public sector would not be able to use the data effectively.

Q14. Which of the following statements is closest to your view regarding [the NHS / your local council / government employment agencies]?	
Base	2280
Has/have a responsibility to use the personal data it holds on individuals in as many different ways as possible, in order to ensure that services and advice are targeted at the people most in need.	19%
Should use personal data to target services and advice, but individuals should have greater levels of control as to how information about them is used, and there should be stricter rules in place to ensure that targeting is being carried out responsibly.	49%
Should not use personal data to target services or advice at people.	22%
Don't know	10%

Q15. Which of these reasons come closest to your view?	
Base	503
It would be an invasion of my privacy	68%
Other from	37%
I believe all people should see same information – public services should not be personalised	35%
Some other reason	2%
None of the above	2%

Public services use a range of different types of advertising to help further objectives such as informing people how to use public services and encouraging people to live safe and healthy lives. This includes adverts on TV and in newspapers, and posters placed in public buildings.

They can also use targeted online advertising to promote specific messages to particular groups of people.

To do this, public services ask advertisers and online services to show online adverts to people who they think might need the service most, or who are most likely to benefit from help. This assessment could draw on information held by the online service that has been disclosed by an individual or predicted about them.

For each of the following, how acceptable, if at all, do you think it is for information about people to be used to decide who to show targeted online adverts to?

Q16. For each of the following, how acceptable, if at all, do you think it is for information about people to be used to decide who to show targeted online adverts to?

	The NHS targeting adverts online about flu jabs, based on an individual's disclosed age, gender and location. This could help identify people who are likely to be at high risk of flu and might benefit from a flu jab.	The NHS targeting adverts online about flu jabs, based on the extent to which a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they are likely to be at high risk of flu and might benefit from a free flu jab.	The NHS targeting adverts online about diet and lifestyle advice, based on an individual's disclosed age, gender and location. This could help identify people who might be overweight and who would benefit from advice on their diet.	The NHS targeting adverts online about diet and lifestyle advice, based on the extent to which a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they might be overweight and would benefit from advice on their diet.	Your local council targeting adverts online reminding people to pay council tax, based on an individual's disclosed age, gender and location. This could help identify those likely to be at risk of not paying their council tax.	Your local council targeting adverts online reminding people to pay council tax, based on whether a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they are likely to be at risk of not paying their council tax.	Your local council targeting adverts online about exercise and fitness classes, based on an individual's disclosed age, gender and location. This could help identify those likely to benefit from more physical activity.	Your local council targeting adverts online about exercise and fitness classes, based on whether a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they are likely to benefit from more physical activity.	A government agency targeting adverts online about drink driving, based on an individual's disclosed age, gender and location. This could help identify those likely to be most at risk of driving while drinking.	A government agency targeting adverts online about drink driving, based on whether a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they are likely to be most at risk of driving while drinking.	A government agency targeting adverts online about local training opportunities, based on an individual's disclosed age, gender and location. This could help identify those likely to benefit from new skills.	A government agency targeting adverts online about local training opportunities, based on whether a person's wider digital profile (e.g. browsing history, online shopping habits, or social media activity) indicates that they are likely to benefit from new skills.
Base	1132	1139	1128	1161	1062	1187	1158	1153	1135	1125	1155	1145
Very acceptable	37%	30%	22%	18%	12%	13%	15%	12%	24%	21%	17%	14%
Fairly acceptable	43%	41%	43%	41%	41%	36%	44%	37%	42%	37%	53%	47%
Not very acceptable	10%	16%	21%	23%	26%	26%	25%	29%	17%	24%	15%	22%
Not at all acceptable	5%	9%	9%	12%	14%	18%	12%	15%	11%	12%	9%	11%
Don't know	5%	4%	5%	5%	7%	7%	5%	6%	5%	6%	6%	6%

The next few questions are about advertising.

Q17. Do you remember seeing any of the following forms of communication by politicians, political parties, local candidates or political causes in the last 4 weeks? Please select all that apply.	
Base	2239
Leaflets through your door	80%
Party election broadcasts on TV	51%
Adverts on social media (e.g. Facebook)	36%
Adverts in a newspaper	22%
Campaigners knocking on your door	22%
Adverts on websites (e.g. Google)	19%
Emails	17%
Phone calls or texts	5%
I did not receive any of the above	6%
Don't know	2%

Q18. In the last 12 months, have you seen an online advert which you thought was either misleading, harmful or offensive?	
Base	2239
Yes	28%
No	55%
Don't know	18%

Q19. Did you raise your concerns to anyone after you had seen the advert? If yes, who did you report it to?	
Base	623
No, I did not raise my concerns	62%
Yes, I reported it to the Advertising Standards Authority	5%
Yes, I made a complaint to the website I saw it on (e.g. a social media company, or owner of the website)	18%
Yes, I reported it to Ofcom	5%
Yes, I reported it to the Electoral Commission	3%
Yes, I reported directly to the brand or organisation that placed the advert	7%
Yes, I reported to someone else	5%
Don't know / can't remember	3%

Rather than everyone seeing the same adverts, most of the adverts people see online are targeted to individual users or to groups of users. Targeting takes place based on information a site knows or estimates about a user.

