

MKT 350
FALL 2017
DR. WALKER



OVERVIEW

Last week

- Power of Social Networks
- Rationality/Irrationality
- Last assignments and Final ‘exam’

Today

- Discussion Forum
 - Visual Depictions
 - Last assignments and Final ‘exam’
- 

**WHAT DID YOU LEARN IN THIS CLASS
(AND DOES IT MATTER)?**



WISH WE COULD HAVE...
WHY DIDN'T WE...?



Last Week of Semester

habibi, ifunny.mobi

MARKETING... BLURRING OR CLARITY?

EVOLUTION OF MARKETING

STEP RIGHT
UP, FOLKS,
IT CURES ALL
AILMENTS...



SNAKEOIL
SALESMEN

IT SLICES,
IT DICES,
BUT WAIT,
THERE'S MORE



TV
ADMEN

I'M GONZO
FOR GONZO
POPS



EQUITY
CHARACTERS

THESE TARO
CHIPS ARE
BAKED BY
SHERPAS

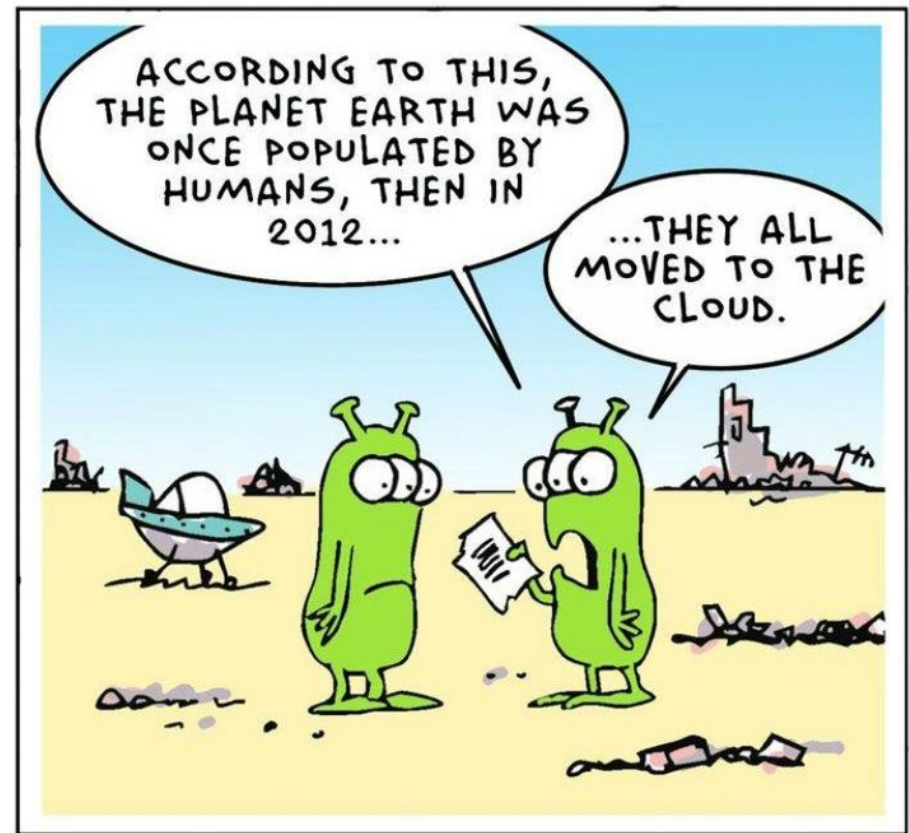


