

# Podcast: New Bill Would Rid Social Media of Political Bias

## AUDIO |

### eMarketer Editors

eMarketer principal analyst Nicole Perrin and vice president of multimedia Paul Verna discuss new legislation aimed at eliminating supposed political bias from social platforms. Also on the agenda: women in ads, smartwatch use and the Snapchat friends survey.

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#### **Social Media Advertising Practices that US Internet Users Believe the Government Should Regulate, April 2019**

% of respondents

**The way social media companies run political advertising**

33%

**The way social media companies allow groups to target ads in order to prevent illegal discrimination**

41%

**The way social media companies safeguard the personal data of their users**

56%

Note: ages 18+

Source: The Economist and YouGov as cited in company website, April 9, 2019

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