

# MOBILE ADVERTISING BASED ON MOBILE PHONE SENSING

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## Motivation

The growth and evolution of mobile advertising is remarkable, it has been strengthened by technological advances, which have allowed mobile advertising deployment that seeks to be more relevant and less disturbing for mobile user and is based on the premise "right person, right place, right message, at the right time".

The user profile has been highly used in advertising and significant progress has been achieved in user profiling utilizing new data sources, such as data collected by smartphone and from online social networks. However, there are still possibilities to continue exploring research questions related to user profile in mobile services/applications and particularly in mobile advertising, which use data about user social context that are collected implicitly and dynamically by smartphones.

## Thesis Objectives

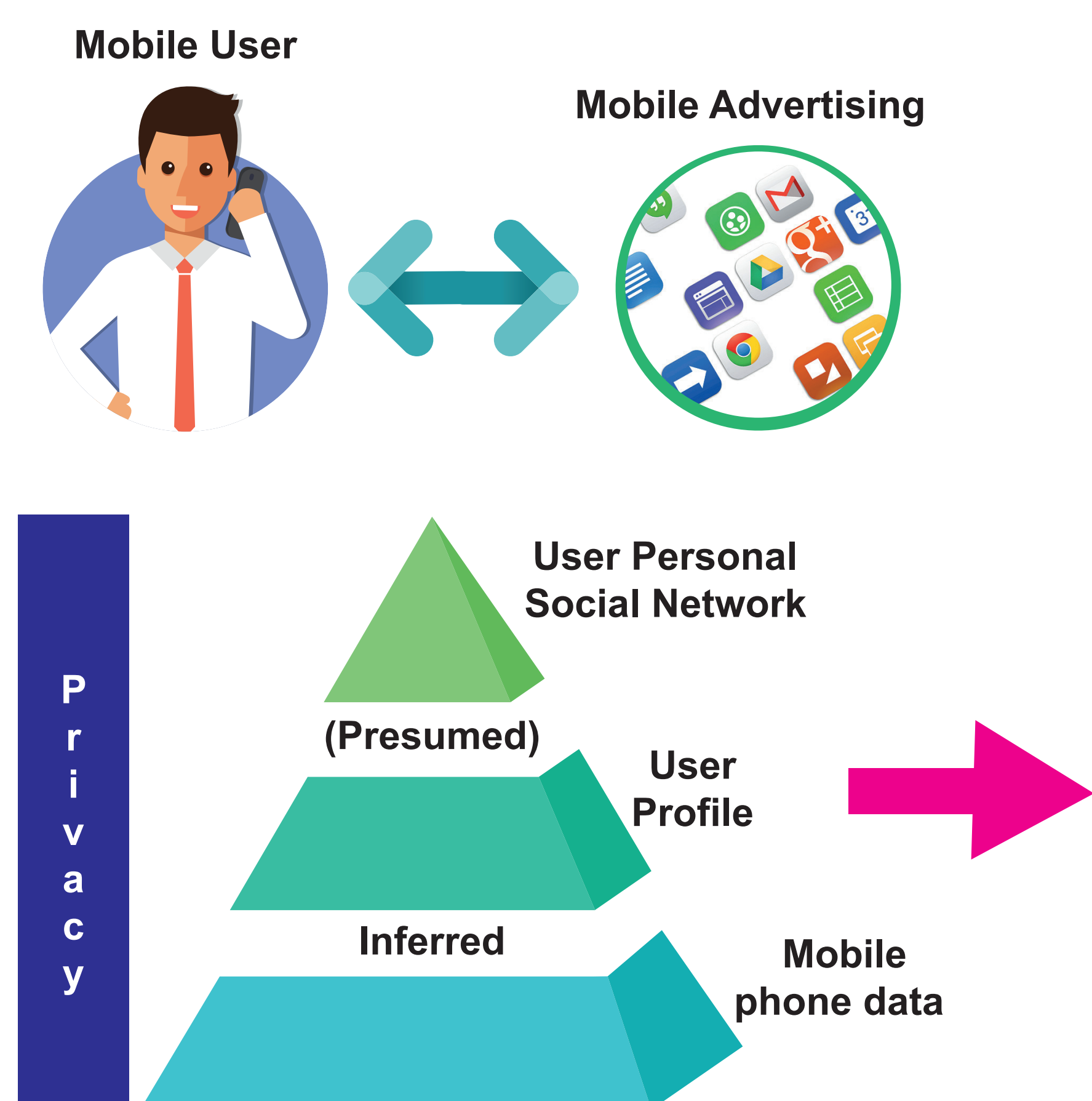
### General Objective

Design a user-centered mobile advertising model that is based on user personal and social context information obtained from smartphone.

