

Targeted Advertising, Latinx and Wellness

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Introduction

The 2020 election and COVID-19 pandemic showed the incredible power of the internet that can shift the opinion and understanding of the public. After learning about behavioral targeting is a method to track the consumer (Reczek, Summers, Smith, 2020) this sparked my curiosity of what other ways the internet can positively affect the real world, at a time of deep concerns about data collection of consumers for companies. Currently, even in a pandemic Americans are facing on going health problems, with one of the main ones being, obesity. In this board, I examined companies impacting the health in Latinx communities in America by using data collection.

Research Question

What are the health impacts on the Latinx community due to personalized advertisements?

Methods

- Scholarly Articles 
- On-line interview with Victor Pazmino, Founder of an Illinois based on-line digital marketing company whose work includes targeted advertisements. 

Figures and Results

	Count	Sheets	Density		
			Sheets/1,000 Pop.	Sheets/100 Empl.	Sheets/Sq. Mi.
Afr. Am. low	406	3,105	32.93	33.06	509.85
Afr. Am. high	227	2,050	37.50	37.02	476.74
Latino low	532	5,789	42.91	15.76	553.44
Latino high	208	882	9.17	7.08	218.86
White low	543	4,469	22.76	5.79	266.01
White high	317	1,614	14.41	1.06	42.23
All low income	1,481	13,363	31.40	10.84	400.69
All high income	752	4,546	17.30	2.67	97.66
All Afr. Am.	633	5,155	34.61	34.53	496.15
All Latino	740	6,671	28.87	13.56	460.39
All white	860	6,083	19.73	2.65	110.56

Ads for High-Calorie/Low-Nutrient Products (e.g., fast food, sugary beverages, alcohol)

Cons of Targeted Advertising
The chart at left shows that targeted advertising of communities of color is not new. As shown from a study from 2009, low-income zip codes had more ads advocating towards unhealthy products compared to zip codes that have a high-income resulting to an unhealthier style of eating disproportionately impacting people of color.

Pros of Targeted Advertising

- Can lead to better life choices:
 - One study states, “ ... {Together with the growing number of Latinos and their comparatively low use of prescription drugs, make the production of Latino-targeted DTCA an attractive strategy for pharmaceutical firms,” (Baker, Kristin K., and Guzman, 2015). This study demonstrates the positive impact towards the Latinx community by normalizing seeking medical aid instead of buying off the counter drugs. Their method is showing a positive outcome in the ad by talking to a medical professional through popular Spanish TV programs.
 - A similar approach made by a website called, “Salud! America” This platform was used to target the Latinx community about COVID-19 related news by using ads and tracking the amount of traffic coming into the platform with Google Analytics. The platform managed to generate 173,508 views in 2020 (Despres, Cliff, et al., 2020).



Latinos, juntos, we can stop the spread of COVID-19!

AVOID PUBLIC PLACES (OR AT LEAST GET TOGETHER SAFELY, FAMILIA)

The surest way to slow the spread of COVID-19 is to stay home. Avoid public places and indoor get-togethers.

When going to work or essential destinations, follow key infection prevention measures: wear a mask, wash hands regularly, and maintain 6 feet physical distance between others, even family and friends.

Consider a small “quarantine group” with familia from 1 or 2 other homes and mutually commit to only get together with each other.

Learn more from Salud America! at UT Health San Antonio salud.to/juntosstopcovid | #JuntosStopCovid



Conclusion

Based on the information I found, I believe that companies can make a difference within health by using collected data to make targeted ads. These methods do have pros and cons of how they use their targeted ads. As shown from my board I mostly shared the positive outcomes in health. However, I do believe that these companies need to be more transparent to the consumer on how they acquire the personal information from the consumer.

“...Things were getting really creepy, and in terms of ads still kind of are... It’s kind of this dark hole that nobody knows in terms how the algorithm really works.”



Victor Pazmino, CEO of Pazmedia

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