

Digital Deceit: The Technologies Behind Precision Propaganda on the Internet | New America

By Dipayan Ghosh and Ben Scott

April 12, 2018

New America has released a report on technologies for capturing user attention online and their impact on democracy.

The central problem of disinformation corrupting American political culture is not Russian spies or a particular social media platform. The central problem is that the entire industry is built to leverage sophisticated technology to aggregate user attention and sell advertising. There is an alignment of interests between advertisers and the platforms. And disinformation operators are typically indistinguishable from any other advertiser. Any viable policy solutions must start here.

Source: [Digital Deceit: The Technologies Behind Precision Propaganda on the Internet](#)