

Media Analytics for Personalization and Advertisement

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Media Futures



Abstract

Nowadays, there are a lot of **advertisement** made and shown in media platforms. Media providers and platforms benefit from those advertisements and media audience can access to cheap or free service. While considerable amount of advertisement is performed in a **contextualized** way, there are still cases where the ads and the media content represented with the ads are not very related.

Ads can sometimes be **irrelevant** to the media content (e.g., news articles). Such ads can evoke undesired feeling in the audience. An example could be news article discussing poverty in certain region of the world and at the same time prompting a luxury watch.

This thesis addresses such an issue and investigates methods that can mitigate such undesired situations. This will be done by studying how we can optimize context to maximize click-rate by looking at relationships between information about **content**, **users** and **advertisements**.



Research question

1. Can we obtain more inside information from advertisement and investigate how it is correlated to the user behavior?
2. How to improve the experience of the audience but at the same time make advertisements more relevant, contextualized to address both customer and business value?

Method

In my master thesis, data provided by Amedia will be analyzed to identify patterns in customer behaviour. These findings will further be compared with a **qualitative user-study** where users will be shown the same advertisement but in a different context.

The next step will be to collect the answers and compare them with the findings made in the explorative data analysis. The final stage will be to build a predictive model which recommends relevant advertisements based on the age-groups/gender, but also the context. These methods will be done as an attempt of providing value for **businesses**, but also for the **consumers** of the ads.

Supervisors

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Which advertisement would you rather click on?

Option 1 Option 2 Both None

Option 1: Advertisement for Haaland: Fenomenet (TV 25 FOTBALLPODKAST) and Sendeskjema: Denne sporten ser du på TV 2. Includes a 2x1 offer for vitamins and minerals.

Option 2: Advertisement for Haaland: Fenomenet (TV 25 FOTBALLPODKAST) and Sendeskjema: Denne sporten ser du på TV 2. Includes a Puma Manchester City Home Replica jersey for kr 879,00.

Next

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