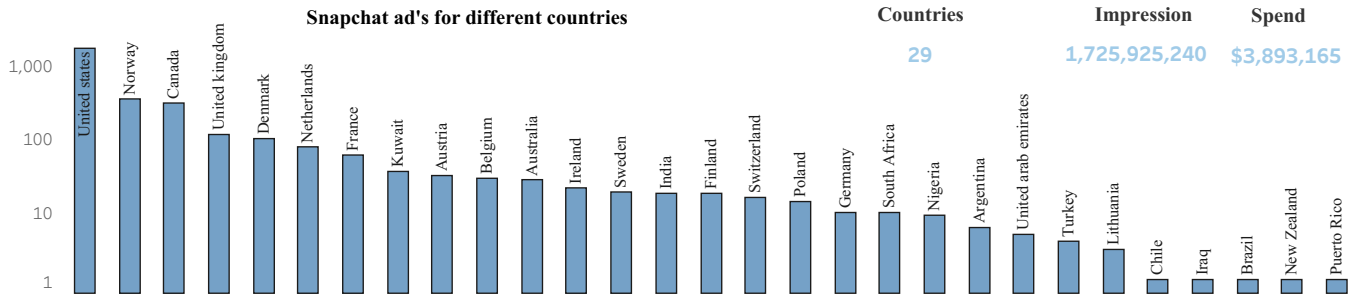


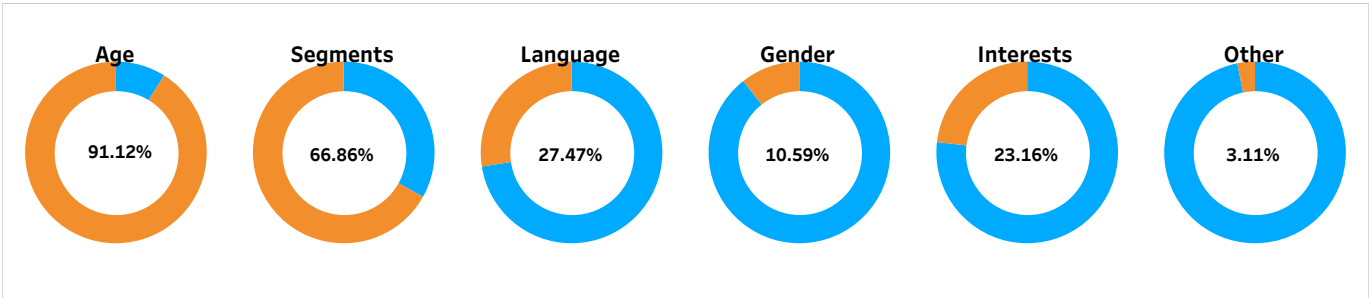


Are Snapchat Ads targeting ads?

