

Native Advertising: How Mainstream News Outlets Contribute to Disinformation

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October 29, 2024

Agenda

- Examples
- Definition
- Effects on audiences and industry
- Implications for society
 - Science Misinformation
- Solutions/conclusions

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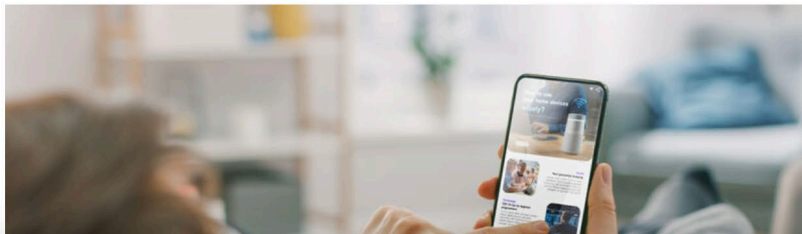
Digital, Social Media Power Gen Z Teens' News Consumption

Using smartphones and social media feeds, most Gen Z teens engage with news daily

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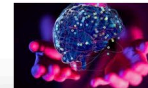
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Science leading to a smoke-free future



BY DR. MOIRA GILCHRIST, VICE PRESIDENT STRATEGIC & SCIENTIFIC COMMUNICATIONS, PHILIP MORRIS INTERNATIONAL

There is strength in numbers — this applies to every aspect of life, and science is no exception. As the past year-and-a-half has shown us, there can be extraordinary progress when scientists from a wide range of fields come together in a concerted effort. In this case, the common foe has been the global pandemic. 



AGRICULTURE | NET ZERO ROADMAPS | SUPPLY CHAIN TRANSFORMATION

For Tyson Foods, Net Zero Means Reducing Beef's Carbon 'Hoofprint'

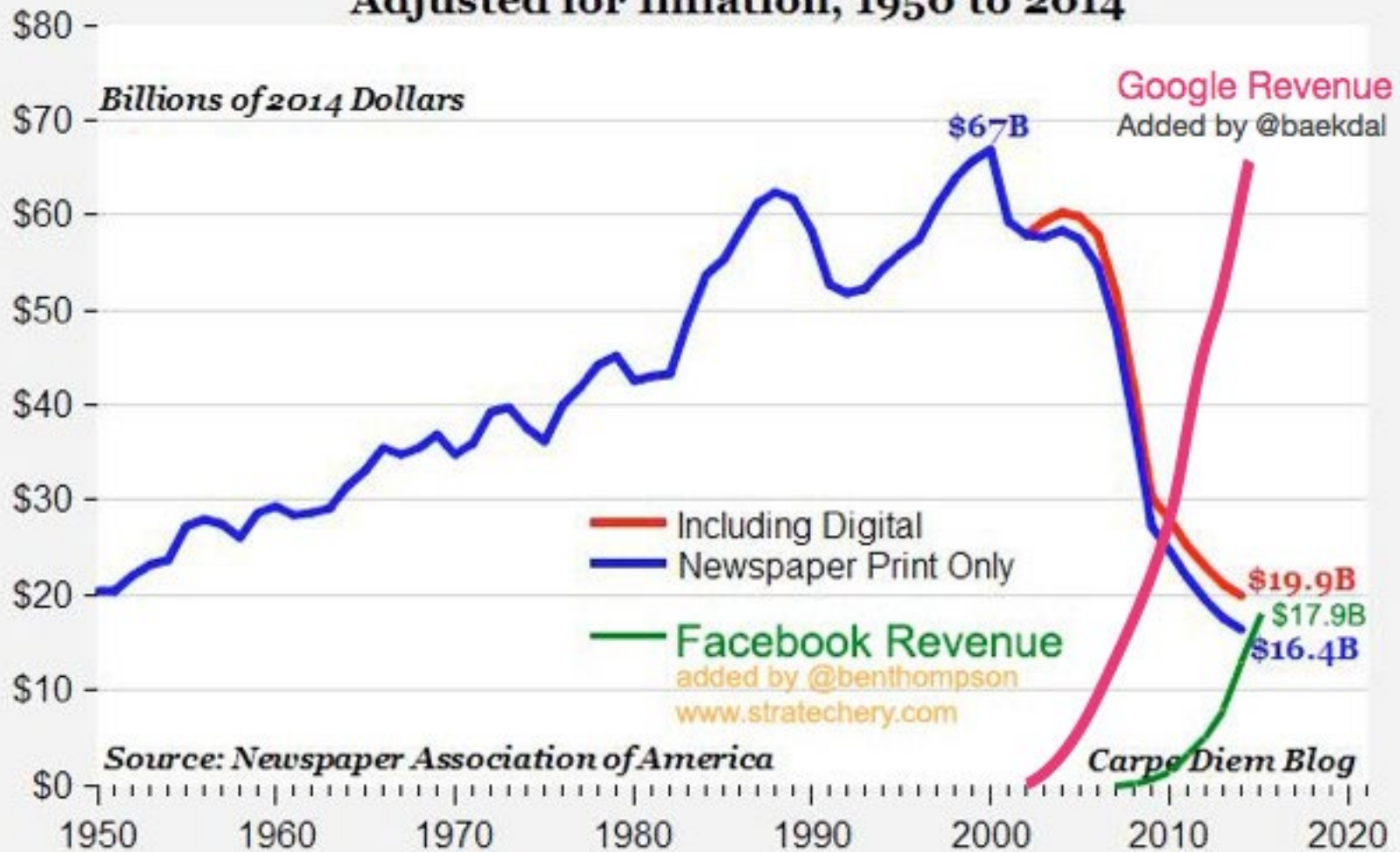
Determined to reach its net zero ambition, Tyson Foods is leveraging data and collaborating with value chain partners to bring a lower-emissions beef product to market

Native Advertising

...is a type of covert marketing practice where an ad mimics – or appears “native” to – the platform on which it appears.



Newspaper Advertising Revenue: Adjusted for Inflation, 1950 to 2014



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How Our Energy Needs Are Changing, In A Series Of Interactive Charts

More so than ever before, the United States is powered by a diverse mix of energy sources. The interactive diagrams that follow explore the past, present and future of this complex system. The first maps out the composition of our primary sources of energy — from crude oil to solar power — and their different uses. The second visualization explains how those energy sources have diversified since the 1700s. The final diagram shifts to a global view, to show how — despite growing domestic energy production — rising demand overseas is intensifying competition for all types of energy.

Written and Produced by
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What Kinds Of Energy We Use And
What We Use It For



When Key Energy Sources Entered
The Mix And How They've Evolved



Where Global Demand Is Highest
And How It Will Grow



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For Release

FTC Issues Enforcement Policy Statement Addressing “Native” Advertising and Deceptively Formatted Advertisements

FTC Staff Also Releases Business Guidance on Native Advertising

December 22, 2015



Tags: [Consumer Protection](#) | [Bureau of Consumer Protection](#) | [Office of Technology Research and Investigation \(OTech\)](#) | [Advertising and Marketing](#) | [Online Advertising and Marketing](#)

The Federal Trade Commission today issued an enforcement policy statement explaining how

Related actions

[Commission Enforcement Policy Statement on Deceptively Formatted Advertisements \(Federal Register\)](#)

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CAN YOU SPOT SPONSORED CONTENT? PROF. MICHELLE AMAZEEN'S STUDY REVEALS FEW OF US CAN



In today's ever-shifting online media landscape, "native advertising"—sponsored content that is integrated into a publication without being readily recognizable as promotional—has become increasingly commonplace across digital

news platforms. The question then arises: How do individuals perceive native advertisements and are they able to differentiate them from non-promotional editorial content?

