International Journal of Social Sciences

Uluslararası Sosyal Bilimler Dergisi

IJSS

Criticism of Programmatic Advertising Practices

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Abstract

The internet, one of today's indispensable tools, has changed human life and communication styles, the habits of the media where advertisements are published, purchasing attitudes and behaviors, advertising activities and forms. Through the Internet, traditional forms of advertising have been replaced by interactive, online advertisements. Advertisements on digital platforms are now realized in the online web environment, with headlines, texts, visuals, graphics and designs with effects applied, by providing information and interacting with users in every area they visit or click. Through digital advertisements, manufacturers/brands have been positioned closer to the consumer than in the past and at the same time have the opportunity to make advertisements that meet their needs.

With digital advertisements, it is possible to analyze where and how many visitors come to websites created for brands and the activity status on the site. Digital channels have completely changed the reporting habits of the advertising industry by solving the measurement problem that cannot be done in detail anymore and providing the opportunity for real-time, detailed and precise measurement. All these developments and opportunities will contribute to the formation of online advertising and the increase and rapid development of online advertising applications in the digital environment where everything changes very quickly.

The fact that your target audience already has the product you will advertise brings with it the possibility that the cost spent on advertising will be wasted. On the other hand, if your target audience does not use the internet, it prevents the feasibility of advertising by being excluded from the medium. In addition, the use of adblocker type applications, which are ad-blocking applications, can seriously reduce the possibility of advertising by preventing access to the target audience. Another negative aspect of digital advertising is that it requires technical and knowledgeable personnel in digital matters compared to traditional advertisements.

Keywords: Programmatic, advertising, digital advertising, applications, criticism

Programatik Reklamcılık Uygulamaları Eleştirisi

Öz

Günümüzün vazgeçilmez araçlarından biri olan internet, insan yaşamını ve iletişim şekillerini, reklamların yayınlandıkları mecraların alışkanlıklarını, satın alma tutum ve davranışlarını, reklamcılık faaliyetlerini ve formlarını değiştirmiştir. İnternet aracılığıyla geleneksel reklam formları yerini etkileşimli, çevrimiçi reklamlara bırakmıştır. Dijital platformlardaki reklamlar artık çevrimiçi web ortamında başlıklar, metinler, görseller, grafikler ve efektler uygulanan tasarımlar ile kullanıcıların ziyaret ettikleri ya da tıkladıkları her alanda karşılarına çıkarak, bilgi vererek, etkileşim kurarak gerçekleşmektedir. Dijital reklamlar aracılığıyla üreticiler/markalar tüketiciye geçmişte olduğundan

daha yakın bir noktada konumlanarak aynı zamanda onların ihtiyacına uygun reklamlar yapabilme fırsatını elde etmişlerdir.

Dijital reklamlarla markalar için oluşturulan web sitelerine nereden ne kadar ziyaretçi geldiği ve site içindeki faaliyet durumlarının analiz edilebilmesi mümkün olmaktadır. Dijital mecralar artık detaylı yapılamayan ölçümleme problemini çözerek gerçek zamanlı, detaylı ve kesin ölçümleme fırsatını sunarak reklam sektörünün raporlama alışkanlıklarını tümüyle değiştirmiştir. Tüm bu gelişmeler ve imkânlar çevrimiçi reklamcılığın oluşmasına ve her şeyin çok hızlı değiştiği dijital ortamda çevrimiçi reklam uygulamalarının artmasına ve hızla gelişerek devam etmesine katkı sağlayacaktır.

Hedef kitlenizin hâlihazırda reklamını yapacağınız ürüne sahip olması reklama harcanan maliyetin çöp olma ihtimalini de beraberinde getirmektedir. Diğer taraftan hedef kitleniz internet kullanmıyorsa mecra dışı kalarak reklamın yapılabilirliğini de engellemektedir. Ayrıca reklam engelleyici uygulamalar olan adbloker türü uygulamaların kullanımı hedef kitleye ulaşımı engelleyerek reklam yapma olasılığını ciddi oranlarda düşürebilmektedir. Dijital reklamcılığın geleneksel reklamlara göre dijital konuda teknik ve bilgili personele ihtiyaç duyuyor olması diğer bir olumsuz yanı olarak sayılabilmektedir.

Anahtar Kelimeler: Programatik, reklamcılık, dijital reklamcılık, uygulamalar, eleştiriler

Introduction

Programmatic ecosystem is a form of purchasing in which media purchases/sales of advertisements in digital channels are made using computer technology based on data from web users. With the innovations it has brought, the programmatic ecosystem has made it possible for more effective advertising exchanges between publishers and advertisers/agencies, and for publishers to display advertisements to their users in real time, in line with their interests.

As for consumers, it enables them to encounter advertisements that suit their interests and needs in real time. The fact that information and communication technologies create changes in the advertising world, media planning processes and consumers has shown that the programmatic ecosystem must be examined on the axis of digital advertising, media planning and consumer behavior.

With the widespread use of the internet and the inadequacy of traditional advertising models, it has become necessary for advertisers to use digital advertisements to reach their target audience on digital platforms. Advertisers' traditional media planning and broadcasting of advertisements by choosing the appropriate medium for their target audience has become insufficient in the face of ever-developing technology. Recent developments have revealed the need for closer contact with the target audience and more individual targeting in digital media. Thus, the programmatic ecosystem has become a solution point for advertisers, agencies, media professionals, publishers and consumers.

