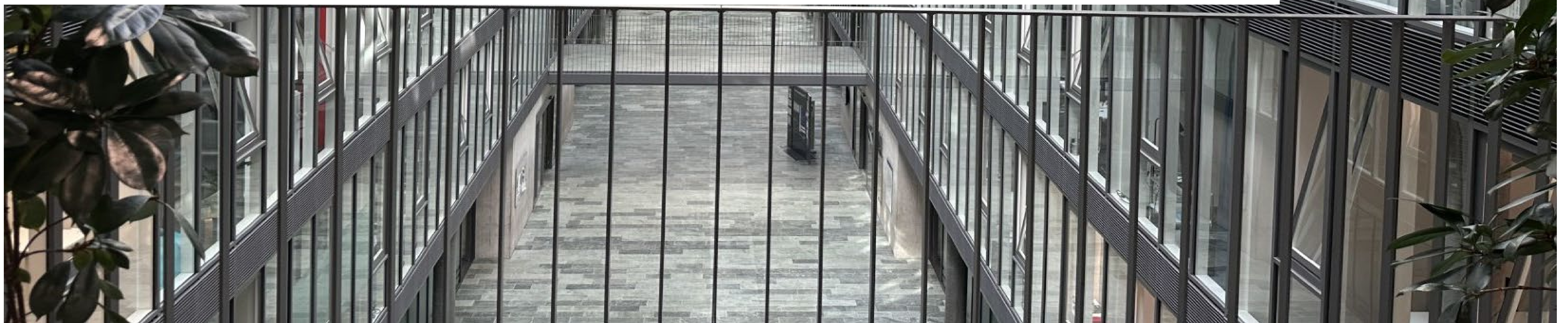




IKMZ Speaker Series

How do we observe algorithmically ‘tuned’ advertising on digital platforms?

Monday, 11 November 2024, 4.15 p.m., room AND-2-02



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Nicholas Carah is an Associate Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society, and a Chief Investigator on ARC Discovery and Linkage projects related to social media, machine vision and digital alcohol marketing. In Australia, he is working with the Australian Research Data Commons and partners at several universities to establish the Australian Internet Observatory. Nicholas' research interests include (1) the algorithmic and participatory advertising model of digital media platforms, (2) digital alcohol and harmful industries marketing, and (3) frameworks, tools and infrastructure for making the algorithmic models and feeds of digital platforms observable.



Abstract

Over the past two decades, platforms like Facebook and Instagram have developed participatory, algorithmic, and opaque advertising models. This talk draws on research from the Australian Ad Observatory, where teams work with Australians to analyze the dark flows of ads in their feeds.

Findings suggest digital advertising's power lies in its ability to tune sequences of ads over time, optimizing resonance between ads and consumers. This creates a continuous flow of images, videos, and text, producing different ‘vibes’ for users.

The talk emphasizes the need to observe the dynamic process of ad tuning, beyond individual ads. It presents a conceptualization and visualization of ‘tuned sequences’ of ads, highlighting their role in understanding digital advertising. This approach can enhance public understanding and accountability, and inform efforts to develop infrastructure for platform observability.

Please join us for the third talk of this semester!

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