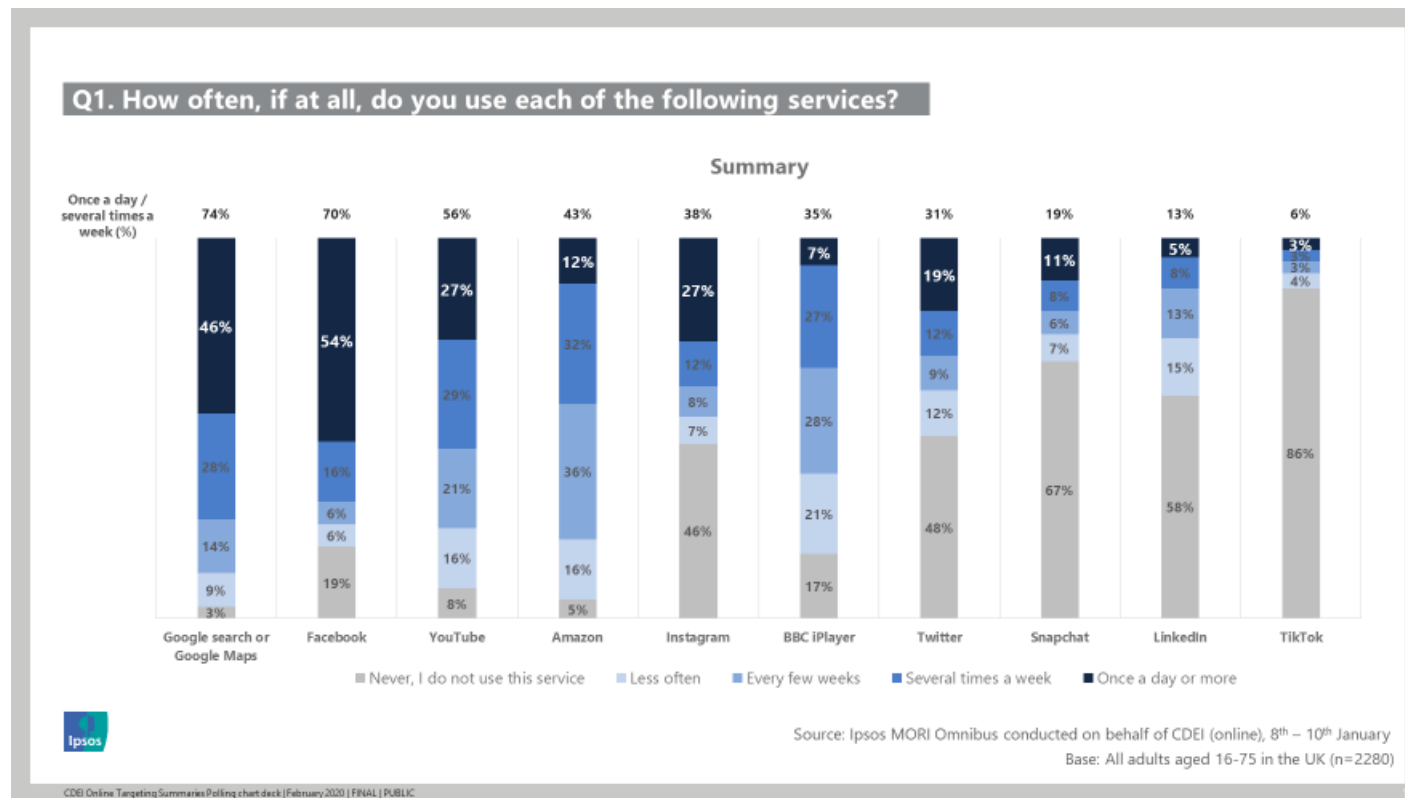
Targeted advertising can bring benefits, such as introducing relevant offers to people, helping users find the products and brands they like more easily, or exposing people to new brands or companies they have not heard of before.

But some worry it can also narrow the range of brands, products or services users see, and about whether targeting takes place fairly.

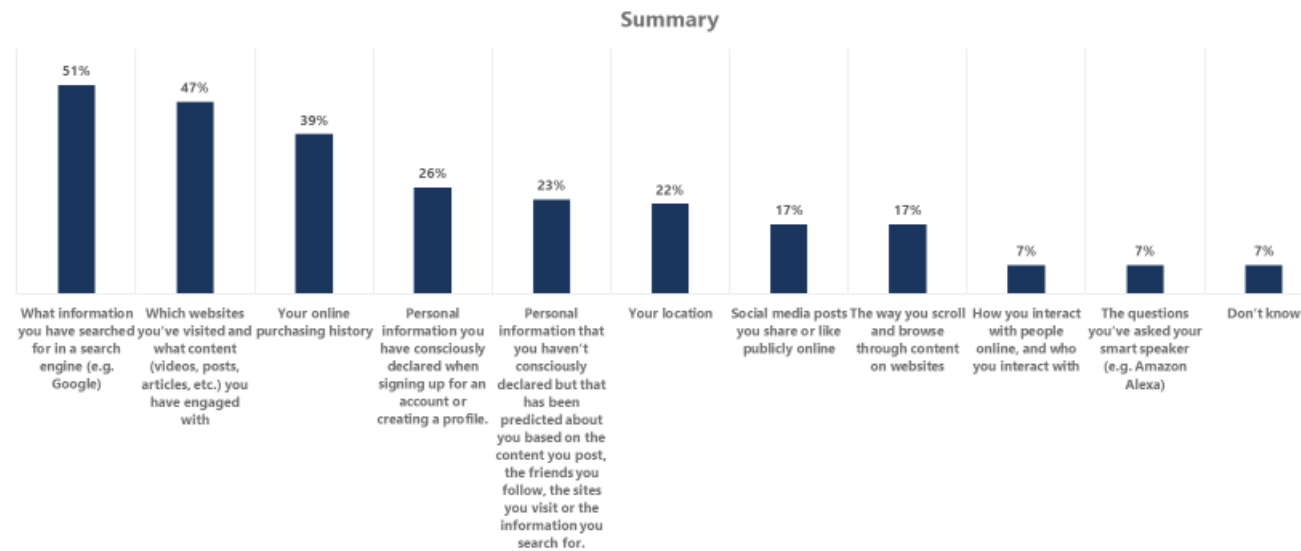
Q20. Rather than everyone seeing the same adverts, most of the adverts people see online are targeted to individual users or to groups of users. Targeting takes place based on information a site knows or estimates about a user. Targeted advertising can bring benefits, such as introducing relevant offers to people, helping users find the products and brands they like more easily, or exposing people to new brands or companies they have not heard of before. But some worry it can also narrow the range of brands, products or services users see, and about whether targeting takes place fairly. In your opinion, do targeted online adverts have a positive or negative impact on people's ability to make purchasing decisions, or do they make no difference at all? Please answer on a scale of 0-10, where 0 is a very negative impact, and 10 is a very positive impact.

