

# Google, Facebook, mondd meg nékem...

Kinek adjam el a termékem?

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Fastbridge Hungary

# Célcsoport



## Tell us who should see your advert

When you run an advert, just choose the traits of the audience that should see your adverts.

You can reach your audience by:

- Location
- Demographics (age, gender and more)
- Interests (activities, hobbies and more)
- What they buy online and offline
- Many other categories

# A Google szerint

## Your interests

- Action & Adventure Films
- Advertising & Marketing
- Animated Films
- Athletic Apparel
- Bicycles & Accessories
- Celebrities & Entertainment News
- Computers & Electronics
- Dance & Electronic Music
- Family & Relationships
- Finance
- Food & Drink
- Hair Care
- Indie & Alternative Music
- Music Videos
- Online Video
- Performing Arts
- Pets & Animals
- Phone Service Providers
- Pop Music
- Rap & Hip-Hop
- Recording Industry
- Search Engine Optimization & ...
- Smart Phones
- Social Networks
- Song Lyrics & Tabs
- Soundtracks
- Subcultures & Niche Interests
- TV Reality Shows
- TV Talent & Variety Shows
- Toys

+ ADD NEW INTEREST

VIEW FEWER

WHERE DID THESE COME FROM?

## Your Google profile



Gender

To select relevant ads, the gender you specified in your Google account is used.



Age

To select relevant ads for you, an age range is assigned to your Google Account.

# Amire kerestem



# A Facebook szerint

## **About**

### **Overview**

Work and education

Places you've lived

Contact and basic info


Family and relationships

Details about you

Life events

 **Friends**

 **Photos**

 **Check-ins**

 **Sports**

 **Music**

 **Films**

 **Likes**

 **Events**

 **Groups**

 **Reviews**

# A Facebook szerint

Baking Budaörs Rock & roll Sextet  
Web analytics Hatha yoga Aiud Waffle  
Bakery Mountaineering Hard rock Orchestra  
Marathons Handicraft Hiking Data science  
Science Contemporary classical music Milkshake  
Composer Ship Media (Communication) Harmony  
Concerts Confectionery Somes river  
Indian cuisine Europe Brewery City Buda  
Curiosity Festival

