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Fake News, Real Money: Ad Tech Platforms, Profit-Driven Hoaxes, and the Business of Journalism

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the use of its tools by hoax publishers to generate revenue, and how its approach to the issue may ultimately contribute to reshaping the financial underpinnings of the digital journalism industry that depends on the same economic infrastructure.

Keywords:

Ad tech	programmatic advertising	ad-supported news	"fake news"	hoaxes

Notes

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