



information & advertising



History of Information

March 6, 2014



If it please our man spirituel or temporel to bye any
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enpryntid after the forme of this presēt lettre whiche
ben wel and truly correct late hym come to westmo-
nester in to the almonestrye at the reed pale and he shal
haue them good chepe . . .

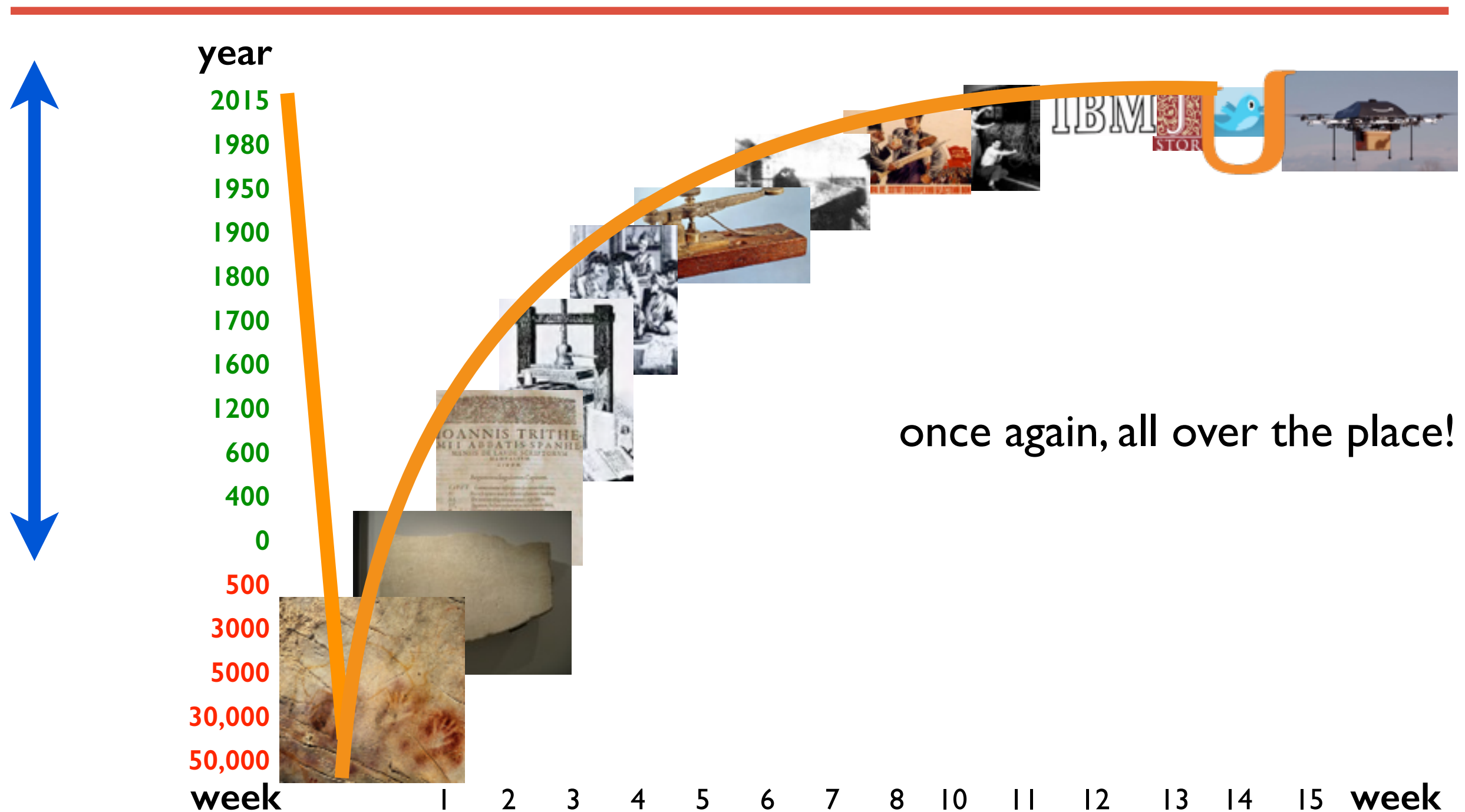
Supplicatio stet cedula





there's more to advertising history than Madmen

where are we?



overview

why advertising?

informing

news & advertising

what's new

new media

why advertising?

why advertising?
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new media

a. information & the public sphere

"the Practice of .. filling the News-papers with advertisements, has grown up by slow degrees to its present state The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and powder were to be sold, was undoubtedly a man of great sagacity.

—Johnson

transforming opinions

From the Journalism of Private Men of Letters to the Public Consumer Services of the Mass Media: the Public Sphere as a Platform for Advertising

“ ‘Public Opinion’ takes on a different meaning depending on whether it is brought into play as a critical authority ...or as the object to be molded in connection with a staged display of ... publicity in the service of persons and institutions, consumer goods, and programs ... Both forms ... compete in the public sphere ...”

—Jurgen Habermas, *Structural Transformation of the Public Sphere*, 1989



OCTOBER 31, 2012, 5:54 PM |

Total Cost of Election Could Be \$6 Billion

By NICHOLAS CONFESSORE

The total cost of the 2012 election could reach \$6 billion, according to estimates from a leading research organization, which would obliterate the previous record by more than \$700 million.

why
advertising?

why advertising?
informing

a competitive relationship?

"critical authority or staged display"

The 2012 Presidential Election Cost \$7 Billion

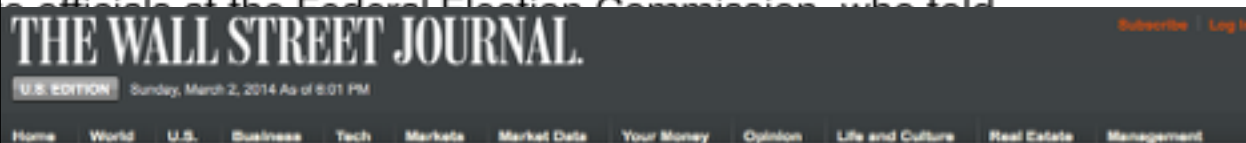
the wire

By J.K. Trotter

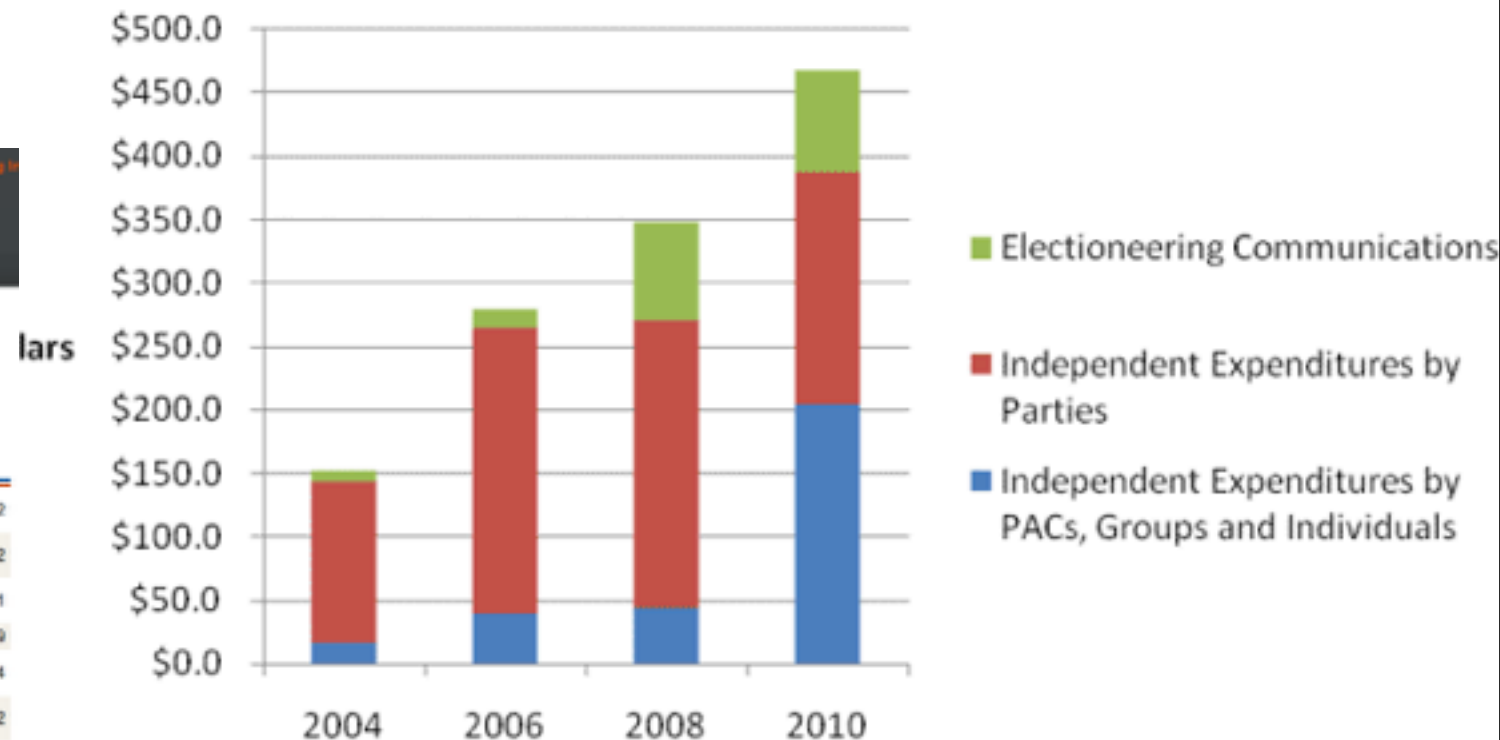
February 1, 2013 4:18 PM

That year-long slog from the GOP primary to Election Day

officials at the Federal Election Commission, who told



Outside Spending in Congressional Races



Campaign Ad Cash Lures Buyers to Swing-State TV Stations




Adam Cairns/The Columbus Dispatch


The studio of WBNS, a station that covers Columbus, Ohio, and grossed about \$50 million in advertising last year.


By BRIAN STELTER


Published: July 7, 2013

When Allbritton, the media company that owns Politico, put its seven television stations up for sale this spring, analysts quickly singled out one as the most attractive: WJLA, the company's ABC-affiliated station in Washington, D.C. It is the biggest of the bunch, the best known and, perhaps most important, a magnet for political spending.

