



Proficient | Exemplar Essay

## Ad Me

### Social Media and Your Identity



#### Clarity and Focus

Relevant context provides background information for a clear thesis in the introduction (“my advertising identity is mostly accurate when representing my personality”). The essay maintains focus on the task by presenting the similarities and differences of the two identities, thoroughly addressing the demands of the prompt.



#### Development

Significant, well-chosen evidence is provided to address the similarities (“As a result, I often see ads for soccer equipment and training camps I might be interested in”) and differences (“Even though I search for things sometimes, like the prom and make up tips, they don’t represent me in any meaningful way”) between the two identities. Additional examples and explanation would elevate the development of the thesis.



#### Organization

The organizational structure enhances the ideas with a thorough introduction, purposeful body paragraphs (one focused on similarities and the other on differences), and a thoughtful conclusion. Clear transitions (“For instance,” “As a result,” “Alternatively”) are used to clarify ideas.



#### Language and Style

Precise language (“scenarios,” “sophisticated”) effectively conveys meaning. The writer engages the audience with fresh and appealing language in some areas (“cookies ... not the kind that Grandma bakes”), vocabulary appropriate to the topic (“equipment,” “advertisers profit”), and formal language throughout.



#### 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

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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. But every time you visit a website, you leave behind a trail for advertisers to find you. That trail is called cookies. Not the kind that Grandma bakes, but the kind that allows advertisers to target you based on many different factors. 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. Our online profiles are just collections of these cookies, telling companies what things we like and might want to buy. But is that all we are? I've come to realize that my advertising identity is mostly accurate when representing my personality.

In all honesty, I get lots of ads that show things I want to watch or buy. 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. For instance, I play field hockey and soccer, so I spend a lot of time watching videos that teach you how to improve your techniques on the field. I've learned a lot about juggling and passing skills from online coaches and from watching videos of the US Olympic Women's Soccer team. As a result, I often see ads for soccer equipment and training camps I might be interested in. Since I play multiple sports, I frequently see promotions for outdoor adventures and gear or advertisements for movies that involve strong female characters. These are all things that I am genuinely interested in and regularly click on. Actually, I once purchased some equipment that I saw from one of these ads!

Alternatively, there are a few scenarios 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 though I search for things sometimes, like the prom and make up tips, they 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. Also, while your 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.

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.