Testing Native Advertising Disclosures

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America's smartphone obsession extends to mobile banking

by DAVID RABINOWITZ
Nov 29, 2016, 9:25am EST

Partner Content

[BFT] - There's no denying it -- smartphones have become essential to daily life. From the smallest to the most complex of tasks, we've adopted a mobile-first mindset. For an increasing number of adults, this means their smartphone is never too far out of reach.

In fact, if you're like most Americans, your smartphone is your first and last interaction of the day. Nearly 71 percent of consumers sleep with their smartphones nearby and 35 percent say it's the first thing they reach for in the morning, according to the second annual Bank of America Trends in Consumer Mobility Report. What's more, 36 percent report checking their mobile devices "constantly," and 38 percent never disconnect from their smartphones.

The survey, which explored broad mobile trends and banking behaviors among adults across the country, found the need for constant connectivity also extends to banking. Of those respondents who use a mobile banking app, 62 percent say they access it a few times a week or more, while 20 percent check once a day or more.

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Source: Amazeen & Wojdyski, 2020

1974

Journalism 21(12)

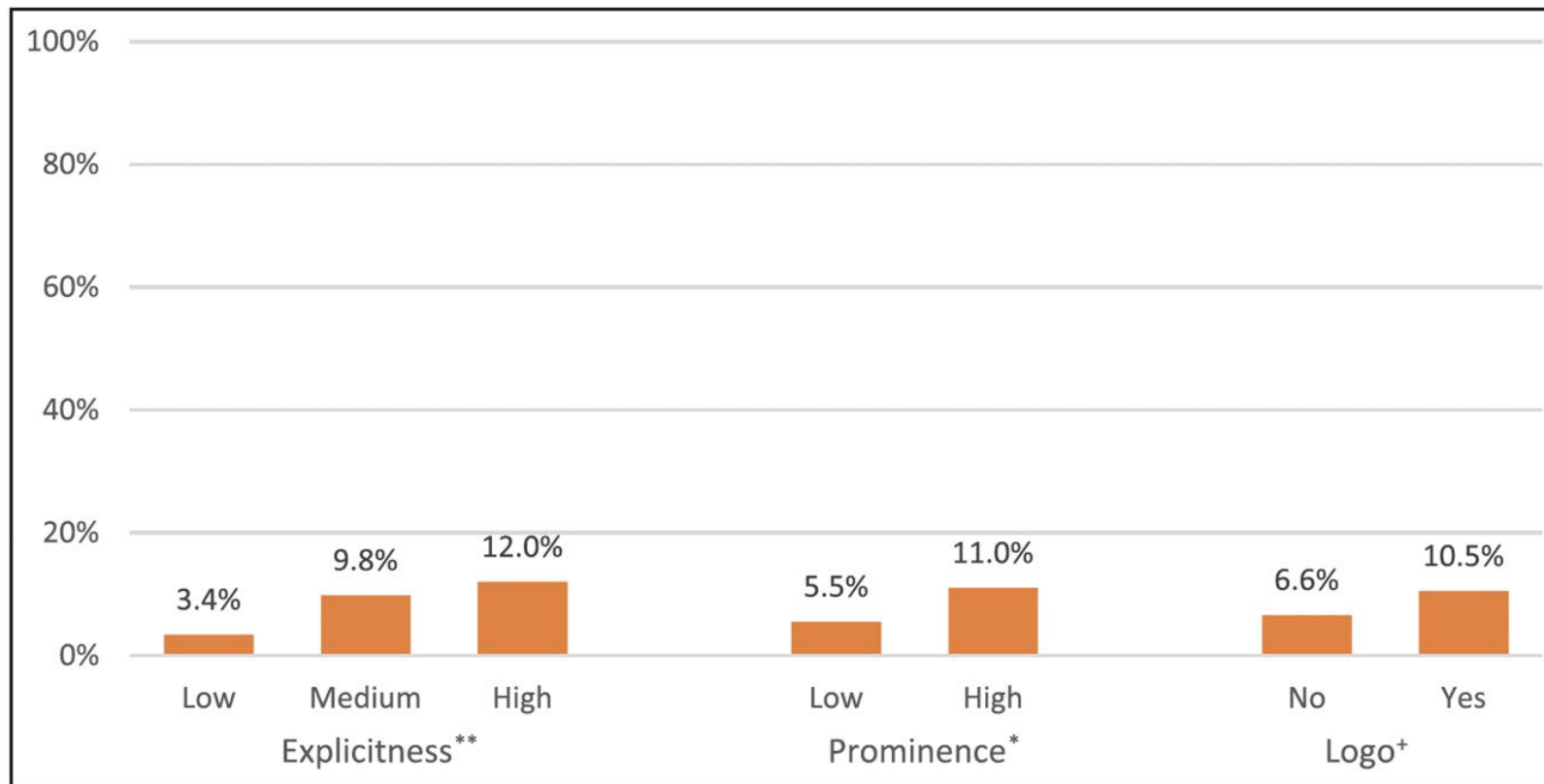


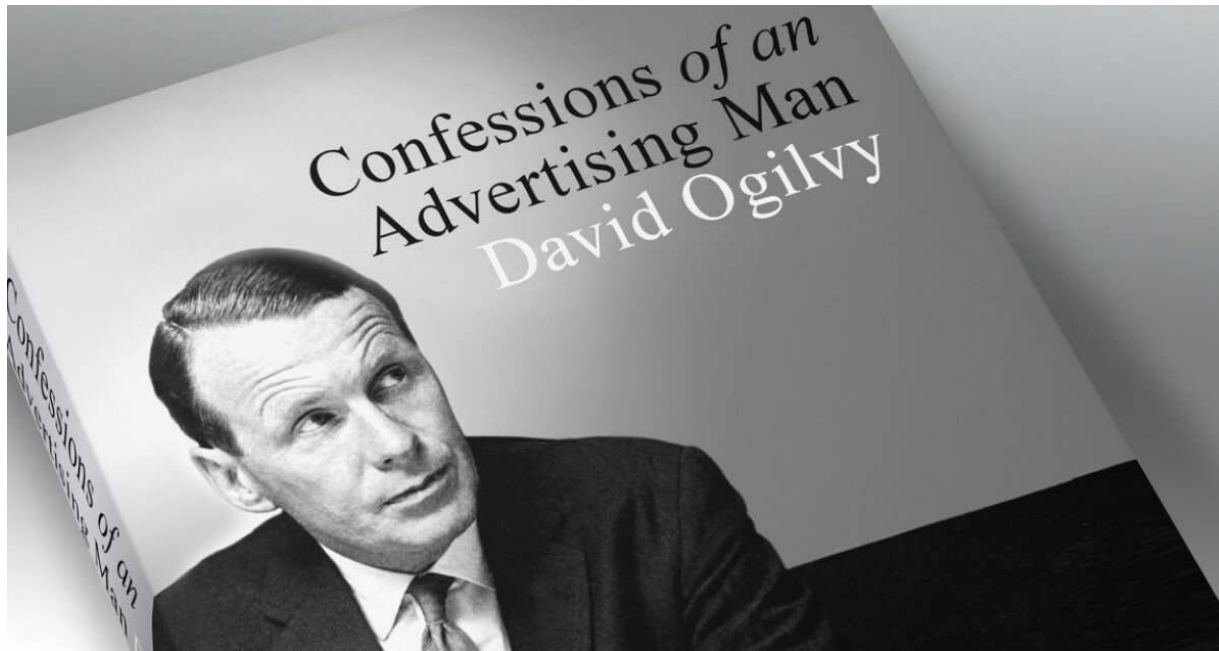
Figure 2. Native advertising recognition by disclosure characteristics ($N=738$).