 FACEBOOK

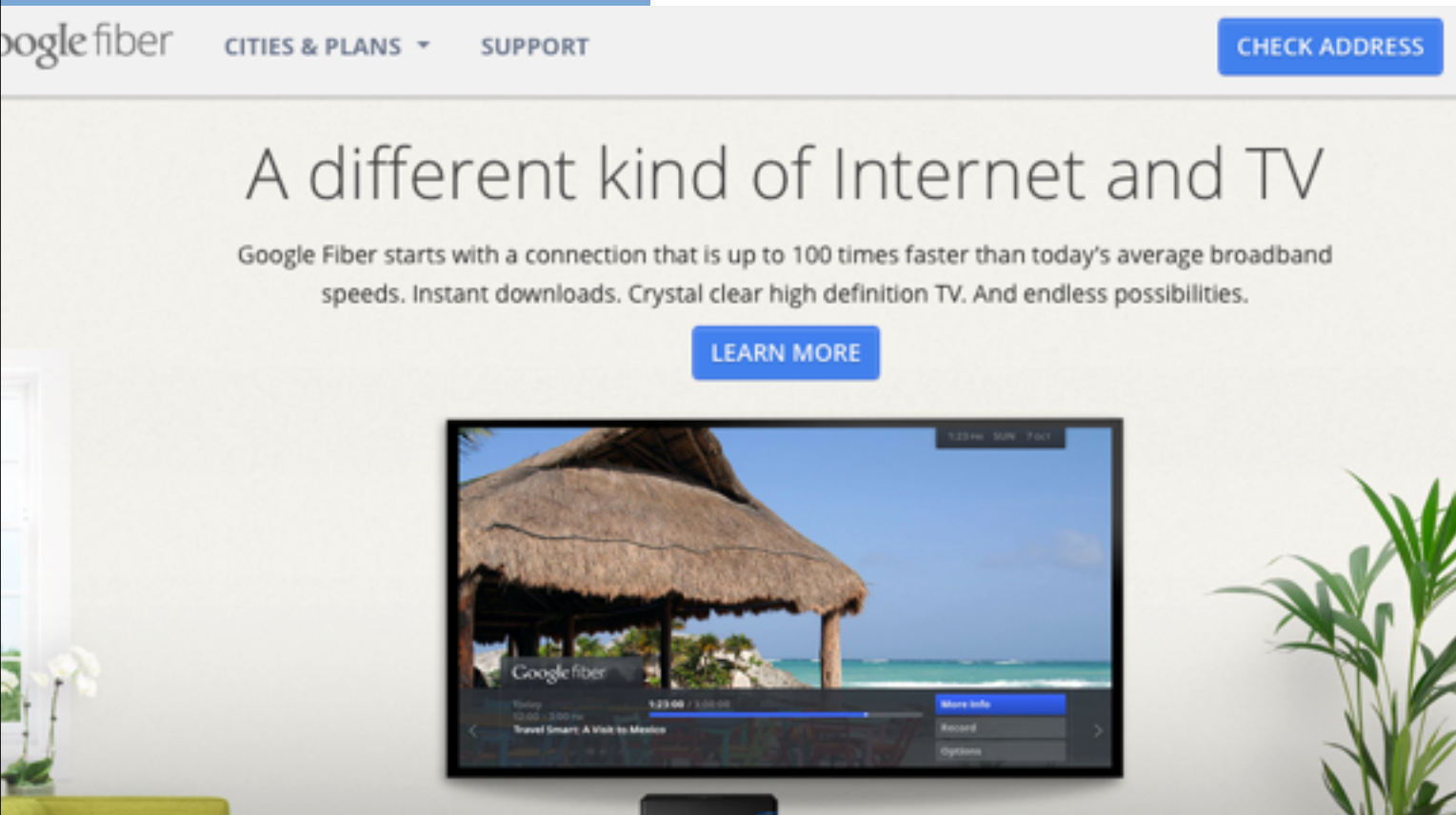
 TWITTER

 GOOGLE+

 SAVE

why advertising?

b. advertising & information infrastructure





Google sells Motorola for \$2.91 billion after Buying Moto for 12.5 Billion USD in 2012

Posted by Weboga on January 30, 2014 at 10:14am in Weboga: Technology & Science
techstartup nigeria

WE FIND CUSTOMERS FOR YOUR BUSINESS

WITH OR WITHOUT EXPERIENCE

BUSINESS > tweterest > customers

WITH OR WITHOUT EXPERIENCE



Be seen by customers.

With your business information on top sites, you'll attract more customers. Need to make a change? Do it once in Get Found and it displays on all sites.

tweterest.com

Start getting the attention your business deserves. >

View Books

infrastructure spending

stable source of support?

FORBES 3/04/2014 @ 9:16AM | 8,477 views

Inside The Facebook-WhatsApp Megadeal: The Courtship, The Secret Meetings, The \$19 Billion Poker Game

This story appears in the March 24, 2014 issue of Forbes.

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FORBES

EXCLUSIVE!

**INSIDE THE
FACEBOOK
WHATSAPP
MEGADEAL**

THE COURTSHIP,
THE SECRET
MEETINGS,
THE \$19 BILLION
POKER GAME



Twitter Plunges After Earnings On Weak User Growth



JIM EDWARDS



FEB. 5, 2014, 5:11 PM

35,187

30



Recommend

204



Share

375



Tweet

1,069



+1

94



EMAIL



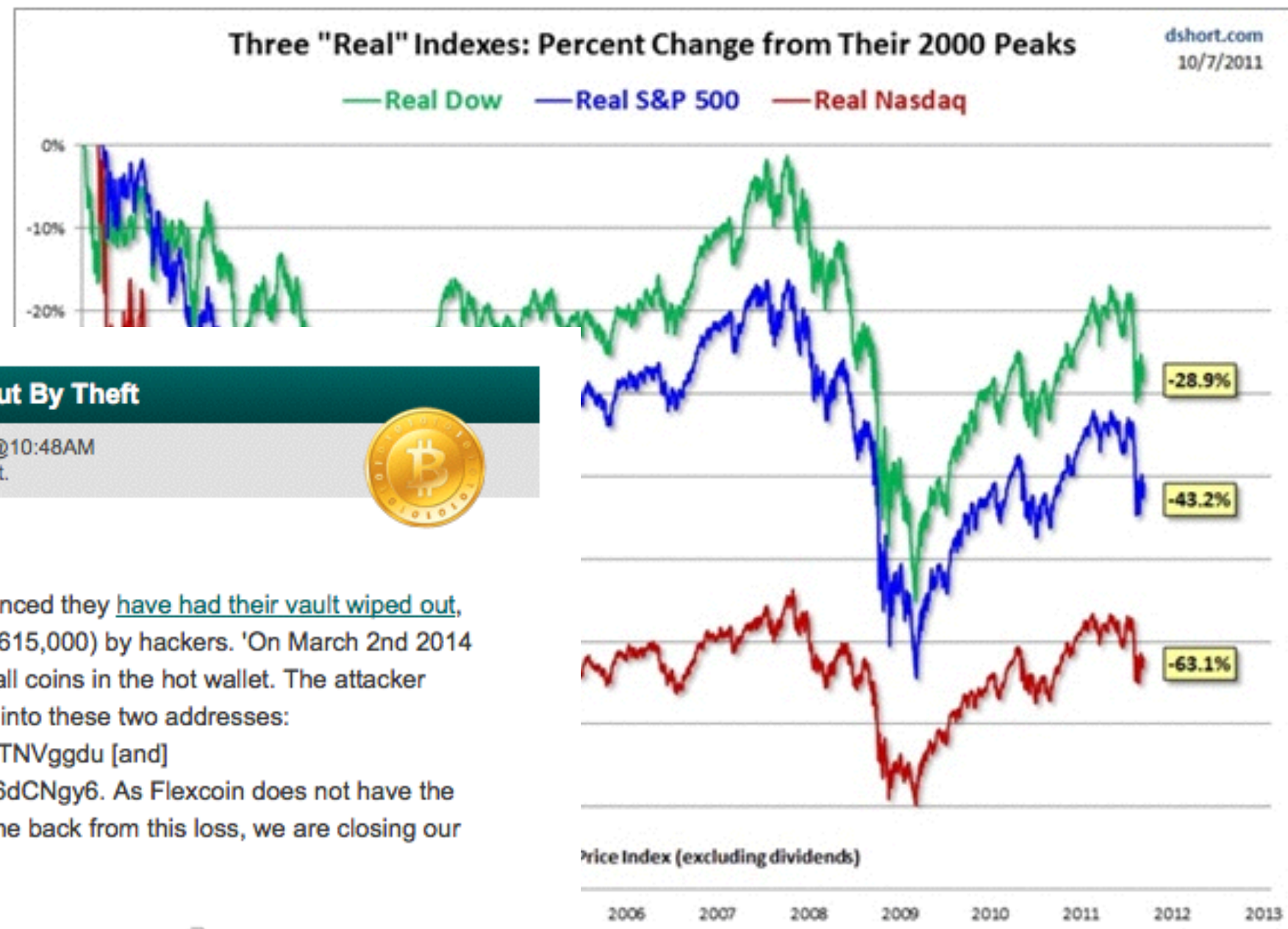
MORE

Twitter's stock was punished by the market after its first-ever post-IPO earnings disclosure when investors saw anemic growth in the number of active users on the site. Shares immediately traded down





tech futures?



Bitcoin Exchange Flexcoin Wiped Out By Theft

Posted by **timothy** on Tuesday March 04, 2014 @10:48AM
from the in-the-movie-version-it'll-be-the-feds dept.



mrspoonsi writes

"Joining MtGox, Flexcoin today announced they have had their vault wiped out, to the tune of some 896 BTC (about \$615,000) by hackers. 'On March 2nd 2014 Flexcoin was attacked and robbed of all coins in the hot wallet. The attacker made off with 896 BTC, dividing them into these two addresses: 1NDkevapt4SWYFEmquCDBSf7DLMTNVggdu [and] 1QFcC5JitGwpFKqRDd9QNH3eGN56dCNgy6. As Flexcoin does not have the resources, assets, or otherwise to come back from this loss, we are closing our doors immediately.'"

Read the **499** comments

crime money bitcoin

information infrastructure

skin in the game

Berkeley Explains Why Google Trumps Microsoft

BY CALEB GARLING 12.23.11 12:46 PM

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[+1](#) 674
[Share](#) 172
[Pin it](#)



The University of California at Berkeley has chosen Google over Microsoft for its campus-wide email and calendar services, and it will tell you why — in great detail.


information infrastructure

in/dependent?

Mozilla taps in-Firefox ads as it searches for more revenue

Now dependent on Google for 88% of its revenue, browser maker will test ads out on new users

By Gregg Keizer

February 12, 2014 01:51 PM ET  10 Comments



Computerworld - Mozilla has kicked off a project to show ads to new users of its Firefox browser, a move one analyst said is a search for revenue beyond the firm's overwhelming reliance on Google.

"They're in need of new revenue," said Susan Bidel, an analyst with Forrester Research. "It looks like they're exploring a 'native ad' strategy, which is the shiny new object for publishers and others searching for ways to make money."

information infrastructure

who clicks?

Google

Google ads?

Facebook ads?

who deletes cookies/history?

overview

why advertising?

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what's new

new media

advertise: to inform

why advertising?

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Chambers ADVERTISEMENT: an Intelligence or
Information, given to Persons

Bailey ADVERTISEMENT: Advice, intelligence,
Information, Warning

Johnson ADVERTISEMENT 2: Intelligence,
information; 3 Notice of anything
published in a paper of intelligence

Wesley ADVERTISE: to inform
APPRIZE: to inform

efficient markets & providing information

"it is neither necessary nor useful to attribute to advertising the function of changing tastes ... advertising affects consumption not by changing tastes, but by changing price"

—George J. Stigler & Gary S. Becker

"De Gustibus Non Est Disputandum," 1977

or

"a moral question ... Whether they do not play too wantonly with our passions."

