

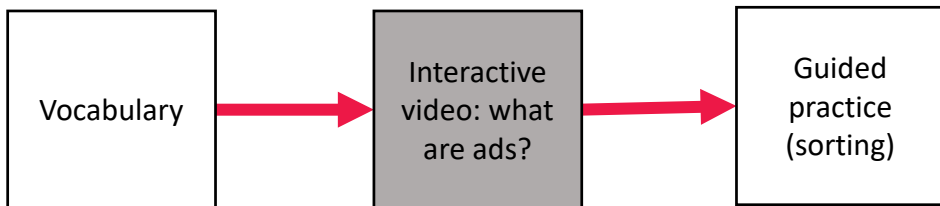
Learning Object

Module 1.3.1b Ads vs Content Video 02 What are Ads?

Brief Description

Instructs learners on characteristics of Internet Search Engine and Web Page advertisements.

Placement in Unit



Actors

Narrator
Actor – Claire "Bo"

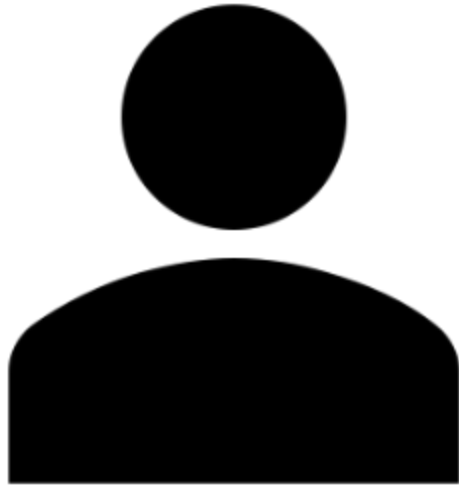
Media / Equipment

Green screen
Actor at laptop

Setting / Other

Actor at computer

Advertisements



Screen Text

n/a

Interactivity

n/a

Narration

Advertisements, or ads, are all around us! There are many different advertisements online. In this video, you will learn to separate advertisements from content. Advertisements try to sell you a product or service. Content is information. This information may include product or service reviews.

Branching/Navigation

Advertisements animation to change to the word ads.

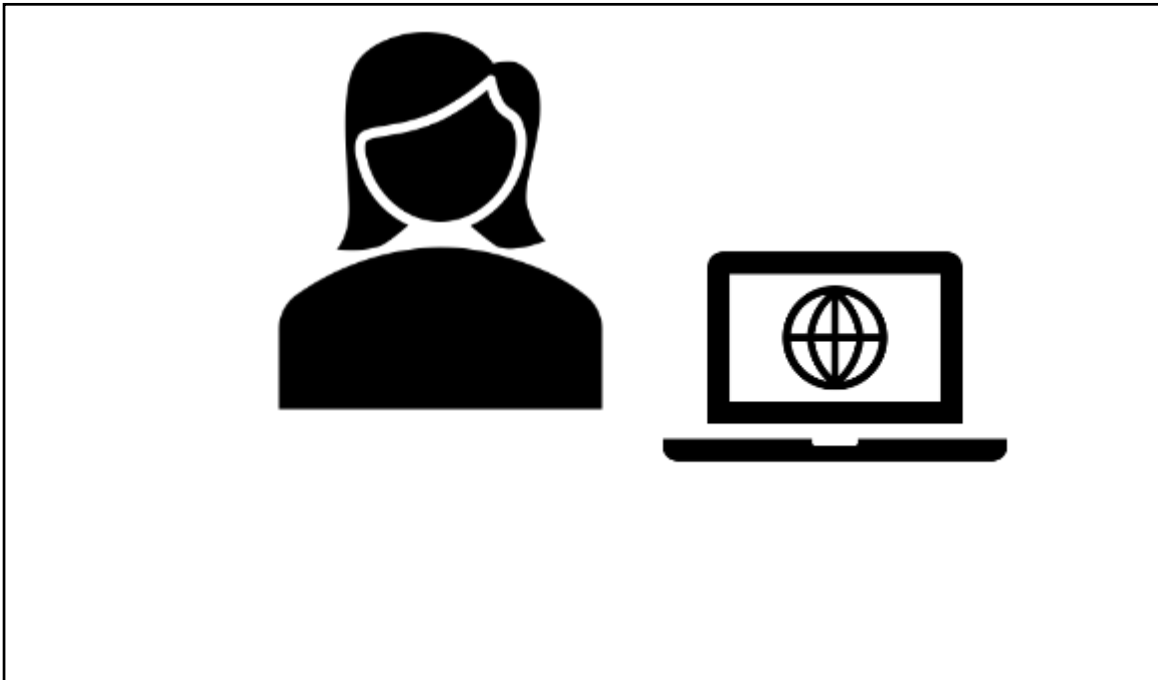
Media Image

Audio

Video

Music

narration



Screen Text

n/a

Interactivity

n/a

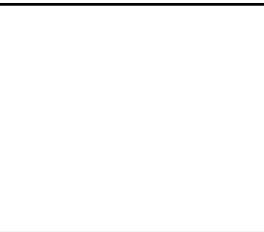
Narration

Meet Bo. Bo works in customer service. She has to speak English at work. Some customers and coworkers sometimes cannot understand her English ~~accent~~ **pronunciation**. Her boss has asked her to improve her pronunciation. Bo has an idea. She wants to buy a smart speaker for her home. She wants to practice speaking English to the smart speaker with her family. She is using a search engine to find the best smart speaker.

