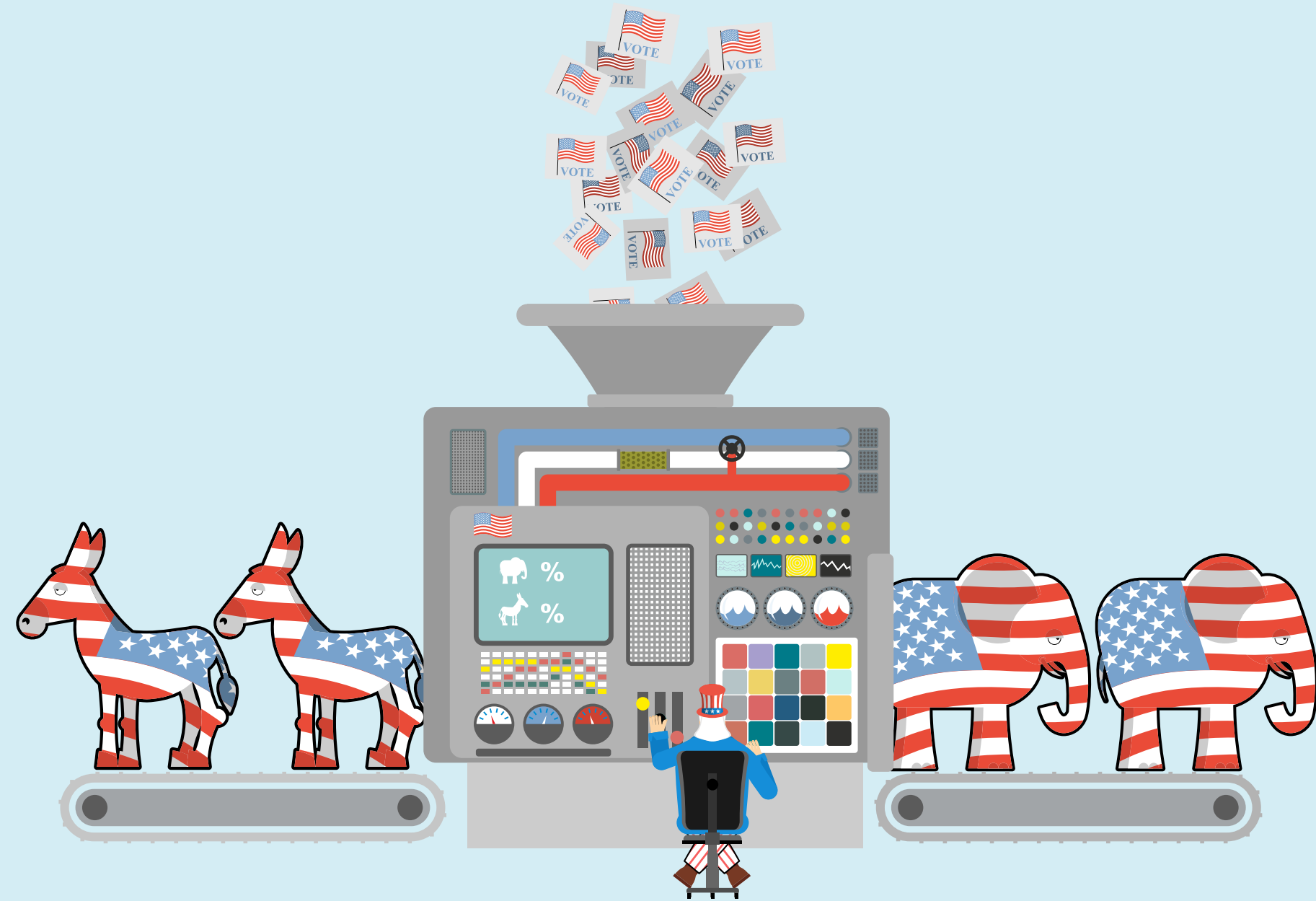


# Microtargeting , Digital Advertising, and Political Campaigns



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A presentation by the Mucktracker Team

# Objective

Analyze how political campaigns use microtargeting.



## Connect



Look at this 1944 campaign advertisement for FDR. What message is this poster trying to convey? Why do you think it was chosen?



