



# FACEBOOK POLITICAL ADS

By Doug Torres

Data Analytics Cohort 1

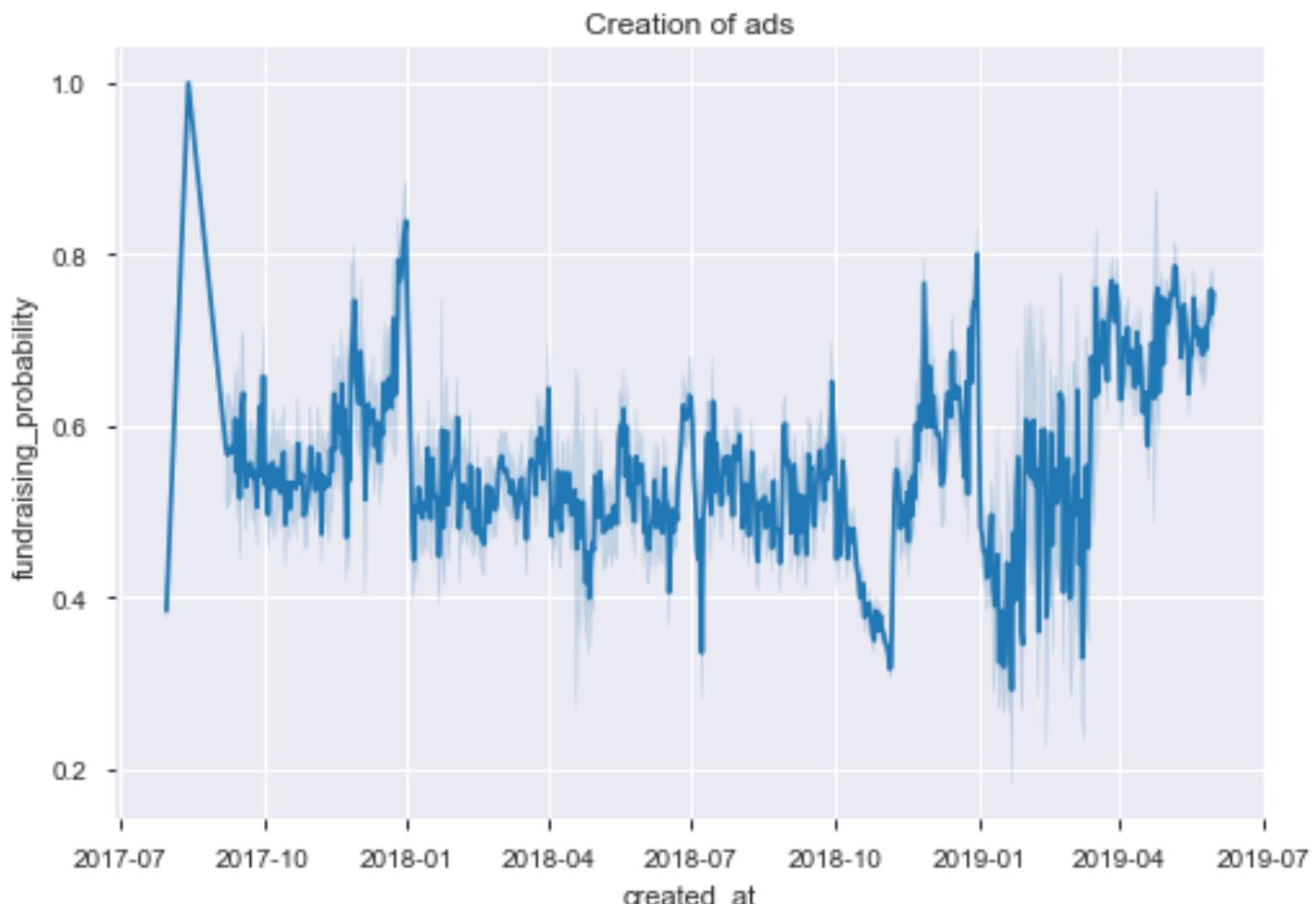


# MOTIVATION

- Social media has influenced how the political discourse takes place and which information is advertised en masse.
- Facebook is the largest platform for political ads so I will be looking into who is paying for these and how they decide to target people on the platform.
- It was discovered in 2017 that Cambridge Analytica used information from 50 million accounts.