--Johnson



Edward Bernays
1891-1995

**torches
of
freedom**

price change?



Easter Parade, 1929

E-Cigarettes, by Other Names, Lure Young and Worry Experts

By MATT RICHTEL MARCH 4, 2014

Cigarette



e-Cigarettes



Njoy

Traditional Flavor



Blu

Regular

Flavors come in a variety of "smoke juices"

e-Hookahs



Imperial Hookah

Strawberry Margarita

Label states nicotine content



King eHookah

Grape Apple

Label says "This product contains nicotine" and later "no nicotine"



Logic Hookah

Blueberry

Label boasts "kissable breath" and "satisfies nicotine cravings"



Excellent E-cig

Melon

No indication of nicotine contents but warning label states, "Nictone is highly addictive"

Vape Pens



more torches,
more freedom?

informing?

"If we understand the mechanisms and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it, ... Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. . . . In almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons . . . who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind."

—Bernays, *Propaganda*, 1928



"some inward disposition in the sick Man to favour the Pretensions of the Mountebank. Love of Life in the one, and of Money in the other, creates a good Correspondence" —Steele, *Spectator*

informing?

creating desires or anxieties?

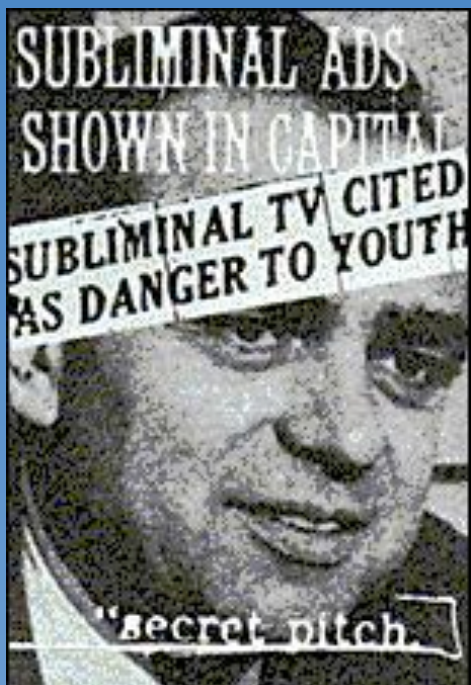
"the seller of the Anodyne Necklace warned



ould never forgive

ould perish

—Johnson



beyond informing?

Science News

1057 ... from universities, journals, and other research organizations

'Matrix'-Style Effortless Learning? Vision Scientists Demonstrate Innovative Learning Method

ScienceDaily (Dec. 12, 2011) — New research published December 8 in the journal *Science* suggests it may be possible to use brain technology to learn to play a piano, reduce mental stress or hit a curve ball with little or no conscious effort. It's the kind of thing seen in Hollywood's "Matrix" franchise.

See Also:

Mind & Brain

- Educational Psychology
- Intelligence
- Perception
- Neuroscience
- Language Acquisition
- Memory

Strange Science

Reference

- Functional neuroimaging

Experiments conducted at Boston University (BU) and ATR Computational Neuroscience Laboratories in Kyoto, Japan, recently demonstrated that through a person's visual cortex, researchers could use decoded functional magnetic resonance imaging (fMRI) to induce brain activity patterns that match a previously known target state and thereby improve performance on visual tasks.

Think of a person watching a computer screen and having his or her brain patterns modified to match those of a high-performing athlete, modified to recuperate from an

neuroFOCUS
A Nielsen Company

Products and Services

- Brand
- Product
- Packaging
- InStore
- Advertising
- Entertainment
- Company
- Videos
- News and Events
- Neuroscience Research
- Global Director

By studying people at their most fundamental level—by measuring brainwaves—we provide a real-time view of their subconscious reactions. Using proprietary technology that applies neuroscientific techniques to market research, we provide insight into every aspect of your marketing material. We measure real-time responses at both the conscious and subconscious levels, resulting in specific and actionable recommendations that can be implemented immediately.

The value of this research extends across the marketing spectrum—from ads to aisles and from food to finance. Our work for a broad cross-section of Fortune 100 category leaders speaks for itself, demonstrating the value that consumer neuroscience can have for virtually every business.

Big Data and the Quantified Self



biosensing



EVERYTHING MATTERS

BIG DATA: Your private information used for targeted advertising

overview

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why advertising?
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back to the public sphere

a suspect relationship

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. **This is to notifie once and for all, that we will not charge the Gazette with Advertisements,** unless they be matter of State.

—London Gazette 1666 June 18



“... Elixirs, Tinctures, the Anodine Fodus, English Pills, Electuaries, ... Cephalic Tincture” —Steele, *Spectator*, 1712

change of mind

change of subject

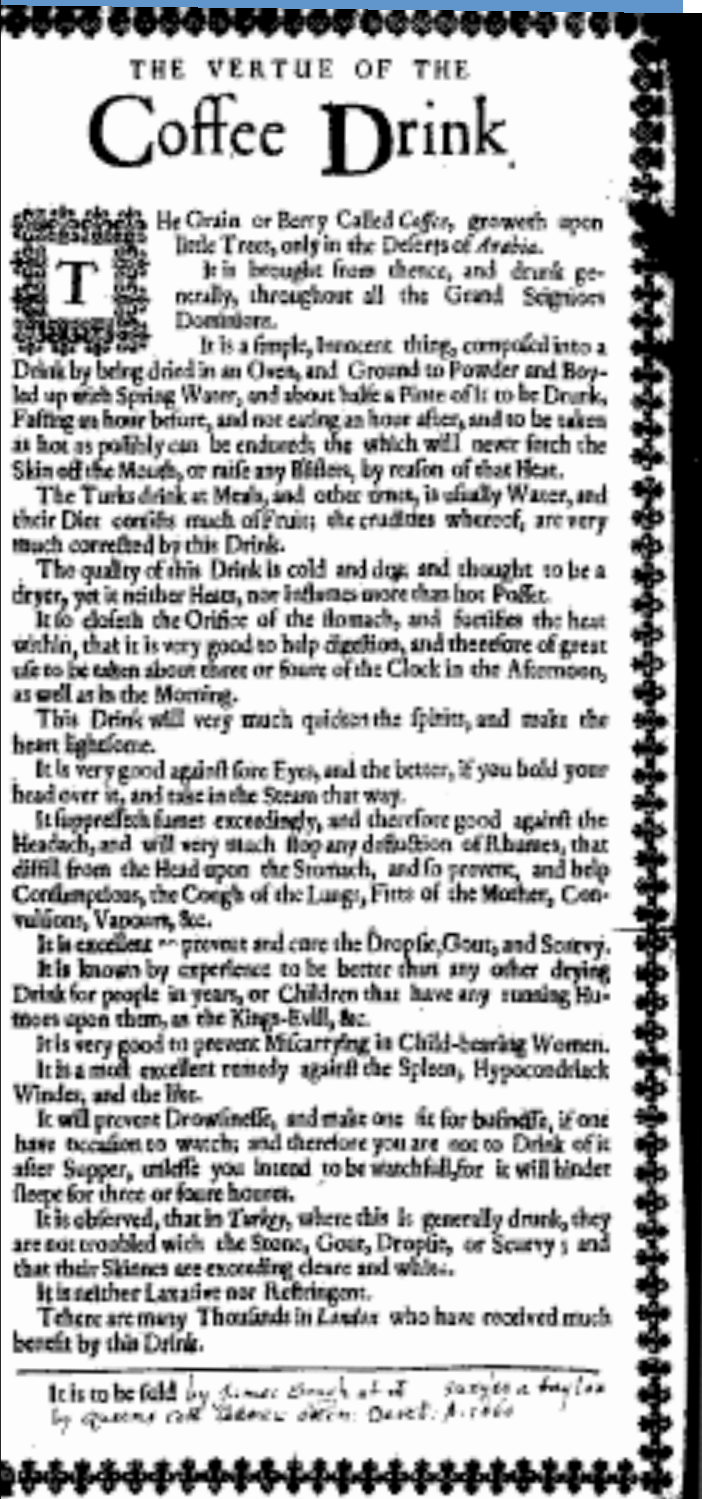
Besides all other Chymical Preparations, That Great Preservative, the Elixir Proprietotis, made with the Volatile Salt of Tartar, so much desired and sought, hath been prepared by Dr. William Jones, Chymist in Ordinary to his Majesty, in the presence of Ten of the Chief of the Colledge of Physicians; And by reason of the great Abuse that hath been put upon it, by selling the common Elixir instead thereof; It is now to be had at his own Elabaratory.

—*London Gazette*, 1678

health sells

and consumables

"The drink called Coffee (which is very wholsom and physical drink, having many excellent vertues, closes the Orifice of the Stomack, fortifies the heat within, helpeth Digestion, quikneth the Spirits, maketh the heart lighten, is good against Eye-sores, Coughs, or Colds, Rhumes, Consumption, Head-ach, Dropsie, Gout, Scurvy, Kings Evil, ... Miscarrying ..."



LABELS.

5,263.—Title: "FRENCH RHEUMATIC CURE."—*Frederick Cummings and H. Seymour Worden*, Sand Beach, Mich. Application filed May 31, 1887.

5,264.—Title: "EXTRACT OF OATS AND BARLEY."—*E. R. Gross & Co.*, Philadelphia, Pa. Application filed May 31, 1887.

5,265.—Title: "BARLEY OATS." (FOR EXTRACT OF OATS AND BARLEY.)—*E. R. Gross & Co.*, Philadelphia, Pa. Application filed May 31, 1887.

5,266.—Title: "OATS AND BARLEY." (FOR EXTRACT OF OATS AND BARLEY.)—*E. R. Gross & Co.*, Philadelphia, Pa. Application filed May 31, 1887.

5,267.—Title: "OATS BARLEY." (FOR EXTRACT OF OATS AND BARLEY.)—*E. R. Gross & Co.*, Philadelphia, Pa. Application filed May 31, 1887.

5,268.—Title: "BARLEY AND OATS." (FOR EXTRACT OF OATS AND BARLEY.)—*E. R. Gross & Co.*, Philadelphia, Pa. Application filed May 31, 1887.

5,269.—Title: "THE CELEBRATED CALIFORNIA LINIMENT."—*Philip Heiby*, Delaware, Ohio. Application filed June 2, 1887.

5,270.—Title: "M. P. HIGGIN'S BLOOD PURIFIER AND HEALTH-GIVING ELIXIR."—*Martin P. Higgin*, New Orleans, La. Application filed April 5, 1887.

5,271.—Title: "LAW'S LABEL FOR SPOOLS." (FOR SPOOLS OF THREAD.)—*James A. Law*, New York, N. Y. Application filed February 7, 1887.

5,272.—Title: "COCA-COLA SYRUP AND EXTRACT."—*John S. Pemberton*, Atlanta, Ga. Application filed June 6, 1887.

5,273.—Title: "COMPOUND PRISM POWDER."—*Sabbati E. Ullman and Gerhard L. Ullman*, Albany, N. Y. Application filed May 20, 1887.

