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NATIVE ADVERTISING: ADS IN DISGUISE AS EDITORIALS

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NATIVE ADVERTISING: ADS IN DISGUISE AS EDITORIALS

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What is Native Advertising?

- ▶ Advertisements formatted to look like editorial news pieces
- ▶ AKA advertorials, sponsored content, content marketing

NBC advertisement

Southland's Rookie Hero

A ride-along on an officer's first day.

It's not every assignment that puts you in the back of a squad car, especially one that gives you a true glimpse into the hearts of the heroes behind the badge. This is the story of one such day when this reporter got a chance to ride along for a rookie's unforgettable first watch.

Glassell Park, 1:45 am.
Ben Sherman had just finished phase one of his pro-

THURSDAY, APRIL 4, 2009
Los Angeles Times
\$4.00

His spirit won't be confined

U.S. SHIP CAPTAIN HELD BY SOMALI PIRATES

Hospital to pay in dumping case

Citizens seared in the act

The writing on the wall

Southland's Rookie Hero

SOUTHLAND
PREMIERE TONIGHT 10P-11P NBC

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SECTIONS HOME SEARCH The New York Times
PAID POST
BrandStudio NETFLIX

Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,
so does the need for policies and programs that meet their needs

By Melanie Deziel

ILLUSTRATIONS BY OTTO STEININGER

Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.

Today, some 15,000 are held in federal custody and an additional 100,000 are behind bars in local jails. That sustained growth has researchers, former inmates and prison reform advocates calling for women's facilities that do more than replicate a system designed for men.

3

<http://paidpost.nytimes.com/netflix/women-inmates-separate-but-not-equal.html>

Credibility Assessment

- ▶ **Source & message** help readers make credibility judgements about info
 - ▶ Wathen & Burkell, 2002; Metzger, 2007
- ▶ Newspapers are generally considered credible
 - ▶ Reliable sources
 - ▶ Information is written well
 - ▶ Sites look polished and professional
- ▶ Native advertising borrows **source** credibility from the publisher

Credibility x Deception

Native advertising is:

- ▶ A form of **deceptive** or **manipulative** content
- ▶ Commonly confused with editorial content
 - ▶ Stanford History Education Group (2016); Howe and Teufel (2014)
- ▶ More effective when the reader is deceived
 - ▶ Schauster, Ferrucci, & Neill (2016); Wu et al., (2016)



https://en.wikipedia.org/wiki/File:Globaloria_student_at_computer.jpg

State of Native Advertising

- ▶ Growing segment of newspaper income
 - ▶ Circulation income is steadily declining
 - ▶ Native ads are priced as a “premium” product
- ▶ Major Canadian newspapers have in-house native advertising studios
 - ▶ Globe Edge
 - ▶ Postmedia Content Works
 - ▶ Toronto Star Content Solutions
- ▶ Currently no specific laws or regulations produced by the Competition Bureau
 - ▶ Canadian Association of Journalists lists requirements for advertorials to be visually distinct from editorial copy (“Policy Paper on Editorial Independence”, 2007)

CAJ's 2007 POLICY PAPER ON EDITORIAL INDEPENDENCE

“Print advertorials should be **clearly labeled** as advertising copy, **horizontally**, at the **top of the page**, in a **point size that's significantly larger than the body of the text**, in a **colour that contrasts** with the background colour of the page. Similarly, the **design and typeface of the advertorial should be markedly different from editorial content**. The advertorial typeface and design should not deliberately mimic that of editorial copy.”

Research Questions

- ▶ What are the prominent (linguistic and content-wise) characteristics of native ads produced by Canadian newspapers?
- ▶ How standard, predictable, and editorial-like are the formats of native ads?