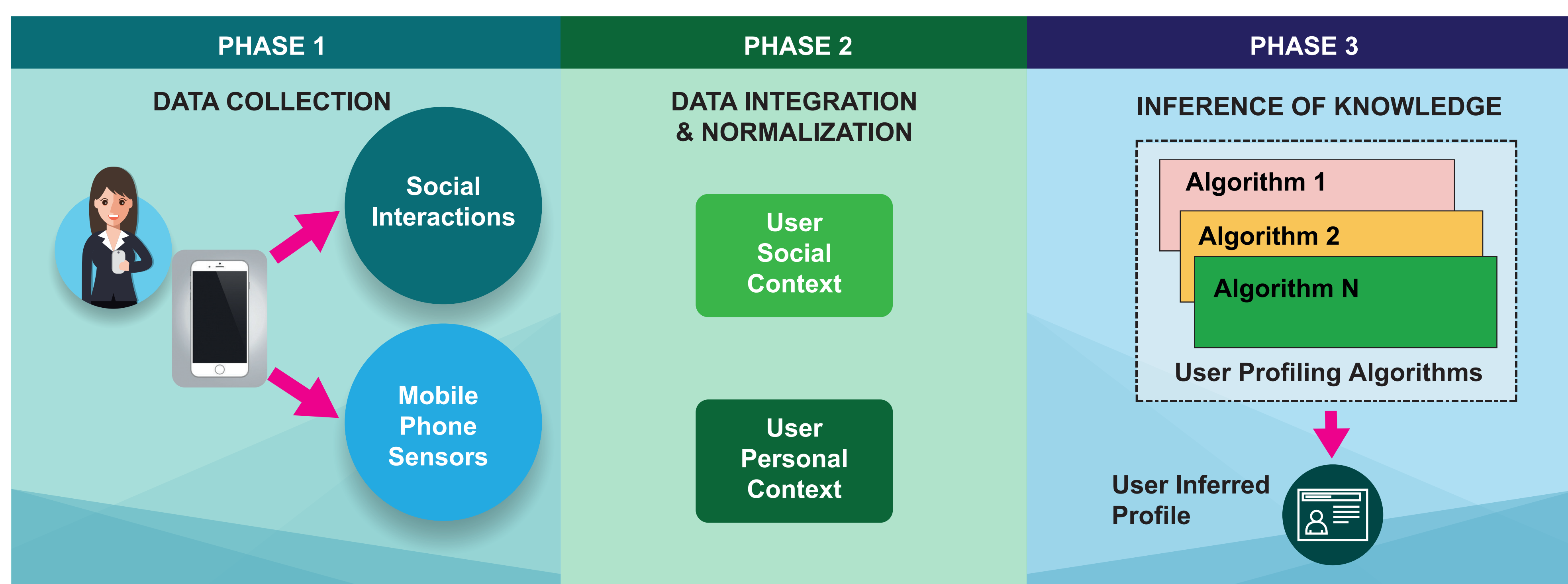
### Specific Objectives

- Integrate into design of mobile advertising model the basic concept of mobile user, as a social being that relates to different people using the mobile phone as a communication medium.
- Modeling the user profile of mobile user based on mobile phone sensing and user social interactions data.
- Integrate user profile into design of mobile advertising model to contribute to add value to the user experience in mobile advertising.
- Study the impact of user profile externalization on user privacy preserving in the new mobile advertising model.

## Mobile Advertising



## User Profile Model Design



## Research Plan

July - Dec. 2018

**Implementation and Testing of the User Profile Model:** Software implementation of new user profile model for testing and validating its design.

January - June. 2019

**Design the New Ad Model:** Scoping the new mobile Ad model and its requirements. Designing the new model which contributes to add value to the user experience in mobile advertising.

July - Dec. 2019

**Simulation and Validation of the New Mobile Ad Model:** Simulating the new mobile Ad model and its validation according to defined requirements and using a selected methodology and tool.

December 2019

## Next Year Planning

TOPICS

	Goals
1) User Profile Model	<ul style="list-style-type: none"> <li>A software implementation of the proposed user profile model.</li> <li>New user profile model tested and validated.</li> <li>One paper about new user profile model submitted to a journal.</li> </ul>
2) Mobile Advertising Model	<ul style="list-style-type: none"> <li>Defined requirements of the new advertising model.</li> <li>A design of a new method for inferring user personal social network based on user profile content</li> <li>Designed new mobile advertising model which is user-centered, based on branded apps, and user personal social network.</li> </ul>

## References

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- Smailovic V., Striga D., Podobnik V., "Advanced User Profiles for the SmartSocial Platform: Reasoning upon Multi-Source User Data". Web Proceedings of the 6th ICT Innovations Conference, 2014.
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