



AD BLOCKERS, ALGORITHMS, & INFLUENCERS



Should you use ad blockers?

Ad blocking is generally safe, but you should always choose a reliable ad blocking software.

Remember, ad blockers don't replace anti-malware software and won't fully protect you from malware and viruses. All they do is hide online ads from you.





There are many ad blocker software programs on the market today because over \$650 billion is spent yearly on digital ads. There are over 765 million ad block users globally and over 26% of them are in the US.





List of some ad blockers – 2023

NordVPN Threat Protection: Best overall

Total Adblock: Best for blocking YouTube ads

AdGuard: Best for parental controls

Ghostery: Best for Chrome and Firefox

AdLock: Best for blocking social media trackers

uBlock Origin: Best for custom filters



But there is “pushback” and an increasing number of U.S. publishers, such as Acceptable Ads, use ad block strategies.

Such a strategy is a plan that aims to generate revenue via the platform, audience, content, or other sources but without irritating the heck out of you.





Whitelist (also known as “allowlist”) uses algorithms to determine who gets what ads or information.

Blacklist (also known as “denylist”) also uses algorithms to determine who doesn’t get what ads or information.





Acceptable Ads is a whitelisting program that turns ad blockers into ad filters that display non-intrusive and relevant ad content to ad blocking users.

A whitelist is a cybersecurity strategy that approves a list of email addresses, IP addresses, domain names or applications, while denying all others.

And of course, they use algorithms for all this.





So what's an algorithm??





HERE'S AN ALGORITHM

QUICK AND EASY TURKEY SLOPPY JOES

Lean ground turkey

Red onion, chopped

Green pepper

Tomato sauce

Barbecue sauce

Dried oregano

Ground cumin

Chili powder

Salt

Hamburger Buns

In a skillet, cook turkey, onion, and pepper over medium heat for 6-8 minutes or until turkey is no longer pink and vegetables are tender, breaking up turkey into crumbles. Stir in tomato sauce, barbecue sauce, and seasonings. Bring to a boil. Reduce heat; simmer, uncovered, for 10 minutes to allow the flavors to blend, stirring occasionally. Serve on buns.





○ Algorithms are a sequence of instructions telling a computer what to do,

And in computer talk, algorithms are reducible to three logical operations: AND, OR, and NOT.

These operations can chain together in very complex ways, but at core, they are built of simple rational associations.





Directions are an algorithm:



- Take Woodcroft Parkway to the roundabout **AND** then take the third exit on Highgate to head up the hill. Do **NOT** take the first exit on Highgate as that heads down the hill. **OR** if you are coming from Fayetteville Road, at the roundabout take the first exit onto Highgate.
- Take Highgate to the second left **AND** turn left into Woodwinds. Follow it to Hearthwood Circle and turn left there to follow the cul-de-sac to unit #5. **OR** you can take the third left turn onto Woodwinds Drive **AND** then take an immediate right onto Hearthwood Circle and follow the cul-de-sac to #5.





Algorithms help make sense of massive amounts of data and help people link to the information they want to find. After all, that's how we quickly research and locate a product we want at the best price. Algorithms perform tasks humans cannot do or algorithms do them at super high speeds.





- Many algorithms have potential for both good and bad. An example is a method used to determine who gets insurance and at what cost. Brokers often cull insufficient data from sources to decide yes or no on credit or insurance.
- Algorithms also determine who should be on the “no fly list.” This is a necessary security measure, However, many people have been misidentified as “threats” because of duplicate names, etc.





Algorithms on websites, in news, etc.



Create filter bubbles and divisiveness.

Limit exposure to wider range of ideas and reliable information.

Ability to shape decisions without people knowing they are doing it.





○ What is the difference between traditional algorithms and Artificial Intelligence (AI)?

Basically, traditional algorithm programming is all about creating a fixed set of instructions for a computer to follow. AI is about creating algorithms that allow computers to learn from data and make decisions or predictions.





Perhaps a bit too basic but I'm going to use the "directions to my house" situation. With an algorithm, you tell the computer how to get from point A to point B and provide the routes it can use to get there.





But with Artificial Intelligence, you tell the computer that you want to go from point A to point B, give it a map, and tell it to figure out the best way to go. AI has previous data on you and your travel habits, so it remembers that you and Jeff have broken up so it creates an algorithm that provides a route that won't take you by dumb old Jeff's house.





Algorithms and whitelisting are also used to promote internet influencers and are used by people and entities to make money.

So let's look at some "influencers" and other people making money on the Internet.





INFLUENCERS



Influencer marketing is a form of social media marketing involving endorsements and product placement from “influencers,” other famous and not so famous people, and organizations who have a purported expert level of knowledge or social influence in their field.





And an influencer is someone in your niche or industry with sway over your target audience. Influencers may have specialized knowledge, authority or insight into a specific subject.





So who is the number one “influencer” in the world today....





#1





And he is...



Cristiano Ronaldo
Portuguese soccer athlete
With over 785,000,000 followers.

"His Hollywood good-looks paired with some of the best soccer skills in the world has put this soccer player in the top spot."

He's represented big brands like Nike, Clear Haircare, Six Pad Europe and Herbalife.





- Second is Leo Messi, Argentinian athlete (player for Inter Miami soccer team), 530 million followers
- Third, Selena Gomez, American actor/musician, 499 million followers
- Fourth, Justin Bieber, Canadian musician, 477 million followers





But ordinary people
can make money as well.

Amazon Associates helps creators, publishers and bloggers monetize their traffic. With millions of products and programs available on Amazon, associates use easy link-building tools to direct their audience to their recommendations and/or products.





YouTube Shopping allows eligible creators to showcase their products and official branded merchandise on YouTube. They have several “programs” on offer to help you make money in different ways.

