If the appropriateness of an advertisement for a publication depends on the nature and character of the publication, then

how "appropriate" might big data analytics decisions be when placing ads?

Latanya Sweeney Chief Technologist, FTC Jinyan Zang Summer Research Fellow in Technology Science, FTC

Summer Research Fellowships in Technology Science

Krysta Dummit



Chemistry at Princeton University '15

Jim Graves



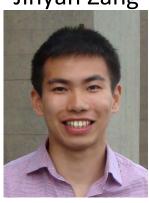
PhD student at Carnegie Mellon

Paul Lisker



Computer Science at Harvard University '16

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Consultant at Oliver Wyman, Economics at Harvard University '13

THIS PAPER IS NOW READ BY 10,000 COLORED PEOPLE WEEKLY

Work, Integrity, Tact, Temperance, F. dence, Courage, Faith,

VOL. IL NO. 45.

PITTSBURG. PA., OCTOBER 28, 1911.

FIVE CENTS A COPY

CAREER AND WORK LAST OF THE OF W. E. GROSS

How a New York Boy Rose to Prominence in Business.

NEGRO JOCKEYS

Turfdom Seperates Itself from These Riders.

MOST OF THEM ARE ALREADY ACROSS THE STYX AND OTH-

their mounts when on their way to the post, but Hamilton kept up a constitut kind of gibber that was always a source of amusement. Most of the money he sarmed he gave away. He will a sort of measuroom growth, appropriating it a short time from an imspringing in a short time from an su-dersized experies boy with a cot in a stall to where he could earn hun-dreds of dollars in a day. Perhaps It is fittle wooder, under the circum-stances, that he didn't appressate money's value. Champagne and dis monds were his weaknesses. The day would be the property of his valet

FOR EDUCATION

Work of Education.

REV. GOGGIN RESIGNS CANT LIVE ON SALARY

Formerly Speculated Successfully in the Wheat Pit in Chicago

Was Protege of Joe Leiter, The Wheat King.

Greensburg, Pa., Oct. 28,-Rev. C.

CONCORD MAKES NEW HISTORY

Influential Baptist Church In Brocklyn Grows Rapidly.

NEGRO BANK AND BANKING

DISCUSSED BY THE EMINENT FL PETTIFORD.

Dallas, Tex-About 500 people, rep resentative of the negro population of Dallas, heard Dr. W. R. Pettiford, pre-ident of the Alabama Penny Savings

The Pittsburgh Courier was once the country's

most widely circulated black newspaper with a

national circulation of almost 200,000.

cured the position of cook in the Army of the Potomac, in which position be witnessed some stirring scenes on the battlefield. While be was got an enlisted soldier, be nevertheless performed some difficult tasks for the soldiers in camp, warning them many At the battle of Fair Oaks and Malvern IIIII, however, he was severely

After returning to New York, where he recovered from his wound, Mr. Gross enlisted in the Twentieth New York colored regiment. Fearing that the physical strain would be too much for their son, Mr. and Mrs. Gross persunded him to follow a more quiet life. Whereupon Mr. Gress secured a ilm as waiter in a restaurant and afterward became steward for one of New York's wealthy clubs. In this pocition be met men of untional promi-



Knott, beating the great Salvator; Wille Simms achieved success both in this country and in England; then there were "Coley" Stone and Tony Hamilton, "Soup" Perkins, who later made his debut in the east with Henry of Navarre, and Joe Harris, who was the star rider in California in 1907.

least Murphy Was Desn.
The impority of these riders are dead.
The others are poor. Those who are
not dead have peaced away tron the
turi. Issue Desn, the deen and idol of the black race, as he was the pride of all horsemen, cled in Louisville practically penniless. He was crushed by the accusation that he was drunk when Ten Tray in the midsummer of 1890 defeated the great Pirense.

He was suppended for 20 days by the stewards of the treeting-a most inadequate sentence if he was intoxibeen drugged, as was generally under stood. Perhaps the essociation did not care to have its great new park saddled with what promised to be the gravest scandal on the American tart.

That practically added the farf career of Murphy. He was tubercular, and in addition developed stomage trouble from his efforts to keep down to weight. This latter silment was added to by his fondness for champagne. It was, he contended, the only liquor he could take that would strengthen without fattening him. He TO CONDUCT THEMSELVES

A gentleman is a marked man; he is known and noted by observers where-soever he goes, liven the rougher sort, soever he goes, Even the rougher sort, and rowdy sort, the blackguard sort, knew and respect him when they see him and bestitate to molest him or make him afraid; on the contrary, they are rather disposed to defend him from the fibes and jests and assentias of their own sort, by that institutes of their own sort. By that incutions which constrains the lesser to look sip to the greater, the baser to respect the better. If it were not so the bottom would drop out of society and the foundations of the state would surve as Carthaginian stumps for discoundations of the state would surve as Carthaginian stumps for discoundation of the state of the st

What said the fallen Triumvirf "Tell them at Rome that you saw Marius sitting in the ruins of Carthage, and that you saw nothing more desolate than Marius!" And that has been the wall of every black-guard since who has forced himself

into the company of gentlemen.

It is more obligatory upon negroes than upon other sorts of people to so conduct themselves in places of pub-lic amusement, accommodation and transportation as gentlemen-mo subserviency—because any display of vultgarity, upplahness, bumptiousness, attracts attention more readily to them than to others, because of their

interested in the educational and missionary movements and evincing a sincere desire for co-operation along this especial phase of racial endeavors made the convention one of vital im-

The program was varied and pronant with live topics di scholars and people with "notive abli-



pulpit. His first charge wa Hyde Park church in Chicago.

SOME MISTAKES IN REARING CHILDREN

MANY OF THE CHILDREN OF THE RACE ARE TAUGHT NOTHING BUT TO EAT AND RUN.

It's a dead out shame the way some of our people are rearing their chil-dren. They are not rearing them, but letting them come up in the world similar to the wild plants of the field

and run. They have no respect for themselves, their parents, or anybody else; a gang of juvenile burns, thieves and tiliterates to fill the prisons of this country. Its a common occurence to see the small boy roving the streets at late hours in the night, when grown-up men can be scarcely seen. The knell of destruction and degradation is sounding throughout every city in the country, and every

parent must take heed.

Then, tender in age as he may be small in size as they are, he stands ity" to make the program helpful to race. They will take him, drag him the large delegations from every sector from his bed and hang him, and steal

pastor on Sunday, Sept. 4, 1910, after resigning the guastorate of the Bank Street Baptist church in Norfolk, Va., where he had successfully pastored themselves.

We have assisted the model by education and experience, it this civilization, and now was not a difficult matter for him to successfully conduct the affairs of a large and influential church in the and helpful improvements in the work of the church during the year.

