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24 **UNITED STATES DISTRICT COURT FOR THE**
25 **CENTRAL DISTRICT OF CALIFORNIA**
26 **SANTA ANA DIVISION**

27 IN RE: VIZIO, INC., CONSUMER
28 PRIVACY LITIGATION

Case No. 8:16-ml-02693-JLS (KESx)

This document relates to:

ALL ACTIONS

**DECLARATION OF JOSEPH
TUROW IN SUPPORT OF
PLAINTIFFS' MOTION FOR
PRELIMINARY APPROVAL OF
CLASS ACTION SETTLEMENT**

Hon. Josephine L. Staton

DECLARATION OF JOSEPH TUROW
CASE NO. 8:16-ML-02693-JLS-KES

1 **DECLARATION OF JOSEPH TUROW**

2 I, Joseph Turow, declare:

3 **Introduction**

4 1. I am the Robert Lewis Shayon Professor of Communication at the Annenberg
5 School for Communication at the University of Pennsylvania. My research focuses on
6 digital cultural industries, especially at the intersection of the internet, marketing, and
7 society, as well as studies on database marketing, media and privacy, digital out-of-home
8 media, the process of innovation in the mass media, and the relationship between media
9 and the medical system.

10 2. I have advised Plaintiffs' co-lead counsel in this case on privacy standards and
11 best practices and have prepared this declaration for them after reviewing, among other
12 materials, the various Vizio on-screen disclosures from February 2014 to present day and
13 internal corporate documents describing such disclosures; and disclosures in the Smart
14 TV industry generally. I also have expertise in privacy generally and in privacy policies
15 specifically.

16 3. As the Court is aware, the Federal Trade Commission (FTC) and Vizio have
17 agreed that Vizio must modify its consumer-facing disclosures, including on the Smart
18 TV, to address the government's concerns that the collection and sharing of viewing data
19 was insufficiently disclosed and that Vizio had not obtained affirmative express consent
20 for its data collection and sharing practices.

21 4. Vizio has made these modifications and has reported these changes in a
22 confidential compliance report submitted to the FTC on February 14, 2018, which I have
23 reviewed. My understanding is that the FTC has taken no adverse action after this
24 reporting. The modifications made to the on-screen disclosures are superior to the
25 problematic disclosures (or lack of disclosures) that prompted private lawsuits and the
26 FTC's subsequent inquiry. Unlike disclosures of other manufacturers which I have
27 reviewed, these revised disclosures address four categories of information separate and
28 apart from any privacy policy, terms of use page, or other similar document.

1 5. The parties to this case have since negotiated additional changes to the on-screen
2 disclosure. If the settlement is approved by this Court, the revised on-screen disclosure
3 will be displayed in the future with these negotiated adjustments. In addition, the parties
4 have agreed that Vizio will include a disclosure in a “Quick Start Guide”—a short
5 pamphlet that is included with the Smart TV. Previously, there was no such disclosure in
6 any materials included with the Smart TV. The changes negotiated by the parties, I am
7 told, will be in place in substantially these forms for the next five years.

8 6. Plaintiffs have asked me to opine on these disclosures. My opinion is that the on-
9 screen disclosure negotiated by the parties is among the best in the industry in terms of
10 detail and clarity, and in allowing consumers to decide for themselves whether to
11 “Accept” or “Decline” the collection of viewing data, while being advised that declining
12 viewing data collection does not affect the functionality of the TV.

13 7. The additional information in the “Quick Start Guide” is also useful to consumers
14 and increases the chances that consumers will pause and think about what choice is best
15 for them.

16 8. This court proceeding is to be commended for setting a precedent of significance.
17 Its resolution signals to the industry the importance of obtaining affirmative consent from
18 a consumer before viewing data is collected, and it provides a template for a prominent
19 and clear disclosure that allows a consumer to make an informed decision. Equally
20 significant, this precedent is being set at a time when the Smart TV viewing-data
21 collection industry is emerging.

22 **My Professional Experience**

23 9. I am an elected Fellow of the International Communication Association and was
24 presented with a Distinguished Scholar Award by the National Communication
25 Association. A 2005 New York Times Magazine article referred to me as “probably the
26 reigning academic expert on media fragmentation.” In 2010, the New York Times called
27 me “the ranking wise man on some thorny new-media and marketing topics.” In 2012,
28 the TRUSTe internet privacy-management organization designated me a “privacy

1 pioneer” for my research and writing on marketing and digital-privacy.

2 10. I have authored eleven books, edited five, and written more than 150 articles on
3 mass media industries. My most recent books are *The Aisles Have Eyes: How Retailers*
4 *Track Your Shopping, Strip Your Privacy, and Define Your Power* (Yale, 2017) and
5 *Media Today: Mass Communication in a Converging World* (Routledge, Fall 2016;
6 Serbian edition in two volumes, 2015). In 2011 Yale University Press published my book
7 *The Daily You: How the New Advertising Industry is Defining Your Identity and Your*
8 *World* (Yale, 2011; Turkish edition, 2015). In 2010 the University of Michigan Press
9 published *Playing Doctor: Television, Storytelling, and Medical Power*, a history of
10 prime time TV and the sociopolitics of medicine, and in 2013 it won the McGovern
11 Health Communication Award from the University Of Texas College Of
12 Communication. Other books reflecting current interests are *Niche Envy: Marketing*
13 *Discrimination in the Digital Age* (MIT Press, 2006), *Breaking Up America: Advertisers*
14 *and the New Media World* (University of Chicago Press, 1997; paperback, 1999; Chinese
15 edition 2004); and *The Hyperlinked Society: Questioning Connections in the Digital Age*
16 (edited with Lokman Tsui, University of Michigan Press, 2008).

17 11. I teach graduate and undergraduate courses on privacy, data collection, privacy
18 policies, media industries and society, and advertising and society.

19 12. I have conducted national surveys of the American public on issues relating to
20 marketing, new media, and society, which have received a great deal of attention in *The*
21 *New York Times* and other popular press outlets, as well as in the research community. I
22 have been interviewed widely about my research, including by NPR’s Fresh Air with
23 Terry Gross, the Atlantic, the BBC, CBS News, and elsewhere. I have also written about
24 media and advertising for the popular press, including The New York Times, The
25 Atlantic, The Washington Post, The Boston Globe, and The Los Angeles Times. My op-
26 ed essay about Americans’ misunderstanding of privacy policies and its implications for
27 social policy appeared in a recent (August 20, 2018) New York Times issue of the print
28 paper and online. My research has received financial support from the Digital Trust

1 Foundation, the John D. and Catherine T. MacArthur Foundation, the Kaiser Family
2 Foundation, the Robert Wood Johnson Foundation, the Federal Communications
3 Commission, and the National Endowment for the Humanities, among others.

4 13. I was awarded a Lady Astor Lectureship by Oxford University. I have received
5 several conference paper and book awards and I have lectured widely nationally and
6 internationally. I was invited to give the McGovern Lecture at the University of Texas
7 College of Communication, the Pockrass Distinguished Lecture at Penn State University,
8 the Chancellor's Distinguished Lecture at Louisiana State University, and the Melvin De
9 Fleur Lecture at Boston University. I currently serve on the editorial boards of the Journal
10 of Broadcasting and Electronic Media, the International Journal of Communication, and
11 Media Industries. I have also served as the elected chair of the Mass Communication
12 Division of the International Communication Association.

13 14. My hourly rate is \$500.

14 15. To the best of my recollection, in the last several years, I opined once, in the form
15 of a report, for the State of Ohio (Attorney General) in a legal proceeding which
16 concerned the application of certain state tax laws to Internet sales. I was deposed and
17 believe my report was well received. The case raised issues similar to those addressed by
18 the U.S. Supreme Court in *South Dakota v. Wayfair, Inc.*, 138 S. Ct. 2080 (2018).

19 16. A copy of my resume is attached as Exhibit A.

20 **Vizio's On-Screen Privacy Disclosures**

21 17. As mentioned, I have advised Plaintiffs' co-lead counsel in this case on privacy
22 standards and best practices.