AUTHENTICITY
HAWKERS

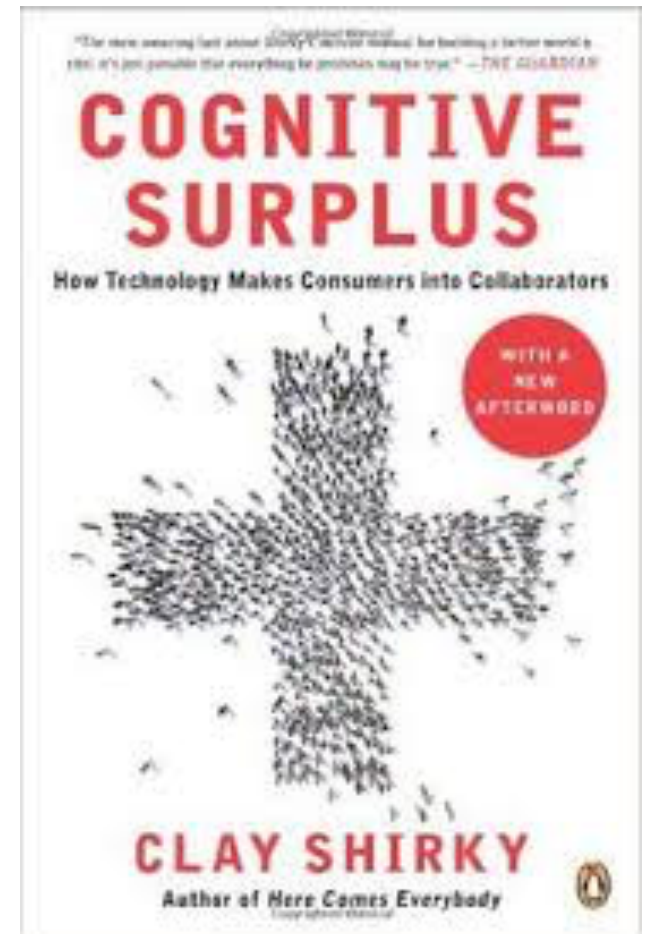
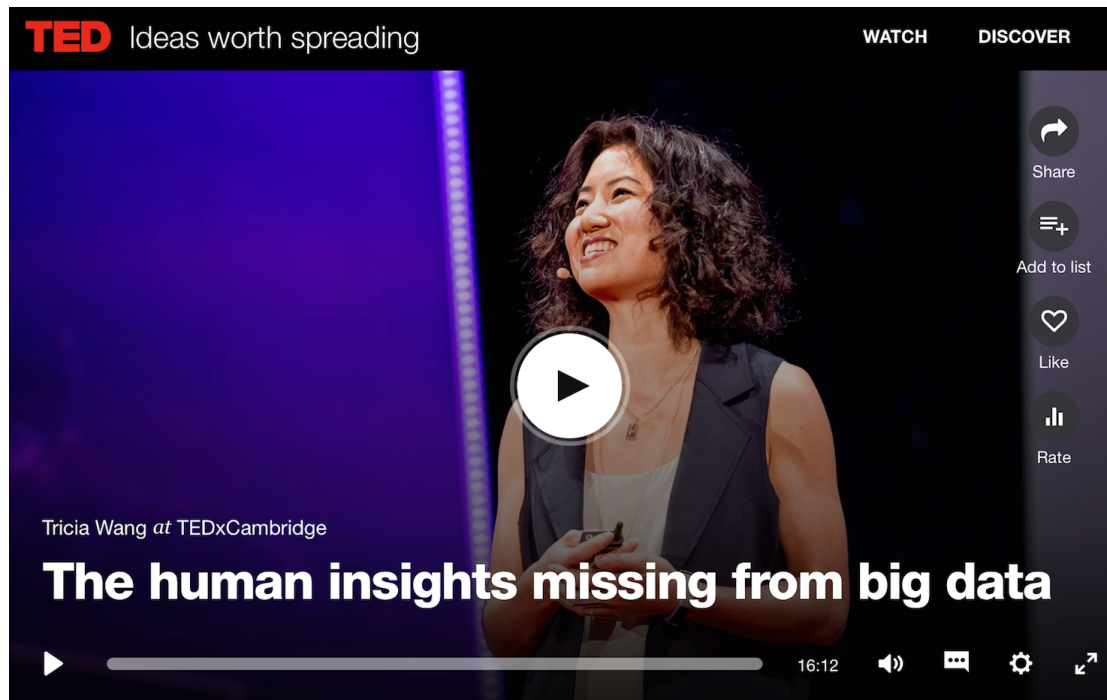
I JUST
FOUND THE
COOLEST
BRAND



CONSUMER
ADVOCATES



LAST DISCUSSION FORUM





PERSONAL INFO PROJECT

- Identify at least one example from others and/or your own personal information exchanges online/offline that typify each quadrant (justify and explain why they 'fit' as examples)
 - What kind of information do YOU share online and offline?
 - Where do you share this information?
 - Analyze sharing behavior and protection behavior using course material
 - Track and gather YOUR OWN information exchanges **ONLINE and OFFLINE!**
 - **DUE NEXT WEEK IN CLASS**
- 



