

conducting an advertising campaign. Today, a blogger is not just a hobby, but a full-fledged profession that brings a stable income for the most part from advertising.

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INFORMATION AS A KEY MARKETING TOOL

The main marketing resource is information. It is easy to get data about a person on the Internet. Users willingly want to find out, for example, who they were in a past life, and for this they pass all kinds of tests and questionnaires, from which you can get a variety of data about them. You can also study the user's digital footprint, that is, his actions on the network: records, likes, browsing history on the Internet, history of search queries – and then no questions can be asked, no questionnaires and tests are needed.

The latter was suggested by Mikhail Kazinsky, a psychometric researcher at the University of Cambridge. “Psychometry is the science of psychological measurements, attempts to establish as accurate as possible various psychological aspects, personality, intellectual abilities, happiness, tendency to depression, etc. Earlier to compose someone's psychological profile, you had to ask the person to take a test. The subject understood well that someone was measuring his psychological characteristics. Now you can do the same, but the person does not recognize that he is evaluated. It is enough to look at the digital footprint and on the basis of this data compose an incredibly accurate psychological portrait,” – from an interview with Mikhail Kazinsky to Radio Svoboda [1].

Cambridge Analytica (CA) used digital user data to conduct political campaigns on the Internet. The mechanism of influencing behavior on social networks was revealed by Alexander Nix, the creator of CA, in a presentation at the 2016 Concordia Annual Summit in New York [2].

Psychographic profiling. “Personality drives behavior, and behavior influences who you vote for.” To compile a psychographic profile they used the OCEAN model which is an acronym for concepts such as:

Openness – indicates the level of your readiness for a new experience;

Conscientiousness – indicates whether you prefer order, habits and planning in life;

Extraversion – indicates the level of your sociability;

Agreeableness – means whether you can put the needs of other people, society above your own;

Neuroticism – indicates how often you worry.

Thus, by knowing the nature of the people you can adjust your presentation and content. Your message resonates better with your target audience.

Data modeling. “Big data is the aggregation of the largest possible number of individual data points. They are synthesized in one database, verified and then used to create an idea of the target audience”. It includes all information about the person, as well as behavioral information about him. This makes it possible to single out smaller groups of people, generalized by some criterion. Criteria can also be understood as issues of concern to a particular group.

Audience targeting. Each of these groups receives individual targeted advertising. Information acts as a communication tool with the audience. You will not receive advertisements for goods and services that you are not interested in. Advertising will be tailored exactly to your worldview. Global advertising, when millions of people receive and see one and the same, is a thing of the past.

I want to end with a quote from a book by Christopher Wylie, a former CA employee. It is very clear about the importance of having information. “If we could copy everyone’s data profiles and replicate society in a computer – like the game *The Sims* but with real people’s data – we could simulate and forecast what would happen in society and the market. If you can predict what people will buy or not buy, or see a crash coming, you have the all-seeing orb for society. You might make billions overnight” [3].

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ALCOHOL ADVERTISING: IS IT ACCEPTABLE?

Have you ever counted how many times you have seen drinking depicted as cool, exciting, and a rite of passage in movies, social media, and on television?

The alcohol industry pours millions of advertising dollars into media trying to influence people's choices and win their loyalty. They use digital and social media effectively and blur the lines between advertising and content. Alcohol brands also sponsor events, organizations, and causes to get their names in front of the public, including youth.

There are two different perceptions of such ads. Some people believe that alcohol is a toxic substance and the commercials are promoting something which is really bad for us. Many advertisements use rock music, animation or appealing images which increase their popularity among younger viewers and alcohol adverts are shown to be the most remembered and a favorite with teenagers. TV commercials never show people drinking and having a really bad time. All the images are of people socializing, laughing, enjoying themselves. The images portrayed by alcohol advertisement clearly do not show the reality.

Countries such as France, Norway, Russia, Ukraine, Myanmar, Sri Lanka, and Kenya have even banned all alcohol advertising on television and billboards.

Some other countries did not ban ads completely. They introduced different types of bans. Bans covering specific locations and specific times are the most common, whereas bans covering specific advertisers are the least common. Bans covering specific times are largely regulated through statutory as opposed to non-statutory regulation. The time bans are usually a watershed for specific beverages and media, and usually restrict alcohol marketing for the whole day or the afternoon until somewhere between 18.00 and 22:30 hours.

However, a lot of sources claim that there is no main effect of condition on alcohol consumption. Instead of increasing total consumption, the goal of advertisers is to encourage consumers to switch to their brand. Thus, effective advertisers gain market share. Restricting alcohol promoting advertising could therefore remove a potential influence on positive alcohol-related cognitions and emotions among heavy drinking young adults. Findings also support the development of alcohol warning advertising that induces negative emotion as a strategy for reducing alcohol consumption.