+ $p < .10$; * $p < .05$; ** $p < .01$.

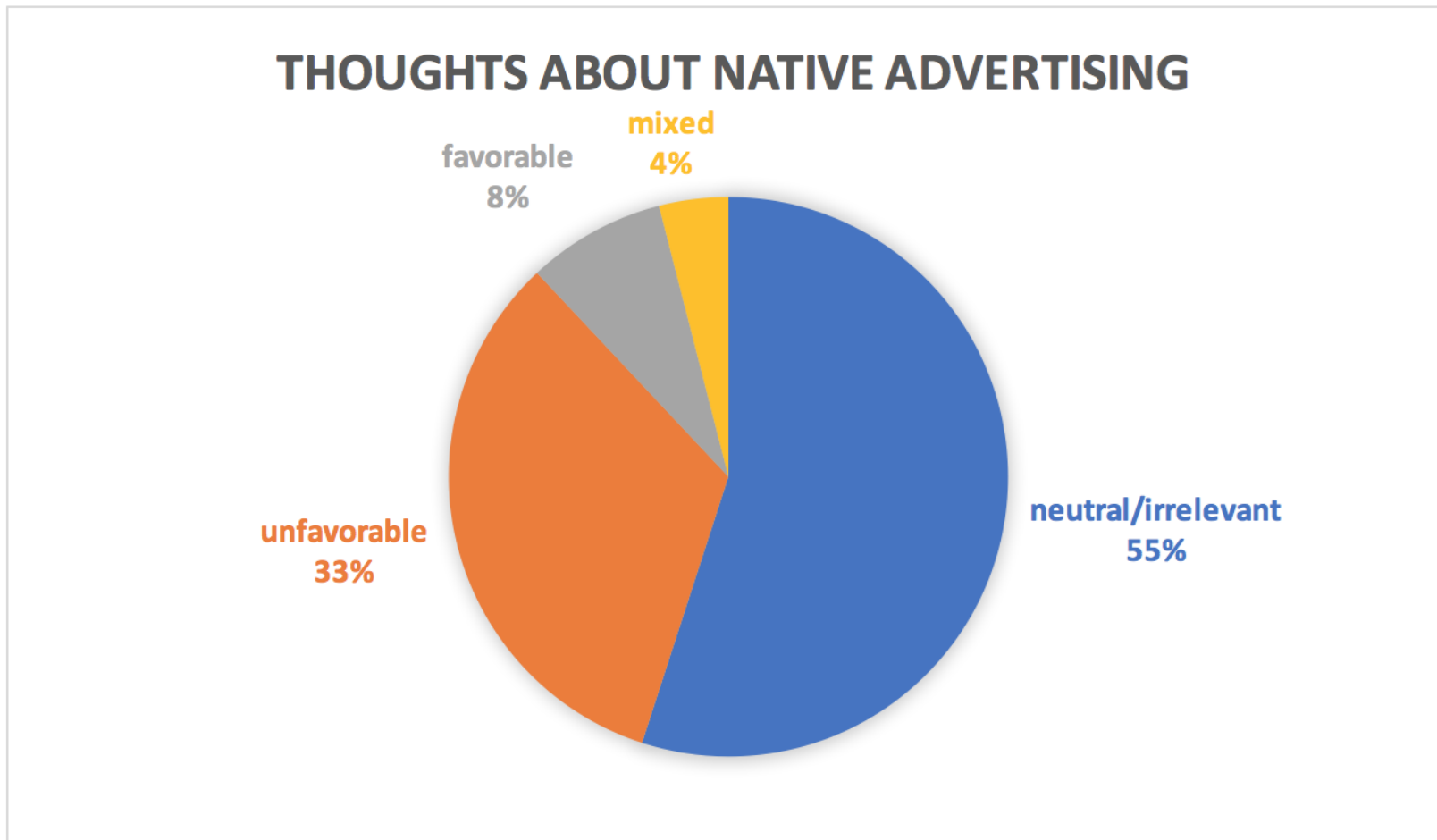
Source: Amazeen & Wojdyski, 2020

Boston University College of Communication

“There is no need for advertisements to look like advertisements. If you make them look like editorial pages, you will attract about 50 per cent more readers. You might think that the public would resent this trick, but there is no evidence to suggest that they do.”



More than half of respondents offering thoughts about native advertising were indifferent.



Note: N = 528.

Source: American Press Institute study conducted Jan. 26 – Feb. 9, 2017 with 800 adults nationwide.

Negative Thoughts

Concern with credibility/trustworthiness:

- “Makes me think article is biased and therefore lacks credibility.”
- “I am new to native advertising, but I feel that some information could be inaccurate or skewed.”
- “Very misleading and bad for a trustworthy news organization.”

Negative Thoughts

Concern with deception:

- “It is a deceitful tactic, otherwise I would not entertain a glance at this page.”
- “Don't like it - I feel like it's duping the consumer and the news site isn't being an honest broker by not specifically calling out that it's an ad.”
- “It's manipulative and dishonest.”

Negative Thoughts

Concern with “fake news”:

- “A terrible way of manipulating the public into believing fake news.”
- “The epitome of fake news.”
- “Dishonest, fake news; fraudulent.”

Favorable Thoughts

Conditional:

- “Fine as long as it is stated clearly.”
- “Advertorials and native advertising can be good if FTC regs are adhered to.”
- “As long as it was marked as advertising then it is fine.”

