

Radicalization pipelines: How targeted advertising on social media drives people to extremes | The Conversation

By Jeanna Matthews

January 13, 2022

Have you had the experience of looking at some product online and then seeing ads for it all over your social media feed? Far from coincidence, these instances of eerily accurate advertising provide glimpses into the behind-the-scenes mechanisms that feed an item you search for on Google, “like” on social media or come across while browsing into custom advertising on social media.

Those mechanisms are increasingly being used for more nefarious purposes than aggressive advertising. The threat is in how this targeted advertising interacts with today’s extremely divisive political landscape. As a [social media researcher](#), I see how people seeking to radicalize others use targeted advertising to readily move people to extreme views.

[...]

Source: [Radicalization pipelines: How targeted advertising on social media drives people to extremes | The Conversation](#)