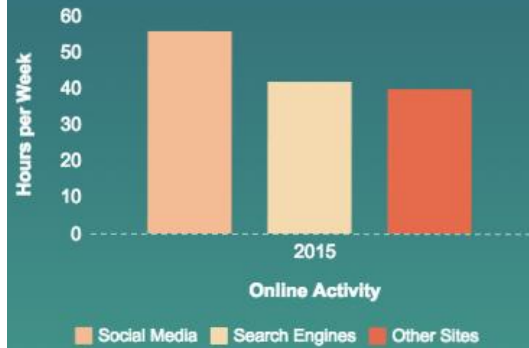
PERSONAL INFO EXCHANGES VISUAL DEPICTION EXAMPLES

MKT 350



My Sharing Behavior

Online Behavior



Offline Behavior



How I Interact



65%



25%



10%

What Sites I Use the Most

Google

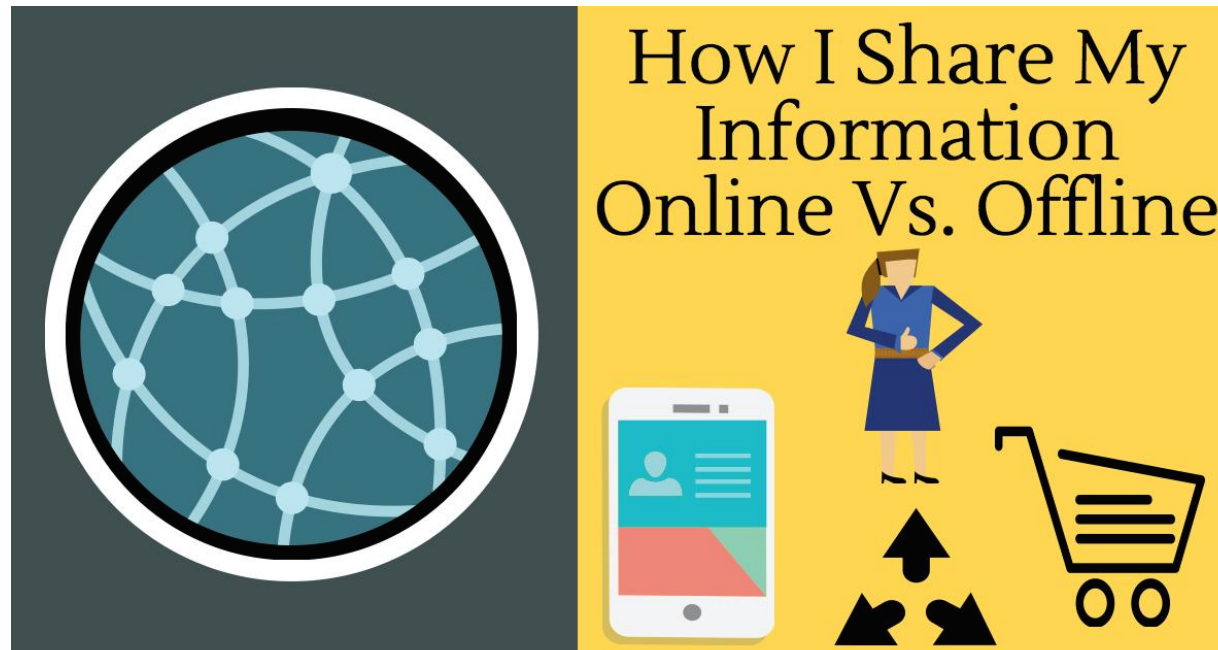


Twitter



Snapchat

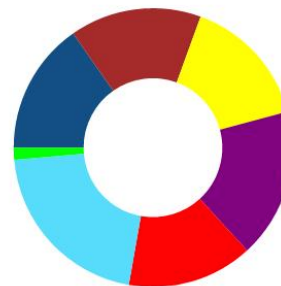




An Estimation of How I Share My Information on a Weekly Basis

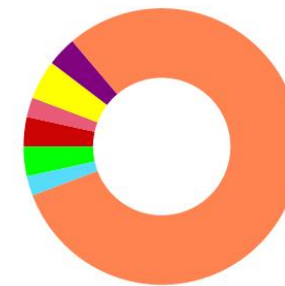
22 hours/week on Facebook
 22 hours/week on Instagram
 22 hours/week on Snapchat
 25 hours/week on Yahoo!
 21 hours/week on Gmail
 30 hours/week on Google
 2 hours/week using Reward Cards
 3 hours/week at the Grocery Store
 2 hours/week at the Shopping Mall
 4 hours/week at Restaurants
 3 hours/week at the Movie Theater
 70 hours/week texting
 2 hours/week on FaceTime
 3 hours/week using Loyalty Cards

My Estimated Online Behavior Per Week



Facebook (15%) Instagram (15%)
 Snapchat (15%) Yahoo! (17%)
 Gmail (15%) Google (21%)
 Reward Cards (1%)