Today, with technology, the increase in the same range of products from different brands brings with it a competitive environment. Advertising is not only important for advertising institutions or advertising agencies, but also points to economic and social facts in terms of the communication channels it is in and the target audience it reflects. For example, advertisements increase competition by allowing consumers to choose products or brands that suit their needs and directing consumers to different products and brands. Increasing competition provides economic returns to society in the form of production and consumption. At the same time, advertisements are an effective element that can be used in social responsibility and solving social problems when used for public benefit and information purposes. Social reflections can also be achieved by activating the relevant target audience in accordance with the solution of the problems. Advertisements can persuade the consumer, who is faced with an advertising bombardment and therefore cannot fully focus on what to buy or is mentally confused due to this bombardment, to purchase and consume (Tosun, et al., 2018: 35-42).

Research Method

With the emergence of digital media, the emergence of the concept of programmatic advertising and the ethical problems it has brought are quite new issues. The complex processes that innovative technologies bring to the advertising industry and the ethical problems we encounter in our daily lives are discussed within the scope of research compiled from international literature. Therefore, in the scans carried out, an attempt was made to create a synthesis from the studies carried out in the last five years, especially on data privacy violations, misuse of personal data, deceptive advertisements and marketing methods, etc., and ethical problems arising from digital media advertising were discussed with examples.

Research Purpose and Importance

Research shows that people have inconsistent and contradictory impulses to protect themselves, that is, they are in a kind of privacy paradox (Watts, 2016). In other words, privacy is no longer a social norm. Although there are legal regulations to protect personal data in order to minimize data-based abuses and privacy violations, the main responsibility in this regard falls on digital

customers. In the study, firstly, the development process of the advertising industry in digital media was discussed and new advertising types were introduced. In this context, programmatic advertising, which is considered the most important innovation in the sector in the recent period, is included. Then, ethical problems in the field of advertising were discussed with reference to the concept of digital consumer.

Critical Theory of Advertising

Two dimensions of critical media studies have brought insights into the conservative social functions and ideological effects of mass communications that are rejected by "practitioner research" that considers the effects mass communications have on carrying out current activities (capturing the target audience, selling products, conveying messages, generating votes for politicians, etc.).

But a persistent problem has plagued critical media studies and made it difficult to understand their potential impact on cultural studies and public policy. Critical studies of advertising and mass media have rarely addressed the connection between the macro political economic structure of mass media and their micro forms and techniques to reveal both the socio-economic functions of advertising and the ways in which advertisements influence and shape perception and behavior that reproduce the existing social system. The failure to make this connection clearly and fully has led to the creation of a conspiracy theory by a few in the elite class to control the mass media in order to manage culture and consciousness. This deficiency has plagued critical analysis of advertising and communication, which fails to explain how mass communication in general and advertising in particular exercises its power and influence.

In conclusion, Jhally attempts to explain how traditional Marxian economic concepts can be used to analyze advertising and means of communication and how they can be combined with semiotic analyzes of meaning production and codes. Both Social Communication in Advertising and Codes of Advertising contain very useful analysis of how advertising creates consumers and how the consumer society produces itself. It sometimes draws to some extent on traditional Marxism when interpreting media communication in the context of the use and exchange value produced by capital, rather than analyzing the relationship between media content, format, social and political

environments and consumers' media usage habits. While Jhally provides a critical political economy framework for analyzing the social and economic functions of advertising and the mass media, he is seen as less successful in analyzing how consumers decode advertisements and what meanings and effects are created by the interaction between advertisements and consumers. Although he implements a "scientific investigation" of advertising codes and fetishism, he is highly quantitative and abstract in nature and falls short of providing an analysis of the specific meanings, ideologies, and effects imparted in the contemporary advertisements he studies (1986, 144).

Moreover, Jhally falls short of suggesting public policies aimed at regulating advertising or how society could be regulated without unnecessary advertising promoting non-essential products.

In the conclusion of the work titled Social Communication in Advertising, while it is mentioned that advertising has "a unique place in a democratic society", some important problems about modern advertising practices are put forward. One of them is that "today, discourse about products is narrowly controlled by commercial groups… We do not believe that any agency should control public discourse about products (1986, 306). Another issue involves the impact of advertising on all media content. The authors also draw attention to a decline in rational appeal in marketing, politics, corporate image building, and other areas of public discourse and inversely proportional to this, the increase in the use of persuasive communication.

Against existing criticisms that associate advertising with manipulation and the production of "false consciousness" and "false needs," Haug argues that "manipulation can only be effective if it is linked to the interests of the manipulated consumers." Based on this view, Haug tries to reveal the ways in which advertisements direct needs towards human interaction and satisfaction by reflecting role models, anxieties and fantasies. Advertising and commodity aesthetics shape real needs through affective change, which are now separated from each other (Haug, 1986, 6).

In response to critics such as Vance Packard and Wilson Bryan Key, who say that advertising messages alone have a powerful and directive feature, Haug sees manipulation as a historical process that has a more insidious feature because it is less visible. Critical advertising theory must therefore analyze its economic functions as a manager of market share and consumer demand, as well as its impact on social production as an ideological force. At both levels, advertising must be seen as an indispensable force in the creation of consumer capitalism and the maintenance of

capitalist hegemony. In this context, advertising has versatile social functions, from short-term activities aimed at persuading individuals to purchase certain products to longer-term activities attempting to sell consumer capitalism as a way of life.

Programmatic Advertising and Data Privacy

With the inevitable development of digital media, radical changes have occurred in the advertising industry. The emergence of the digital consumer concept has changed consumer behavior and pushed the industry to adapt to this new order. Undoubtedly, the growth of the sector has brought new competitors to the traditional players, and consumer data has become very valuable for companies that want to survive in this destructive competition. At this point, data and automation-based systems such as programmatic advertising have come to the fore and have become attractive for companies. The issue of access to existing or potential consumer data has also brought ethical issues. At this point, it has become necessary to establish clear and transparent rules regarding ethical problems and privacy violations arising from the use of personal data.