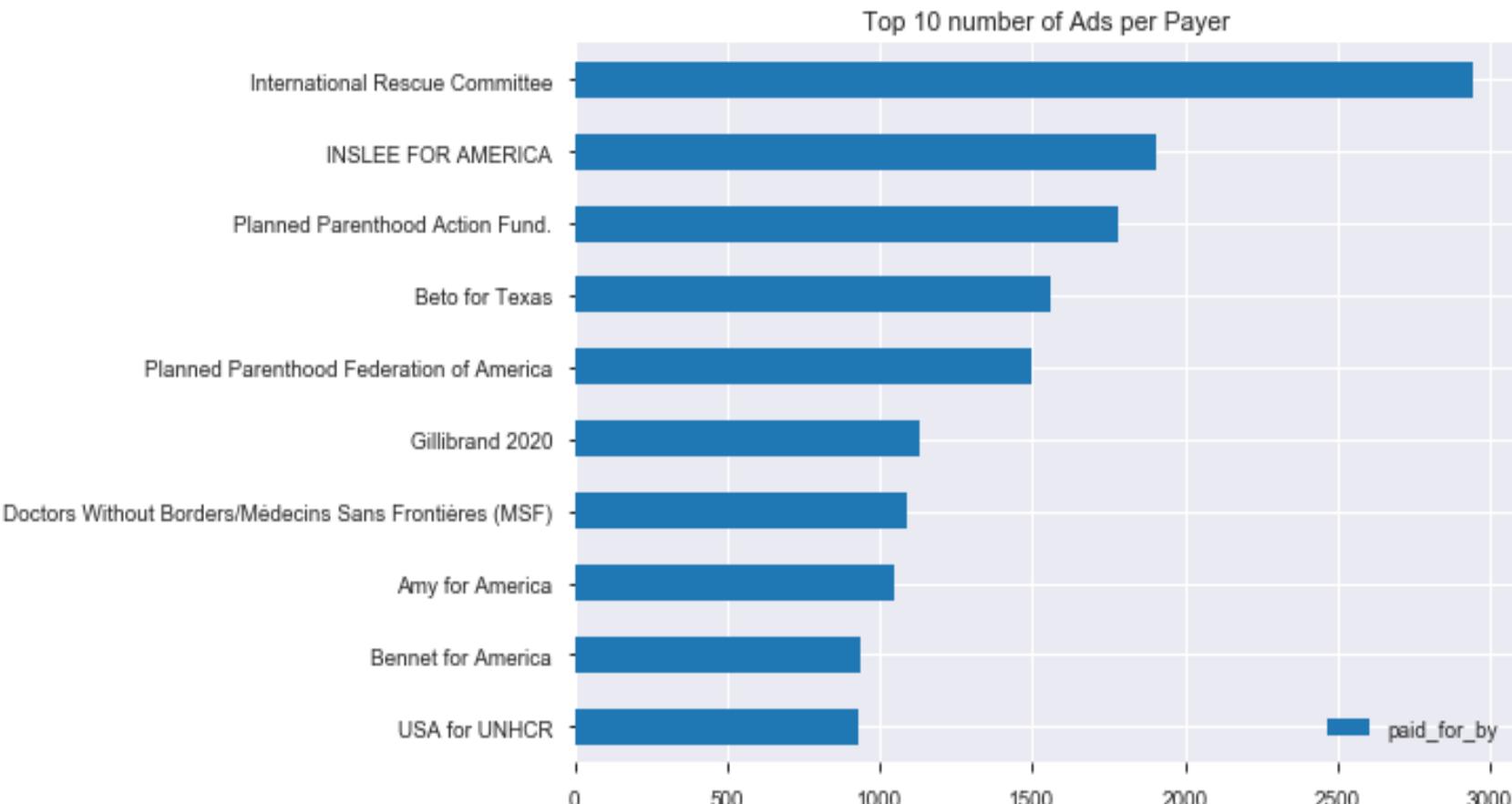
# SETTING THE STAGE

- The creation of ads follows the political campaigns as shown by the dropoff after the 2018 midterm elections and a ramp up for the 2020 presidential campaigns.



# WHO ARE THE PAYERS?

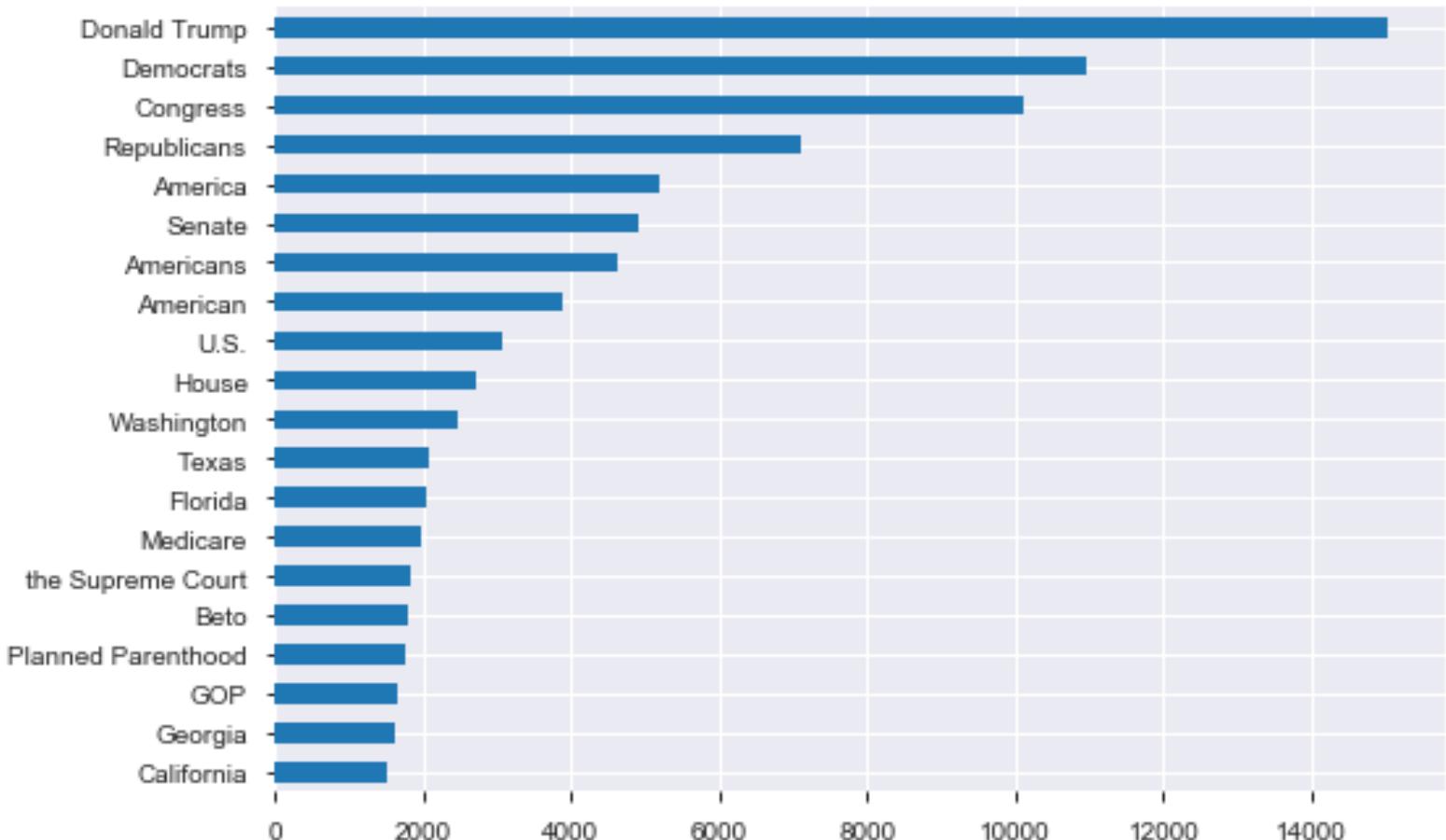
- Payers who paid for the most ads on the platform.
- Beto is a recurring top performer as far as presence on Facebook