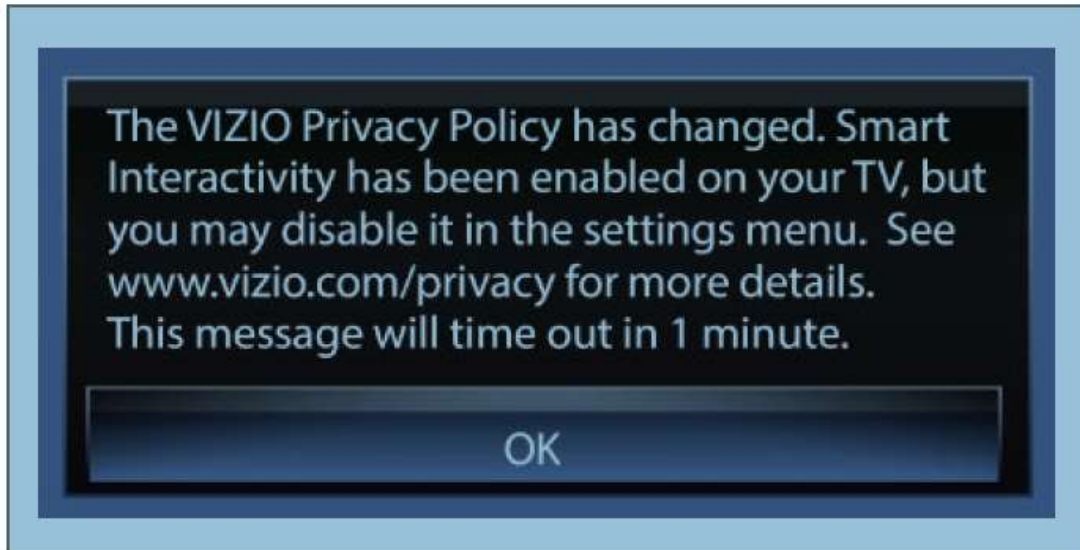
23 18. I have reviewed the Federal Trade Commission's Complaint for Permanent
24 Injunction and Other Equitable and Monetary Relief of February 6, 2017; all on-screen
25 privacy policies during the class period; the current privacy policy that is online; and the
26 changes negotiated by the parties to the on-screen privacy policy and the Quick Start
27 guide. I have also reviewed on-screen disclosures for Magnavox, Samsung, and Sony
28 television sets.

1 19. Vizio's disclosures with regard to its data-gathering activities which prompted
2 legal action were highly problematic. Beginning in February 2014, Vizio through its
3 manufactured television sets has been gathering, using, and sharing viewing data with
4 third parties while not adequately informing purchasers about viewing data collection.
5 Through Automated Content Recognition (ACR) software, the TV sets transmit to Vizio
6 things to which they are tuned. That includes all cable, satellite, and broadcast material.
7 More than that, Vizio collects location-specific knowledge such as IP address, wired and
8 wireless MAC addresses, and nearby WiFi access points.

9 20. Vizio has provided viewing data about the material seen on individual TVs to
10 third parties so they could target advertisements on their digital devices based on viewing
11 data. Vizio assigns TV sets specific IDs when presenting the data to a particular
12 marketer. To make the data even more attractive to marketers, Vizio facilitates the
13 matching of demographic and other information about each set owner from data
14 providers who append the information to the set-owners' files without revealing their
15 names.

16 ///

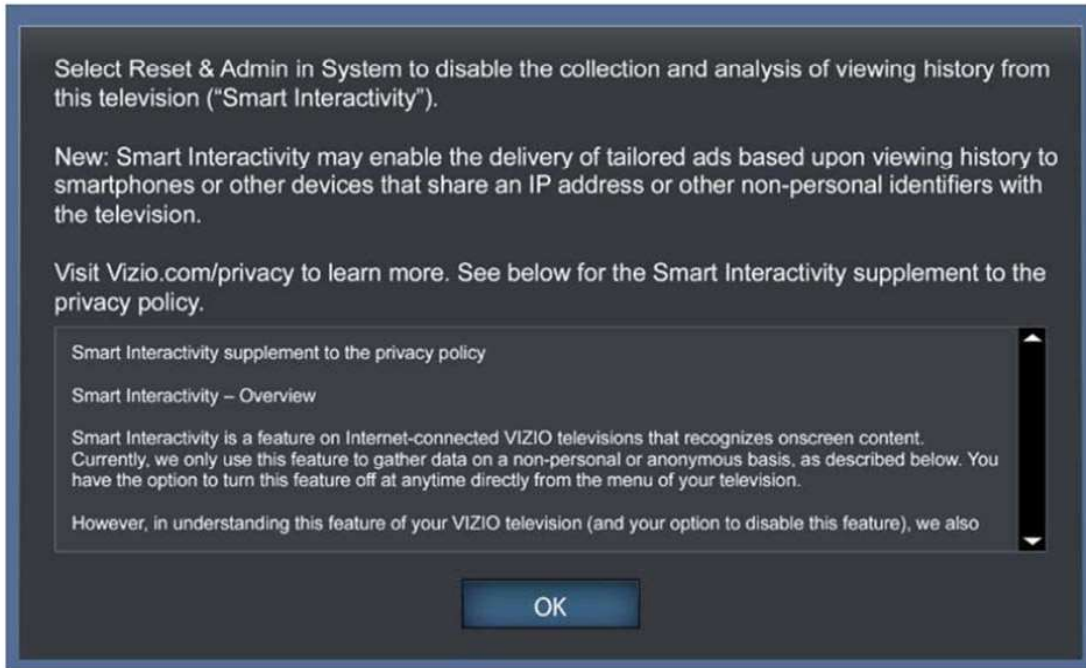
1 21. When Vizio rolled out its data-gathering software in February 2014, it added a
2 pop-up identification that appeared on the Vizio television screen that was clear
3 dissembling. It said “The Vizio Privacy Policy has changed. Smart Interactivity has
4 been enabled on your TV, but you may disable it in the settings menu. See
5 www.vizio.com/privacy for more details. This menu will time out in 1 minute.” The FTC
6 has commented that “This notification provided no information about the collection of
7 viewing data or ACR software. Nor did it directly link to the settings menu or privacy
8 policy.” *FTC v. Vizio*, Complaint, Case No. 17-cv-00758-SRC-CLW (Feb. 6, 2017) (Doc.
9 No. 1 at 2) (hereinafter “FTC Complaint”).



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22 22. The Vizio notification fails to mention the information-extraction aim of Smart
23 Interactivity. It is also problematic because it suggests “Interactivity” in the sense that the
24 collection of viewing data would enable program offers and suggestions. I am informed,
25 however, that no program offers and suggestions were provided for at least two years.

26 23. Vizio’s fall 2015 and summer 2016 pop-up is also problematic even though it did
27 for the first time mention the collection of viewing data. In fact, the pop-up simply
28

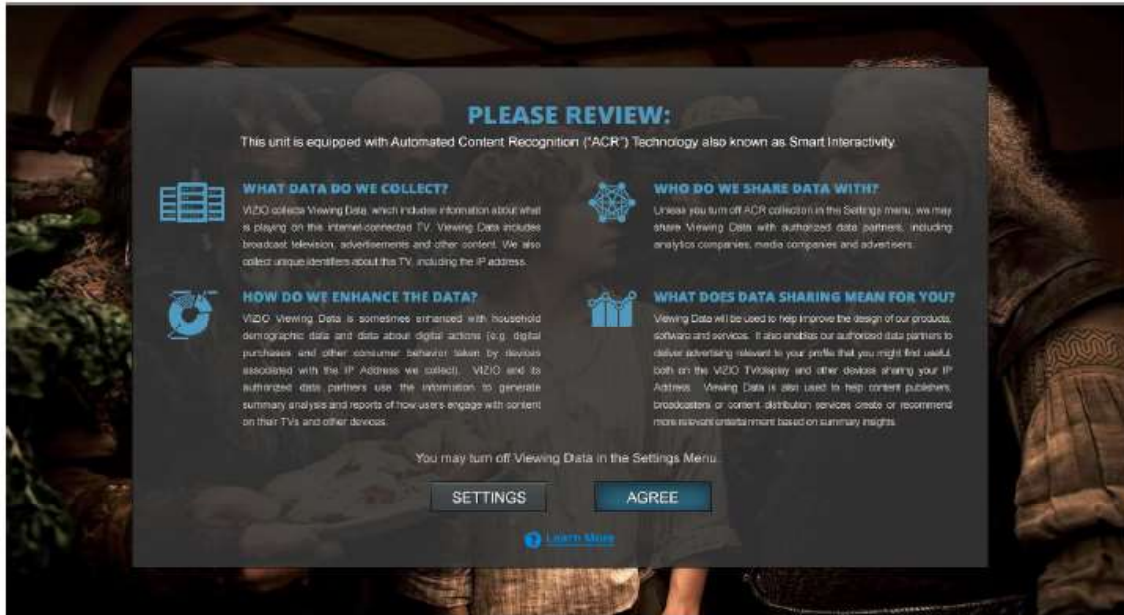
1 allowed the viewer to click an OK button, strongly implying the person had no choice but
2 to accept the situation.