# A Facebook szerint

Suvarnabhumi Airport

Baking Budaörs Rock & roll Sextet Oculesics

Web analytics Hatha yoga Aiud Waffle

Bakery Mountaineering Hard rock Orchestra

Marathons Handicraft Hiking Data science

Science Contemporary classical music Milkshake

Composer Ship Media (Communication) Harmony

Concerts Confectionery Somes river

Indian cuisine Europe Brewery City Buda

Anatomy Curiosity Festival

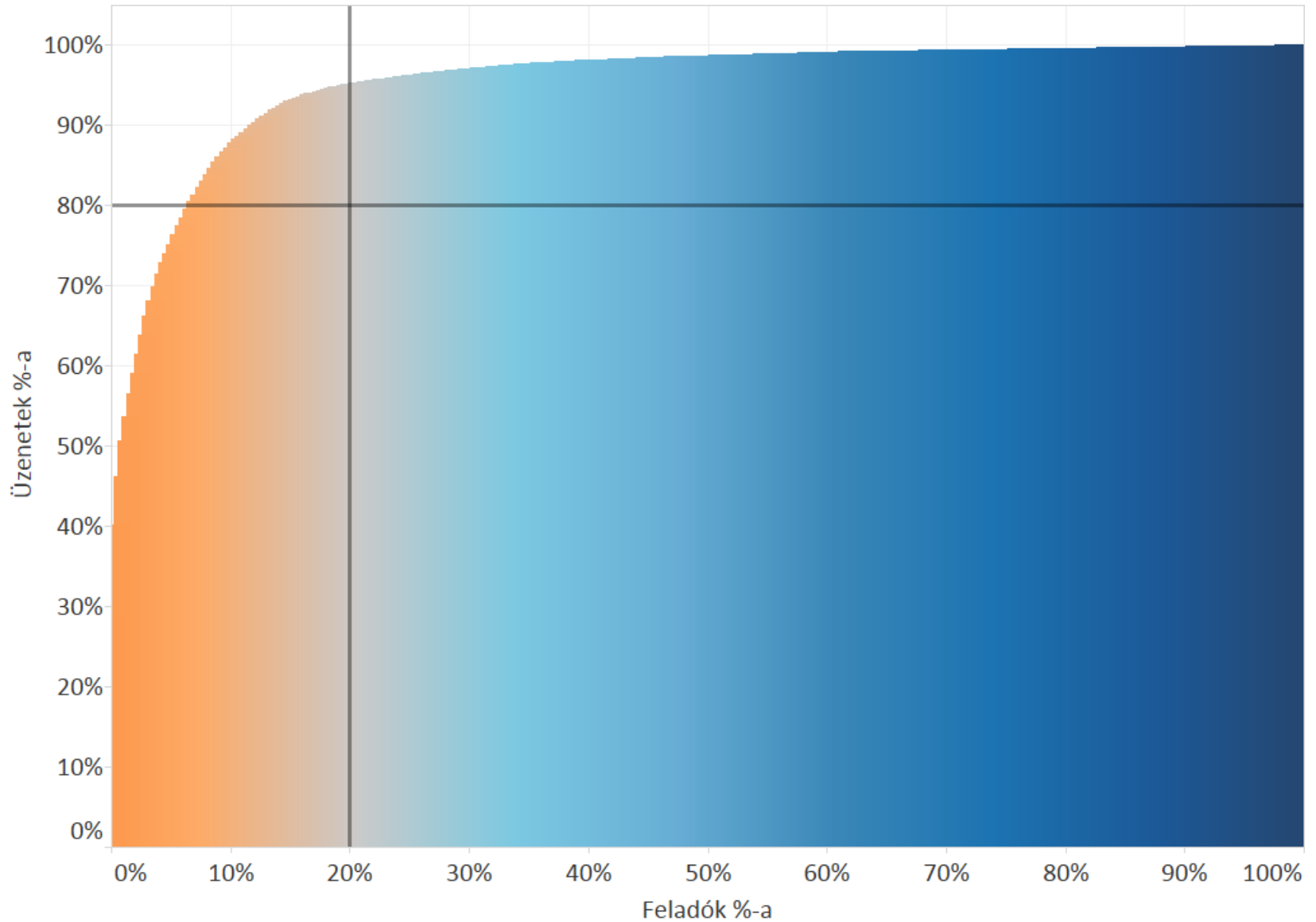
Space (Latin American TV channel)

