



UNIVERSITEIT VAN AMSTERDAM



Brand Based Computational Communication

Data Transparency and Consumer Empowerment

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Article 24 Digital Services Act

‘...recipients of the service can identify, for each specific advertisement displayed to each individual recipient, in a clear and unambiguous manner and in real time:

- that the information displayed is an advertisement;
- the natural or legal person on whose behalf the advertisement is displayed [= **source transparency**];
- meaningful information about the main parameters used to determine the recipient to whom the advertisement is displayed [= **parameter transparency**].’



Recital 52 Digital Services Act

- which parameters precisely?
‘In addition, recipients of the service should have information on the main parameters used for determining that specific advertising is to be displayed to them, providing **meaningful explanations of the logic used to that end, including when this is based on profiling.**’
- objective: consumer empowerment



Our BBCC project

- Reality check: is this proposed legislation likely to have desirable results?
‘...whether DSA transparency disclosures would indeed be effective in enhancing consumer knowledge and enabling them to cope with BBCC across different media environments.’
- Three phases: desk research, online expert interviews, 2-wave consumer panel survey
- Outcomes: policy advice for appropriate transparency obligations, academic publication, expert network



Our experts



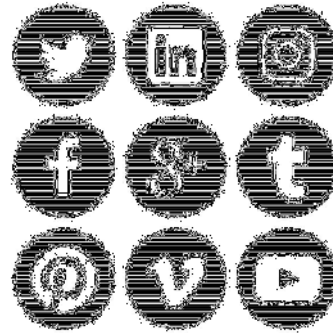
Academia

- Law
- Communication science
- Data sciences



Brand Owners

- FMCGs
- Luxury brands
- Retail
- Financial



Advertising service

- Platforms
- Tech companies
- Bits of freedom
- DMCC



Consumer view

- CB
- ACM
- Panel survey



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Thank you!

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