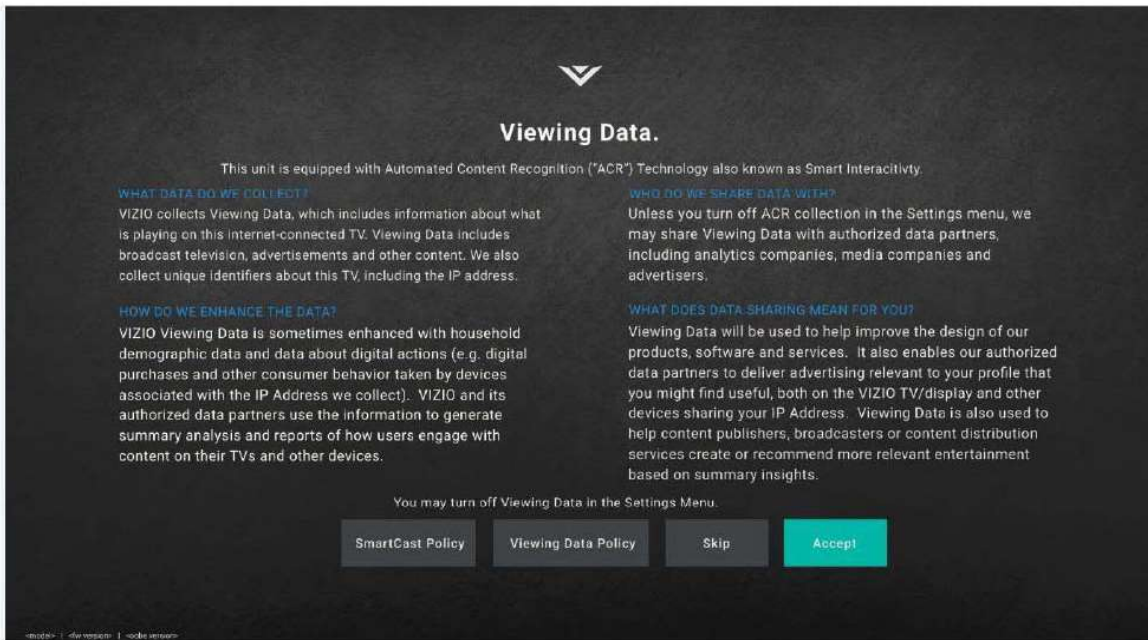
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18 24. Consistent with the FTC consent order Vizio developed and implemented a new
19 notice about viewing-data use that appeared on existing and new Smart TV screens
20 beginning in December 2016.

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1 25. On Vizio Smart TVs that do not have a separate interface which Vizio calls
2 SmartCast, the screen notification says:



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16 26. On Vizio Smart TVs with the SmartCast technology, the screen disclosure says:



1 27. Importantly, the disclosure appeared directly to any new user during the TV setup
2 process and was displayed on existing Smart TVs capable of receiving the notice. In
3 conformance with the FTC consent order, the screen disclosure spoke directly to the set-
4 installer or existing user about viewing data collected through ACR or Smart
5 Interactivity. It did so by answering four central questions: *What data do we collect, how*
6 *do we enhance the data, whom do we share the data with, and what does data sharing*
7 *mean for you?*

8 28. The answers to each question are reasonably informative. They tell the person
9 installing the TV that (1) Vizio collects viewing data, including IP address; that (2) Vizio
10 appends household demographic information to the viewing data and has the ability to
11 track activities, including purchases, on other devices with the same IP address; that (3)
12 “unless you turn off ACR collection in the Settings menu,” Vizio may share the data with
13 other firms, “including analytics companies, media companies, and advertisers”; and that
14 (4) the data can be used by Vizio to improve its products and by third parties to create
15 targeted commercial messages and “more relevant entertainment.” As compared to the
16 previous disclosures, this presentation gives readers a useful overview of what the
17 viewing data collection yields Vizio and possibly them. This disclosure page is therefore
18 far more informative than the obfuscatory verbiage in the previous presentations.

19 29. At the bottom of this notice, a user sees the option to select “Agree” (non-
20 SmartCast) or “Accept” (SmartCast). I am informed that if a user does not select “Agree”
21 or “Accept” then viewing data will not be collected. The notification times out after 5
22 minutes.

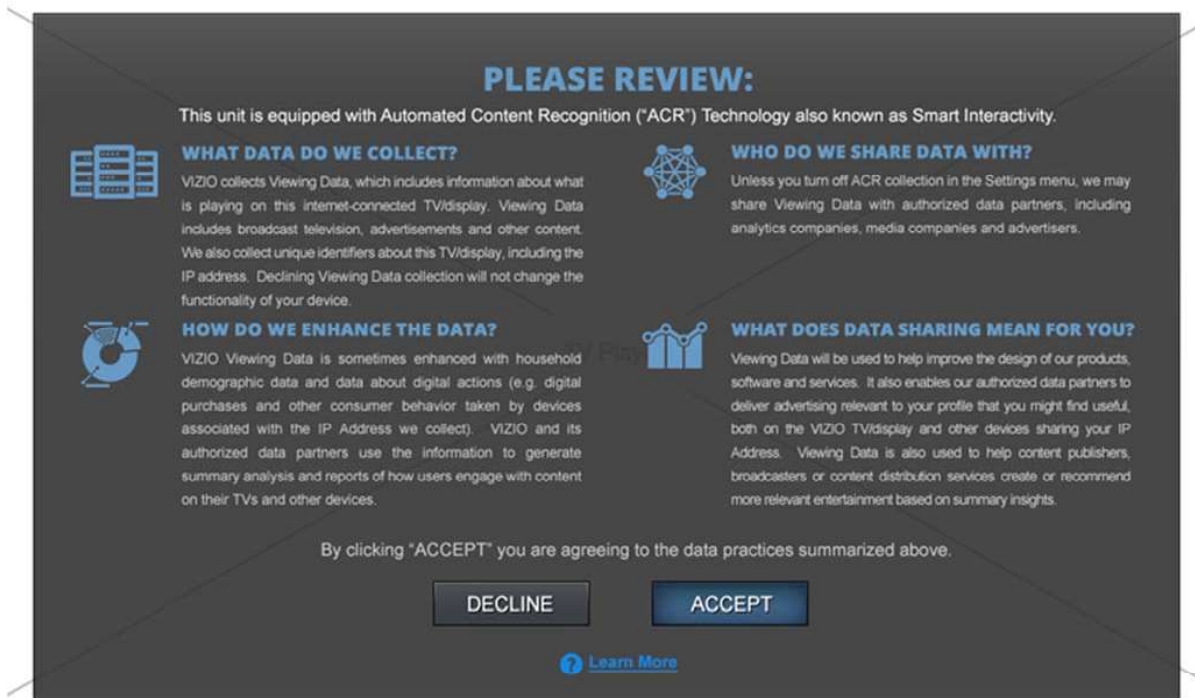
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1 30. A user is also told “You may turn off Viewing Data in the Settings Menu.”
2 If the user then selects Settings the TV will display a menu with Viewing Data
3 highlighted and set to On. The user must then set it to Off to opt out of viewing data
4 collection. If the user confronted with this screen closes the menu without toggling to
5 Off then the assumption is that the user opted in to viewing data collection.