# 2016. január 15.

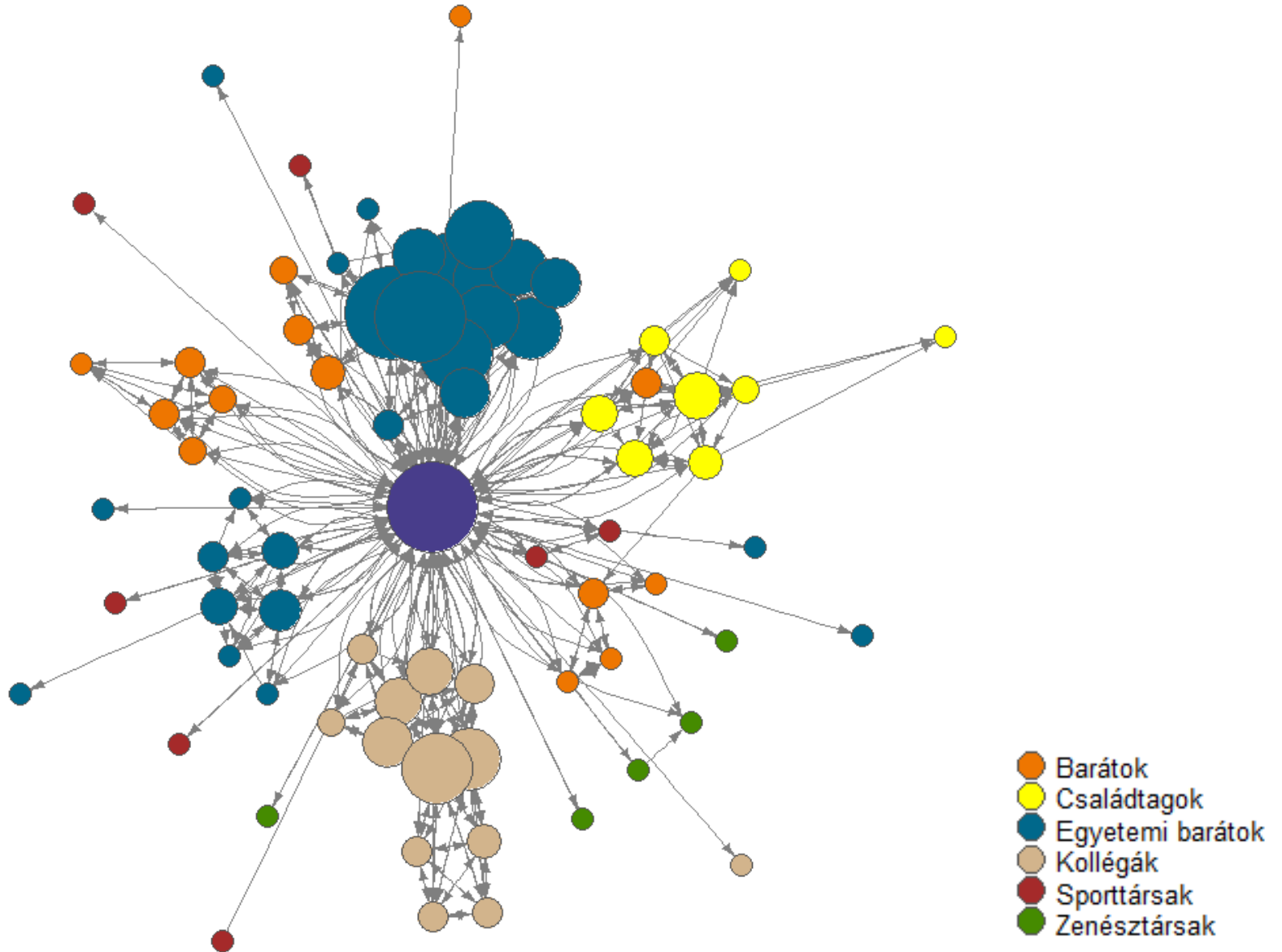
- 08:13 Gmail bejövő: KLM – Please evaluate your flight from Budapest, Liszt Ferenc International (BUD) to Amsterdam, Schiphol Airport (AMS)
- 08:20 Gmail bejövő: Egy webshop: Refund on order xx
- 09:24 Clicked ad: Egy budapesti parfüméria, Mobil, Noord-Holland (Netherlands)
- 11:56 Gmail bejövő: Korrepetálás helyszín egyeztetése
- 14:20 Facebook Login: Desktop, London (United Kingdom)
- 14:50 Likes a post (Egyetemi csoporttárs): Desktop, London (United Kingdom)
- 23:10 Clicked ad: Életmóddal kapcsolatos cikk, Mobil, Gelderland (Netherlands)
- 23:39: Clicked ad: Egy alvásciklussal kapcsolatos cikk, Mobil, Gelderland (Netherlands)



# Facebook Üzenetek



# Gráf az üzenetek alapján



# Miről beszéltünk?

Este, vettem,  
aranyos, bor,  
főzni, nyers,  
telefon

Lányok,  
szakdolgozat,  
drága, *egy  
szoftver*,  
földgömbnél,  
ösztöndíj,  
Krakkó, Bremen