Branching/Navigation

n/a

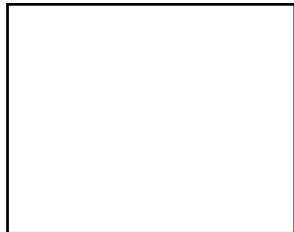
Media Image



Audio

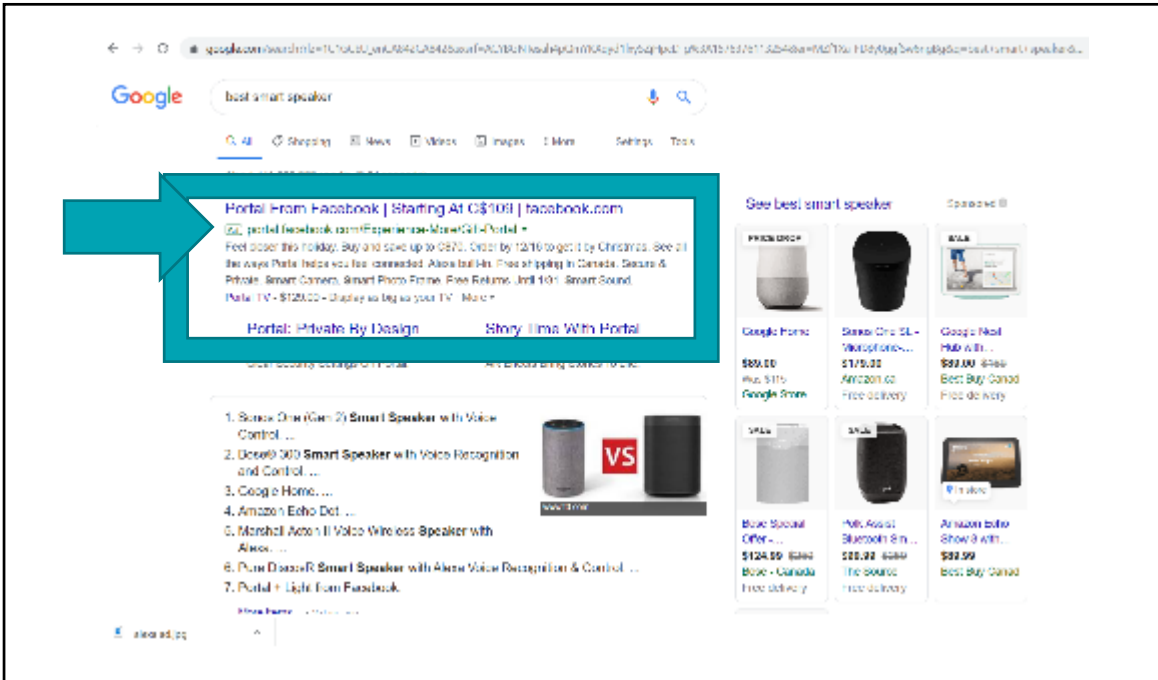
narration

Video



Music

n/a



Screen Text

n/a

Narration

Here is Bo's search page. There is sponsored content at the top. You can tell by the word ad in the box before the url. That means that Facebook paid to have their link at the top of the page. What does Facebook want you to do? Facebook wants you to buy their product called Portal. This may not be useful if Bo wants to compare smart speakers.

Interactivity

n/a

Branching/Navigation

n/a

Media Image

Images and screencasts of advertisements, sign: TV, radio, online

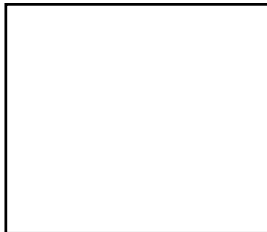
Audio

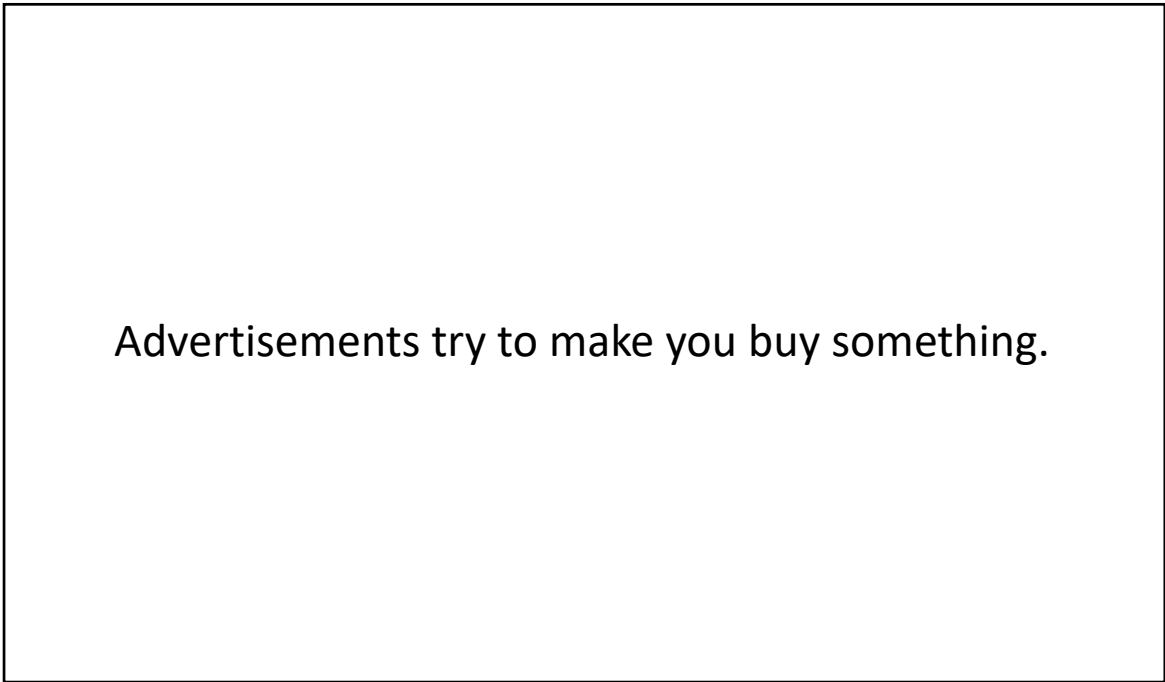
narration

Video

Examples PIP

Music





Screen Text

instructions

Narration

Remember: Advertisements try to make you buy something.

Interactivity

Multiple H5P hotspots

Feedback on choices

Branching/Navigation

Next button

Media Image

Screencap of butter and butter ad

Audio

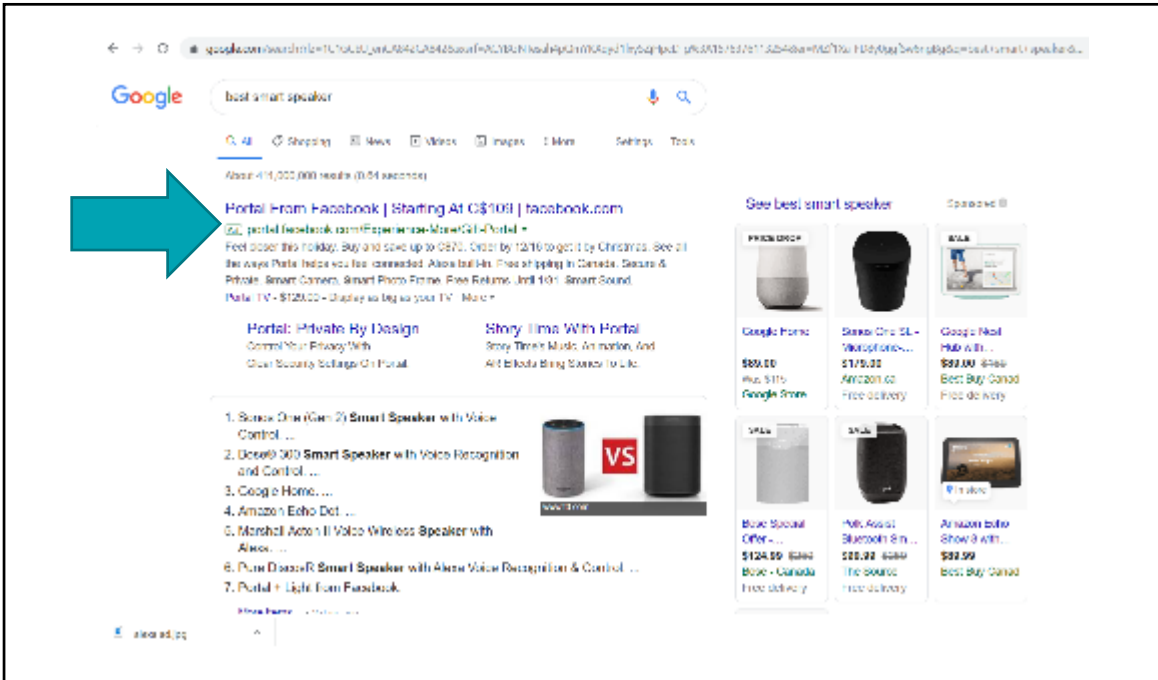
narration

Video

Narrator
Pictures appear and expand

Music

n/a



Screen Text

n/a

Narration

If Bo clicks on the link, she will go to the company's website.