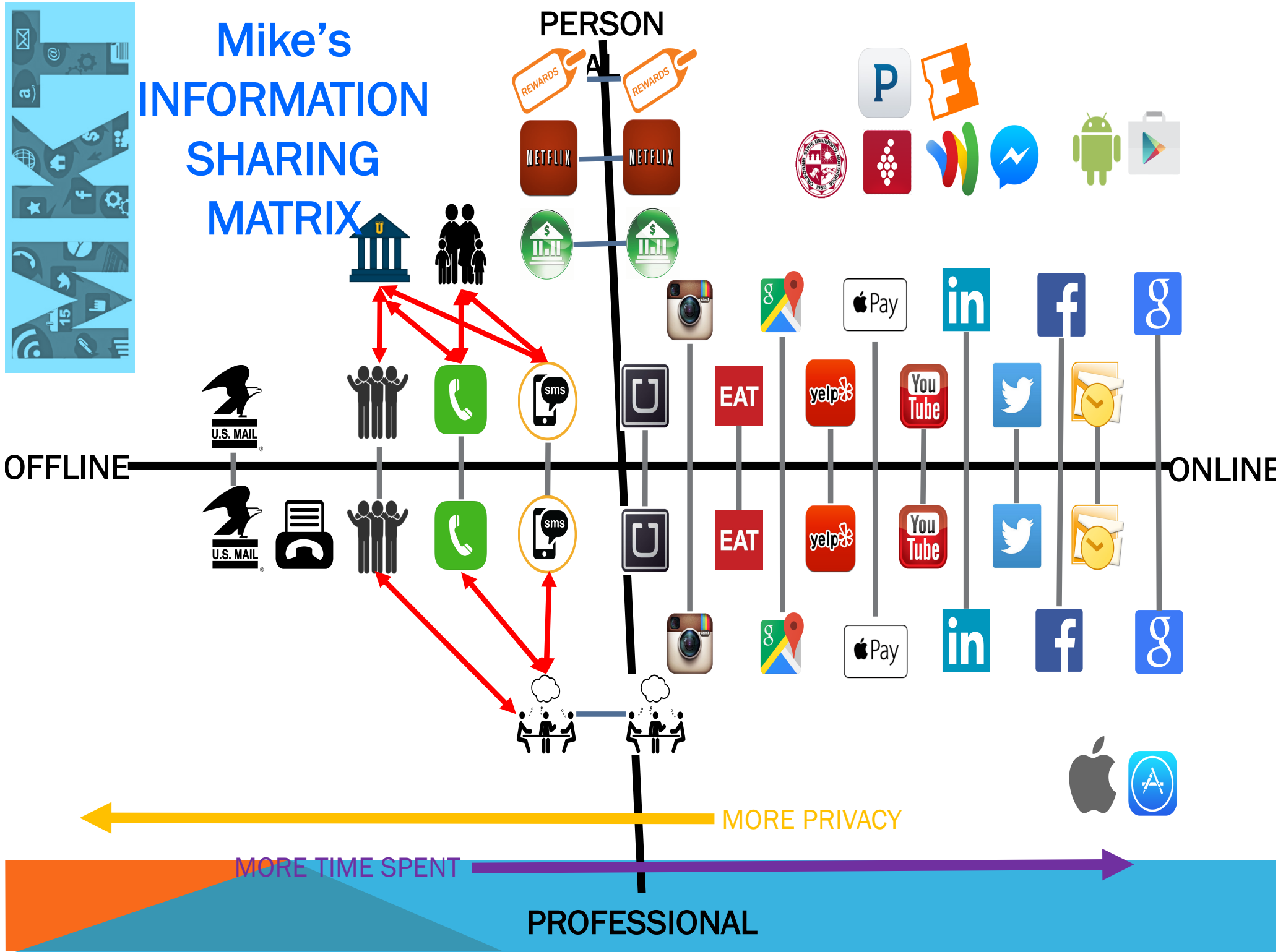
My Estimated Offline Behavior Per Week



Grocery Store (3%) Shopping Mall (2%)
 Restaurants (5%) Movie Theater (3%)
 Texting (80%) FaceTime (2%)
 Loyalty Cards (3%)

VS.

Mike's INFORMATION SHARING MATRIX



RISK, TRUST, ONLINE BEHAVIOR

- Personalization
- Power of algorithms
 - Your examples?
- Role of trust?
- Control? Spectrum of control?





MAKING DECISIONS - ARIELY

We've examined HOW we think

- System 1 and System 2
- ELM (Central and Peripheral routes)

Now...with HOW we think, HOW do we make decisions?

- Rational versus Irrational decisions?
- Dan Ariely (this week's online content)
 - Author of *Predictably Irrational* and *The Upside of Irrationality*





SOCIALLY TRANSMITTED DATA: THE COST OF CONVENIENCE AND THE VALUE OF DEFAULTING TO PRIVACY

- **Knowing when, where, and how information is collected, stored, and disseminated. Does it matter?**
- **Negative externalities of socially transmitted data**
- **Characterizing risks in exchanges of information online:**
 - Certainty during info exchanges
 - Conditions placed on info exchanges
- **Defaulting to privacy and value in accuracy**
- **Decreasing risk by increasing awareness**



