

Name: _____

Pop-Up Ads

Your online habits help marketers and advertisers “target” their message towards items that you search for or like. They then market other products they think you might be interested in and will try to persuade you to purchase that item.

For one week, keep a listing of websites you visit. While you are visiting that site, are there pop-up adds that “magically” appear? Note, if you have a pop-up blocker, you will need to turn it off or use another computer to do this exercise.



Day	Website	Pop-Up Ads
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Now follow the same guidelines but with a social media platform, such as Facebook.

Day	Website	Pop-Up Ads
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

What do you notice about your search habits and pop-ads?