Interactivity

n/a

Branching/Navigation

n/a

Media Image

Images and screencasts of advertisements, sign: TV, radio, online

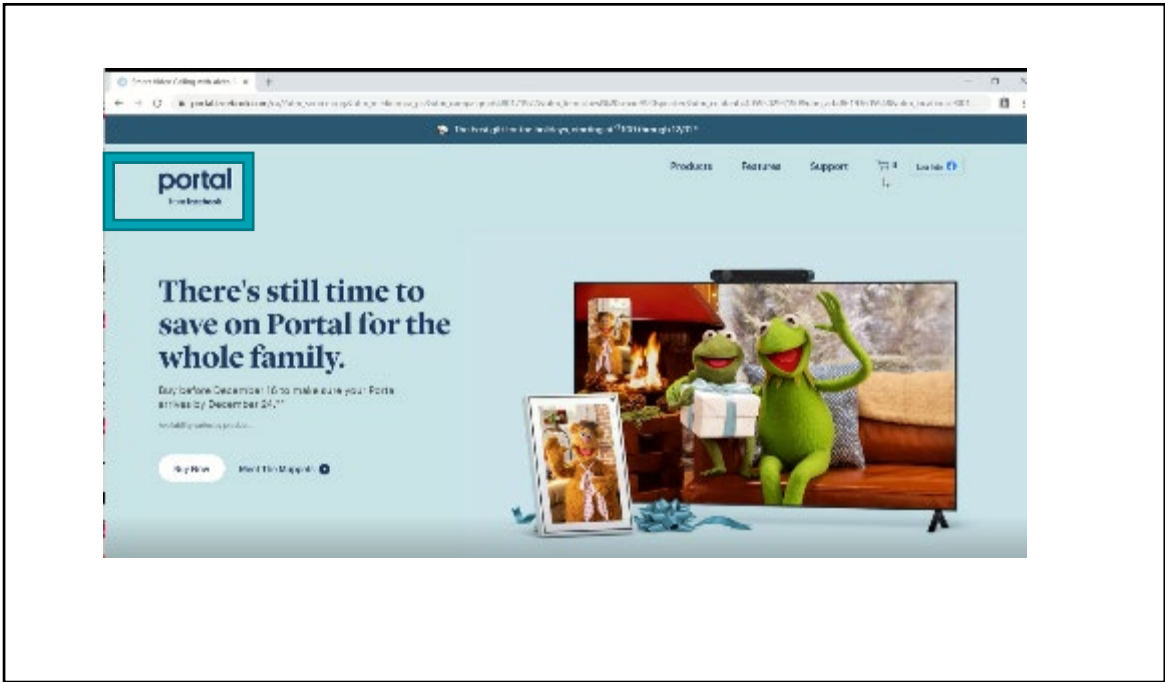
Audio

narration

Video

Examples PIP

Music



Screen Text

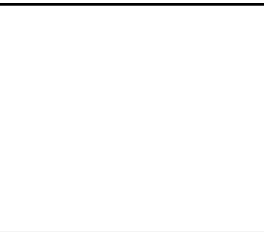
Narration

If the link ~~was~~ **is** an advertisement, you should see a brand or logo. A brand is the name a company gives to something. Portal is the brand logo.

Interactivity

Branching/Navigation

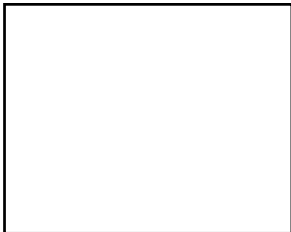
Media Image



Audio

narration

Video



Music

n/a



Screen Text

n/a

Narration

Advertisements often show their brand logo. Here are some other examples of smart speaker brands.

Amazon echo
Sonos
Google Home
and
Apple HomePod

Interactivity

n/a

Branching/Navigation

Advance automatically

Media Image

Brand images

Audio

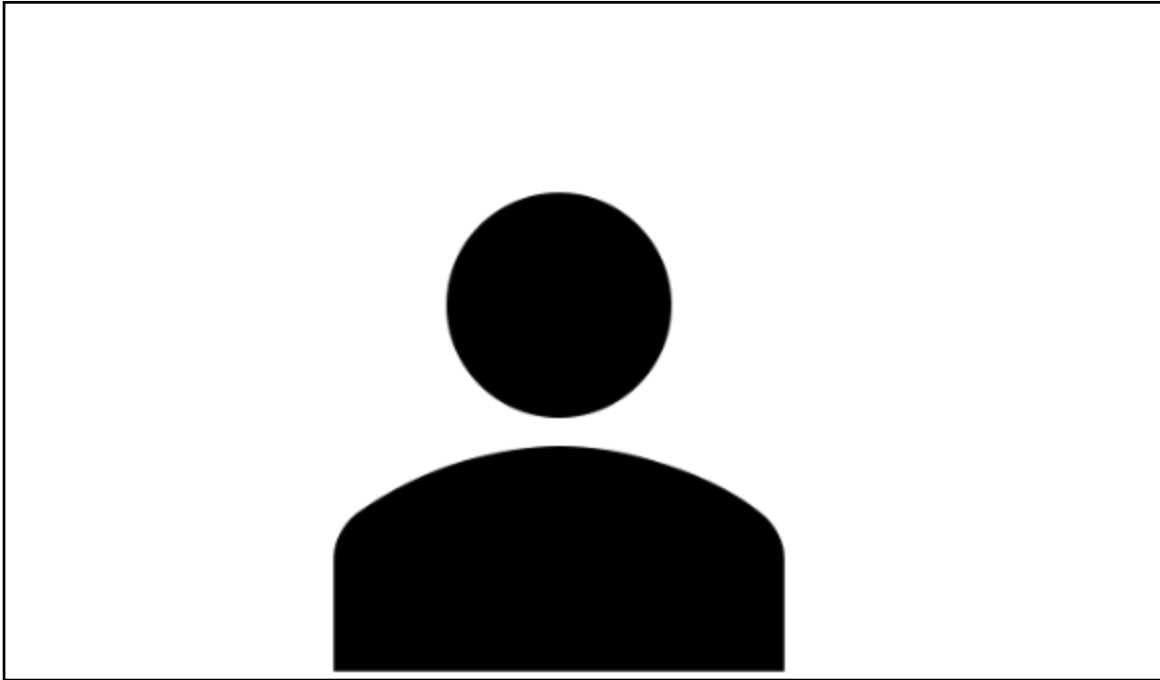
narration

Video

Narrator on white
bg
Brands appear
with text

Music

n/a



Screen Text

n/a

Narration

Bo sees something else.