In this study, the innovations that digital media has brought to the field of marketing will be discussed and the subject of programmatic advertising, which has come to the fore recently, will be included. How this new type of advertising, which focuses on the use of big data, has transformed the industry will be examined and evaluated within the framework of ethical issues regarding the use of personal data and privacy violations. Research on the subject shows that there are great contradictions between innovative practices in the sector and users' perceptions.

Experts are concerned about the misuse of personal information for unknown or undesirable purposes as a private or legal issue. The fact that the programmatic ecosystem is a data-based advertising system raises some concerns regarding the privacy of personal data and ethics (Martínez-Martínez, et al., 2017: 208-209).

Programmatic advertising has both advantages and disadvantages. In the programmatic ecosystem, 'human resources, brand security and advertising fraud' emerge as three main problems. Lack of knowledgeable human resources, use of brand safety tools that ensure brand safety by preventing the advertiser's brand from appearing on an inappropriate site, ad visibility (that the ad is considered visible provided that at least 50% of the pixel area is in the active window and display

ads stay on air for at least 1 second and video ads stay on air for at least 2 seconds. (IAB TR Visible Advertising Working Group, 2017), that advertising fraud is committed by counting as an advertisement has been displayed, that technology costs are a problem for advertisers and publishers, that there are difficulties in accessing quality data for agencies, opaque costs faced by advertisers emerge as a number of problems (IAB TR Programmatic Working Group, 2018).

In the attitudes towards programmatic advertising report prepared by IAB Europe in 2020, programmatic purchasing continues to rise all over the world. However, the lack of knowledgeable human resources within the system, the lack of access to quality data, the increase in data costs, the transparency element within the system, the security of the data used, and concerns about brand security emerge as barriers within the programmatic ecosystem (IAB Europe, 2020).

While programmatic advertising has advantages, it also has some disadvantages. There are a number of obstacles to programmatic advertising such as lack of knowledgeable human resources, inability to access qualified data, increased data costs, transparency element within the system, security of the data used, and concerns about brand security. However, it is predicted that these problems will be overcome in the next few years and the use of programmatic advertising will increase much more.

Digital Consumer Concept and Ethical Issues

Today, the most important value of the marketing industry is "personal data" and their analysis. For consumers to be able to follow closely and shape marketing activities according to consumer expectations creates the need for data. The data therefore includes any profile sources available through tracking tools, including social data, email, subscriptions, device information, location information, credit card information, online transaction data.

Digital consumers are highly sophisticated, People have now learned how to take full advantage of the power of the internet. As people become more aware of modern communication technology, they use it more efficiently. This means marketers must do their best to acquire well-informed potential customers.

They demand relevant and fast information, Excessive information and various options have accustomed people to getting the right and safe solutions in seconds. For example, if a shopping website is unresponsive or slow, visitors will likely bounce and move on to the next option. It's the instant gratification that makes a visitor love the site. They share a lot: Online consumers have endless opportunities and platforms where they can talk about their experiences, share valuable information, ask for recommendations, provide reviews, and leave comments.

Digital ethics; It refers to the examination of the technological impact on the social, political and moral sphere (Marghalani and AlQahtani, 2019, p. 3). At a basic level, it is possible to view digital ethics as principles and concepts that can be used to manage technology and data, including factors such as risk management and individual rights. In fact, these can be used to understand and resolve moral issues related to the development and application of different technologies, data solutions, and approaches in the face of various ethical challenges (Barker & Ferguson, 2022)

Digital ethics is the field of study about how technology is shaped and will shape our political, social and moral existence (Henshall, 2018). Digital ethics is about the question of what norms and values we want to achieve in a digital world in order to shape society positively through technological innovations (Mackert, 2020, p. 4).

One of the most important goals in visual communication and design is to transform the design work into a product and service after passing all the production stages and to ensure that this product is accepted by the target audience. Nowadays, almost many products face counterfeiting in the markets. Counterfeit products affect manufacturers and consumers in many ways. Although these fake products are cheaper than the original ones, they sometimes affect the consumer economically and sometimes in terms of health. A designer who does corporate work must take precautions, sometimes to be a part of the design and sometimes to remain hidden within the work, considering the safety of the visual designs she works on before it turns into a product. These measures are sometimes only visual information that the designer has knowledge of (Kısa, 2023:310-328).

Defining digital ethics and determining the ethical norms to be put forward requires defining and clarifying the areas covered by digitalization and the digital and the human or machine activities therein. A road map is also needed for the detection and analysis of interaction problems in social media, data breaches in cyberspace or problems caused or will be caused by artificial intelligence,

and violations of rights and ethical norms. The existence of such road maps in detecting and eliminating ethical violations, especially in terms of the management of education and communication processes, is one of the important elements that will provide a solution. The reason for this is that the speed of legal regulations and related legal transactions cannot keep up with the technological speed. While the regulation of permanent and rapid change, that is, the functioning of the mechanisms that will enable the emergence and implementation of the legal norm, becomes difficult, the ethical field aims to reveal the values and norms of right action by giving people the chance to question what they can and cannot do.

Using data for personal advertising and content production by dividing it into certain categories and presenting this content to users is possible thanks to artificial intelligence and algorithms. This personalized world provided by digitalization also allows the identification of users who can be manipulated by companies. Even though the information to be provided to a social media platform during the design phase may seem like an easy way to bring together users with the same interests and similar tastes, evaluating this data in terms of usage causes different problems to arise.

New technologies such as programmatic advertising lead to complex processes with significant ethical and reputational implications. Therefore, there is a need to adapt talents in the rapidly evolving advertising industry in digital media.

