



Joseph Turow, Ph.D.

Branded Content, Media Firms, and Data Mining: An Agenda for Research

Abstract:

What today is called branded content has been an integral part of media-advertiser relationships for many decades. In recent years digital marketers have taken these activities in new directions by using data-mining tools. The new processes are beginning to have profound implications for the structure and output of advertising firms, the media firms they support, the audiences attending to the content, and the larger society. Drawing on industry research and national survey data, this presentation describes the interconnections of marketers, media firms, and data mining in relation to branded content. This description will lead into an agenda for academic research that will bring together a social constructionist and a resource dependence as frameworks for exploration and analysis.