

Collection of platforms and tools based on data from social media repositories and other reports



**International Foundation
for Electoral Systems**

The project is supported by the International Foundation for Electoral Systems (IFES), through the Research Fund, launched to support the IFES Online Campaigning Transparency Community of Practice (CoP). The Fund aims to encourage innovation by supporting the replication of successful practices and the development of new approaches that will increase transparency and accountability in online campaigning for democratic actors.

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About the list

The list contains online tools which use data from Facebook and Google libraries and which follow either how money is spent or which produce other type of analysis, including main topics promoted during the election campaign. This is not an exhaustive list and if you would like to add other tools, please contact us at septimius.parvu@expertforum.ro

I. Visualisations - reports / analysis /

NYU Ad Observatory

Developed by [NYU Cybersecurity for Democracy](#)

Link: <https://adobservatory.org/>

Accessibility: free. Currently transiting to a static version and includes data for 2022. The portal is also available in Spanish.

Open-source resources: Data is not available for download. Archive is not available.

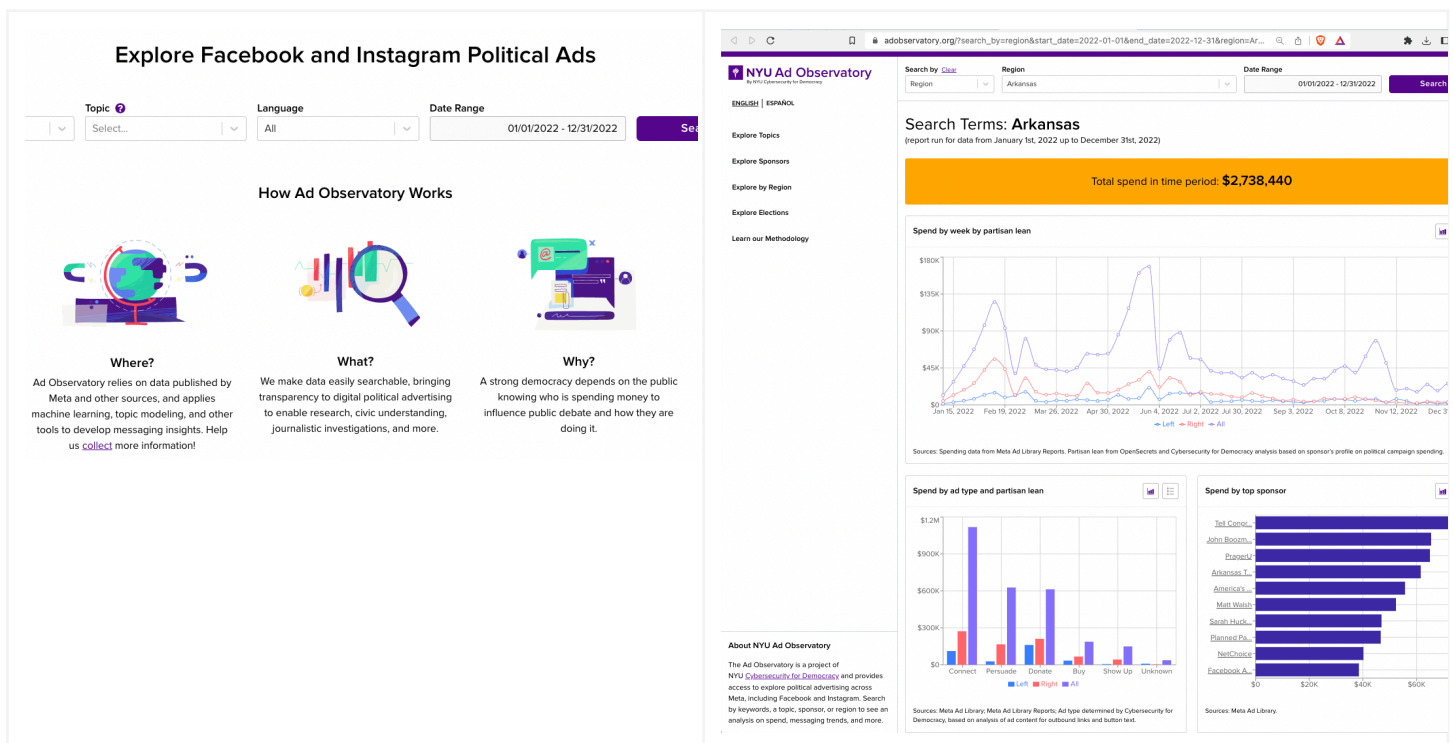
Social media collector available on

<https://github.com/CybersecurityForDemocracy/social-media-collector>

The Ad Observatory is a “dashboard providing ways to track digital misinformation and messaging trends in political ads on Facebook and Instagram.” Search is available by keywords, a topic, sponsor, or region and the portal displays data on spending, messaging trends or demographics. To display data, the project uses machine learning, topic modelling and other tools to develop messaging insights.

Data is collected from Meta Ad Library and the Meta Ad Library Reports, as well as from additional sources such as the census. Furthermore, data such as the partisan lean is calculated based on an analysis of OpenSecrets and CfD based on sponsor’s profile on political campaign spending. For example, the ad type can be determined by analysing the outbound links and button text. The full methodology is described here

<https://adobservatory.org/methodology>.



About NYU Ad Observatory

The Ad Observatory is a project of NYU [Cybersecurity for Democracy](#) and provides access to explore political advertising across Meta, including Facebook and Instagram. Search by keywords, a topic, sponsor, or region to see an analysis on spend, messaging trends, and more.

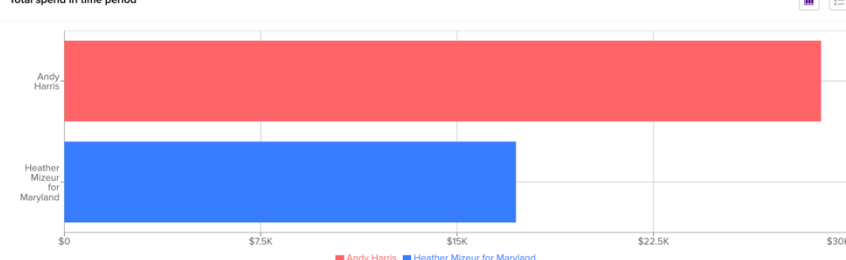
Region: Maryland Race: US House - District 01 Date Range: 01/01/2022 - 12/31/2022

Search

Showing ad data for Maryland, US House - District 01
(report run for data from January 1st, 2022 up to December 31st, 2022)

[See on OpenSecrets](#)

Total spend in time period



Sources: Spending data from Meta Ad Library Reports.

Spend by ad type



Spend by date



A secondary source of data is a web browser plugin, which copies the data seen by users on their Facebook and Youtube profiles. Users can add basic demographic information about them in the tool, to improve understanding advertising which target them. The extensions are available for Chrome and Firefox on <https://adobserver.org/>. The collected data includes:

- The advertiser's name and disclosure string.
- The ad's text, image, and link.
- The information Facebook provides about how the ad was targeted.
- When the ad was shown to the user.
- The browser language.