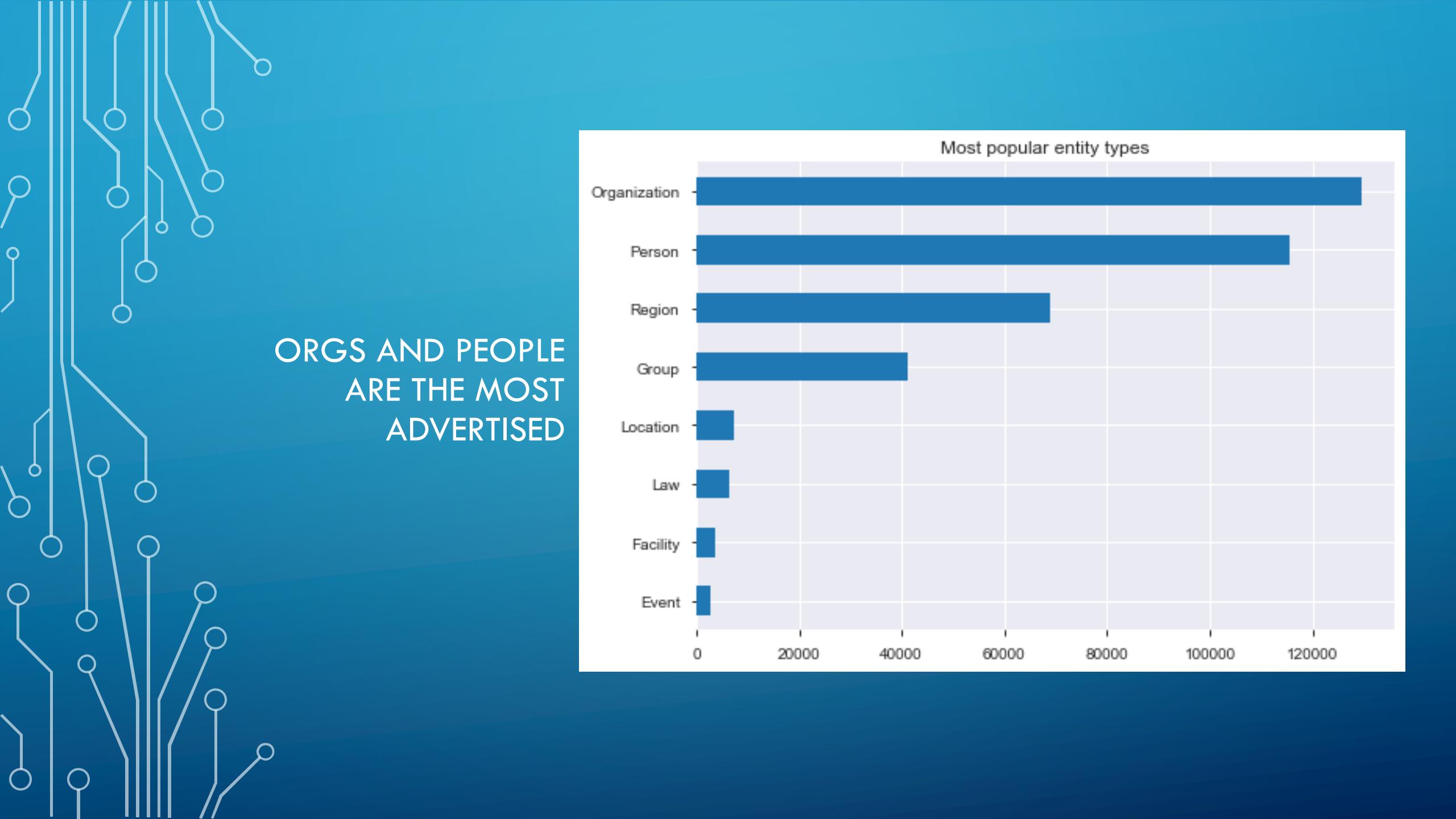


# WHO/WHAT IS GETTING THE MOST ATTENTION?

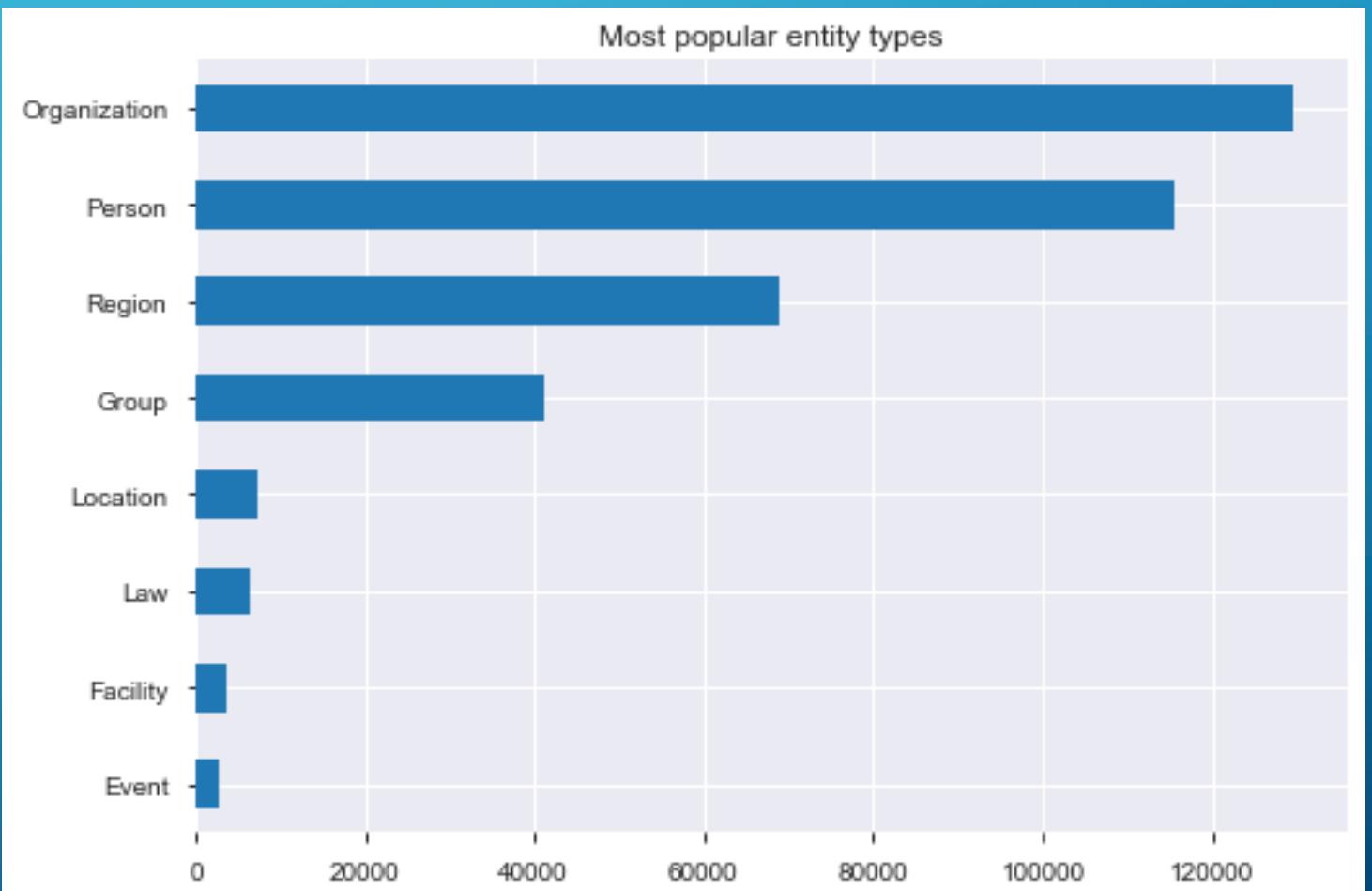
- Donald Trump and Beto O'Rourke where the most advertised individuals.
- All other entities where groups/organizations.