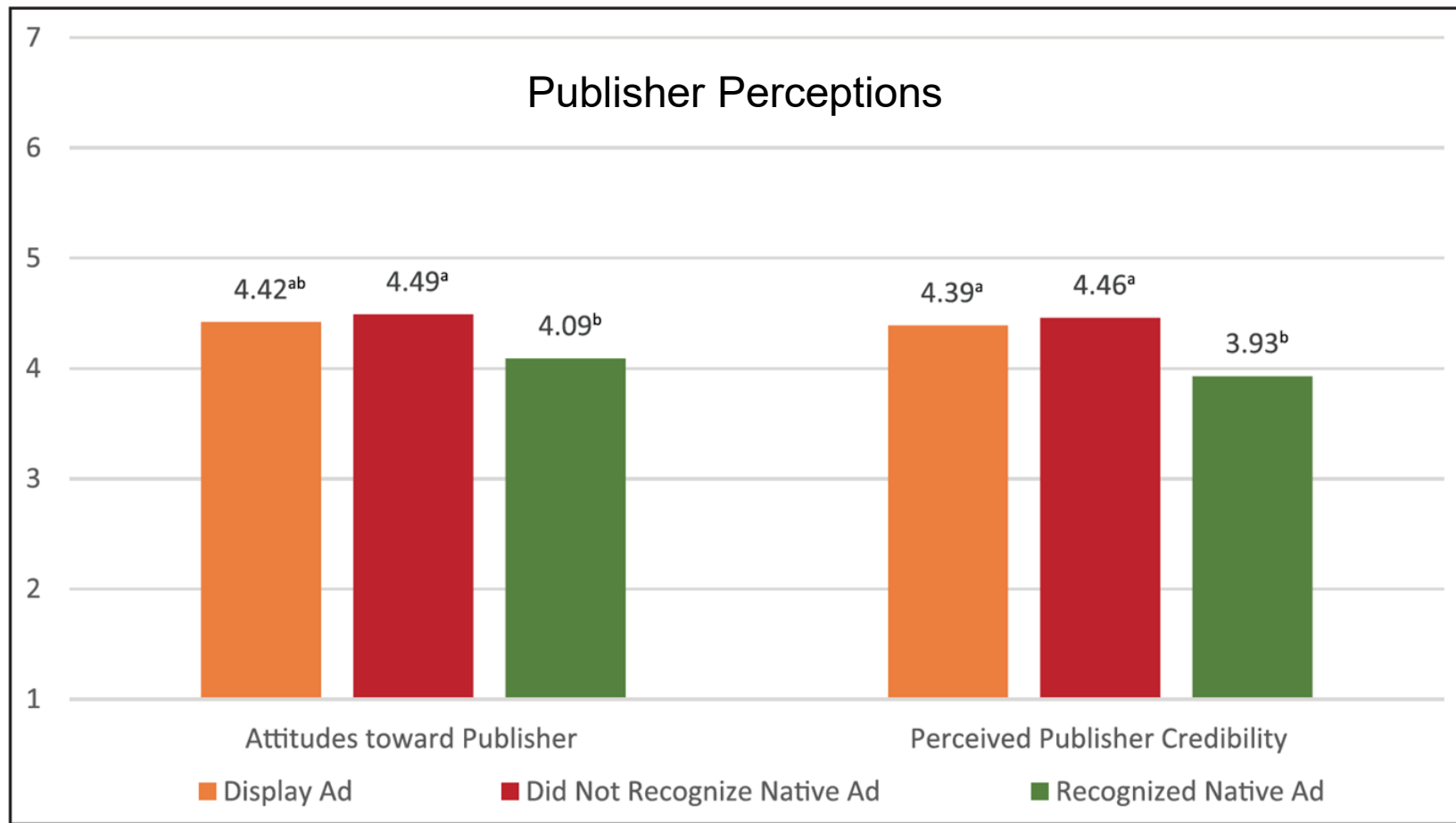


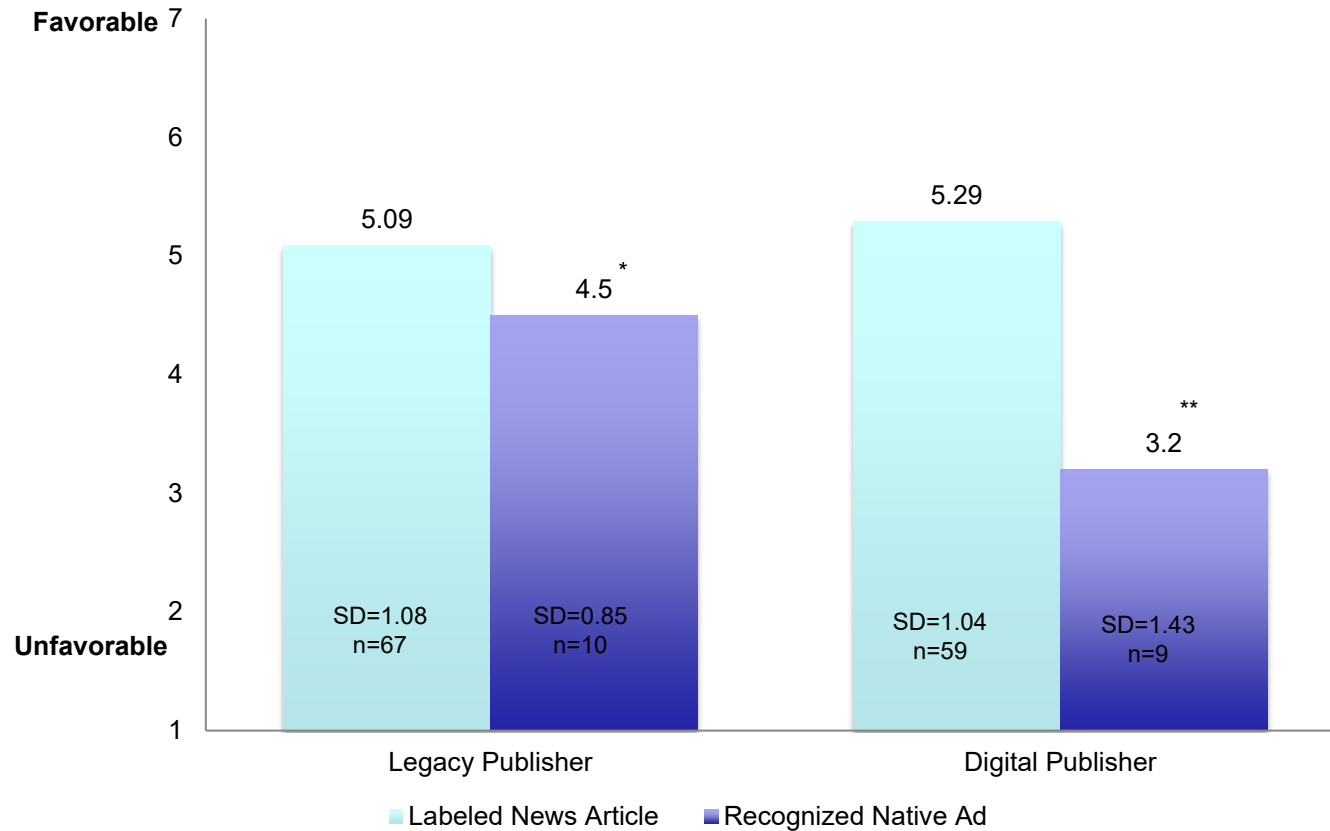
Figure 3. Publisher evaluations by content type.

$N = 759$. Superscripts with different letters denote statistical significance at a minimum $p < .05$.

Source: Amazeen & Wojdyski, 2020

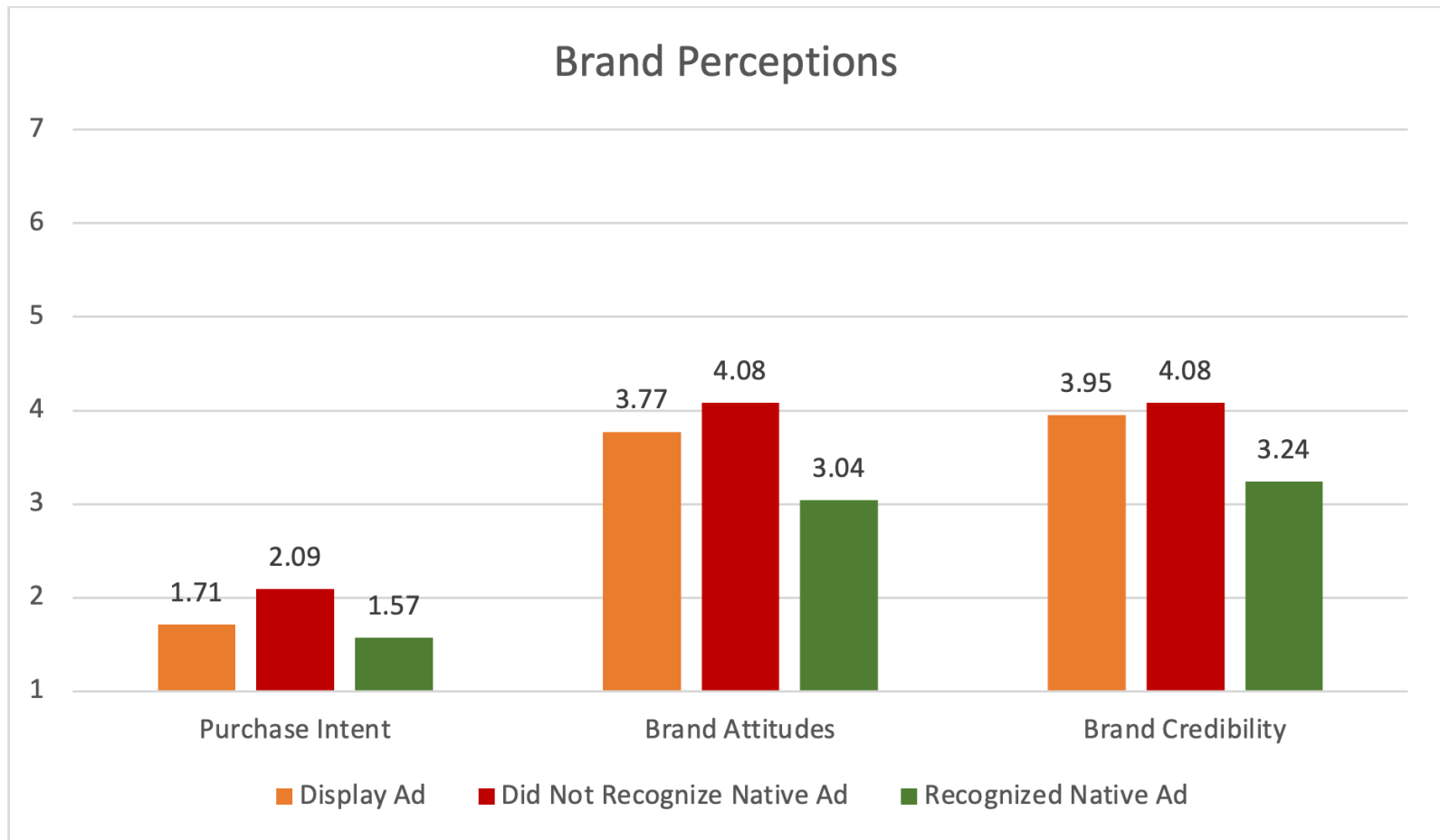
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Effects of Native Advertising Recognition on Attitudes Toward Publisher