Studies have identified major contradictions between the opinions of professionals and the perceptions of users, and it has been observed that there are various professional and functional difficulties in the responsible use of these tools and the ability to determine their consequences (Martinez-Martinez, et al., 2017). However, how much importance consumers attach to data privacy is a widely debated question. There is a strong group of privacy activists who care deeply about data privacy and have voiced concerns to regulators about their data being misused in advertising.

But when it comes to mass public opinion, media industry opinions indicate that consumers may care as much about this issue if they truly understand how their data is used to buy and trade advertising on the open exchange (Davies,2019).

Junk mail has also started to create an increasingly disturbing environment. Commercially-inflated emails should be significantly reduced and advertisers should regularly pay first-class postage rates

for commercial messages. If businesses paid their fair share of commercial mailings, the discount rates would remain the same for nonprofits and the rates would be even lower for magazines. Telephone advertising should be strictly prohibited because it is used without permission. Computer-based phone advertising is completely disturbing and there is no reason why it should be allowed.

In the development of the Value-Based Digital Ethics Model, digital communication, cyberspace and artificial intelligence, which are three areas where digitalization is active, were considered as the field of activity of digital ethics as smart systems, and it was determined that the violations in these areas were the problem areas of digital ethics. The scope of digital ethics is classified as design, use and social impact. After these activities and scope areas were determined, a research was conducted on the digital values and norms in the literature. Based on the data obtained, five main and twenty-four sub-values/norms were determined. The 24 subnorms of the five main values/norms (Floridi & Cowls, 2021), classified as usefulness, harmlessness, justice, autonomy and openness, can be seen in the image below.

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Figure 1: Schematic Representation of the Digital Ethics Model
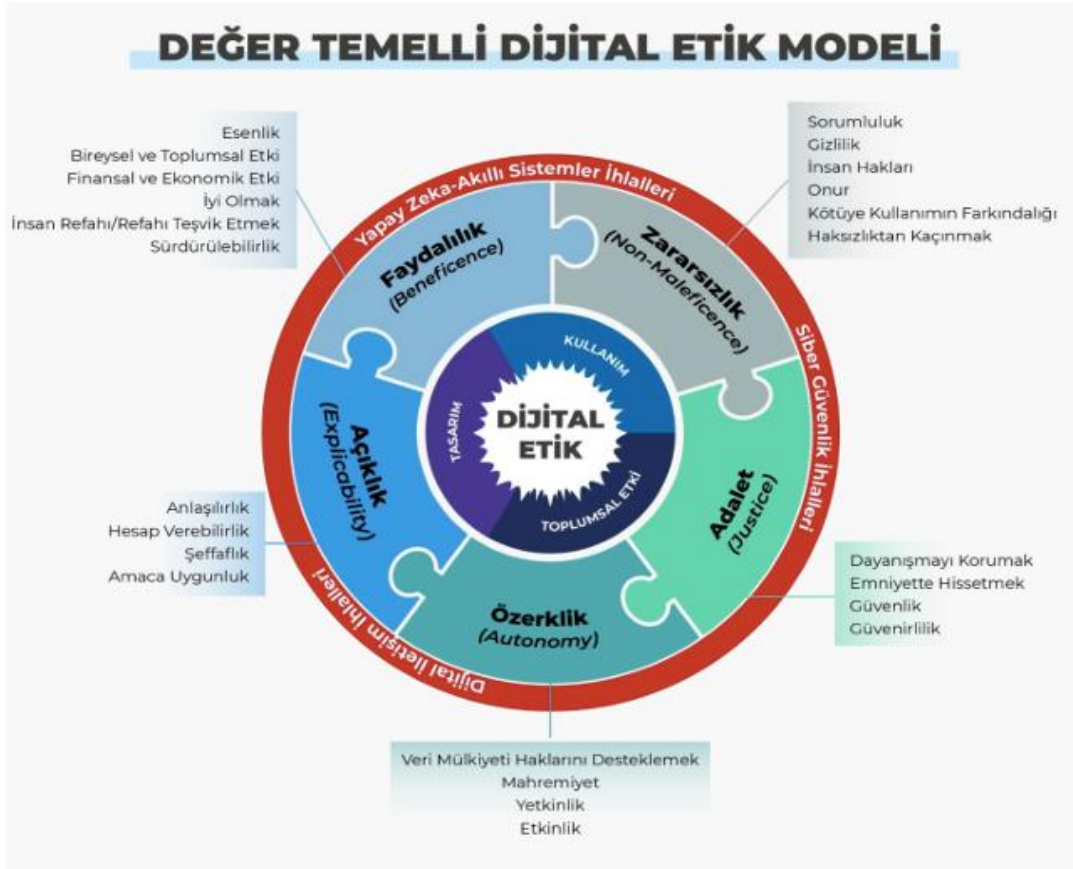
Source: Journal of Media Literacy Research, 2022, Volume: 1, Issue: 1, 2022, Dr. Alaattin Aslan

Especially in situations with high social impact, such as elections in the political arena, manipulating voters using data seems ethically problematic. When the case is carefully examined, it is understood that the information provided by Facebook users was used to create profiles and the values and norms of being individually and socially beneficial were violated. It has been revealed that the information obtained by social media platforms, which are used to communicate and benefit from socializing, can be used to change election results individually and socially.

The harmlessness value of digital technologies has revealed the possibility of being exposed to propaganda to commit injustice, as it has been revealed that the information obtained can be misused, and has caused privacy concerns. The value of fairness is that the resulting data breach violates the norm of feeling safe and makes people think that they are not safe. Because it is understood that the platforms use the information they obtain to create a profile and that this profile is exposed to propaganda through the same communication platform in order to change the voting

practice, causing the reliability of digital systems to be destroyed. It is understood that the collection of people's information by data agents and the lack of feedback on which data will be used leads to the disregard of data property rights and the violation of the value of autonomy due to the disregard of privacy (including feelings and thoughts). The use of data to be collected for personality analysis for political propaganda purposes reveals that the norm of transparency and the existence of platforms that are not used in accordance with the purpose are violated, and the value of openness is violated.

