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

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Pages 1-21 | Published online: 14 Jan 2019

Cite this article <https://doi.org/10.1080/21670811.2018.1556314>

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Abstract

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simultaneously impact legitimate news organizations. Through 20 interviews with

stakeholders in online advertising, this study looks at how the programmatic advertising industry understands “fake news,” how it conceptualizes and grapples with 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

Acknowledgements

Thank you to the UMass Amherst College of Social and Behavioral Sciences for financial support, to Caroline Jack, Rodrigo Zamith, and the Media & Digital Culture Reading Group for comments on an early draft of this manuscript, to Seth Lewis, Johan Farkas, Esther Thorson, and Data & Society’s Media Manipulation Initiative team for feedback on the research, to Ramon Lobato for bibliographic assistance, to John Coakley for transcription work, and to Oscar Westlund for his extensive and most helpful engagement with this manuscript.

Disclosure statement

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