Methods

- ▶ Content Analysis (Krippendorff, 2004) of native ads in *The Toronto Star*, *The Globe and Mail*, *The National Post*, and *The Vancouver Sun*
- ▶ Ads were matched to editorial content on the same topic
- ▶ Topics included housing development, finances, travel, and fashion
- ▶ Analysis based on CAJ recommendations
 - ▶ labels (location, readability, content)
 - ▶ text (affect, mood, content)
 - ▶ context (other advertising, hyperlinks)

Context



Is your business **evolving with it?**

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Tech

Drive

Real Estate

AdChoices

Try Globe Unlimited- 99¢/week for the

Tablets



And get unlimited access on all your devices

See my options!

Context

Label



Label

SPONSOR CONTENT

How technology is changing the way we pay

Brought to you by



FUTURE OF MONEY

Content from: Globe Edge Content Studio

Published Tuesday, Oct. 18, 2016 9:00PM UTC



Discover a new era of payments.

LEARN MORE ▶




Text

For hundreds of years, the word "money" has meant printed rectangles of paper and shiny metal coins. But as technology rapidly changes the ways consumers can pay for their purchases, Canadians are increasingly going digital instead of using cash.


According to a Bank of Canada study released in 2015, our use of cash is declining, from 53.5 per cent of retail transactions in 2009 to 43.9 per

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SPONSOR CONTENT



How technology is changing the way we pay


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Discover a new era of payments.

LEARN MORE ▶



For hundreds of years, the word “money” has meant printed rectangles of paper and shiny metal coins. But as technology rapidly changes the ways consumers can pay for their purchases, Canadians are increasingly going digital instead of using cash.

According to a Bank of Canada study released in 2015, our use of cash is declining, from 53.5 per cent of total transactions in 2000 to 42.0 per cent in 2015.

 Flexible scaling No forced constraints or rip-and-replace. 

THE GLOBE AND MAIL

Try Globe Unlimited- 99¢/week for the first 4 weeks  And get unlimited access on all your devices

Home ▶ Report on Business



DECISION MAKERS
Interac's tap-and-pay launch had to be done right

DAVID ISRAELSON
Special to The Globe and Mail (includes correction)
Published Tuesday, Nov. 15, 2016 11:32AM EST
Last updated Sunday, Nov. 27, 2016 5:27PM EST

3 Comments

The series: We look at decision makers among Canada's mid-sized companies who took successful action in a competitive global digital economy.

It's probably no big deal for you to tap your debit card at the store, but for Mark O'Connell at Interac (below), launching flash-and-pay technology in 2010 was one of

 Flexible scaling No forced constraints or rip-and-replace. 

TRENDING

Masked gunmen kill at least 28 in attack on Christians in Egypt

In Italy, Trump faces pressure on climate from G7 leaders


Ottawa crafting plan to boost use of zero-

Labels

- ▶ Vary by publisher
- ▶ Usually grey and in a small font
- ▶ Appear just above the headline

THIS WEEK IN WHISTLER

Advertisement Whistler Tourism



Send off the season at the World Ski and Snowboard Festival Let the Races Begin

Sections [thestar.com](#)

Partner Content Building Complete Communities

Our neighbourhoods are intensifying

NIMBYism 'not in my backyard' hurts all of us

SPONSOR CONTENT



Is the end of the cheque in sight?

Brought to you by 

FUTURE OF MONEY
Content from: Globe Edge Content Studio
Published Friday, Oct. 28, 2016 5:37PM UTC

SUITS YOURSELF

Sponsored by INDOCHINO

The spring trifecta: Three ways to diversify your suit collection

NP SPECIAL TO NATIONAL POST | May 4, 2017 4:33 PM ET
More from Special to National Post

Republish Reprint



Disclaimers

- ▶ 2 publishers included disclaimers after the article content

This content was produced by The Globe and Mail's Globe Edge Content Studio, in consultation with an advertiser. The Globe's editorial department was not involved in its creation.

This story was created by Indochino and Content Works, Postmedia's commercial content division.