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20 ///

1 31. There is now an agreement to make two additional changes to the screen
2 disclosure to be shown to new customers. First, a “Decline” button will now appear next
3 to an “Accept” button. The “Decline” button replaces the Settings button and the process
4 just described. Second, the disclosure now explicitly states that “Declining Viewing Data
5 collection will not change the functionality of your device.” According to an
6 investigation by Consumer Reports, disabling viewing data collection on Smart TVs of
7 other manufacturers can change the functionality of the TV, including basic functions
8 such as using the antenna to watch TV.¹ With this new notice, however, a user is told that
9 there have not been adverse consequences in terms of functionality if viewing data
10 collection is declined.



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28 ¹ Consumer Reports, “Samsung and Roku Smart TVs Vulnerable to Hacking, Consumer Reports Finds” (Feb. 7, 2018, online ed.) <https://www.consumerreports.org/televisions/samsung-roku-smart-tvs-vulnerable-to-hacking-consumer-reports-finds>.

1 32. The on-screen disclosure negotiated by the parties is highly satisfactory in terms
2 of enabling an informed consumer choice. Moreover, having reviewed the
3 contemporaneous on-screen disclosures of other smart television manufacturers whose
4 TV sets have software that collect viewing data, I found that only the revised Vizio on-
5 screen disclosures—both as implemented with the FTC agreement and as negotiated by
6 the parties here—prominently and collectively disclose to the customer—separate from
7 any privacy policy, terms of use page, or other similar document—four categories of
8 information: the types of viewing data that are collected and used; the types of viewing
9 data that will be shared with third parties; specific categories of such third parties; and
10 purposes for sharing such information. The forthcoming Vizio on-screen disclosure is
11 also the only one among those I reviewed to state explicitly that declining viewing data
12 collection will not affect the functionality of the television set.

13 33. Vizio now will include additional language in the device’s quick start guide. This
14 step importantly alerts the customer to the right and ability to make a decision during
15 installation about allowing Vizio’s viewing data sharing. It increases the chances that
16 customers will pause and think about what choice is best for them.

17 34. Based on my evaluation of Vizio’s proposed on-screen disclosure and the on-
18 screen disclosures of other major TV set manufacturers, I conclude that the result is far
19 superior to the disclosures (or non-disclosures) that prompted this litigation and will be
20 among the best in the industry.

21 I declare under penalty of perjury under the laws of the United States of America
22 that the foregoing is true and correct.

23
24 Executed on Oct 3, 2018, in Seattle, WA
25 ayb

26 
27 Joseph Turow (Oct 3, 2018)

28 Joseph Turow

EXHIBIT A

September 2018

JOSEPH TUROW

Annenberg School For Communication
University of Pennsylvania
Philadelphia, PA 19104
(215) 898 5842
Jturow@asc.upenn.edu

∞ General Information

Academic Record

Ph.D. 1976 University of Pennsylvania (in Communications)

M.A. 1973 The Annenberg School of Communications
University of Pennsylvania

B.A. 1971 The University of Pennsylvania (in English)

Professional Experience

2011-2018 Associate Dean for Graduate Studies

2003-2009 Associate Dean for Graduate Studies

2002-2007 Director, Information and Society division, Annenberg Public Policy Center

1998-present Robert Lewis Shayon Chair Professor of Communication

1990-present Professor, University of Pennsylvania

1986-1990 Associate Professor, University of Pennsylvania

1981-1986 Associate Professor, Purdue University

1985 Visiting Associate Professor (Summer) UCLA

1976-1981 Assistant Professor, Purdue University

1980 Visiting Assistant Professor (Summer) UCLA

1974 & 1975 Summer Lecturer, Drexel University

1972-1974 Graduate Teaching and Research Assistantships

Awards and Honors

- Major grant from the Digital Trust Foundation to study a national survey of the privacy behaviors and needs of people with low economic status, August, 2015.
- Presented with the John P. McGovern Health Communication Award from the University of Texas School of Communication, for the book *Playing Doctor*, April 2013.
- Presented with the Distinguished Scholar Award by the National Communication Association, November 2010.
- Elected a Fellow of the International Communication Association, June 2010
- Astor Visiting Lectureship, Oxford University, for January 2009.
- Pockrass Memorial Lecturer, Penn State University, April 16, 2007.
- Grant from the John D. and Catherine T. MacArthur Foundation in support of The Hyperlinked Society conference of June 2006.
- Grants from the Robert Wood Johnson Foundation to create multi-media essay on CD-ROM aimed at educating medical students about how prime time television's images of health care might influence their patients, September 2005-July 2006 and July 2003-March 2004; distributed in Summers 2003, 2004, and 2005; 2nd edition created and distributed to first year medical students throughout the US in Summer 2006, Summer 2007, and Summer 2008.

- Best faculty paper award (with coauthor Rivka Ribak), International Communication Division, Association for Education in Journalism and Mass Communication, presented at August 2002 conference.
- Major grant from Kaiser Family Foundation to study health policy issues on TV hospital programs, 2002.
- Chancellor's Distinguished Lecturer, Louisiana State University, April 2000.
- Commendation from the Provost's office for being named as the teacher of the "best doctoral course at Penn" by at least one of Penn's Ph.D. graduates of 1999.
- Awarded major grants from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-2000.
- With Professors Kathleen Hall Jamieson and Joseph Cappella, awarded a major grant from the Ford foundation for research on the content, consequences and print-media coverage of political talk radio, 1996.
- Appointed to the National Endowment for Children's Educational Television of the US Department of Commerce, 1995-1997.
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1994.
- Elected to chair the Mass Communication Division of the International Communication Association, 1993-1997
- Invited to teach a "master's session" at the 1991 annual International Communication Association Conference
- Appointed as a Commonwealth Speaker for 1991 by the Pennsylvania Humanities Council
- Awarded competitively selected research grant from the University of Pennsylvania Research Foundation, 1988-1989
- Appointed as a Commonwealth Speaker for 1989 by the Pennsylvania Humanities Council
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1986
- Top Three Mass Communication Division Paper, Mass Communication, 1977 and 1984 Speech Communication Association Conferences
- Top Ten Mass Communication Division Paper, 1981, 1983, and 1984 International Communication Association Conferences
- Authored a book designated "Book of the Month" by COMMUNICATION BOOKNOTES (May 1984)
- Recipient of the Russel Nye Award of the Popular Culture Association for the best article in the JOURNAL OF POPULAR CULTURE, 1982-83.
- Departmental Best Teaching Award, 1981 and 1983

- Dissertation Research Scholarship, 1975-1976
- University (work-free) fellowship, 1974-1975
- Full tuition scholarship, throughout graduate career
- Research and Teaching Assistantships, 1972-1974
- Dean's List With Distinction
- Phi Beta Kappa, 1971

Membership in Scholarly Societies

International Communication Association, 1973 -
Speech Communication Association, 1976 -
Association for Internet Researchers, 2012-

☞ Research and Scholarship

Authored Books

Joseph Turow, *THE AISLES HAVE EYES: HOW RETAILERS TRACK YOUR SHOPPING, STRIP YOUR PRIVACY, AND DEFINE YOUR POWER*. New Haven and London: Yale University Press, 2017. Published in print, digital, and audio formats.

Joseph Turow, *MEDIA TODAY: AN INTRODUCTION TO A CONVERGING WORLD*. New York: Routledge, revised 6th edition 2016. The 4th edition was **translated into Serbian** in two volumes, published in 2012 and 2013, respectively.

Joseph Turow, *THE DAILY YOU: HOW THE NEW ADVERTISING INDUSTRY IS SHAPING YOUR IDENTITY AND YOUR WORLD*. New Haven: Yale University Press, 2011. **Translated into Turkish** and published in 2015.

Joseph Turow, *PLAYING DOCTOR: TELEVISION, STORYTELLING, AND MEDICAL POWER*. Originally New York: Oxford University Press, 1989; Updated and expanded edition University of Michigan Press, 2010.

Joseph Turow, *NICHE ENVY: MARKETING DISCRIMINATION IN THE DIGITAL AGE*. Cambridge, MA: MIT Press, 2006.