Advertising in Digital Media

Digital media advertisements are not only a medium for the sale or promotion of a product or service, but also a platform where corporate advertising activities that contribute to brand image and reputation are carried out. The ability to use two types of advertising together to support product, service and corporate image can be considered one of the most important advantages of new media advertising compared to traditional advertising.

Nowadays, consumers spend more and more time on the internet. They have constant opportunities to connect with people, organizations, and brands at work, at home, and on mobile apps. Social media platforms are emerging as digital communication channels through which consumers learn, share information, and interact with brands through which they think, buy, and evaluate.

Companies that constantly engage with consumers using social media have proven that such a relationship can be used to strengthen brand strength and durability, and companies can achieve positive returns from their digital media investments (Hudson, et al., 2016).

For example, clicking on banner ads that promote a product or service by the target audience directly leads to corporate websites that can be considered as the virtual store of the institution. For this reason, it offers two different services together that both increase corporate awareness and contribute to sales activities by promoting products with a single advertisement.

The rise of new media creates vast opportunities for new business models. Today, consumers can do more on Facebook and MySpace than retailers on eBay, media producers and managers on YouTube, writers on Wikipedia, and reviewers on Amazon and Tripadvisor. Therefore, digital

media also allows users to develop and distribute their own offers. (Hennig-Thurau, et al., 2010). Digital innovations of the last decade have enabled audiences to communicate with each other effortlessly (Deighton and Kornfeld, 2009).

With the increase in technological opportunities, new media has become people's daily life practices and has surrounded every aspect of social life. These channels have also greatly influenced the advertising industry, which plays a functional role for the consumer society. While institutions turned to promotional activities in new media as well as traditional media to promote their products and services, people began to actively participate in these channels and carry out their consumption activities intensively.

While in the traditional media, which includes written, audio and visual media tools, limited content is presented due to the technological features and organizational structure of the users, in the new media, various content can be presented by placing links on audio, graphics, pictures and articles. The advantage of new media is that it can provide current information or news to users quickly (Carlson, 2005).

The rise of new media creates vast opportunities for new business models. Today, consumers can do more on Facebook and MySpace than retailers on eBay, media producers and managers on YouTube, writers on Wikipedia, and reviewers on Amazon and Tripadvisor. Therefore, digital media also allows users to develop and distribute their own offers. (Hennig-Thurau, et al., 2010). Digital innovations of the last decade have enabled audiences to communicate with each other effortlessly (Deighton and Kornfeld, 2009).

Programmatic Advertising Media and Applications

Programmatic ads, which are used very effectively today, exist as a technology that automates advertising buying and selling on digital platforms. Programmatic buying brings together publishers and advertisers on ad exchanges such as Google AdX. In the programmatic ecosystem, display ad impressions are automatically bought, sold and published via auction, in accordance with the advertiser's desired criteria, targeted audience and price offer. Through programmatic ads, advertisers can access a wide range of publishers on ad exchanges, where most ad networks are located. Publishers have the opportunity to make detailed targeting such as location, user behavior,

demographic characteristics, user interests, etc. on the ad exchanges they access. With detailed targeting options, advertisers can achieve a higher return on investment (ROI) than display ads. In programmatic methods, advertisers also have the advantage of being able to choose the areas they want to advertise in the inventory they purchase, that is, on publisher websites (Şengül, 2020: 104-105).

In programmatic purchasing, display advertising spaces of online publishing websites can be purchased with the agreement of the advertiser and the publisher, and advertisements suitable for the targeted audience can be displayed. In the programmatic ecosystem, advertisements within the scope of display advertising on social media, mobile and online platforms; can be published with programmatic purchasing as banner ads, rich media and video ads. With programmatic advertising, advertisers can advertise by purchasing advertising space on any online or mobile medium that has display advertising. In programmatic advertisements, advertising broadcasts are focused on the user (target audience) rather than the medium. Therefore, focusing only on certain websites can cause major performance losses in the advertising campaign. However, the advertiser can choose the sites they do not want to broadcast by creating a list of objectionable websites within the campaign, if they wish (IAB Türkiye, 2017: 11).

With smart televisions that can connect to the internet rapidly entering our lives, our televisions are now emerging as channels that can broadcast digital advertisements. Although programmatic television advertisements have a small portion of digital video advertisements, they have an important position in terms of influencing people directly from television. Although it is difficult to target and determine some standards on smart televisions, they attract the attention of advertisers (Verna, 2018).

As digital advertisements grow every year, digitalized billboards, that is, DOOH (digital out of home advertisements) advertisements, can also be integrated with programmatic advertisements. In advertising displays on indoor and outdoor digital billboards, targeting can be made according to weather conditions, location and target audience with programmatic purchasing, and broadcasts can be made on digital screens with messages that can change at any time. Thus, it is seen that there is a transition from classical media purchasing to programmatic in traditional outdoor advertising areas (Çalışkan, 2019).

Programmatic Advertising Applications

Programmatic entered the internet world as an experimental marketing technology in its initial stages, but with the developing and changing technology, it has become a very important actor in both online media buying and online media sales. It has made factors such as viewability, which has just been included in the online advertising jargon, an important factor in the online advertising ecosystem, while it was not yet in the internet advertising jargon, it has introduced technological concepts such as multi-device, third-party data, real-time auction into the internet advertising ecosystem. Programmatic internet advertising is a type of advertising that brings together the publisher and the advertiser through advertising exchanges through data-based, instant offers (IAB Turkey, Programmatic Efficient Purchasing in Milliseconds, Access: https://www.iabturkiye.org/UploadFiles/Reports/programatik05072017170851.pdf,AccessDate: 05.05.2019).