Ad Observer

By NYU Cybersecurity for Democracy

Who is paying for online advertising to target you? Who's showing you ads because you're married, or you're a liberal or work in the oil industry or some other category? Are they saying different things to different people? Help hold them accountable by installing our browser plugin, which sends us the ads you see on Facebook and YouTube, without compromising your privacy.

[Install for Chrome](#)

[Install for Firefox](#)

PoliDashboard

Developed by the Social Media Lab at Ted Rogers School of Management in Toronto as part of an international election transparency initiative. Country-specific modules are presented in partnership with various academic and civic partners in countries where the Facebook Ad Library is available.

Link: <https://polidashboard.com/about/>

Accessibility: free

Open-source resources: <https://github.com/smlabto/polidashboard>

PoliDashboard is a “data visualization tool designed to help voters, journalists, and campaign staffers to monitor the health of political discussions online and learn about the political and social issue ads that are being shown to users on Facebook and its various other products including Instagram. The data is automatically updated every four hours via the Facebook Ad API.” PoliDashboard tracks political ads on Facebook, Instagram and Messenger.

Currently is available for 8 countries, including the US, Canada, Denmark or Germany. Data is available for one year behind or less (Oct/Nov 2022). Displays expenditure per funding entity within cost range and also indicates the impact based on gender and location.

Time Frame: May 30 - Jun 06

Political Ads across Meta's Platforms

Navigation Instructions

- Best viewed on a desktop browser like Chrome or Firefox.
- Click on to sort advertisers by a particular ad spend range.
- Click on a funding entity in the list to see:
 - What Facebook pages they are funding
 - The ads that they are running
 - Where their ads are being shown and to whom

182

Total Advertisers

1,840

Total Advertisements

Search

Funding Entities		Ad Spend Range (DKK)					Total
		Kr.0 - 99	Kr.100 - 499	Kr.500 - 999	Kr.1000 - 4999	Kr.5000+	
Red Barnet		67	54	14	2	0	137
Dansk Flygtningehjælp		85	21	6	11	7	130
Røde Kors		10	29	11	24	14	88
Politiken		13	16	14	22	5	70

Time Frame: May 30 - Jun 06

Facebook Pages Funded by

Navigation Instructions

- Click on to see a chart of the total number of active ads per day posted by a page controlled by a funder.
- Hover over any dots in the line chart to see the total number of active ads by a funder (or a page that they control) on a specific date in the selected timeframe.

Funded by: Politiken

Politiken

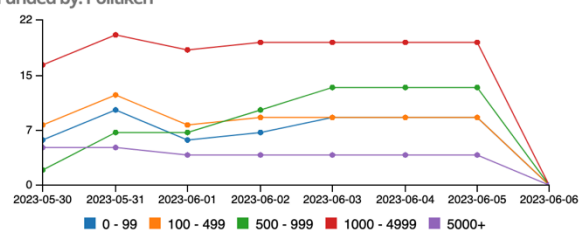
70 Unique Ads

Kr.107.8k - Kr.132.0k Spent

More than 1.923M Impressions

Total Number of Active Ads Per Day

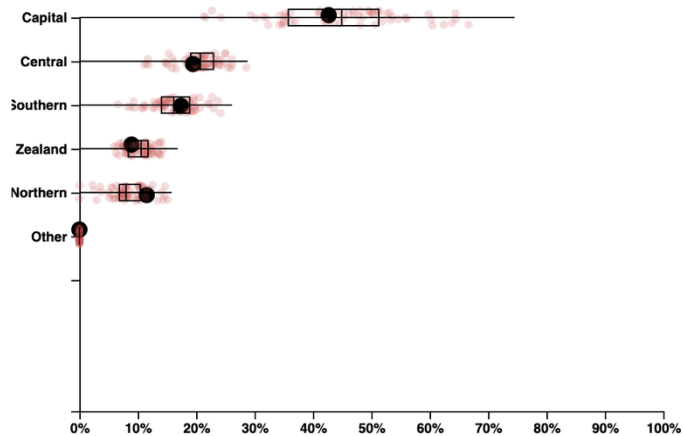
Funded by: Politiken



Where These Ads Were Shown



Funded by: Politiken



Counterpublics ad.watch

Developed by Persuasion Lab, a project by Manuel Beltrán and Nayantara Ranganathan.

Link: <https://ad.watch/>.

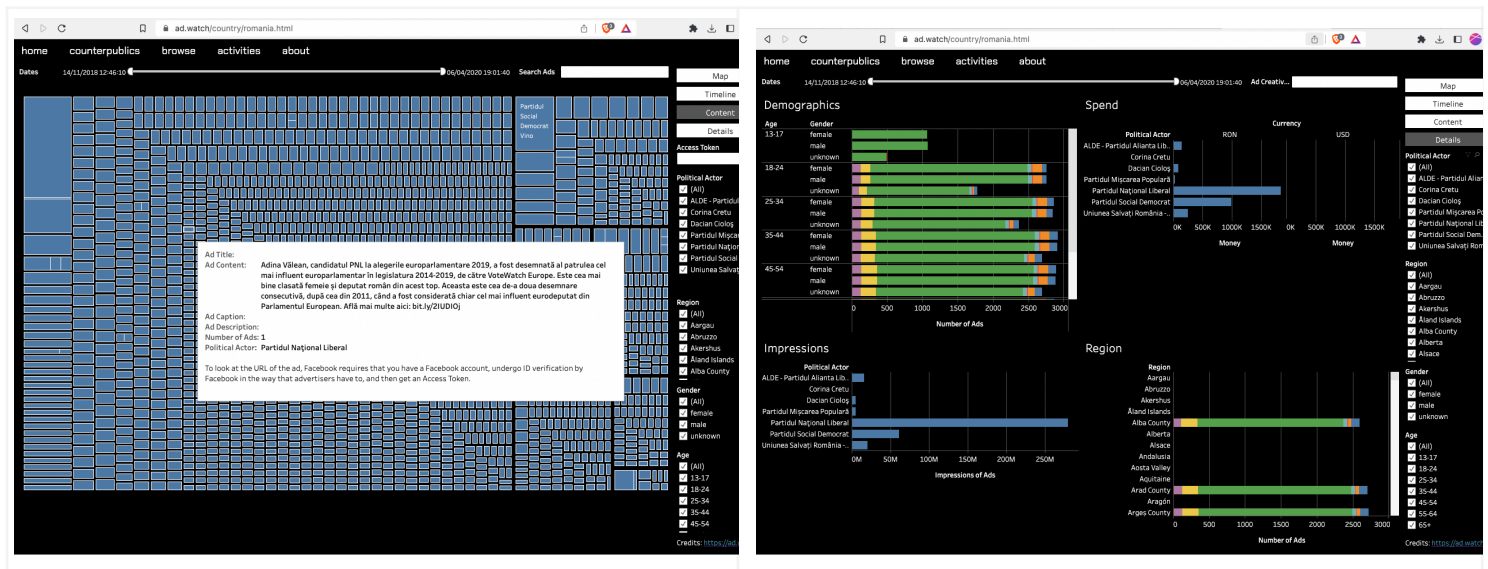
Accessibility: free, released under a Creative Commons

Attribution-NonCommercial-ShareAlike license.