Joseph Turow, *BREAKING UP AMERICA: ADVERTISING AND THE NEW MEDIA WORLD*. University of Chicago Press, 1997; paperback edition, 1998. **Mainland Chinese translation** Trans. by Bin Hong. Beijing: Huaxia Press, 2003.. Chapter 1 **reprinted** in the college composition anthology, *The Contemporary Reader*, Seventh Edition, edited by Gary Goshgarian (Addison Wesley Longman, 2001).

Joseph Turow, *MEDIA TODAY: AN INTRODUCTION TO MASS COMMUNICATION* 2nd edition. Boston: Houghton Mifflin, 2003; 1st edition, 1999.

Joseph Turow, *MEDIA SYSTEMS IN SOCIETY: UNDERSTANDING INDUSTRIES, STRATEGIES, AND POWER*. New York: Longman, 1992; second edition 1997.

Joseph Turow, *MEDIA INDUSTRIES: THE PRODUCTION OF NEWS AND ENTERTAINMENT*. New York: Longman, 1984.

Joseph Turow, *ENTERTAINMENT, EDUCATION, AND THE HARD SELL: THREE DECADES OF NETWORK CHILDREN'S TELEVISION*. New York: Praeger, 1981.

Joseph Turow, *GETTING BOOKS TO CHILDREN: AN EXPLORATION OF PUBLISHER-MARKET RELATIONS*. Chicago: American Library Association, 1979.

Edited Books

Matt McAllister and Joseph Turow (editors), *THINKING CRITICALLY ABOUT ADVERTISING AND CONSUMER CULTURE*, New York and London: Routledge, 2009.

Joseph Turow and Lokman Tsui (editors), *THE HYPERLINKED SOCIETY: QUESTIONING CONNECTIONS IN THE DIGITAL AGE*. Ann Arbor, Michigan: University of Michigan Press, 2008.

Brooke Duffy and Joseph Turow (editors), *KEY READINGS IN MEDIA TODAY*. New York and London: Routledge: 2008.

Joseph Turow and Andrea Kavanaugh (editors), *THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY*. Cambridge, MA: MIT Press, 2003.

Joseph Turow (Ed.), *CAREERS IN MASS MEDIA*. Chicago: Science Research Associates, 1984.

Monographs and Reports

Joseph Turow, Michael Hennessy, and Nora Draper, “Divided We Feel: Partisan Politics Drives Americans’ Emotions Toward Surveillance of Low-Income Americans,” April 2018.

Joseph Turow, Michael Hennessy, and Nora Draper, *The Tradeoff Fallacy*, Annenberg School for Communication, July 2015, https://www.asc.upenn.edu/sites/default/files/TradeoffFallacy_1.pdf

Joseph Turow, *Americans, Marketers, and the Internet: 1999-2012*. Annenberg School for Communication, April 2014. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2423753

Joseph Turow, Michael Delli Carpini, Nora Draper, and Rowan Howard-Williams, “Americans Roundly Reject Tailored Political Advertising—At a Time When Political Campaigns are Embracing It,” Annenberg School for Communication, U of Pennsylvania, July 2012.

Joseph Turow, “Buying Digital Advertising: A Brief Overview.” This is a companion to a report on “Digital Advertising and News” by Katerina Eva Matsa, Kenny Olmstead, Amy Mitchell and Tom Rosenstiel of the Pew Project for Excellence in Journalism, February 13, 2012. http://www.journalism.org/analysis_report/buying_digital_advertising_brief_overview

Chris Jay Hoofnagle, Jennifer King, Su Li, and Joseph Turow (listed in alphabetical order), “How Different are Young Adults from Older Adults When It Comes to Information Privacy Attitudes and Policies?” Annenberg School for Communication (U of Pennsylvania) and Berkeley School of Law (U California, Berkeley), April 16, 2010.

Joseph Turow, Jennifer King, Chris Jay Hoofnagle, Amy Bleakley, and Michael Hennessy, “Americans Reject Tailored Advertising and Three Activities That Enable It,” Annenberg School for Communication (U of Pennsylvania) and Berkeley School of Law (U California, Berkeley), November 2009.

Joseph Turow (University of Pennsylvania), Christopher Hoofnagle, Deirdre Mulligan, Nathaniel Good, and Jens Grossklags (U.C. Berkeley Boalt Hall School of Law), “The FTC and Consumer Privacy in the Coming Decade,” Presented at the Federal Trade Commission meeting, “Protecting Consumers in the Next Tech-ade,” November 8, 2006.

Joseph Turow, "Open to Exploitation: American Shoppers Online and Offline," Report of the Annenberg Public Policy Center, June 2005.

"Prime Time Doctors: Why Should You Care?" a Multi-media essay on DVD, distributed to approximately 20,000 first-year US medical students by the Robert Wood Johnson Foundation each summer of 2003, 2004, 2005, 2006, 2007 and 2008.

Joseph Turow, Kara Coluccio, Alyssa Hersh, Lee Humphries, Lela Jacobsohn, and Nadia Sawicki, "Discussions of Health Websites in Medical and Popular Media." A Report from Consumer WebWatch, a project of Consumers Union, August 2003.

"Americans and Online Privacy: The System is Broken." Report of the Annenberg Public Policy Center, June 2003.

Matthew McAllister and Joseph Turow (editors), "Commercialism and the New Media," special issue of *Journal of Broadcasting and Electronic Media* 46:4 (December, 2002).

Joseph Turow and Rachel Gans, "As Seen on TV: Health Policy Issues on TV's Medical Dramas." A Report from the Kaiser Family Foundation, July 2002.

"Web Sites and the 2000 Election." Coordinated and edited three reports to the Pew Charitable Trusts, July 2002.

Joseph Turow, "Public Policies on Children's Websites: Do They Play By the Rules?" Report No. 38 of the Annenberg Public Policy Center, March 2001, 22 pages.

Joseph Turow and Lilach Nir, "The Internet and the Family 2000: The View From Parents, the View from Kids." A Report from the Annenberg Public Policy Center of the University of Pennsylvania, 35 pp.

"The Internet and the Family: The View from Parents, the View from the Press." A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Turow, May 1999, 42 pp. **Reprinted** in Spanish by Professor Carole Cummings for a Web site on Youth and Internet established at Diego Portales University in Santiago, Chile.

"Call-In Political Talk Radio: Background, Content, Audiences, Portrayal in Mainstream Media," A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Cappella, Joseph Turow and Kathleen Jamieson, and funded by the Ford Foundation and the Carnegie Foundation of New York, August, 1996, 72 pp.

"Program Trends in Network Children's Television, 1948-1978." Washington, DC: Federal Communications Commission, 1979, 74.

Articles in Refereed Scholarly Journals

Joseph Turow and Nick Couldry, "Media as Data Extraction: Towards A New Map Of a Transformed Communications Field," *JOURNAL OF COMMUNICATION*, Ferment in the Field special issue. 68(2018) 415-423.

Joseph Turow, Michael Hennessy, and Nora Draper, "Persistent Misperceptions: Americans' Misplaced Confidence in Privacy Policies, 2003-2015," *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA* 62 (2018) 461-478.

Joseph Turow, Lee McGuigan, and Elena Rosa Maris, "Making Data Mining a Natural Part of Life," *EUROPEAN JOURNAL OF CULTURAL STUDIES*, 8 (4) August-October, 2015, pp. 464-478.

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Commentaries and Book Reviews

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"Let's Retire the Phrase 'Privacy Policy,'" *New York Times* Opinion (Op-Ed) Section, August 20, 2018, p. A23, <https://www.nytimes.com/2018/08/20/opinion/20Turow.html>

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[https://www.google.com/search?source=hp&ei=wbzXWoiJHeayggeP56fYDA&q=Fortune+\"joseph+turow\"+google&oq=Fortune+\"joseph+turow\"+google&gs_l=psy-ab.3..33i160k1l2.1664.11510.0.11848.31.31.0.0.0.106.2506.30j1.31.0...0...1c.1.64.psy-ab..0.30.2412...0j0i131k1j0i22i30k1j0i22i10i30k1j33i21k1.0.s70AKQ1dCRE](https://www.google.com/search?source=hp&ei=wbzXWoiJHeayggeP56fYDA&q=Fortune+\)

THE ATLANTIC interview (conducted and edited by Kaveh Waddel) about The Aisles Have Eyes: "Incessant Consumer Surveillance is Leaking Into Stores," *The Atlantic*, October 20, 2016. <https://www.theatlantic.com/technology/archive/2016/10/incessant-consumer-surveillance-is-leaking-into-physical-stores/504821/>

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Invited blogger for ConcurringOpinions.Org, a popular blog site for law professors and policymakers. Wrote three short opinion entries: “[The Hidden Dynamics of the Media System](#),” “[The Disconnect Between What People Say and Do About Privacy](#),” and “[The Valentine’s Day Gift That Keeps On Giving](#).”