Top advertised entity



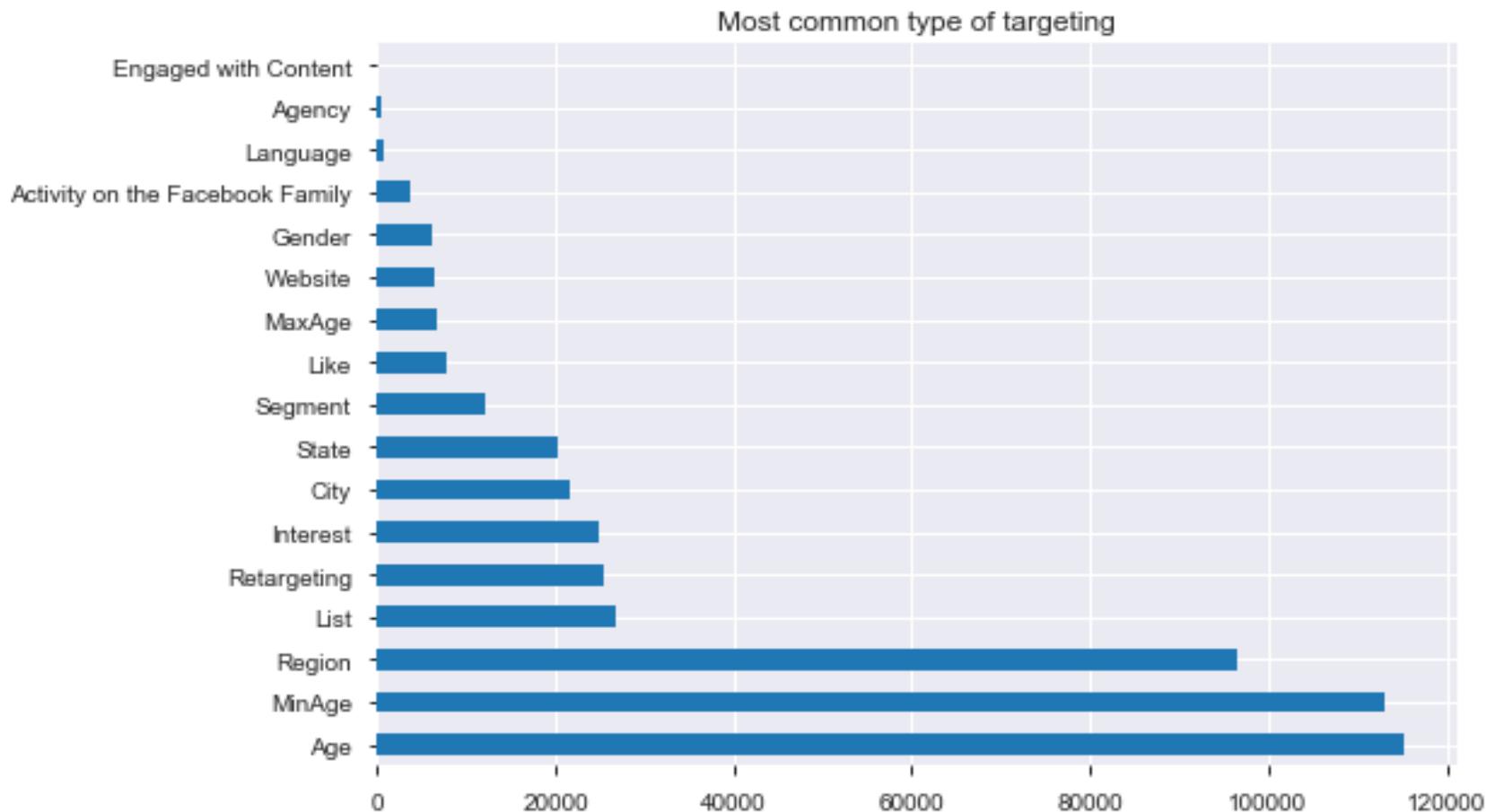


ORGS AND PEOPLE  
ARE THE MOST  
ADVERTISED



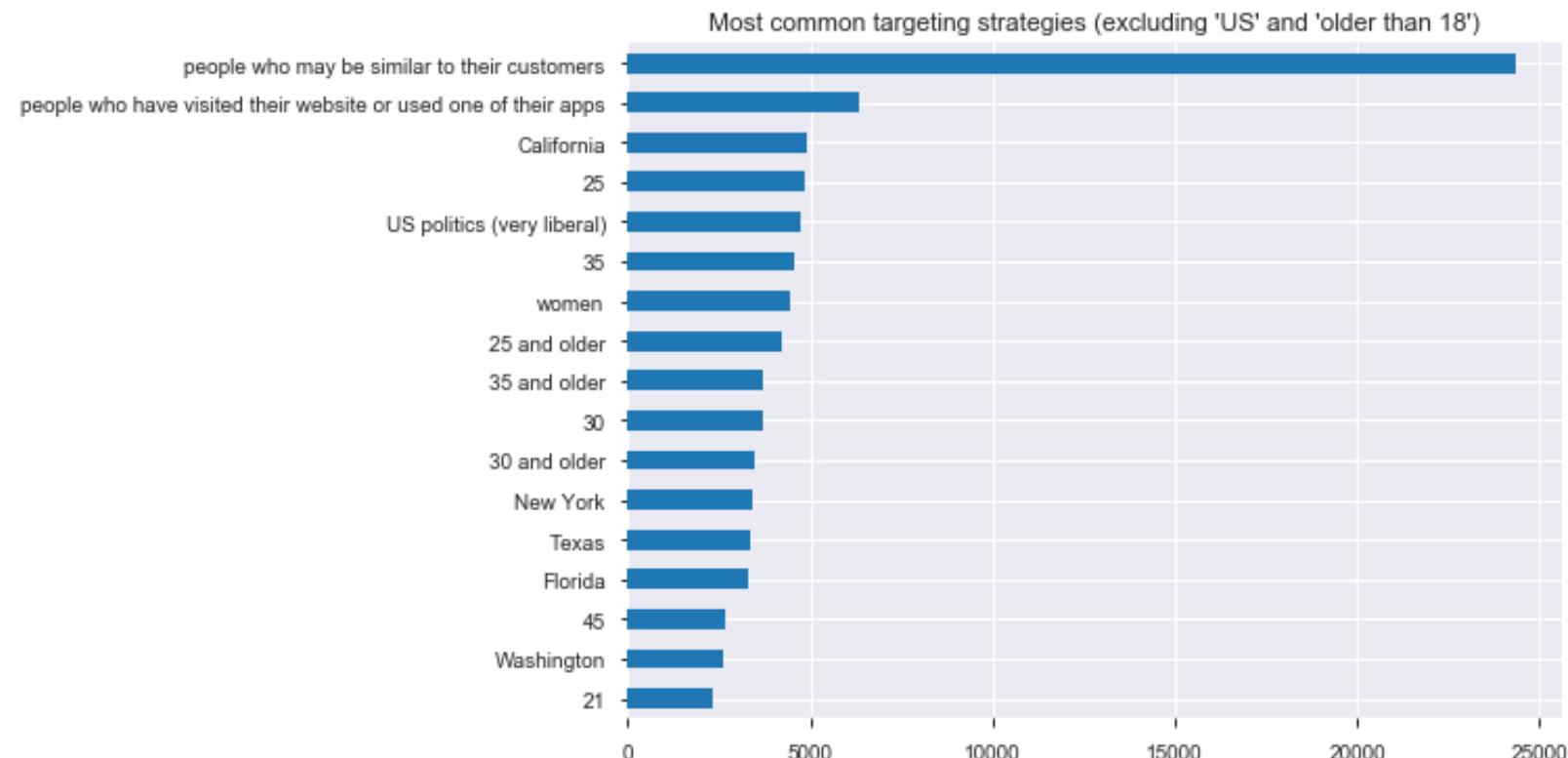
# MOST COMMON TARGETS

- Age
- Region