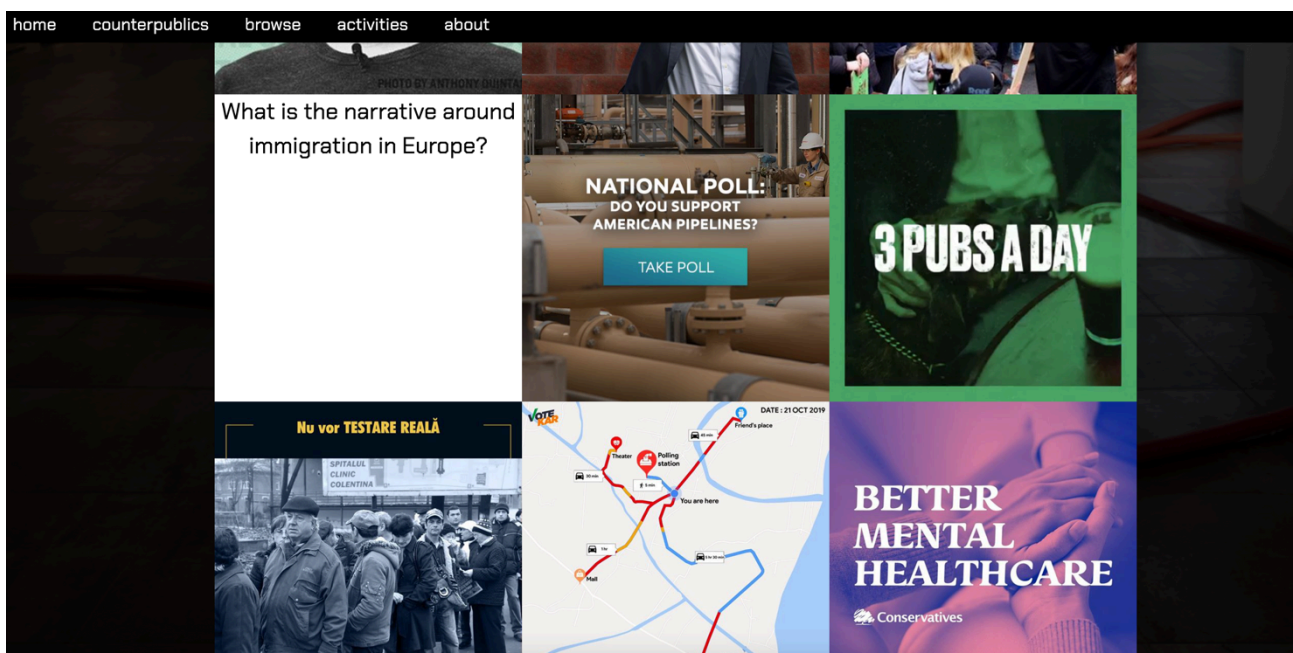
Open source resources: <https://counterpublics.mur.at/archive/>

Contact: info@ad.watch

The tool gathers data from Facebook, Instagram, Messenger, Google, Snapchat, Reddit and Twitter. The website includes diverse databases, including political advertisements of major political actors in 39 countries (collected in the context of 2019 elections across the world), thematic datasets from Facebook on topics such as COVID-19 or the climate crisis, or datasets from 98 countries with low standards of transparency. The data is illustrated in Tableau and is generally limited in time. Its full description and history are available on [ad.watch - Investigating Political Advertisements on Facebook – The Kit 1.0 documentation](#).



The website also features stories based on data, including some on targeting voters in Romanian elections or about the political messages that minors in the United Kingdom are receiving.



Data is collected through different scripts, which provide both historical and recent imprints. The description of the scripts used, as well as parameters of data is available on <https://ad.watch/counterpublics.html>

The archive, available on <https://counterpublics.mur.at/archive/>, includes data according to the structure described above, in .json format, collected by MINUS script.

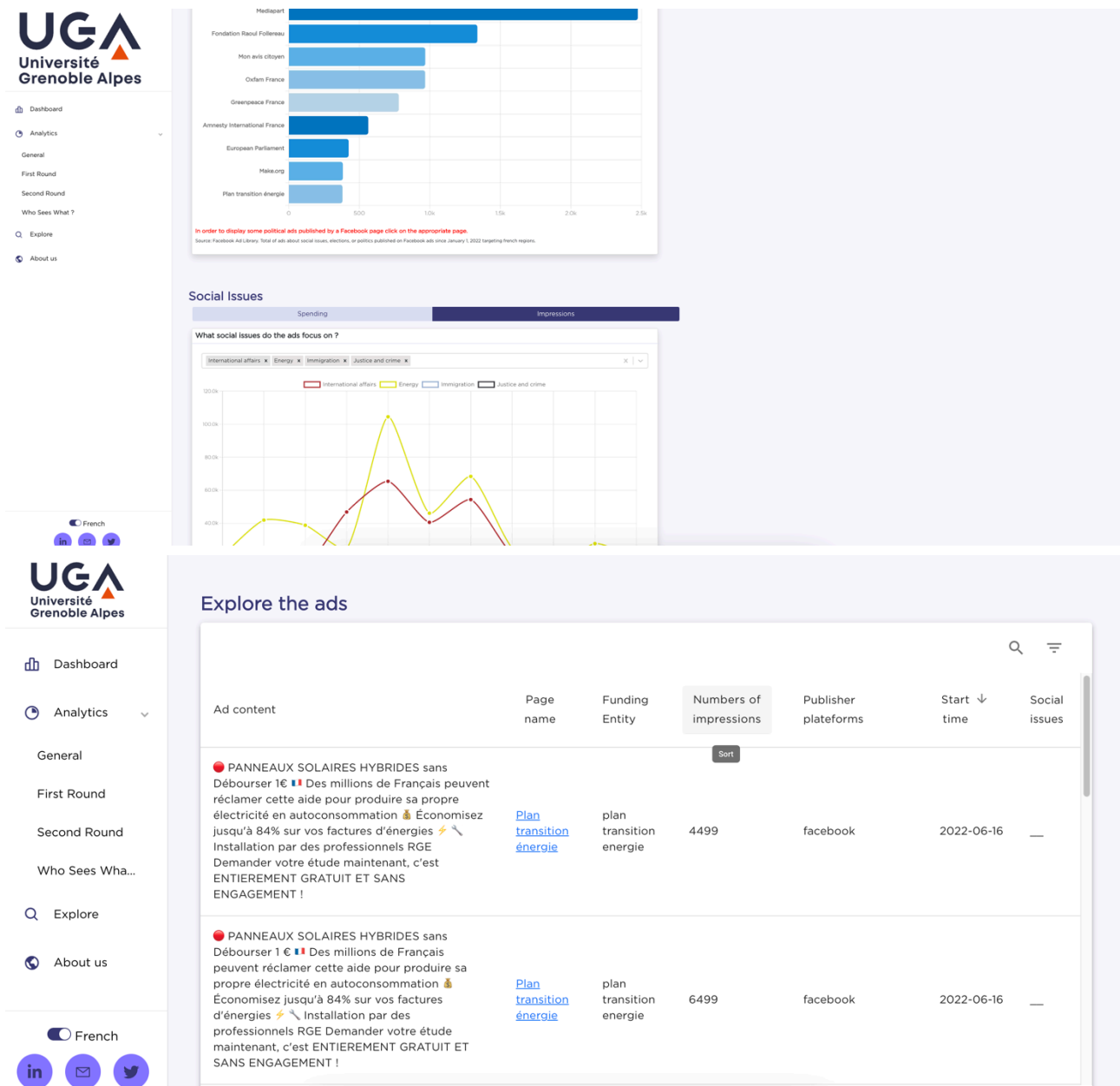
Facebook Political Ads Analysis

Developed by Universite Grenoble Alpes

Link: <https://elections2022.imag.fr/>

Accessibility: free. Available in French and English
 Open source resources: No data is available for download
<https://github.com/romaissalmh/elections2022>
 Contact: ana.goga@cnrs.fr

The portal illustrates the Facebook political ads published in France and provides an overview and detailed watch on the use of Facebook as a targeting tool during the period of the French presidential elections.



