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News Item

# Meta Will Give Researchers More Information on Political Ad Targeting | The New York Times

By Mike Isaac
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> Meta, which owns Facebook and Instagram, said it planned to give outside researchers more detailed information on how political ads were targeted across its platform, providing insight into the ways that politicians, campaign operatives and political strategists buy and use ads ahead of the midterm elections.
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> Starting on Monday, academics and researchers who are registered with an initiative called the Facebook Open Research and Transparency project will be allowed to see data on how each political or social ad was used to target people. The information includes which interest categories — such as "people who like dogs" or "people who enjoy the outdoors" — were chosen to aim an ad at someone.
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> In addition, Meta said it planned to include summaries of targeting information for some of its ads in its publicly viewable Ad Library starting in July. The company created the Ad Library in 2019 so that journalists, academics and others could obtain information and help safeguard elections against the misuse of digital advertising.
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Source: Meta Will Give Researchers More Information on Political Ad Targeting | The New York Times