ADVERTISING AWARENESS

Open a website and look at the advertisements. Some ads are for products, others for services. Anything trying to get you to buy something or use a product or service is an advertisement. Fill out this form as you search the ads.

Name of website: ___________________________________________________________________________

List the advertisements that are the most obvious. Describe the product and features that got your attention.
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List the ads that were harder to see.
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What was different between the ads?
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Total advertisements on homepage: ______________________

Now, click on a link listed on the homepage and repeat your search for advertisements on one of the site’s secondary pages. Record your results on the following page.
Name of website: ______________________________________________________________

List the advertisements that are the most obvious. Describe the product and features that got your attention.

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List the ads that were harder to see.

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What was different between the ads?

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Total advertisements on secondary page: ______________________