

Agenda



Virtual Conference on Political Behavioral Targeting (15th Februar, 2021)

Time	Description	Topics
8:30 – 9:00	Welcome and introductions	<ul style="list-style-type: none"> - Outline of the day - Objectives - Areas of expertise represented
9:00 – 9:30	Opening Plenary	
9:30 – 10:15	Breakout session 1	<p>Determinants:</p> <p>(How) can we systematically define the array of possible determinants?</p> <p>Are there groups that are more open towards microtargeting than others (and why)?</p> <p>Are there groups that are more vulnerable than others (and why)?</p> <p>(How) can we identify such groups and (how) can we protect/address them?</p> <p>Can transparency (e.g., ad libraries) mitigate potential negative effects on users' perception of privacy?</p> <p>Effects:</p> <p>Which effects of microtargeting do we know of?</p> <p>Is the process of identifying who is targeted (with what content by which party) – even for a good reason – an invasion to users' privacy (and therefore has a negative effect on their perception of privacy)?</p> <p>How do we handle the fact that (protection against) targeting will not work for everyone in the same way and with the same efficiency?</p>
10:15 – 10:30	Break	
10:30 – 11:30	Breakout groups present back to everyone	
11:30 – 12:30	Lunch	
12:30 – 1:30	Breakout session 2	<p>Promotion of privacy literacy:</p> <p>Do individual inspections of targeted ad libraries encourage privacy literacy – or is privacy literacy, and not just awareness, a precondition for retrieving and using targeted ad libraries?</p> <p>Should we provide different levels of information and transparency (e.g. full information vs. easily understandable information) for audiences with different digital skills – or is that targeting itself?</p> <p>What should voters know about targeting? What are relevant dimensions of “targeting-knowledge”?</p>

		<p>Normativity and democracy</p> <p>Does the assumption of informed consent, which forms the legal basis in many cases, still hold?</p> <p>What would be an alternative?</p> <p>Providing information is always a kind of persuasion, isn't it?</p> <p>Thus, where does "good" persuasion end and where does "bad" persuasion begin?</p> <p>Right to privacy vs. civic responsibility: Is it possible to inform and mobilize voters in the age of digital campaigning without infringing their privacy?</p>
1:30 – 2:30	Breakout groups present back to everyone	
2:30 – 2:45	Break	
2:45 – 3:15	Collaboration organization and next steps	
3:15 – 3:30	Closing remarks	