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Stagram Picks Compare

Amy Morin

Stagram Picks Compare:

Comparison Girl for Teens Shannon Popkin,Lee Nienhuis,2024-04-23 This is the book we wish we had when we were teens Comparison is such a deep struggle and the seeds are planted so young Learn to find your worth in Jesus not in what others say Bethany Beal and Kristen Clark authors of Girl Defined God's Radical Design for Beauty Femininity and Identity We get it comparison can feel like a never ending struggle The whole measuring up to friends and influencers on social media It's a lot Everyone has their own idea of what teen girls should be like and knowing who to listen to is overwhelming Comparison Girl for Teens is your go to guide for navigating these tricky waters Join best selling authors Shannon Popkin and Lee Nienhuis as they team up to help you break free from the comparison trap and embrace the incredible life that Jesus has in store for you Get ready for a journey of self discovery with forty readings packed with quizzes they're actually fun evaluations and discussion questions Plus there are plenty of heartwarming stories to keep you company along the way Whether you've been walking with God for a long time or you're just exploring your faith we invite you to discover new freedom confidence and influence by adopting Jesus's me free mindset in this crazy measure up world Ready to dive in Let's do this Comparison Girl for Teens graciously points to the only one who can cure all our comparison issues and insecurities Jesus Heather Creekmore author of several books including Compared to Who Shannon and Lee have written a beautiful book filled with relatable stories personal prayers and on point teaching It's a rich gift to any teen girl who's ready to live me free Paula Hendricks Marsteller author of Confessions of a Boy Crazy Girl

Dissonant Public Spheres Karolina Koc-Michalska,Ulrike Klinger,Lance Bennett,Andrea Rommele,2024-08-30 This book covers various aspects of political communication in dissonant public spheres and their impact on democratic processes It expands research on campaigning beyond assumptions of well functioning political systems to better understand how the erosion of institutional legitimacy and trust affects communication processes The volume approaches the concept of dissonant public spheres from four divergent perspectives as instrumental threats to democracy as communication performed by political actors forms of engagement by citizens and the nature of political conflicts New perspectives are developed on how political candidates organizations and parties optimize their behaviour within dissonant political environments These disrupted online communication environments reshape public spheres and change citizen engagement in ways that amplify political conflicts and crises Chapters also examine the role of data driven campaigning and address how limited access to platform data affects our understanding of dissonant public spheres A significant new contribution to the field of political communication this volume will be a key resource for scholars and researchers of communication studies politics media studies and sociology The chapters in this book were originally published in Political Communication

Mindful Media: Mental Health Challenges in the Digital Age Dr. Arun Kumar,Anchal Sharma,2024-09-20 In today's fast paced digital world where social media updates news alerts and a deluge of digital content vie for our attention the profound impact on our mental well being cannot be overstated Mindful

Media Navigating Mental Health Challenges in the Digital Age dives deep into the psychological effects of our digital habits shedding light on issues such as anxiety depression and addiction that can stem from our relationship with media Backed by extensive research personal narratives and expert insights Mindful Media offers a nuanced understanding of how our digital behaviors can shape our mental health This book provides practical strategies and actionable advice to empower readers to navigate their digital lives with greater mindfulness and intentionality By fostering a conscious approach to media consumption the book helps individuals reclaim control over their well being in the digital age Furthermore it emphasizes the importance of cultivating a balanced digital environment that promotes mental health Through compelling case studies and real life examples the book vividly illustrates how digital media can either harm or heal depending on how it is utilized

Design of Effective Instagram Campaigns Carolin Wesche,2020-04-28 Master s Thesis from the year 2018 in the subject Business economics Offline Marketing and Online Marketing grade 1 3 University of M nster Institute for Value Based Marketing language English abstract The following study investigates the influence of traditional design stimuli applied to a brand post on the consumer s engagement rate on Instagram Consumer engagement thereby represents the effectiveness of a brand post and is defined by the ratio of the number of likes of a brand post and the number of followers of the brand Aiming at analyzing the effectiveness of traditional design stimuli on Instagram the author gathers 450 Instagram brand posts from five different product categories which are subsequently assessed and coded The researcher then conducts a regression analysis as this allows to evaluate the influence of the traditional visual design stimuli on the consumer s engagement rate Whereas novel cognitive demanding stimuli are not found to influence the engagement rate for a brand post certain physically intensive prominent stimuli as well as some affective emotional stimuli have a significant influence The present study further investigates the moderating effect of brand knowledge on the magnitude of the stimuli s influence on consumer engagement rate The results indicate that brand knowledge has a moderating effect on certain stimuli For all other stimuli the influence on the engagement rate does not change for different levels of brand knowledge The results further show that design stimuli applied in brand posts on Instagram differ in their impact on the engagement rate depending on the product category shown in the brand post These findings can be used by managers to exploit the benefits of social media marketing on Instagram

