



ADVERTISING OVERLOAD

You Are There

This book discusses what the early Internet was like and how it has changed today. Imagine what the Internet will be like ten years in the future. Write about the Internet advertising you encounter. What is your favorite online activity today? How much advertising do you come across when you're participating in it? How will it be different in ten years? Be sure to add plenty of detail to your descriptions.





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Take a Stand

People who use ad blockers don't want to be bothered with advertising. They think of it as an annoying interruption to their time online. But sponsored content can contain useful information. Do you think it would be better if there were no ads and no sponsored content online? Or do you think that sponsored content and advertising can be interesting and valuable to the consumer? Why?





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Tell the Tale

Chapter One of this book discusses a young gamer trying to launch an online game without accidentally clicking on an ad. Describe playing a game online, posting on a social media site, or using a search engine. Write 200 words about your own experience with online ads, discussing the advertising you find online.





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Another View

This book talks about how cookies use your personal information to bring you ads about things you like. As you know, every source is different. Ask a librarian or another adult to help you find another source about cookies or targeted ads. Write a short essay comparing and contrasting the new source's point of view with that of this book's author. What is the point of view of each author? How are they similar and why? How are they different and why?





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Why Do I Care?

Maybe you never get confused about whether something is an ad. That doesn't mean that you can't think of ways to make online advertising better. How do ads affect your life? How might life be different if there were no rules about online advertising?