Source: Amazeen & Muddiman (2018); * $t(75)=1.65$, $p \leq .10$, ** $t(66)=5.34$, $p < .0001$

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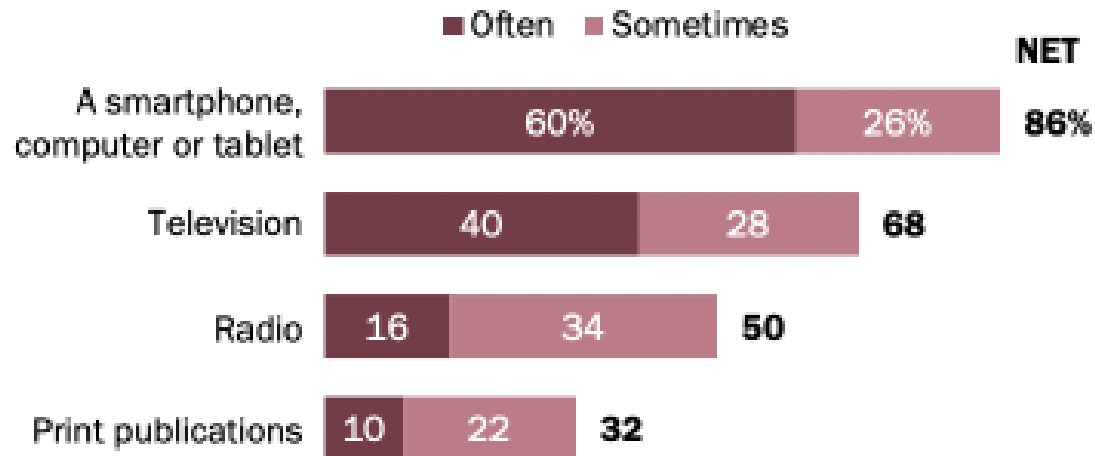


Source: Amazeen & Wojdyski, 2017; N = 800

Digital Platforms Disrupt Traditional News

Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...



Source: Survey of U.S. adults conducted Aug. 31-Sept. 7, 2020.

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Digital Journalism

ISSN: (Print) (Online) Journal homepage: <https://www.tandfonline.com/loi/rdij20>

Native Advertising in a Mobile Era: Effects of Ability and Motivation on Recognition in Digital News Contexts

Michelle A. Amazeen

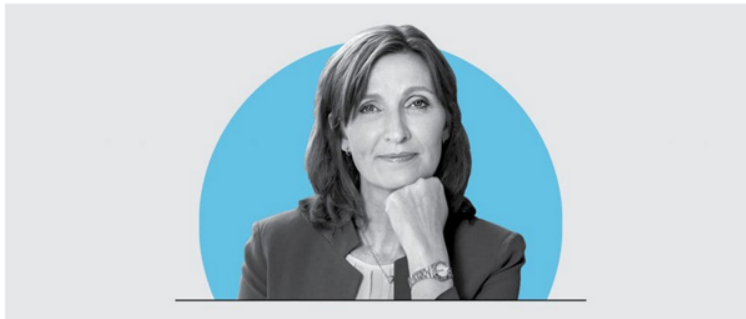
To cite this article: Michelle A. Amazeen (2021): Native Advertising in a Mobile Era: Effects of Ability and Motivation on Recognition in Digital News Contexts, *Digital Journalism*, 9(1), 1-15. [10.1080/21670811.2020.1860783](https://doi.org/10.1080/21670811.2020.1860783)

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Lost Amid Misinformation: Real People, Real Science, Real Progress

By Dr. Molra Gilchrist, Vice President, Strategic & Scientific Communications, Philip Morris International
MAY 25, 2021



We often think that misinformation and disinformation are online phenomena, with fake news and conspiracy theories only occasionally spilling over into real life. The reality is that these threats to progress are not confined to online peddlers of the unreal; they have real-world consequences that hurt real people.

As a scientist working for Philip Morris International (PMI), I see the spread of misinformation nearly every day—from poorly executed scientific studies and results skewed by bias to misleading headlines. I personally have been subjected to intimidation tactics grounded in misinformation that unfortunately have achieved

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#PAID CONTENT APRIL 27, 2021 / 8:56 PM / UPDATED A YEAR AGO

We Cannot Let Misinformation Get in the Way of Progress

Paid for and posted by Philip Morris International

4 MIN READ



By Dr. Moira Gilchrist, Vice President, Strategic and Scientific Communications, Philip Morris International

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Lost Amid Misinformation: Real People, Real Science, Real Progress <https://www.washingtonpost.com/brand-studio/wp/2021/05/25/lost-amid-misinformation-real-people-real-science-real-progress/> |



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Lost Amid Misinformation: Real People, Real Science, Real Progress
By Dr. Moira Gilchrist, Vice President, Strategic & Scientific
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We Cannot Let Misinformation Get in the Way of Progress



We Cannot Let Misinformation Get in the Way of Progress

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ISSN: (Print) (Online) Journal homepage: <https://www.tandfonline.com/loi/rjos20>

Sharing Native Advertising on Twitter: Content Analyses Examining Disclosure Practices and Their Inoculating Influence

Michelle A. Amazeen & Chris J. Vargo

To cite this article: Michelle A. Amazeen & Chris J. Vargo (2021) Sharing Native Advertising on Twitter: Content Analyses Examining Disclosure Practices and Their Inoculating Influence, *Journalism Studies*, 22:7, 916-933, DOI: [10.1080/1461670X.2021.1906298](https://doi.org/10.1080/1461670X.2021.1906298)

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Published online: 30 Mar 2021.

New forms of advertising raise questions about journalism integrity

Published: February 4, 2022 8.08am EST

The screenshot shows a Washington Post article titled "Banking on cleantech". The article is sponsored by Wells Fargo, as indicated by the "CREATIVE GROUP Content from Wells Fargo" banner. The article features an illustration of a city skyline with solar panels and wind turbines, overlaid with a network diagram of blue nodes and lines. The text discusses the rise of cleantech startups in the early 2000s, the subsequent decline in venture capital interest, and the role of Wells Fargo in filling the funding gap through its Innovation Incubator program, which is co-administered by NREL.

