



## The Privacy Paradox in the Context of Social Media and its Impact on the Online Advertising Industry

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Marketing, Social Media, grade: 10 out of 10, , language:
English, abstract: Targeting has proven to be more effective
than the standard run-of-network advertising. However,
primarily due to the vast aggregation of consumer data, it
arouses certain privacy concerns among internet users. This
study proposes the necessity of digital advertising regulation
by the means of allowing consumers to opt out of online
tracking. It is also argued that such regulations will not affect
the advertising industry in a negative way due to the existence
of the privacy paradox. 20 pp. Englisch.



## Reviews

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