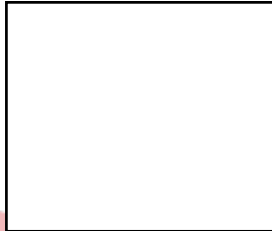
Interactivity

n/a

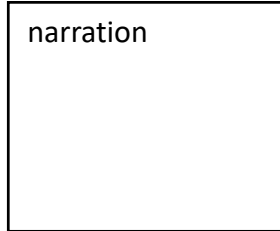
Branching/Navigation

n/a

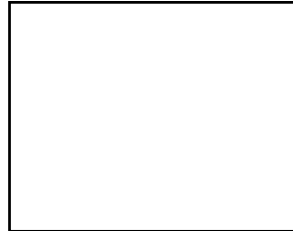
Media Image



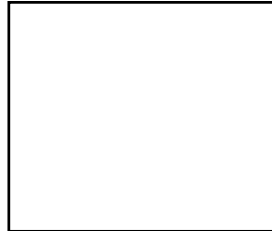
Audio

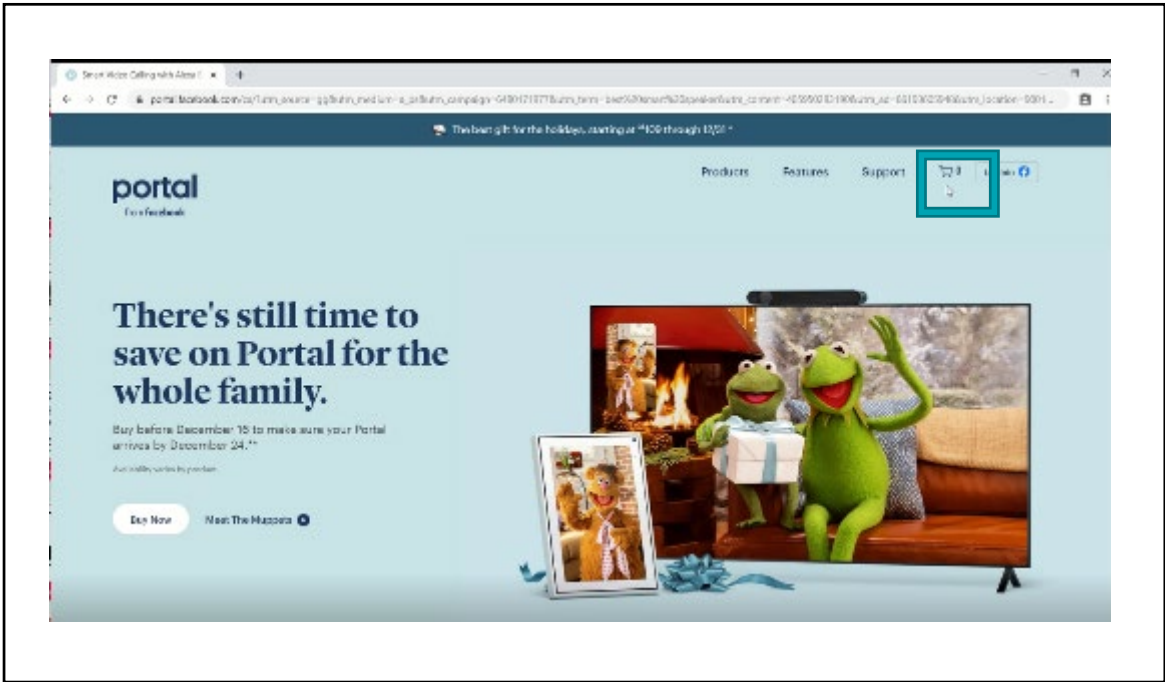


Video



Music





Screen Text

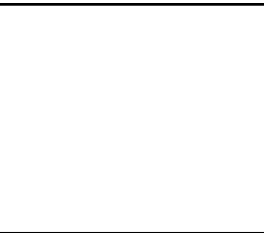
Narration

Look at the shopping cart. This company wants her to buy their product.

Interactivity

Branching/Navigation

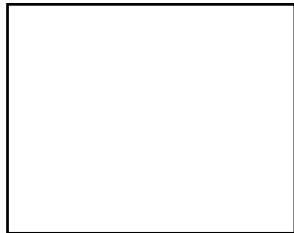
Media Image



Audio

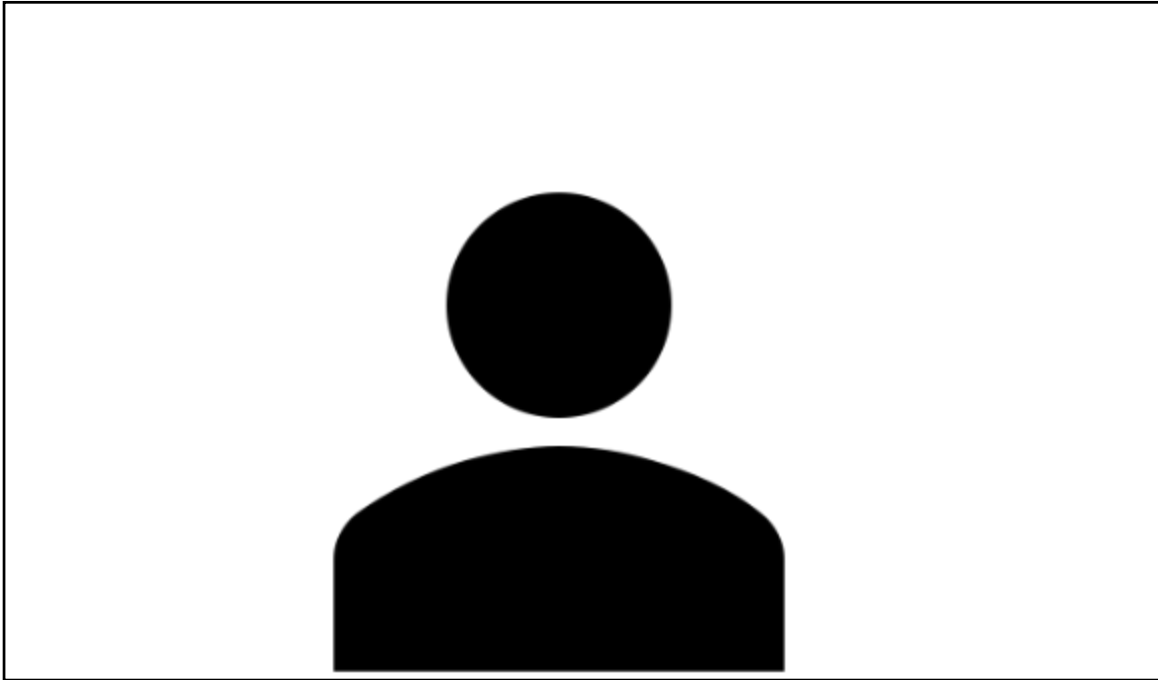
narration

Video



Music

n/a



Screen Text

n/a

Narration

Bo wants to compare smart speakers, so she goes to a different site.