There have been notable increases in all departments of the church and its auxiliaries. The attendance at the man owes his assistan weekly meetings and Sauday set has outgrown the scating capacity of the farm, in manufact both lecture room and church sudi-torium. The church is free of debt the soil, demands the cooperative of-and has a sinking fund of over \$1,500, fort of the whole race. nd forest.

Also are taught nothing but to eat. The securing of Dr. Moss as pastor of



cos took charge of Concord as in Sunday, Sept. 4, 1910, after g the geatorate of the Bank Baptist church in Norfolk, Ve. Baptist church in Norfolk, Ve.

"We have assisted the men building stated, we cannot reap the best refor them to lend us their support in our efforts to help ourselves. The work before the leaders of the race is negro. For the same reason, the white

"The making of opportunities on

"Building and maintaining banks in a part of that work. The Indian could not hold a place here, because he could not make the soil-bring forth results by the touch of his hand. The negro in the south has a great op-portunity but he has to profit by the experience of the American Indian."

Other addresses were made by Dr. C. J. Jackson, who presided over the meeting; W. E. King, editor of the Dallas Express, Rev. J. S. Wyatt, pre-siding elder Dallas district, M. E. church; R. C. Houston, president Provident Savings bank, Fort Worth, Tex.; and J. E. Johnson, cashler, Peoples Bank and Trust company, Muske-

Source: PBS. http://www.pbs.org/blackpress/news/bios/courier.html

C. W. POSEY, President. E. W. JOHNSON, Sourctary, R. L. VANN, Trassurer. MAIN OFFICE: 1208 Wylle Avenu mes: \$140 Grant and Hill

All communications must be ad-dressed to the Pitteburgh Courier, signed by the author, not later than Toursday of each week.

High class advertisements accepted responsible rates upon application.

News, interesting to the public, will be published free it void of advertising matter. Local advertisements, 1

All remittances should be made by check, post office or express money order, ase sunt to Pittainurgh Courses Mrs. Enoch Rash, wite or one of the present nine councilmes, have pro-

THE PITTSBURGH COURIER that makes the Chinese marrow hats Dr. Frank F. Bishop

KEPT HIS PROMISEL

In a recent lemm of our stally pagers appeared an account of a boy walking Il miles to report to the Probatio Officer of the Court. A full descrip tion was given of how the boy had tramped III miles over the country roads in order to keep his obligation 30 stolen a calf, a very unwieldily prise, against the boy, led the Court to pro bate him for one year.

Strange to say, and not strange either, the papers spoke of the boy as an exceptional case to walk 23 this exception was a Negro. "There in her eightieth year. something good in the worst of pa" after all.

present nine councilmen, have provided real help for the poor children Incorporated under the laws of who attend the Franklin school at Pennsylvania, 1910. Pranklin and Logan streets. They

QAS ADMINISTERED

Bridge Work a Specialty

DR. BISHOP'S MOUTH AND TOOTH WASH bardess the gums, pu-rifice the mouth and assists in arrest-ing the progress of decay.

BELL PHONE PIST-R GRANT. Office Hours-Dally-5 a. m. to 2 m.: 5:30 p. m. to 9 p. m. Sunday

2170 CENTER AVENUE Pittsburg, Pa.

as an exceptional case to walk 23 raid Kelly, has been seriously ill at miles in expect to the Production of the residence of are daughter. Mrs. feer: but they withheld the fact that this exception was a Negro. "There in her eightech year. We are glad to note that she is now slowly recov-

FOR RENT-Two Everoom apartmenis; all modern conveniences, gas, bath, with the floor, stationary laun-dry tubs. inquire France - Brown, 6251 Penn avenue.

Silver Leaf club No. 2 of the Knights and Daughters of Tubor, will hold their second enniversary sermon at Calvary Repulsi church on and friends desire to thank the public Sunday afternoon at 3 p. m. October 25. All takernacies and temples are

soon have another such enjoyable at fair at their home. Miss Zoetta Wilson of Philadel-phia, is in the city ratting her sister, Mrs. Alice J. Washinston, or Wand-

Mrs. Jesse Faithful of Especytic.
O. is the guest of Mrs. Wm. Wood or

O. is the guest of Mrs. Wm. Wood of Wyle avenue.
Mr. and Mrs. Wilbur Best of Letona, O., are house guests of Mrs. J. B. Scott of Arthur atreet.
Mrs. Loundes of Camp street, has returned from a visit to her daughter in Indianapolis.
Indianapolis.
The Courier. Through the most contract of the grantest Negro Descer in America, through the most

paper in America, through the most reliable paper in the State of Penn-sylvania, and by the great exercising force of some of these members con-uccted with the paper, I have accept ed a responsible position of the Pa R. R. on the Pittsburgh Wayne and Cleveland division."

A. Bane. Come to the residence of Mrs. L. Lewis, 5704 Broad street. East End, on the evening of October 31. There will be a joily set, all maxes? Come and find your mate. Refreshments Under the auspices of the Negro Tu-berculosis Hospital league. The Negro Tuberculosis League

held their annual convention in the Rodman Street Baptist church on Tuesday, October 24, all the officers This Coupon Good for Double Stamps

WITH EVERY SUIT PURCHASE



1411-1413-1415-1417 FIFTH AVENUE, PITTSAURG, PA. NEAR STEVENSON STREET SATISFACTION GUARANTEED

! SPECIAL SUIT SALE!

Over a thousand of the most elegant Fall and Winter Coat-suits, are sacrificed at 33 1-3 per cent, and even 50 per cent reductions.

! All Garments Altered Free!

\$9.75

SUITS

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SUITS

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Former \$15.00 to \$22,00, fall Extra special choice Handand winter coat-suits in all some tailormade suits, for sizes, for women and misses, women and misses. Black and all wanted colors in home-Serge, cheviots and worsteds spuns, whipcords, in tan, brown, grey, blue and cheviot and broadcloth, skinblack. Wide selection of all ners satin lined coats, newest popular styles-splendid man panel gored skirts. Best suit tailored suits, reduced to in the city here now at

\$9.75

COATS



\$14.75

COATS

Ads appearing in the newspaper were reviewed and approved by staff.

among those States which cultivate prejudice against the Negro. This has not always been thus; but the andorsement given at Controlle has op W. B. Derrick as well. Many beiped the disease. like the eating have been the trials and problems cancer, is sgread even unto regions which have confronted the present suhitherto free from race prejudice.

