**[Overlay of political debate audio?]**

The political arena is messy. The evolution of social media has made it even messier.

**[social media sound effect]**

Politicians are able to reach thousands with a click of a button.

It's becoming harder to tell what's real or fake news. People are constantly being bombarded with information.

**[Trump sounds clip talking about fake news]**

One of the biggest changes is that political ads now use your personal data to create ads specifically designed to target you.

Political Ads used to be generic TV ads that popped up annoyingly during your favorite TV show.

However, as social media has evolved so has the way political campaigns use and create ads.

**[[Youtube clip](https://www.youtube.com/watch?v=ZP3kLe_3uLo): Everything you do on the internet is tracked, which allows people who want to influence you to get really specific in their targeting. Facebook offers advertisers a convenient way to find people in very specific categories based on what they do on Facebook]**

Facebook now tracks what you do online and then sells that data to political campaigns. These campaigns then use this data to decide who they want to target and how they want to do it.

During the 2016 election, Trump’s campaign was an avid user of this kind of advertising tactic.

Parscale, Trump’s digital director, used Facebook ads to target Hillary Clinton supporters with specially designed messages to make them sit out the election.

**[Scary music starts]**

Candidates are then able to run one ad that only reaches a specific group of people and another ad with contradictory information to another. Neither group is aware of the other ad because they aren’t public. This is called ‘dark advertising’

What makes this especially concerning is the way that these campaigns are retrieving the data they use to create these targeted ads. One such case is that of Cambridge Analytica which was able to access roughly 50 million people’s information on Facebook.

**[scary music fades]**

**[[Youtube video:](https://www.youtube.com/watch?v=VDR8qGmyEQg) And the idea was, that by gleaning your Facebook likes the company could begin to understand your personality and then, more effectively target political advertising at you. This kind of thing is known as psychographic profiling. @2:35]**

This breach in privacy has many questioning the role of social media, especially Facebook, has in politics. Social media can be a dangerous tool used to influence people and used to gather sensitive information. This is especially dangerous when you think about just how much personal information we share on various social media platforms. This means companies like Cambridge Analytica could use this information to analyze millions of people and influence them to vote a certain way without the person ever being aware of it. It is situations like these that raise the questions about the responsibility that social media platforms like Facebook have when it comes to protecting the privacy of its users.

**[[Youtube video](https://www.youtube.com/watch?v=EgI_KAkSyCw): Zuckerberg- It’s clear now that we didn’t do enough to prevent these tools from being used for harm as well and that goes for fake news, foreign interference in elections, hate speech, as well as developers and data privacy. We didn’t take a broad enough view of our responsibility, and that was a big mistake and it was my mistake and I’m sorry] (slowly fades out)**