5,274.—Title: "PHOSPHATE-NECTAR." (FOR A BEVERAGE.)—*Joseph J. Wiggs and James Coates*, Little Rock, Ark. Application filed June 6, 1887.

5,275.—Title: "JAMESTOWN AXE CO. E. F. CARPENTER & CO. PROPRIETORS, EXTRA REFINED CAST STEEL AXES, JAMESTOWN, N. Y."—*E. F. Carpenter & Co.*, Jamestown, N. Y. Application filed May 31, 1887.

5,276.—Title: "HAVER'S CELEBRATED CHALYBEATE CURE." (FOR AN OINTMENT.)—*John H. Hafer*, Bedford, Pa. Application filed April 8, 1887.

5,277.—Title: "STAMETS' LUNG BALSAM."—*William R. Stamets*, Shamokin, Pa. Application filed April 26, 1887.



the real thing?

"attributes are the same"?

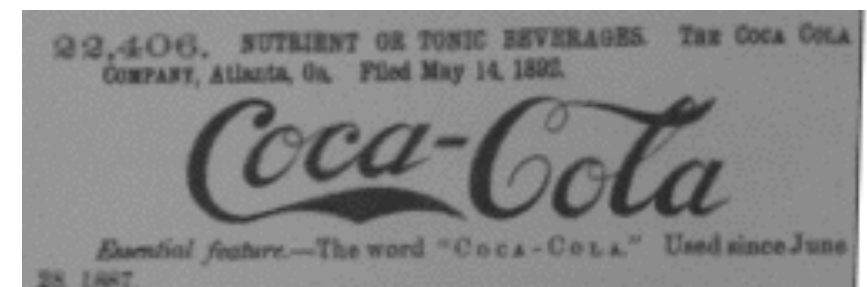
1887 "coca cola sirup & extract" - label

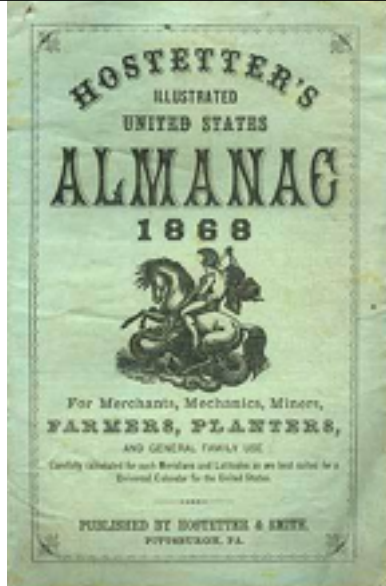
1891 labels abandoned

1893 Coca Cola (trade mark)

1902 cocaine removed

1930s & 50s glycerin changed





medicine and marketing

"[T]hose who owned the newspapers were often involved in the distribution and sometimes the ownership of the brands concerned ... the [medicine] trade ... enjoyed an intimate relationship with the London publishing trade ... booksellers acted as agents for proprietary medicines. ... newspaper owned brands ... sellers of branded medicines more than any other ... developed the techniques of print advertising ... woodcut .. display typefaces, testimonials, endorsements, claims of royal and aristocratic patronage, and knocking copy."

--John Styles, "Product Innovation in Early Modern London," 2000

a suspect relationship

why advertising?

informing

news & advertising

what's new

new media

"No Advertisement was ever admitted to it, tho
earnest Application was made for it ... It made
its own way into the World"

John Oldmixon, writing about

The Medley, launched in 1710.

[it survived for 45 issues]

"All the public papers now on foot depend on
advertisements."

-- Defoe, *Review*, 1705

survivors

Mr. SPECTATOR.

Several of my Friends were this Morning got together over a Dish of Tea in very good Health, though we had celebrated Yesterday with more Glasses than we could have dispensed with, had we not been beholden to *Brooke* and *Hellier*. In Gratitude therefore to those good Citizens, I am in the Name of the Company, to accuse you of great Negligence in overlooking their Merit who have imported true and generous Wine, and taken Care that it should not be adulterated by the Retailers before it comes to the Tables of private Families or the Clubs of honest Fellows. I cannot imagine how a SPECTATOR can be supposed to do his Duty, without frequent Resumption to such Subjects as concern our Health

--Steele, *Spectator*, Friday April 25, 1712

survivors

Two Portugal Merchants and Vintners ... turning from Merchants and Importers, to be Retailers, and setting up Taverns in every Cellar ... It has restor'd the Trade ... the Poisoning Art of Adulteratings, Sophistications, corrupt Mixtures, and all the abominable Ingredients and Compositions, which turn'd our simple Liquids into Wine ... we may come to have our Portugal Trade restor'd again ... Nothing sells, even in the common Taverns new, but Brook and Hellier ... These Wines were Neat and Natural ... a Glass of Brook and Hellier is the general Entertainment ... if you hear a Drawer call his Wine to be Scor'd, as he comes out of the Cellar, Ten Pints in Eleven shall be red or White Prt .. you shall hear them cry -- thus, A Quart of Brook and Hellier-Score.

--Defoe, *Review* 1711

survival strategies

Messieurs Brooke and Hellier Merchants in B lane near Bread-street, having experienc'd that their new natural porto and Viana Wines do give such universal Satisfaction, they encourag'd further to accomodate the Town, and give Notice they resolve to retail the entire Cargoes of the Sophronia and N Galies just arriv'd and landing, consisting of 300 Pipes of new and white Oporto, and 20 Pipes of red and white Anadea Wines (being the only Wines of these Sorts in Merchants Hands) in the several Vaults and Taverns following, viz. in Freeman's-yard in Corn under the Crown-Tavern in Breadstreet, under a front House in Salisbury-Court in Fleetstreet, under Mr. Rymes a Furrier against a May-pole in the Strand, and at the Horn-Tavern in Palace-Yard Westminster, and there is now open'd other Vaults, viz. in the Tavern-Yard against Billingsgate, in the middle Street in the Buildings, and under St. James's Market-house; also on Tuesday 18th Instant will be open'd the Green-Dragon Tavern in Gray's Lane in Holborn. Note, The Prices of the abovesaid Wines, in the Vaults, the new natural red and white Oporto and white Viana at 18 d. per Quart and 17 l. per Hogshead, and the new red Viana at 15 d. per Quart and 13 l. per Hogshead, and in the said Taverns Oporto and white Viana at 20 d. and red Viana at 16 d. per Quart. Note, The new white and red Anadea Wines are at 2 s. per Quart and 20 l. per Hogshead, and to be had only in the aforesaid Vaults in the Buildings, and under St. James's Market-House.

ADVERTISEMENT S.

This Day is Publish'd,
THE true State of the Case between the Government and the Creditors of the Navy, &c. As it relates to the South-Sea Trade; and the Injustice of the Transactions on either Side Impartially enquir'd into. Pr. 2 d. Just Publish'd, an Essay on the South-Sea Trade, by the Author of the Review. Pr. 6 d. High-Church Aphorisms by those Twin Brothers in Scandal, the Examiner and modest Abel. Pr. 6 d. Printed for J. Baker in Pater-Noster-Row.

THIS is to give Notice, That Messieurs Brook and Hellier of London, Merchants, who do now give such general Satisfaction in Retailing their New Natural Portugal Wines in the said City, (being the best that have come from Portu-

gal for many Years past) have for the more effectual supplying the other Parts of the Kingdom, caus'd Ships to Sail directly from Portugal to the following Places, where they are Arriv'd with the like Natural Wines, being the only New Wines that are now there, or can Arrive this Season; which Wines are to be sold by the following Persons, in the respective Places, viz. By Mr. Barth. Avent in Plymouth; Messieurs James and John Arnold in Portsmouth; Messieurs James Wakeman, and John Negus in Dartmouth; Mr. Joseph Taylor of Wymbich in Lynn Regis; Mr. Crowle in Hull; Mr. Jos. Stone in Gainsborough; Mr. William Proffor in Newcastle upon Tyne: Note, the Price, viz. The Viana Wines at 14 l. per Hogshead or at 5 s. 4 d. per Gallon, and the Oporto Wines at 16 l. per Hogshead, or 6 s. per Gallon.

Printed for and sold by John Baker at the Black-Boy
Pater-Noster-Row. 1711.

"1754, the [Daily Advertiser] appeared in the format which was to be the standard for the English newspaper until *The Times* added a fifth column in 1808. Hence the *Daily Advertiser* may fairly be regarded as the first modern newspaper."

--Stanley Morison

the presses roll on

- 1731: *Daily Advertiser*
- 1744: *General Advertiser*
- 1751: *London Advertiser*
- 1752: *Publick Advertiser* (Junius)
- 1772: *Morning Post & Daily Advertiser*





Horace Greeley
1811-1872

why advertising?
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new media

remuneration

"We lose money on our circulation by itself considered, but with 20,000 subscribers we can command such Advertising and such prices for it as will render our enterprise a remunerating one."

—Horace Greeley, *New York Tribune*



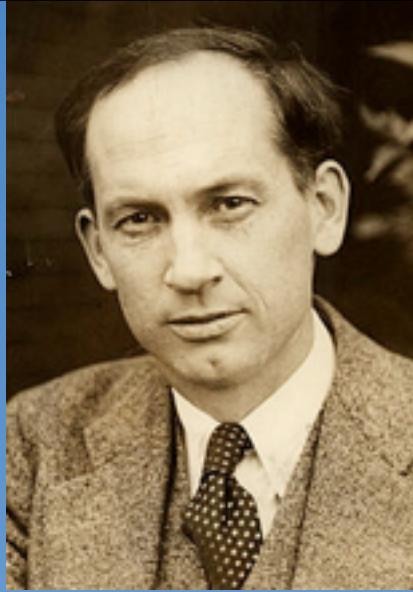
new technologies, old questions

still suspect

"It is inconceivable that we should allow so great a possibility for service to be drowned in advertising chatter."

—Herbert Hoover, 1922





Harold Innis
1894–1952

why advertising?

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news & advertising

what's new

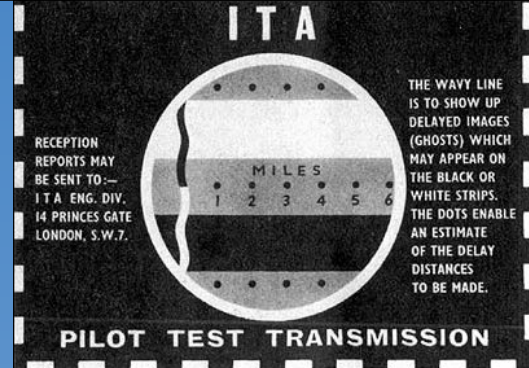
new media

ad-driven network?

"In GB the influence of newspapers favoured government ownership of radio as a means of checking encroachments on advertising revenue . . . radio as a new medium enabled politicians, notably Baldwin, to resist the pressure of newspapers."

--Harold Innis,

Empire and Communications, 1950



John Reith
1889-1971

a plague

"Somebody introduced Christianity into England and somebody introduced smallpox, bubonic plague and the Black Death. Somebody is minded now to introduce sponsored broadcasting ... Need we be ashamed of moral values, or of intellectual and ethical objectives? It is these that are here and now at stake."