It reflects:

- General statistics
- Most popular pages during the elections, frequent social topics, demographics
- Daily posts per regions and total costs per regions

- It allows a comparison of main targeted topics based on age and gender - <https://elections2022.imag.fr/analytics/whoseeswhat>

One of the limitations of the portal seems to be the limited number of pages it includes in the analysis and which is displayed for search. Furthermore, it lacks a description of the technical methodology used.

Illuminating dashboards

Supported by the John S. and James L. Knight Foundation, the Tow Center for Digital Journalism at Columbia University, the Center for Computational and Data Sciences and the BITS Lab at the School of Information Studies at Syracuse University.

Link: <https://illuminating.ischool.syr.edu/> . See video presentation <https://vimeo.com/462635774>

Accessibility: free

Open-source resources: Data is available for download in csv files, according to the generated charts

Contact: jstromer@syr.edu

The platform is dedicated to journalists and provides “usable yet comprehensive summary of the content and character of campaign communication online that goes beyond counting likes or retweets. Illuminating provides an interactive database that allows for easy and quick tracking of what candidates are saying on social media through their free campaign accounts on Facebook and Twitter and their paid ads on Facebook and Instagram.”

Illuminating uses Apache Airflow to obtain data on ads from the Facebook Ad Library APIs. The data is updated each four hours and is tagged by the machine learning models. The database includes data from Facebook and Instagram accounts, including ads and the metadata from main candidates’ pages and campaigns purchased on other affiliated pages (except the pages such as political action committees). For FB Ad Library API which provides spending and impressions data for each ad in ranges, the project estimated the midpoint of each range.

The portal includes three dashboards:

- 2020 Facebook and Instagram Ads
- 2020 Facebook and Twitter Posts
- 2016 presidential campaign

The analysis does not comprise all the databases, but focuses on a limited number of profiles. The 2020 dashboards refer to four profiles: Donald Trump, Joe Biden, Kamala Harris and Mike Pence and some third-party supporting pages. The Ads dashboards allow user to see graphs based on filters including message type, topic and tone and view costs by gender, age and location (data can be filtered by state). Two additional sections illustrate top ad buys (as value) and unique ads.



The Facebook and Twitter Posts dashboard shows data related to the type, topic and tone of the message. Also, it lists popular Facebook and Twitter messages.

Read here more about topics and tone, as well as how machine learning works
<https://illuminating.ischool.syr.edu/usage-guidelines-campaign-2020>

Open Secrets online Ads

Developed by Open Secrets

Link: <https://www.opensecrets.org/online-ads>

Accessibility: free

Open-source resources: No data is available for download

Contact: info@crp.org

The portal cover the US and displays how much political competitors are spending online by drawing data from Facebook and Google. Advertisers have their own profiles showing how much they spent for each platform and how much money goes per state. The platform displays data from Facebook starting on January 2020 and data for Google starting on May 2018.

[Home](#) / [Political Ads](#) / [Online Ads](#) /

Online Political Ad Spending

DATA IN THE ONLINE ADS PORTAL GOES THROUGH JANUARY 2021. CHECK BACK SOON FOR MORE!

Online ads are an indispensable tool for modern political campaigns aiming to attract donors or sway voters. The searchable portal, made possible by [our partners](#), provides a snapshot of just how much political forces are spending online by pulling data from Facebook and Google. Each advertiser has its own profile that details its spending on each platform over time, and how much the advertiser is spending to target Facebook users in each state. Find out more about online ad spending related to the presidential election for [Biden](#) and [Trump](#).

[TABLE](#)

[MAP](#)



OpenSecrets displays data from Facebook starting on January 1, 2020 and data for Google starting on May 27, 2018.

TOTAL SPENT

\$2.1B

\$0.00 since 04/15/2022

As of 04/22/2022

0.0%

TOTAL NUMBER OF ADS

14M

No change since 04/15/2022

As of 04/22/2022

0.0%

NUMBER OF ADVERTISERS

98K

No change since 04/15/2022

As of 04/22/2022

0.0%

[Home](#) / [Political Ads](#) / [Online Ads](#) / [Advertiser](#) /

Online Political Advertiser Profile for Biden for President

DATA IN THE ONLINE ADS PORTAL GOES THROUGH JANUARY 2021. CHECK BACK SOON FOR MORE!

Search for an advertiser

e.g. Comcast



Biden for President

Facebook

\$46,446,358

Google

\$83,700,800

Total Spent: \$130,147,158

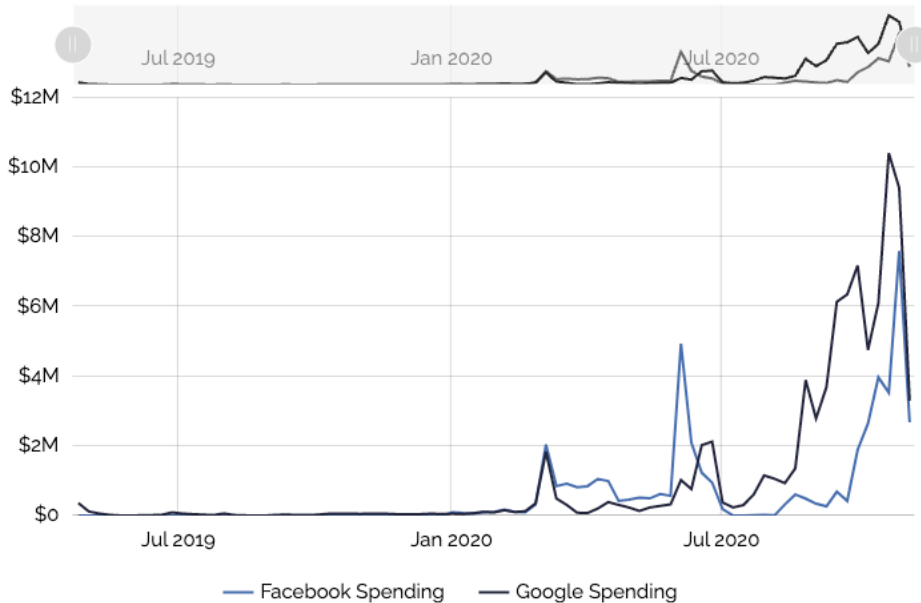
Spending by Facebook page

Since January 1, 2020

Many advertisers run advertisements on several different Facebook pages. We include the spending on all of these pages in the advertiser's spending total and you can see the individual totals for all affiliated pages below.

Platform spending over time

Zoom in on a timeframe by clicking and dragging the handles above the chart or clicking and dragging on the chart itself.