Philosophy of Fame and Celebrity Catherine M. Robb,Alfred Archer,Matthew Dennis,2024-10-17 In an era of cancel culture digital identities and thriving conversation surrounding parasocial relationships we question today the nature of the celebrity the scope of their power and influence as well as the ethical issues these implicate It is a wonder then that philosophy is a discipline that has as of yet contributed surprisingly little to this debate despite the growing philosophical literature on connected philosophical topics that serve as a starting point for the philosophical inquiry into the nature and value of fame and celebrity For example the literature on the philosophy of admiration achievement skills and talents epistemic authority virtue and moral psychology can all serve to analyse the important questions arise when

considering what fame is and the way that it influences the way we live Offering the first introductory overview of the key philosophical issues involved in the nature and value of fame and celebrity this edited collection provides a new perspective and voice to the conversation Divided into four parts its first focuses on conceptual differences between fame and celebrity the experience of being famous how celebrities interact with the public and what motivates people to desire or pursue fame The second part of the volume explores fame and virtue as well as the ways in which ethical issues intertwine with fame concluding with an examination of the nature of fame in relation to contemporary online culture As digital technologies expand cultural commentators remark that we are all becoming celebrities scrutinized by the public gaze whether we like it or not This book therefore answers a pressing need for if celebrity culture continues to expand and consume our social lives the case for a philosophical reflection on the nature and value of this culture becomes even more necessary *Key Topics in Technology and Behavior* Springer Behavioral & Health Sciences,2022-11-17 This volume features cutting edge and impactful articles from across Springer's diverse journals publishing program In this curated collection our editorial team has brought together highly cited and downloaded articles on the topic of Technology and Behavior into one single resource Moreover this book enables readers to review a broad spectrum of quality research on a specialized topic which we hope facilitates interdisciplinary and critical discussions of the topic at hand As part of the Key Topics in Behavioral Sciences book series this volume aims to serve as a quick reference for readers when writing or researching new topics or subject areas Other topics in the series will include Psychological Research Methods Health and Behavior Industrial and Organizational Psychology Sports Psychology and Consumer Behavior In the first section of the volume articles focus on such topics as Addiction Anxiety Burnout Envy Social Comparison Social Media Emotion Regulation Expressive Suppression Problematic Smartphone Use Smartphone Addiction Smartphone Use Disorder Suppression Adolescents Anxiety Depression Mindfulness and Mobile Phone Addiction Next the second section features research on Cognitive Training Mind Wandering Mindfulness Cognition and Video Games Lastly in the final section of this collection Adolescents Behavioral Problems Cyberbullying Emotional Problems Sex Difference Emerging Adult Identity Processing Styles Self Esteem Social Comparison Adolescents Biopsychosocial Model Body Image and Disordered Eating are discussed

Young People and Social Media:

Contemporary Children's Digital Culture Steve Gennaro,Blair Miller,2021-10-05 Young People and Social Media Contemporary Children's Digital Culture explores the practices relationships consequences benefits and outcomes of children's experiences with on and through social media by bringing together a vast array of different ideas about childhood youth and young people's lives These ideas are drawn from scholars working in a variety of disciplines and rather than just describing the social construction of childhood or an understanding of children's lives this collection seeks to encapsulate not only how young people exist on social media but also how their physical lives are impacted by their presence on social media One of the aims of this volume in exploring youth interaction with social media is to unpack the structuring of digital

technologies in terms of how young people access the technology to use it as a means of communication a platform for identification and a tool for participation in their larger social world During longstanding and continued experience in the broad field of youth and digital culture we have come to realize that not only is the subject matter increasing in importance at an immeasurable rate but the amount of textbooks and or edited collections has lagged behind considerably There is a lack of sources that fully encapsulate the canon of texts for the discipline or the rich diversity and complexity of overlapping subject areas that create the fertile ground for studying young people s lives and culture The editors hope that this text will occupy some of that void and act as a catalyst for future interdisciplinary collections Young People and Social Media Contemporary Children s Digital Culture will appeal to undergraduate students studying Child and Youth Studies and given the interdisciplinary nature of the collection scholars researchers and students at all levels working in anthropology psychology sociology communication studies cultural studies media studies education and human rights among others Practitioners in these fields will also find this collection of particular interest