In the case of Franklin, Pa., where there are not enough Negroes to attract attention, the bue and cry was relend this week when the race question arose to connection with the State Synoil which is in session at the little town up the valley. It all arose over the sutertainment of a Noero. The suestion grew more and more periods, with even threatening proportions sufficient to break up the synod. To the rescue of the situation came a bread, democratic white man whom God made, and without the silkhtest objection expressed his district. The future destiny of the willingness to be entertained at the same house with the Negro of whom he spoke as being a "scholar and a is hoped that all small things will be Thus ended the cry equinst the Negro, and all went well.

This one white man held their entire situation in his hands. And the same may be said of almost every other situation. If there should apyear upon the scene one white man with enough religion and genuine democracy in his anatomy, ninety pe cent of such cases could be adjusted

letrations of several local pastors. who must be sent to other fields of labor, but the administration of Bishperior officer, and he has been faced with new and trying attentions much to his sorrow and annoyance. The ship of Zion has been tossed by the wind of dissection and at times it appeared that a wreck was imminent; but through it all the conference con venes under most favorable omens and the church seems more than ever

two weeks. His death will be great-ty mourned by his wife and friends. Dr. C. Voyle Butler, the popular There will be a famer dress and

masquerade recepton given by the Mercedes club on Halloweet night, Tuesday, October 31, at Arcade hall, High, and and Center avenues. Good Tuesday, October 31, at Arcade Lail, Prankstown avenue, just across the High-and and Center avenues Good music from 8 to 2. Committee-James Brown, Rolling Bred. Edw. Claw-Clawford, Geo. Cois. Jr., 7. Cooper, Good Gree in his new location and increase with turnish clack pace many forms. We Lewett The Corp. Control of the Committee of Cois. Jr., 7. Cooper, and proposed James. We Lewett The Corp. Committee of Cois. Jr., 7. Cooper, and Jr. Cooper

alk room bilck house with all modern improvements, convenient to street car line, in new Pitth ward. The

will avenue. The annual donation day of the Home for Aged and Infirm Colored the present conference will be the liast for the good Bishop Derrick, much devolves upon him as he lays down his manule of authority in this district. The future destiny of the local charches rests with the appointments to be made at the present conference will be the local charches rests with the appointment to the boar charches rests with the appointment to the local charches rests with the appointment to colore upon him as he lays down his manule of authority in this is hoped that all small things will be residenced of the form the color wherever the local charches rests with the appointment to color wherever the continue of the local charches rests with the appointment of the color wherever the continue of the color wherever the col city. See D. Robert Lewis, 1317 Wylle avenue. The annual donation day of the

young dentist, who has established an excellent practice in ahe East End, will remove on November 1, to \$258

res.

A handsome home at a sacrifice, a R. R. Wright, Jr., editor of Christian Recorder, was in the city on Thursday on husiness and paid a sucre visit of any on husiness and paid a sucre visit.

to the Courier office.

The France s. w. Harper league
met on Wednesday, October 15, at the
residence of Mrs. Ella Cook, of Carroll



Opinion



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Family tragedy shapes some Miss America platforms

ATLANTIC CITY, N.J. (AP)—Raeanna Johnson and the rest of her family didn't know her 18-year-old brother Tyler was addicted to

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Hottest Wives and Girlfriends of World Cup 2014 Soccer Players

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R. Kelly's daughter comes out as transgender boy

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Piffsburgh Courier SEARCH ARCHIVES



Today, a big data analytics engine delivers ads to its online website.

Source: http://newpittsburghcourieronline.com/ Accessed September 11, 2014.

Since different types of consumers may have different levels of interest in a specific ad...













Source: Ads seen online.

