

## **Online Appendix *International Journal of Advertising* Digital Advertising Ethics & Surveillance Annotated Bibliography**

*We used several different keywords to search in the International Journal of Advertising past issues. Articles are listed based on alphabetical order and the keywords used to find the articles are included. Articles were selected when they were relevant to digital advertising ethics and surveillance context. Hence, articles on ethics not related to surveillance or vice versa are not included. Keywords that were used but did not include relevant results were: Surveillance, data, data collection, targeting, targeted, tailored, and ethics. Searches were last conducted on June 29, 2022. New relevant work may have been published after this date.*

**Bartsch, Anne & Andrea Kloß (2019) Personalized charity advertising. Can personalized prosocial messages promote empathy, attitude change, and helping intentions toward stigmatized social groups?, *International Journal of Advertising*, 38:3, 345-363, DOI: 10.1080/02650487.2018.1482098**

This article presents the results of an online experiment on personalized charity advertising. The authors briefly discuss the link between personalized charity advertising and moral pressures that might be experienced by consumers. [Keyword: personalized advertising]

**Chen, Huan & Liling Zhou (2018) The myth of big data: Chinese advertising practitioners' perspective, *International Journal of Advertising*, 37:4, 633-649, DOI: 10.1080/02650487.2017.1340865**

This article presents the results of in-depth interviews with Chinese advertising professionals on possibilities and challenges stemming from big data use in advertising. It among others discussed the ethical complications of big data use in advertising introducing such issues as misinterpretation of data, lack of anonymity and information divide. [Keyword: data-driven]

**Fletcher, Keith (2003) Consumer power and privacy: the changing nature of CRM, *International Journal of Advertising*, 22:2, 249-272, DOI: 10.1080/02650487.2003.11072851**

This article presents the changing nature of customer relationship management (CRM) in contemporary advertising. It classifies consumers in four categories depending on two dimensions (i.e., trust and attitudes, and knowledge and privacy awareness). It discusses consumer power and information asymmetry in the context of CRM. [Keyword: transparency]

**Ham, Chang-Dae (2017) Exploring how consumers cope with online behavioral advertising, *International Journal of Advertising*, 36:4, 632-658, DOI: 10.1080/02650487.2016.1239878**

This article presents the results of a survey among 544 U.S. college students. It applies the persuasion knowledge model and protection motivation theory to study how consumers cope with online behavioral advertising (OBA). In the discussion, ethics is linked to OBA because of its covert nature. [Keyword: personalized advertising]

**Kietzmann, Jan, Adam J. Mills & Kirk Plangger (2021) Deepfakes: perspectives on the future “reality” of advertising and branding, *International Journal of Advertising*, 40:3, 473-485, DOI: 10.1080/02650487.2020.1834211**

This article presents a conceptual model on deepfakes. It introduces what deepfakes are, how they work, and the potential for deep fakes’ influence on advertising. The authors briefly discuss ethics in the sociocultural context related to deepfakes. [Keyword: Artificial intelligence]

**Kim, Hye Young, Ji Hee Song & Jong-Ho Lee (2019) When are personalized promotions effective? The role of consumer control, *International Journal of Advertising*, 38:4, 628-647, DOI: 10.1080/02650487.2019.1593721**

This article presents two experiments on personalized promotions. Amongst others, the authors examine the role of consumer control (i.e., cognitive and behavioral) in this context. Keyword: personalized advertising]

**Kim, Juran, Seungmook Kang & Joonheui Bae (2021) The effects of customer consumption goals on artificial intelligence driven recommendation agents: evidence from Stitch Fix, *International Journal of Advertising*, DOI: 10.1080/02650487.2021.1963098**

This article presents the results of a survey among 321 South Koreans that have made use of AI driven interactive recommendation agents. They study the consumer goals of using such agents. One of those goals is ‘normative goals’, which they define as “A normative goal concentrates on social norms, acceptability, and ethical obligations.”

**Malthouse, Edward C., Ewa Maslowska & Judy U. Franks (2018) Understanding programmatic TV advertising, *International Journal of Advertising*, 37:5, 769-784, DOI: 10.1080/02650487.2018.1461733**

This article presents an overview of programmatic TV advertising. It argues that its future success depends on 1) distribution, 2) ad inventory, and 3) data (DAD). The authors also discuss ethical and privacy issues regarding data usages and transparency issues in data collection. [Keyword: Computational Advertising]

**Morimoto, Mariko (2021) Privacy concerns about personalized advertising across multiple social media platforms in Japan: the relationship with information control and persuasion knowledge, *International Journal of Advertising*, 40:3, 431-451, DOI: 10.1080/02650487.2020.1796322**

This article presents the results of a survey among 600 Japanese social media users. It examines the relationship between persuasion knowledge and personalized advertising-related outcomes. One of the factors included in the model is consumer control.

[Keyword: personalized advertising]

**Wu, Linwan, Naa Amponsah Dodoo, Taylor Jing Wen & Li Ke (2022) Understanding Twitter conversations about artificial intelligence in advertising based on natural language processing, *International Journal of Advertising*, 41:4, 685-702, DOI: 10.1080/02650487.2021.1920218**

This article presents the results of an analysis of Twitter conversations about artificial intelligence using topic modeling and sentiment analysis. The authors conclude eight different conversation topics including “AI’s involvement in social media campaigns”, which is mostly discussed negatively by Twitter users. [Keyword: Computational Advertising, Artificial Intelligence]

**Yun, Joseph T., Utku Pamuksuz & Brittany R. L. Duff (2019) Are we who we follow? Computationally analyzing human personality and brand following on Twitter, *International Journal of Advertising*, 38:5, 776-795, DOI: 10.1080/02650487.2019.1575106**

This article presents a computational method to analyze brand’s Twitter accounts and their followers personality and to what extent those match. The future direction proposed include investigation of ethical issues in machine learning applications in advertising.

[Keyword: Computational Advertising]