- Interests



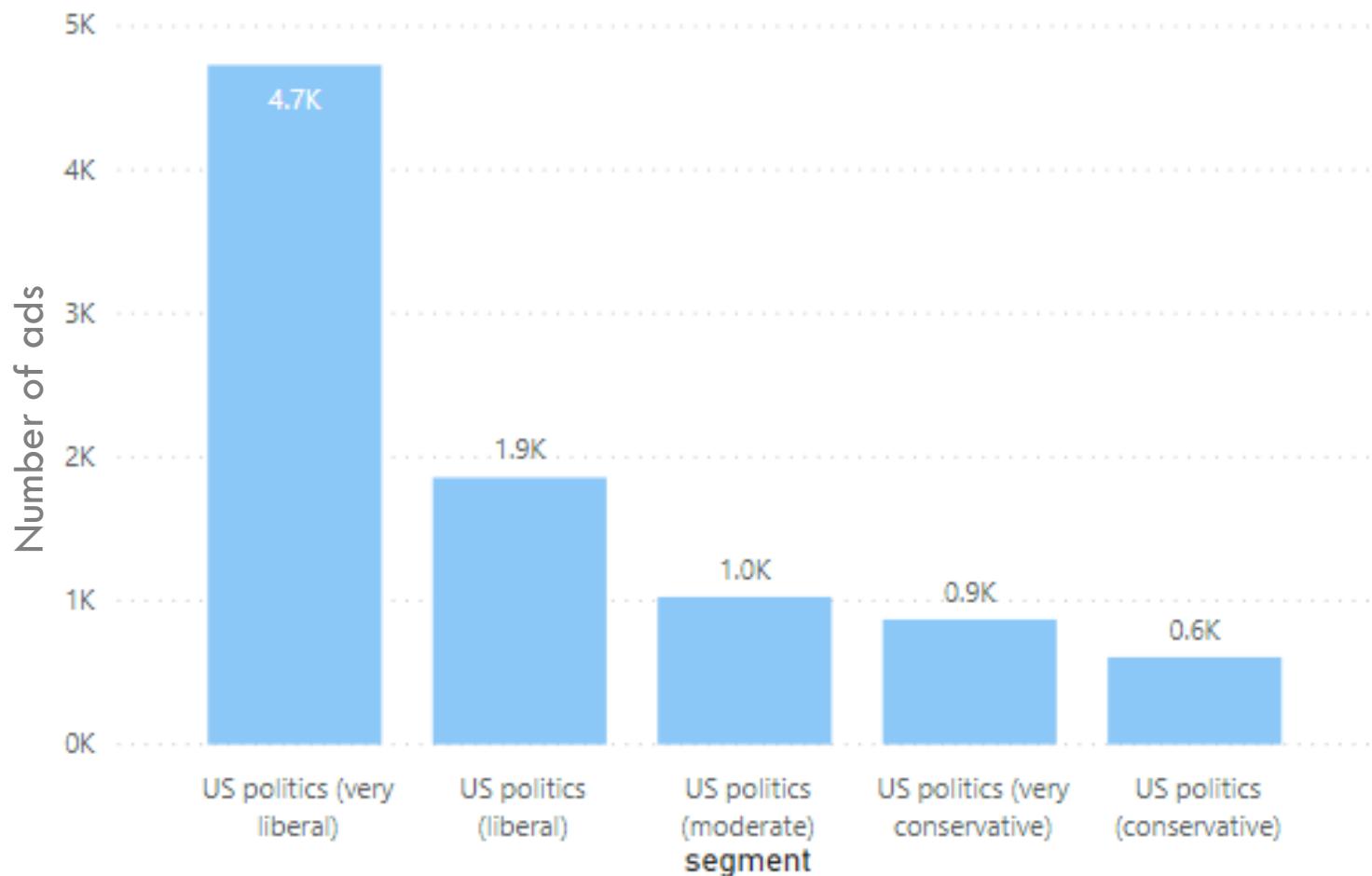
# HOW ARE ADVERTISERS GETTING TO YOU?

- Excluding “18 or older” and “living in the US” targets, these are the most used ways to pinpoint the audience.