13 Things Mentally Strong Women

Don't Do Amy Morin,2018-12-31 In the time of the MeToo and TimesUp movement international bestselling author and leading global expert on mental strength Amy Morin turns her focus to feminism explaining what it means and what it takes to be a mentally strong woman The emergence of the MeToo and TimesUp movements have awakened society and encouraged women to find their voice and claim their power But to do this women must learn to improve their own mental strength Contending with a host of difficult issues from sexual assault on college campuses to equal pay and pay gaps to mastering different negotiation styles demands psychological toughness In this crucial book prominent psychotherapist and licensed clinical social worker Amy Morin gives women the techniques to build mental muscle and just as important she teaches them what not to do What does it mean to be a mentally strong woman Delving into critical issues like sexism social media social comparison and social pressure Amy addresses this question and offers thoughtful intelligent advice practical tips and specific strategies and combines them with personal experiences stories from former patients and both well known and untold examples from women from across industries and pop culture Throughout she explores the areas women and society at large must focus on to become and remain mentally strong Amy reveals that healthy mentally tough women don t insist on perfection they don t compare themselves to other people they don t see vulnerability as a weakness they don t let self doubt stop them from reaching their goals Wise grounded and essential 13 Things Mentally Strong Women Don t Do can help every woman flourish and ultimately improve our society as well

Felix Ever After Kacen Callender,2020-05-05 A

Stonewall Honor Book A Time Magazine Best YA Book of All Time From Stonewall and Lambda Award winning author Kacen Callender comes a revelatory YA novel about a transgender teen grappling with identity and self discovery while falling in love for the first time Felix Love has never been in love and yes he s painfully aware of the irony He desperately wants to know what it s like and why it seems so easy for everyone but him to find someone What s worse is that even though he is

proud of his identity Felix also secretly fears that he's one marginalization too many Black queer and transgender to ever get his own happily ever after When an anonymous student begins sending him transphobic messages after publicly posting Felix's deadname alongside images of him before he transitioned Felix comes up with a plan for revenge What he didn't count on his catfish scenario landing him in a quasi love triangle But as he navigates his complicated feelings Felix begins a journey of questioning and self discovery that helps redefine his most important relationship how he feels about himself Felix Ever After is an honest and layered story about identity falling in love and recognizing the love you deserve Felix is attending an ultracompetitive arts summer program to have a better shot at a full scholarship to Brown when someone posts Felix's dead name beside photos of him pre transition in the school's lobby Felix's plot to get revenge throws him onto the path of love and self discovery Publishers Weekly An Anti-Racist Children's and YA Reading List

Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures Jason Miles, 2013-10-08 Instagram is the hottest social media site two years after its launch the number of its daily mobile users surpassed that of Twitter This book provides what you need to grab customers on the world's popular photo sharing site

Hiding in the Bathroom Morra Aarons-Mele, 2017-09-26 Introverts will love this practical and moving guide to building a career network and life you love Susan Cain author of Quiet From the marketing guru and host of the popular podcast Hiding in the Bathroom a breakthrough introverts guide that broadens the conversation sparked by Quiet and moves away from the Lean In approach offering wisdom and practical tips to help readers build strong relationships and achieve their own definition of professional success Most ambitious people believe that reaching the peaks of success means being on 24/7 tirelessly networking deal making and keynoting conferences This is nonsense says Morra Aarons Mele As an eminent entrepreneur with a flourishing business and a self proclaimed introvert with lots of anxieties Morra disagrees with the notion that there's only one successful type the intense super social sleep deprived mover and shaker the person who musters endless amounts of grit Hiding in the Bathroom is her antidote for everyone who is fed up with feeling like they must always lean in who prefer those moments of hiding in the bathroom to constantly climbing the ladder or working the room Morra knows what it takes to make your mark and now this entrepreneur who has boosted the online strategy of clients such as the Malala Fund President Obama the UN Foundation and the Bill and Melinda Gates Foundation shares the insights tricks and knowledge she's learned Filled with advice exercises to help readers evaluate their own work life fit and manage anxiety valuable tools and stories of countless successful people entrepreneurs academics and novices just beginning their careers Hiding in the Bathroom empowers professionals of all ages and levels to take control and build their own versions of success Thoughtful and practical it is a must have handbook for building a fantastic prosperous career and a balanced happy life on your own terms

