

## Facebook's new data-sharing plans raise old concerns | Columbia Journalism Review

By Mathew Ingram

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**On Monday, Meta**, the parent company of Facebook, said that it plans to share more data about political ad targeting on its platform with social scientists and other researchers, as part of what the company calls its Open Research and Transparency project. According to CNN, Meta will provide “detailed targeting information for social issue, electoral or political ads” on the platform to “vetted academic researchers.” Jeff King, Meta’s vice president of business integrity, said in a statement that the information could include the various categories of interest—environmentalism, say, or travel—used to target users. The *New York Times* reported that, starting in July, the company’s publicly available advertising library will include a summary of this targeting information, including general location (e.g., “people who live in Pennsylvania”). By sharing the data, King said in his statement, Meta hoped “to help people better understand the practices used to reach potential voters on our technologies.”

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