Banking on cleantech

The term cleantech first emerged in the early 2000s during a broad push among startups to create innovative solutions to environmental concerns. After roughly a decade of boom and bust—peaking in 2011 with \$7.5 billion in investments—venture capital interest in early-stage cleantech companies dropped off in 2012. The prevailing view at the time was that these startups were a bad bet: the technology was too expensive to develop.

Yet as the reality of mass urbanization came into focus, it wasn't long before interest in how we power these cities began to resurge. And much of this money is coming from perhaps an unexpected source. As traditional VCs have pulled back investment dollars, financial institutions like Wells Fargo have been filling the gap.

In 2014, the bank launched the Wells Fargo Innovation Incubator, known as IN². Co-administered by the U.S. Department of Energy's National Renewable Energy Laboratory (NREL), the program aimed to help accelerate the path to market for early-stage, clean technology entrepreneurs developing scalable solutions to reduce the energy impact of buildings. To date, the program has funded 20 startups from around the United States, including Davis's simuwatt.

Author



Michelle A. Amazeen
Associate Professor of Mass Communication, Boston University

Disclosure statement

Michelle A. Amazeen has received funding from The American Press Institute, the Democracy Fund, and The Rita Allen Foundation.

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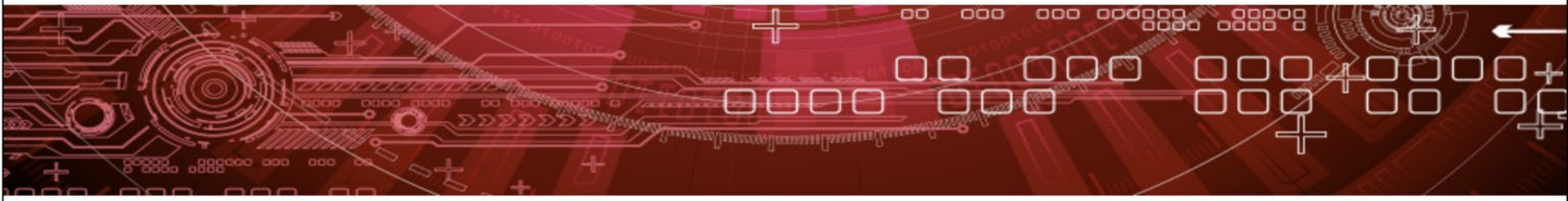


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Agenda-Cutting Versus Agenda-Building: Does Sponsored Content Influence Corporate News Coverage in U.S. Media?

Christopher Joseph Vargo, Michelle A. Amazeen

Abstract

Sponsored content articles ($N = 2,711$) from 27 major U.S. corporations were analyzed across five years in *The New York Times*, *The Washington Post*, and *The Wall Street Journal*. The degree to which sponsored content predicted significant changes in corporate news coverage was investigated for elite media and U.S. online media. Corporate-sponsored content appeared to mildly suppress coverage of that corporation in online news. This effect, known as agenda cutting, happened both inside elite media and across the media landscape. Conversely, agenda building, or instances where sponsored content resulted in more media coverage, was very rare. We suggest that "content studios," the departments of news media organizations that create sponsored content, may be exhibiting an agenda-setting effect more akin to traditional advertising departments, which have been known to suppress critical coverage of corporations that pay for ads.

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Johnson & Johnson Baby Powder at Issue as U.S. Subpoenas Company



Johnson & Johnson said it was cooperating with government inquiries about its popular baby powder and other talc-based products. Justin Sullivan/Getty Images

By Tiffany Hsu

Feb. 21, 2019



The Justice Department and Securities and Exchange Commission are investigating Johnson & Johnson over concerns about possible asbestos contamination of its popular baby powder and other talc-

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When It Comes to Personal Care Products, Is Natural Always Better?

Debunking four myths about ingredients in your hair, skin and bath products

Products touting natural, real and organic ingredients are in practically every grocery store and pharmacy today.

AN INDEPENDENT SUPPLEMENT BY MEDIAPLANET

CREDIT: STAS_V



Opioids could help you manage your pain

Byline: Kate Sharma

Supporting patients with chronic pain is complex and requires appropriate medicine along with support from multi-disciplinary teams.

When it comes to treating chronic pain, there is no magic pill. Great emphasis is placed on medicine, but this is just one part, albeit an important one, of the complex mix of considerations that need to be made when treating patients.

As doctors battle to get the appropriate prescriptions for their patients, Roger Knaggs, Associate Professor in Clinical Pharmacy Practice at the University of Nottingham, believes there needs

last hours, days or weeks – there is a clear cut off point for medication. With chronic pain, time frames are much longer. Knaggs believes prescriptions should come with clearly defined and documented outcomes and expected time frames for benefit and assessment, so alternatives can be sought if the drugs are not effective.

Are patients relying on opioids too much?

His comments come in light of the dramatic increase in the prescription

attitudes toward the drugs. In the 80s and 90s, opioids were used primarily for trauma patients, those recovering from surgery and in end-of-life care, where time frames were clearly limited.

In the late 90s, opioids began to be prescribed indefinitely for conditions such as chronic back pain and arthritis. Now, with 15-20 years of experience and insight into the long-term impact of the drugs and their subsequent side effects, attitudes are shifting again.

has about a one in five to one in ten success rate. The fact is that they [opioids] are making a significant difference to a number of people and we should not deny medicine that we know works.”

According to Knaggs, there has been around a small reduction in the number of opioids prescribed over the past two years. As we assess their place within treatment strategies, he believes that more needs to be done to understand who can benefit from them.

that it is essential for medical professionals to gain a better understanding of the individual needs of patients and how those needs change over time. “At a personal level, being closer to patients and other members of the primary care team has made a big difference,” he says.

As knowledge about the effectiveness of treatments grows, attitudes toward drugs will continue to evolve, but medicine alone will never solve the complex biological,