According to the website, the data is used as it follows:

- For Google - weekly reports provided directly by Google
- For Facebook- weekly spending totals on political advertisements purchased by Facebook entities, as reported by Facebook and collected by the [Wesleyan Media Project](#) (see below). A unique Facebook entity is the unique combination of the page's name and the "disclaimer" for the page. For example, the same group might fund several different Facebook pages and each page will be displayed here. Each week period covers Sunday-Saturday inclusive.

Furthermore, the [Wesleyan Media Project](#) explains how the data is processed:

- "For the weekly spending reports WMP cleans up text fields (the mismatched quotation marks that can ruin data import), provides last known page names when the pages get deleted, and associates the page names and funding disclaimers with political entities. We use the Sunday-Saturday as a definition of a week."
- "For the aggregate spending reports, WMP uses the same transformations as for weekly spending and also uses an optimization algorithm to minimize the round-off error in Facebook reporting for small advertisers." Read more about [the method used by WMP to compute the aggregate spends by regions for Facebook advertisements](#).

The Social Media Dashboard for the 2021 Federal Election in Germany

Developed by Tagesspiegel and Democracy Reporting International

Link: <https://interaktiv.tagesspiegel.de/lab/social-media-dashboard-bundestagswahl-2021/>

Accessibility: free. Available in German

Open-source resources: No data is available for download

Contact: digital@tagesspiegel.de

The interactive dashboard analyses the presence of the top candidates on social media platforms including Facebook, Youtube, Instagram and Twitter in German federal elections.

Data is collected as follows:

- Facebook and Instagram – via Crowdtangle, through APIs. Data is accessed regularly
- Twitter posts are accessed via Twitter interface. Is used more intensively by candidates
- Youtube – via Youtube interface - <https://www.youtube.com/t/terms>

The data is evaluated automatically, mostly by Python language and it is regularly updated via a daily mirror server. The information is available in graphical mode, including maps and tables. The posts are either published by their official webpages or by the general public, about the candidates. Online public information (public profiles) is processed.

The dashboard shows among others:

- Which parties post most
- Which tools are mostly used
- Topics
- Most common hashtags
- Who has most followers
- What emojis are used
- Most popular posts
- Statistics regarding the most popular candidates: feedback, how much thy post, followers, emojis, frequently used terms

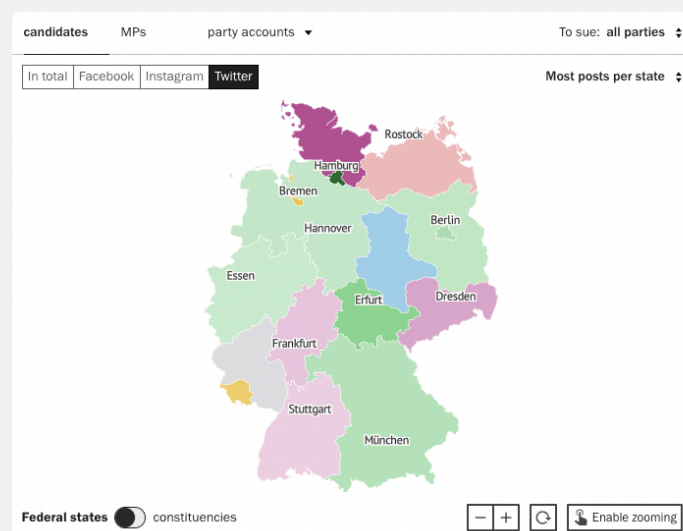
These words are used the most

from the candidates	about the candidates
In total	Facebook
country (114)	Germany (99)
Person (33)	strong (65)
Chancellor (24)	need (50)
give (23)	together (36)
Future (23)	Europe (35)
Power (22)	North Rhine-Westphalia (27)
	stand (27)
Person (85)	child (79)
federal government (43)	country (58)
climate protection (38)	stand (50)
departure (38)	need (46)
Government (33)	together (45)
Future (30)	Germany (40)
federal election (29)	politics (39)
country (75)	citizen (66)
Germany (72)	Citizens (65)
be happy (60)	together (63)
speak (56)	Chancellor (52)
Future (53)	Person (52)
important (53)	need (51)
Company (44)	child (44)
choose (42)	Company (44)
country (73)	Country (42)
Person (48)	Germany (41)
Country (42)	need (41)
Germany (41)	center (40)
need (41)	Freedom (34)
center (40)	politically (32)
Freedom (34)	politics (31)
politically (32)	see (29)
politics (31)	Choice (29)
see (29)	give (26)
Choice (29)	chance (24)
give (26)	democrat (24)
chance (24)	Conversation (24)
democrat (24)	
Conversation (24)	
Citizens (83)	Germany (64)
Germany (64)	politics (43)
politics (43)	Person (29)
Person (29)	country (28)
country (28)	Support (28)
Support (28)	

Most common hashtags

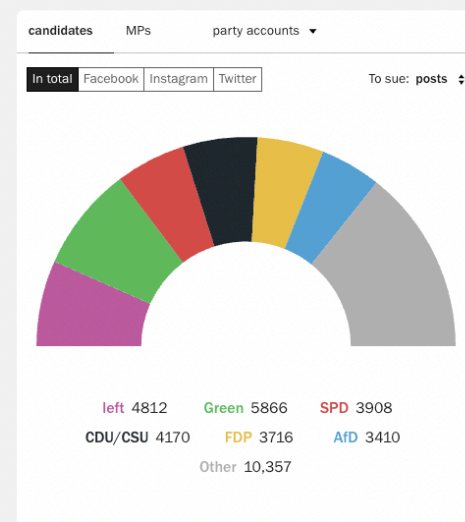
from the candidates	about the candidates
In total	Twitter
#because of tomorrow (34)	#oneunion (7)
#Germanytrip (6)	#cohesion (6)
#triell (6)	#Europe (6)
#business (5)	#modernization decade (5)
#digitalization (4)	#nrrw (3)
#belarus (4)	#cop26 (2)
#Potsdam (2)	#nsu (2)
#triell (2)	#elderly (2)
#rttrial (2)	#climatecrisis (1)
#fall of the wall (1)	#9november (1)
#triell (14)	#Afghanistan (6)
#respect (5)	#climateprotection (4)
#scholz packs that (4)	#climateclub (3)
#climatechange (3)	#finalround (3)
#p7btw21show (3)	#plaintext (3)
#freedom (12)	#investments (8th)
#navalny (7)	#freenavalny (7)
#federal government (7)	#inflation (6)
#prosperity (6)	#digitalization (5)
#Europe (5)	#Afghanistan (4)
#Germany (12)	#corona (10)
#traffic light (8th)	#eu (7)
#energy transition (6)	#Merkel (5)
#inflation (4)	#Europe (4)
#federal government (4)	#Afghanistan (4)

These federal states and constituencies are particularly present



The relative number of posts per constituency or state over the last two weeks is shown. The regions are colored according to the party color whose members or officials post more there than those of the other. [Show more info](#)

Which party posts the most?



