

## Do I want ads on my Facebook page?

Online Social Networking Sites (OSNS) have certainly changed the boundaries between the private and public lives of individuals, transforming such individuals into potential global publishers that are able to expand one's ability to share information. This situation has led to an increased uncertainty and disagreement about what information should be shared and what should be kept private. OSNS represent a great opportunity for companies to advertise their products and services as well as target and personalise their messages based on the data users declared online. However, how users perceive and react to the advertisements posted on their own online social profiles is still largely unknown. For example, we still do not know whether, and under which conditions, the users consider such advertisements to be (or not to be) an intrusion into their private, albeit social, space.

A team of researchers, including [Dr Melanie Wiese](#) and [Prof Yolanda Jordaan](#) (staff members in the [Department of Marketing Management](#)) conceptualised the causal relationships between the attitudes of OSNS users towards OSNS advertising, including the antecedents of such attitudes and the subsequent behaviour to OSNS advertising practices. The longer-term goal being to test the identified relationships empirically once the conceptual model is refined. The ultimate aim is to determine if users perceive OSNS advertising as an intrusion of brands into their privacy bearing in mind that their profile is a 'private space' where brands are not welcome. On the other hand, it may be that users value OSNS advertising due to the benefits such practices bring to them, such as being informed about new products and/or services targeted to their needs.

The proposed model focuses on two drivers of attitude, namely advertising value and advertising intrusiveness - aiming to study the relative importance of each. Although several studies already considered advertising intrusiveness, there is little empirical research on the effect of OSNS advertisements on the attitudes of users in a social network environment. The paper also contributes to the privacy literature as one of the first to study advertising intrusiveness on OSNS platforms from a privacy perspective. It is envisaged that this conceptual model be tested in South Africa and France in the near future.

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