

David Strube - dstrube3@gatech.edu

Social Media Platform: Facebook

Number of advertisers: 319*

(*Note, the actual number was 912, but the majority of this number was unrecognizable advertisers, i.e., Unknowns. Including the Unknowns in my findings greatly skewed the data and graph, so they have been excluded from this report.)

Categories identified (8):

Academic / Science

Entertainment / Travel

Financial / Retail

Fitness / Health

Food / Beverage

Miscellaneous

Online Services

Political / Religious

Data buckets: Yes, No, Way Off

My script on sankeymatic.com:

FB Advertisers [10] Academic / Science

FB Advertisers [56] Entertainment / Travel

FB Advertisers [96] Financial / Retail

FB Advertisers [31] Fitness / Health

FB Advertisers [30] Food / Beverage

FB Advertisers [33] Miscellaneous

FB Advertisers [30] Online Services

FB Advertisers [33] Political / Religious

Academic / Science [4] Yes

Academic / Science [6] No

Entertainment / Travel [25] Yes

Entertainment / Travel [24] No

Entertainment / Travel [7] Way Off

Financial / Retail [38] Yes

Financial / Retail [55] No

Financial / Retail [3] Way Off

Fitness / Health [6] Yes

Fitness / Health [10] No

Fitness / Health [15] Way Off

Food / Beverage [18] Yes

Food / Beverage [10] No

Food / Beverage [2] Way Off

Miscellaneous [10] Yes

Miscellaneous [22] No
Miscellaneous [1] Way Off
Online Services [19] Yes
Online Services [11] No
Political / Religious [10] Yes
Political / Religious [21] No
Political / Religious [2] Way Off

My data flow graphic:

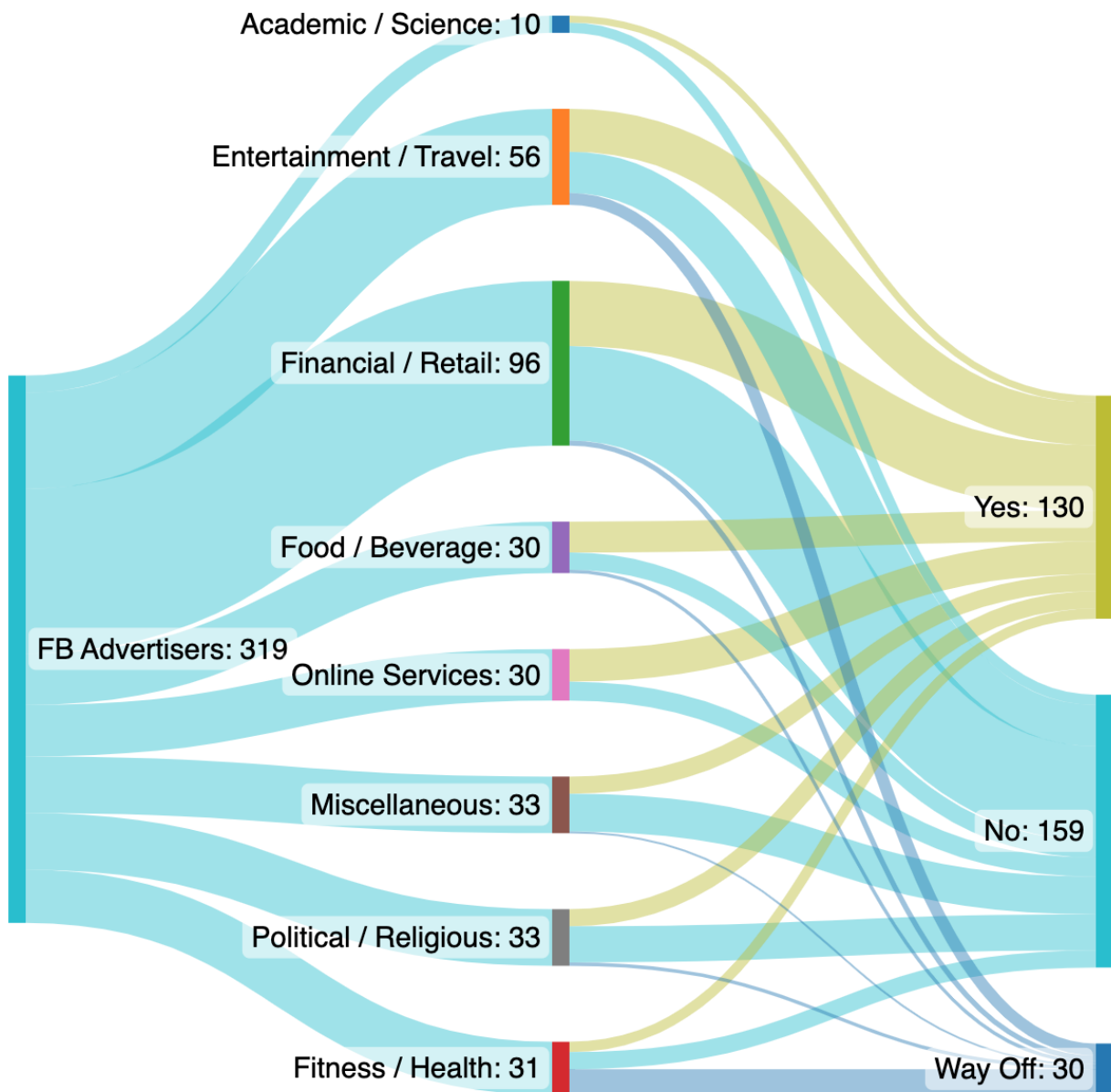


Table: Summary Statistics

Category	Data Bucket	Count	Accuracy	Rubbish
Academic / Science	Yes	4		
	No	6		
	Rubbish	0		
	Total	10	40%	0%
Entertainment / Travel	Yes	25		
	No	24		
	Rubbish	7		
	Total	56	45%	13%
Financial / Retail	Yes	38		
	No	55		
	Rubbish	3		
	Total	96	40%	3%
Fitness / Health	Yes	6		
	No	10		
	Rubbish	15		
	Total	31	19%	48%
Food / Beverage	Yes	18		
	No	10		
	Rubbish	2		
	Total	30	60%	7%
Miscellaneous	Yes	10		
	No	22		
	Rubbish	1		
	Total	33	30%	3%

Online Services	Yes	19		
	No	11		
	Rubbish	0		
	Total	30	60%	0%
Political / Religious	Yes	10		
	No	21		
	Rubbish	2		
	Total	33	30%	6%
Total	Yes	130		
	No	159		
	Rubbish	30		
	Total	319	41%	9%

Most accurate category: Online Services (60%)

Least accurate category: Fitness / Health (48%)

Table: Regulated Domain Information

Regulated Domain	Number of Items	Advertiser Sample
Education	5	DeVry University
Employment	9	LinkedIn
Housing	1	Rocket Mortgage
Public Accommodation	0	-
Total	15	