AD DELIVERY ALGORITHMS: THE HIDDEN ARBITERS OF EXPOSURE

ADVERTISERS
- Selects target audience
- Uploads ad creative
- Enters bid / budget

DELIVERY ALGORITHM
- Selects winning advertiser
- Opaquely optimizes for platform’s, advertisers’ and users’ interests

USERS

Opaque delivery algorithms can
- skew delivery of job ads along gender and racial lines even when advertisers target large, inclusive audiences
- hinder political campaigns’ ability to reach politically diverse voters through differential pricing and echo-chamber like delivery

What are the computational, legal and policy advances needed:
- for meaningful transparency and societal oversight?
- for alignment with ad platform’s, advertiser and societal desiderata?

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