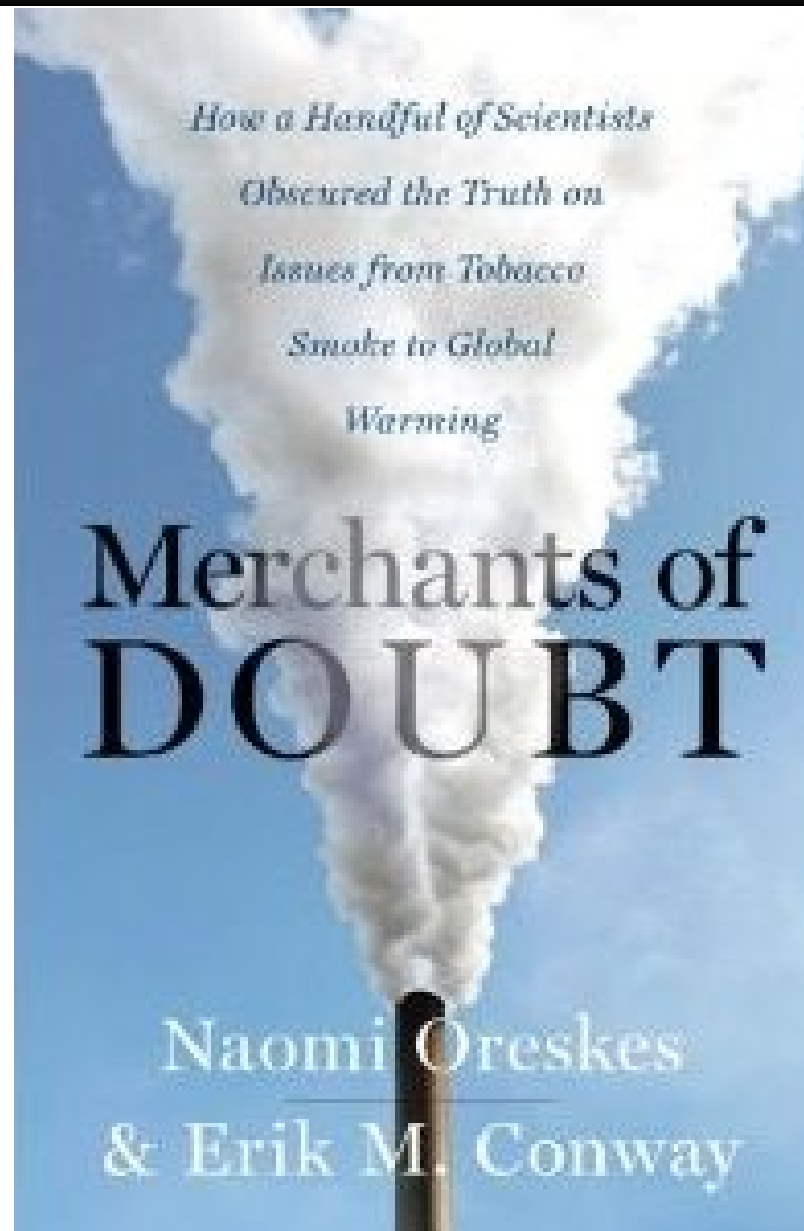


ROGER KNAGGS

Associate Professor in Clinical Pharmacy Practice,
University of Nottingham

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The Future of Energy? It May Come From Where You Least Expect

How scientists are tapping algae and plant waste to fuel a sustainable energy future.



C

loudy days don't come often to Calipatria, Calif. This small town, nestled in Southern California's Imperial Valley, sees only three inches of rain each year. Sunlight beats onto its parched beige soil, pushing

Attorney General's Office Lawsuit Against ExxonMobil

[Read the Amended Complaint](#)

[Read the full press release here.](#)

On October 24, 2019, Massachusetts Attorney General Maura Healey sued Exxon Mobil Corporation (Exxon), the world's largest publicly traded oil and gas company, for deceptive advertising to Massachusetts consumers and for misleading Massachusetts investors about the risks to Exxon's business posed by fossil fuel-driven climate change—including systemic financial risk. The [amended complaint](#), filed in Suffolk Superior Court on June 5, 2020, alleges that Exxon has repeatedly violated the state's consumer and investor protection law and related regulations. Specifically, the amended complaint alleges that Exxon systematically and intentionally has misled Massachusetts investors about material climate-driven risks to its business and has deceived consumers about the central role its fossil fuel products play in causing climate change. The amended complaint alleges that Exxon's violations have taken the form of both significant factual misstatements and the failure to make disclosures to investors and consumers that would have been material to decisions by Massachusetts investors to purchase, sell, retain, and price ExxonMobil securities and by Massachusetts consumers to



Content from American Petroleum Institute



Why natural gas will thrive in the age of renewables

The goal of generating 100 percent renewable energy may not be achievable. But in the coming decades natural gas can help meet the growing global demand for sustainable energy.

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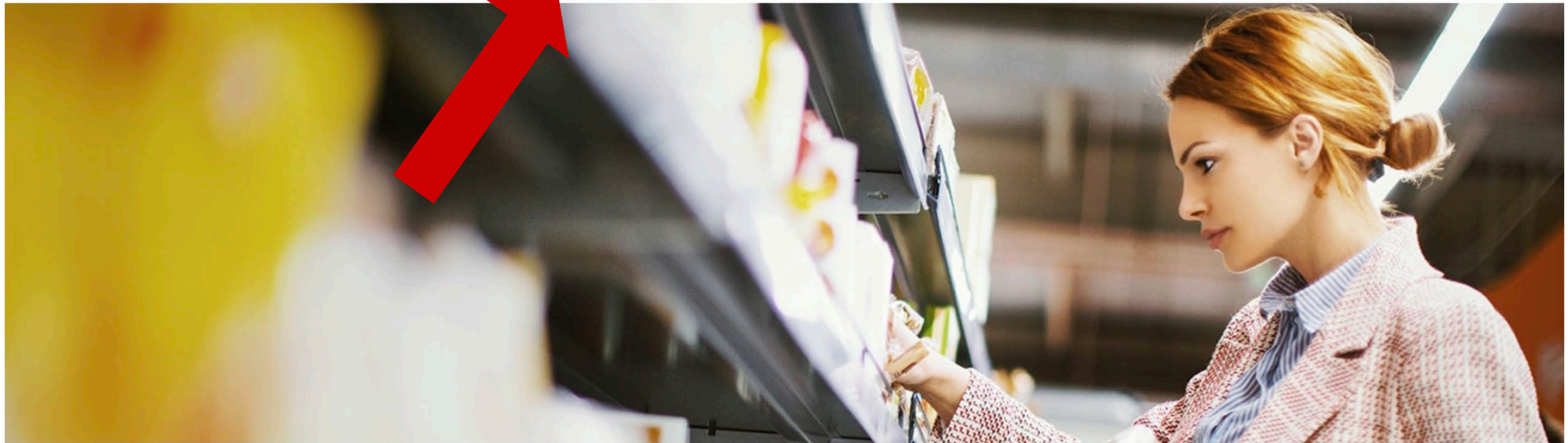


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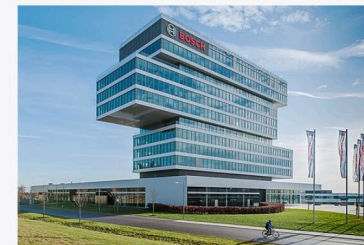
Robert Bosch GmbH (/ˈboʊʃ/; German: [ˈbɔʃ] [ⓘ]), commonly known as **Bosch** (styled **BOSCH**), is a German [multinational engineering](#) and [technology company](#) headquartered in [Gerlingen, Baden-Württemberg, Germany](#). The company was founded by [Robert Bosch](#) in [Stuttgart](#) in 1886.^[2] Bosch is 94% owned by the [Robert Bosch Stiftung](#), a charitable institution.^[3] Although the charity is funded by owning the vast majority of shares, it has no voting rights and is involved in health and social causes unrelated to Bosch's business.

Bosch's core operating areas are spread across four business sectors: mobility (hardware and software), consumer goods (including [household appliances](#) and power tools), industrial technology (including [drive and control](#)) and energy and building technology.^[4] In terms of revenue, Bosch is the [largest automotive supplier](#). Moreover, it is the biggest supplier of the services in the world.

Robert Bosch GmbH



BOSCH



Corporate Sector Research and Advanced Development in [Renningen](#), Germany

| | |
|---------------------|--|
| Company type | Private |
| Industry | Conglomerate |
| Predecessor | Eisemann-Werke Friedrich Höpfer |

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- Standard
- Large

Width

- Standard
- Wide

Color (beta)

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- Light
- Dark



Ganezer, is notorious for publishing false news.” In 2016, for example, the publication advanced a claim that Mrs. Clinton had died and that a body double was sent to debate the Republican presidential nominee, Donald J. Trump.

The police have said that Mr. Pelosi, 82, was [attacked with a hammer](#) inside his home by a man, David DePape, who had entered through the back door. The police have said that when they arrived at the home, they found the two men wrestling for control of a hammer. The authorities have said that Mr. DePape, 42, would probably face several charges, including attempted homicide and assault with a deadly weapon. At one point, Mr. DePape is said to have shouted, “Where is Nancy? Where is Nancy?”

In an interview on Sunday, Brooke Jenkins, the San Francisco district attorney, said she had seen nothing to support the idea that Mr. Pelosi and the attacker knew each other.