--John Reith, director general of
the BBC (1923-1939), 1954

a suspect relationship

University of California at Berkeley Explains Why Google Trumps Microsoft

CALEB GARLING 12.23.11 12:46 PM

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Tweet 917
+1 674
Share 172
Post



University of California at Berkeley has chosen Google over Microsoft for its campus-wide email and other services, and it will tell you why — in great detail.

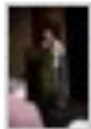
what's new
new media

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. **This causes search engine technology to remain largely a black art and to be advertising oriented.** ... we have a strong goal to push more development and understanding into the academic realm."



all well in the googleplex?

Why I left Google



James Whittaker 13 Mar 2012 10:54 AM |  **263**

RATE IT


Ok, I relent. Everyone wants to know why I left and answering individually isn't scaling so here it is, laid out in its long form. Read a little (I get to the punch line in the 3rd paragraph) or read it all. But a warning in advance: there is no drama here, no tell-all, no former colleagues bashed and nothing more than you couldn't already surmise from what's happening in the press these days surrounding Google and its attitudes toward user privacy and software developers. This is simply a more personal telling.

It wasn't an easy decision to leave Google. During my time there I became fairly passionate about the company. I keynoted four Google Developer Day events, two Google Test Automation Conferences and was a prolific contributor to the Google testing blog. Recruiters often asked me to help sell high priority candidates on the company. No one had to ask me twice to promote Google and no one was more surprised than me when I could no longer do so. In fact, my last three months working for Google was a whirlwind of desperation, trying in vain to get my passion back.

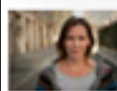
The Google I was passionate about was a technology company that empowered its employees to innovate. The Google I left was an advertising company with a single corporate-mandated focus.

Technically I suppose Google has always been an advertising company, but for the better part of the last three years, it didn't feel like one. Google was an ad company only in the sense that a good TV show is an ad company: having great content attracts advertisers.

Under Eric Schmidt ads were always in the background. Google was run like an innovation factory, empowering employees to be entrepreneurial through founder's awards, peer bonuses and 20% time. Our advertising revenue gave us the headroom to think, innovate and create. Forums like App Engine, Google Labs and open source served as staging grounds for our inventions. The fact that all this was paid for by a cash machine stuffed full of advertising loot was lost on most of us. Maybe the engineers who actually worked on ads felt it, but the rest of us were convinced that Google was a technology company first and foremost; a company that hired smart people and placed a big bet on their ability to innovate.

Facebook accused of faking member endorsements

A new lawsuit alleges that the social network falsifies members' likes for its sponsored ads.



by Jennifer Van Grove | January 10, 2014 10:11 AM PST

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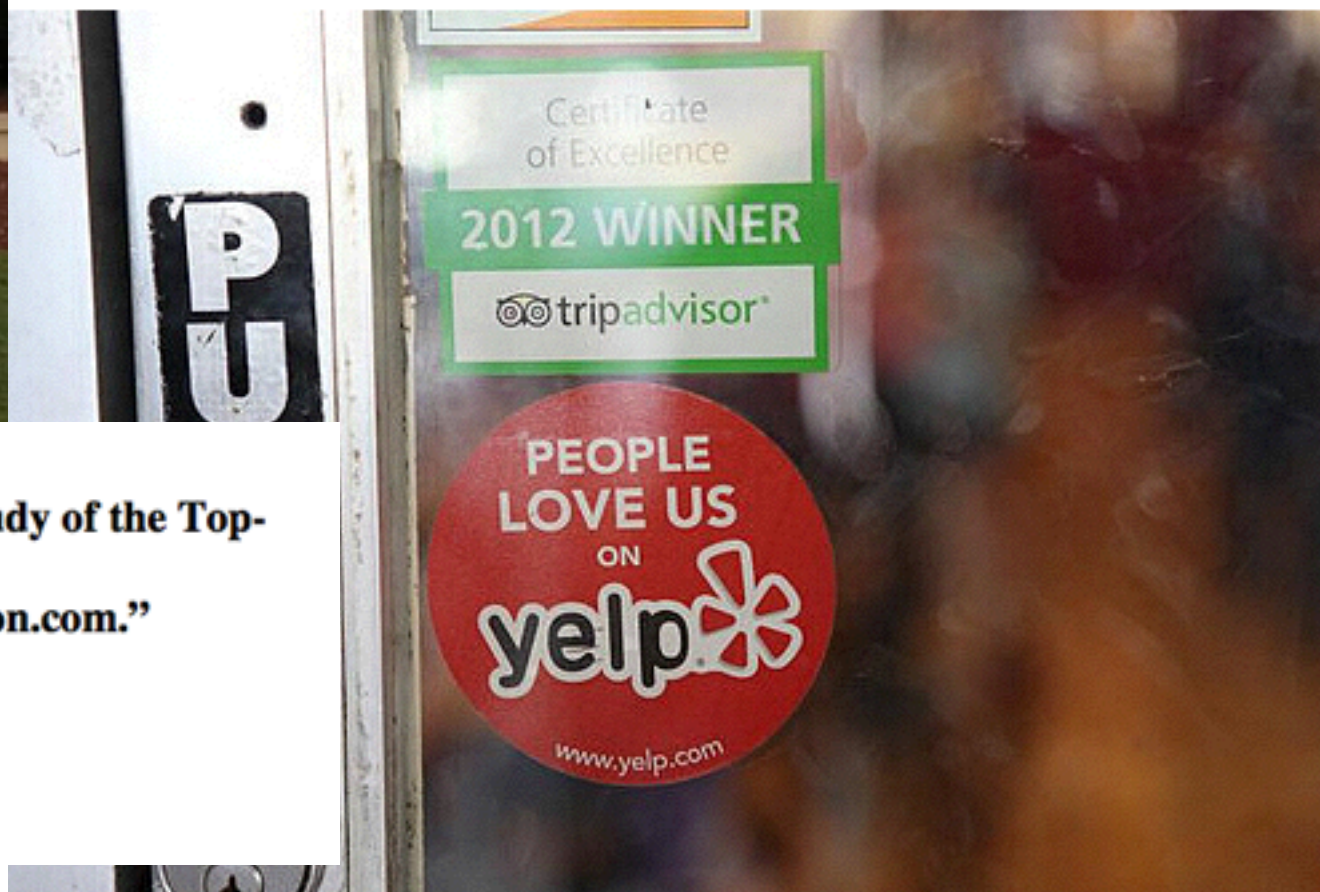
Comments 21



YELP WANTED

FTC Complaints About Yelp Allege Extortion, Libel, More

Wednesday, January 23, 2013, by Paula Forbes



“How Aunt Ammy Gets Her Free Lunch: A Study of the Top-Thousand Customer Reviewers at Amazon.com.”

Trevor Pinch and Filip Kesler

[Photo: Michael Dorausch]

A Freedom of Information act request filed with the FTC has resulted in the release of nearly 700 complaints against Yelp over the past four years.

endorsing

FOI

FTC

TOP

YELP

YELP WANTED

94 COMMENTS

Like 1.2k

overview

why advertising?

informing

news & advertising

what's new

new media

"The Vender of the
Beautifying Fluid ...
confesses that it
will not restore the
bloom of fifteen to a
Lady of *fifty*."

--Johnson

so what's new?

forever young, forever anxious

For eyes that are shining

For cheeks like the dawn,

For beauty that lasts

After girlhood has gone,

For prices in reason

The woman who knows

Will buy her cosmetics from **Aesclyptöe**



Roman face cream,
c. 50AD
New Scientist, July 2003



William Caxton
1415?–1492

If it plesse any man spirituel or temporel to bye ony pyes of two and thre comemoracions of Salisburi vse enpryntid after the forme of this present lettre whiche ben wel and truly correct, late hym come to wetmonester in to the almonesrye at the reed pale and he shal have them good chepe.

technological shift

1475[?] print to England

1477: the pyes of salisbury

If it plesse any man spirituel or temporel to bye ony pyes of two and thre comemoracions of salisburi vse enpryntid after the forme of this present lettre whiche ben wel and truly correct, late hym come to westmonester in to the almonesrye at the reed pale and he shal haue them good chepe . . .

Supplicatio flet cedula



why advertising?
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new media

Birth of Consumer Society —McKendrick et al.

"A commercial and consumer revolution" —McKendrick

near perfection

224 *The IDLER.* N^o 40.

N^o 40. *Saturday, January 20.*

THE practice of appending to the narratives of public transactions, more minute and domestic intelligence, and filling the News-papers with advertisements, has grown up by slow degrees to its present state.

GENIUS is shewn only by Invention. The man who first took advantage of the general curiosity that was excited by a siege or battle, to betray the Readers of News into the knowledge of the shop where the best Puffs and Powder were to be sold, was undoubtedly a man of great sagacity, and profound skill in the nature of Man. But when he had once shewn the way, it was easy to follow him; and every man now knows a ready method of informing the Publick of all that he desires to buy or sell, whether his wares be material or intellectual; whether he makes Cloaths, or teaches the Mathematics; whether he be a Tutor that wants a Pupil, or a Pupil that wants a Tutor.

WHAT-

"The trade of advertising is now so near perfection that it is not easy to propose any improvement. But as every art ought to be exercised in due subordination to the public good, I cannot but propose it as a moral question ... Whether they do not sometimes play too wantonly with our passions."

--Samuel Johnson, 1759



James Graham
1745–1794



Dr Graham's
Celestial Bed, 1783



magnificence of promise

"Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises and by eloquence sometimes sublime and sometimes pathetic."

--Samuel Johnson, 1761

"Whether they do not ... indulge asperity of
language without any adequate provocation; as
in the dispute about *Straps for Razors*"

—Johnson

voice of authenticity

A DIALOGUE BETWEEN A MERCHANT AND HIS BLACK SERVANT

M. SCIPIO

S. What you please to ave, Massa?

M. Yesterday you did not perform your office
properly. You tore the skin from my face

...

S. A, Massa, if I am continued in your service,
dat will be ample reward for Scipio; bring good
news to you of Packwood's new invention dat will
move tings with a touch:

*No wonder Packwood's Strops occasion a fuss
By their value, they are undersold;
A most generous public acknowledges thus
All their weight they are well worth in gold*

why advertising?
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native authenticity



William Johnson
Sparing Baron
Dieskau

Benjamin West

"The noblest objects may be so associated as to be made ridiculous

... A famous Mohawk Indian Warrior, who took Dieskaw, the French General prisoner, dressed in the same manner with the native Indians when they go to war, with his face and body painted, with his scalping knife, Tom-ax ... I found this illustrious Indian Warrior immediately succeeded by *A fresh Parcel of Dublin Butter*"

"It is difficult ... to understand the excitement that was generated by pottery and porcelain in the eighteenth century" —McKendrick

wedgwood





marketing innovations?



lifestyle
 product placement
 wedgwood stores
 courting royalty
 going global
 "class emulation"
 self-service
 free postage

"aristocracy ...
 blocking the streets
 outside Wedgwood's
 London showrooms"

--McKendrick



**Malia And Sasha Obama's
 Inauguration 2013 Outfits: First
 Daughters Wear J.Crew And Kate
 Spade! (PHOTO)**



the branded world



overview

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Matrix'-Style Effortless Learning? Vision Scientists Demonstrate Innovative Learning Method

enceDaily (Dec. 12, 2011) — New research published December 8 in the journal *Science* suggests it may be possible to use brain technology to learn to play a piano, reduce mental stress or hit a curve ball with little or no conscious effort. It's the kind of thing seen in Hollywood's "Matrix" franchise.