Base	2239
0 - Very Negative Impact	6%
1	1%
2	6%
3	9%
4	8%
5 - No impact at all	29%
6	12%
7	11%
8	7%
9	2%
10 - Very Positive Impact	2%
Don't know	6%

Annex 8: Online Survey Summary Charts

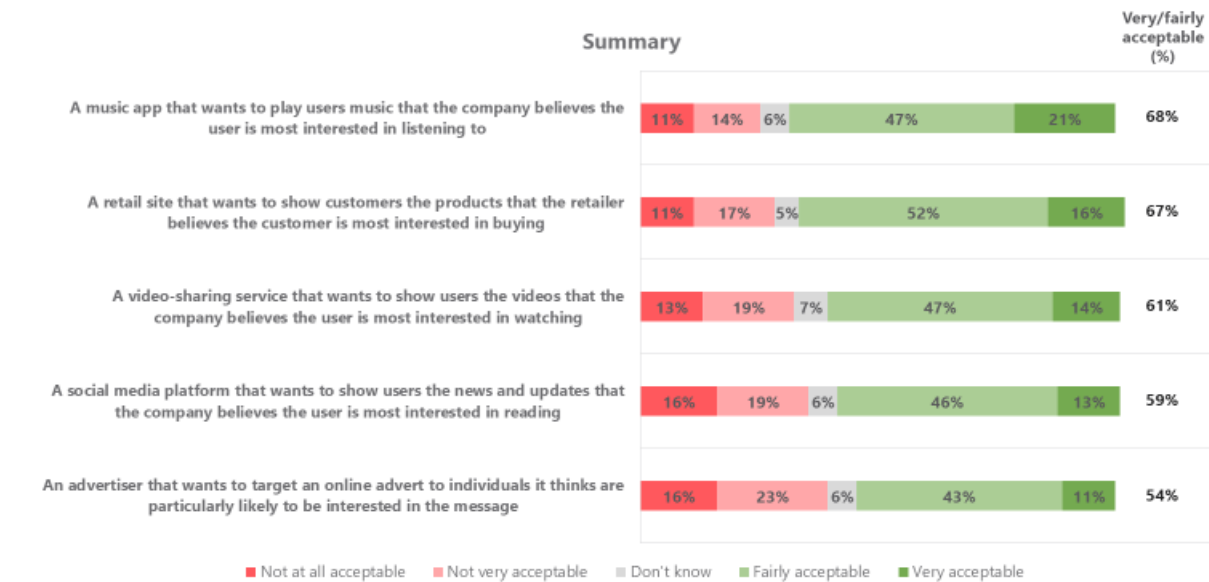


Q2. When services do recommend or personalise content online, what do you think are the main criteria they use to decide which content you see?



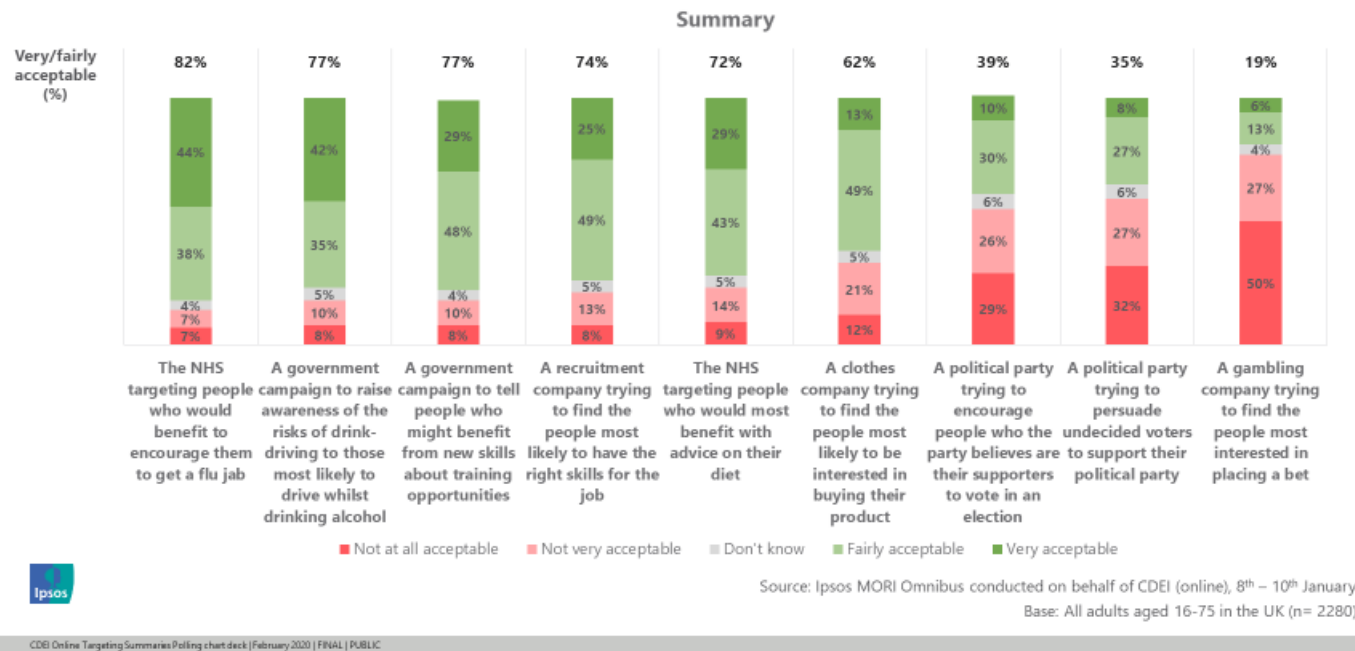
Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: All adults aged 16-75 in the UK (n= 2280)