The tweet from Mr. Musk on Sunday came on the heels of his vow in [an open letter to advertisers](#) that Twitter would not become a freewheeling site that allowed entirely unfettered commentary.

“Twitter obviously cannot become a free-for-all hellscape, where

Editors' Picks



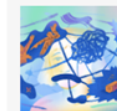
How to Fall Back Without Missing a Beat



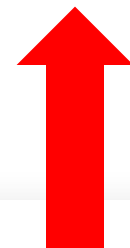
Julie Powell, Food Writer Known for 'Julie & Julia,' Dies at 49



Tie-Dye, From Stylish to Traditional



PAID POST: BOSTON CHILDREN'S HOSPITAL
New Approaches Address the Mental Health Crisis in Children





Financial Times

<https://www.ft.com> > Companies > Europe > Media

Young adults in the UK rely on social media to access ...

Jul 19, 2023 — Almost two-thirds of **young adults use** social **media** on their mobile phones to access **news**, according to a report by the UK **media** watchdog, ...



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By Walter Thompson-Hernández

March 31, 2018

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For Anthony Harris, 35, walking to the corner store to buy a soda in his hometown, Compton, Calif., often comes with the risk of being stopped and searched by the police. But when Mr. Harris and other members of a group of horse riders known as the "Compton

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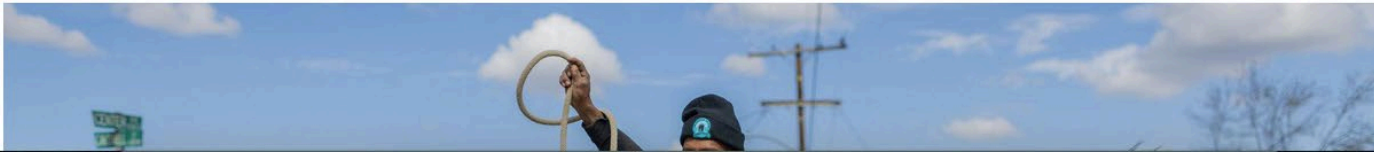
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Concerns with Native Advertising

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2. Disappearing disclosures
3. Harming journalistic integrity
 - Tarnishing real journalism
 - Contradicting reporting
 - Suppressing future reporting
 - Creating competing “news” agenda



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Missing Voices: Examining How Misinformation-Susceptible Individuals From Underrepresented Communities Engage, Perceive, and Combat Science Misinformation[Michelle A. Amazeen](#) , [Rosalynn A. Vasquez](#) , [Arunima Krishna](#) , [Yi Grace Ji](#), [Chao Chris Su](#) , and [James J. Cummings](#) [View all authors and affiliations](#)Volume 46, Issue 1 | <https://doi.org/10.1177/10755470231217536>

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Abstract

This study examines how misinformation-susceptible individuals from historically excluded and marginalized communities engage with science topics (e.g., climate change, vaccines, and health/wellness) and interpret misinformation and corrective intervention strategies. Two focus groups reveal that most participants are highly distrustful of authority figures, celebrity endorsements, and fact-checking strategies to combat misinformation. As one of the first studies to explore underrepresented community members' experiences with science misinformation, findings reveal structural and institutional power dynamics that impede access to accurate information and indicate how missing voices must be included in the efforts at media and information literacy initiatives.

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RQ1: Engaging with Science-Related Topics

Science topics of concern:

- COVID-19
- Climate change
- Health/wellness
 - Cancer
 - Rx drugs/medications
 - Food additives
 - BHT (butylated hydroxytoluene)
 - titanium dioxide



RQ1: Engaging with Science-Related Topics

“I have an issue with a lot of the ingredients, especially BHT that's in cereals. They put them up in other countries without those ingredients. So, you can get cereal that's just like **Froot Loops** but doesn't have BHT in another country. So, I had people telling me this for years. "You gotta watch what you eat. Read the ingredients," da, da, da, da. And then I started reading it and I was like, "I'm going to the grocery store with my phone," and I looked up BHT...I couldn't believe how many boxes of cereal had BHT in it...”

- DG, Black female, age 34

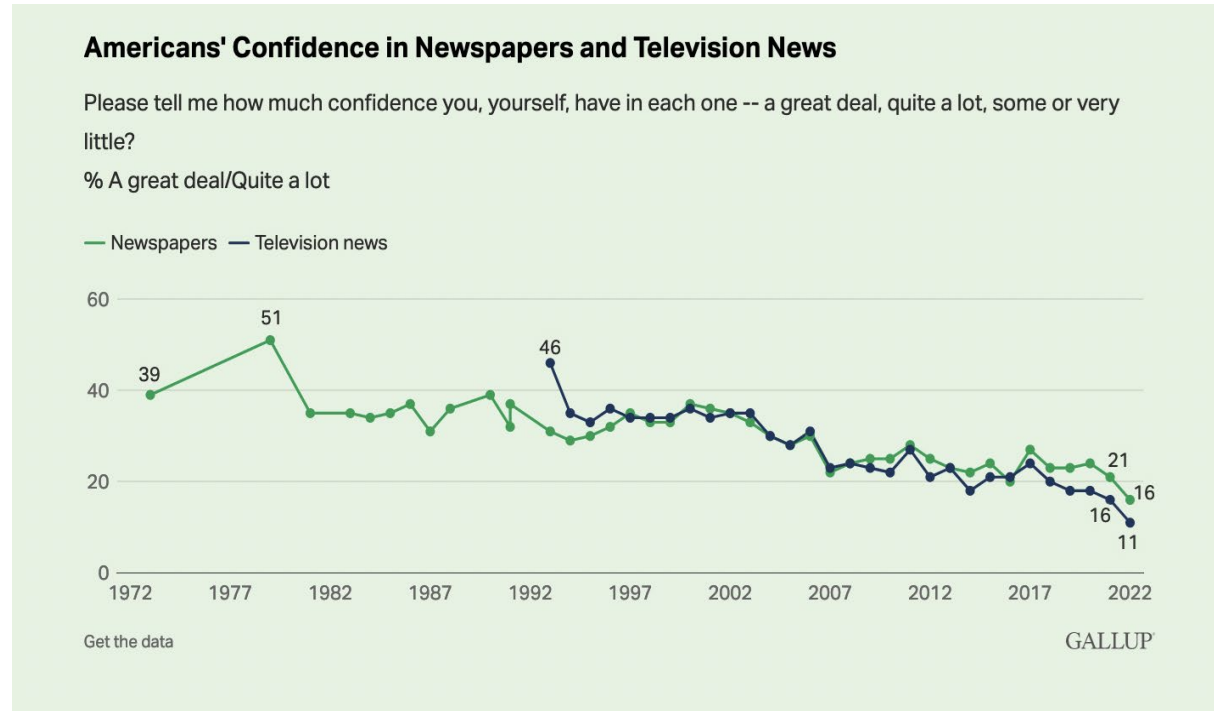
RQ2: Identifying Misinformation

“So, I just Googled it. “Is BHT bad for you?” The first thing that pops up is, “There's no evidence that BHT is harmful in the amounts used in packaged food.” First thing. I didn't click anything. I just did a basic **Google search**. But then the funny thing is...Right after that, it says, “General Mills to remove antioxidant BHT from its cereals.” [Laughter.] So, if it's harmless...”

- DG, Black female, age 34

Solutions: Reclaiming News Media Credibility

- Regulatory
- Structural
- Educational



Educational Efforts



Conclusions

- Examine and understand content confusion
- Critically evaluate our media
- Protect our news media

Remember:
Be a critical consumer of media content.

Thank you!

Twitter: @commscholar

Email: mamazeen@bu.edu

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