

# Dark Advertisements

and how to **spot** them



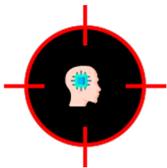
## Misleading Reshares

### What is it?

Misleading reshares are shares of paid ads (originally correctly labeled as ads) that you see as organic content, without any "paid ad" label. Many online sites will drop the "paid ad" label once an ad is shared.

### How to spot:

1. Examine the contents of the post--does it seem to be trying to sell you something?
2. Ask the person who shared the content how they found it



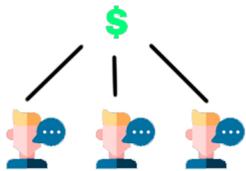
## Microtargeting

### What is it?

Microtargeting allows advertisers to pinpoint exactly who they want to show their ads to, and then show their ads to only those people.

### How to spot:

1. Does the content seem oddly specific? Does it mention something personal to you, such as the school you attended?
2. Have you seen other versions of this advertisement outside of your personal social media feed?



## Influencer Endorsements

### What is it?

Influencers are people with an online audience who have been paid by companies to advertise their products. Influencer endorsements become dark ads when the influencers do not explicitly disclose to their audience

### How to spot:

1. Does this person have a large online following?
2. Does this person mention the company where they received the product by name, or a place where to buy the product, possibly with a discount code?



## Misleading Authorship

### What is it?

Misleading authorship occurs when the author of an article writes about a topic that they have a financial interest in without disclosing these interests in the piece.

### How to spot:

1. Can a Google search turn up any businesses this author may be involved in that have to do with the topic they are writing about?
2. Is there a more recent version of the article disclosing any financial interests that were missed the first time?