
DO GOOGLE ADS CARRY OUT RACIAL AND ECONOMIC PROFILING?



The testimony of Google Chairman, Eric Schmidt, before the Senate, should generate a debate whether Google is taking effective remedial measures to eliminate racial and economic profiling so that unethical advertisers are not able to use its services. Researchers have found enough data that black and Hispanic customers are charged higher for similar services compared to white customers. The Urban Institute found terms offered to non-white homeowners being less favorable vis-à-vis their white compatriots; “white sounding” applicants were 50 percent more likely to get an interview call than a “black sounding” candidate. Read the full article here: [Racial and Economic Profiling in Google Ads: A Preliminary Investigation - Huffington Post](#)

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