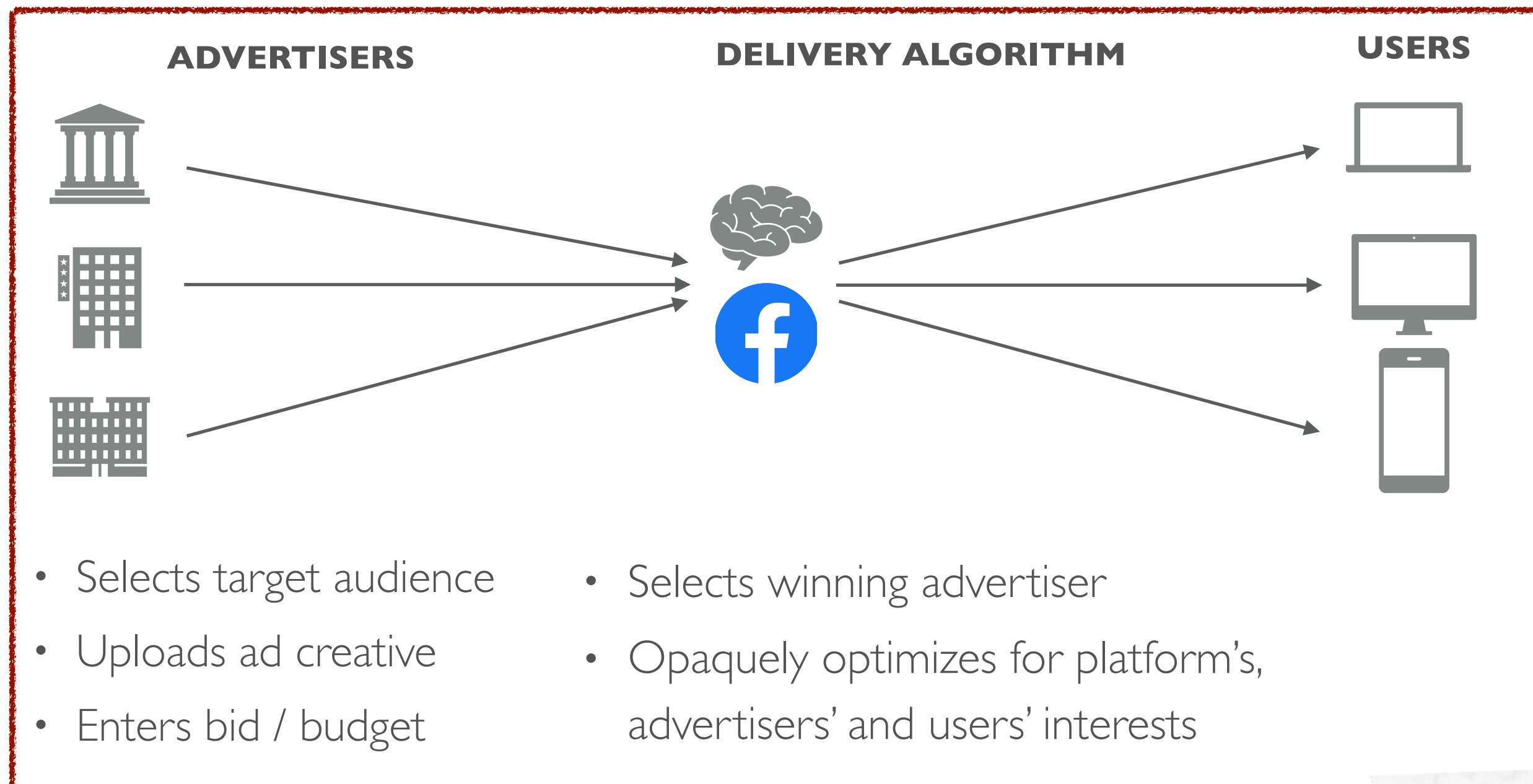


AD DELIVERY ALGORITHMS: THE HIDDEN ARBITERS OF EXPOSURE

1

2



- 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

3

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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More at www.korolova.com, <https://arxiv.org/abs/1904.02095>, <https://arxiv.org/abs/1912.04255>, <https://arxiv.org/abs/1904.01793>