

How Facebook's Ad System Lets Companies Talk Out of Both Sides of Their Mouths | The Markup

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Liberals on Facebook are given one picture of ExxonMobil. To them, the multibillion-dollar oil giant sells itself as turning over a new leaf, exploring “carbon capture” techniques that put carbon back into the ground.

If you're a conservative, Exxon has a very different message: “The oil and gas industry is THE engine that powers America's economy,” reads one ad targeted at conservatives. “Help us make sure unnecessary regulations don't slow energy growth.”

[...]

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