Trends in Text Content

- ▶ Positive or neutral emotional valence
- ▶ Largely descriptive and factual in tone
 - ▶ Imperative mood used
 - ▶ Links to more advertiser content
- ▶ Over 50% include interview segments with company management

For more tips on how to upgrade your wardrobe this spring, visit an [INDOCHINO showroom](#) near you or browse their full collection [online](#).

card payment," says Avinash Chidambaram, vice-president of product and platform development for Interac Association and ACxsys Corporation,

But this is no time for Indochino to rest on its laurels, says Drew Green, CEO.

Co says Bryan Tuckey, president and CEO of the Building Industry and Land Development Association (BILD). "Disputes over projects result in delays and increased costs which are

- ▶ Pieces in a series tend to be repetitive

The Interac TSP “tokenizes” a consumer’s financial information, substituting the data with a secure, unique, randomly generated sequence of numbers, called a token, that is specific to that individual, their account, their device and their wallet.

“The TSP takes a customer’s sensitive bank account information and replaces it with a token that is essentially meaningless, except to the customer’s bank or credit union,” Ms. Self explains. Only you and the financial institution you use to pay for your purchase can share the data; the merchants will receive payment, but not your financial information.

The company introduced Interac TSP (Token Service Provider) this year, a tokenization service that promises to make mobile purchases more secure. Tokenization works by replacing a customer’s financial information with a “token,” or a set of random numbers that would be meaningless if acquired by unauthorized parties.

“The consumer is front and centre of this new technology,” says Mr. Chidambaram.

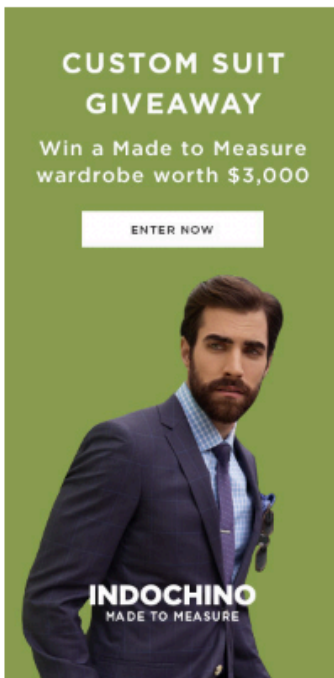
Tokenization substitutes a consumer’s financial information with a secure, unique, randomly generated sequence of numbers, called a token. This token is meaningless to unauthorized parties, but it acts as a key on your own mobile device, enabling it to make digital transactions. Another advantage of the Interac TSP is that the consumer’s tokenized financial information is not shared with the merchant, only with the financial institution from which the money is drawn. This reduces the possibility of theft and fraud.

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MADE TO MEASURE

CUSTOM SUIT GIVEAWAY

Win a Made to Measure wardrobe worth \$3,000

ENTER NOW



RAISE THE BAR

SUIT, TIE & POCKET SQUARE FOR \$499

SHOP NOW

INDOCHINO
MADE TO MEASURE

Digital Access | Sign in / Register

Like 330K

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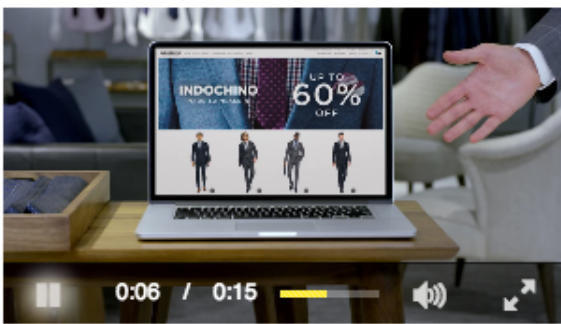
SUIT YOURSELF

Sponsored by **INDOCHINO**
MADE TO MEASURE

Context

- ▶ Native ads are surrounded by content related to the advertiser
- ▶ Sidebars include:
 - ▶ Banner ads
 - ▶ Facebook widgets
 - ▶ links to other native ads
 - ▶ Video or slideshow content
- ▶ The advertiser is paying for the **entirety** of the page

