

Labeling Advertisements in Internet Search

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Agenda

- Applicable regulation
- Historic practice
- Experimental setup & results
- Assessing Google's recent changes

Eastern Sprints

Sprints continued from page 9

Dartmouth was rocking out there and Columbia's always been fast and Princeton's been the best in the 1F, and Harvard's always fast and I was saying "Why can't we have flat water?" But we had a good start. My stroke said after the third stroke he said, "Oh, this is going to be good" Somehow they just knew."

"After last year, we prepared for really tight racing," said Yale stroke Andrew Marley, reflecting on their loss in 2000 to Columbia in the closing meters. "The field was really tight to begin with and you can't rest on your laurels at any point."

Two of the pre-season favorites—Princeton and Columbia—struggled mightily in Worcester, eventually finishing sixth and fifth, respectively. Dartmouth took the silver ahead of Harvard, a crew the Big Green had lost

to in their season opener by 6.5 seconds.

For Yale, the next step is the quest for a second consecutive national title. Taking into account Yale's thorough thrashing of all their main competition a repeat national championships seems a given for Card and company.

And as if having Yale's varsity carry the day wasn't enough, the second varsity won by even more, a cavernous five-second margin of victory over Princeton.

"Two golds and three silvers," said Card, looking at his squad's overall performance. "The silver crews, although they were disappointed not to have golds, I thought they had good rows, so we think it was a pretty good day overall. Winning the Jope Cup is something special we've been looking out for. I'm really happiest for my seniors. The four guys in the stern [of the

varsity] have never won it here."

Wisconsin's JV salvaged what was an otherwise disappointing day for the Badgers. The Wisco varsity failed to qualify for the grand final after finishing third last year, but the JV nailed down a solid win with an aggressive middle thousand. Brown finished a disheartened second and Northeastern third.

On the freshman level, Harvard won for the second time in three years. Bill Manning's crew opened an early gap on Princeton and Brown and cruised to an open water win. For Manning the day was a complete success, as his second frosh won earlier in the day by a similar margin.

"It's been three straight years that the crew that won the 2F also won the 1F," pointed out Manning.

Please turn to page 50



SOME CONSOLATION Wisconsin's JV won their race while the varsity could only win the petite finals.

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TO: Members of the USA Rowing Community
 FROM: USRowing, ECAC
 RE: A number of rowing shell manufacturers and their sales representatives
 DATE: ECAC Regatta Series
 12 May 2001

We have been informed that the Eastern College Athletic Conference (EACR) has allowed only one rowing shell manufacturer, Vespoli USA, the exclusive right to display and sell merchandise and provide on-site customer service at all ECAC-sponsored events this season.

For the first time at *any* regatta, all other rowing shell manufacturers are prohibited from displaying boats, merchandise, company signage, or conducting customer service at any of these ECAC regattas.

We believe that this act of preventing the majority of rowing shell manufacturers from participating in these regattas conflicts with the EACR's stated mission of "...providing a quality experience for all competitors..." and of "...conducting Association business in an atmosphere which will foster camaraderie amongst the member schools".

The purpose of this memo is to inform the rowing community of this action, to express our collective disapproval, and, in the interest of simple fairness, to prevent this type of exclusive contract from occurring at any other regatta or rowing-related event in the future.

When only one rowing shell manufacturer is granted a monopolistic presence at a regatta, members of the rowing community are deprived of the opportunity to compare products, talk with different representatives, and be provided with essential customer services such as purchasing essential spare parts and emergency repairs.

We encourage all members of the rowing community who feel as we do to express their opinion on this issue to the ECAC to insure that this type of exclusionary action does not occur again.

Boat Manufacturers



PAID ADVERTISEMENT PAID ADVERTISEMENT PAID ADVERTISEMENT PAID ADVERTISEMENT PAID ADVERTISEMENT

Paid Advertisement. Amount to be paid \$20. Inserted by Citizens' Mayoralty Committee (a volunteer Political Committee) in behalf of the Candidacy of Otto S. Langum of Minneapolis, Minn. Chas. R. Fowler, Author.

Some Reasons Why Otto S. Langum Should be Elected Mayor of Minneapolis.

Otto S. Langum was selected by voters of all parties and in all walks of life, as the man best qualified to administer the affairs of the city government.

Desiring a truly representative city government, the Citizens' Mayoralty Committee was organized for the purpose of securing the election of Otto S. Langum.

This committee is non-partisan. Its membership includes working men, business men and professional men, and all are giving support to Otto S. Langum.

WHY?

Because Otto S. Langum's official record has won the approval of the people.

Because he is just, honest and fearless in the performance of his duties.

Because he will administer the affairs of the city in a manner that will make for a better and greater Minneapolis.

Because he is not ruled by a political machine.

Because he has the confidence of the people.

