

**Abstract:** Targeted advertising is a type of digital marketing that relies on a user's unique characteristics, tastes, and preferences. Online targeted advertising potentially causes emotional harm due to the hyper-individualized, seemingly invasive nature of ad delivery. As it stands, the term diet ad is ambiguous and pushed on users who may not actively be trying to lose weight, in turn contributing to low-self esteem and acts as a sort of "slow-violence". Employing python and data-analysis tools we will examine the trends and patterns in a dataset of commercials to create a proper definition of the otherwise ambiguous "fad diet-ads".

## Research Question:

**How do targeted ads/suggested profiles differ based on demonstrated interests?**

## Methods

- Based on Liza Gak's 21 interviews with people who self-identified as being harmed by diet advertisements, compared running patterns of responses among individuals
- Based on responses, created Instagram accounts interested in niche areas following accounts specializing in those areas
- Scraped hashtags displayed unique to each user analyzed and analyzed the overgeneralization of items in curated for-you page
- organized dataset of posts and scan using OCR software to see if engagement is based on text

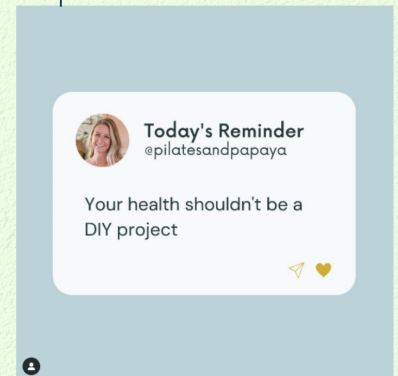
## Future Work

**using the outcomes of the research we can create another profile with another demographic, different interests, and a different gender to further study the trends and how instagram targets it's users**

## Hashtags:

**Here are some findings of scrapped hashtags that show the contradictory nature of posts and may be harmful to the user. It goes against the interest areas of the user.**

**#healthtips**  
1,703,754 posts



**#bodypositivity**  
8,486,480 posts

