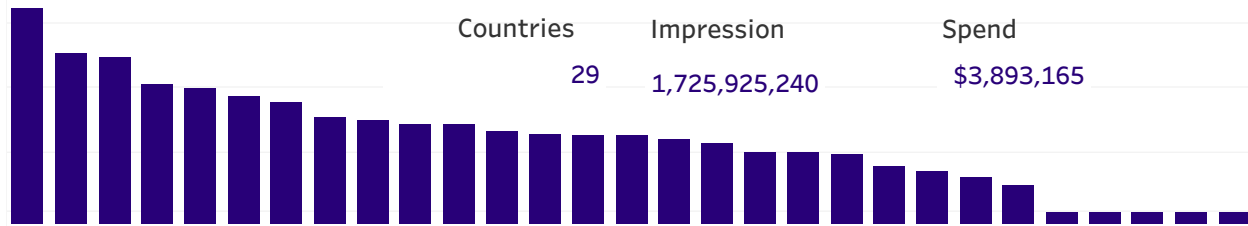




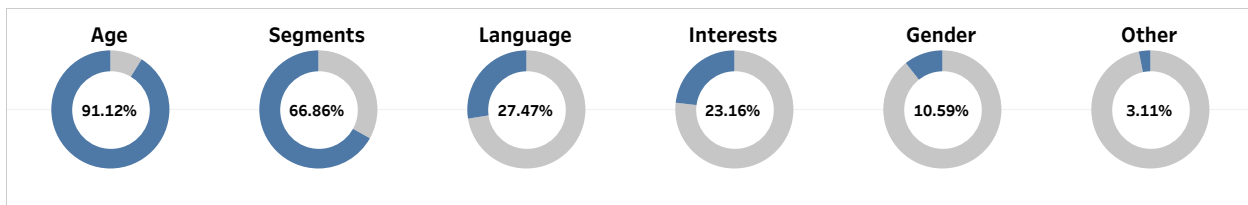
Are Snapchats ads targeting ads?

recent years there has been a growing public concern to the amount of personal data that social media sites collected. This data can benefit us as a targeted advertisement of products. However, it is important that the public are aware of biased political ads that may target them

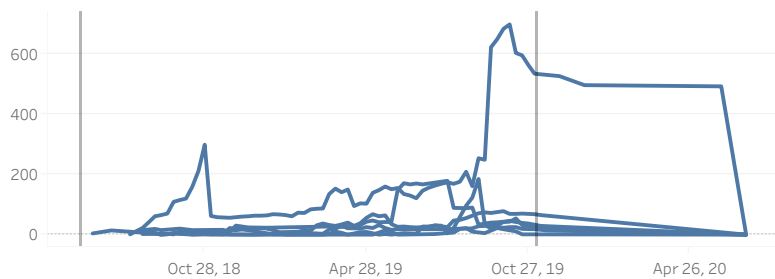
90% of political and advocacy ads use at least 2 targeting criteria. So, should we be making effort to ensure that our decision not affected by biased advertisement and ensure we carry out our own unbiased



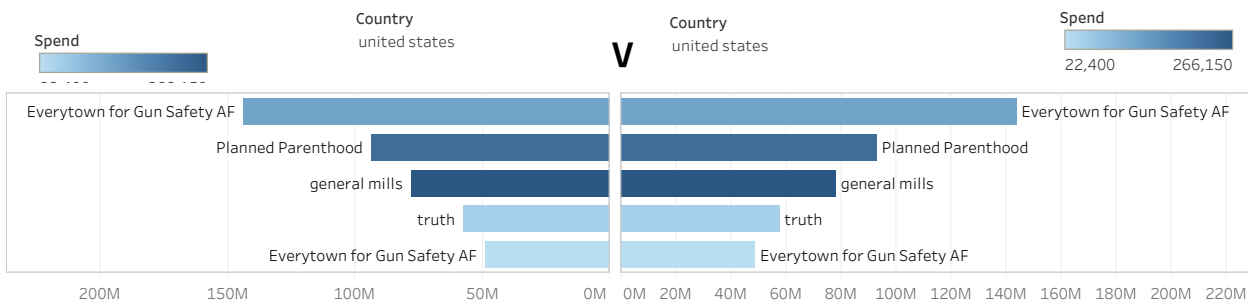
How ads are targeting you?



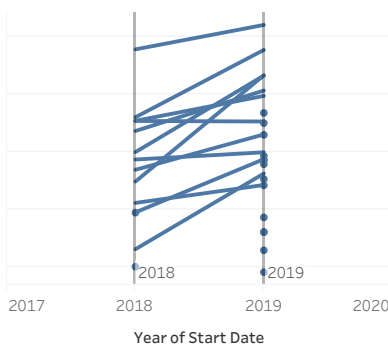
When are they targeting you



For the Five countries in which snapchat ads are most popular, each country experience an increase in the number of active ads before major political election



Should we be concern



Of the 29 countries in the dataset, only Denmark and Iraq have shown a decrease in spending on snapchat ads whereas all the other countries have show an increase in spending the younger generation must be particularly careful on the influence we allow political ads to have on our decisions. As an 18 years old, 75% of these ads are targeting you and some ads are targeting individuals as young as 14 years old.

We should also be more mindful of the influence advertisements may have on us as we reach election dates to ensure we are not influenced by biased ads, the same way we try and avoid being influenced by biased news sources.