Because he will take to that office every qualification necessary to the proper administration of its affairs.

Because he has been tried and not found wanting.

Because he will be for ALL the people, and

Because Labor Will Get a Square Deal.

These are some of the reasons why Otto S. Langum should be the next Mayor of Minneapolis. There are other reasons, but these are enough to show that you will not be making a mistake by voting for

OTTO S. LANGUM for Mayor of Minneapolis.

“Respondent [shall] cease and desist from creating, producing, selling, or disseminating ...

A. Any advertisement that misrepresents, directly or by implication, that it is not a paid advertisement.

B. Any video 15 minutes or longer ... that does not display, in a clear and prominent manner and for a length of time sufficient for an ordinary consumer to read, within the first thirty (30) seconds of the commercial or other advertisement and immediately before each presentation of ordering instructions, the following disclosure:

"THE PROGRAM YOU ARE WATCHING IS A PAID
ADVERTISEMENT FOR [THE PRODUCT OR SERVICE]."

Search advertising labels (ca. 2002)

“Recommended Sites”

“Start Here”

“Featured Listings”

“Products and Services”

“Premier Listings”

“Partner Search Results”

“Search Partners”

“Spotlight”

“Provided by the _____
Network”



recommendation: “any paid ranking search results
[should be] distinguished from non-paid results with
clear and conspicuous disclosures”

User understanding (c.a. 2003-2005)

- Only 47% of users said they could always tell which results are paid. (Pew)
- “Very few participants noticed the label on “sponsored” listings, and only when the label was easy to see.” (Consumer Web Watch)
- Users were surprised to learn that some listings are ads. “Upon enlightenment, his face contorted a bit. He expressed immediate dismay, stating, “Well, that explains it. No wonder I run into so much [expletive].” (CWW)

[Advanced Search](#)
[Preferences](#)[Web](#) [Shopping](#) [Groups](#)Results 1 - 10 of about 232,000,000 for **laptop** [definition]. (0.33 seconds)

Laptop

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www.CircuitCity.com Save up to \$150 on **Laptops**. Free Shipping On Orders \$24 and up.

HP Laptops

www.hp.com Find out about Powerful, Reliable & Affordable **Laptop** PCs from HP!

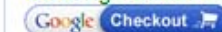
Sponsored Links

Sponsored Links

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Save More on Acer **Laptops**.
Holiday Deals are at Walmart.
Walmart.com

Laptops at TigerDirect

Take Advantage of Deep Discounts
\$1.99 Same Day Shipping, Shop Now!
www.TigerDirect.com

Toshiba Laptops

See What Makes Toshiba **Laptops**
Different, Better, & Right for You.
ToshibaDirect.com/Laptops

The New Samsung Notebooks

Lightweight & High Performing.
Samsung for Home or Office.
www.samsung.com/notebooks

Laptop Computer

Laptop Computer Sales. Discount
Laptop Deals Online.
LaptopsComputersDeals.comRelated searches: [laptop deals](#)

Shopping results for laptop

[Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...](#) \$1,185 to \$1,456 - 6 stores[HP Pavilion Dv6910us Entertainment - Turion 64 ...](#) \$649 to \$940 - 18 stores[Lenovo ThinkPad X61 Tablet 7767 - Core 2 Duo 1 ...](#) \$1,374 to \$1,736 - 21 stores

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LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.www.laptopmag.com/ - 104k - [Cached](#) - [Similar pages](#)

Apple - MacBook

The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.www.apple.com/macbook/ - 18k - [Cached](#) - [Similar pages](#)

Laptop - Wikipedia, the free encyclopedia

Recent ad labeling practices: “Sponsored Links” and similar

- Sponsored by who?
 - Search engine
 - Company the user was searching for
 - Company listed in the advertisement
 - Someone else
- } passive voice

Recent ad labeling practices:

Advertisement locations

- “Advertisements are on the side, but anything on the left is the best result Google can find.”

Recent ad labeling practices:

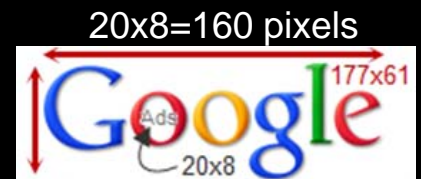
Label size

	<u>Google</u>	<u>Yahoo</u>	<u>Bing</u>
1: Height of “S” in “Sponsored”	8 pixels	7 pixels	9 pixels
2: Height of a capital letter in ad title	12 pixels	12 pixels	12 pixels
3: Height of a capital letter in search engine’s logo	45 pixels	31 pixels	28 pixels
Ratio of 1 to 2	67%	58%	75%
Ratio of 1 to 3	17%	23%	32%