Fit Gurl Melissa Alcantara, 2020-05-05 From the USA Today bestselling author and celebrated personal trainer of Kim Kardashian West a fitness plan designed to get serious results What do you want To have biceps a butt and defined abs To wear anything

To feel resilient and capable These things are about one thing work If you re ready to put in the time commitment and dedication Fit Gurl will change your body and your life Fit Gurl features Melissa s day by day Turnaround program that worked for her and will work for you Melissa s unbelievable story of transformation going from post pregnancy fitness newbie to shredded athlete and full time personal trainer Over forty recipes for healthy meals smoothies and sides including poke bowls pancakes and moreThis isn t just about your body Fit Gurl is a path to self discovery through fitness and a plan for going from one way of life to another with purpose and intention Melissa did it and so can you Melissa pushed me Once I started to work out with her I realized this is way harder than I thought it would be Kim Kardashian West **Influencer**

Advertising versus Traditional Advertising ,2021-07-21 Master s Thesis from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 0 Klagenfurt University language English abstract In the field of marketing influencer promotions evolved to an established strategy to spread awareness about brands and to target potential customers Especially the beauty industry utilizes the strategic communication approaches through the embeddedness of products into the creative content of influencers in order to persuade consumers The purpose of this research paper is to examine the influencing power of those digital opinion leaders while comparing this potential with traditional print advertisements in magazines In this process particular focus has been laid on the perceived credibility of both marketing techniques applied on the luxury cosmetic market in Austria Through a quantitative survey with paper and pencil questionnaires data on attitudes and perceptions of 120 respondents could be gathered in Klagenfurt Results of the study reveal that influencer advertisings are not automatically more influencing than traditional print advertisements However a positive pre attitude towards beloved influencers affect people to develop a more positive attitude towards brands and products that were advertised by social media opinion leaders These findings suggest that luxury cosmetic brands should create a marketing mix that implements a complementary storytelling strategy between influencer promotions and print advertisements Thereby companies can target influencer followers as well as consumers of older generations to achieve a communication concept which attract potential customers in a diversified way **The Last Illusion of Paige White**

Vanessa McCausland,2024-12-04 Compelling haunting and beautifully written You ll be thinking about it long after you turn the last page Liane Moriarty Two women A tragedy on the lake And secrets beneath the surface The lyrical haunting new novel from the author of The Beautiful Words For fans of The Lovely Bones Before You Knew My Name and Everything I Never Told You Paige White kayaked across the lake each morning at dawn Someone was watching her Many someones watched her online But was anyone with her the day she was found Paige White s beautiful life is documented closely for her thousands of followers lakeside picnics with her daughter sunny afternoons in the family van and romantic dinners with her husband So when she posts an ominous image and her body is shortly after discovered in the lake everyone immediately wonders suicide or foul play Paige finds herself suspended in a strange idyllic place that resembles her most liked Instagram

post forced to watch as life continues without her When Paige's death makes national news Jane Masters a journalist who was close to Paige in childhood reluctantly travels home Struggling with the morality of covering her friend's death Jane will confront the town she left behind and the dark undercurrents that she's always known run underneath Compelling, haunting and beautifully written *The Last Illusion of Paige White* is a clever page turning modern mystery as well as a thoughtful exploration of female friendship family dynamics and the complex impact of social media on self identity You'll be thinking about it long after you turn the last page Liane Moriarty An addictive read which nimbly combines a twisty small town mystery with a thoughtful critique of influencer culture all set against the wild irresistible beauty of the Australian coastal landscape Mikki Brammer author of *The Collected Regrets of Clover* Lyrical and evocative and with a twisty whodunnit edge this is Vanessa McCausland's best book yet Fiona Lowe Atmospheric and poignant Petronella McGovern An ambitious and evocative novel that will appeal to both young and old Vanessa McCausland has written a modern classic with family friendship and beauty on the surface and dark currents swirling beneath BM Carroll *Bridesmaids (The Zara Stoneley Romantic Comedy Collection, Book 4)* Zara Stoneley, 2019-04-26 From the USA Today bestselling author of *The Wedding*

