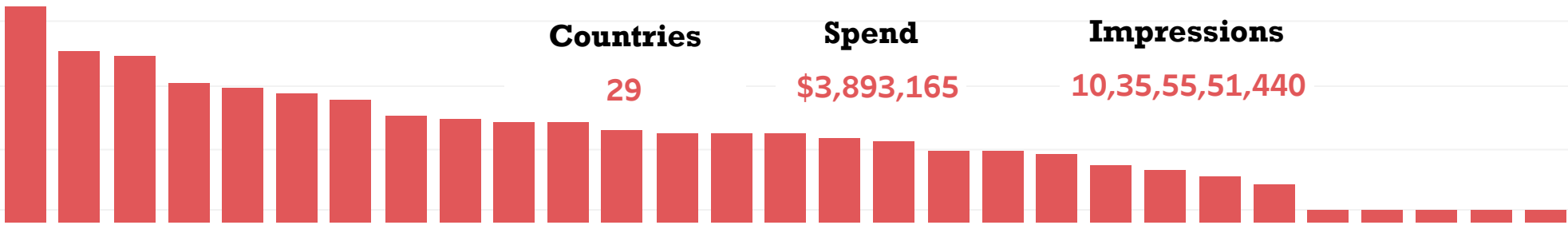




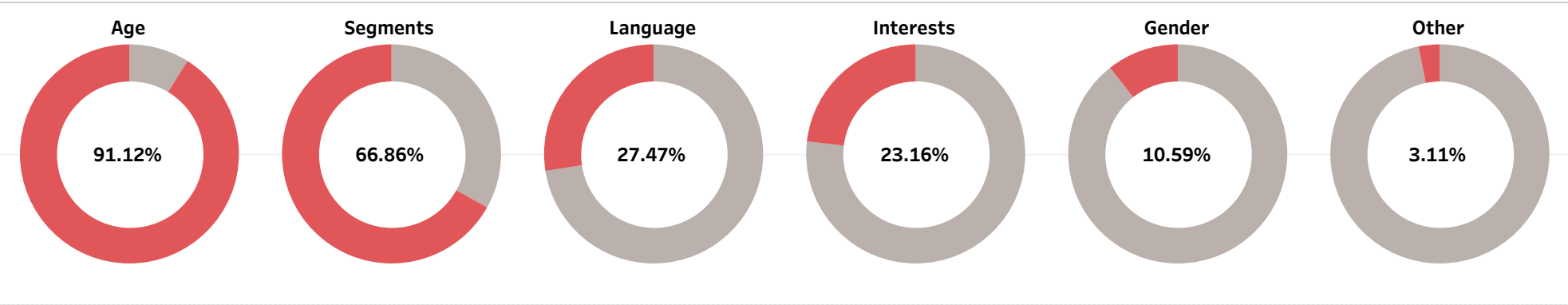
Are Snapchat Ads targeting Elections?

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

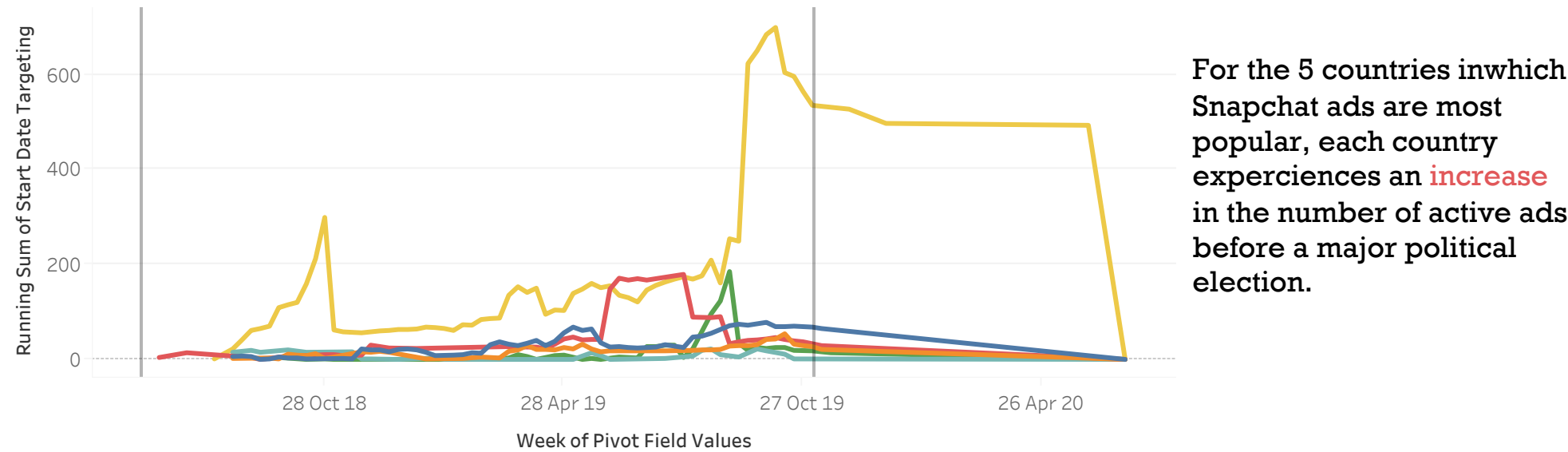
90% of these poltical abd advocacy ads use ad atleast 2 targeting criteria. So, should we be making more effort to ensure that our decisions are not effected by baised advertisements, and ensure we carry out our oen unbiased advertisements.