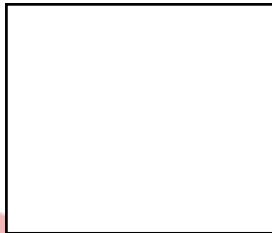
Interactivity

n/a

Branching/Navigation

n/a

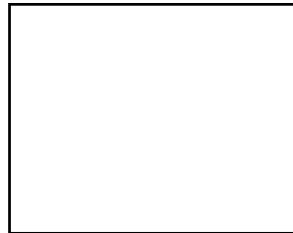
Media Image



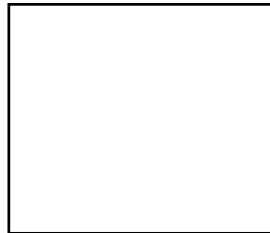
Audio

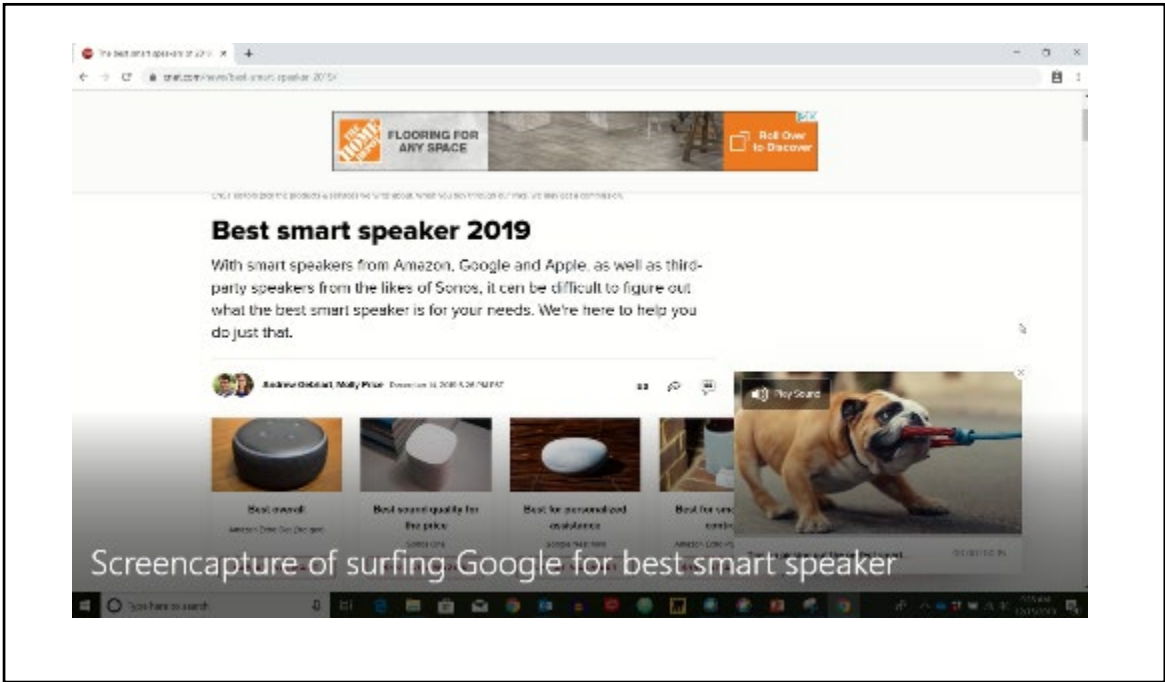
narration

Video



Music





Screen Text

n/a

Narration

This site has a lot of ads. Advertisements can be anywhere on a web page. You can see one at the top. There is also a video advertisement that will only disappear if you click the x.

Other advertisements appear on the side. Look for logos to help you identify advertisements.

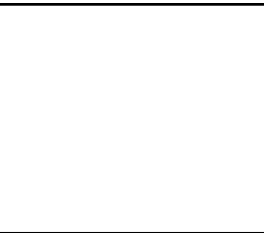
Interactivity

n/a

Branching/Navigation

Screenscapture - Scroll down to find Cnet link & click on it. Show screenscapture of clicking the x.

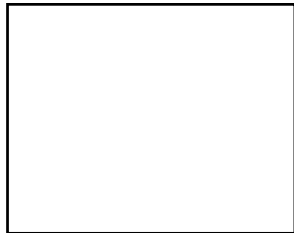
Media Image



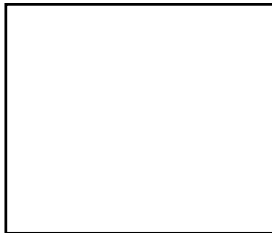
Audio

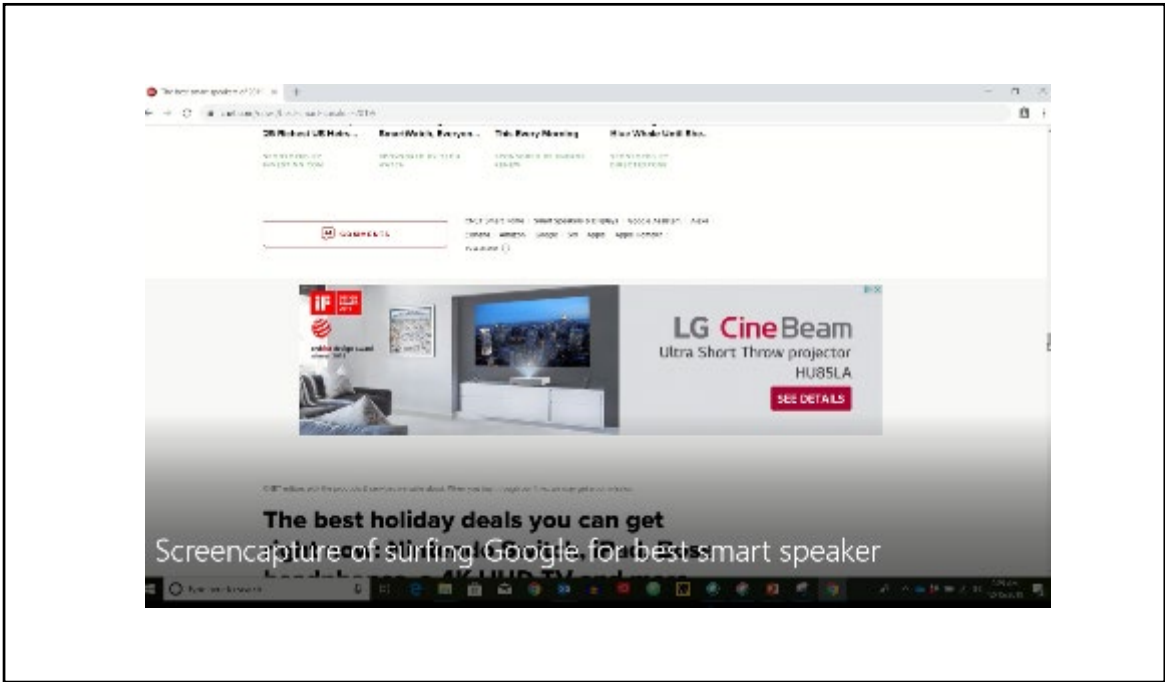
narration

Video



Music





Screen Text

n/a

Narration

Some ads will even appear in the middle of a webpage. Notice the Ad Choices button. If you click on it, you can report ads you do not like or read more information about why you are seeing the ad.

