

# Facebook Profits As Users Are Ripped Off By Scam Ads | BuzzFeed News

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December 11, 2020

Two years ago, a handful of Facebook employees began to raise internal alarms about a series of advertisements appearing in their news feeds. Purchased by a then up-and-coming lip-synching app called Musical.ly — now known as TikTok — the ads featured teenage girls provocatively gyrating to music in short video clips.

Curious as to why he and his colleagues were seeing ads ostensibly meant for young girls, one Facebook employee, who was also a father, dug into the company's advertising system at the time to determine what was going on. What he discovered wasn't an error, but Facebook's advertising system working as intended. The social network's algorithms had been optimizing the ads for the audience interacting with them the most: middle-aged men.

[...]

Source: [Facebook Profits As Users Are Ripped Off By Scam Ads](#)