Q3. For each of the following services, how acceptable, if at all, do you think it is for companies to use information about users to decide what content to show them online?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: All adults aged 16-75 in the UK (n= 2280)

Q4. For each of the following services, how acceptable, if at all, do you think it is for information about people to be used to decide who to show adverts to?



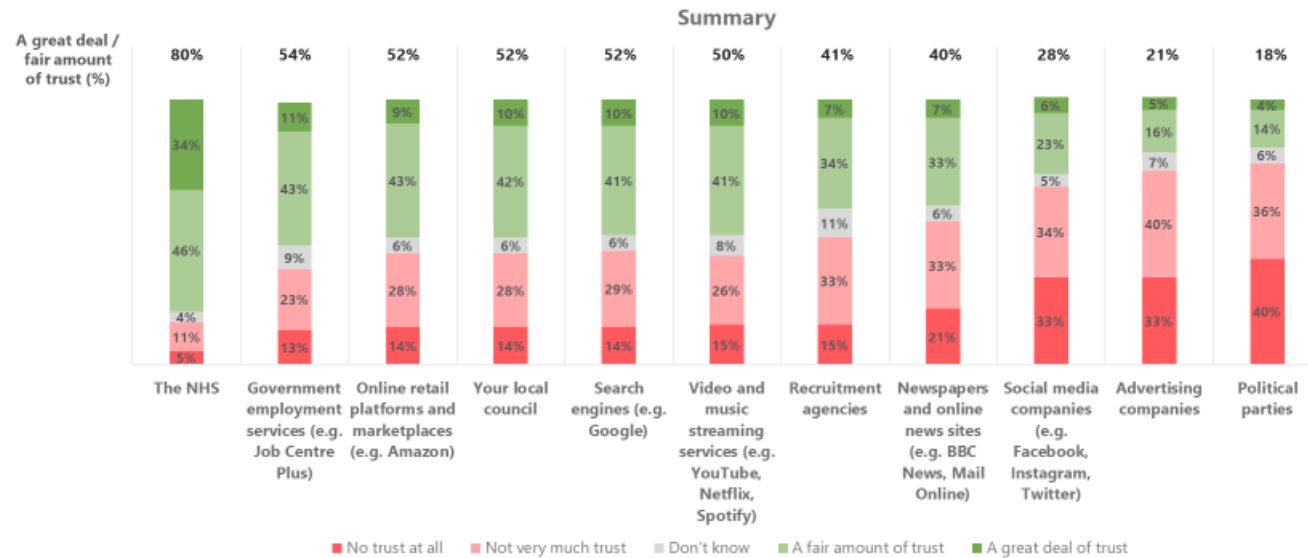
Q5/6. From the following types of information, which do you think are the MOST/LEAST acceptable to be used by websites, social media companies and other internet businesses to decide what you see online?

Summary



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: Q5/Q6. All adults aged 16-75 in the UK (n= 2280)