A promise of big data analytics is to deliver ads that are personal and specific

Recreational fishermen







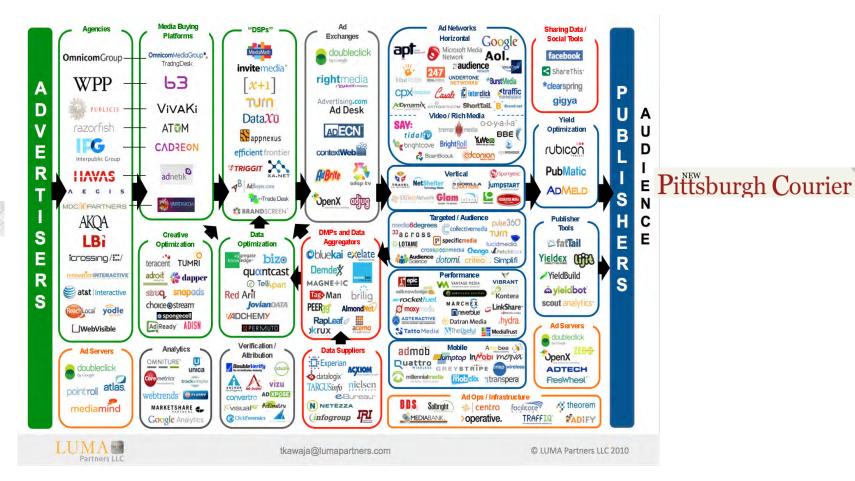
Young mothers



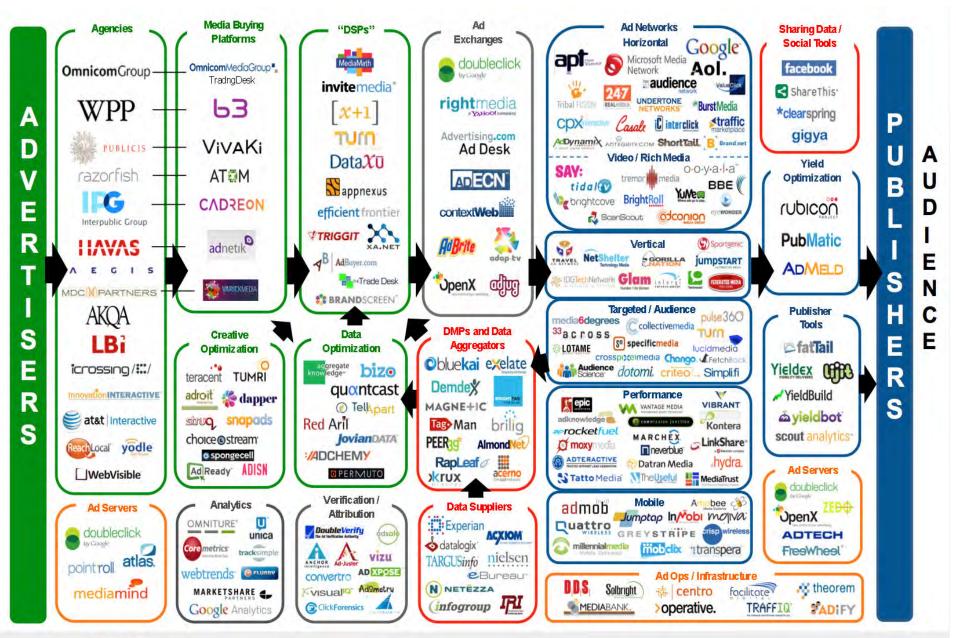




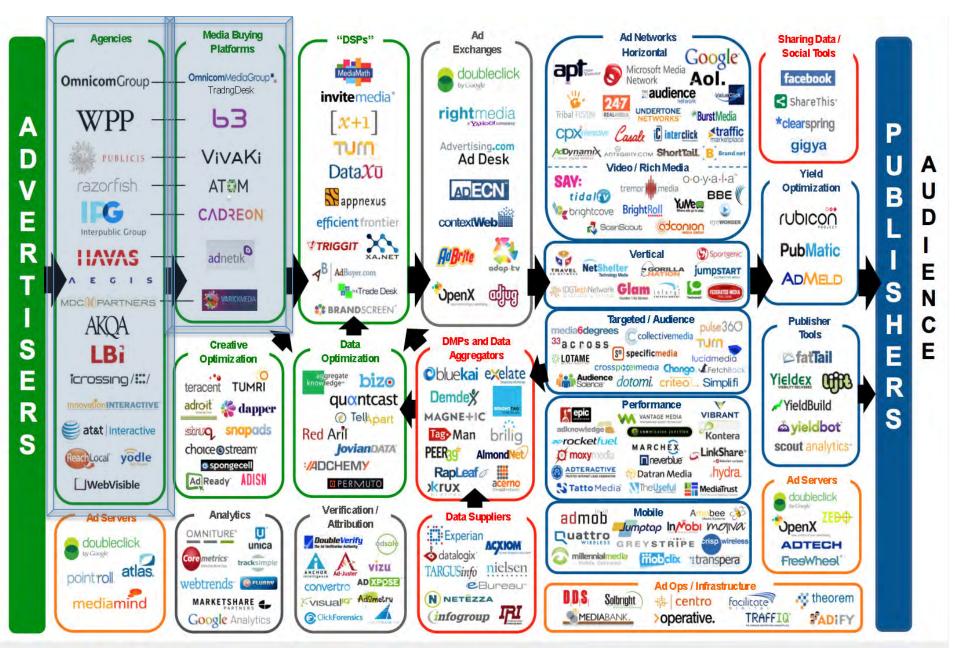
A large number of intermediaries and analytics are between advertisers and publishers



