

# New forms of advertising raise questions about journalism integrity | The Conversation

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Mainstream news media outlets have, in recent years, begun to [create advertisements that look like news articles](#) on their websites and on social media. [My research](#) raises questions about whether this modern form of advertising might influence those outlets' real journalism.

These specific advertisements are called "native advertising," but are also tagged as "[sponsored content](#)," "partner post" or other labels [consumers don't understand](#). They look like news articles, with headlines, photos with captions and polished text. But really they are ads created by, or on behalf of, a paying advertiser.

With declining revenue from traditional display advertising and classified ads, news outlets are [increasingly relying on](#) native advertising – a sector in which U.S. spending was expected to reach [\\$57 billion by the end of 2021](#).

[Fashion](#) and [entertainment](#) companies buy native advertising. So do corporations that produce products with potentially significant environmental or health connections, such as [fossil fuels](#), [opioid medications](#) and [cigarettes](#) – including in attempts to [counter negative news coverage](#).

[...]

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