Reggeli, ötlet,  
megmutizom, durva,  
közösen, tortát, huf

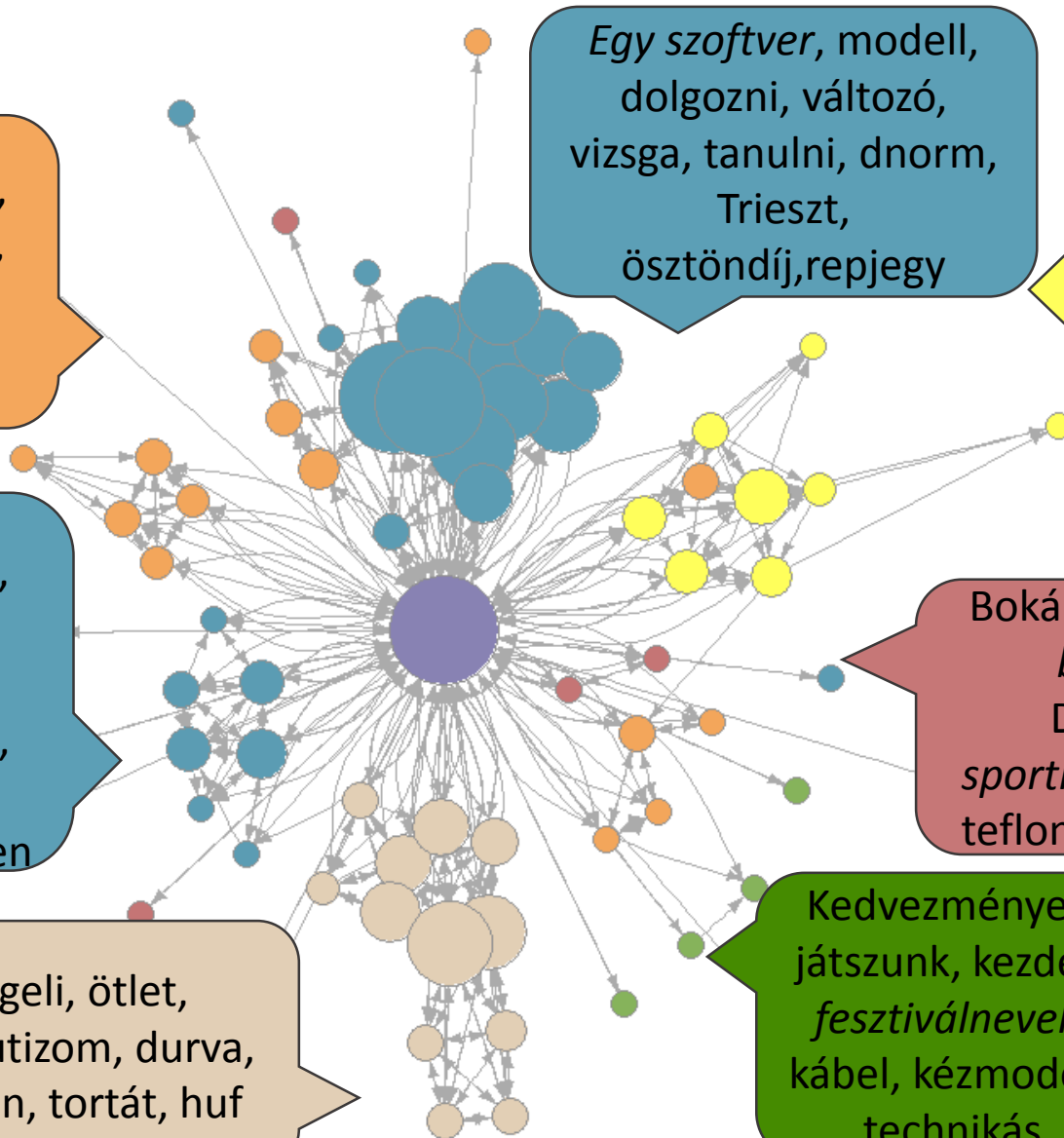
*Egy szoftver, modell,*  
dolgozni, változó,  
vizsga, tanulni, dnorm,  
Trieszt,  
ösztöndíj, repjegy

*Budapesti plázák,*  
városban, film,  
London, Berény,  
büszke, *egy e-  
book olvasó,*  
android, php,  
inget

