

Chinese state media Facebook ads are linked to changes in news coverage of China worldwide | HKS Misinformation Review

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We studied the relationship between Facebook advertisements from Chinese state media on the global media environment by examining the link between advertisements and online news coverage of China by other countries. We found that countries that see a large increase in views of Facebook advertisement from Chinese state media also see news coverage of China become more positive. News coverage also becomes more likely to use keywords that suggest a point of view favorable to China. One possible explanation is that by drawing greater attention to the issues emphasized by Chinese state media, the advertisements help Chinese state media set the news agenda covered by other media sources.

[...]

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