Style Videos



0:06 / 0:15


Facebook

INDOCHINO
241,251 likes

Like Page

Shop Now

Be the first of your friends to like this



INDOCHINO
19 hrs

Can't knock the hustle.
#INDOCHINOs17 #madetomeasure


Advertisement from INDOCHINO



14 Comment 1

Resource Centre

The Perfect Fit




5 reasons you should invest in a tailored suit

Perfectly Tailored




Skip the middlemen & get a made-to-measure suit for less

Need a Tape Measure?




We've got you covered

Find a Showroom



Book an appointment for a one-on-one consultation with a style guide

Tie the Knot in Style



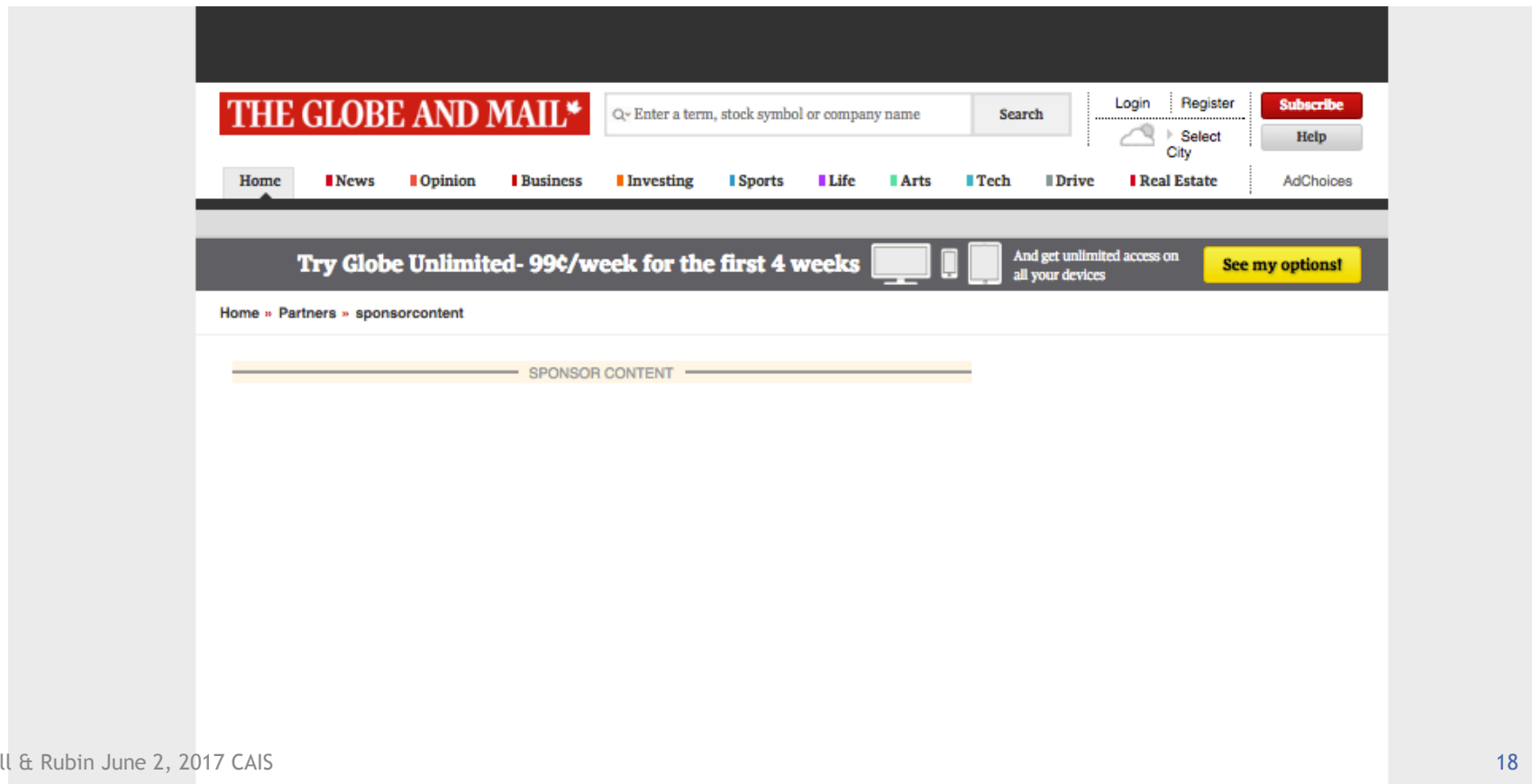
Indochino makes weddings

Implications for Credibility Assessment

- ▶ Advertisers understand how credibility judgements work
 - ▶ Interviews with authoritative people
 - ▶ Factual tone
 - ▶ Professional style
 - ▶ Unobtrusive labelling
- ▶ Native ads hurt newspapers' source credibility

Implications for Publishers & Advertisers

- ▶ Native ads can be ad-blocked, but more deceptive pieces may be less likely to be blocked



Implications for Publishers & Advertisers

- ▶ “Brain drain” from editorial departments
 - ▶ “When a freelancer is working on sponsored content, she is not producing journalism” (Enkin, Levine, & Currie, 2015)
- ▶ Creation of conflicts of interest
 - ▶ “How, for example, can a reporter or team that regularly covers the real estate industry be involved in creating sponsored content for a developer and still be able to cover in a disinterested manner, a developer’s application to the province for land use change?” (Enkin, Levine & Currie, 2015)

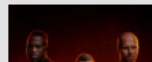
Toronto real estate: New condo buyers could face big bills at move-in time

Plan to double fees for condo construction in the City of Toronto likely to be downloaded onto buyers.



If Toronto city council goes ahead with a proposal to double condo development charges, those extra costs — some \$7,671 on the average one-bedroom unit and \$10,624 on the average two-bedroom — are likely to land right in the laps of unsuspecting buyers, warns an industry lawyer. CARLOS OSORIO/TORONTO STAR