Also:
And Brain
Educational
Psychology
Intelligence
Perception
Neuroscience
Language
Acquisition
Memory

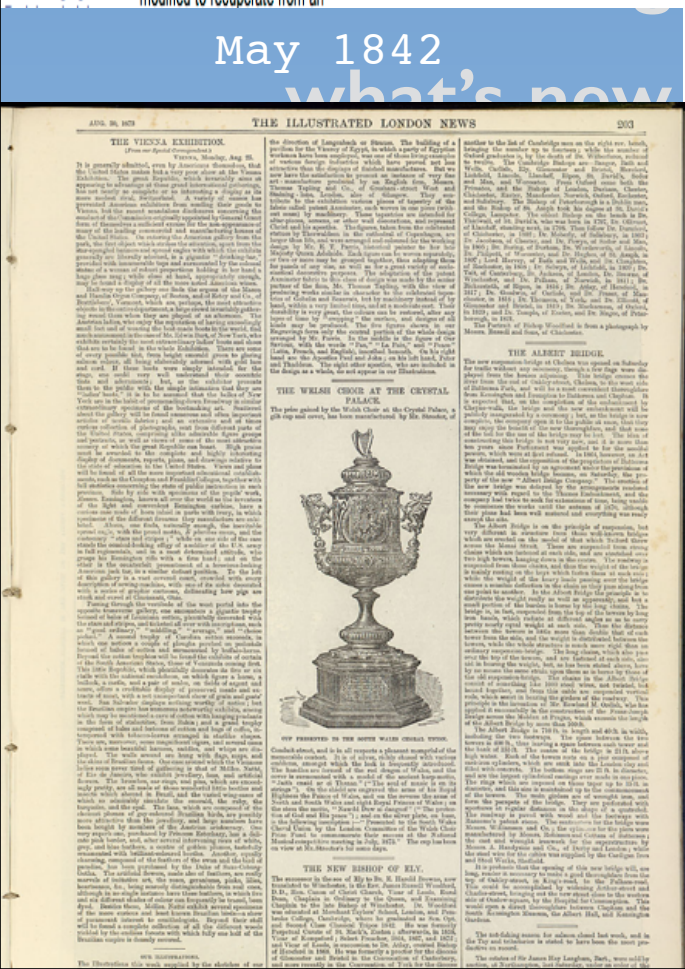
ange Science
ference
Functional
neuroimaging

Experiments conducted at Boston University (BU) and ATR Computational Neuroscience Laboratories in Kyoto, Japan, recently demonstrated that through a person's visual cortex, researchers could use decoded functional magnetic resonance imaging (fMRI) to induce brain activity patterns to match a previously known target state and thereby improve performance on visual tasks.

Think of a person watching a computer screen and having his or her brain patterns modified to match those of a high-performing athlete or modified to recuperate from an



In the future, a person may be able to watch a computer screen and have his or her brain patterns modified to improve physical or mental performance. Researchers say an innovative learning method that uses decoded functional magnetic resonance imaging could modify brain activities to help people recuperate from an accident or disease, learn a new language or even fly a plane. (Credit: Nicole Rager Fuller, NSF)



new technology

Illustrated London News (1842-1971)



new opportunity



THE BELT DRAWERS, A SPECIALITÉ IN GENTLEMEN'S UNDERCLOTHING.

The Article is formed on a principle that affords to the wearer a nice, gentle, and uniform support to the loins, abdomen, &c., imparting therewith a sense of remarkable comfort, as also a pronounced healthful influence.

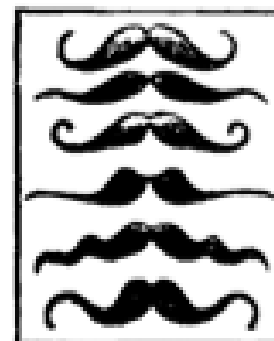
Moderate price and excessive durability, rendering the article an economical garment withal.

Makers and Originators of the Article,
SANDLAND & CRANE,
Gentlemen's Messrs,
55 REGENT STREET,
LONDON.

(The Quadrant section of the Street, and next to Swan & Edgar's.)

Illustrated Prospectus & Price List on application.

TRAIN YOUR MOUSTACHE IN THE WAY IT SHOULD GO.



CARTER'S THRIXALINE

is a unique transparent fluid for training, fixing, and beautifying the Moustache of all sorts and conditions of men. Has never been equalled for holding the Moustache in any position. Prepared only by

JOHN CARTER,
HAIRDRESSER,
At the Old Palace of Henry VIII.
17, FLEET STREET, E.C.

Price, post free, 2/6, 5/6, and 10/6.

CLAXTON'S DOUBLE CHIN CURER.

Patent 12981/04.

For restoring contour of face
in advancing years.

Gives an even support under
chin; will fit any size or
shape head.

No measurements required.

Price One Guinea, Post Free.
Please cross Cheques and Orders
"Coutts & Co."

P. CLAXTON
(Patentee of Ear Caps).
108, STRAND, LONDON, W.C.



Corset Attachment

The "TITAN" (Regd.).

Indispensable with the present tight-fitting skirt.
Produces straight front without increasing size of
waist or impeding action in walking, as it does not
require stocking-suspenders to keep it in position.

Guaranteed not to ride up or wrinkle.

Idealises the symmetry of the figure and gives
indescribable elegance to the simplest gown.

Reduces High Figures and Large Hips.

Restores the Figure after Confinement.

Affords great support with perfect ease, and
gives permanent satisfaction to the wearer.

Can be attached without sewing to any corset. Under
skirt can also be attached without sewing to the lower
edge, thus further reducing size. Worn by Royalty.
Recommended by the Medical Profession. Thousands of
unsolicited testimonials.

N.B.—When ordering, the size round largest part of
size should be given. Every Attachment is stamped
"TITAN."

In Black, White, and Ecoré, price 5/9.

Of all the best Drapers and Ladies' Outfitters,
Or of the Patentee and Sole Manufacturer,

**A. WHITE, 1, 2, & 3, Langley Court,
LONG ACRE, LONDON, W.C.**

WHITE'S
PATENT.

WHITE
PATENT



WITHOUT ATTACHMENT.



WITH ATTACHMENT.



TO BE WORN THREE TIMES IN THE WEEK.

Madame A. T. ROWLEY'S TOILET MASK (OR FACE GLOVES)

Is a natural beautifier for bleaching and preserving
the skin and removing complexional imperfections.

It is soft and flexible in form, and can be WORN without
discomfort or inconvenience.

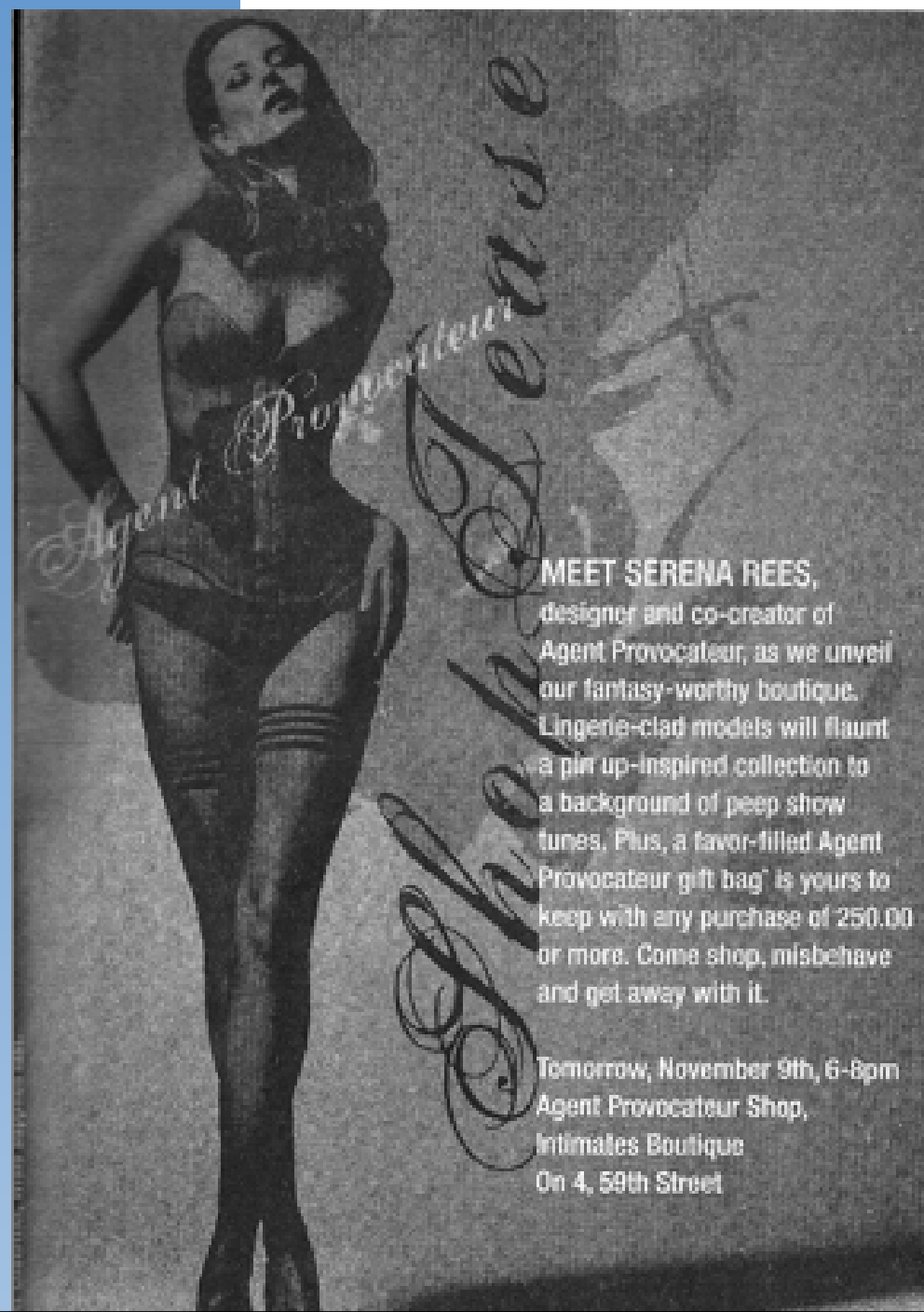
It is recommended by eminent physicians and scientists as a substitute
for injurious cosmetics.

COMPLEXION BLEMISHES may be hidden imperfectly by cos-
metics and powders, but can only be removed permanently by the Toilet
Mask. By its use every kind of spots, impurities, roughness, etc., vanishes
from the skin, leaving it soft, clear, brilliant, and beautiful. It is harm-
less, costs little, and saves pounds uselessly expended for cosmetic
powders, lotions, etc. It prevents and removes wrinkles, and is both
complexion preserver and a beautifier.

