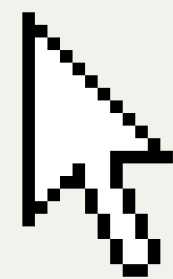


# INTRUSIVENESS OF NEW MEDIA ADVERTISEMENT



WITH THE RISE OF SOCIAL MEDIA, AND USERS' ATTENTION MOVING AWAY FROM NEWSPAPERS AND TELEVISION, ADVERTISING HAD TO CHANGE TO CAPTURE THEIR ATTENTION. WHILE ATTEMPTING TO BE ENTERTAINING, ADS STARTED THREATENING OUR PRIVACY, THAT IS WHY WE WANT TO UNDERSTAND HOW INTRUSIVE THE EXPERIENCE IS FOR USERS.

## METHODOLOGY

The way we approached this issue was by focusing on the experience of the consumers, via a survey. The survey was distributed among over 100 respondents from Europe. We supported the results of our quantitative study with established psychological theories, such as psychological reactance.

## FINDINGS

- Since we observed that feelings of privacy violations correlated with the perceived annoyance of advertisements, we conclude that advertisements that lead to privacy concerns may cause psychological reactance.
- Advertisers should take into careful consideration the tradeoffs of personalization and choose their advertisement format as well as the medium cautiously, so as to avoid psychological reactance and avoidance.

## HYPOTHESES

- H1: the more time you spend on media, the more intrusive you perceive the advertisement
- H2: people that are more annoyed by advertisements also perceive that their privacy is more violated by media
- H3: old media advertisements will be perceived as less annoying than new media advertisements
- H4: new media advertisements will be perceived as more relevant than old media advertisements