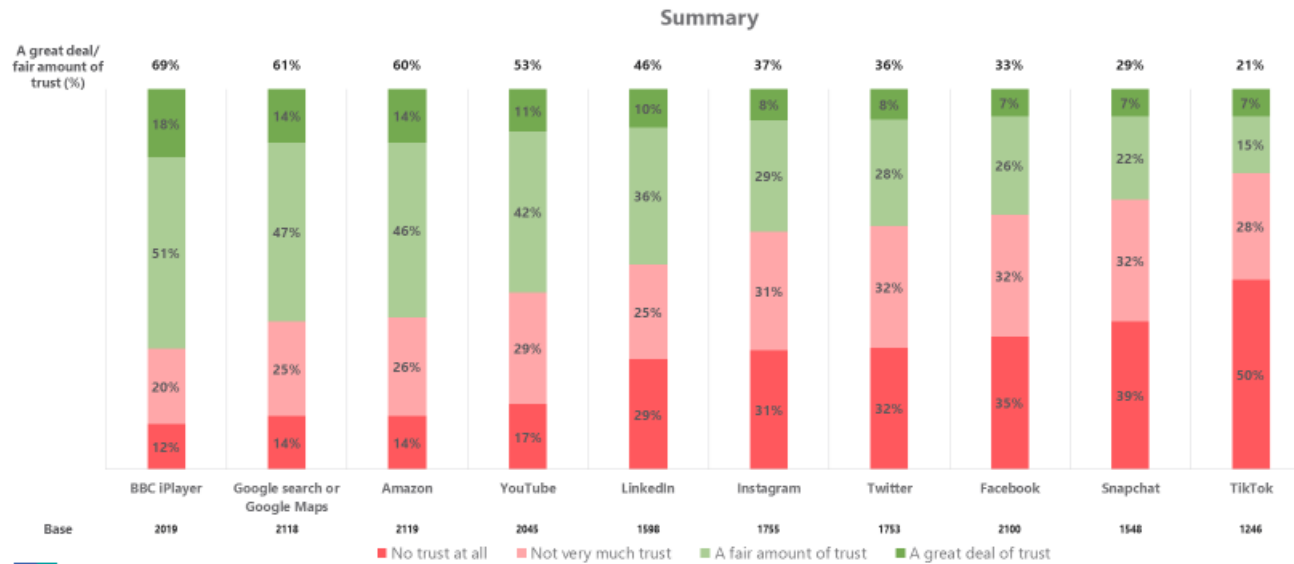
Q7. How much trust, if any, do you have in each of the following types of organisation to personalise the content users see and to target them with advertising in a responsible way?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: All adults aged 16–75 in the UK (n= 2280)

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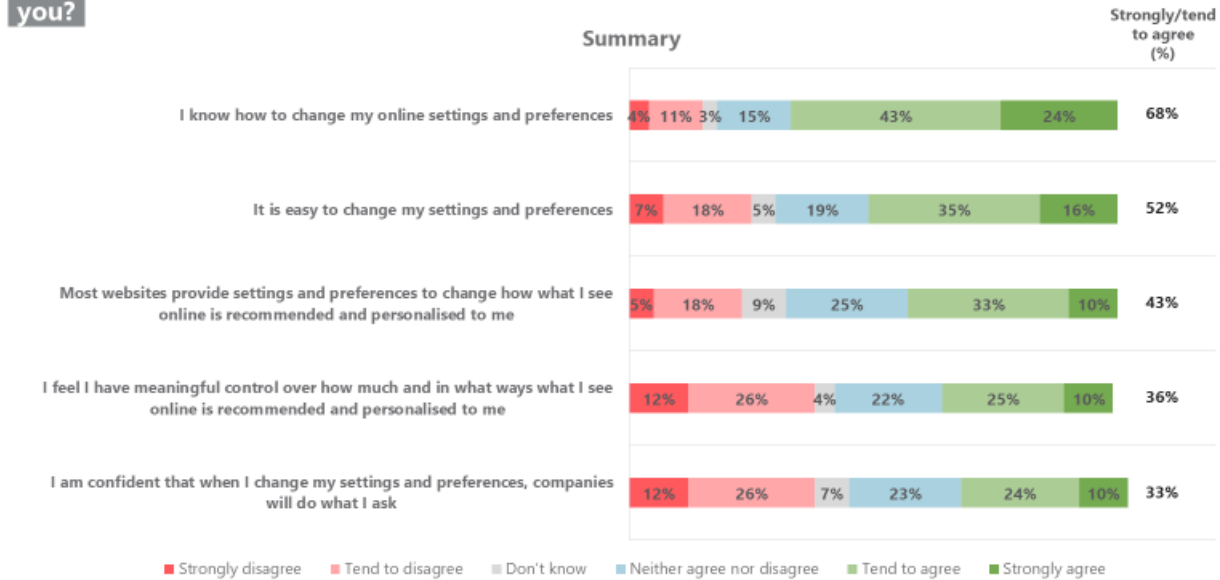
Q8. How much trust, if any, do you have in each of the following organisations to personalise the content users see and to target them with advertising in a responsible way?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January

Base: All adults aged 16-75 in the UK, excluding Don't know responses. Base size stated separately for each service

Q9. To what extent do you agree or disagree with each of the following statements about the amount of control you have over the way in which information is used to recommend and personalise content for you?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: All adults aged 16-75 in the UK (n= 2280)

Q10. How much control, if any do you feel you have over how much and in what ways content is recommended and personalised to you on each of the following services?



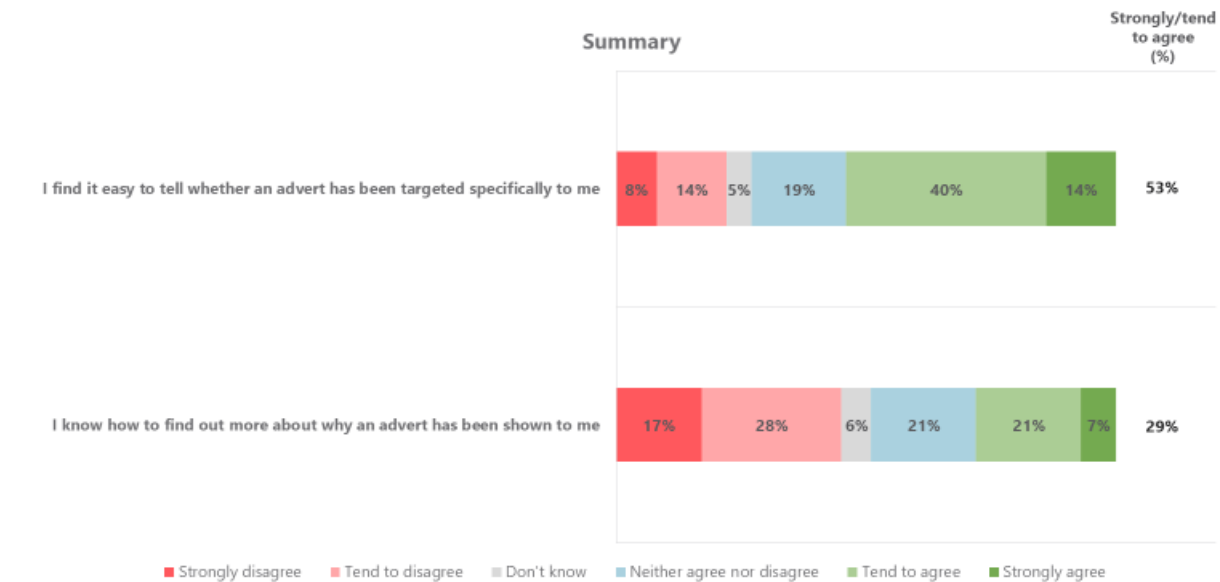
Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January

