

Different determinants, different effects?

Determinants and effects of targeting on privacy, self-determination and behavior

Determinants:

- (How) can we systematically define the array of possible determinants?
- Are there groups that are more open towards microtargeting than others (and why)?
- Are there groups that are more vulnerable than others (and why)? (How) can we identify such groups and (how) can we protect/address them?
- Can transparency (e.g., ad libraries) mitigate potential negative effects on users' perception of privacy?

Effects

- Which effects of microtargeting do we know of?
- 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)?
- How do we handle the fact that (protection against) targeting will not work for everyone in the same way and with the same efficiency?