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September 02-04, 2022

Ege University, Izmir, Turkey

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Edited by

Prof. Dr. Mustafa MUTLUER
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TRACING THE FOOTPRINTS OF ONLINE BEHAVIORAL ADVERTISING RESEARCH IN LITERATURE: A BIBLIOMETRIC STUDY

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ABSTRACT

Digital advertising meets its audiences in different and intricate forms mostly for the purpose of disguising its real persuasive intent and commercial aspects in order to elude the target avoidance from the advertising and its messages. One of the sneaky forms of digital advertising is online behavioral advertising, also known as OBA. Online behavioral advertising (OBA) is a prevalent kind of digital advertising, which functions by tailoring the advertising messages served on the websites the consumers visit to better suit them and their interests. In this regard, for OBA to work effectively, some tools such as cookies are utilized to track the previous web browsing activities of users and categorize them in line with their common interests, and then tailored ads (OBA) are delivered to the user categories. While deemed to be efficient and functional for the advertisers and publishers, OBA offers some benefits for consumers such as easy and fast access to what interests them as well as some pitfalls for them such as breach of confidentiality and violation of privacy rights. In these circumstances, depending on their viewpoints, scholars either support and attempt to advance OBA or criticize and stand against OBA. This paper analyzes 87 papers on the topic of OBA published by sources indexed by Scopus and their 3821 references. Implementing bibliometric analysis including citation, co-citation and network analysis on Biblioshiny and VosViewer, this paper attempts to illustrate the current state of research by demonstrating the intellectual, conceptual and social structures and emerging themes. Based on the results of the bibliometric research, this paper presents an essential basis for scholars and practitioners for their further work on OBA.

Keywords: Digital Advertising, Online Behavioral Advertising, Scopus, Bibliometric Analysis, BiblioShiny, VosViewer.