The respective total of all posts by the candidates of a party is shown. Alternatively, you can switch to the sum of the posts of all. [Show more info](#)

Provinciale Statenverkiezingen 2023

Developed by University of Amsterdam, in collaboration with Who Targets Me

Link: <https://favstats.github.io/ProvincialeStatenverkiezingen2023/>

Accessibility: free

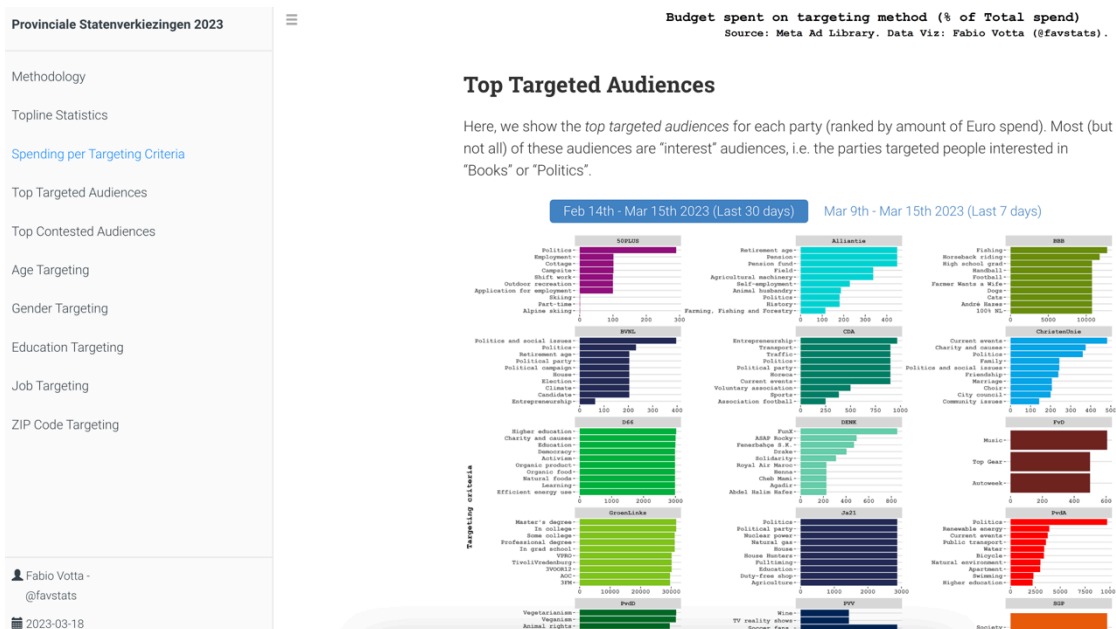
Open source resources: No data is available for download

Contact: F.A. (Fabio) Votta, Faculty of Social and Behavioural Sciences, University of Amsterdam, f.a.votta@uva.nl

The platform analyses more than 1000 political advertisers for the Dutch Elections in provincial elections of 2023. Data is extracted from Meta Ad Library, using the Audience

data. Includes advertisers who advertised in the last 7 days (Mar 9th - Mar 15th 2023) and in the last 30 days (Feb 14th - Mar 15th 2023).

The platform includes statistics such as: general statistics, spending per targeting criteria, top targeted audience, top contested audience, age, education, job, and gender targeting,



Decoder

Developed by Who Targets me

Link: <https://whotargets.me/en/decoder/>

Accessibility: free, public

Open-source resources: <https://whotargets.me/en/decoder/> ;

<https://github.com/rgarner/polit-ads>

Contact: <https://whotargets.me/en/get-in-touch/>

It was a project ran for the 2020 US presidential elections which used the URL strings found in ads ran by Joe Biden and Donald Trump in order to analyse their targets. Such parameters can be found in links they want users to click in order to analyse the performance of ads. The project looked into the manner in which 500,000 presidential campaign Facebook ads were targeted and optimised. The project is archived, but the data and source code are available.

Other dashboards regarding spending and targeting in different elections, developed in collaboration with Whotargets me

-  [2021 Dutch parliamentary election](#) (15th-17th March 2021)
-  [2021 German federal election](#) (26 September 2021)
-  [2022 Swedish general election](#) (11th September 2022)
-  [2022 United States midterm elections](#) (8th November 2022)
-  [2022 United States midterm elections - Georgia Runoff](#) (6th December 2022)
-  [2023 Lazio & Lombardy regional election](#) (12-13th February 2023)
-  [2023 Estonian parliamentary election](#) (5th March 2023)
-  [2023 Dutch provincial elections](#) (15th March 2023)
-  [2023 Montenegrin presidential elections](#) (19th March 2023) - 1st round
-  [2023 New South Wales state election](#) (25th March 2023)
-  [2023 Finnish parliamentary election](#) (2 April 2023)
-  [2023 Turkish general election](#) (14 May 2023) - Round 1
-  [2023 Bremen State election](#) (14 May 2023)
-  [2023 Greek Legislative election](#) (21 May 2023)
-  [2023 Turkish Presidential election](#) (14 May 2023) - Round 2
-  [2023 Montenegrin parliamentary elections](#) (11 June 2023)
-  [2nd 2023 Greek Legislative election](#) (25 May 2023)

II. Research based on data from social media libraries

Facebook Political Ads Analysis

Developed by New College of Florida

Link:

[https://htmlpreview.github.io/?https://github.com/dominicventura19/FacebookPoliticalAdsAnalysis/blob/master/main%20\(1\).html](https://htmlpreview.github.io/?https://github.com/dominicventura19/FacebookPoliticalAdsAnalysis/blob/master/main%20(1).html)

Accessibility: free

Open source resources: No data is available for download

Contact:

Training Set - Political Issues Frequencies

Issue	Percent %
immigration	18
education	18
healthcare	15
terrorism	12
environment	12
trade	10
foreign	8
election	8
corruption	7
tax	5
other	3

Confusion Matrix: Accuracy: 92.9%

	immigration	education	healthcare	terrorism	environment	trade	foreign	election	corruption	tax	other
immigration	5	38	90	13	45	7	9	47	9	17	2998
education	3	22	33	14	22	1	3	18	6	1326	23
healthcare	3	30	19	35	16	5	7	14	1272	6	15
terrorism	1	25	54	16	33	9	8	1564	9	17	59
environment	2	3	10	1	7	1	354	9	2	5	12
trade	4	14	10	5	4	958	3	16	4	7	20
foreign	12	39	30	5	2394	13	16	43	8	45	42
election	3	16	65	9191	11	5	2	11	16	4	17
corruption	7	47	1034	47	34	9	13	70	30	24	44
tax	5	1041	59	22	28	4	7	30	15	14	37
other	1590	8	9	1	13	4	4	5	1	4	10

Actual vs. Predicted

Actual \ Predicted	immigration	education	healthcare	terrorism	environment	trade	foreign	election	corruption	tax	other
immigration	10	10	10	10	10	10	10	10	10	10	10
education	10	10	10	10	10	10	10	10	10	10	10
healthcare	10	10	10	10	10	10	10	10	10	10	10
terrorism	10	10	10	10	10	10	10	10	10	10	10
environment	10	10	10	10	10	10	10	10	10	10	10
trade	10	10	10	10	10	10	10	10	10	10	10
foreign	10	10	10	10	10	10	10	10	10	10	10
election	10	10	10	10	10	10	10	10	10	10	10
corruption	10	10	10	10	10	10	10	10	10	10	10
tax	10	10	10	10	10	10	10	10	10	10	10
other	10	10	10	10	10	10	10	10	10	10	10