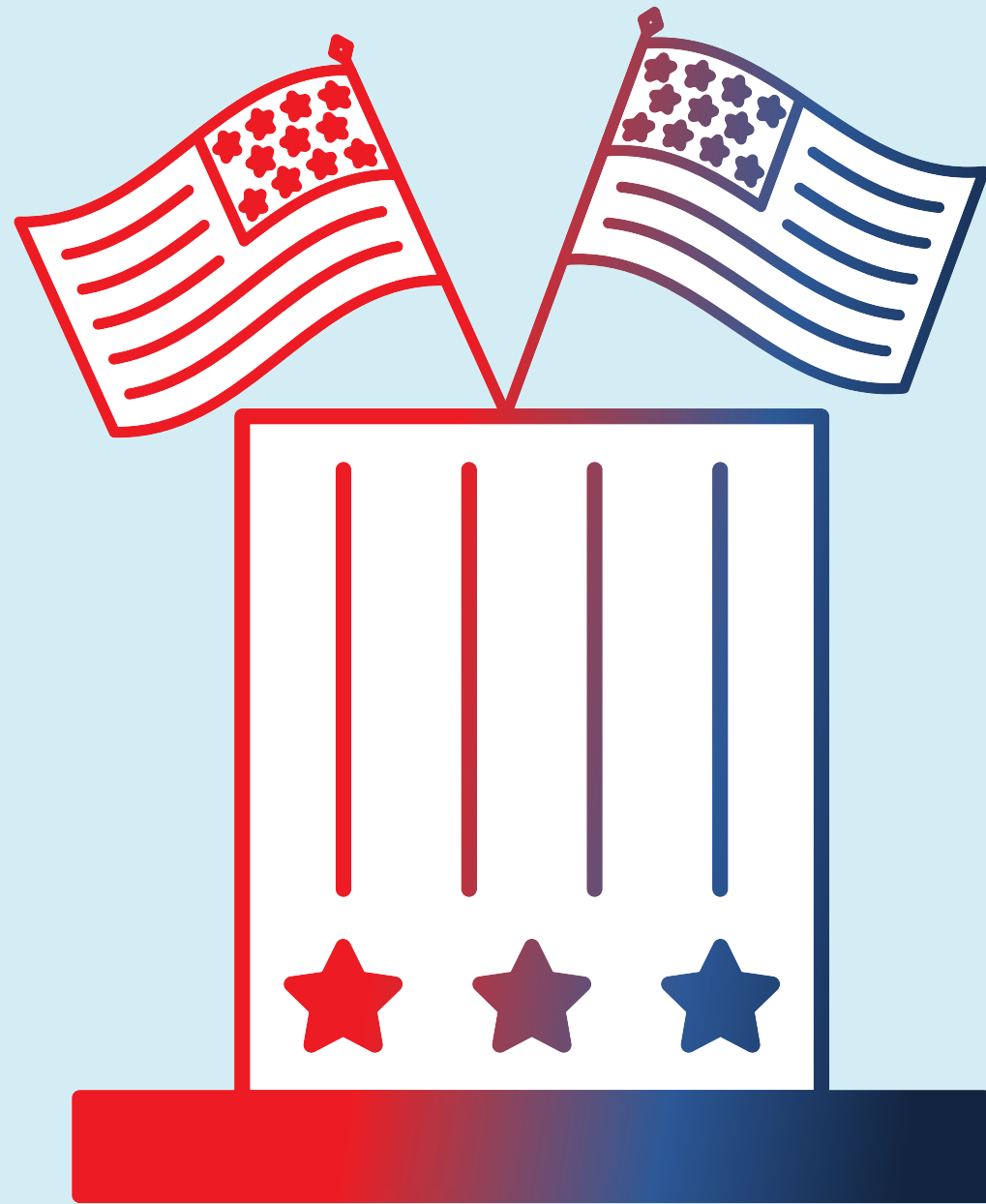
# Political Advertising



Political advertisements have changed over time, but they remain very popular. They can therefore mean big money. This is especially true in the case of digital advertising. In the last sales quarter alone, Facebook earned \$264 million from political digital ads.

Still not everybody agrees that political digital advertising is a good idea. Social media companies including Twitter and TikTok have placed a ban on political advertisements.