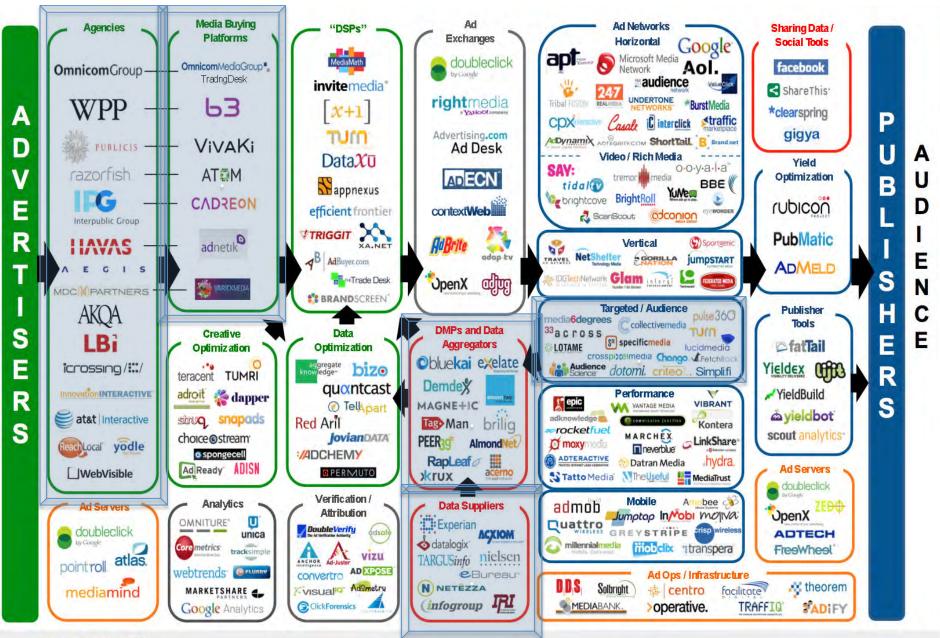


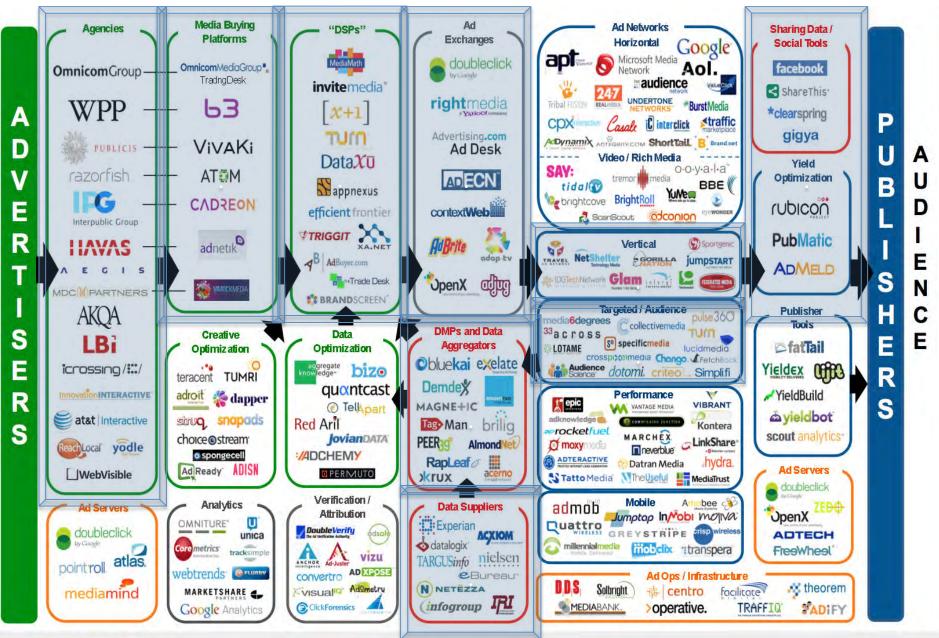


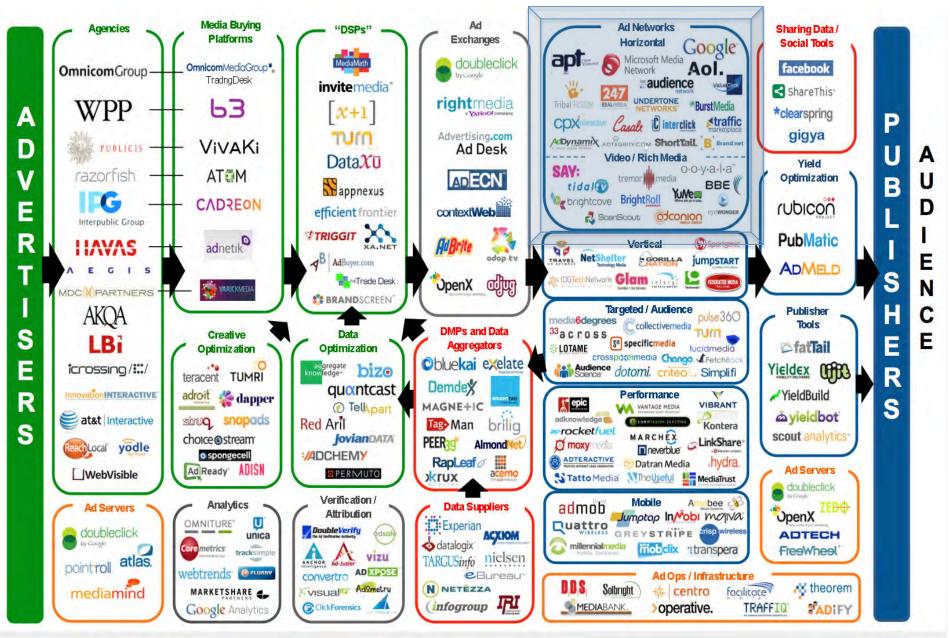






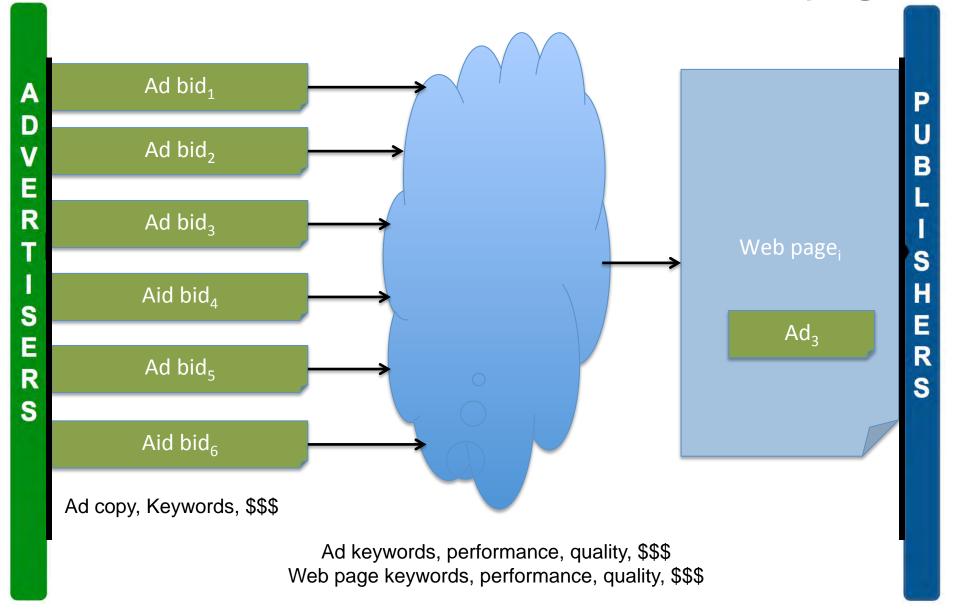




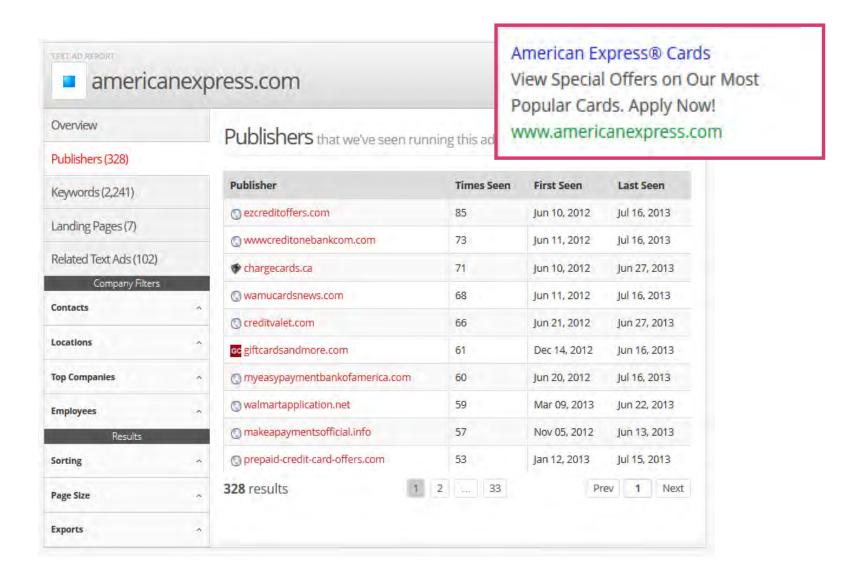


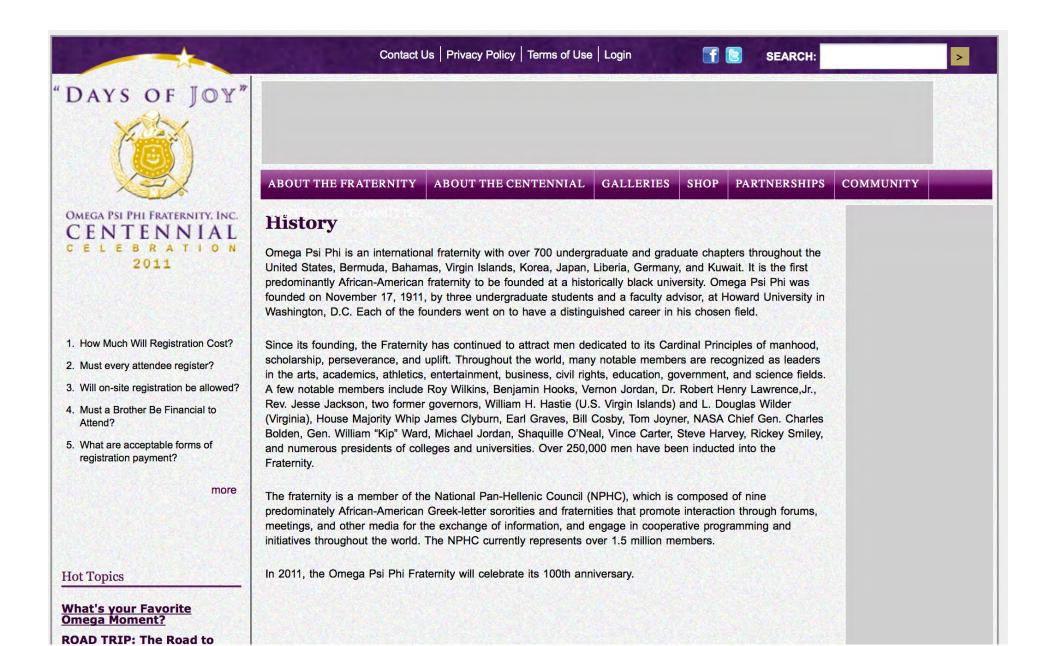


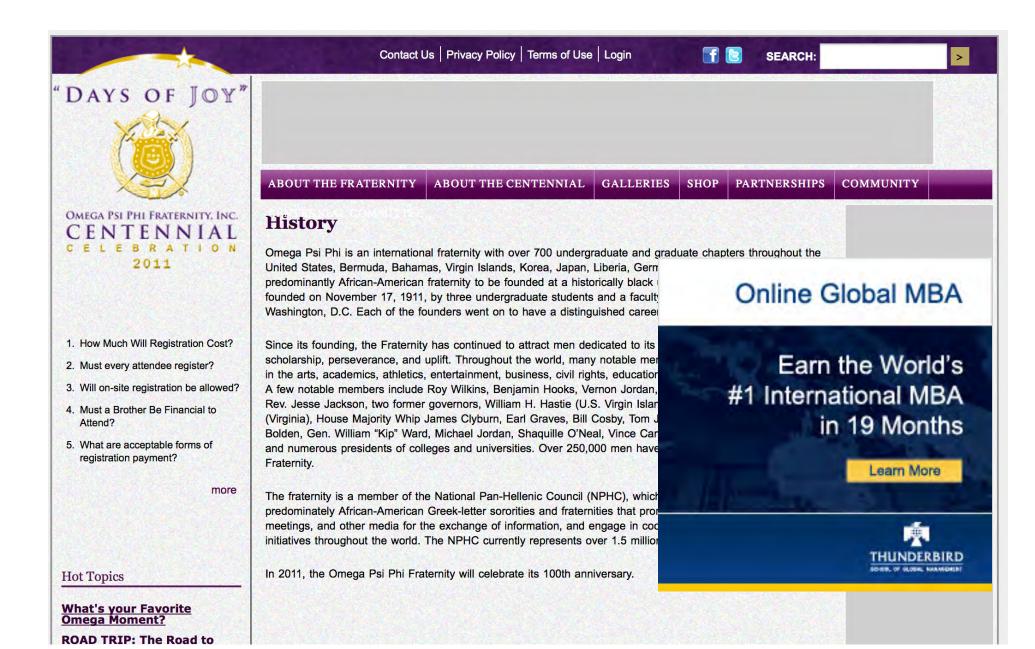
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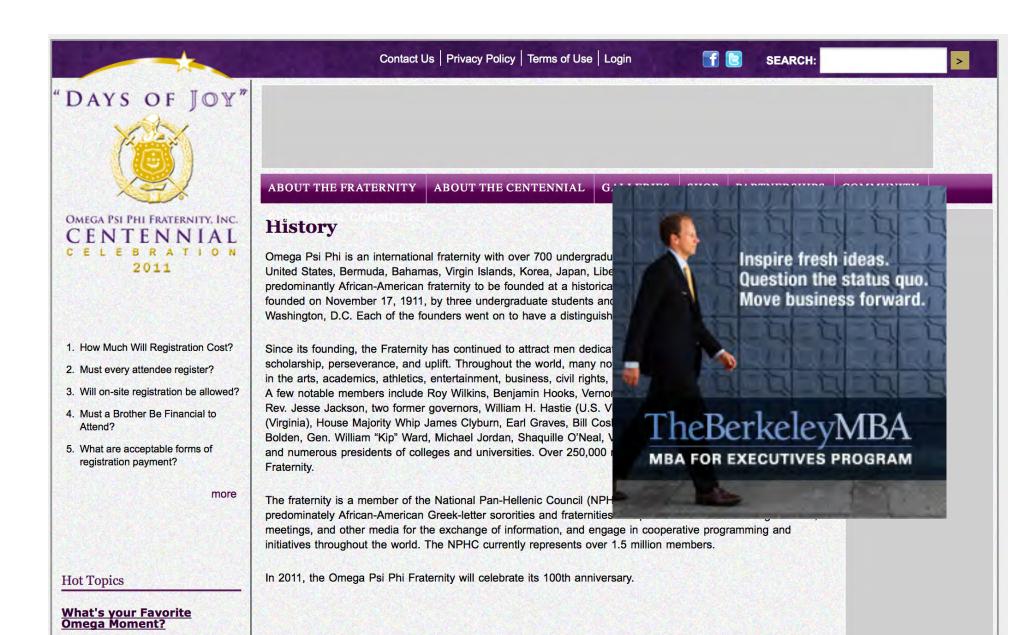


Mixrank captures ad appearances online without behavioral advertising effects.









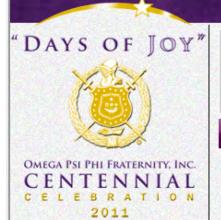
Source: MixRank archive.

ROAD TRIP: The Road to



SEARCH:





- 1. How Much Will Registration Cost?
- 2. Must every attendee register?
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Omega Psi Phi is an international fraternity with over 700 undergraduate and g United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, Gern predominantly African-American fraternity to be founded at a historically black founded on November 17, 1911, by three undergraduate students and a facult Washington, D.C. Each of the founders went on to have a distinguished caree

Since its founding, the Fraternity has continued to attract men dedicated to its scholarship, perseverance, and uplift. Throughout the world, many notable mer in the arts, academics, athletics, entertainment, business, civil rights, education A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islan (Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom J Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Car and numerous presidents of colleges and universities. Over 250,000 men have Fraternity.



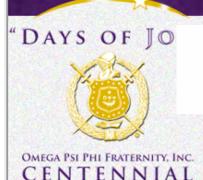
The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is composed of nine predominately African-American Greek-letter sororities and fraternities that promote interaction through forums, meetings, and other media for the exchange of information, and engage in cooperative programming and initiatives throughout the world. The NPHC currently represents over 1.5 million members.

In 2011, the Omega Psi Phi Fraternity will celebrate its 100th anniversary.