Sponsored Results

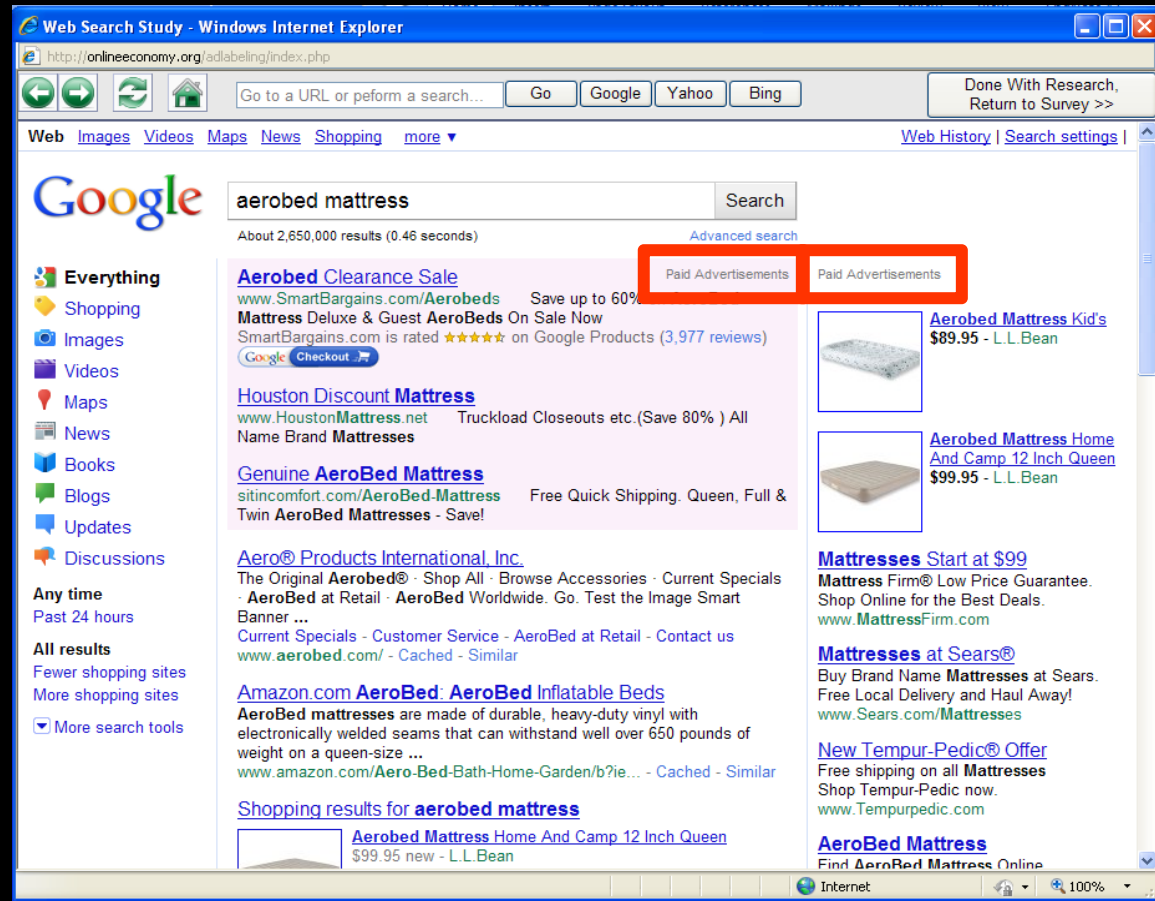
92x7=644 pixels



Experiment

- “Sponsored Links” and “Ads” vs. “Paid Advertisements”
- Online panel of participants

Find three websites that sell twin-size AeroBed® inflatable mattresses and a contact email address for each website.



Findings

- Major effect: Treated users click 23% to 26% fewer advertisements.
- Treated users correctly report that they clicked fewer ads.

Demographic differences

Differences are most stark for users with low income, less education, and less online experience.

	<u>“Sponsored Links”</u>	<u>“Ads”</u>	<u>“Paid Advertisements”</u>
No college degree	2.65	2.12	1.83
College graduate	1.95	1.82	2.00
No online shopping experience	3.20	3.25	1.62
Online shopping experience	2.08	1.82	1.96

advertisements clicked

“Ads”: A step forward?

		Advertisements Clicked
Effect of “Sponsored links” label	relative to “Paid advertisements” label	-0.526** (0.249)
Effect of “Ads” label		-0.513* (0.267)
Additional controls for		
Age		yes
Education		yes
Income		yes
Weekly hours online		yes
Online shopping experience		yes
Gender		yes



References

- Benjamin Edelman and Duncan S. Gilchrist. “‘Sponsored Links’ or ‘Advertisements’?: Measuring Labeling Alternatives in Internet Search Engines.” Mimeo.
- Benjamin Edelman. “A Closer Look at Google’s Advertisement Labels.”

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