There is also Etsy, Facebook Marketplace, Craigslist, eBay, etc. for selling items.





And one avenue for writers is “Substack,” which is an American online platform that provides publishing, payment, analytics, and design infrastructure to support subscription newsletters. It allows writers to send digital newsletters directly to subscribers. Substack does not rely on algorithms, allowing creators to freely express themselves by posting directly to websites or via email.





Substack's value is that you can build a media empire in minutes. Newsletter subscribers have long been considered the most valuable audience in media, despite all the buzz you hear about social.

On Substack, writers can do creative work, publish their ideas on the web, and move on. You can put content behind a paywall and require readers to pay to read an article, or you can publish content free of charge.





Unfortunately, Substack has become a lucrative revenue stream for fringe view writers. Covid-19 vaccine skeptics Robert Malone, Steve Kirsch, and Joseph Mercola all appear among the most lucrative Substacks. As does Jimmy Evans, whose newsletter, Tipping Point Prophecy Update, is concerned with the forthcoming end of the world.





So do you want to start making money?





Seven tips on making social media work for you

1. Post relevant, high-quality content.

The entire point of algorithms on social media is to show people content they're likely to be interested in. Quality is really about matching the content you create to the expectations of your audience and creating content that appeals specifically to them.





2. Deliver what you promise.

Algorithms downvote content that appears misleading or spammy. So make sure your headline, caption, and hashtags are accurate and clear.

3. Understand the trends.

Trending topics keep people scrolling and engaged. Use tools like Google Trends to see what's trending online





4. Know the best times to post.

Know when your audience is most likely to be online and engaged with each social platform.

5. Encourage comments, saves, and shares.

A great way to boost engagement is to ask a question or start a debate.





6. Experiment (a lot).

There's no universal formula for success, so that means you need to try new things, see what works, and refine your strategy over time.

7. Post more video.

Social platforms are leaning hard into video these days, and it may be that short is better.





Is being an influencer hard?

Yes, being an influencer is hard. It's more than just taking pictures, filming videos, and creating blog posts. You need to do ways to stand out, to be constantly creative and deliver high-quality content. The world of the internet is fast-paced so you need to always come up with fresh ideas to stay relevant and keep your audience engaged.





But you can make money online without being famous and without actually being an “influencer.” Here are some examples:

- 1. Rxck Stxr – Dog Fussing
<https://www.youtube.com/shorts/uSIMNzYjxm4>
- 2. Vic White – Freestyle
<https://www.youtube.com/shorts/MqGOEjqh-LM>
- 3. The Griffin Brothers – Roller Skaters
<https://www.youtube.com/shorts/hsAKq8PinaE>





4. Ben and Zara

https://www.youtube.com/shorts/W3-viz_qEbA

5. ABtheKreator

<https://www.youtube.com/watch?v=ig8MYevhj-l>

6. Hyperskidsafrica

https://www.youtube.com/watch?v=KpzW_AVtmbw





○ And it can bring in big money

Let's see what some of the non-famous people we've seen today make with their online presence.

It's very difficult to find actual money values for non-famous people doing things online, so everything I cover here is considered estimates from various sources.





Rxck Stxr



- It was started by a voice-over actor during Covid as he was bored and thought it might be a way to bring in some money.
- Now three people make up the Rxck Stxr team, and money comes from subscriptions, voice-over work, and advertising work.
- Influencers with 1 million followers can take home \$100,000 to \$250,000 a year through ad revenue. Rxck Stxr has 1.3 million followers on YouTube and an unknown number of subscribers.
- Estimates for Rxck Stxr were anywhere from \$400,000 to \$1.8 million for the 2022 calendar year.





Vik White



- Vik White aka Slavik Pustovoytov has multiple income sources, making money through dancing, acting, TV shows, web series, and brand endorsements. He has 196,000 subscribers on YouTube.
- His estimated yearly income is \$100,000 to \$117,000. He charges around \$3,000 to \$5,000 for an event.





Ben and Zara

- As Zara is only eight years old, no last name is posted so it's hard to track income. They appear to have started these videos in 2020 during the Covid pandemic.
- They have 137,000 subscribers on YouTube, 3.7 million fans on Tik Tok, and also post on Instagram.
- One source estimated they have made about \$2 to \$5 million over the past three years.





ABtheKreator



- YouTube shows he has 104,000 subscribers.
- Information on this one was all over the place. It ranged from a statement he was worth about \$17 million to an estimate that he made \$106,000 last year.
- With 104,000 subscribers, the \$106,000 could be valid.





Hyperskidsafrica



- They have 2 million subscribers on YouTube.
- Again very difficult to ascertain financial figures. One estimate online, that I couldn't verify, indicated they made about \$5 million a year. With an average of \$120k to \$250K per one million subscribers on YouTube, their 2 millions subscribers would equal \$240k to \$500k per year.
- I just hope the kids or the school or the village get a big percentage of those funds.





Substack



And finally, some financial information on an individual using Substack whose email I receive daily. She is Boston College professor and historian Heather Cox Richardson who writes about the intersection of history and politics to hundreds of thousands of readers. Her newsletter “Letters from an American” is the most successful newsletter in an analysis done by Press Gazette. It appears that it brings in about \$5,000,000 in annual subscription fees. I receive it free as she allows users to see her daily blog free but without the ability to offer or read comments or easily find previous postings.





Hopefully all this information makes you want to go right out and do some dog or cat videos (as they frequently do well online) and make a bunch of money.

On second thought, we're retired and that's too much work.





Next Meeting



- There won't be a meeting in December so the next meeting will be January 18, 2024.
- If you have anything you want to know about in the tech world, please let me know.





HAPPY THANKSGIVING

THANK YOU

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