

# Field Exercise 1.1

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62-150

I'm not a terribly social person. Generally, my weekends are spent in the dorm, surfing the internet, venturing outside only when necessary. However, I am still unable to escape the presence of media. If anything, this actually exposes me more to media of all sorts, through the medium that is the internet.

Global Tags

Recommended Tags

These are tags we recommend based on the games you have recently played or the software you have recently used on Steam.

## Action

Multiplayer

Singleplayer

First-Person

Adventure

FPS

Co-op

Strategy

Free to Play

Stealth

Funny

Shooter

Indie

Comedy

Sandbox

Open World

Atmospheric

Third Person

Sci-fi

Steampunk

Great Soundtrack

## Action



Counter-Strike: Global Offensive  
\$14.99



METAL GEAR SOLID V: THE PHANTOM PAIN  
\$59.99



Killing Floor 2  
\$19.99



Mad Max  
\$59.99



Rocket League  
\$19.99



ARK: Survival Evolved  
\$29.99



Grand Theft Auto V  
\$59.99



Dota 2  
Free To Play



Team Fortress 2  
Free to Play

[Browse all 5,457](#)

When playing video games using Steam, the application uses my previous purchases and those of my friends to recommend games that that I'd theoretically like.

Frequently Bought Together



Price for all three: **\$35.97**

Add all three to Cart

Add all three to Wish List

Show availability and shipping details

- ✓ **This item:** Thermos Vacuum Insulated 24-Ounce Stainless Steel Hydration Bottle, Charcoal **\$20.99**
- ✓ OXO Good Grips Bottle Brush **\$4.99** [Add-on Item](#)
- ✓ OXO Good Grips Water Bottle Cleaning Set **\$9.99**

Customers Who Bought This Item Also Bought



Thermos 18 ounce Vacuum Insulated Stainless Steel Hydration Bottle, White with Purple Accents  
★★★★☆ 2,244  
\$19.18 **✓Prime**



Thermos Vacuum Insulated 18-Ounce Stainless-Steel Hydration Bottle  
★★★★☆ 2,244  
\$15.27 **✓Prime**



Thermos Stainless King Drink Bottle, 24-Ounce, Matte Black  
★★★★☆ 933  
\$24.99 **✓Prime**



Thermos Stainless King 24-Ounce Drink Bottle, Midnight Blue  
★★★★☆ 933  
\$26.59 **✓Prime**



Thermos 18 ounce Vacuum Insulated Stainless Steel Hydration Bottle, Charcoal with Lime Accents  
★★★★☆ 2,244  
\$19.99 **✓Prime**



OXO Good Grips Bottle Brush  
★★★★☆ 2,208  
**#1 Best Seller** in Household Cleaning Brushes  
\$4.99



Thermos Tritan Hydration Bottle with Meter, 24-Ounce, Teal  
★★★★☆ 170  
\$12.18 **✓Prime**



Thermos 18 Ounce Stainless Steel Insulated Hydration Bottle, Charcoal  
★★★★☆ 2,244  
\$19.14 **✓Prime**

Similarly, when I bought a water bottle off of Amazon, just under the description of the bottle, there were recommendations of other products, made based on what others had bought.



PLAYLIST

## DANCEFLOOR

Listen to the playlist guaranteed to get your body moving. Now featuring the newest music from AVICII!

▶ PLAY

FOLLOW



HIDE ANNOUNCEMENTS

OVERVIEW CHARTS GENRES & MOODS NEW RELEASES DISCOVER

TOP RECOMMENDATIONS FOR YOU



**!! Going Places !!**  
Herb Alpert & The Tijuana B...



**Hot Fuss**  
The Killers



**Get Sharp**  
The Limousines



**Adapt**  
Trace Bundy



**Superstar Series Vol. 3**  
Edwin Starr



**Evolution Theory**  
Modestep

Even when using Spotify to listen to music, the application is using the songs I've previously played to construct a list of songs and artists based on genre that would supposedly cater to my tastes.



Flag found on back

**CAP'N CRUNCH**

**Win \$10,000!**

Flag #3

Flag #2



**CRUNCH**

steelseries

- Outside the internet, media is still everywhere. Here, Captain Crunch is attempting to have me “Collect Them All!” I'm not buying.



Carnegie Mellon  
University

Carnegie Mellon  
University



- Even when doing my school work, I'm still being assaulted by all sorts of media, here in the form of advertising and branding.

No matter where one looks in today's American society, there will never be a shortage of media. This can actually be seen in my picture of the cereal, which actually has branding for 3 other companies on other items found on my desk.

Much of today's media is created and disseminated with the intention of convincing potential consumers to buy some product or service, sometimes without the person even realizing it. In particular, I've realized that in today's technology oriented society, methods of media and advertisement delivery have evolved from simple static ads to intelligent machine learning powered instruments of capitalism.

That is to say, rather than having billboards or TV commercials(which don't change based on the customer) sell things to people, some of the advertising done by companies today is more akin to a friend giving recommendations: relevant and targeted. That isn't to say that traditional avenues of advertisement have disappeared, probably the opposite. These too have evolved.

The side of the box of Captain Crunch urges the buyer to “Collect Them All!”, in order to earn the (very unlikely) chance to win a cash prize. The branding on my CMU notebooks and binders on the other hand is likely targeted at highschool students and their parents, in order to spread CMU's name.



In any case, I think that I prefer the traditional methods of advertising, despite the conveniences of modern intelligent advertising, due to the information that is required to be collected and stored about me. Personally, I'd like to minimize such information, though I realize that in today's America, this might be quite tough.