Programmatic internet advertising is the method that makes mediaa buying and media selling smart after the data is analyzed and interpreted with the use of technology, targeting. Essentially, the aim is to increase efficiency. The method works on the principle of user and behavior. Analyzed user movements and the resulting data provide access to the right audience by targeting. As a result, advertising effectiveness and conversion increases (IAB Turkey,ProgramaticEcosystem,Access:https://www.iabturkiye.org/UploadFiles/PageFiles/Progra matik_Ekosistem1072018175924.pdf, Access Date: 05.05.2019).

Nowadays, people have moved away from traditional media and can easily access social media platforms and content through online applications that develop with technology. As institutions' media usage changes faster than traditional marketing, they are increasingly moving away from traditional media. With the use of the internet, people focus on searching the internet, discovering things and having fun through smart phones, tablets and computers. Individuals who spend time in this online environment from morning hours until they sleep at night, research, chat, comment and like interact while consuming visual content created for them.

During this consumption, native ads, display ads or other types of ads placed in the content are positioned much closer to the users than the ads offered by traditional media. Today's web users, that is, potential consumers, often tend to close or block (ad blocker) ads that are not related to the

content they are interested in on the page they are on. Since people's interests, attention and time are limited, users want to see content and media with high individual relevance. While this situation emerges as a need in media use, it is clear that the entire ecosystem is developing and changing towards programmatic advertising (Busch, 2016: 4-5).

Programmatic Applications for Publishers

Before programmatic advertising technology began to be used in internet advertising, publishers could only make sales within their own means. Sales potential has increased within the framework of technology combined with programmatic advertising models. With programmatic advertising models, publishers have begun to become stronger, and there is a chance to receive advertising even from advertisers who cannot be reached with their own resources. Thanks to programmatic advertising, publishers at all levels have equal access to all advertisers by being included in the programmatic world. (IAB Europe, Attitudes to Programmatic Advertising Report 2019, Access: https://iabeurope.   eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf , Access Date: 04.10.2019).

The biggest technological invention that determines programmatic advertising is the inclusion of data in all processes and the fact that the meaningful data grows and accumulates with a constantly learning machine learning. This adds the ability to act according to user experience and history. Thanks to programmatic advertising, all publishers can promise advertisers access to the right target audience, as user-specific ads are displayed regardless of the audience the publisher has. Because programmatic advertising does not act on a website or application basis, it acts on a person basis. Data-based consumer understanding and the availability of this data through programmatic methods has become a determining factor, especially for publishers that do not produce niche content, because the publisher continues to produce its content in general and present it to the entire universe, and the right advertisement is shown to the right person through programmatic networks (IAB Europe, Against Programmatic Advertising Attitudes Report 2019, Access: https://iabeurope.eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report 2019_Sept-2019.pdf, Access Date:04.10.2019).

Programmatic for Agencies

Media planning agencies are institutions where purchases regarding internet advertising are made for advertisers. These institutions start working towards their goals after receiving the relevant authorization certificate from the advertiser. Before the programmatic ecosystem, the prediction system was used in internet advertising. According to this system, the audience of the site is actually tried to be estimated and after this estimation, the target audience is determined and the purchase is made. However, after the programmatic purchasing power came to online advertising, agencies have made great progress in terms of performance. The programmatic advertising ecosystem gives agencies the opportunity to make purchases from the entire internet universe in line with their target audience. (IAB Europe, Attitudes Towards Programmatic Advertising Report 2019, Access: https://iabeurope.eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf , Access Date: 04.10.2019).

Agencies can enter auctions and private auctions and make a purchase in the inventories opened by publishers. In all systems where DSP, API, DMP and ad servers are used, DSPs act integrated with ad exchanges and SSPs. Analysis can be performed through purchasing methods and optimization can be made if necessary. Additionally, agencies making technological investments can use Trading Desk; Trading Desks are platforms used by agencies that make programmatic media buying, it allows to enhance and improve advertising performance. It offers services not only at the media planning and purchasing stage, but also to analyze campaign results, create reports and carry out all communication processes through online machines. (IAB Europe, Attitudes Towards Programmatic Advertising Report 2019,Access:https://iabeurope.eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf, Access Date: 05.10.2019).

Programmatic for Advertisers

Programmatic internet advertising purchasing is the purchase of classical internet advertising made by software on machines rather than by human hands. In traditional internet advertising, the parties involved in meeting each other, making orders and reservations, and ultimately making the purchase are all done through machines other than programmatic direct, in the programmatic

direct, these operations are carried out by human hands, but again through machines through user interfaces. (IAB Europe, Attitudes to Programmatic Advertising Report 2019, Access: https://iabeurope. eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf, Access Date: 05.10.2019).

One of the most important features of programmatic advertising is that it is fast and effective. The trust problem that existed in bulk purchases made outside of reputable publishers in the old order has disappeared with programmatic purchasing power. Advertisers have the opportunity to broadcast safer and more effectively. Programmatic platforms are constantly renewing and improving themselves with developing technology. This provides advertisers with new reporting metrics and the ability to draw conclusions with advanced analysis. (IAB Europe, Attitudes to Programmatic Advertising Report 2019, Access: https://iabeurope. eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf, Access Date: 05.10.2019).