Base: All adults aged 16-75 in the UK, excluding Don't know responses. Base size stated separately for each service

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Q11. To what extent do you agree or disagree with each of the following statements in relation to online advertisements



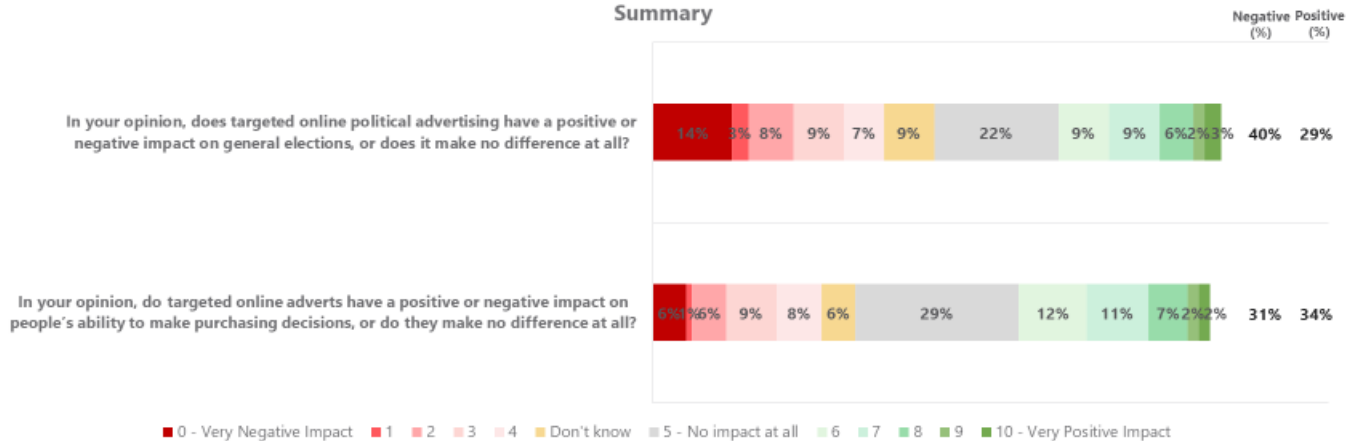
Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
 Base: All adults aged 16-75 in the UK (n= 2280)

Q12. In your opinion, does targeted online political advertising have a positive or negative impact on general elections, or does it make no difference at all?

Q20. In your opinion, do targeted online adverts have a positive or negative impact on people's ability to make purchasing decisions, or do they make no difference at all?

Please answer on a scale of 0-10, where 0 is a very negative impact, and 10 is a very positive impact.

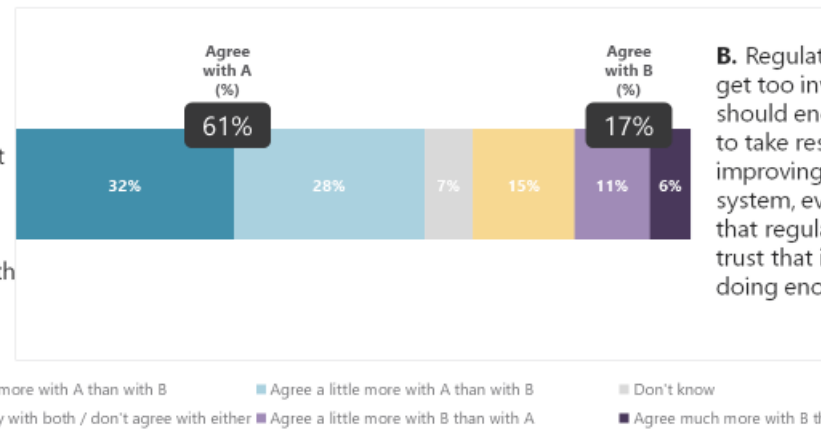
Summary



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January 2020; 18th – 20th December 2019
Base: Q12/Q20. All adults aged 16-75 in the UK (n= 2280/2239)

Q13. Overall, which of the following statements is closest your view?

