



SCS 100 Module Two Activity Template

Describe how individuals are presented in all your advertisements.

- Promote Iceland: Let It Out
 - Consumer biases significantly impact how advertisements are perceived. Personal experiences, cultural background, and societal values can lead to varied interpretations of the same advertisement, affecting how consumers relate to and perceive the brand and its message.
- 2020 Toyota Big Game Commercial ft. Cobie Smulders
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Describe the actions being taken by the individuals in all your advertisements.

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Explain whether social scientists can be genuinely objective when conducting research.

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Discuss how consumer biases may impact the interpretation of your advertisements.

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