

Propositions

attached to the thesis

The Implications of Advertising Personalization for Firms, Consumers, and Ad Platforms

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I

Ad personalization strategies should account for both consumers' preferences as well as economic relationships underlying the personalization process.

(This thesis)

II

Highly specific ad personalization based on the most recently observed consumer behavior leads to the most positive consumer responses to personalized advertising.

(Chapter 2)

III

Social targeting, for which names of consumers' friends are included in the ad text, leads to less positive consumer responses to personalized ads as it conflicts with consumers' perception that an ad is uniquely personalized for them.

(Chapter 2)

IV

The negativity bias that is directing consumers' attention does not attract consumers' attention to more intrusive personalized ads.

(Chapter 3)

V

The question whether economic incentives specified in contracts between ad platforms and firms using programmatic advertising are in the interest of firms can only be answered empirically by observing ad platforms' ad bidding behavior and its relationship to ad effectiveness.

(Chapter 4)

VI

While personalization offers value through an increase in relevance and a decrease in search costs, it limits our ability to discover new things and question our preconceived opinions.

VII

We should more seriously consider the necessity to regulate large internet corporations that carry tremendous power as they apply personalization algorithms that decide which content we see at which point of time.

VIII

Society's lack of understanding regarding the difference between correlation and causation is not solely frustrating but often times dangerous.

IX

Although emphasized as one of the main objectives in most of the major business schools, it remains a huge challenge to bridge the gap between academia and business, identify research questions relevant for both parties, and disseminate the generated knowledge in a way that benefits both.

X

Our society has lost its appreciation for the right amount and timing of sleep leading to a decrease in productivity and major unhappiness. (Matthew Walker - Why We Sleep)

XI

To maximize the joy in the process of research, researchers can find comfort in the following quote: "There is no way to happiness - happiness is the way."
- Thich Nhat Hanh