A. An independent regulator should have oversight of the way in which organisations personalise content and target adverts, even if this means placing a greater burden on organisations to provide information and to comply with rules

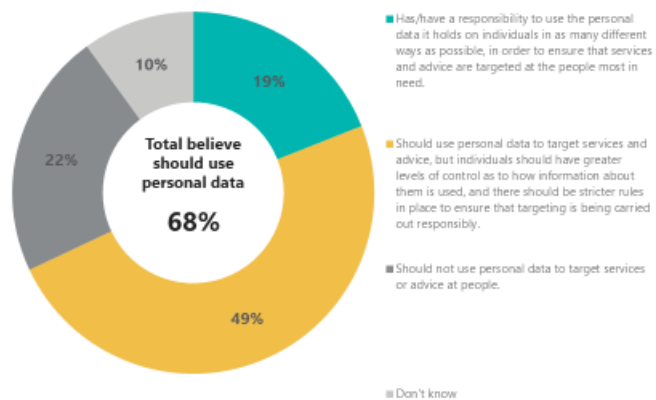


B. Regulators should not get too involved, and should encourage industry to take responsibility for improving the current system, even if this means that regulators have to trust that industry are doing enough



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: All adults aged 16–75 in the UK (n= 2280)

Q14. Which of the following statements is closest to your view regarding the NHS / your local council / government employment agencies?

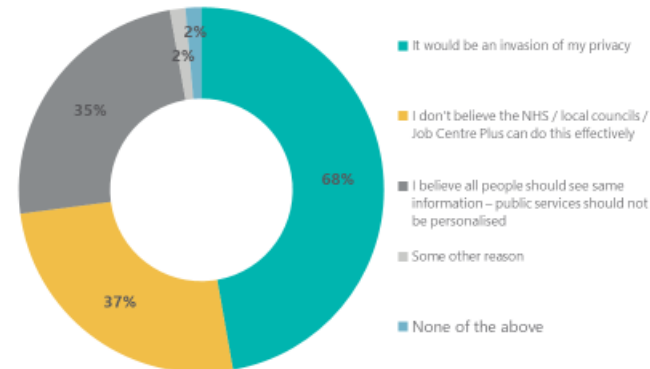


Organisation	Total believe should use personal data
NHS	77%
Government employment agencies	65%
Local council	62%



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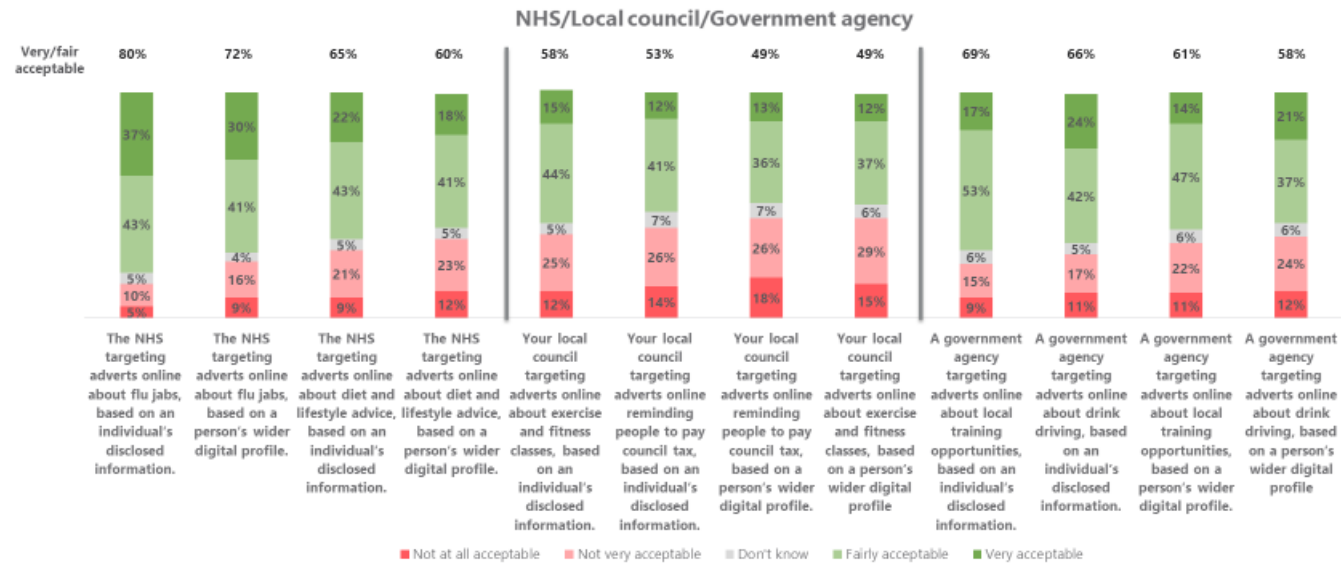
Q15. Which of these reasons come closest to your view? (among those who believe personal data should not be used)



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
Base: Q14. All adults aged 16-75 in the UK (n= 2280); Q15. All participants who believe personal data should not be used to target services or advice at people (n=503)