“The Importance of Distribution.” Written response to invited panel discussion on Media Industries at CarseyWolf Center at the University of California, Santa Barbara. http://www.carseywolf.ucsb.edu/files/Turow_NetWorth.pdf, 2010.

“Don’t Give Google Double the Power,” SAN FRANCISCO CHRONICLE, October 3, 2007, B-9.

“Wir Erleben Die Geburtsstunde Giner Kultur Der Verdächtigungen,” GDI IMPULSE (Zurich, Switzerland), Fall 2007, pp. 64-69

Joseph Turow, Robert Gellman and Judith Turow, “Why Marketers Want Inside Your Medicine Cabinet,” SAN FRANCISCO CHRONICLE, March 5, 2007, p. D-9.

Joseph Turow, Robert Gellman and Judith Turow, “Personalized Marketing of Health Products the 21st Century Way,” VIRTUAL MENTOR: AMERICAN MEDICAL ASSOCIATION JOURNAL OF ETHICS, March 2007 (9:3), pp. 206-209.

“Hidden Messages: Is New Technology Empowering Consumers – Or Marketers,” BOSTON GLOBE, August 27, 2006, p. D6.

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"The Challenges Facing Advertising," a Daily Brief commissioned by the Oxford Analytica consulting firm, week of January 19, 2004.

Book review of *Commercial Culture: The Media System and the Public Interest* by Leo Bogart in *PUBLIC OPINION QUARTERLY* (in press).

Joseph Turow, John Bracken, and Lilach Nir, "Special Report--The Internet and the Family: The View from the Press," *ON THE INTERNET: AN INTERNATIONAL PUBLICATION OF THE INTERNET SOCIETY*, July/August, 1999, pp. 26-41.

Joseph Turow and Arthur Caplan, "Media dropped the ball on Kevorkian broadcast," *DETROIT FREE PRESS*, Sunday, February 28, 1999, page 3J

"Workplace Bathroom as Think Tank," *LOS ANGELES TIMES*, March 2, 1998, pp. F8-F9.

"Breaking Up America: The Dark Side of Target Marketing," *AMERICAN DEMOGRAPHICS*, in November, 1997.

"Image Tribes," *PENNSYLVANIA GAZETTE*, May 1997.

"Interview with Larry King" In Larry King, *FUTURE TALK* (New York: Harper Collins, 1997).

"Print Media Coverage of Political Talk Radio," Annenberg School For Communication, August, 1996.

"Television's Doctor Shows," *ENCYCLOPEDIA BRITANICA 1996 MEDICAL ANNUAL* (Chicago: Encyclopaedia Britannica, 1995), pp. 104-117.

"Doc Shows Give Wrong Health-Care Diagnosis," *LOS ANGELES TIMES*, October 31, 1994, p. F3.

"Book Review" of *SOCIETY'S IMPACT ON TELEVISION*, by Gary Selnow and Richard Gilbert, *JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA*, Summer, 1994, pp. 367-369.

"Book Review" of *PUBLIC RELATIONS ANNUAL* by Larissa Grunig and James Grunig, *JOURNAL OF COMMUNICATON*.

"Commentary: Now's the Right Time for Dr. Kildare and Ben Casey," *LOS ANGELES TIMES*, December 18, 1993, p. F17, F22.

"Commentary: Just Boys or Civilization Destroyers? Say what you will about the moronic duo [Beavis and Butt-head], they've helped to cement MTV's identity with viewers and advertisers," *LOS ANGELES TIMES*, September 12, 1993, Sunday Calendar Section, p4 and 73.

"Commentary: Can a Meanie Make It in Sitcomland?" *LOS ANGELES TIMES*, December 29, 1992, p. F3 and F5.

"Book Review" of ORGANIZATIONAL LIFE ON TELEVISION by Leah Vande Berg and Nick Trujillo in JOURNALISM QUARTERLY.

Book Review" of AN EMPIRE OF THEIR OWN by Neal Gabler in JOURNAL OF COMMUNICATION, Autumn 1989.

"Book Review" of THE HOLLYWOOD TELEVISION PRODUCER by Muriel Cantor in JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA 32:4 (Fall, 1988), 495-97.

"Television Doctors and the Real World," RESIDENT & STAFF PHYSICIAN, July 1986, 74-79.

"Book Review" of TELEVISION IN THE PUBLIC INTEREST by Michael Botein and David Rice in CONTEMPORARY SOCIOLOGY.

"Book Review" of POSITIVE IMAGES: BREAKING STEREOTYPES WITH CHILDREN'S TELEVISION by Jerome Johnstone and James Ettema in AMERICAN JOURNAL OF SOCIOLOGY.

"Children's Television" entry (on program THE SMALL FRY CLUB) in Clifford Johnson, THE BOOK OF DAYS. Ann Arbor, Michigan: Pierian Press, 1987 (with Wendy Hajjar).

"A View of Broadcast Museums," VARIETY (April 9, 1986) 96, 111.

"Book Review" of CREATING MEDIA CULTURE by Robert Snow in JOURNAL OF COMMUNICATION 34:3 (Summer, 1984) 193-196.

"Book Review" of BOOKS: THE CULTURE AND COMMERCE OF PUBLISHING BY L. Coser, C. Kadushin, and W. Powell, in LIBRARY QUARTERLY 53:2 (Spring, 1983, 191-192.

Book Review of OBJECTIVITY AND THE NEWS by Dan Schiller, in LIBRARY QUARTERLY 52:1 (January, 1982) 70-71.

"Book Review" of TELEVISION TODAY in LIBRARY QUARTERLY 51:4 (October, 1981) 454-456.

"Book Review" of PROGRESS IN THE COMMUNICATION SCIENCES edited by Melvin Voigt and Gehardt Hanneman, in Library Quarterly 51:1 (October, 1981) 126-127.

"Expanding the Spectrum of Choice in the Mass Market," SIGNAL (the official newsletter of the International Reading Association's Special Interest Group on Adolescent Literature) 3:6 (February, 1978) 1-3.

"Book Review" of TUBE OF PLENTY: THE EVOLUTION OF AMERICAN BROADCASTING by Eric Barnouw, in JOURNAL OF BROADCASTING 21:1 (Winter, 1977).

"Book Review" of POWER TO PERSUADE: MASS MEDIA AND THE NEWS by Robert Cirino, in JOURNAL OF BROADCASTING 19:3 (Summer, 1975) 378-379.

