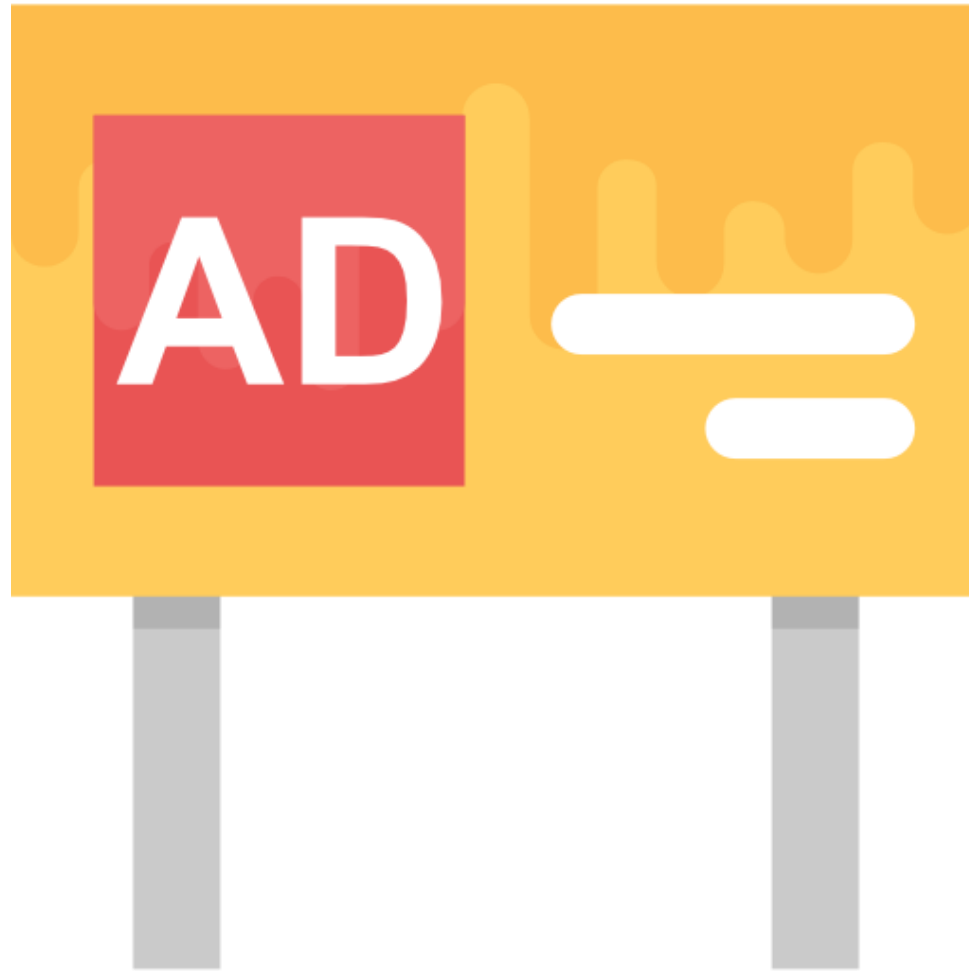




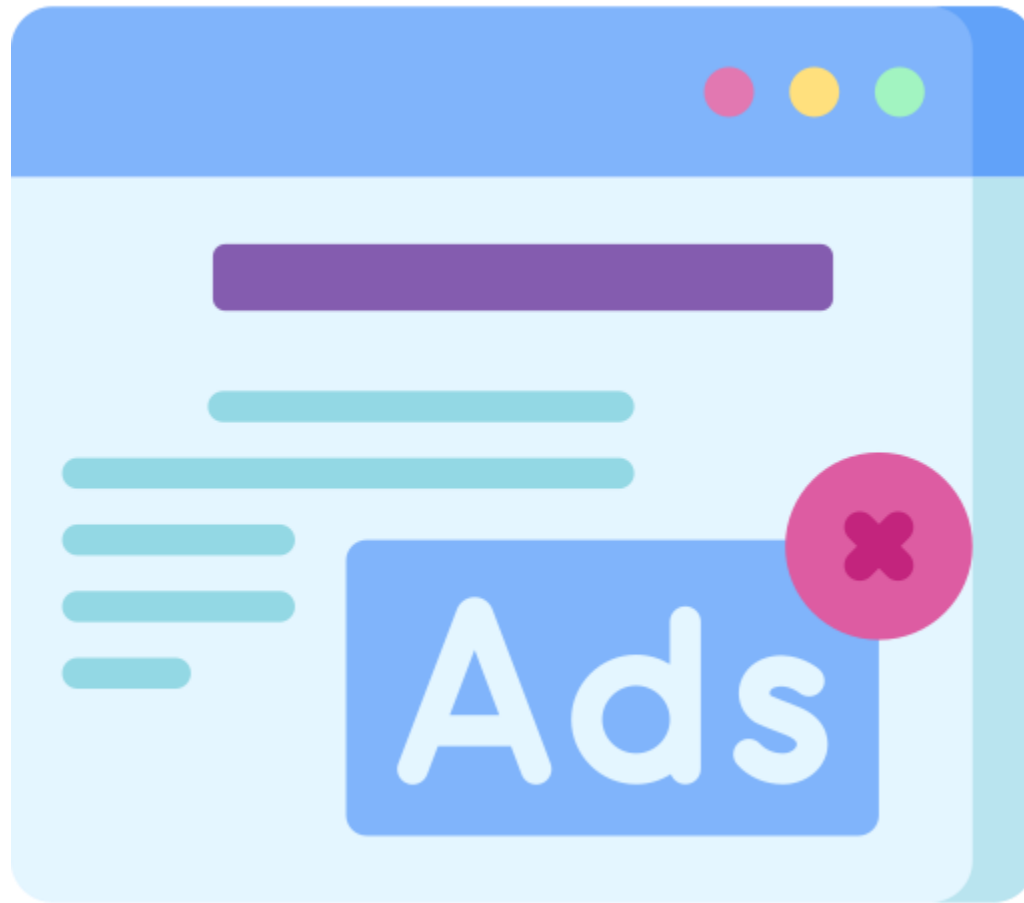
ADS IN SEARCH



Have you seen commercials during your favorite TV show? Or maybe you've seen big billboard advertisements on the side of the road? Or maybe you've seen a flyer from the grocery store? Advertisements for BRANDS (names of companies like Nike or Wal-mart), products, and services are all around us.



Advertisements (or Ads) for BRANDS, products, and services are ONLINE too! You might not even realize you're seeing them every day.