# Advertising Online

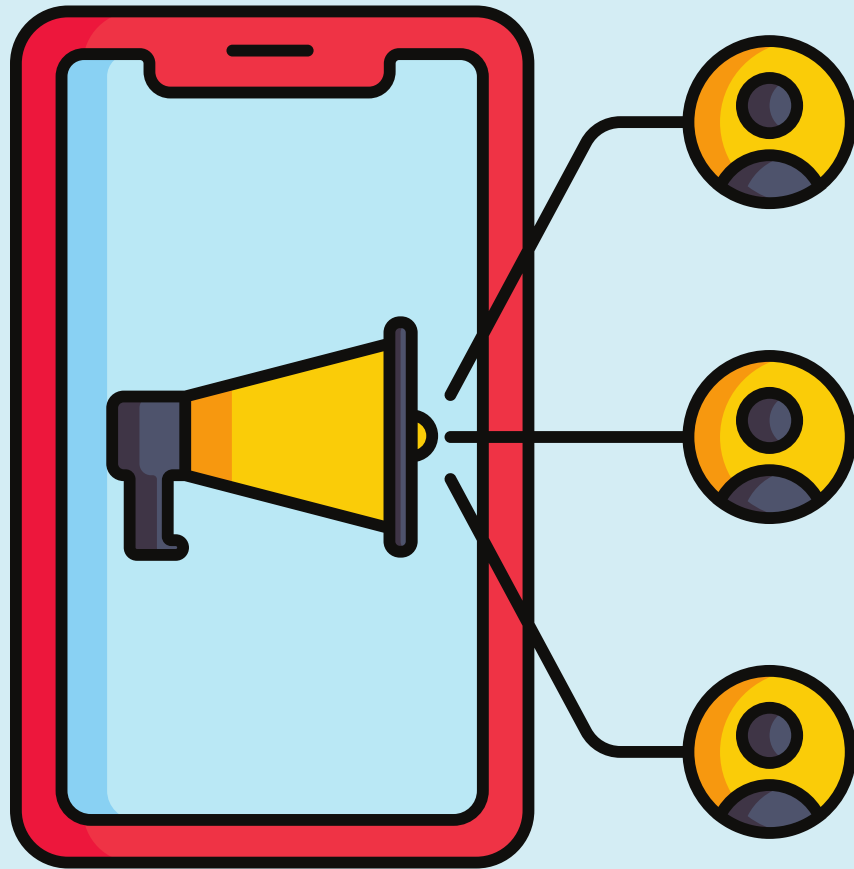


If political advertisements are still very common and accepted in traditional media, what troubles people especially about digital campaign ads?

Part of the reason has to do with the ways that political ads are *microtargeted* online.

# Microtargeting

Microtargeting happens when campaigns choose *which* ads to display to *whom* on social media sites and other websites that draw large numbers of internet users.



Microtargeting helps campaigns determine which voters are most persuadable and which issues and tactics will most influence their behavior

To achieve these goals, campaigns use user data to inform them about the type of voter individual users are.

## How do they know?

Campaigns are given access to the data about users who fit the demographic and psychological profiles they specifically target. This data includes a person's interests, preferences, and location based on their online habits.

The more detailed the information collected and shared by websites, the more microtargeting of voters is possible.

The available data helps determine which sponsored campaign content is directed their way.





Think back to the last things you liked or shared online. If a political strategist were looking at your behavior, what kinds of issues would they think you care about?

What types of advertisements might be the most effective? Why?

