

# PERSONA-BASED WEB AD ARCHIVING

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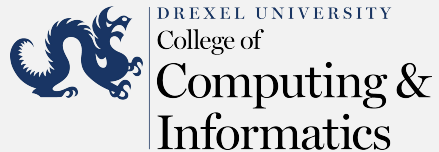
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## 2024 SAA Research Forum

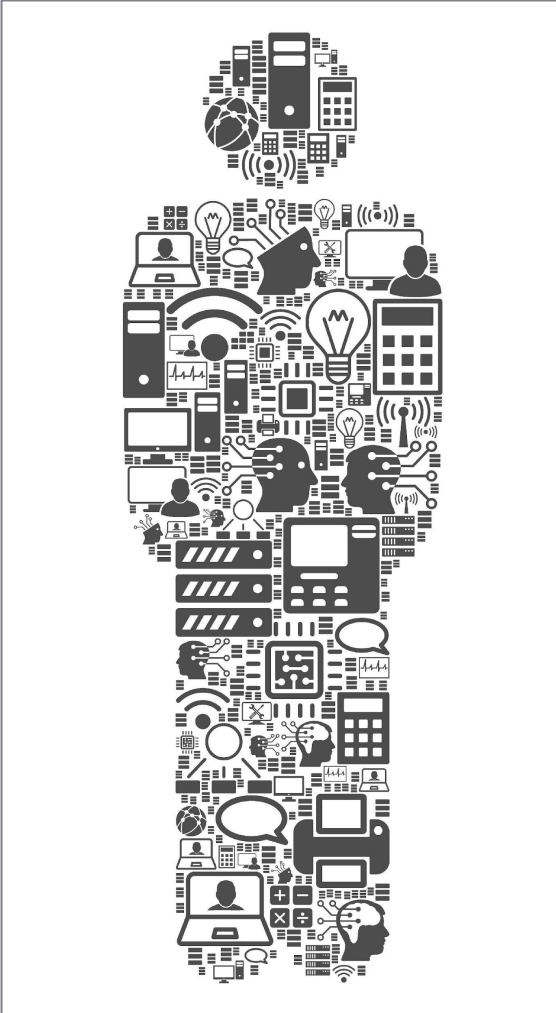


## CHALLENGE: CREATE ARCHIVES THAT CAPTURE MULTIPLE PERSPECTIVES.

- Introduces personalization techniques from marketing to develop user personas.
- Preserves web ad context by simulating user interactions.
- Captures data by piggybacking from ad delivery networks data-gathering and tools like Selenium for interaction simulation.
- Analyze lower-level communication protocols.
- Implement persona-based models currently being developed for machine learning and synthetic data generation.



# FUTURE RESEARCH DIRECTIONS



**Develop a detailed specification for personas.**

**Create interactive interfaces for diverse user bases.**

**Model key characteristics of various information seekers.**

**Enhance simulation tools to capture browsing behaviors.**

**Develop a persona-based replay framework.**

## DISCUSSION