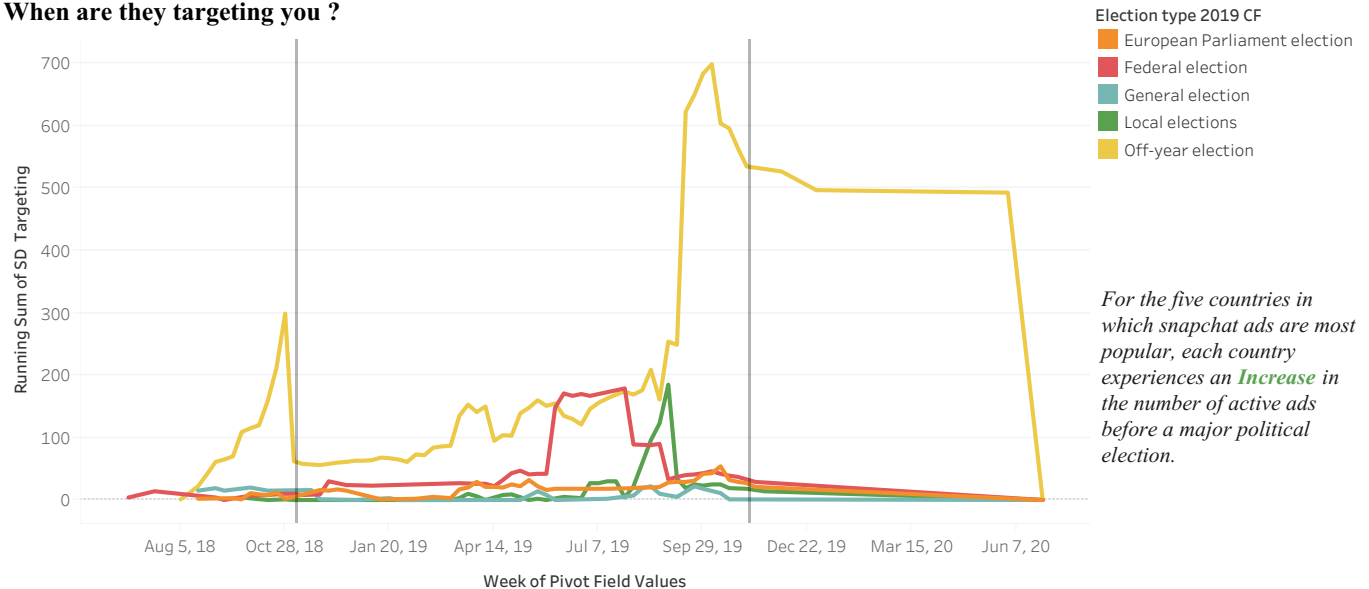
In recent years, there has been an increase in public concern over the quantity of personal data collected by social media platforms. As a consumer, you can benefit from this information by receiving targeted product advertisements. However, it is critical that the public is informed of any potentially ske..



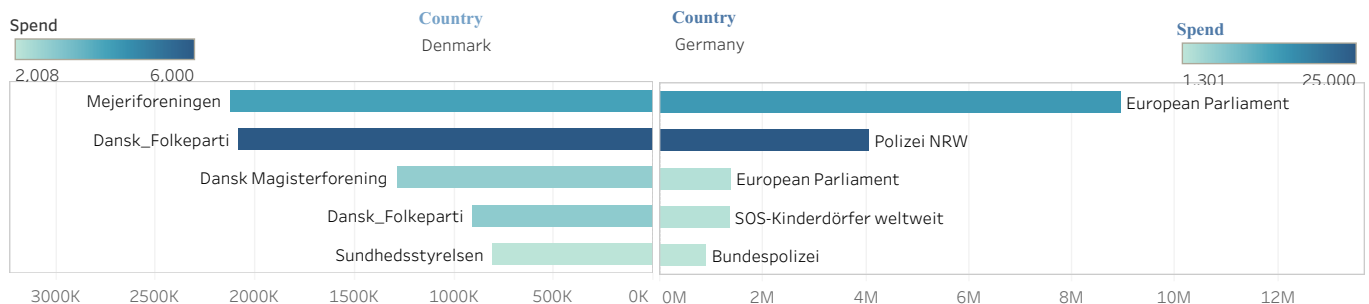
How are Ads Targeting you ?



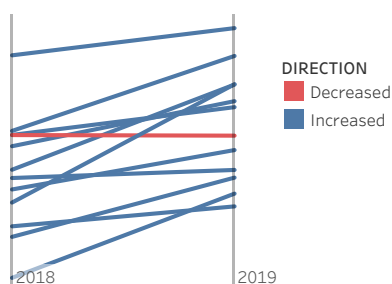
When are they targeting you ?



Who is Paying to target you ?



Should we be concerned?



Out of 29 Nations, **Denmark** and **Iraq** have shown a **decline** in expenditure on Snapchat advertisements, while the others have shown an **increase**.

The younger generation must be especially wary about the impact political advertisements have on their decisions. As an 18-year-old, **75% of these advertisements are directed toward you, and some of them are directed at people as young as 14.**

As election dates approach, we should be more aware of the impact of advertisements may have on us so that we are not persuaded by biased ads, just like we attempt to avoid being swayed by biased news sources