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# Dark ads

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## Source

Denise-Marie Ordway. (2018). *Information Disorder: The Essential Glossary*.

**Dark ads** are advertisements that are only visible to the publisher and their target audience. For example, Facebook allows advertisers to create posts that reach specific users based on their demographic profile, page 'likes', and their listed interests, but that are not publicly visible. These types of targeted posts cost money and are therefore considered a form of advertising. Because these posts are only seen by a segment of the audience, they are difficult to monitor or track.<sup>[1]</sup>

## References

1. <sup>^</sup> Wardle, C. & H. Derakshan. (2017). *Information Disorder: Toward an interdisciplinary framework for research and policy making*. Council of Europe.