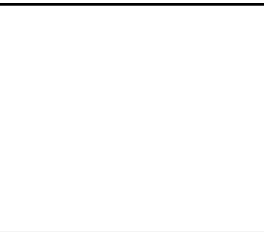
Interactivity

n/a

Branching/Navigation

Show screencapture

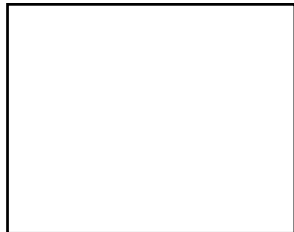
Media Image



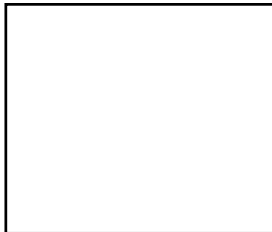
Audio

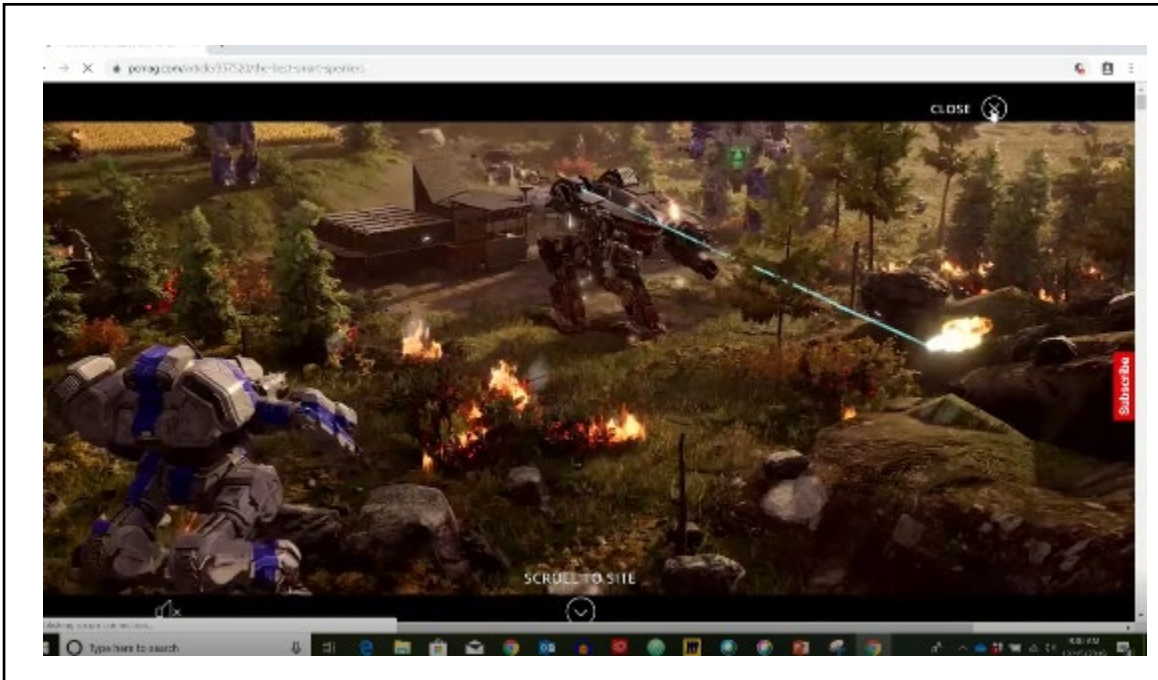
narration

Video



Music





Screen Text

n/a

Narration

Sometimes you will see ads that fill your screen. [Look for the "x"](#). Close these to see the website content.

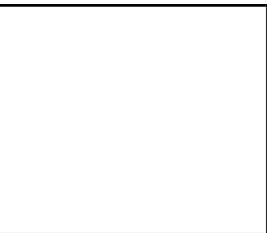
Interactivity

n/a

Branching/Navigation

Show screencapture

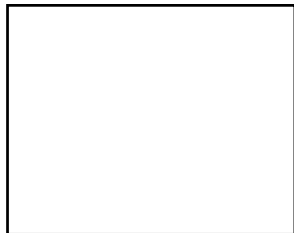
Media Image



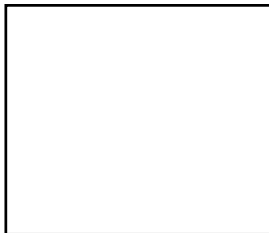
Audio

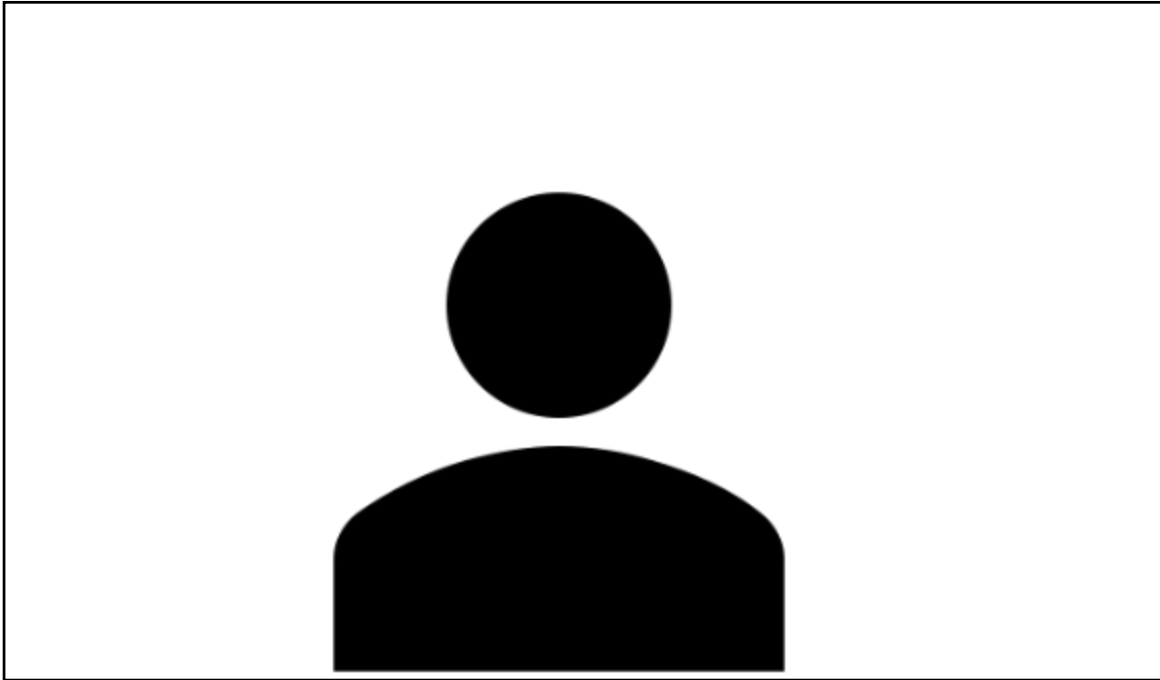
narration

Video



Music





Screen Text

Narration

Let's think more about how advertisements work. Advertisements try to make you buy things. How do they do it? They try to connect a brand to a good feeling. Some examples of good feelings are happy, surprised, and excited.