✂ Editorial and Academic Consulting Activities

-Founding Advisory Board, Northeast Regional Privacy Scholars Conference, 2017-

- Editorial Board Member, JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 2012- , and JOURNAL OF MEDIA INDUSTRIES, 2014-
- Advisory Board Member, MEDIA AND COMMUNICATION journal of the Union of Local Public Broadcasters of Montenegro, Europe.
- Series Editor, "New Media World," University of Michigan Press, 2008-
- Editorial Board Member, INTERNATIONAL JOURNAL OF COMMUNICATION, 2018-continuing.
- Editorial Board Member, POETICS, 2002- 2018.
- Editorial Board Member, JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 1985-1994; 1997 -continuing.
- Editorial Board Member, JOURNALISM, 2001- 2006.
- Editorial Board member, CRITICAL STUDIES IN MEDIA COMMUNICATION, 1984-1989 (founding editorial board) and 1998-2003.
- Advising and Contributing Editor, JOURNAL OF COMMUNICATION, 1981-1991; 1996 - 2000.
- Editorial Board Member, Sage Annual Reviews of Communication Research, 1986-continuing
- Founding International Advisory Board, NEW MEDIA AND SOCIETY, 1998 - continuing.
- Editorial Board Member, ENCYCLOPEDIA OF ADVERTISING.
- Awarded a major grant from the Kaiser Family Foundation for study of health care policies on TV hospital series.
- Awarded a major grant from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-99.
- Co-Principal Investigator on grant from the Ford Foundation to study the process and effects political talk radio, 1996. Other Principal Coinvestigators: Professors Kathleen Jamieson and Joseph Capella.
- Program review consultant, Rutgers University Department of Communication, March 1992.
- Communication Advisory Panel, Please Touch Children's Museum (Philadelphia), 1992-1993.
- Advisory Board Member, WPBT-TV, Miami, National Programming Division, for a new series aimed at "reluctant readers," 1991-
- Advising Editor, Ablex Communication Book Series, 1988-1991.
- Advisory Board Member, Telecourse Project on Mass Communication, WGBH-TV Boston, 1989-1991.
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Assistant Editor, CENTRAL STATES SPEECH COMMUNICATION JOURNAL, 1983-1985
- Editorial Board Member, COMMUNICATION EDUCATION, 1978-1982.
- Occasional referee for manuscripts submitted to COMMUNICATION MONOGRAPHS, HUMAN COMMUNICATION RESEARCH, THE WESTERN SPEECH COMMUNICATION JOURNAL, POLITICAL COMMUNICATION, and THE LANCET.
- Reviewer of book manuscripts for HarperCollins, Holt, Rhinehart, & Winston, Allyn and Bacon, Bobbs-Merrill, Scott-Foresman, Sage Publications, Oxford University Press, and other publishers.

∞ Invited Presentations (examples)

- Invited lecture, "The Resignation Industry and the Future of Media Studies," Cornell University Department of Communication, April 30, 2018.
- Keynote speaker**, "The Data Explosion Online and Off: Pros and Cons," at a symposium in honor of Wayne State University's 150th anniversary, March 16, 2018.
- Keynote speaker**, "Exploring Everyday Life to Understand Digital Democracy," at "Digital Democracy: Critical Perspectives in the Age of Big Data," Sodertorn University, Stockholm Sweden, November 11, 2017.
- Keynote speaker**, "Branded Content and the New Advertising Landscape," Branded Content Research Network Conference, University of East London, November 7, 2017.
- Invited lecture, "The Hidden Life of Data in 21st Century Commerce," Invited talk jointly by the University of Amsterdam School of Communication Research (ASCoR) and the University of Amsterdam Law School, Amsterdam The Netherlands, February 2017; also presented as an invited lecture at Ryerson University's Privacy and Big Data Institute, Toronto Canada, February, 2017.
- Competitively selected speaker, first "Privacy Con" meeting, Federal Trade Commission, January 14, 2016.
- Keynote panelist**, Data Power Conference 2015, University of Sheffield, June 22, 2015.
- Invited lecture, Temple University School of Communication, February 3, 2015.
- On stage "interview" of me about privacy and marketing conducted as a session at the "Mediapost RTB [real-time-bidding]" conference during Advertising Week in New York City, October 2014.
- Invited presentation, "Big Data, Marketing, and Discrimination," Federal Trade Commission meeting on "Big Data: A Tool for Inclusion or Exclusion," September 15, 2014.
- Presented annual Ethics and Media lecture, Loyola Marymount University, March 2014.
- Invited panelist, Alternative Scoring Products seminar, Federal Trade Commission, March 2013.
- Invite lecture, Goldsmith College, University of London, May 2013
- Presented invited written and oral testimony at the US Senate Committee on Commerce, Science, and Transportation, December 2013.
- Invited lecture, University of Southern California Annenberg School, October 2013.
- Invited speaker, Culture Industries Workshop, Haifa University, October 2013.
- Invited lecture, Goldsmith College, University of London, May 2013.
- 2013 John P. McGovern Lecture in Health Communication, University of Texas at Austin, April, 2013.
- 2013 *Choice Scholar* Lecturer for the Lambda Pi Eta Communication Honors Society at University of California, Santa Barbara, April 2013.
- Ford Foundation conference speaker on big-data and the media, October, 2012.
- Keynote Speaker**, Cross-university journalism symposium in Helsinki, Finland, scheduled for May 10, 2012.
- **Keynote Speaker**, Ad-Tech conference in San Francisco, April 4, 2012.
- **Keynote Speaker**, Deutscher Medienkongress 2012, Frankfurt Germany 2012
- Faculty Seminar, Hebrew University's Department of Communication, December 27, 2011.
- Talk to the Federal Trade Commission Bureau of Consumer Protection, Washington, DC, October 4, 2011.
- Guest speaker, RIA Novosti press center (Moscow), as part of a series of seminars to commemorate RIA Novosti's 70th anniversary. September 8, 2011. See http://en.rian.ru/agency_news/20110816/165826671.html
- Moscow State University School of Journalism, September 6, 2011.
- UCLA School of Nursing, **Keynote Speaker**, May 2011

- Haifa University, Israel, **Keynote Speaker** at the launch of a new information Studies Program, December 2010.
- New Media Days annual industry conference, Copenhagen, Denmark, **Keynote Speaker**, November 2010
- Invited testimony at a hearing titled “Consumer Online Privacy” convened by the U.S. Senate Committee on Commerce, Science, and Transportation, July 27, 2010.
- Robert Wood Johnson Foundation-sponsored conference on Digital Food-Marketing to Children, Washington, DC, April 2010
- Grand Rounds, Department of Neurosurgery, University of Pennsylvania School of Medicine, forthcoming May 2010
- Fordham University Law School, October 2009
- Columbia University School of Journalism, October 2009
- Louisiana State University, Department of Communication (two talks), November 2009
- National Communication Association preconference on new approaches to media industries, November 2009
- Advertising Research Foundation, November 2009
- Microsoft Corporation, December 2009.
- Columbia University School of Journalism, December 2009.
- Louisiana State University, November 2009.
- Fordham University Law School, November 2009.
- Yale Law School, March 2009
- Oxford Internet Institute, Oxford University, June 2009.
- Distinguished Lecture, BSF/DIMACS/DyDAn Workshop on Data Privacy, Rutgers University, February 2008.
- Invited speaker, Beijing Forum, Beijing China, November, 2007.
- Keynote speaker, International Workshop on Data Mining and Audience Intelligence for Advertising , August. 2007
- Microsoft Research, Redmond, Washington, lecture on “Niche Envy,” February 2007
- National University of Singapore, lecture on “Media Storytelling, Marketing, and Soft Power,” January 2006.
- Federal Trade Commission, October 2006.
- Stanhope Center (London) lecture on “Shopping in the Digital Age,” July 2005.
- Ford Foundation meeting, panelist on academic concerns over copyright, January 2005.
- Invited keynote speaker, Haifa University, and invited lecturer, Ben Gurion University of the Negev, Israel, November 2004.
- Central European Budapest, October 2004, series of lectures.
- University of South Florida College of Medicine, March 2004, “Media’s Image of Today’s Physician: A Message to Future Doctors,” Tampa, Florida.
- National Academy of Sciences, Board on Children, Youth and Families, January 2001
- Invited lecturer, Haifa University, Israel, November 2000
- Chancellor’s Distinguished Lecturer, Louisiana State University, April 2000
- Invited lecturer, Hebrew University, Tel Aviv University, and Haifa University, Israel, February 2000
- Fordham University, April 1999
- Philadelphia Newspapers, Incorporated, January, 1998.
- Fleishman Hillard international retreat, November, 1997.
- Fleishman Hillard New York executive meeting, October, 1997.
- New York University, May, 1997
- Florida Bar Association, March 1977.
- Senior Fellows Program, University of Texas, September 1996.
- Center For Bioethics, University of Pennsylvania, June 1996.