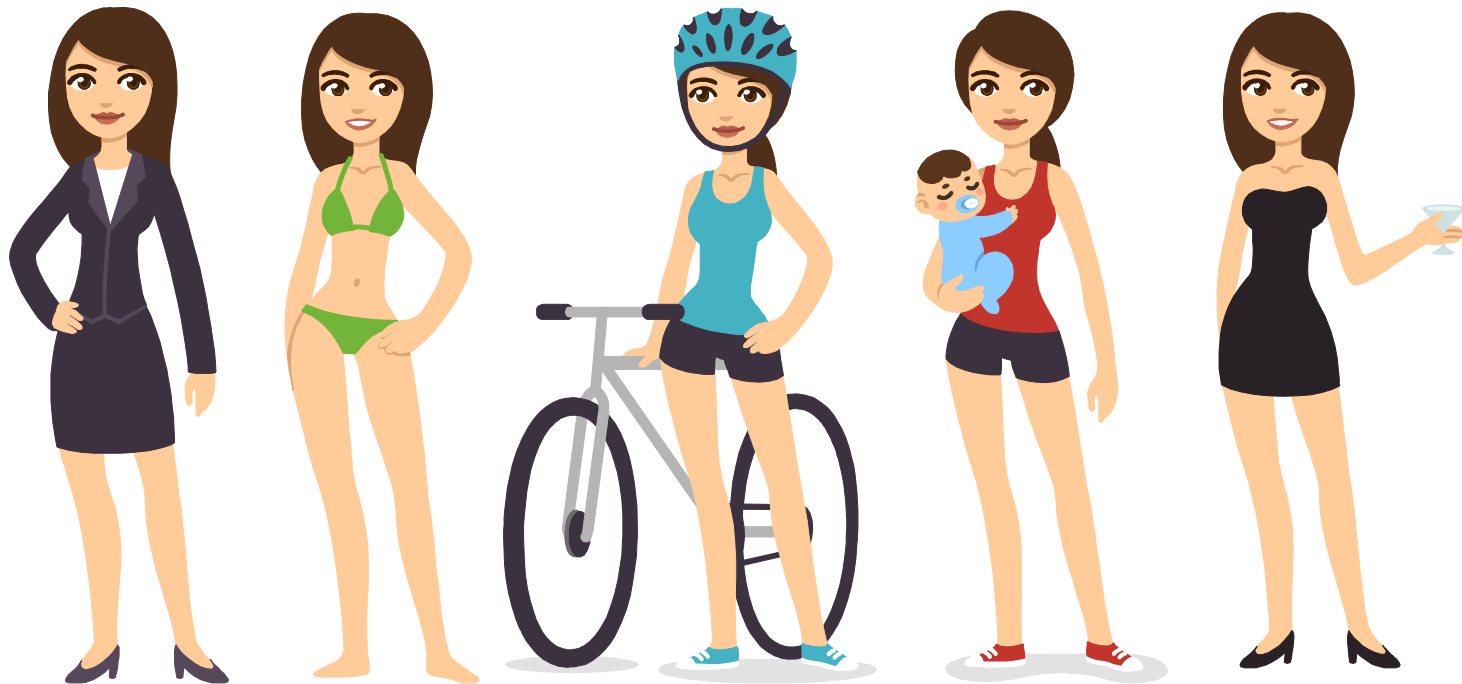
Bokám, szauna, futni, *egy  
budapesti pláza,*  
Dobogókőre, *egy  
sportmárka,* Bécsbe, futni,  
teflonos, Dorog, fennsíkon

Kedvezményes,  
játszunk, kezdés,  
*fesztiválnevek,*  
kábel, kézmodell,  
technikás

- Barátok
- Családtagok
- Egyetemi barátok
- Kollégák
- Sporttársak
- Zenésztársak



# Miért fontos mindez?



# Jobb eredmények



# Források:

- Facebook adatok (HTML formátum):  
<https://www.facebook.com/help/131112897028467/>
- Google adatok (JSON formátum):  
<https://www.google.com/settings/takeout>

# Elméleti háttér:

- Barabási, Albert-László: Behálózva. Helikon Kiadó, (2013)
- Granovetter, Mark: Getting a Job. A Study of Contacts and Careers. Contemporary Sociology, Vol. 25, No. 3 (May, 1996), pp. 391-392)
- Oremus, Will: Who Controls Your Facebook Feed. Slate.com, 3rd Jan 2016.  
[http://www.slate.com/articles/technology/cover\\_story/2016/01/how\\_facebook\\_s\\_news\\_feed\\_algorithm\\_works.html?wpsrc=pez.ai](http://www.slate.com/articles/technology/cover_story/2016/01/how_facebook_s_news_feed_algorithm_works.html?wpsrc=pez.ai)

# Köszönöm a figyelmet!

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