Date Analysis of the Success Factors of SVOD to reach Generation Z Lien La, 2022-05-16 Master's Thesis from the year 2019 in the subject Communications Public Relations Advertising Marketing Social Media grade 14 Berlin School of Economics and Law language English abstract This paper is an analysis of the success factors of SVOD to reach Generation Z It includes a case study of MTV The objective of the present thesis is the identification and analysis of KSF of SVOD in order to attract Gen Z It seeks to understand and examine SVOD usage behavior and preferences within the audience of Gen Z After the determination of KSF geared towards the user expectations and preferences of Gen Z implications and recommendations for the newly launched SVOD channel MTV will be identified Three research questions are central to the present study 1 What is the SVOD usage behavior of Gen Z 2 Which KSF are perceived as valuable by Gen Z 3 How should MTV design their SVOD offer in order to attract Gen Z The first chapter is the introduction which provides the problem statement its purpose relevant research questions and the course of investigation The second chapter presents a literature review It is organized into four parts the first part reviews academic literature relevant to research on KSF The second part of the literature review sheds light on the uses and gratification theory UGT focuses on different aspects of the media usage of Gen Z and introduces KSF in media The third part presents subscription models in the media industry an overview of the SVOD market and a best practice analysis with relevant players The last part of chapter two summarizes the literature review findings to develop a SVOD KSF framework Chapter three makes use of the previous developed framework and analyzes the KSF of MTV The fourth chapter is the methodological framework of the study including the research method questionnaire design data collection and sampling data analysis and research findings Chapter five introduces recommendations for MTV based on the empirical research The thesis concludes with chapter six which gives answers to the

research questions a general conclusion the limitations of this study and suggests topics in need of further research

The Cult of Romance Sarah Ayoub, 2022-05-01 When your bestie is marrying a guy she barely knows can you save her from the cult before it's too late Natalie is living proof that love is a scam She's traumatised by her parents failed marriage and overwhelmed by her grandmother's expectations of good Lebanese girls marriage motherhood and exceptional tabouli making skills When her best friend decides to get hitched to a guy in the motherland Nat's not exactly thrilled by the mammoth task before her juggling cultural traditions extra bridesmaid dresses and super judgemental relatives And to top it off there's the annoyingly good looking best man and his constant need to mansplain all of the things Natalie is in for the trip of her life But can she save her friend from the cult of romance without falling in love herself PRAISE FOR THE CULT OF ROMANCE The Cult of Romance is a vividly realised dazzling and charming book which made me snort with laughter as much as it compelled me to pause for thought Ayoub tackles the agonies and joys of in betweenness of what who and where we make and feel homeland and heartland Her intimacy with the worlds she writes about is obvious in her rich and subtle descriptions Ayoub has given Australian YA literature a fresh and uniquely cross generational and cross border perspective on perennial themes of identity family friendship loyalty and love A young Australian Lebanese woman grappling with these questions as she navigates her parent's homeland Lebanon The story invites readers to think about the many worlds and worlds within worlds children of migrants must navigate without losing sight of the humour lightness and joys in the journey Ayoub has written something truly original and special Randa Abdel Fattah award winning author of *When Michael Met Mina* The Cult of Romance is a fun heartfelt and relatable read that buzzes with youthful energy Sarah Ayoub manages to criss cross two worlds and tenderly land in the space in between where children of diaspora often find themselves Her book deftly captures the angst of growing up torn between two cultures The Cult of Romance is for those who've never seen themselves in the pages of a novel whose old country customs say more about who they are than who their parents or grandparents were In this way The Cult of Romance is a quintessentially Australian story about love family belonging and finding your place in the world Jan Fran social commentator and Walkley Award winning journalist