SSIM VISUAL PORTRAYAL

Developing icons for the potential risks/harm of information exchanges online

Presenting these December 5/7

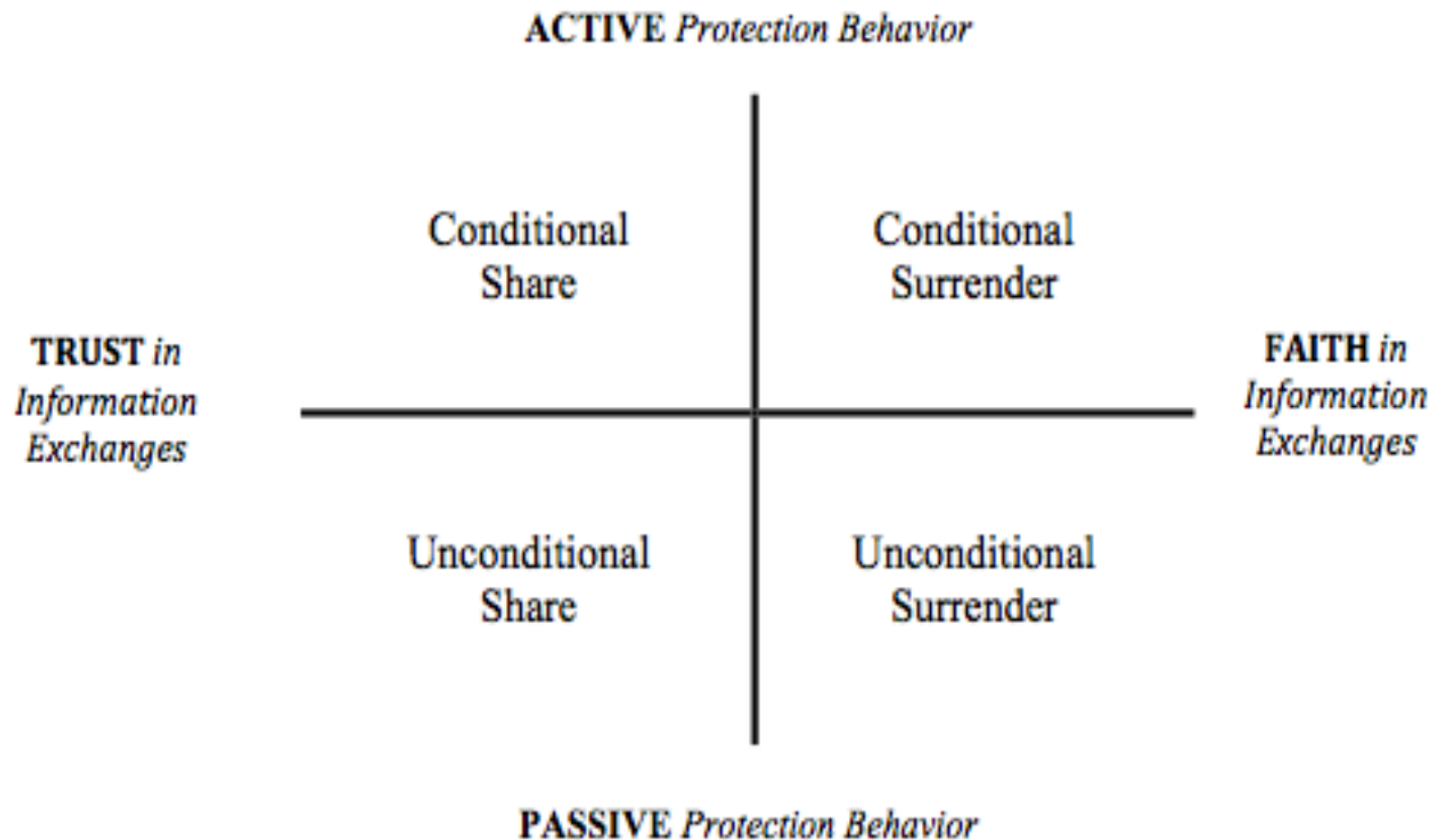
- Consider each quadrant of the Sharing-Surrendering Information Matrix (Walker, 2016)
- Develop an icon for each quadrant that would ‘notify’ or inform consumers that they are taking part in an exchange of information that is of that type (i.e. an icon that says “you are now unconditionally sharing information” or “conditionally surrendering” information)
- Consider potential HARMS, RISKS, VULNERABILITY
- These icons can be anything that you develop or believe best demonstrates each quadrant.
- 2 Slides
 1. Icons
 2. Examples of WHEN the icons will appear (i.e. what kind of use)

You may draw these out if you’d like, but please scan for your presentation.

UPLOAD THESE BY MIDNIGHT BEFORE YOUR PRESENTATION



SHARING-SURRENDERING INFO MATRIX



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**“My presentation lacks power and it has no point.
I assumed the software would take care of that!”**



FINAL 'EXAM': SSIM PORTRAYAL ESSAY

- Use your SSIM Visual Portrayal
- EXPLAIN and RATIONALIZE why you chose the icons you did
