**Advertisement Discussion**

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**Initial Discussion**

Toyota Highlander advertisements have been studied using various perspectives from the social sciences. The Toyota Highlander advertisements can be studied from a technology perspective as well as an event perspective. The technological advancement development in the Toyota Highlander ads has allowed for vehicles without seatbelts to operate effectively because of its real-time crash dynamic software (Mustafi, 2022). This might affect how the Toyota Highlander advertisements are studied because technologies now make people more aware of the potential dangers that occur while driving but they also provide them with more options and choices than ever before.

 I have also concluded a research on the technological advancement of Toyota Highlander advertisement. The Toyota Highlander is one of the best vehicles that we have. We had made the decision to review literature since it has been scientifically understood that technology is essential for every individual in this world (Moawad et.al, 2021). Technological development of this ad looks a lot different and special than other competitors’ ads just because of its unique design, genuineness and uniqueness as opposed to most other competitors.

I believe I could have seen a major technological advancement development in social science that affected my second HP Laptop 250 G8 advertisement. The advancements where in technology and it would affect the advertisements by having new software and hardware with it. A famous example would be an iPhone. It has a camera, GPS, and video features all in one device. It also has Wi-Fi, running on Apple's operating system, iOS (Moawad et.al, 2021). This allows users to access all of their data easily on their devices as well as being able to use apps that would normally require more space or be more difficult to utilize than this one device. Other examples include smartphones having different sizes like the Samsung Galaxy S and iPhone 5 and 6 devices which allows them to be usable in different contexts. For example, one could take it along to go fishing or get a little work done away from home which makes them useful for more than just texting & making calls which is what most people use when they are out and about. Another would be apps mattering or not then so much now that people can have access to information at any time or at home as well as being able to download them anywhere they happen to be.

**First Response**

The digital revolution has given us access to more information than ever before, however, it also put a lot of pressure on the ethical policies for how this information is collected and used. The social science perspective of the development of a technology has direct effects on how our Toyota Highlander ads are studied (Moawad et.al, 2021). The modern commercial recording device will make it easier for advertisers to show their commercials at just the right speed to allow them to collect information such as what times people watch television and when they prefer to shop. This technological advancement can lead to more research being done on television commercials as well as how they affect consumers. As technological advancement develops, the scientific community explores new ways to improve human lives.

Human behavior can be measured and studied in different ways with the help of new technologies such as brain scanning and Google Glasses. Perhaps these developments may influence how we perceive advertisements which is how we might determine how our Toyota Highlander reviews are published could also be directed towards this topic (Moawad et.al, 2021). In a technological advancement, the development of internet technology allows for more of a focus on reaching larger audiences and increasing sales by providing information about the product. Idea to getting consumers to share their opinions about the advertisement with others.

**Second Response**

Technological advancement and social science are two of the main topics that may be studied in the Toyota Highlander ads. Since technology changes each day, an advertisement using new technology could influence how people view the Toyota product/service (Mustafi, 2022). For example, media outlets as well as online advertisers create advertisements on a daily basis. Online advertising is likely to increase over time since there are so many different websites that offer it now and it is a fast and easy way for businesses to advertise their products or services. Marketing departments work hard to come up with ideas for advertisements that will attract attention and hopefully increase sales.

**Reference Lists**

Moawad, A., Islam, E., Kim, N., Vijayagopal, R., Rousseau, A., & Wu, W. B. (2021). Explainable ai for a no-teardown vehicle component cost estimation: A top-down approach. *IEEE Transactions on Artificial Intelligence*, *2*(2), 185-199.

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