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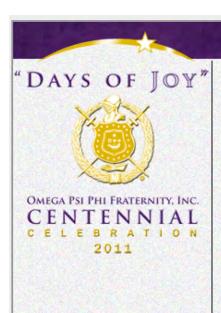
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Since its founding, the Fraternity has continued to attract men dedicated to its Cardinal Principles of manhood, scholarship, perseverance, and uplift. Throughout the world, many notable members are recognized as leaders in the arts, academics, athletics, entertainment, business, civil rights, education, government, and science fields. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Dr. Robert Henry Lawrence, Jr., Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islands) and L. Douglas Wilder (Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom Joyner, NASA Chief Gen. Charles Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Carter, Steve Harvey, Rickey Smiley, and numerous presidents of colleges and universities. Over 250,000 men have been inducted into the Fraternity.

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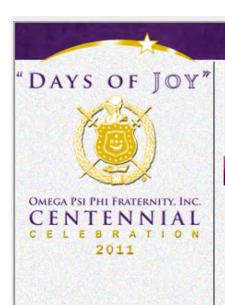
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GALLERIES

Since its founding, the Fraternity has continued to attract men dedicated to its Cardinal Principles of manhood, scholarship, perseverance, and uplift. Throughout the world, many notable members are recognized as leaders in the arts, academics, athletics, entertainment, business, civil rights, education, government, and science fields. A few notable members include Roy Wilkins, Benjamin Hooks, Vernon Jordan, Dr. Robert Henry Lawrence, Jr., Rev. Jesse Jackson, two former governors, William H. Hastie (U.S. Virgin Islands) and L. Douglas Wilder (Virginia), House Majority Whip James Clyburn, Earl Graves, Bill Cosby, Tom Joyner, NASA Chief Gen. Charles Bolden, Gen. William "Kip" Ward, Michael Jordan, Shaquille O'Neal, Vince Carter, Steve Harvey, Rickey Smiley, and numerous presidents of colleges and universities. Over 250,000 men have been inducted into the Fraternity.

The fraternity is a member of the National Pan-Hellenic Council (NPHC), which is composed of nine predominately African-American Greek-letter sororities and fraternities that promote interaction through forums, meetings, and other media for the exchange of information, and engage in cooperative programming and initiatives throughout the world. The NPHC currently represents over 1.5 million members.

In 2011, the Omega Psi Phi Fraternity will celebrate its 100th anniversary.

First Premier® Card Apply

Apply for First Premier® Cards Here Join Nearly 3 Million Cardholders! CreditCards.org/FirstPremier

Each card was mentioned on at least one source from top ranked search results

Harshly criticized cards

- 1. American Airlines
- 2. American Dream
- 3. Applied Bank Gold Match Plus Visa
- 4. Applied Bank Gold Visa
- 5. Arvest Bank Classic
- 6. Aventium Gold MasterCard
- 7. BP Chase Visa
- 8. Centennial Gold MasterCard
- 9. Cerulean
- 10. Continental Finance MasterCard
- 11. Credit One Bank Visa Platinum
- 12. Direct Merchants Bank MasterCard
- 13. Fingerhut
- 14. First Premier Bank Gold
- 15. First Premier Bank Platinum
- 16. First Premier MasterCard
- 17. Marathon Platinum Reward
- 18. Matrix
- 19. New Millenium MasterCard
- 20. Orchard Bank Classic MasterCard
- 21. Total Visa
- 22. UBS Preferred Visa Signature
- 23. US Bank College Visa
- 24. Visa Black
- 25. WalMart Discover

Highly praised cards

- 1. American Express Blue Cash Preferred
- 2. American Express Blue Sky Preferred
- 3. BankAmericard Cash Rewards™ Credit Card
- 4. BankAmericard Travel Rewards® Credit Card
- 5. BankAmericard® Visa® Card
- 6. Barclaycard Arrival Plus™ World Elite MasterCard®
- 7. Barclaycard Arrival™ World MasterCard®
- 8. Blue Cash Preferred® from American Express
- 9. Capital One Cash Rewards
- 10. Capital One Venture Rewards
- 11. Capital One® Quicksilver® Cash Rewards Credit Card
- 12. Capital One® QuicksilverOne® Cash Rewards Credit Card
- 13. Capital One® Secured MasterCard®
- 14. Capital One® VentureOne® Rewards Credit Card
- 15. Chase Freedom®
- 16. Chase Sapphire Preferred
- 17. Chase Slate®
- 18. Citi Simplicity® Card
- 19. Citi ThankYou® Preferred Card
- 20. Citi® Diamond Preferred® Card
- 21. Club CarlsonSM Premier Rewards Visa Signature® Credit Card
- 22. Discover It
- 23. Fidelity Rewards American Express
- 24. Frontier Airlines World MasterCard®
- 25. PenFed Promise Visa

Source: Top ranked online articles of "best" and "worst" credit cards using Google search results. Listed alphabetically. August 2014.

Each card was mentioned on at least one source from top ranked search results

Harshly criticized cards

sa

1. American Airlines

Centennial - Apply Online

Easily Compare Centennial Cards.

Visa or MasterCard - Apply Now!

CreditCard321.com/Centennial-Card

- 8. Centennial Gold MasterCard
- 9. Cerulean
- 10. Continental Finance MasterCard
- 11. Credit One Bank Visa Platinum
- 12. Direct Merchants Bank MasterCard
- 13. Fingerhut
- 14. First Premier Bank Gold
- 15. First Premier Bank Platinum
- 16. First Premier MasterCard

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Apply for First Premier® Cards Here Join Nearly 3 Million Cardholders! CreditCards.org/FirstPremier

ZZ. UDO I TETETTEU VISA SIGNALUTE

- 23. US Bank College Visa
- 24. Visa Black
- 25. WalMart Discover

Highly praised cards

- 1. American Express Blue Cash Preferred
- 2. American Express Blue Sky Preferred
- 3. BankAmericard Cash Rewards™ Credit Card
- 4. BankAmericard Travel Rewards® Credit Card
- 5. BankAmericard® Visa® Card
- 6. Barclaycard Arrival Plus™ World Elite MasterCard®
- 7. Barclaycard Arrival™ World MasterCard®
- 8. Blue Cash Preferred® from American Express
- 9. Capital One Cash Rewards
- 10. Capital One Venture Rewards
- 11. Capital One® Quicksilver® Cash Rewards Credit Card
- 12. Capital One® QuicksilverOne® Cash Rewards Credit Card
- 13. Capital One® Secured MasterCard®
- 14. Capital One® VentureOne® Rewards Credit Card
- 15. Chase Freedom®
- 16. Chase Sapphire Preferred
- 17. Chase Slate®
- 18. Citi Simplicity® Card
- 19. Citi ThankYou® Preferred Card
- 20. Citi® Diamond Preferred® Card
- 21. Club CarlsonSM Premier Rewards Visa Signature® Credit Card
- 22. Discover It
- 23. Fidelity Rewards American Express
- 24. Frontier Airlines World MasterCard®
- 25. PenFed Promise Visa

Source: Top ranked online articles of "best" and "worst" credit cards using Google search results. Listed alphabetically. August 2014.

