

26. Internet marketing bugs: victims of personalization

Svitlana Kolodiuk, Alla Shchekhlova

National University of Food Technologies, Kyiv, Ukraine

Introduction. Modern problems need modern solutions. Everyone has learned this proverb long ago, but very few people follow it. The big question mark at the beginning of the new decade became the personalization of marketing. This is a cool tool for business indeed, but, thanks to "masters" - personalization has become associated with an annoying fly. That's why we need to deal with a few things here.

Resources and methods. There have been numerous studies to investigate: literature and new marketing trends were carefully studied and analyzed as well as methods of induction and deduction have been employed to conduct a research.

Results. Initially, the personalization of marketing should have solved the problem of targeting and become a win-win solution for all parts. The approach was to select the means of communication, recommendations, and promotions according to individual preferences. Targeting is the main element of this method, which became popular. But, thanks to ignoramuses, advertising campaigns turn into a flow of random information. Naturally, this phenomenon began to irritate the audience and people began to cut even high-quality targeting. Prejudices continue to take root in the minds of the population, making it difficult for professionals to work. A huge shadow is cast by unscrupulous business owners, which will make money on consumers. Big businesses may vary the cost of their services in different regions (depending on their income) or discriminate consumers by skin color and gender. Professionals of large companies are making great efforts to avoid discrimination and other aspects of tolerance, which is not easy. But, our society remembering something wrong for a long time. Research has shown that highly-paid job ads on Facebook and Google are much more likely to be shown to men by global statistical companies. As a result, Facebook was dragged into legal proceedings for Discrimination Act by allowing real estate advertisers to target users on the main grounds of discrimination, including race and gender.

Each social platform has its algorithms, which saves time and resources significantly. That's why important business decisions are made increasingly automatically, without human control. Specialists should always study information about algorithms and work carefully with user data. We must never forget about our competitors, who are waiting for a reason to destroy us.

Conclusions. What can a business do to minimize unwanted results? Given the social, technical and legal complexities associated with algorithmic fairness, it is not advisable to try to find "blind spots" and any weaknesses in the algorithms. It is critical to examine your advertising campaigns and avoid any hint of discrimination and disadvantage of different groups. It is important for companies to have not only a strong marketing specialist, but also an in-house lawyer.

References

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