The ability of programmatic tools to integrate with each other along with the power of the internet infrastructure has added extra power to advertisers. Thus, they can make purchases from all platforms, and these purchases can be made by the relevant departments without verification such as security testing, manual ordering, transparency detection, etc., which gives them the opportunity to focus directly on business. Additionally, campaign conversion rates increase with audience and segment-based targeting features. (IAB Europe, Attitudes to Programmatic Advertising Report 2019, Access: https://iabeurope. eu/wp-content/uploads/2019/09/IAB-Europe-Attitudes-to-Programmatic-Advertising-Report-2019_Sept-2019.pdf, Access Date: 05.10.2019).

Relationship Between Consumer Behavior and Programmatic Advertising

When we look at its beginnings, it can be seen that programmatic advertising entered the internet world as an experimental marketing technique, but with the development and change in technology, it has become a very important factor in both online media purchasing and online media sales. It has transformed elements such as viewability into an important factor in the literature on internet advertising, and has also pioneered the inclusion of concepts such as multi-device, third-party data and real-time auction in the world of internet advertising. In this context,

programmatic advertising refers to the type of advertising that brings together publisher and advertiser parties on advertising exchanges with data-based, instant offers (IAB, 2019).

The most basic feature of programmatic advertising is that it can analyze consumer behavior and is data-oriented (Mete, 2021: 436). It can be said that programmatic advertising is more advantageous than traditional advertising in many aspects. It has benefits such as providing control power and optimizing. The goals of traditional advertising and programmatic advertising are the same. These include delivering advertising messages to customers, informing them about the product, and creating a positive perception at the end of these processes. These transactions encourage purchasing in the long term (Sürücü, 2021: 22).

Consumer demands and needs are the building blocks of marketing. With the influence of continuous developments, the needs of consumers are changing rapidly. The ability to provide consumers with messages that suit their speed and lifestyle at the right time and in the right place are among the advantages of programmatic advertising over traditional advertising. Mobile devices are becoming an indispensable part for consumers. When using location-based services, past shopping data is automatically displayed. Thus, the right product is delivered to the potential customer in the most personal way. According to the study by Cömertpay (2019: 67); when the relationship between programmatic digital advertising and non-programmatic digital advertising encountered by consumers was examined in terms of brand awareness, it was concluded that there was a significant relationship between them. It has been determined that the products in advertisements designed with the programmatic advertising purchasing model are approximately 36% more likely to be purchased compared to other products. As a result, it is seen that programmatic advertising not only changes the definition of traditional advertising, but also creates a positive effect on consumer behavior by increasing the interaction between the consumer and the advertisement.

When programmatic advertising is evaluated in terms of consumer behavior; In addition to its many advantages, it also has disadvantages. It is also known that in online or digital platforms it has some drawbacks, especially regarding the confidentiality of personal information (Zeren and Keşlikli, 2019: 322). When we look at attitude research regarding programmatic advertising, we see that some consumers find these advertisements useful, while others see them as a violation of privacy. It can be stated that it has been observed that privacy concerns increase when sufficient

information is given to the consumer regarding the advertisements in question. In general, users; are uncomfortable and concerned about the use of their personal data, for this reason, it was determined that they had a negative attitude towards such advertisements and their purchasing intentions for the product decreased (Gökdemir, 2019: 28).

New technologies such as programmatic advertising lead to complex processes with significant ethical and reputational implications. Therefore, there is a need to adapt talents in the rapidly evolving advertising industry in digital media. Studies have identified major contradictions between the opinions of professionals and the perceptions of users, and it has been observed that there are various professional and functional difficulties in the responsible use of these tools and the ability to determine their consequences (Martinez-Martinez et al., 2017: 206).

However, how much importance consumers attach to data privacy is a widely debated question. There is a strong group of privacy activists who care deeply about data privacy and have voiced concerns to regulators about their data being misused in advertising. But when it comes to mass public opinion, media industry opinions indicate that consumers may care as much about this issue if they truly understand how their data is used to buy and trade advertising on the open exchange (Davies, 2019).

In line with this information, in order for consumer attitudes and behaviors to be positive, the opportunities of programmatic advertising must be used correctly. According to studies on the subject, programmatic advertising has the potential to provide online consumers with appropriate and accurate advertising while using their own devices. Programmatic advertising makes ads accessible not only on online platforms but also within social networks or mobile applications. The most important benefit of this technique is that advertisers can make more narrowly defined and purposeful targeting by knowing, tracking and analyzing their target audiences closely, thus ensuring that the most accurate target audience is reached. In this way, it is possible to deliver the right content to the right people at the right time.

In addition, the real-time progress of purchasing processes in programmatic advertising also offers advertisers the flexibility to use their budgets effectively and make optimizations during the process. Effective use of the budget creates a visible increase in the return on investment. Profitability can also be increased by achieving high campaign performance and reducing costs. In addition, negative emotions in consumers can be prevented by preventing them from

encountering advertisements that are not of their interest and that they constantly complain about. Thus, consumers can evaluate advertising options that are more suitable to their tastes by encountering solution suggestions that are compatible with their wishes and needs (Zeren and Keşikli, 2019: 314).

Conclusion and Evaluations

When programmatic advertising is considered in terms of consumer behavior, it has been determined that this type of advertising allows consumers to encounter messages that respond most quickly to their changing tastes and lifestyles, at the right source and time. However, along with its advantages, programmatic advertising also brings with it the issue of prioritizing the privacy of personal information.

In the attitudes towards programmatic advertising report prepared by IAB Europe in 2020, programmatic purchasing continues to rise all over the world. However, the lack of knowledgeable human resources within the system, the lack of access to quality data, the increase in data costs, the transparency element within the system, the security of the data used, and concerns about brand security emerge as barriers within the programmatic ecosystem (IAB Europe, 2020).

