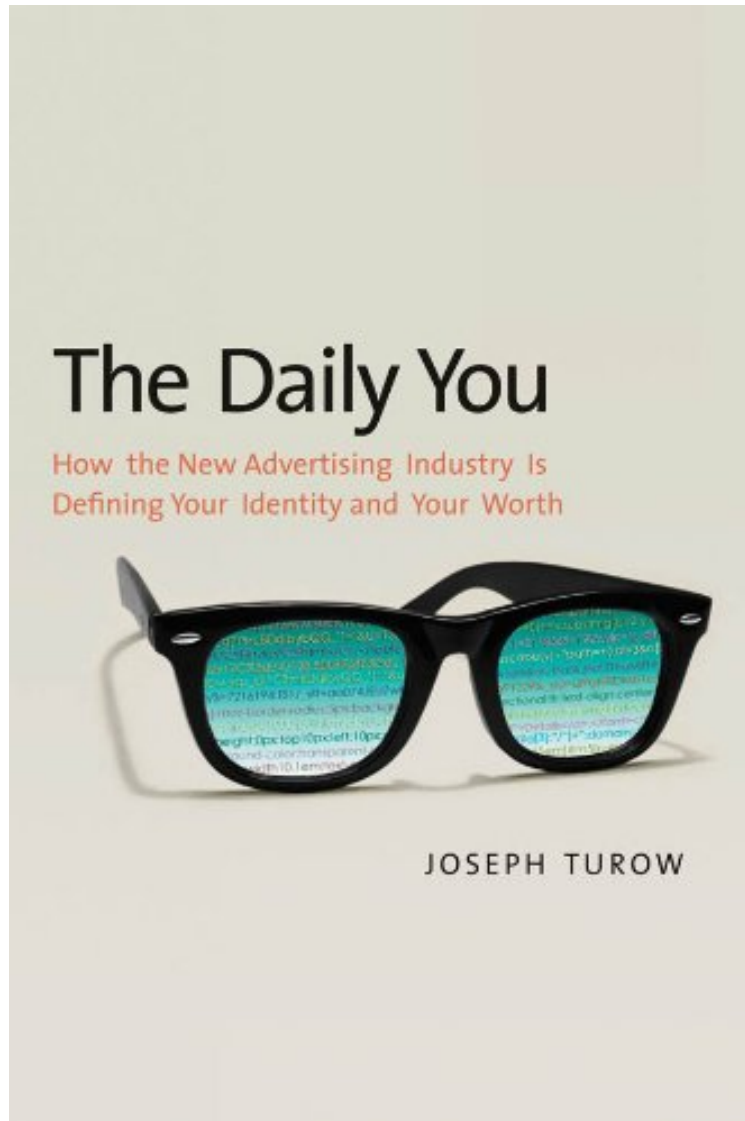


(Free pdf) The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth

The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth

Joseph Turow

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Joseph Turow : The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Daily You: How the New Advertising Industry Is Defining Your Identity and Your Worth:

40 of 40 people found the following review helpful. Shot Over the Bow for the Online Ad Business By Doug Weaver This review originally appeared as a blog post on "The Drift." The Author is Doug Weaver, Founder and CEO of Upstream Group and a 17 year veteran of digital advertising. Listening to the insider discussions and industry

reporting about online marketing provides a numbing sense of false comfort. But every so often, we go outside the bubble and hear civilians talking about what we do. I'm sure most of us have had someone at a party or family gathering share their 'creeped out' moment; that instance where they finally saw clearly that somehow they were being 'followed' online. Other times, they offer us largely unformed general concerns about online privacy: they don't really have a sense of what's going on but they instinctively know they don't like it. And once in a great while you'll hear from someone who's really done their homework and brings crystal clarity to the issue from the consumer point of view. That moment came for me when I stumbled on an NPR radio interview with Joseph Turow, author of "The Daily You: How the New Advertising Industry is Defining Your Identity and Your Worth." After using up my ten minute commute, I found myself sitting my car in the parking lot of my office for another 30 minutes just listening to this guy. It was kind of like hearing someone talk about you in a bathroom when they don't know you're in one of the stalls. Except they're totally getting it right. Turow, an associate dean at the Annenberg Communication school at Penn, has done a lot of homework. The book is detailed and rigorous, but also extremely accessible to the curious consumer. While it's probably not going to sell millions of copies, I believe it's going to be a hugely influential and important book for several reasons. To my knowledge, it's the first crossover book that's attempted to explain in great detail our industry's use of data to the consumer. And while explaining it all to the consumer, Turow also explains it all to the business and consumer press. Perhaps for the first time, they will really understand the digital marketing ecosystem. And that understanding is almost certain to drive a lot more reporting. Expect a lot more stories like the Wall Street Journal's 2010 "What They Know" series, only better informed. "The Daily You" is also clear eyed and inclusive. Turow is not a wild eyed privacy crusader tilting at windmills. A walk through his index and end notes is like thumbing through a digital marketing "who's who" -- you'll recognize a lot of names, companies and concepts right off the bat. And finally, the book builds an intellectual bridge that's the link to a very powerful idea: that on some level this is not just a privacy issue, but a human rights issue. For Turow, the real issue is the digital caste system that's being imposed on consumers without their knowledge or consent. Over time, one consumer will enjoy better discounts and better access to quality brands and offers than his less fortunate counterpart. Perhaps more important are the ways in which these two consumers content experiences will diverge as a result of all the profiling that's been done. Like it or not, each of us is getting an online data version of an invisible credit score. Turow gets this and his readers will too. For my money, "The Daily You" should be a mandatory read for anyone in our industry. It's the beginning of an important new conversation about sustainable and inclusive data practices, a conversation that will form much quicker than many of us might imagine.