- HOW will consumers **understand** the icons and what they mean?
- Provide examples of information exchanges for each quadrant
- UTILIZE at least one of the following and explain (i.e. what kind of thinking, what type of evaluation)
 - WHY consumers will benefit from the information the icon provides
 - HOW companies will benefit from the information the icon provides

FINAL 'EXAM'

Participation (7.5% online 7.5% in class)	15%
Exams (2)	20%
Written Assignments (3)	45%
SSIM Visual Portrayal	5%
Personal Information Project	15%

originally

November 23	Happy Thanksgiving! Remember it is a dinner. ☺
November 28, 30	Buyers/Sellers and Information Storage/Retrieval
December 5, 7	Personal Information Project due
December 12, 14	<i>Final Exam and SSIM visual portrayal presentations</i> 12/12 and 12/14 @ time tbd by 9/30

NOW

November 23	Happy Thanksgiving! Remember it is a dinner. ☺
November 28, 30	Buyers/Sellers and Information Storage/Retrieval
December 5, 7	Personal Information Project due SSIM visual portrayal presentations
Fri December 8 th BOTH sections	<i>Final 'Exam': SSIM Portrayal Essay DUE</i> <i>Submit on Canvas AND to the MKT Department office</i> <i>BB(JH) 3119 by 5pm</i>



UPCOMING

- **Personal Info paper due on Canvas AND in class**