By **SUSAN PIGG** Business Reporter
Thu., June 27, 2013



2013



2015

Partner ContentBuilding Complete Communities

Transit considered key to creating 'quality, complete, investment-ready communities'

The Lever Brothers factory site at 21 Don Roadway is being transformed into a 6-million square-foot office-retail hotspot — a development that hinges on a proposed transit plan for the area



(FILE PHOTO / TORONTO STAR) | ORDER THIS PHOTO

By **CONTENT SOLUTIONS**
Wed., Oct. 21, 2015

Newly built GTA home passes \$1 million average price

Growing demand, limited supply have new build homes averaging \$1 million in the region.



The price of a new detached house in the GTA soared to over \$1.3 million in January, nearly three times what the price was ten years ago. (GRAEME ROY / THE CANADIAN PRESS)

By **TESS KALINOWSKI** Real Estate Reporter
Thu., Feb. 23, 2017



2017



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Bryan Tuckey is president and CEO of the Building Industry and Land Development Association and a land-use planner who has worked for municipal, regional and provincial governments. Follow him at YouTube ([youtube.com/bildgta](https://www.youtube.com/bildgta)) and BILD's blog (bildblogs.ca). The views expressed here are those of BILD.

Consequences & Future Work

- ▶ Native advertising in Canada appears very similar to editorial journalism
- ▶ Labelling is unobtrusive and non-standard between publishers

Next Steps:

- ▶ Increase connection to advertising personnel
- ▶ Investigate technological solutions
 - ▶ To what extent do different adblockers work on this content?
 - ▶ Can we build a tool to recognize unlabelled native advertising?

Thank You!



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Canada

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Faculty of Information & Media Studies

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