

## FaceBook microtargeting - age discrimination in the hiring process

Happy Holidays!

Dozens of companies including Verizon, Amazon, UPS, Goldman Sachs - and Facebook itself - are using Facebook's micro targeting to ensure that their job ads are only shown to younger viewers — a joint @Propublica @NYT investigation.

The ability of advertisers to deliver their message to the precise audience most likely to respond is the cornerstone of Facebook's business model. But using the system to expose job opportunities only to certain age groups has raised concerns about fairness to older workers.

[Read more](#)

TO YOUR SUCCESS,

JENNIFER WEGGEMAN, M.A.

CAREER COUNSELOR/WORKSHOP FACILITATOR

*DUPAGE COUNTY WORKFORCE DEVELOPMENT DIVISION*

*WORKNET DUPAGE CAREER CENTER*

2525 CABOT DR. SUITE 302

LISLE IL 60532-3629

TEL: 630-955-2032

FAX: 630-955-2059

[JWEGGEMAN@WORKNETDUPAGE.ORG](mailto:JWEGGEMAN@WORKNETDUPAGE.ORG)