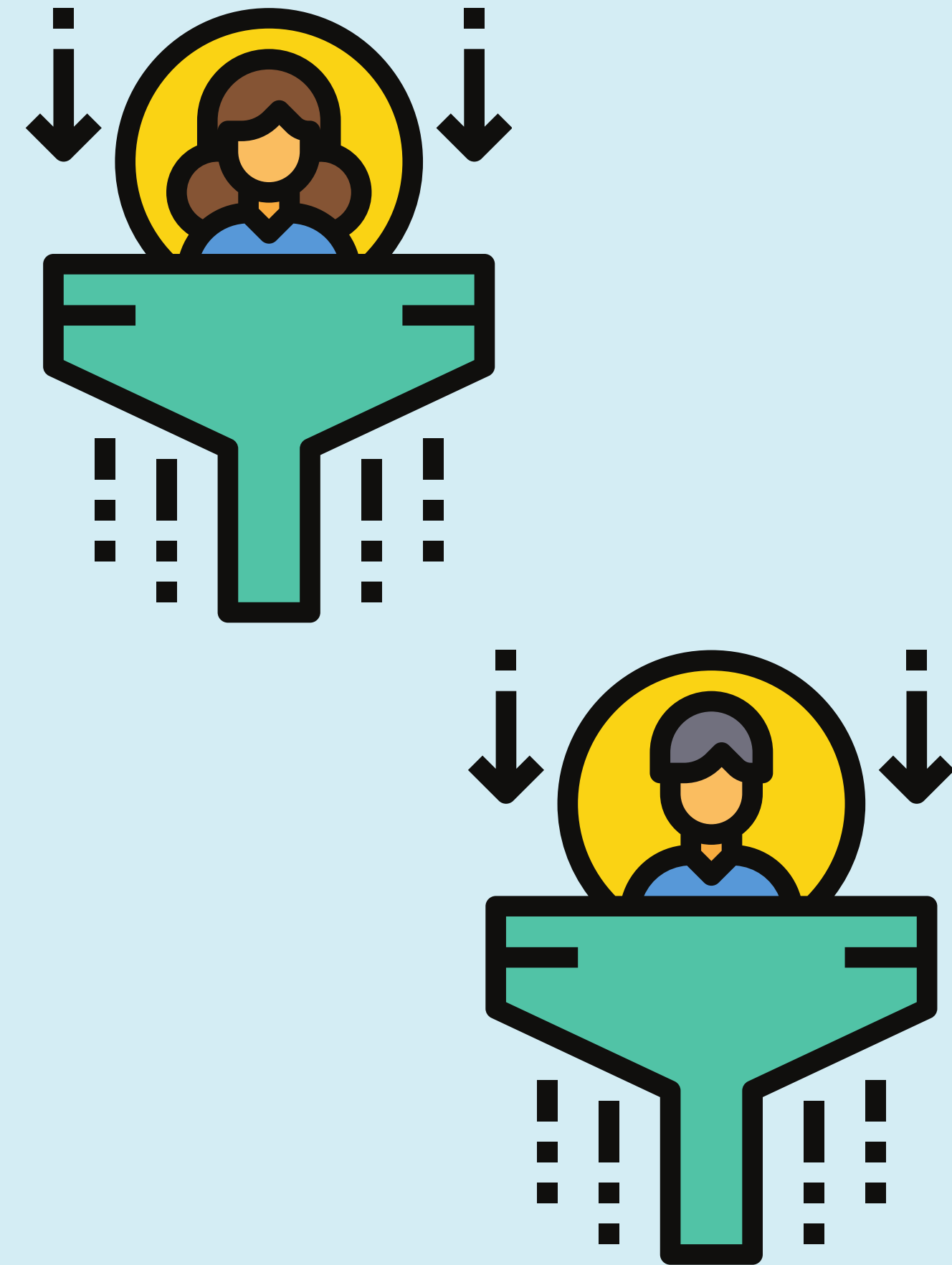
Now think of someone else you know who you would consider very different from yourself. What types of advertisements might be most effective for them?



## Filter Bubbles

Microtargeting contributes to the larger phenomenon of "filter bubbles." Filter bubbles occur when users of the same platforms or websites have *totally different kinds* of suggested materials directed toward them.

The information a user sees is called a "filter bubble" because they are naturally unaware of the messages that others are seeing. Whether the information is from an ad or a content provider, it's as if the users exist in separate, partisan bubbles.



# What Do You Think?

Should microtargeting in political advertising be banned?

Read these two contrasting positions and then state your position below:

"Getting rid of microtargeting in political advertising is a terrible idea" by Chris Wilson

"Don't abolish political ads on social media. Stop microtargeting" by Ellen L. Weintraub



# Wrap-Up

Microtargeting describes the way that marketers and advertisers can locate specific audiences on platforms.

Political campaigns use microtargeting to help them reach certain people with the messages that they think will most impact them.

Political microtargeting contributes to "filter bubbles" in which users of the same websites are frequently targeted by radically different messages.