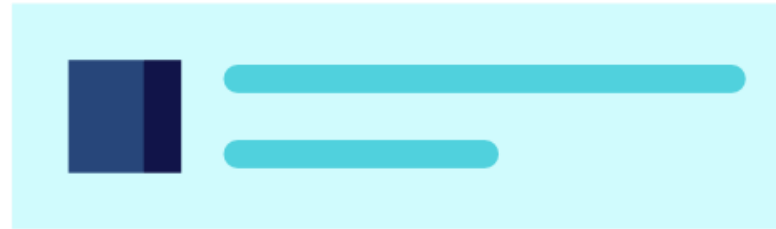
Sometimes ads look like commercials or billboards but sometimes companies use a strategy called SPONSORED CONTENT to help sell their products.



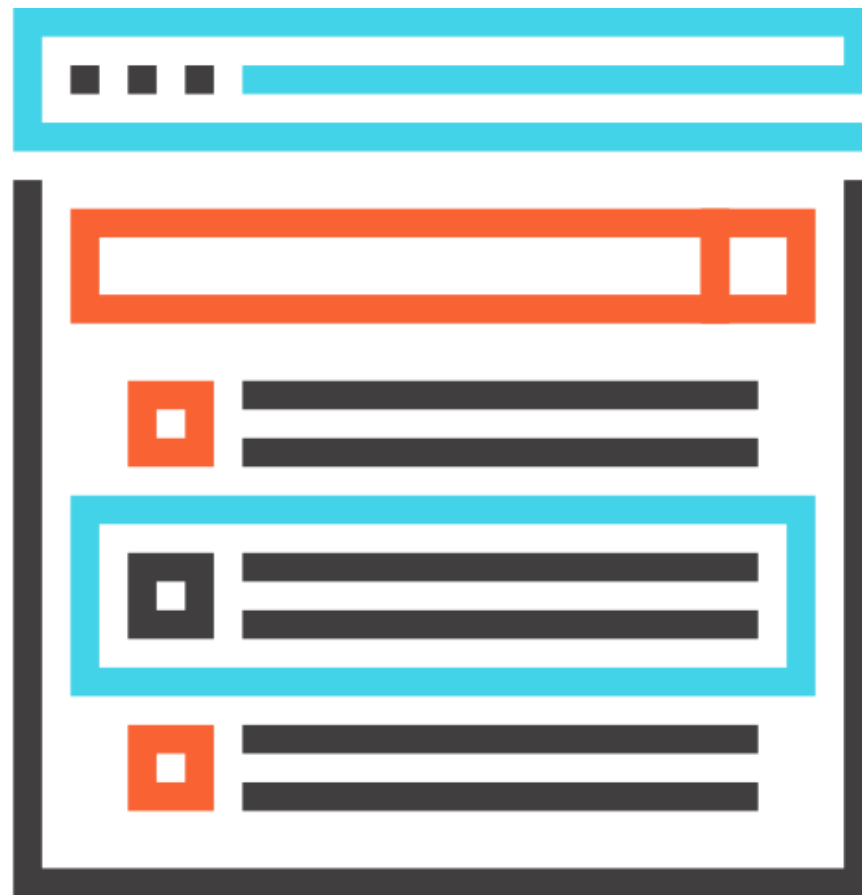
SPONSORED CONTENT can be websites, articles, images, and videos that companies pay for to help sell their products or services. The Internet makes it easy to advertise in many different formats.