Interactivity

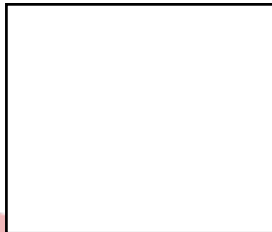
Branching/Navigation

Media Image

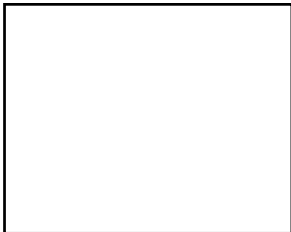
Audio

Video

Music



narration



n/a



Screen Text

instructions

Narration

Let's look at an example.
 This is a picture of the product – Google Home, a smart speaker. There are no feelings here. You might have some opinions about the shape or colors of the product, but there are no feelings attached.

Interactivity

Multiple H5P hotspots

Feedback on choices

Branching/Navigation

Next button

Media Image

Screencap of butter and butter ad

Audio

narration

Video

Narrator
 Pictures appear and expand

Music

n/a



Screen Text

instructions

Narration

This is an advertisement with feelings.

In the background, there is a mother talking with two children at a kitchen table. There is also a slogan. The slogan is "Be more at home".

This advertisement might work for Bo because she wants to use a smart speaker with her family at home.

Google wants customers to connect their product to a good feeling. Google wants people like Bo to buy Google Home.

Interactivity

Multiple H5P hotspots

Feedback on choices

Branching/Navigation

Next button

Media Image

Screenap of butter and butter ad

Audio

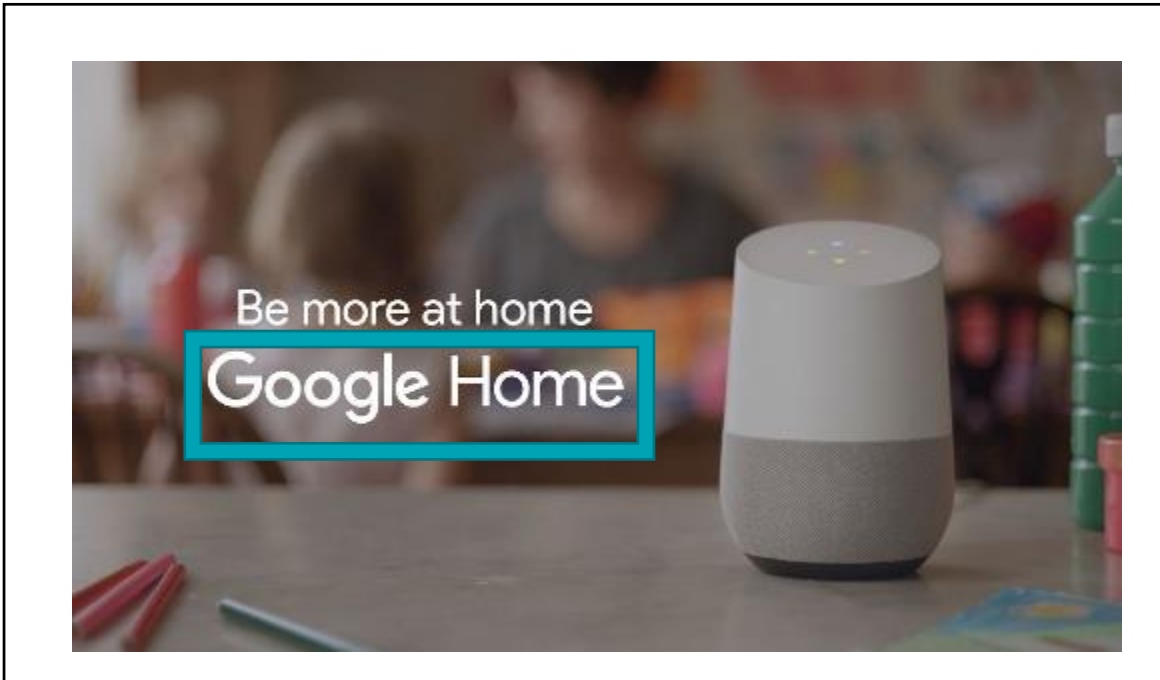
narration

Video

Narrator
Pictures appear and expand

Music

n/a



Screen Text

instructions

Narration

Google Home is the name of a brand.

Interactivity

H5P drag and drop

Feedback on choices

Branching/Navigation

Next button

Media Image

Audio

Video

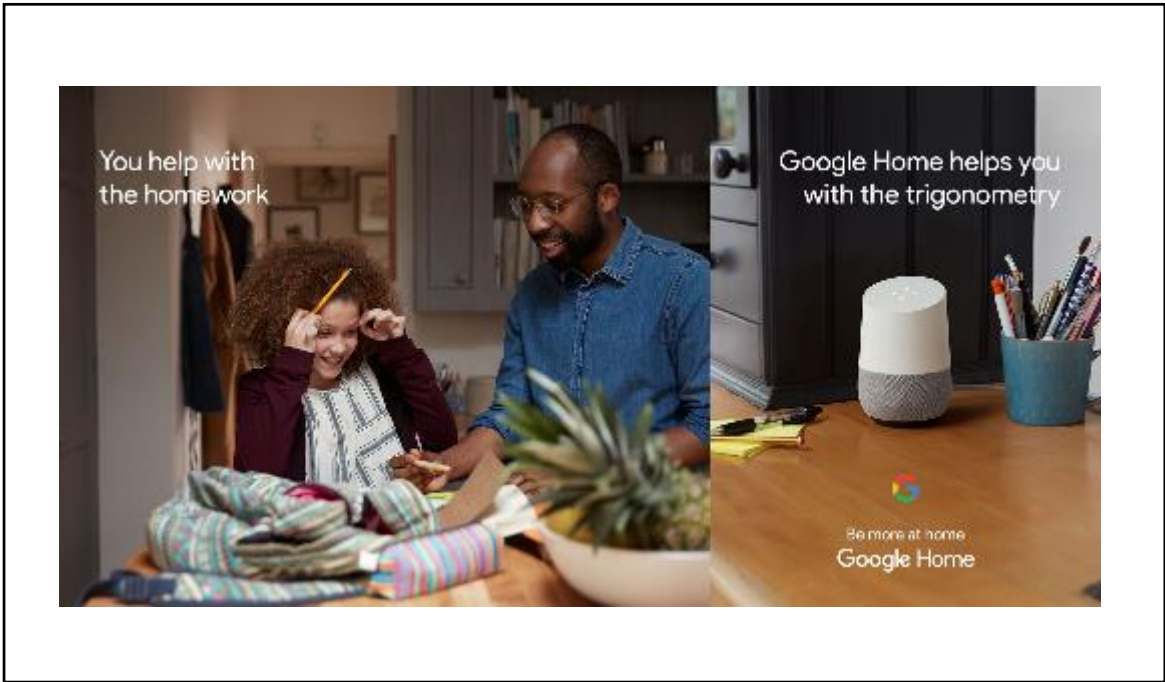
Music

Brands

narration

Narrator PIP
Drag and drop
appear centre

n/a



Screen Text

Advertisement with multiple choice questions

Narration

Here is another example of the same product. Look at this advertisement.
 The man does not know how to help his daughter with her trigonometry, or math homework.
 He can ask Google Home for help.
 Now, he can help his daughter.
 This advertisement might also persuade Bo to purchase this product. There is a feeling in the ad. Again, Google wants people like Bo to buy Google Home.

