



Advanced | Exemplar Essay

## Ad Me

### What is Your Real Identity?



#### Clarity and Focus

A meaningful and significant central idea is clearly stated (“While advertisers attempt to appeal to our ‘advertising identity,’ we are more defined by our ‘real identity’”). The essay maintains focus on developing the thesis, and contributes important ideas to the topic (“advertisers need to differentiate between online searches for school and personal use”).



#### Development

A meaningful and significant central idea is clearly stated (“While advertisers attempt to appeal to our ‘advertising identity,’ we are more defined by our ‘real identity’”). The essay maintains focus on developing the thesis, thoroughly fulfilling the writing purpose, and contributes important ideas to the topic (“advertisers need to differentiate between online searches for school and personal use”).



#### Organization

Each idea builds upon the others to present a cohesive progression of support. Varied transitions are used to show connections and distinctions between and among ideas (“For example” and “On the other hand”). The conclusion revisits and expands on the “disconnect” mentioned in the introduction.



#### Language and Style

A formal style and objective tone are maintained. Precise language addresses the audience’s understanding and complexity of the topic (“aligned,” “compile,” “potent,” “variables”). Sentence structure is complex and appropriately varied. The essay attends to the conventions of the discipline.



#### Using Exemplars in Your Lessons

Exemplar essays are tools to take abstract descriptions and make them more concrete for students. One way to use them is to print the clean copies of the essays and allow students to use the rubric to make notes or even find examples of important elements of an essay - thesis statements, introductions, evidence, conclusions, transitions, etc. Teachers can also use exemplars to illustrate what each score point within a trait ‘looks like’ in an authentic student essay. For additional ideas, please see “25 Ways to Use Exemplar Essays” by visiting the Curriculum Resources page in Help.

## Ad Me



### What is Your Real Identity?

In the 21st century, our daily lives are consumed with various forms of targeted advertising via potent outlets such as television, music, and the Internet, specifically the social media which often overwhelms our attention. Advertisements are purposefully becoming more direct in trying to appeal to all our wants and needs. While advertisers attempt to appeal to our "advertising identity," we are more defined by our "real identity." There is a disconnect which separates what I think of myself and what the advertisers think of me. Advertisers' hype attempts to push my boundaries from what I am interested in and need to purchase to giving me new ideas about what would make my life more fulfilling and meaningful.

Marketers try to influence their audience by appealing to the teen's need to conform, by highlighting our flaws, or by appealing to our interests, yet only a small percentage of teens let these material objects define them. With the way technology and social media is expanding, it's safe to assume that your advertising identity will continue to grow and become more precisely aligned to your personality. Advertisers will continue to compile your views and likes into this online identity of yours, then they begin promoting products that match your identity.

There's definitely a major flaw to this system. It's safe to say that the system does not know how to distinguish between sites that you actually use from sites that you just happen to visit. The Internet makes mistakes when forming your advertising identity because it has so many variables to deal with. For example, I had to go online to do an assignment which involved "shopping" at Wal-Mart and Sam's Club. While on the Wal-Mart page I looked at children's toys, make up, and curtains. Now whenever I go onto a website, I see ads for Wal-Mart and

pricing for curtains and children's toys. These are not products I will need or use for a very long time, although the ad profile creating system has no way to differentiate whether you search something for a class assignment or whether you search it because you are actually interested in buying said items.

The ads on my social media sometimes get it right when it comes to my identity, but if I were to spend a little more time on the search bar I'd say that the advertising companies could probably get close to who I am and what I like. Advertisers can only use the information they are given, after all. The more accurate information they collect from your profile, from what sites you visit, and from what you actually purchase online, then it becomes exponentially more likely that they can create a more accurate advertising identity. For example, I follow many fitness pages on Instagram as motivation to keep myself fit. These fitness pages often advertise protein powders, health foods, or fitness brands such as Nike, Under Armour, Fabletics, etc. These advertisers assume since I am following a fitness page, I would be interested in buying their fitness products. I have no interest in purchasing expensive athletic clothes, so these advertisements do not really attract me or encourage me to buy their products. On the other hand, Pandora is an app that streams free music. Many of the advertisements within the app mention that their products or apps are free or inexpensive. Likewise, they assume that since you listen to music for free on Pandora, that you would be interested in trying their product that also is free. These ads appeal to me personally, showing that often these advertisers do know how to market to a specific audience.

Do these advertisements truly know who you are? By characterizing you and using certain ideas they've collected about you, they send you to products that may interest you. But what they collect off of social medias is your "advertising identity" not who you truly are, only what producers could find of you to benefit their companies. Your "true identity" may not differ greatly from the "advertising identity," but without revealing personal details that no one wants out there on the Internet for everyone to see, this information won't be readily available to advertisers to more accurately reflect your life.