Ads Not in Training Data vs. Training Data

Issue	Not in Training Data (%)	Training Data (%)
immigration	20	10
education	10	10
healthcare	10	10
terrorism	10	10
environment	10	10
trade	10	10
foreign	10	10
election	10	10
corruption	10	10
tax	10	10
other	10	10

Total Political Facebook Ads Per Month From July 2017 to May 2019

Total Political Facebook Ads Per Month From July 2017 to May 2019

Percent Ad Growth From April Leading Up To Midterms November 2018

Issue	Percent %
immigration	1035%
education	907%
healthcare	764%
terrorism	741%
environment	707%
trade	648%
foreign	605%
election	568%
corruption	443%
tax	303%
other	128%

Facebook Ad Growth From July Leading Up To Midterms

Issue	Total Growth (Count)
immigration	200
education	180
healthcare	160
terrorism	140
environment	120
trade	100
foreign	80
election	60
corruption	40
tax	20
other	10

Seasonality of Ad Sentiment

Issue	Spring (%)	Summer (%)	Fall (%)	Winter (%)
immigration	10	10	10	10
education	10	10	10	10
healthcare	10	10	10	10
terrorism	10	10		

Contact: media@wesleyan.edu

Wesleyan Media Project (WMP) was founded in 2010 and has the purpose to provide real-time, non-partisan information on the volume, spending, sponsorship and content of political advertising across the US. It envisages to track all election-related advertising by source (group, corporation, union, party, or candidate) and to provide comparative analysis enhancing the ability of journalists, citizens and scholars to hold governments and special interests accountable. While the platform is not a classic dashboard displaying data on Facebook Ads based on filters, it provides comparative analysis between political advertising displayed on TV stations and online advertising. See some examples here: <https://mediaproject.wesleyan.edu/?s=facebook>

For example, for the most recent report, the sources of data for social media advertising are the following (<https://mediaproject.wesleyan.edu/releases-110322/#table5method>):

- **Facebook spending data** from aggregate reports, which provide spending information for each page name and disclaimer combination. Totals reflect spending between January 6, 2021, September 5, 2022, October 16, 2022, and October 29, 2022 and are calculated by subtracting the reported cumulative spending (as reported by Facebook as the total spent since May 2018) for the October 29, 2022 report and subtracting the cumulative spending reported for January 5, 2021, September 4, 2022, and October 15, 2022
- For **Google ads**, the weekly reports are drawn from the platform's Transparency Report. Google only includes spending in federal and state races and only includes weekly totals but lists the sponsor's Employer Identification Number (EIN) or FEC committee ID.

In Nevada, the Democratic incumbent, Catherine Cortez Masto, has spent over \$17 million on ads since early September, most of it on broadcast television spots. Her opponent, Adam Laxalt, has spent about half that total, \$8 million. Neither candidate has spent a significant amount on Facebook or Google ads. This is in comparison to the Democratic challenger in Wisconsin, Mandela Barnes, who has spent nearly \$4 million on digital ads since early September (in addition to over \$14 million on television and radio ads), accounting for 22 percent of his ad spending.

Table 4: Ad Spending by Candidate Sponsors in Senate Races (Fall General Election)

Sponsor	State	Party	TV Broadcast Cost (in \$Ms)	Other TV & Radio Cost (in \$Ms)	Facebook Cost (in \$Ms)	Google Cost (in \$Ms)	Total Cost (in \$Ms)	% Digital
Warnock, Raphael	GA	DEM	16.84	8.72	1.91	3.75	31.22	18%
Fetterman, John	PA	DEM	14.62	3.32	1.27	2.05	21.27	16%
Kelly, Mark	AZ	DEM	13.18	5.29	0.81	1.03	20.3	9%
Barnes, Mandela	WI	DEM	11.64	2.4	1.13	2.77	17.94	22%
Masto, Catherine Cortez	NV	DEM	14.77	1.32	0.33	0.72	17.14	6%
Demings, Val	FL	DEM	12.56	1.93	1.08	1.11	16.68	13%
Ryan, Tim	OH	DEM	11.11	2.6	0.57	1.84	16.12	15%
Rubio, Marco	FL	REP	11.4	2.46	0.13	0.71	14.71	6%
Walker, Herschel	GA	REP	7.49	4.62	0.21	0.58	12.9	6%
Hassan, Maggie	NH	DEM	7.61	4.16	0.18	0.59	12.54	6%

Table 5: Facebook Ad Spending by U.S. Senate Candidates (Last Two Weeks)

Sponsor	Party	State	Pct Goal Persuade	Pct Goal Fundraising	Pct In-State	Est. Spend from Fb Ad Library Report
Fetterman, John	DEM	PA	16%	83%	37%	532,132
Warnock, Raphael	DEM	GA	18%	54%	23%	512,601
Barnes, Mandela	DEM	WI	73%	23%	54%	372,141
Demings, Val	DEM	FL	15%	83%	27%	345,536
Kelly, Mark	DEM	AZ	56%	42%	49%	298,531
Cortez Masto, Catherine	DEM	NV	55%	44%	56%	191,264
Ryan, Tim	DEM	OH	27%	72%	38%	146,937
Schumer, Charles E	DEM	NY	100%	0%	100%	129,660
Bennet, Michael F.	DEM	CO	37%	63%	52%	105,983
Duckworth, L. Tammy	DEM	IL	73%	26%	61%	74,002
Beasley, Cheri	DEM	NC	67%	33%	64%	71,014

III. Data processing tools

Data acquisition tools

Propublica Political Ad Collector (– browser extension) – PAC – also see Ad Observer

Developed by Propublica

Link: <https://www.propublica.org/article/help-us-monitor-political-ads-online>

Accessibility: free

The software allows users to collect ads displayed in their feeds and tags the ones which are political, based on an algorithm built by ProPublica. The tools do not collect personal data, while the collected information is pulled into a public database, accessible to diverse stakeholders.

The tool was used to monitor several elections, including Australia, Italy, Canada or Germany -

<https://www.propublica.org/article/outlets-in-eight-countries-are-using-our-tool-to-monitor-political-ads-on-facebook>



Who targets me – browser extension

Developed by Who Targets Me - a small group of activists creating and managing a crowdsourced global database of political adverts placed on social media.

Link: <https://whotargets.me/en/>

Accessibility: free

Who Targets Me is a browser extension launched in the UK in 2017 and used in many other countries around the world. The extension shows the user:

- A record of all the political ads which target the user and why they are displayed
- Data about which parties and groups are targeting him/her the most
- Data about which parties and groups are targeting his/her district most heavily
- Data about how many political ads there are vs. the total number of ads running at any given time

How the browser extension works:

Here's your personalized result:



Since Wed, 8th July 2020, you've seen 26 political ads, of which 16 (62%) were from **DONALD TRUMP**.