Publishers of Most Praised and Most Criticized Cards

Most criticized card (First Premier)

omegapsiphi2011.com johnschneideronline.com

indianbanksguide.com

gijoeclub.com

queercents.com

robstenlove.com

blowgunsnw.com

james-taylor.com

mountainboarder.com

usa-civil-war.com

walmartcareers.net

easycreditcardapproval.net

thetruthaboutcreditcards.com

cardpaymentsguide.com

studentcreditcards.com

technochase.com

babyunite.com

cheapfillups.com

myeasypaymentus.com

tvonyourside.com

thecheeky.com

thezerocards.com

e-cheapcigarettes.com

ezcreditoffers.com

Most praised card (American Express Blue)

collegebookstore.com

e-referencedesk.com

allhandsnursing.com

bestpremed.com

er-doctor.com

filmschooldirect.com

florida-nursing-schools.com

holyokemass.com

thedartmouth.com

californiacollegenetwork.com

devryuniversityblog.org

pharmacist-school.com

senor college.com

the he is man winners. com

florida-nursing-schools.com

harvardmagazine.com

nursegroups.com

pediatricnursing.com

pellgrantinformation.com

perkinsloan.net

privateschoolsreport.com

robotevents.com

thebraziltimes.com

the dormitory on line.com

yalealumnimagazine.com

Samples drawn from publishers of one ad for each of these cards.

Publishers of Most Praised and Most Criticized Cards

Most criticized card (First Premier)

omegapsiphi2011.com johnschneideronline.com indianbanksguide.com

gijoeclub.com queercents.com robstenlove.com blowgunsnw.com

mountainboarder.com

usa-civil-war.com

james-taylor.com

walmartcareers.net

easycreditcardapproval.net

thetruthaboutcreditcards.com

cardpaymentsguide.com

studentcreditcards.com

technochase.com

babyunite.com

cheapfillups.com

myeasypaymentus.com

tvonyourside.com

thecheeky.com

thezerocards.com

e-cheapcigarettes.com

ezcreditoffers.com

Most praised card (American Express Blue)

"education"

college bookstore.com

e-referencedesk.com allhandsnursing.com

bestpremed.com

er-doctor.com

filmschooldirect.com

florida-nursing

holyokemass.c

thedartmouth

tnedartmoutr

californiacolle

devryuniversity. pharmacist-school.com

senorcollege.com

theheismanwinners.com

florida-nursing-schools.com

harvardmagazine.com

nursegroups.com

pediatricnursing.com

pellgrantinformation.com

perkinsloan.net

privateschoolsreport.com

robotevents.com

thebraziltimes.com

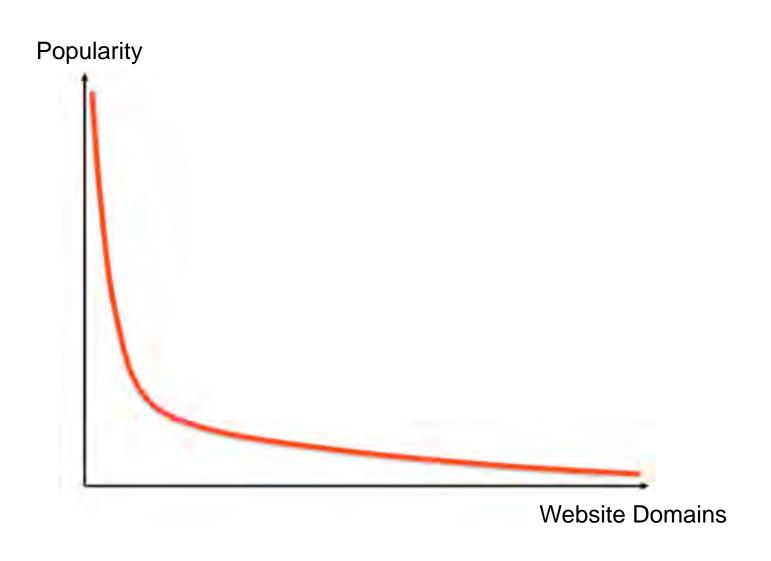
the dormitory on line.com

yalealumnimagazine.com

Samples drawn from publishers of one ad for each of these cards.

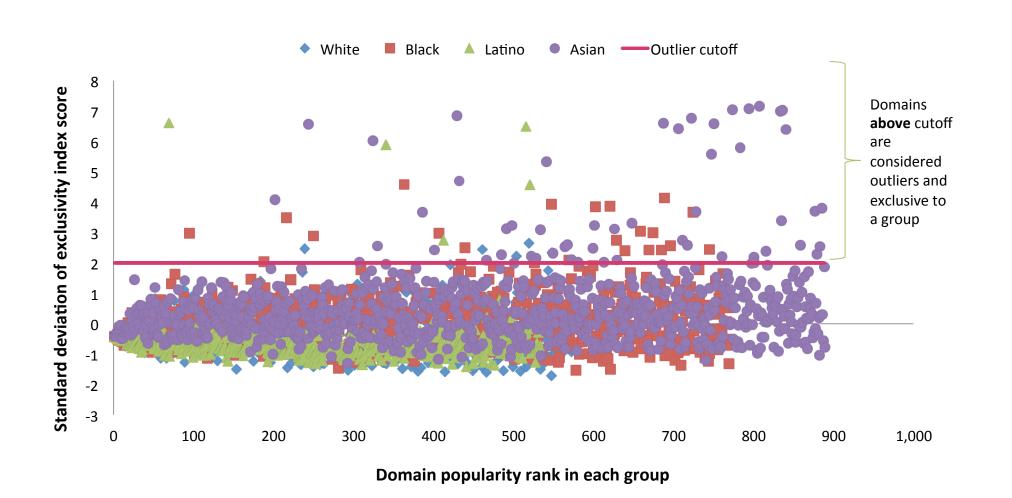
Approach #1

Do more popular websites get more ads for praised cards?



Approach #2

Are websites that receive ads for criticized cards more demographically homogenous?



Approach #3

Does the content of the website predict which kind of ad it might receive?





Forthcoming paper: contact lsweeney@ftc.gov for a copy upon release