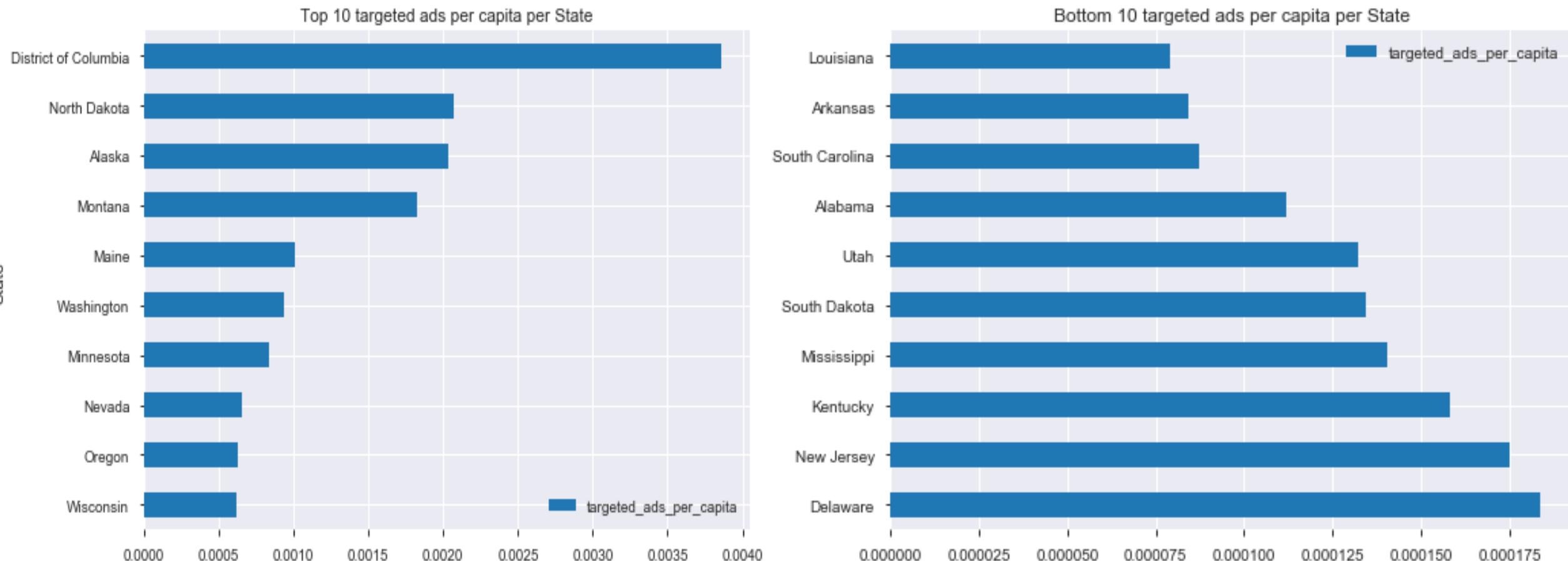


# WHAT ARE THEIR POLITICS?

Count of ads by political segment

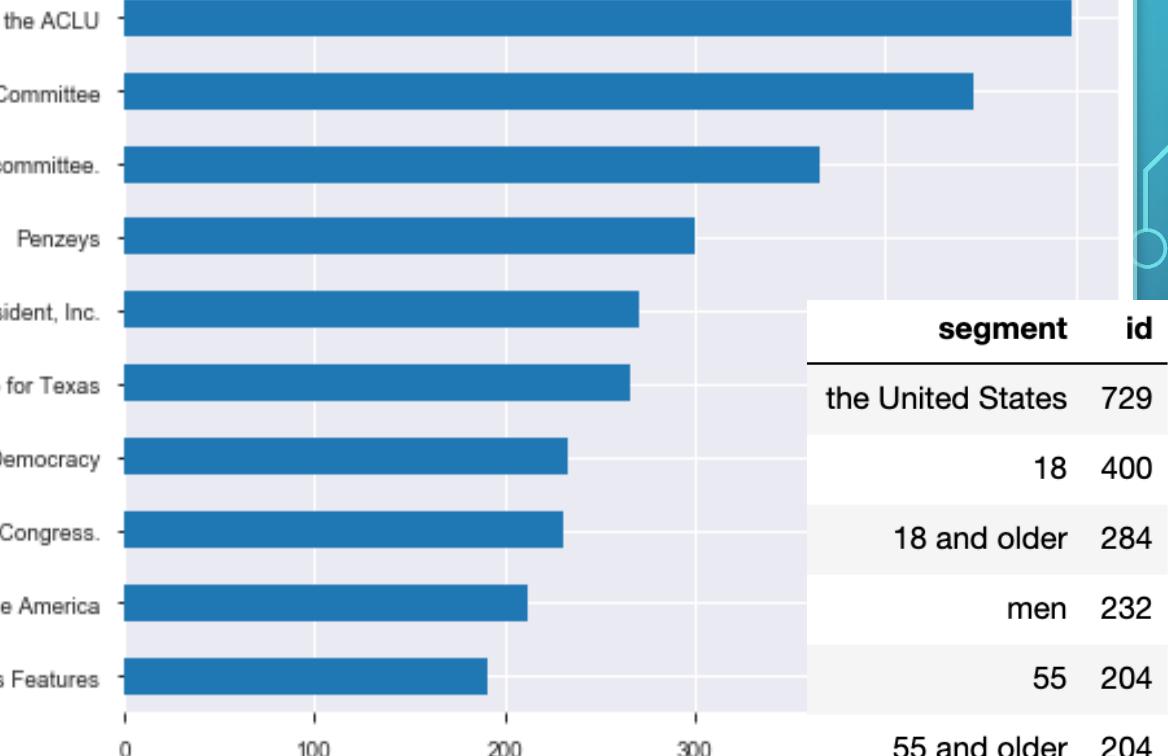


# WHICH STATES GET TARGETED THE MOST?



Payers who target more granularly

Priorities USA Action and SMP. (302) 469-3772. (202) 871-9255. Not authorized by any candidate or candidate's committee.