Although research shows that the privacy of personal information is their most important sensitivity on all platforms related to digital media, it cannot be said that consumers' actions online or on digital platforms reflect this sensitivity. Therefore, future studies; It is recommended to try to understand the attitude and intention towards programmatic advertisements by focusing on issues such as individual impasse paradox, perceived risk, perceived areas of interest.

As businesses with large budgets, which can be described as media giants, follow technology closely and rapidly integrate it into their business practices, and include artificial intelligence in programmatic advertising, the share of this type of advertising in the total advertising world has increased proportionally. However, the positive results obtained with the legal steps taken against advertising fraud, especially in the last 2 years, contain positive indicators that will provide confidence to all stakeholders in the development of programmatic advertising.

Literature based on experiment and to be supported by descriptive studies; it will provide an opportunity to have a richer mindset on many issues such as understanding consumer behavior in this area, protecting privacy, enabling businesses to achieve more effective advertising policies, return on investment in advertising expenditures, contribution to profitability and customer relationships.

In addition to the target audience shopping on the digital platform, conducting the same study with implementing advertising agencies and brands will be useful in filling the gap in the literature. However, the legal gap must be fully filled and the legal foundations must be established in this field by investigating the privacy violations that occur.

Extended Abstract

Research shows that people have inconsistent and contradictory impulses to protect themselves, that is, they are in a kind of privacy paradox (Watts, 2016). In other words, privacy is no longer a social norm. Although there are legal regulations to protect personal data in order to minimize data-based abuses and privacy violations, the main responsibility in this regard falls on digital customers. In the study, firstly, the development process of the advertising industry in digital media was discussed and new advertising types were introduced. In this context, programmatic advertising, which is considered the most important innovation in the sector in the recent period, is included. Then, ethical problems in the field of advertising were discussed with reference to the concept of digital consumer.

With the emergence of digital media, the emergence of the concept of programmatic advertising and the ethical problems it has brought are quite new issues. The complex processes that innovative technologies bring to the advertising industry and the ethical problems we encounter in our daily lives are discussed within the scope of research compiled from international literature. Therefore, in the scans carried out, an attempt was made to create a synthesis from the studies carried out in the last five years, especially on data privacy violations, misuse of personal data, deceptive advertisements and marketing methods, etc., and ethical problems arising from digital media advertising were discussed with examples.

In the development of the Value-Based Digital Ethics Model, digital communication, cyberspace and artificial intelligence, which are three areas where digitalization is active, were considered as the field of activity of digital ethics as smart systems, and it was determined that the violations in these areas were the problem areas of digital ethics. The scope of digital ethics is classified as design, use and social impact. After these activities and scope areas were determined, a research was conducted on the digital values and norms in the literature. Based on the data obtained, five main and twenty-four sub-values/norms were determined. The 24 subnorms of the five main values/norms (Floridi & Cowls, 2021), classified as usefulness, harmlessness, justice, autonomy and openness, can be seen in the image below.

Programmatic advertising has both advantages and disadvantages. In the programmatic ecosystem, 'human resources, brand security and advertising fraud' emerge as three main problems. Lack of knowledgeable human resources, use of brand safety tools that ensure brand safety by preventing the advertiser's brand from appearing on an inappropriate site, ad visibility (that the ad is considered visible provided that at least 50% of the pixel area is in the active window and display ads stay on air for at least 1 second and video ads stay on air for at least 2 seconds. (IAB TR Visible Advertising Working Group, 2017), that advertising fraud is committed by counting as an advertisement has been displayed, that technology costs are a problem for advertisers and publishers, that there are difficulties in accessing quality data for agencies, opaque costs faced by advertisers emerge as a number of problems (IAB TR Programmatic Working Group, 2018).

Especially in situations with high social impact, such as elections in the political arena, manipulating voters using data seems ethically problematic. When the case is carefully examined, it is understood that the information provided by Facebook users was used to create profiles and the values and norms of being individually and socially beneficial were violated. It has been revealed that the information obtained by social media platforms, which are used to communicate and benefit from socializing, can be used to change election results individually and socially.

The harmlessness value of digital technologies has revealed the possibility of being exposed to propaganda to commit injustice, as it has been revealed that the information obtained can be misused, and has caused privacy concerns. The value of fairness is that the resulting data breach violates the norm of feeling safe and makes people think that they are not safe. Because it is understood that the platforms use the information they obtain to create a profile and that this profile

is exposed to propaganda through the same communication platform in order to change the voting practice, causing the reliability of digital systems to be destroyed. It is understood that the collection of people's information by data agents and the lack of feedback on which data will be used leads to the disregard of data property rights and the violation of the value of autonomy due to the disregard of privacy (including feelings and thoughts). The use of data to be collected for personality analysis for political propaganda purposes reveals that the norm of transparency and the existence of platforms that are not used in accordance with the purpose are violated, and the value of openness is violated.

Programmatic ads, which are used very effectively today, exist as a technology that automates advertising buying and selling on digital platforms. Programmatic buying brings together publishers and advertisers on ad exchanges such as Google AdX. In the programmatic ecosystem, display ad impressions are automatically bought, sold and published via auction, in accordance with the advertiser's desired criteria, targeted audience and price offer. Through programmatic ads, advertisers can access a wide range of publishers on ad exchanges, where most ad networks are located. Publishers have the opportunity to make detailed targeting such as location, user behavior, demographic characteristics, user interests, etc. on the ad exchanges they access. With detailed targeting options, advertisers can achieve a higher return on investment (ROI) than display ads. In programmatic methods, advertisers also have the advantage of being able to choose the areas they want to advertise in the inventory they purchase, that is, on publisher websites (Şengül, 2020: 104-105).

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