



Proficient | Exemplar Essay

## Ad Me

### Social Media and Your Identity



#### Clarity and Focus

The essay introduces the topic with a question (“Is your advertising identity truly who you are in real life?”) and provides a response (“Sometimes yes, sometimes no”) to present an analysis. The demands of the prompt are met through discussing both aspects of this response.



#### Development

The essay is unevenly developed. While some evidence is provided (“My mother is a nurse so she searches for new scrubs,” “Some ads fit me, but others are total opposite of who I am”), more concrete details are required to support the ideas. The examples would also be more effective if they were explained further.



#### Organization

The essay is organized through the use of an introduction, body paragraphs, and a conclusion. The conclusion successfully relates back to the thesis in the introduction. Clear transitions between paragraphs could be used to clarify ideas.



#### Language and Style

Precise language (“scenario” and “influences”) effectively conveys meaning. The writer engages the audience with fresh and appealing language in some areas (“cookies ... not the kind that Grandma bakes”), but this interesting language is not maintained throughout (“a lot of things in my feed”).



#### Using Exemplars in Your Lessons

Exemplar essays are tools to take abstract descriptions and make them more concrete for students. One way to use them is to print the clean copies of the essays and allow students to use the rubric to make notes or even find examples of important elements of an essay - thesis statements, introductions, evidence, conclusions, transitions, etc. Teachers can also use exemplars to illustrate what each score point within a trait ‘looks like’ in an authentic student essay. For additional ideas, please see “25 Ways to Use Exemplar Essays” by visiting the Curriculum Resources page in Help.

## Social Media and Your Identity



## Notes

---

Nowadays it seems like everyone is on social media. It's a great way to keep in touch with friends and family and to interact with others. It's more than likely that if you meet someone, you will exchange your Twitter handle or Instagram or SnapChat information. This is an easy way to get to know a person, but it also has a dark side: cookies. Not the kind that Grandma bakes, but the kind that allows advertisers to target you based on many different factors such as race, gender, workplace, education, location, or relationship statuses. This is so sophisticated nowadays that you can type a word in Facebook messenger and get advertisements about that same topic the next time you log in.

This raises an interesting question. Is your advertising identity (which is largely determined by some cookies or a marketing algorithm) truly who you are in real life? Sometimes yes, sometimes no. Often this advertising identity is based on your searches in Google or Bing or on your posted profiles and pictures, but sometimes ads are posted just because a company pays for it to be there. This is only one scenario that can create an incorrect advertising profile.

Multiple users on a device can have a huge influence on an advertisement identity. My mother is a nurse so she searches for new scrubs, my dad is a sneaker head so he searches for the latest and greatest, and I look for the latest in prom and make up tips. This is partly who we all are, but when you put it together, it creates an online advertising identity that puts a lot of things in my feed that I'm not really interested in. Even the prom and make up tips don't represent me in any meaningful way. I am usually more interested in playing field hockey, but one time a year (during



prom) I spend a large amount of time researching things related to my appearance.

I'm not going to lie, I get lots of ads that show what I'm really interested in too. My likes on my friends' Facebook feed or the YouTube videos I watch regularly give a highly accurate picture of what I enjoy in real life. That's not who I am though. I am more than just my online interests! People don't do online searches for everything that has to do with their everyday lives. Some ads fit me, but others are total opposite of who I am. These advertisements that show up are mostly dating ads. I may be single but that does not mean I want to join the online dating community.

My true identity and my advertisement identity are very similar. Through my actions online and my activities in my day-to-day lifestyle businesses can target what I enjoy or would want to see. After all, advertisers profit from uniting the two identities to boost sales.