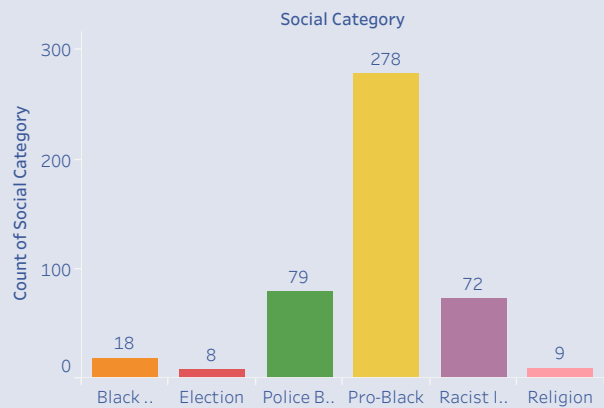


[illegible]

Story 1

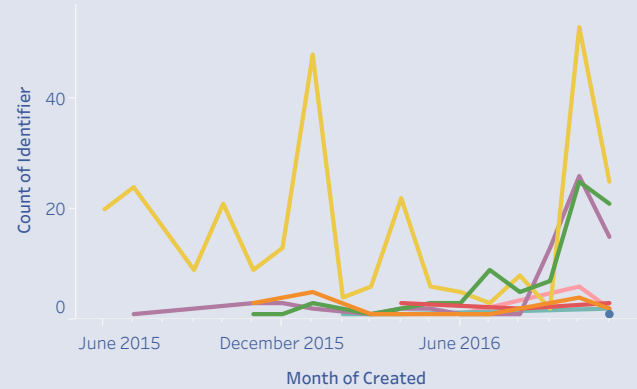


Ad Categories

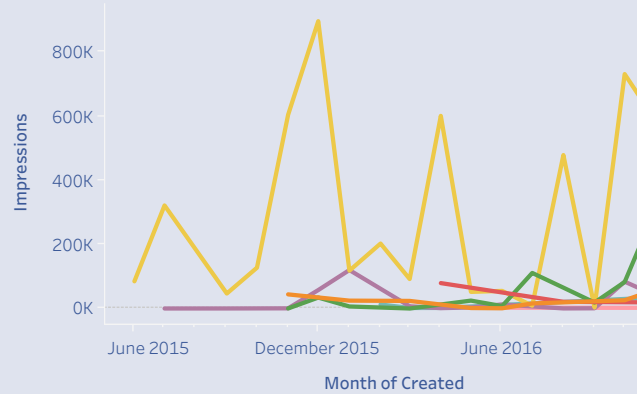


Ads specifically about the presidential election make up a small part of the ads targeting Black people before the 2016 Presidential election. The vast majority of the ads targeting under a general "Pro-Black" category. The next largest groups were posts about Police Brutality and Racist Incidents.

of Posts



of Impressions



As the election grew nearer, there was an uptick in posts about police brutality and racist incidents. While they do not specifically relate to the election they are political in nature and further polarizes American voters. These ads do not seem to change the minds of Black voters, rather they seem to keep them on track.

Story 1



Sheet 9

Election	Social Category			
	Police Brutality	Pro-Black Matters	Racist Incidents	Religion
Exclude people who like William..	Exclude people who like Black Matters	Exclude people who like Black4B..	Exclude people who like Blackti..	Exclude people who like Black_..

The users excluded from being targeted by the ad tend to be those that already like the page posting the ad.

Targeting users that are not already interested in the topic makes it easier to influence them as they are likely less informed allowing for misinformation to go unnoticed and be shared to more users creating a dangerous domino effect.

Story 1



The posts specifically about the election had a common theme in advocating for Black voters to not vote democrat. Whether calling out the Democrats specifically, pushing for third party votes, or calling to sit out of the election completely, the end goal is the same: less votes to Democrats



Posts about the election are small in number so getting Black people to not vote democrat was likely not the main goal directed at Black users. Black voters are overwhelmingly Democrat so it would not be likely to make a huge impact in one election cycle. The majority of posts being about racism and pro black issues point the goal being to stoke the fire of race relations and attempt to destabilize the country.