# Article information:

Data-driven digital advertising: benefits and risks of online behavioral advertising | Emerald Insight  
<https://www.emerald.com/insight/content/doi/10.1108/IJRDM-10-2020-0410/full/html>

# Article summary:

1. Online behavioral advertising (OBA) is a controversial type of advertising that activates opposing reactions on consumers' perspective.

2. Acceptance of OBA is positively related to relevance, usefulness, and credibility of the personalized advertisements, while the intention to avoid personalized ads is strictly related to privacy concerns.

3. OBA acceptance and avoidance affected the click intention on the ad and the behavioral intention that are decisive for the success of data-driven digital advertising.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article "Data-driven digital advertising: benefits and risks of online behavioral advertising" by Aiolfi, Bellini, and Pellegrini provides a comprehensive analysis of the potential benefits and risks associated with online behavioral advertising (OBA). The authors use a structural equation modeling approach to test their hypotheses through data collected from a structured questionnaire. The study focuses on the role of privacy concerns in affecting avoidance or adoption of OBA.

The article presents a balanced view of the benefits and risks associated with OBA. On the one hand, personalized advertisements can be more relevant, useful, and credible for consumers, leading to higher acceptance rates. On the other hand, privacy concerns related to data collection and use can lead to avoidance of personalized ads. The authors provide evidence that both acceptance and avoidance of OBA affect click intention on ads and behavioral intention.

One potential bias in the article is that it assumes that OBA is an innovative type of advertising based on tracking users to make insights about their potential interests. However, this assumption overlooks the fact that OBA has been around for over a decade and has faced significant criticism from privacy advocates. The authors do acknowledge some of these criticisms but could have provided a more nuanced discussion of the ethical implications of OBA.

Another limitation is that the study only focuses on individual behavior in terms of actual purchases promoted by OBA. It does not consider broader societal implications such as how OBA affects competition or how it contributes to filter bubbles where individuals are only exposed to information that confirms their existing beliefs.

Overall, the article provides valuable insights into the potential benefits and risks associated with OBA. However, it could benefit from a more critical examination of its assumptions and limitations.

# Topics for further research:

* Ethical implications of online behavioral advertising
* Criticisms of online behavioral advertising
* Impact of online behavioral advertising on competition
* Filter bubbles and online behavioral advertising
* Consumer privacy concerns in online advertising
* Alternatives to online behavioral advertising

# Report location:

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