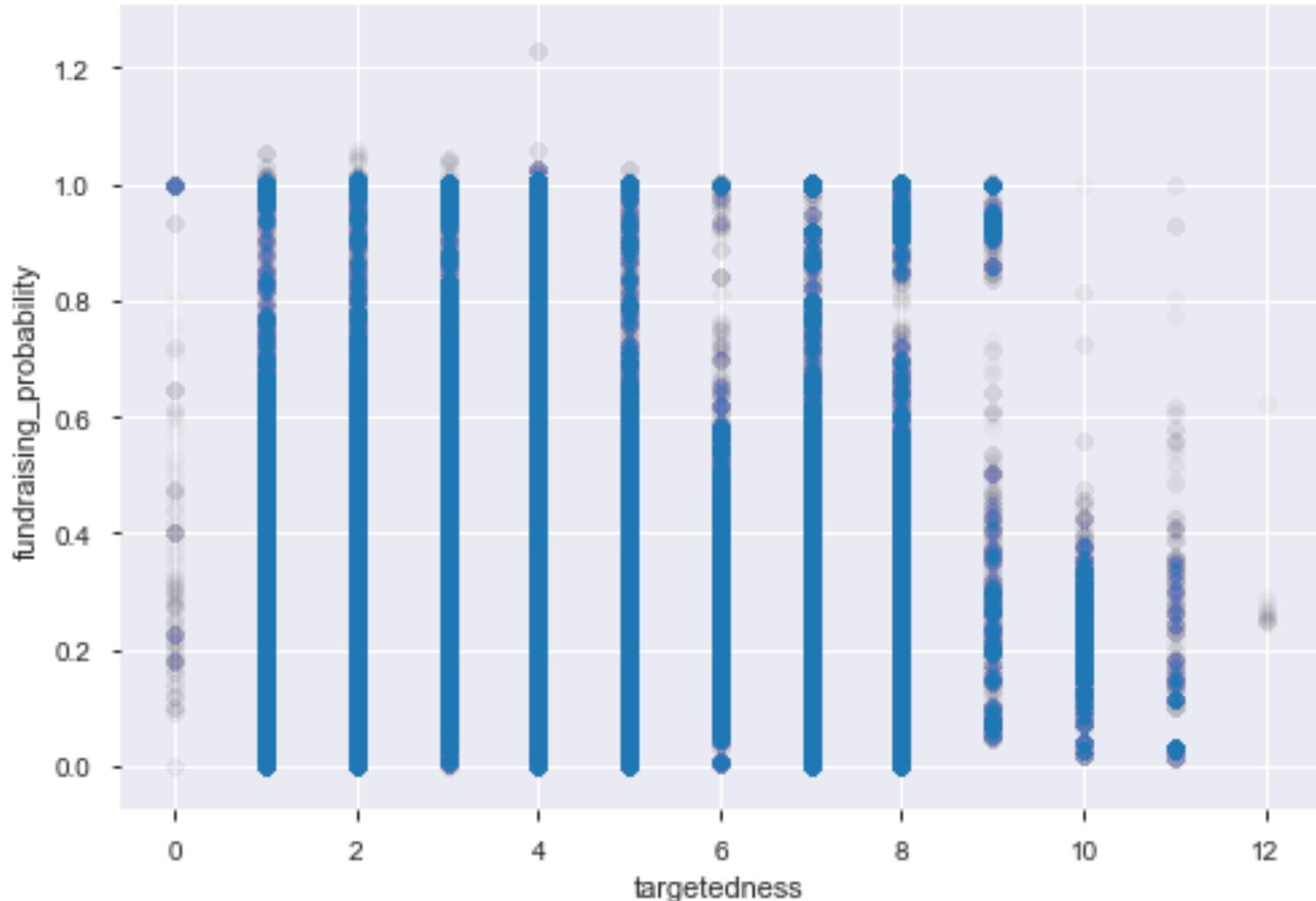


# WHO WANTS YOU MORE SPECIFICALLY?

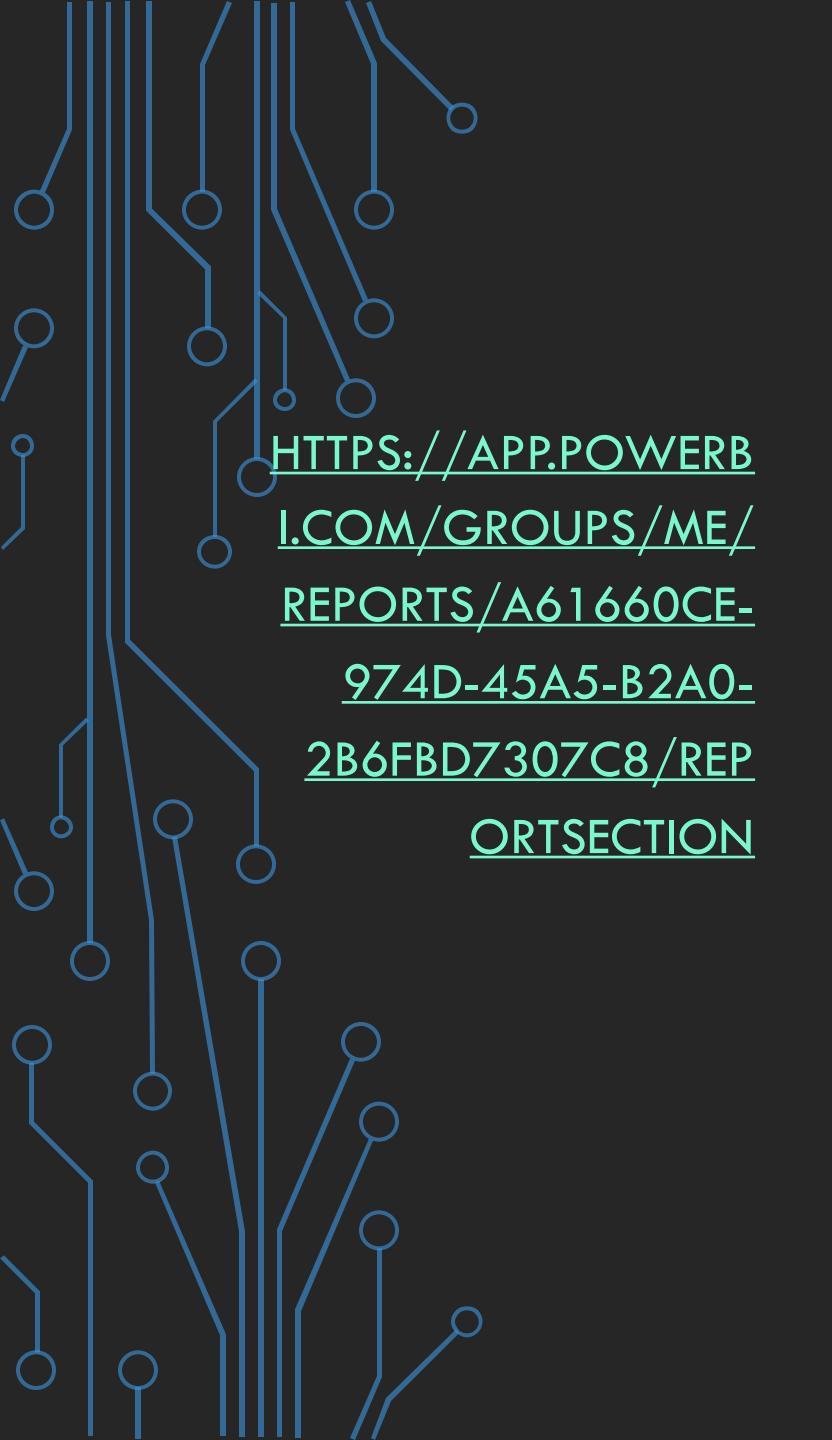
# HOW DO THEY RAISE THE MOST MONEY?

- Data shows a decline in fundraising probability as the ads get more granular.

Likelihood of fundraising vs Targetedness



	targetedness	listbuilding_fundraising_proba
targetedness	1.000000	-0.254621
listbuilding_fundraising_proba	-0.254621	1.000000



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ORTSECTION](https://app.powerbi.com/groups/me/reports/A61660CE-974D-45A5-B2A0-2B6FBD7307C8/ReportSection)

# POWER BI DASHBOARD

# SOURCES

- The guardian: '**It might work too well': the dark art of political advertising online**  
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- Facebook political ads database:  
<https://www.propublica.org/datastore/dataset/political-advertisements-from-facebook>
- Data is plural: <https://tinyletter.com/data-is-plural/letters/data-is-plural-2016-11-16-edition>