- Grand Rounds lecture, Department of Pediatrics, Thomas Jefferson University Hospital, June 1996.
- Sieganthaler Conference on the Press, Nashville, Tennessee, April 1996.
- Medical College of Pennsylvania (Grand Rounds Humanities Lecture), September, 1994.
- International Communication Association, Sidney Australia July 1994
- St. Andrews Episcopal Church, March 1994, Luncheon Series on Media and Social Values
- The College of Physicians of Philadelphia (Leslie Nicholas Lecture), October, 1993
- University of Delaware, Department of Communication, November 1992
- The Center for the Humanities, Wesleyan University, October 1992
- Conference on Social Theory, Policy, and the Arts, October 1992.
- Stiftung Lesen conference, Mainz (Germany), September, 1992
- Florida Atlantic University, February, 1992
- Twentieth Century Fund, October 1991
- Institute For Contemporary Art, Philadelphia, October 1991
- American Sociological Association, August 1991
- University of Pennsylvania Medical School entering class, January 1990
- University of Chicago Medical School, December 1989

∞ Quotes and Appearances in Mass Media (examples)

- *New York Times* article about the *Divided We Feel* report: Natasha Singer, “Creepy or Not? Your Privacy Concerns Probably Reflect Your Politics,” *New York Times*, April 30, 2018, pB4, <https://www.nytimes.com/2018/04/30/technology/privacy-concerns-politics.html>
- Interviewed about *The Aisles Have Eyes* on NPR’s “Fresh Air with Terry Gross,” February 13, 2017.
- Interviews about *The Aisles Have Eyes* during Winter and Spring 2017 on public radio’s Marketplace, CBS Morning News, the BBC Radio 4, public radio’s Marketplace and in *Kiplinger’s Personal Finance* magazine, among others.
- The New York Times* devoted an article on the first page of the Business Section to the “Tradeoff Fallacy” report, June 4, 2015. Among the more than 3000 articles discussing the report were those from The Washington Post, Techcrunch, Fortune, ClickZ, and Mediapost.
- Interview with Bloomberg TV on “The Tradeoff Fallacy,” June 9, 2015.
- Quoted in *The Business of Fashion* (UK) on “Will Personalised Pricing Take E-Commerce Back to the Bazaar,” March 20, 2015.
- Quoted in *The Guardian* (UK) on the rise of voiceprint ID Technology, October 14, 2014.
- Quoted in *The New York Times* and *Washington Post* regarding Facebook’s decision to let users alter their ad profiles, June 13, 2014.
- Appeared in a Marketplace radio program report (on NPR) on data brokers, May 28, 2014.
- Profiled and interviewed in *Marketing News*, the magazine of the American Marketing Association, March 2014.
- Quoted in *The New York Times*, *International Herald Tribune*, *Toronto Star*, and other news outlets about the implications of data broker Acxiom’s activities, September and October, 2013.
- Entire *New York Times* article devoted to my lead-authored report on tailored political advertising, July 24, 2012.
- Interviewed by Terry Gross on NPR program “Fresh Air” February 22, 2012.
- Among other places, articles about my work appeared in *The Philadelphia Inquirer* (December 4, 2011), *The Chronicle of Higher Education* (January 29, 2012), *The New York Times* (February 21, 2012), *Philadelphia Inquirer* (March 11, 2012), *Christian Science Monitor* (March 14, 2012), and *Times Higher Education Supplement* (April 5, 2012)

- The Associated Press carried results of the report on young adults and privacy (April 15, 2010) and the article appeared in newspapers throughout the US and the world. A story by Agence France Presse based on an interview with me gave the research further coverage in print and online. Google News lists 346 links to the topic.
- The *New York Times* quoted me in three separate articles regarding media-and-marketing issues during the 2010-2011 academic year—on November 14, 2010, August 30, 2010, and August 8, 2010. The latter article, in the *New York Times Magazine*, called me “ranking wise man on some thorny new-media and marketing topics.”
- *Marketplace*, a popular public-radio program, interviewed me four times during the 2010-2011 academic year for media-and-marketing stories—on March 17, 2011, December 20, 2010, October 27, 2010, October 14, 2010, and August 14, 2010.
- NPR’s *Studio 360* built a story around my new *Playing Doctor* book, which it called *Playing Doctor*. The piece aired on December 10, 2010, as part of a *Studio 360* program on medicine in popular culture.
- The Associated Press carried results of the report on young adults and privacy (April 15, 2010) and the article appeared in newspapers throughout the US and the world. A story by Agence France Presse based on an interview with me gave the research further coverage in print and online.
- *New York Times* article quoting my comments at Federal Trade Commission roundtable on privacy, December 7, 2009.
- Entire *New York Times* article with data chart and photo of me devoted to the report on tailored advertising, September 29, 2009
- Research described in Saul Hansell’s *New York Times* “Bits blog, March 19, 2009.
- Quoted in *New York Times*, *Washington Post*, *USA Today*, public radio’s *Marketplace*, and elsewhere regarding the FTC decisionmaking regarding Google’s decision to buy DoubleClick, late 2007.
- Findings of the “Open for Exploitation” survey reported in an Associated Press national article, on CNN, MSNBC, Fox, the *New York Times*, *Washington Post*, and many other news outlets throughout the US and internationally.
- Quoted prominently in a *New York Times Magazine* article about the Nielsen ratings, April 10, 2005. The article named “Joseph Turow . . . probably the reigning academic expert on media fragmentation. . . .”
- Research highlighted in the *Penn Arts & Sciences Magazine*, Winter 2005.
- Interviewed in a story about cameras in the courtroom that appeared on CNN, July 2, 2004.
- Profiled (with photo) in *The New York Times* (June 14, 2004) about the Knowledge Held Hostage conference I implemented.
- Interviewed in a story on cellphone privacy that appeared on the CBS Evening News with Dan Rather and the CBS Morning News, December 2 and 3 2003.
- Front page article (with photo) in Philadelphia Business Journal (July 28, 2003) about the Robert Wood Johnson funded CD, *Prime Time Doctors: Why Should You Care?*
- “Americans and Online Privacy,: the APPC report released in June 2003, received coverage in the Wall Street Journal, New York Times, and Washington Post as well as nationally and internationally through Associated Press and Reuters articles.
- Article in The New York Times (12/29/02) about my attempt to de-capitalize the word internet.
- The Today Show (NBC) August 24, 2002, on ethical issues relating to pharmaceutical marketing
- The study for the Kaiser Family Foundation on health policy issues in TV’s medical dramas was

cited in several newspapers around the US.

-The 3rd Internet and the Family report, released at the end of March, 2001, received exclusive coverage in the New York Times and then appeared in many news sources across the country, including the Washington Post, Chicago Tribune, LA Times, Associated Press, and MSNBC. The study was received favorably by the Federal Trade Commission; it has been cited in at least one congressional hearing, and it continues to be cited in an ongoing debate about the Children's Online Privacy Protection Act.

-Over 100 television appearances, hundreds of newspaper quotes, Time magazine citation, and several radio interviews around release of "The Internet and the Family 2000," May 2000.

-Appearance on ABC Evening News spot about target marketing, March 2000.

-Various newspaper quotes (including *Newsday* regarding AOL's proposed purchase of Time Warner.)

-The Internet & Family study received enormous coverage in print, broadcast, and on the Internet during early May 1999. A (national) front page article in *The New York Times* was picked up around the nation. A long Associated Press piece was also circulated throughout the country, as were a *Newsday* article and Knight-Ridder wire article. CBS news commentator Charles Osgood read a poem about the study on the CBS Radio Network.

-National Public Radio, Talk of the Nation guest for entire hour on media and social segmentation, January 1999

-*Philadelphia Inquirer*, May 10, 1998, large article highlighting my research.

-*Toronto Globe and Mail*, August 9, 1997, entire article about *Breaking Up America*

-*Atlantic Monthly*, June 1997, entire article on *Breaking Up America*

-*Talk of the Nation*, May 6, 1997; the entire program focused on *Breaking Up America*

-*Christian Science Monitor*, October 3, 1996, on strategies behind television's fall shows

-*Houston Chronicle*, August 25, 1996, on political talk-radio report

-National AP wire, August, 1996, on the impact of media mergers on radio

-*Newsday*, August 4, 1996, on strategies behind the networks' "family" dramas

-*Today Show*, November 17, 1994, on the history of doctor images on television

-*Dateline NBC*, July 10, 1993, on product placement in television and theatrical film