

Want to Find a Misinformed Public? Facebook's Already Done It | The Markup

By Aaron Sankin

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Last week, Facebook CEO Mark Zuckerberg wrote a post [pledging to combat misinformation](#) about COVID-19 circulating on Facebook.

"We've taken down hundreds of thousands of pieces of misinformation related to COVID-19, including theories like drinking bleach cures the virus or that physical distancing is ineffective at preventing the disease from spreading," Zuckerberg wrote.

But at the very same time, The Markup found, Facebook was allowing advertisers to profit from ads targeting people that the company believes are interested in "pseudoscience." According to Facebook's ad portal, the pseudoscience interest category contained more than 78 million people.

[...]

Source: [Want to Find a Misinformed Public? Facebook's Already Done It | The Markup](#)