

Research Graphic Organizer: Part 1

Choose a topic: Technology; Sports Equipment; Clothing; Food

I have chosen the Topic of *Technology*.

Questions to research: Are advertisements aimed at teenagers effective? And, are they ethical?

My Response:

Advertisements aimed at teenagers are definitely effective, even a bit too effective. When it comes to if they are ethical or not, I would say mostly not ethical. Yes, they are ethical for essential things. But for the most part, sellers are trying to sucker teens into buying products that aren't really that essential. For example, a teen may see an ad for a \$150 pair of shoes. They see the ad and think that they must buy it, and they do. That's something they didn't need to spend that much money on. They were suckered into buying the product from the ad they saw.

Search for articles online and record your findings below.

Sources	
Title, URL, and Date of Access	Central Idea
About Branding Advertising to Teens , Accessed 9/13/2021.	Ads targeted to teens make them more willing to spend lots of money on products that they don't need.
Teens in the Crosshairs: Is Targeted Marketing Ethical? Accessed 9/13/2021.	Teens have a big place in the spending market, and advertisers notice it very much.
Are Advertisements Aimed at Teenagers? Accessed 9/13/2021.	Ads target teens by playing with their insecurities, and that their products are the solution to those insecurities.
Are Advertisements Aimed at Teenagers Effective? Accessed 9/13/2021	Most teenagers are not able to figure out real from fake in ads, so the ads take advantage of that.
As Marketers Target Younger Consumers, Ethical Issues Arise Accessed 9/13/2021.	Advertisers are spending more time than ever on reaching the younger audience with advertisements.

Research Graphic Organizer: Part 2

Research ads on your chosen topic and record your findings below.

[HP Printer Commercial](#)

What does the ad seem to say about gender?	What does the ad seem to say about race or ethnicity?	What does the ad seem to say about social status?	What seems particularly effective or ineffective about the ad?
This ad does not target any one specific gender.	It doesn't say anything about it.	It doesn't talk about it.	This ad is effective because it shows the viewer the wonders of printing, more specifically printing with an HP printer. It shows all the things that can be done and ties an adventure in to make it more appealing.

Research ads on your chosen topic and record your findings below.

[Intel Core Commercial](#)

What does the ad seem to say about gender?	What does the ad seem to say about race or ethnicity?	What does the ad seem to say about social status?	What seems particularly effective or ineffective about the ad?
This ad does not target any one specific gender.	It doesn't say anything about it.	It doesn't talk about it.	This ad uses humor to communicate the message with the viewer and does a good job of it. A person explains how great the new Intel Core processors are, but makes Jeffrey the Robot sad as he says, "absolutely nothing surpasses it."

Research ads on your chosen topic and record your findings below.

[Samsung Next Big Thing Commercial](#)

What does the ad seem to say about gender?	What does the ad seem to say about race or ethnicity?	What does the ad seem to say about social status?	What seems particularly effective or ineffective about the ad?
This ad does not target any one specific gender.	It doesn't say anything about it.	It doesn't talk about it.	This commercial uses humor again to promote Samsung's phone brand.

Research ads on your chosen topic and record your findings below.

[Amazon Echo Commercial](#)

What does the ad seem to say about gender?	What does the ad seem to say about race or ethnicity?	What does the ad seem to say about social status?	What seems particularly effective or ineffective about the ad?
This ad does not target any one specific gender.	It doesn't say anything about it.	It doesn't talk about it.	This commercial uses famous people, and humor to promote the features of the Echo device.

Research ads on your chosen topic and record your findings below.

[Wix Commercial](#)

What does the ad seem to say about gender?	What does the ad seem to say about race or ethnicity?	What does the ad seem to say about social status?	What seems particularly effective or ineffective about the ad?
This ad does not target any one specific gender.	It doesn't say anything about it.	It doesn't talk about it.	The ad uses a storyline to keep the viewers engaged throughout the entire commercial. It also uses well-known people to get their attention as well.