

WEB ADVERTISING POP UP JOURNAL:

Assignment:

Use the Internet as usual. Keep a typed journal of your Internet use. Turn in a separate page for every day of the week, beginning on Sunday and ending on Sunday. Have fun with this! Be creative! For EACH day,

Document:

The day of week, date +:

1. What computer you are using (e.g., school, work, personal, friend's)
2. Do you have a pop-up stopper software installed on this computer? If so, did it work? What didn't it block? (Note: Do not do every day of this assignment from a computer that has pop up stoppers, no more than 2 days can be done on such a computer)
3. What time of day? (e.g., early morning, 4AM)
4. The site you visited (e.g., www.ebay.com)
5. Approx. how long you stayed on the site (e.g, 22 min.)
6. the motivation for going to the site (e.g., looking for a Teenage Mutant Ninja Turtles Mesh hat for a friend who wants one, looking for a script of Sleepless in Seattle for a friend who loves that movie ☺)
7. what you did on the site (e.g., bought something, checked e-mail, checked the score, IM, research a current event for a class, verifying a company, checking stocks)
8. describe any pop ups you got- if possible copy and paste them into your journal!!!



- (e.g., A pop up for a free inkjet cartridge! It is purple and yellow and flashed the words free. It has a picture of an Asian woman with long hair in a pink shirt smiling and holding a printer cartridge. I like the way she is winking, but this does not look like an ad for a print cartridge. I don't like that there is no brand associated with these. Overall, I don't like this pop-up.)
9. describe any pop unders you got (just as above)
 10. describe any banner ads on the site
 11. describe any button ads on the site
 12. describe any interstitchels or other types of Internet Advertising
 13. did you click on any of these banners, or popup/unders? Why?
 14. Were you targeted accurately? Describe?
 15. Are you turned off by any of these sites that have online ads galore (e.g., Kazaa?)
 16. Were any of these online ads effective?
 17. Did you purchase/subscribe/enroll in anything because of internet ads?

Finally: after the end of the week, think and write a 1 paragraph (3-4 sentences) response:

Is Internet advertising effective, compared to traditional (TV, radio, print) advertising?
Consider its lower cost than traditional media.