Foxfire Living Eliza Clark, Tim Trojian, 2019-12-17 A gorgeous full color field guide to the innovative neo vintage design style that is the hallmark of Foxfire Mountain House the magical inn in the Catskills bursting with design ideas recipes projects and tips for achieving its dreamy aesthetic in your own home When designer Eliza Clark and her chef husband Tim Trojian viewed the property that would eventually become the Foxfire Mountain House in Mount Tremper New York the real estate listing was for an adjacent cottage the teetering remains of what had once been a popular Catskills hotel was thrown in as a bonus Eliza and Tim set to work radically redesigning the derelict property to create a relaxed bohemian retreat they called Foxfire Mountain House The design and food of this transcendent inn is guided by nature science and curiosity and informed by its rural location amid the bucolic mountains The scenery is as much an element of Foxfire's design as the color scheme the inn's old bones are

complemented by unique vintage finds and the meals are sourced from neighboring farms and local crops Eliza and Tim s eleven room inn cottage and bar room restaurant became an instant hit and a hot destination for urban dwellers looking for an escape in the country Foxfire Living now brings the dreamy rustic modern style that is the hallmark of this special place into any home This lush guide is divided into chapters based on the phases of the day Dawn Morning Day Dusk and Night allowing you to move through each element of the inn s design and renovation process in a natural and holistic way Whether you want to completely redo your home or just make a few changes or additions you ll find thoughtful concepts and advice to guide you to Discover use the bones of your space to inform your design choices Gather set up a design pantry and collect inspiration Evolve allow yourself to stay open and curious as your design comes together Reflect enjoy what you ve built and share it with others In telling the intriguing story of Foxfire s rebirth Eliza and Tim include thirty recipes and renovation projects that capture its spirit Brimming with ethereal photos that are as full of wonder as the drive up the hill that leads to the inn Foxfire Living is the story of paint colors light fixtures materials and furnishings But it is also about writing your own home s story and creating a personal narrative that reflects your truest desires Dollars and Sense Dan Ariely,Jeff

Kreisler,2017-11-07 New York Times bestselling author Dan Ariely teams up with financial comedian and writer Jeff Kreisler to delve into the truly irrational world of personal finance blending humor and behavioral economics to help people understand the psychology behind their financial decisions and show them how they can make better ones He entertains critical questions such as these Why is paying for things painful Why are we comfortable overpaying for something in the present just because we ve overpaid for it in the past Why is it easy to pay 4 for a soda on vacation when we wouldn t spend more than 1 on that same soda at our local grocery store We think of money as numbers values and amounts but when it comes down to it when we actually use our money we engage our hearts more than our heads Emotions play a powerful role in shaping our financial behavior often making us our own worst enemies as we try to save access value and spend responsibly In Dollars and Sense bestselling author and behavioral economist Dan Ariely teams up with financial comedian and writer Jeff Kreisler to challenge many of our most basic assumptions about the precarious relationship between our brains and our money In doing so they undermine many of personal finance s most sacred beliefs and explain how we can override some of our own instincts to make better financial choices Exploring a wide range of everyday topics from the lure of pain free spending with credit cards to the pitfalls of household budgeting to the seduction of holiday sales Ariely and Kreisler demonstrate how our misplaced confidence in our spending habits frequently leads us astray costing us more than we realize whether it s the real value of the time we spend driving forty five minutes to save 10 or our inability to properly assess what the things we buy are actually worth The result not only reveals the rationale behind our most head scratching financial choices but also offers clear guidance for navigating the treacherous financial landscape of the brain Fascinating engaging funny and essential Dollars and Sense provides the practical tools we need to understand and improve our financial

choices save and spend smarter and ultimately live better

How Far Does Advertising Influence Human

Consumption? Lea Tappert, 2021-07-27 Seminar paper from the year 2018 in the subject Business economics Offline Marketing and Online Marketing grade 1 3 language English abstract The following work will deal with the topic of commercial influence towards the consumer by using different strategies in different types of media The AIDA strategy works consciously Its aim is to make the customer pay attention to the advertisement to make them feel involved and to develop a wish for the product Using repetitions emotions and addressing a community are strategies that work subconsciously Repetitions stay in mind for a longer time and connect the advertisement to a picture of the brand Emotions are created by leading through a story and making the consumer feel good to create a positive emotion about the product too Using the community works with the help of idols and with the opinion of the majority of people to make the consumer follow a certain sense of belonging The strategies are types of communication because the supplier sends a message through an advertisement to the consumer who shows a reaction to the advertisement Digital advertising is the future of advertising Search engines Social Media Channels and video platforms are used to advertise because people spend more time on their mobile phone than on a desktop watching TV or listening to the radio For the suppliers it is easy to collect personal data online Using the personal data they create personalized advertisements to offer more successful advertisements by knowing the consumer's wishes better That means the consumer has to pay attention to be less influenced by all these strategies

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