

Campaigns Say Google Ad Policy Sidesteps Problem of Disinformation | The New York Times

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Google's new restrictions on political advertising, following an outright ban on such ads by Twitter, amount to a one-two punch on 2020 campaigns: The online platforms are creating a big new headache for them, while failing to address a different problem they fear most.

The decision to limit campaigns from targeting users based on political affiliation or voter record, which Google announced Wednesday night, was aimed at addressing concerns about invasion of privacy and the exploitation of voters through hyperspecific targeting.

But the policy will most likely have little impact on the thornier challenge of disinformation, which campaigns and cybersecurity experts say will be the more urgent problem facing the major social media platforms during the 2020 election.

[...]

Source: [Campaigns Say Google Ad Policy Sidesteps Problem of Disinformation - The New York Times](#)