Illustrated Treatise, with full particulars, post free, 3 stamps.

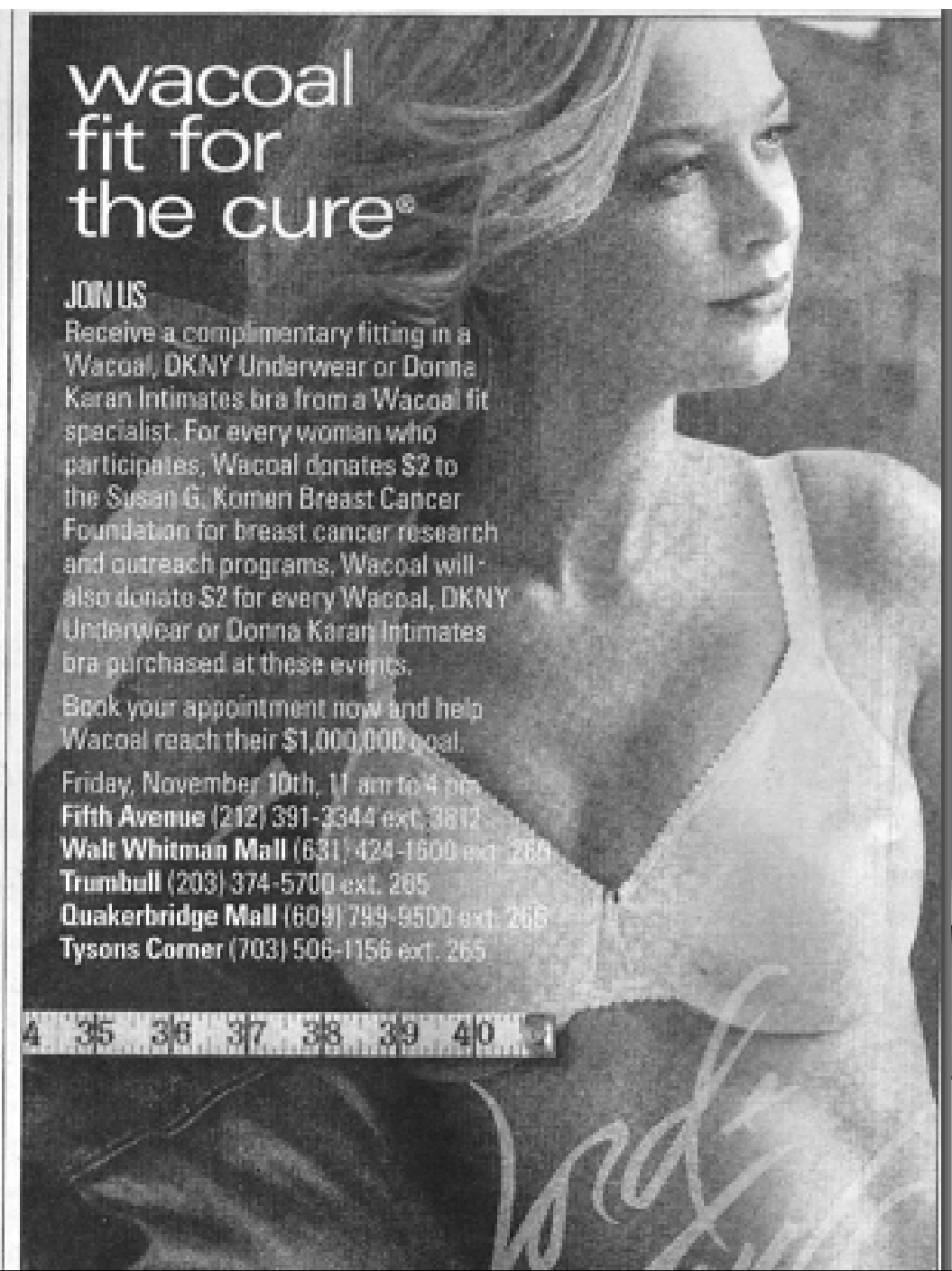
MRS. A. T. ROWLEY,
THE TOILET MASK CO. 139, OXFORD STREET
LONDON, W.

continuity or change?



MEET SERENA REES,
designer and co-creator of
Agent Provocateur, as we unveil
our fantasy-worthy boutique.
Lingerie-clad models will flaunt
a pin up-inspired collection to
a background of peep show
tunes. Plus, a favor-filled Agent
Provocateur gift bag* is yours to
keep with any purchase of 250.00
or more. Come shop, misbehave
and get away with it.

Tomorrow, November 9th, 6-8pm
Agent Provocateur Shop,
Intimates Boutique
On 4, 59th Street



wacoal
fit for
the cure®

JOIN US
Receive a complimentary fitting in a
Wacoal, DKNY Underwear or Donna
Karan Intimates bra from a Wacoal fit
specialist. For every woman who
participates, Wacoal donates \$2 to
the Susan G. Komen Breast Cancer
Foundation for breast cancer research
and outreach programs. Wacoal will
also donate \$2 for every Wacoal, DKNY
Underwear or Donna Karan Intimates
bra purchased at these events.

Book your appointment now and help
Wacoal reach their \$1,000,000 goal.

Friday, November 10th, 11 am to 4 pm
Fifth Avenue (212) 391-3344 ext. 3812
Walt Whitman Mall (631) 424-1600 ext. 265
Trumbull (203) 374-5700 ext. 265
Quakerbridge Mall (609) 799-9500 ext. 265
Tysons Corner (703) 506-1156 ext. 265

Twitter Plunges After Earnings On Weak User Growth

JIM EDWARDS
FEB. 5, 2014, 5:11 PM
35,187
30
Recommend 204 Share 375 Tweet 1,069 8+1 94 EMAIL + MORE

Twitter's stock was punished by the market after its first-ever post-ipo earnings disclosure when investors saw aemic growth in the number of active users on the site. Shares immediately traded down as much as 17% after hours.



Twitter CEO Dick Costolo.

magazine to catalogue ... to web?

1862: Homestead Act

1887: Montgomery Ward, 540pp, 24,000 items

1888: Sears Watch Co. catalog

1896: Rural delivery

[USPO: catalog: "aids in the dissemination of knowledge"]

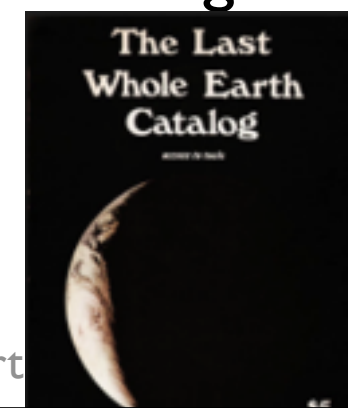
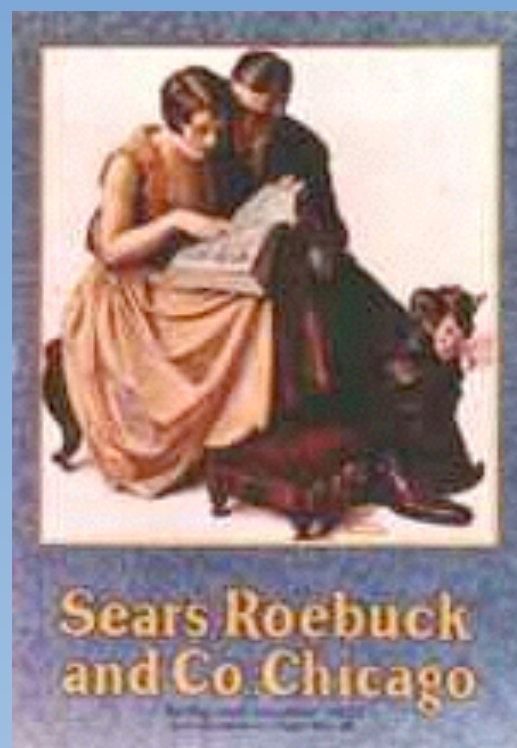
1893: Sears, Roebuck & Co, catalog [318,000 subscribers]

1897: first color catalog

1908: catalog homes: *Book of Modern Homes and Building Plans* (25 tons, 30,000 parts)

1908-1940: 100,000 homes sold

1968-1974: *the whole earth catalog*



new media new opportunity

1903: telephone advertising

1909: telephone newspaper

"pretty soon we'll be able to flop over in bed mornings, turn on a telephone-like arrangement and listen to a summary of news from all over the world without getting up out of bed"



predictable uses?

"Rural telephones are now playing an important part in the campaign of all parties in this state. The latest idea is to put a huge phonograph into the operating room of a rural telephone exchange and have records of campaign speeches turned on. Then the wires leading to the different grangers' houses are opened and the farmer can hear all, while shelling corn in the kitchen."

-- Telephony, 1908

"My telephone is far more of a nuisance to me than it is a convenience," said a housekeeper yesterday, "and I think I will have it removed, if I am called up as much in the future as I have been during the past week by theater agents, and business firms, who abuse the telephone privilege, using it as a means of advertising".

-- *Union & Advertiser* (Rochester), 1909

newer yet

1919 broadcasting begins in the Netherlands



For eyes that are shining
For cheeks like the dawn,
For beauty that lasts
After girlhood has gone,
For prices in reason
The woman who knows
Will buy her cosmetics from
Aesclyptöe

Woodbury





new media

Ivory



The **GIBSON FAMILY**

Foamy Sally Gibson is getting a hand.
 "Your eyes, your skin—golly, you're a knockout," breathes Ted.
 "Oh, really?" blushes Sally. "You know the other girls won't believe that I just use Ivory Soap, but as Doctor MacFar says, a sensitive skin needs a pure soap."
 "Yes, doctors like their patients to use Ivory. They have no use for the exaggerated promises of many soaps. Doctors say: 'Use a pure soap.' Don't let impure soaps dry out your skin."

PROTECT your complexion. Pure Ivory Soap will help you.

"THESE SOCIETY LADIES" give a hint for your skin, young ladies," says Jonathan. Nurse Tippet smiles. "Do, dear, a lot more good to use pure **IVORY SOAP**!"

TRUMPH TRUMPH TRUMPH! . . . Pam Chase's loving heart pounds like mad every time he takes a cup from Julia's smooth hands. And when his hand touches hers (by accident, we trust) he goes all pink in the ears!

As for Julia—she slowly thanks Mrs. Gibson for noting.
 "Yes, Julia, use Ivory for everything. It will keep your hands looking even when you serve the salad!"

"GO ON, GIRL, Sally Gibson!" says Jane. "I wash my wash-me stockings. And I know half of them have rags!"
 "If you wash-me every night with Ivory Flakes," insists Sally, "your stockings would not run-me, run-me so much."
 "That's what the sailor-girl at Bunson's said," says Jane. "She gave me a lecture on Ivory's purity, she did. So dad's gonna use me, Sally. From today I'm using Ivory Flakes!"