14

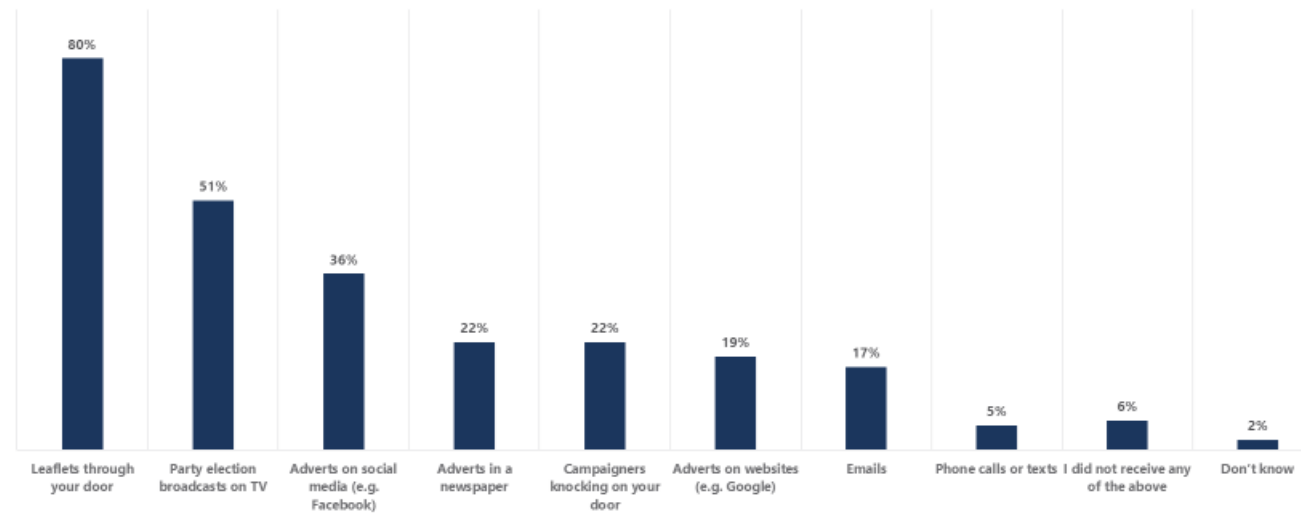
Q16. For each of the following, how acceptable, if at all, do you think it is for information about people to be used to decide who to show targeted online adverts to?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 8th – 10th January
 Base: All adults aged 16–75 in the UK (n= 2280)

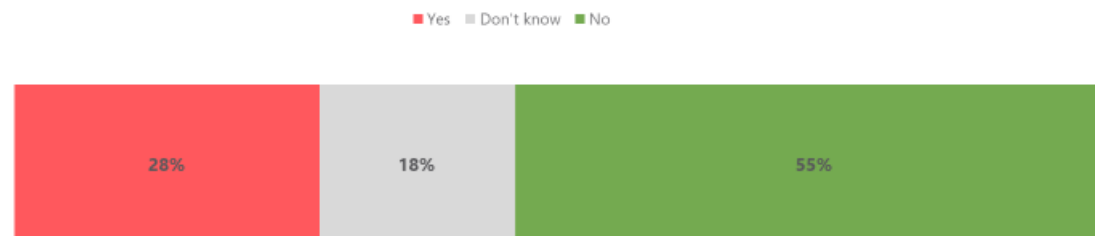
Q17. Do you remember seeing any of the following forms of communication by politicians, political parties, local candidates or political causes in the last 4 weeks? Please select all that apply.

Summary



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 18th – 20th December
Base: All adults aged 16-75 in the UK (n= 2239)

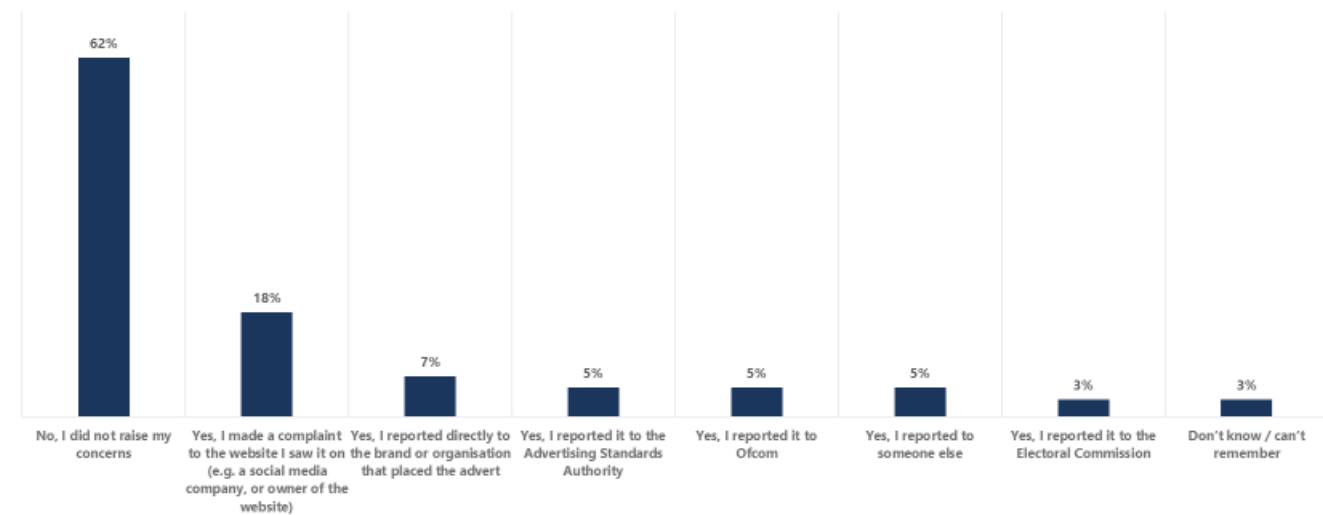
Q18. In the last 12 months, have you seen an online advert which you thought was either misleading, harmful or offensive?



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 18th – 20th December
Base: All adults aged 16-75 in the UK (n= 2239)

Q19. Did you raise your concerns to anyone after you had seen the advert? If yes, who did you report it to?

Summary



Source: Ipsos MORI Omnibus conducted on behalf of CDEI (online), 18th – 20th December
Base: All who have seen an online advert they thought was misleading, harmful or offensive (n= 623)

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methods and communications expertise, helps ensure that our research makes a difference for decision makers and communities.