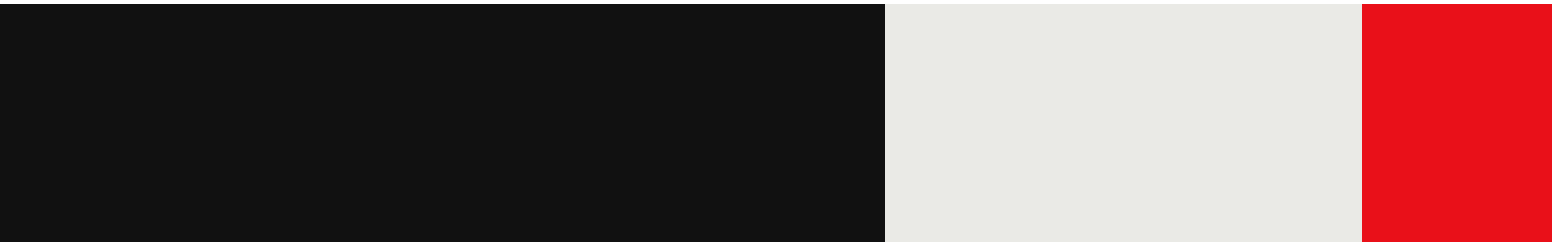


How trust affects social ad attitudes, Facebook changes its ad targeting options, and TikTok's growth

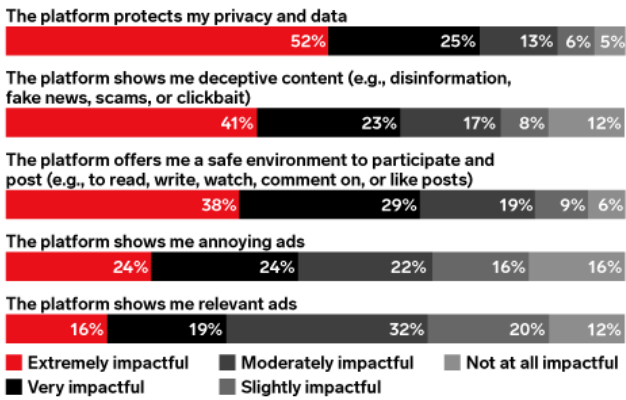
Audio



On today's episode, we discuss how Americans feel about the different social media platforms and the extent to which trust affects usage and attitudes toward advertising. We then talk about Facebook scrapping certain kinds of ad targeting and some rather lofty expectations for TikTok. Tune in to the discussion with eMarketer principal analyst Debra Aho Williamson and senior analyst at Insider Intelligence Audrey Schomer.

What Most Affects US Social Media Users' Decision to Engage* with Ads or Sponsored Content on Social Media Platforms?

% of respondents, June 2021



Note: n=1,730 ages 18-75; number may not add up to 100% due to rounding; *view, watch, click, share, comment

Source: Insider Intelligence, "US Digital Trust Survey," Q2 2021

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