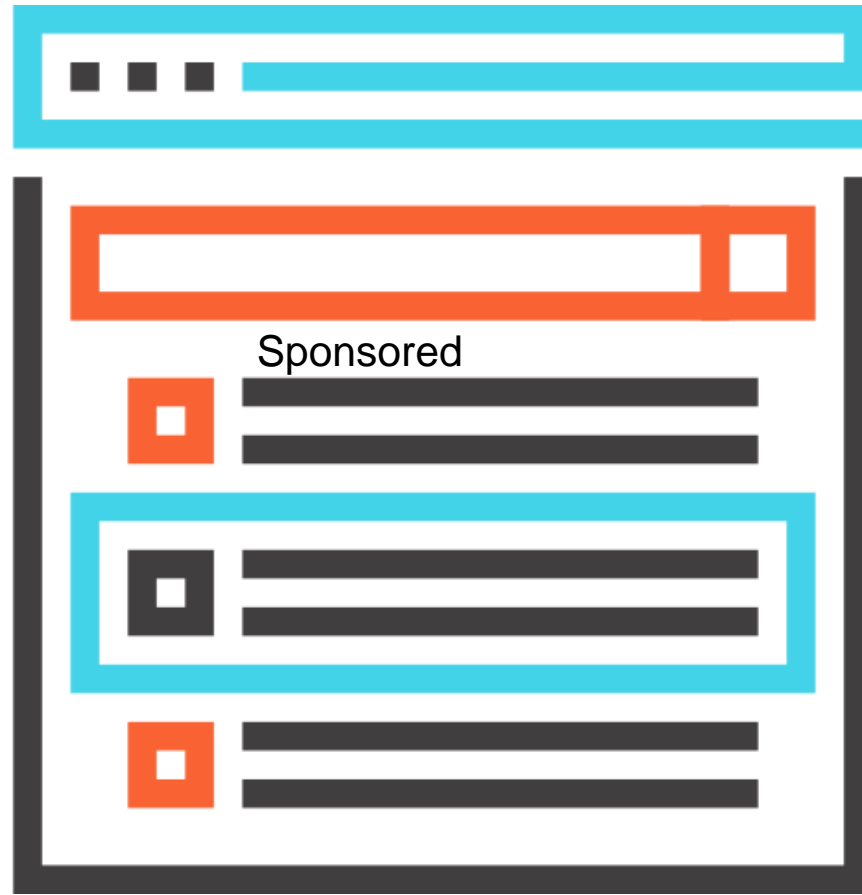
You may find a video about a new movie or an article about a new video game. Usually, these ads are built right into a webpage.



When SEARCHING online, knowing the difference between regular content and SPONSORED CONTENT is a good skill to have. It will help you avoid accidentally clicking on sponsored content.



How do you know if you are looking at SPONSORED CONTENT? The best way is to read carefully.



Look for words like “sponsored,” “affiliate link,” or “paid post.” These are just fancy ways of saying **ADVERTISEMENT** or **AD**. Companies are legally required to mark sponsored content with this extra text.



SPONSORED CONTENT is great for learning about a new toy or a cool pair of shoes, but **regular** content should be used for research. If a search result is sponsored content, do not use it for a research report.



If you see some clues in the article but
are unsure if it is regular or
SPONSORED content, ask an adult for
help!



THE END