Interactivity

Questions with multiple choice and feedback

Branching/Navigation

Next button

Media Image

Screen caps of image advertisements

Audio

narration

Video

Narrator with images that come up

Music

n/a



Screen Text

n/a

Narration

Here is an example of a different ad with a feeling. It is for a different product – Amazon ecodot.

Notice the logo. Notice the brand. The feeling in this ad comes from the words puck and goals. These words come from the sport, hockey.

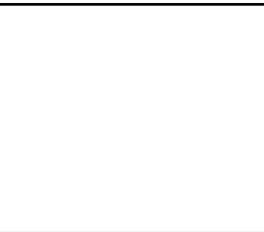
Bo likes hockey, so she might be persuaded to buy this smart speaker.

Interactivity

n/a

Branching/Navigation

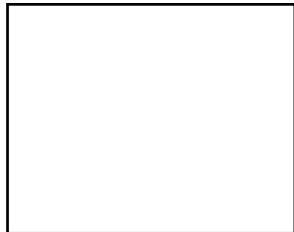
Media Image



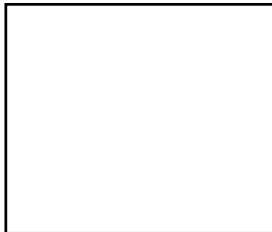
Audio

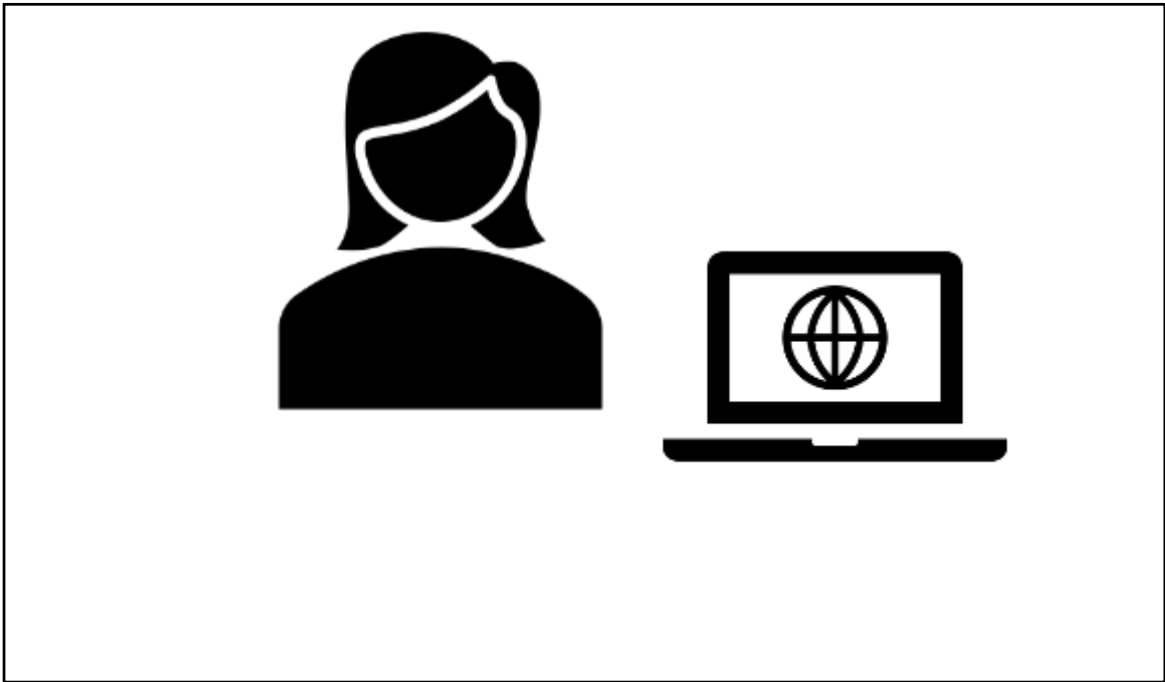
narration

Video



Music





Screen Text

Narration

Bo decides to read more about all of the products before she buys a smart speaker. She wants to make a good choice for her family.

Interactivity

n/a

Branching/Navigation

Ends automatically

Media Image

n/a

Audio

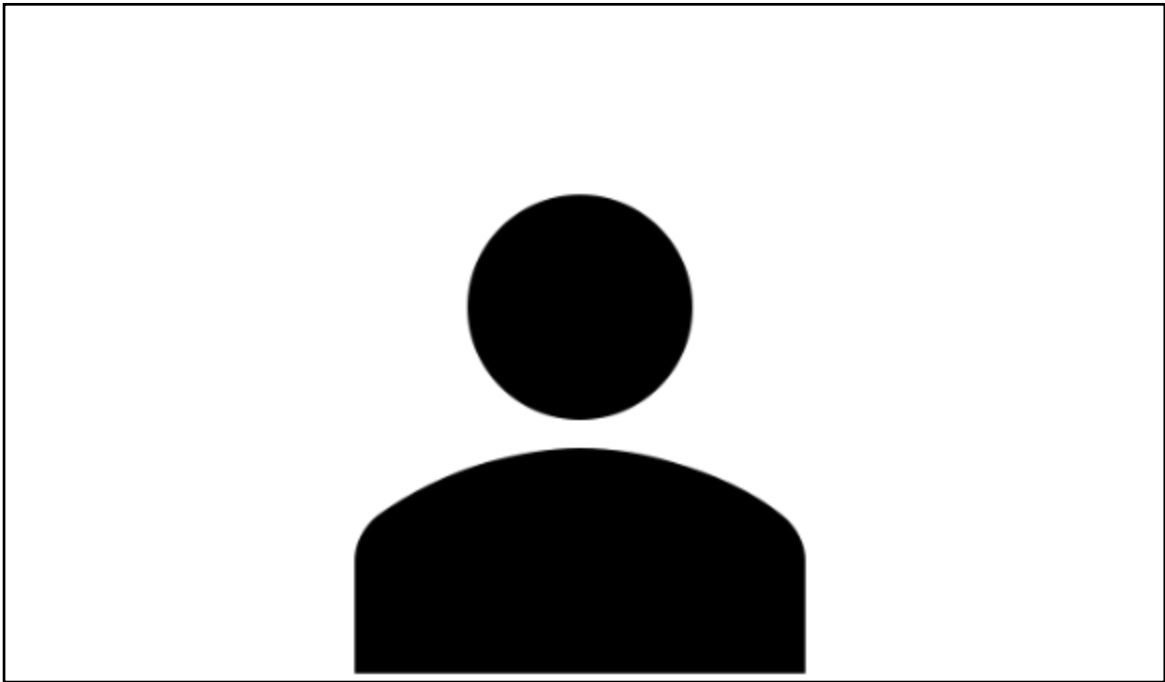
narration

Video

Narrator full screen

Music

n/a



Screen Text

definition

Interactivity

n/a

Narration

Let's review. Remember! Advertisements try to make you buy a product or service by **making you have** a good feeling. Advertisements usually include a brand or logo. Online advertisements almost always show you how to buy the product. Try not to get distracted by online advertisements when you are studying. If you want to buy a product, like Bo, do your research. Try not to be persuaded just by the ad.

Branching/Navigation

Ends automatically

Media Image

n/a

Audio

narration

Video

Narrator full screen

Music

n/a