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December 04, 2018

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Recommended Citation

Toksoz, Tuna and Dukellis, John, "Obtaining content quality feedback by placing content in advertisements", Technical Disclosure Commons, (December 04, 2018)

https://www.tdcommons.org/dpubs_series/1753



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Obtaining content quality feedback by placing content in advertisements

ABSTRACT

Content providers often benefit from feedback on the quality of their content before it ships to a broader audience. Separately, app developers aim to maximize revenue and online users prefer more interesting advertisements. This disclosure uses online advertising slots to display test content produced by content providers. Users that watch the content are asked to rate the content. Alternately, if the viewing user permits, a device camera determines user reactions, e.g., facial expressions that are indicative of pleasure, displeasure, or boredom with the content. Prior to distribution of content to the general public, such content can be shown to a control group such that the content provider or creator can gauge the effectiveness of the content.

KEYWORDS

Online ads; mobile ads; content quality; content rating; content effectiveness; user feedback; market research

BACKGROUND

Content providers often benefit from feedback on the quality of their content before it ships to a broader audience. For example, comedians may want to know if their jokes are funny or if they need improvement. Separately, app developers aim to maximize revenue and online users prefer more interesting advertisements. Market research firms are also interested in determining customer sentiment regarding various content items.

DESCRIPTION

This disclosure uses online advertising slots to display test content produced by content providers. Users that watch the content are asked to rate the content. Alternately, if the viewing user permits, a device camera determines user reactions, e.g., facial expressions that are indicative of pleasure, displeasure, or boredom with the content. Prior to distribution of content to the general public, such content can be shown to a control group such that the content provider or creator can gauge the effectiveness of the content.

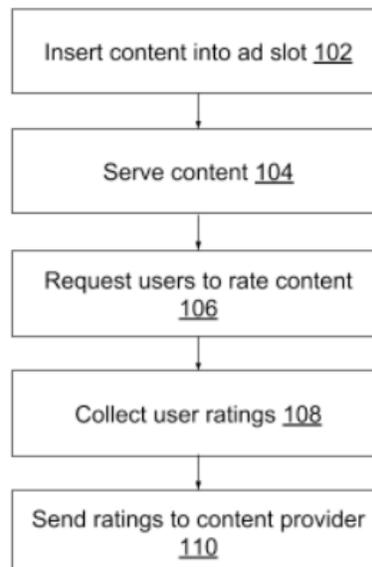


Fig. 1: Obtaining content feedback by showing content as an advertisement

Fig. 1 illustrates an example use of ads to show content to users to obtain user feedback or ratings to measure the effectiveness of the content. Content is inserted into an ad slot (102), e.g., that of a mobile app. When the app requests the ad network for an ad for the slot, the content is sent by the ad network. The content can include test content (e.g., prior to launch to a broader audience) or an actual advertisement.

For example, content can include test entertainment content; content produced by market researchers to gain market insight; etc. For example, the content include a video of a comedian performing a joke. The content is served to the user (104). An ad unit within the app asks the user to rate the content (106), e.g., how funny the joke is. The ad unit collects user ratings (108) and sends the ratings to the content provider (110) or creator.

Alternately, with user permission, user reactions to the joke may be determined based on the expression of the user via a video of the user watching the content, obtained via a device camera. For example, the determined reaction may include whether the user laughed, or other cues. Such measurement is performed, e.g., when the content is displayed via ad slots in apps where the user has provided camera permissions. Indication is provided to the user when such techniques are used to determine user reaction, and the techniques are not implemented if users do not provide permission.

The techniques of this disclosure can advantageously determine effectiveness of an advertisement, e.g., can be used to test the efficacy of an ad with a control group, prior to distribution of the advertisement to the general public. The techniques can also be used for content or advertisement that has already been released broadly to obtain user feedback or reactions.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed.

For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure uses online advertising slots to display test content produced by content providers. Users that watch the content are asked to rate the content. Alternately, if the viewing user permits, a device camera determines user reactions, e.g., facial expressions that are indicative of pleasure, displeasure, or boredom with the content. Prior to distribution of content to the general public, such content can be shown to a control group such that the content provider or creator can gauge the effectiveness of the content.