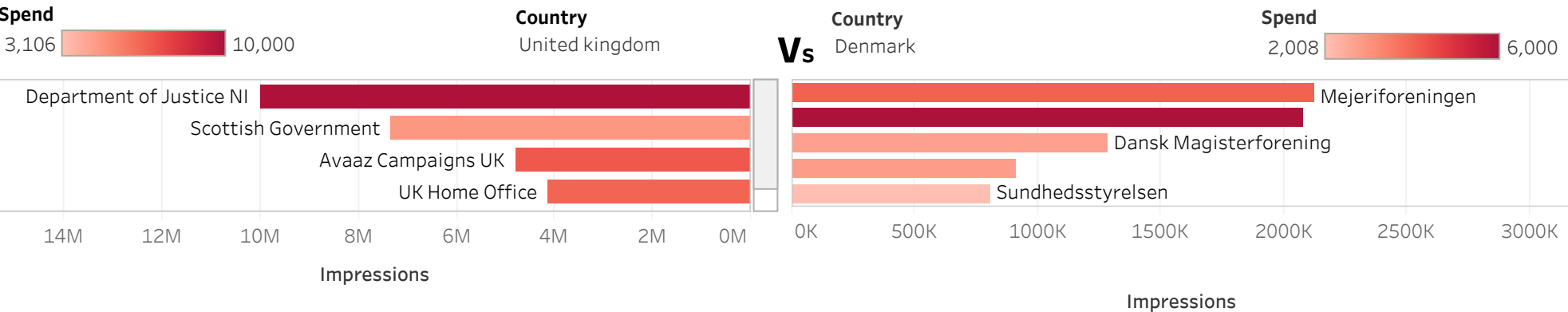
How are Ads targeting you?



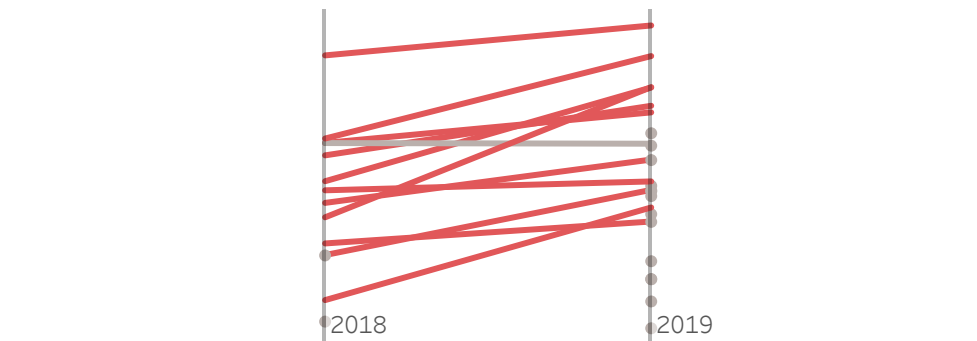
When are they targeting you?



Who is paying to target you?



Countries Ads Spending trend



Of the 29 countries in the dataset, only **Denmark and Irac** have shown decrease in spending on **Snapchat** ads whilst all the other countries have shown an increase in spending.

The younger generation must be particularly careful on the influence twe allow political ads to have on our decisions. As an 18 year old, **75%** of these ads are targeting you and some ads are targeting individuals as young as 14 year old.

We also should be more **mindful** about the influence advertisments may have on us as we reach **election** dates to ensure that we are not influenced by **biased ads**, the same way we try and avoid **being**