



## Study on Influence and Impact of Facebook Political Advertisement Content on Youth

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### Abstract:

The objective of this study is to analyze the impact of Facebook on politics and political campaigns. It explores how Facebook's extensive user base and targeted advertising capabilities are advantageous for political groups. However, it also addresses concerns regarding the potential spread of misinformation and discrimination. The study emphasizes Facebook's efforts to address these concerns, such as establishing an independent content review group and increasing transparency in political advertisements. Nevertheless, it suggests that further measures may be necessary to ensure fair and unbiased political communication. The study examines the opinions and behaviors of Facebook users, particularly focusing on the youth demographic. It raises concerns about the platform's influence on the dissemination of political information and the need for ethical, legal, and social discussions on Facebook's impact on political discourse and outcomes.

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