RIGHTLY trained, the unconscious vanity of a little miss becomes the ingrained personal daintiness which is priceless to a woman. Teach her that it is the frequent, regular use of Ivory Soap which gives her the lustrous hair, the clear, smooth skin, and the spotless garments which she innocently admires. Thus it is easy to imbue a child with that love of cleanliness which is the basis of all enduring charm.

Send for Free Sample of the new Ivory Soap Film
 —America's greatest selling film of genuine Ivory Soap that makes white, clean, soft, healthy garments, and all the things that are, without rubbing. For genuine real packages, just send your name and address to Department 14, The Procter & Gamble Co., Cincinnati, Ohio.

IVORY SOAP . . . 99 44/100% PURE

All Manufacturers of Ivory Soap and Ivory Soap Flakes also make the following general household soaps: P.O.U.—The Olden Nipples Soap, Blue Soap, and Sanaphone Washing Powder, thus enabling the housekeeper to use a Procter & Gamble high quality soap for every purpose.





- Pijamale WOW! Incredibil de frumoase, chiar pe placul vostru.
- WOW! Continut s.e.xy.! Esti la birou? Nu deschide :)
- Body-uri WOW! Scapa de frig chiar azi!
- CACIULI | MANUSI | FULARE
- WOW! Zeci de modele de lenjerie super sexy doar online.

- PIJAMALE DE DAMA
- LENJERIE S.E.X.Y. DE DAMA
- LENJERIE tip BODY
- CACIULI | MANUSI | FULARE
- LENJERIE S.E.X.Y. ONLINE

- 1/28/14, 5:55 AM
- 1/28/14, 6:26 AM
- 1/28/14, 7:06 AM
- 1/28/14, 8:35 AM
- 2/17/14, 11:05 PM

new media (again)

From: [Laurence Canter](#) - [view profile](#) Not yet rated
Date: Tues, Apr 12 1994 12:40 am [show options](#)

Green Card Lottery 1994 May Be The Last One!
THE DEADLINE HAS BEEN ANNOUNCED.

The Green Card Lottery is a completely legal program giving away a certain annual allotment of Green Cards to persons born in certain countries. The lottery program was scheduled to continue on a permanent basis. However, recently, Senator Alan J Simpson introduced a bill into the U. S. Congress which could end any future lotteries. **THE 1994 LOTTERY IS SCHEDULED TO TAKE PLACE SOON, BUT IT MAY BE THE VERY LAST ONE.**

PERSONS BORN IN MOST COUNTRIES QUALIFY, MANY FOR FIRST TIME.

The only countries NOT qualifying are: Mexico; India; P.R. China; Taiwan, Philippines, North Korea, Canada, United Kingdom (except Northern Ireland), Jamaica, Dominican Republic, El Salvador and Vietnam.

Lottery registration will take place soon. 55,000 Green Cards will be given to those who register correctly. **NO JOB IS REQUIRED.**

THERE IS A STRICT JUNE DEADLINE. THE TIME TO START IS NOW!!

For FREE information via Email, send request to c...@indirect.com

Canter & Siegel, Immigration Attorneys
3333 E Camelback Road, Ste 250, Phoenix AZ 85018 USA
c...@indirect.com telephone (602) 964-2044 Fax (602) 454-3043



always there
for us?

Notes and Comments: The Death of Advertising

Roland T. Rust and Richard W. Oliver

Mass media advertising as we know it today is on its deathbed, and its prognosis is poor. Advertising agencies are restructuring to accommodate a harsher advertising climate, agency income is flat, agency employees are being laid off, direct marketing is stealing business from traditional advertising, and the growth of sales promotion and integrated marketing communications both come at the expense of traditional advertising. The reason for advertising's impending demise is the advent of new technologies that have resulted in the fragmentation of media and markets, and the empowerment of consumers. In the place of traditional mass media advertising, a new communications environment is developing around an evolving network of new media, which is high capacity, interactive and multimedia. The result is a new era of producer-consumer interaction. Because of the speed of technological innovation, the new media advertising paradigm that results will attain prominence faster than did mass media advertising. The new paradigm of 21st Century Marketing and advertising will be dominant by 2010 and should last well into the middle of the century. If they hope to survive, university advertising departments will have about ten years to 1) think of themselves much more broadly, and 2) transform themselves into departments specializing in information transfer in the new media environment.

*Journal of
Advertising,
1994*

Roland T. Rust (Ph.D. University of North Carolina-Chapel Hill) is professor and area head for Marketing, and Director of the Center for Services Marketing, Owen Graduate School of Management, Vanderbilt University.

Richard W. Oliver (Ph.D. SUNY Buffalo) is professor for the practice of management.

Advertising on its Deathbed

Never has advertising appeared so pale and lifeless. Advertising expenditures as a percentage of personal consumption expenditures peaked in 1984, and have been trending down ever since (McCann-Erickson, cited in Standard & Poor's 1993, p. M17). Advertising agencies are in a

Facebook Ads

Reach over 500 million people where they connect and share

[Create an Ad](#)

or login to manage existing ads

[Overview](#)[Case Studies](#)**Reach Your Target Customers**

- Connect with more than 500 million potential customers
- Choose your audience age and interests
- Test simple image and ads and use what works

**Deepen Your Relationships**

- Promote your Facebook Page or website

**Control Your Budget**

- Set the daily budget you are comfortable with

we should be so lucky

Facebook Ads

Reach over 800 million people where they connect and share

[Create an Ad](#)

or contact our sales team

[Overview](#)[Case Studies](#)**Reach Your Target Customers**

- Connect with more than 800 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

**Deepen Your Relationships**

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence

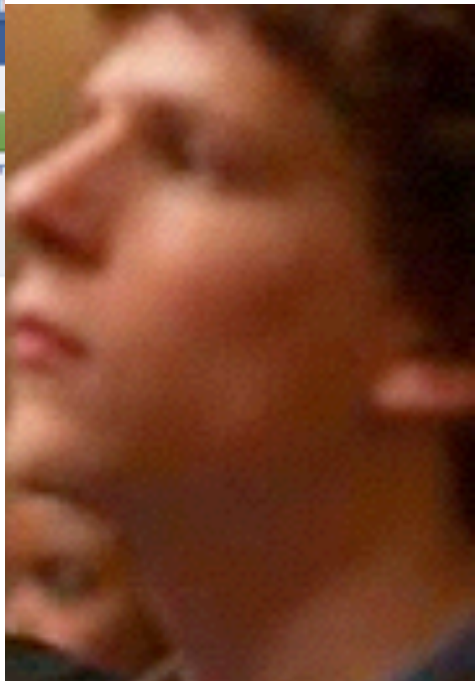
**Control Your Budget**

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when results are achieved



Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.





"anti-puffado"

conspicuous consumption:

Thorstein Veblen, *Theory of the Leisure Class* (1899)

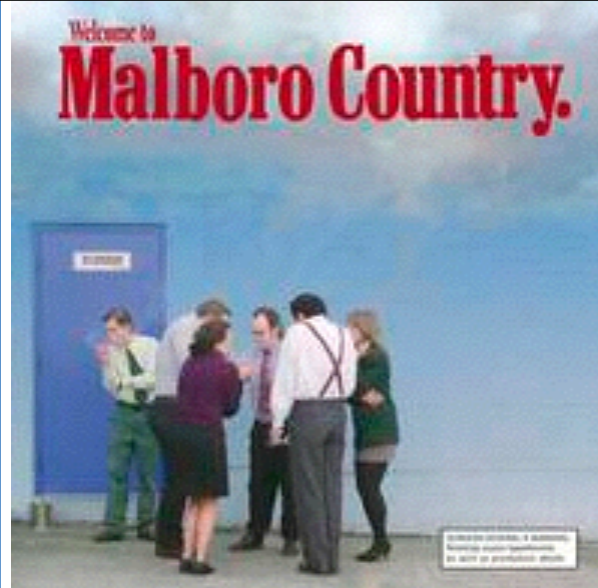
muckraking

Samuel Hopkins Adams,
The Great American Fraud (1906)



Samuel Hopkins Adams

1871–1958



jamming

[Fair Use]:
Subverting
the memes of liquor
giants and
beating them
at their own
game?

ABSOLUT IMPOTENCE.
DRINK "PROVOKES THE DESIRE BUT TAKES AWAY THE PERFORMANCE" — WILLIAM SHAKESPEARE

Nature...

IT'LL GROW BACK

Damage
POISON FOR THE ROAD



public service jamming



Harvard Medical Students Rebel Against Big Pharma Ties

Two hundred Harvard Medical School students are confronting the school's administration, demanding an end to pharmaceutical industry influence in the classroom.

what really is new?

TECHNOLOGY | Updated March 16, 2012, 10:04 a.m. ET

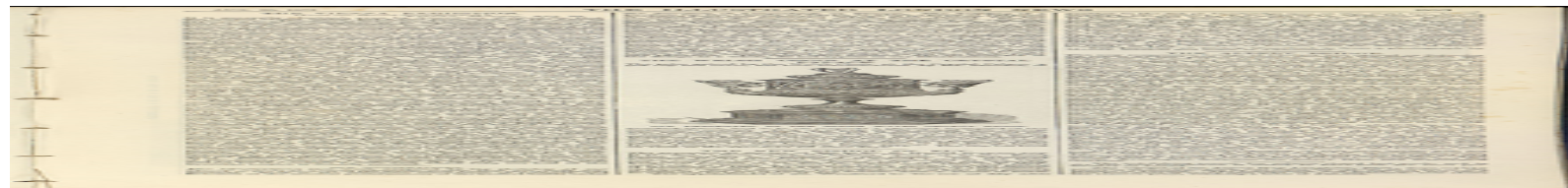
Google in New Privacy Probes

LIFE WITH BIG BROTHERWND EXCLUSIVE

GOOGLE SPYING ON YOU FOR NSA? JUDGE: 'NONE OF YOUR BUSINESS'

'Court is not to conduct detailed inquiry to decide whether it agrees with agency'

Published: 07/15/2011 at 1:00 AM



coming up

3/11/2014: Literacy and the Nineteenth Century Public Sphere

Henkin, David. 2006. *The Postal Age*. Chicago: University of Chicago Press.

Read: "Becoming Postal." section of Ch. 1, Pp.15-34 (to "New England Poets"); section of Ch.6 "Mass Mailings" Pp. 148-158 (to "...part of the same network'). [146-171 in course reader]

Source: Course reader

Williams, Heather Andrea. 2009. *Self-Taught: African American Education in Slavery and Freedom*. Univ of North Carolina Press. Pp 1-41.

Read: Ch.1 and 1st part of Ch.2 ("In Secret Places: Acquiring Literacy in Slave Communities" and A Coveted Possession: Literacy in the First Days of Freedom") inSource: UC ebook [[hyperlink ↗](#)]

assignment

Henkin writes (p. 15) of a "technological bias" in communication history, which assigns more importance to the introduction of the telegraph in the 1840s than to the emergence of the modern postal system at around the same time. Each of these developments were seen as uniting the country by eliminating time and distance and each of them imposed new requirements on the populations and institutions that relied on them. How were they different in both regards, and which would you reckon more important in communication technology?

Answer in two hundred words (+/- 25 words) submitted via Canvas.