Student 1 :

**Web browsing technology**

[**COLLAPSE**](https://lms.seu.edu.sa/webapps/discussionboard/do/message?action=list_messages&forum_id=_24671_1&nav=discussion_board_entry&conf_id=_12924_1&course_id=_12030_1&message_id=_98343_1)

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What Web browser functionality enables Nielsen to gather the data for its application? Using your understanding of Web browsing technology, how might this work?

The Nielsen Company has been working on an assessment of ad agencies such as television channels and radio in traditional ways, but withadvances in information technology have become used specialized applications in order to collect data on the number of viewers advertising campaigns online. Technology browsing these ads helped greatly in knowing users' data because it rely on users to determine the residential areaand through the knowledge of the user can address the Nielsen company of collecting more information on the composition of the population andtheir level of income, education and other information through this special program.

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Student 2 :

**Nielsen has faced criticism for the accuracy of its demographic representation in it TV ratings. How might the demographic data in the Online Campaigns ratings be flawed?**

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In fact, from my perspective there are some difficulties to assess the the application of online advertising campaigns of these obstacles. There are a number of people who do not use the Internet ,They live in isolated areas. Therefore do not take this area at their assessment of the advertising campaigns. So in order to ensure greater success for the application must solve these problems. But the online campaigns evaluation have many benefits compared with the old ways that were used by Nielsen company.

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Student 3 :

**o Nielsen has faced criticism for the accuracy of its demographic representation in it TV ratings. How might the demographic data in the Online Campaigns ratings be flawed?**

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Nielsen’s created online panel is using methodology that combines representativeness of probability sampling that provides baseline to create demographic and behavioral weights to accurate potential biases in online recruited panel for representative demography and online behavior simply Present method to measuring and identifying audiences’ online ad campaigns and allow measurement of any ad campaign small /large, international /local, on website.

In my opinion using data set that been collected quite hard challenge because It’s not easy to know how many people watching TV show at that time beside you won’t be able to know if that person still watching that program or not which effect in rating that one reason why Nielsen faced criticism for the accuracy of its demographic representation in it TV ratings

Student 4 :

**Week 7 Case Study & Discussion Board**

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* What Web browser functionality enables Nielsen to gather the data for its application? Using your understanding of Web browsing technology, how might this work?

The regular cookies, Flash cookies and embedding a piece of code called (Web beacon or clear GIF) in the page of the web site are used to gather statistical information to help understand what is interested for the users and what ad. Campaign are effective . these information are collected  to gather statistical information about the usage of our websites in order to continually improve the design and functionality, to understand how users use our websites, and to assist us with resolving questions regarding use of the websites

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Student 5 :

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* What Web browser functionality enables Nielsen to gather the data for its application? Using your understanding of Web browsing technology, how might this work?

As a basis for estimating reach, we start with cookies. Cookies enable us to estimate reach because they can be used to distinguish individual browsers. When we count reach, we're really counting the number of browsers that have been served an ad or recorded a click on an ad. This measure is an estimate, because some people use more than one browser or computer, and some people share browsers, but it enables us to get a consistent picture of how widely an advertisement has been seen.

here are some method used to gather the data:

**Adjusting for cookie deletion**

**Avoiding double-counting**

**Correct the data**

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Student 6 :

**Week 7 Case Study**

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The company uses the application in order to evaluate the advertising campaigns.

Web browsing technology that enables users to access into Internet. The company can't achieve its task without Web browsing technology.

So this technology, which include browsing the Internet through personal computers or mobile phones.

Evaluation application help the company to collect data accurately and quickly.

Even the process of saving the data in the computerized databases.

The process of data analysis is easier when compared to the way used in the past (measuring the audiences of radio and TV).

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Student 7 :

**Nielsen**

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The company uses a tool which assists publishers and advertisers to track users behaviors. Using the end-user’s web browser which collects personal information, it will sends back their information and behaviors to Nielsen severs, once the user triggered Nielsen tags. It’s useful to understand and evaluate the target’s lifestyle to reflect the outcomes of any adverting add or publisher’s product. All information that has been gathered by Nielsen will used to enhance services and production. The main key of this technology is using the user’s cookies, which is saved to be reused by the requested website or application.

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Student 8 :

**Nielsen Holdings N.V.**

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hello every one

***1.***       ***What enables Nielsen to bring in the demographic data to their application?***

First view , GRP trend and show the rating of changing over time , the demographics view shows breakdown for a single publisher then the Campaign site shows the data for a single demographic broken down by the various publisher now the  New technology such as the platforms and understand the business need and acting fast taking the rick to give the right  changing the consumer’s behaviors by using the modern digital learning environments collect a multitude of performance behavioral and demographics signals forms client

– using the Microsoft dataMarket leveraging cloud to deliver public domain and commercial data to millions windows Azure Marketplace

 -  the Lampert Report Food News marketing analysis issues and trends and the impact of food and retail environments specially

- EMS analysis this short video no audio is a quick look at some of the types of geographic analyzing perform for MCHD the colored

-  Taiwan Audience Measurement and analysis solutions for digital signage and by eCAFlech announced the first cutting edge technology DSVC introduced in the digital signage marketplace combining

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Student 9 :

**Nielsen Online Campaign**

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* What Web browser functionality enables Nielsen to gather the data for its application? Using your understanding of Web browsing technology, how might this work?

The Nielsen Company use tool to help a publishers and advertisers to track the users which saved a money and effort to collecting their information and their behaviors by (GRP) that useful to detect incomes, ages and lifestyle after they used tradition methods to do that. All information that gathering by a improved technology to enhance the designs and services that give for consumers which leads to attract more visits and sellers.

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1 day ago

**SAEEDI DESSTA**

**How Web browser functionality helps Nielsen??**

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* **What Web browser functionality enables Nielsen to gather the data for its application?**
* **Using your understanding of Web browsing technology, how might this work?**

Because of the evolution in the technology gathering information is much easier nowadays this helps the Nielsen Company to work in their assessment of ad agencies.

Web browser functionality enables Nielsen to gather the data for its application through some ways for example when you register for any web site this website has particular product this will be recorded in cookies in the web browser this cookies could help the Nielsen Company or any other company to know if they needed to put the ad of their work or no.

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