

TAMING THE WILD WEST OF ONLINE POLITICS

Tales from *Who Targets Me?*



Sam Jeffers

Sam Jeffers is helping citizens find out which political campaigns are using Dark Advertising and Micro-Targeting to persuade, dissuade and fragment their vote.

He is the co-founder of *Who Targets Me?*, an online tool that tracks political advertising and marketing on social media. Working with voters, researchers and the media, they are shedding new light on how today's political campaigns are using Facebook, Twitter and other social platforms to influence elections.

Join Jeffers for a conversation about how his project grew into a global phenomenon with a volunteer base of 12,000 people. You'll also hear about how he's helping to document thousands of political advertisements, and what citizens and the media can do to limit the power of social media giants and their algorithms in our politics.

Wed. Oct. 18th

6:00 to 7:30pm

Talk will begin at 6:30pm
Q and A will begin at 7pm-7:30pm

DMZ

10 Dundas East, 6th Floor

FREE ADMISSION

The IID is committed to accessibility for persons with disabilities. Please contact us at 416-979-5000 ext. 6206 at least one week in advance of this event if you have accommodation requirements, and we will do our very best to assist.



<http://who-targets-me.eventbrite.com/>