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

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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

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and safe-harbor protections would seem less likely to dominate the discussion in non-US regulatory contexts.

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