Read more: [...] 18 of 18 people found the following review helpful. A wake-up call for everyone who cares about the Internet and Democracy
By Jeffrey A. Chester
The author uncovers the vast system of surveillance and manipulation at the core of digital media today. Offering insights and analysis not found elsewhere, Turow details how the digital ad and marketing industry have developed new ways to track, analyze, profile and target citizens and consumers. Beyond explaining in accessible terms how marketers are able to micro-target individuals regardless of where they are (such as when we use mobile phones or our PCs), the book offers many profound insights. Turow describes how our personal "reputations" related to our identity are being constructed by others--all out of the control of the individual. Some of us are regarded, he explains, as "waste"--because our incomes or life conditions may not make some marketer the profit they desire. We are secretly being labeled by others with various digital "scarlet letters" symbolizing our worth to the commercial marketplace (and the political one as well). Rather than a technology of freedom and democracy, online advertisers are perfecting a system where we are treated less as human beings and more like digital chattel. Real-time automated ad exchanges--run by Google, Yahoo, etc)--auction off access to us in real-time (milliseconds) to the highest bidder--for ads promoting junk food, credit cards, medical conditions, and other products. The book illuminates how powerful databases off and online are now routinely used to create detailed dossiers about our behaviors, habits and concerns. The Daily You is more than a cautionary tale. It is essential reading for the digital era if we are to understand how ad agencies, online marketers, and social media giants are transforming the Internet into a place where democracy is being pushed aside by powerful special interest forces.

5 of 5 people found the following review helpful. But Can You Live Without Cookies?
By Thossy
Forget privacy: it has already been outed. Joseph Turow's central argument in "The Daily You," is that the concept of user-curated content envisioned by Nicolas Negroponte in "Being Digital" way back in the 90s has been flipped on its head. Increasingly, Turow argues, content is created for, and pushed to, you in support of your predilections and according to your commercial value to advertisers. In the foreseeable future, your very rights as a human being will be constrained by your media score. So does that end the naive fantasy that anyone with a free-ranging intellect could use the Web to inquire about subjects of interest without the subtle infusion of advertising? Maybe. Maybe not. But most people apparently do not have the inclination or knowledge to employ tools and techniques to circumvent and, if they did, the advertising-supported model would be in jeopardy. Turow first takes us on a trip through the history of the Web which, I think, should be required reading in every high school in the land. He cogently relates how the Web was unmoored from its noncommercial beginnings by visionary marketers who, after 20 years of unceasing research and innovation, have turned the Web experience for most people into a glitzy casino of intrusive billboards and, coincidentally, their computers into cesspools of cookie data and local storage. His observation that the firewall between editorial content

and advertising is developing gaping holes and may soon be wholly breached is no surprise to anyone who has watched TV in recent years. Turow's lengthy discussion about cookies and the emergence of data-driven advertising networks is informative but doesn't mention the techniques used by political campaigns, which now spend billions in online advertising. He understandably neglects to suggest actions the reader can take to regain some measure of control over their web experience. These sorts of tools have very short shelf-lives and would render his book quickly obsolete. Too bad, because I'm sure many readers will be wondering how to escape. "The Daily You" is well-written, thoroughly researched and worth your time if it falls within your scope of interests. I hope there is a sequel.

The Internet is often hyped as a means to enhanced consumer power: a hypercustomized media world where individuals exercise unprecedented control over what they see and do. That is the scenario media guru Nicholas Negroponte predicted in the 1990s, with his hypothetical online newspaper The Daily Memdash; and it is one we experience now in daily ways. But, as media expert Joseph Turow shows, the customized media environment we inhabit today reflects diminished consumer power. Not only ads and discounts but even news and entertainment are being customized by newly powerful media agencies on the basis of data we don't know they are collecting and individualized profiles we don't know we have. Little is known about this new industry: how is this data being collected and analyzed? And how are our profiles created and used? How do you know if you have been identified as a "target" or "waster" or placed in one of the industry's finer-grained marketing niches? Are you, for example, a Socially Liberal Organic Eater, a Diabetic Individual in the Household, or Single City Struggler? And, if so, how does that affect what you see and do online? Drawing on groundbreaking research, including interviews with industry insiders, this important book shows how advertisers have come to wield such power over individuals and media outlets—and what can be done to stop it.

"An important and urgent reminder that in our excitement over the benefits of new technologies we run the risk of ceding influence over forces essential to protecting and promoting autonomous decisionmaking to an industry interested only in activating our buying impulses."--Glenn Altschuler, "Minneapolis Star-Tribune"--Glenn C. Altschuler "Minneapolis Star-Tribune" About the Author Joseph Turow is Robert Lewis Shayon Professor of Communication and associate dean for graduate studies at the University of Pennsylvania's Annenberg School for Communication. He lives in Bala-Cynwyd, PA.