- 42% of Who Targets Me users are yet to see any political ads at all
- You've seen 10% fewer political ads in the last week than in the week before
- You've seen 26% less political ads in the last week than the average Who Targets Me user in the United States
- In the last week, the Trump campaign has spent **\$6,141,815** on Facebook. The Biden campaign has spent **\$4,809,059**
- [What do these numbers mean and how were they calculated?](#)

Share your result

I'm being targeted by DONALD TRUMP on Facebook. See who's targeting your #election2020 vote with the @whotargetsme browser extension
<https://whotargets.me>

Share on Facebook

Share on Twitter

Share via Email

The extension also gathers ads which appear on the user's profile, including the data and time when it was visualized. Data from an optional anonymous profile created by the user (location, language setting, age, gender, his/her general political view) may be collected.



Set up Who Targets Me (Step 1/3)

Shqip / Albanian (2.6% translated)
dansk / Danish (1% translated)
Nederlands / Dutch (69.3% translated)
✓ English / English (100% translated)
suomi / Finnish (2.1% translated)
Français / French (30.1% translated)
Deutsch / German (76.1% translated)
magyar / Hungarian (87.3% translated)
Italiano / Italian (96.2% translated)
cnr / Montenegrin (95.2% translated)
Polski / Polish (100% translated)
Português / Portuguese (90.4% translated)
Русский / Russian (65.6% translated)
Español / Spanish (93.6% translated)
Українська / Ukrainian (65.6% translated)



Set up Who Targets Me (Step 2/3)

This browser extension collects and stores:

- An optional anonymous profile created by you (location, language setting, age, gender, your general political view)
- The ads that appear in your Facebook newsfeed (including the time and date you saw them)

- ☐ I have read and agree to the [terms and conditions](#)
- ☐ I have read the [privacy policy](#) I give my consent to the collection and processing of my personal data.
- ☐ I explicitly give my consent to the collection of my personal information as set out in the [privacy policy](#)

You can uninstall the extension and/or delete the data you've contributed to the project at any time. Your data is yours and anonymous - we will never attempt to identify you.

By continuing you agree to the [terms and conditions](#) and [privacy policy](#)

Back

Next »

The results of some monitoring activities can be found here

<https://github.com/orgs/WhoTargetsMe/repositories?type=all>

Other projects based on this tool:

<https://internetlab.org.br/en/projetos/voce-na-mira-2/>

<https://panoptikon.org/political-ads-report>

PubliElectoral

Developed by Association by Derechos Civiles

Link: <https://publielectoral.lat/>.

Accessibility: free.

Open source resources: No data to download. Github:

<https://github.com/Asociacion-por-los-Derechos-Civiles-ADC>

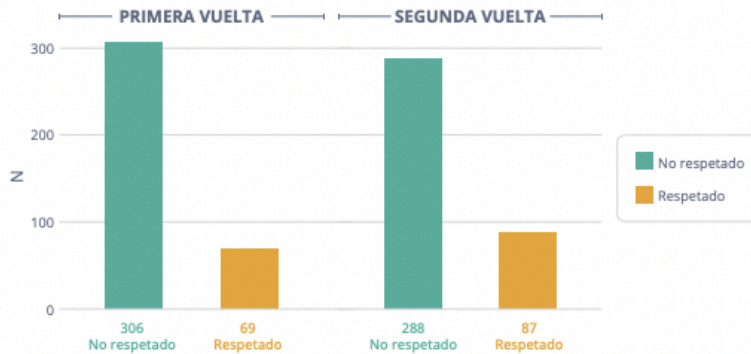
Contact: electoralmonitor@adc.org.ar

PublicElectoral is a tool which collects information related to electoral advertising on social networks. It can be used on Android devices or as extensions on web browsers. It detects political ads from the Google account, either from the app or from the browser. Advertisements are stored in a database and are used to generate public reports. PubliElectoral does not read personal information or posts from the news feed and does not store private data such as age or gender. The database itself is not publicly available.

Based on data gathered, PublicElectoral teams in several countries published monitoring reports for elections in countries such as Chile, Paraguay, Argentina, Brasil or Mexico, available at <https://publielectoral.lat/>.

Gráfico 5

Respeto a la veda electoral para la propaganda electoral orgánica



Fuente: Elaboración de los autores a partir de PubliElectoral.

Descripción de la imagen: Número de cuentas que respetan o no el período de veda electoral para la distribución de material gráfico en cada vuelta electoral.

Separando las páginas por candidaturas de referencia y las páginas consideradas en la selección como nacionales, podemos observar que las páginas de candidatos tanto de Bolsonaro como de Lula son las que hicieron publicaciones orgánicas que fueron clasificadas como electorales en el período de veda.

Other tools

Facebook political advertising – repositories

[gh: search?q=facebook+political+ads](https://github.com/search?q=facebook+political+ads)

/Ads-Library-API-Script-Repository

[gh: facebookresearch/Ad-Library-API-Script-Repository](https://github.com/facebookresearch/Ad-Library-API-Script-Repository)

Commonly used python scripts that allows everyone to pull data via the Ad Library API

/facebook_ad_library (data dump)

[Lejo1/facebook_ad_library: Copy of the Ads from Facebook Ad Library API \(github.com\)](https://github.com/Lejo1/facebook_ad_library)

Copy of the Ads from Facebook Ad Library API - This Project aims to provide a searchable and complete copy of the political ads on the Facebook Ad Library Facebook already provides all this data via their web interface.

Demo: [Facebook Ad Archive \(nexuscloud\)](https://nexuscloud.com/facebook-ad-archive)

The public version allows users to search the history of a page by ID or name - <https://ad-archive.nexxt.cloud/>

Facebook Ad Archive

This Project aims to provide a searchable and complete copy of the political ads on the [Facebook Ad Library](#). You can find further information on the source of the data and whole database downloads on [Github](#).

Here you can display ads by their ad/page id or search for them by their page name. There are total **34576930** ads in the archive.

Single Ad

Load

Find Ads by Page ID or Page Name

Load**813162929928456**[View in Ad-Lib](#) [Render](#) [Raw Data](#)**[Marcel Ciolacu](#) (1395939193764858)**

Paid by: Partidul Social Democrat

Viața mea până la intrarea în politică este la fel ca viața multor români după Revoluție.

Am condus mașini second-hand din Germania, am făcut mai multe firme și am încercat să străbat prin capitalismul sălbatic al anilor '90, mi-am luat apartament cu două camere pe strada Viitorului și am îndrăznit la un moment dat să-mi închid și balconul.

Pe scurt, am făcut ceea ce am crezut că este mai bine pentru familia mea! Nu

613530494176459[View in Ad-Lib](#) [Render](#) [Raw Data](#)**[Marcel Ciolacu](#) (1395939193764858)**

Paid by: Partidul Social Democrat

Viața mea până la intrarea în politică este la fel ca viața multor români după Revoluție.

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Pe scurt, am făcut ceea ce am crezut că este mai bine pentru familia mea! Nu

956264152289674[View in Ad-Lib](#) [Render](#) [Raw Data](#)**[Marcel Ciolacu](#) (1395939193764858)**

Paid by: Partidul Social Democrat

Viața mea până la intrarea în politică este la fel ca viața multor români după Revoluție.

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Pe scurt, am făcut ceea ce am crezut că este mai bine pentru familia mea! Nu

/facebook-ad-library-scraper

[gh: minimaxir/facebook-ad-library-scraper](#)

A Python scraper for the Facebook Ad Library, using the official Facebook Ad Library API.

similar: [gh: O1sims/political-ad-scraper](#)