

Digital Journalism >  
Volume 7, 2019 - Issue 1

13,686 Views | 63 CrossRef citations to date | 261 Altmetric

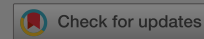
Original Articles

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

Joshua A. Braun & Jessica L. Eklund

Pages 1-21 | Published online: 14 Jan 2019

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



Sample our Humanities Journals

>> [Sign in here](#) to start your access to the latest two volumes for 14 days

## We Care About Your Privacy

We and our 872 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting "I Accept" enables tracking technologies to support the purposes shown under "we and our partners process data to provide," whereas selecting "Reject All" or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the ["privacy preferences"] link on the bottom of the webpage [or the floating icon on the bottom-left of the webpage, if applicable]. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

I Accept

Reject All

Show Purpose



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.

## Disclo

No poten

## Not



1. See  
data.

2. This  
context  
and safe  
US regul



ed on this

-centric  
ee speech  
on in non-

# Related research

People also read

Recommended articles

Cited by  
63

## Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

## Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

## Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

## Help and information

- Help and contact
- Newsroom
- All journals
- Books

Keep up

Register to receive updates  
by email

 Sign up



Accessibility

Registered  
5 Howick Place



Wiley | John Wiley & Francis Group  
an Interscience business