



# GOOGLE LOVES TO USE RACISM AND SEXISM FOR PROFIT!

## Google Allowed Advertisers To Target People Searching Racist Phrases

Google prompted BuzzFeed News to run ads targeted to keywords like "black people ruin neighborhoods," then allowed the campaign to go live.



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BuzzFeed News Reporter

Good quality but low traffic keywords (7)							
Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC	Avg. CPM	
black people ruin everything	0	\$0.00	0.00%	1	\$0.00	\$0.00	
jewish parasite	0	\$0.00	0.00%	2	\$0.00	\$0.00	
jews control the media	0	\$0.00	0.00%	5	\$0.00	\$0.00	

Google, the world's biggest advertising platform, allows advertisers to specifically target ads to people typing racist and bigoted terms into its search bar, BuzzFeed News has discovered. Not only that, Google will suggest additional racist and bigoted terms once you type some into its ad-buying tool.

Type "White people ruin," as a potential advertising keyword into Google's ad platform, and Google will suggest you run ads next to searches including "black people ruin neighborhoods." Type "Why do Jews ruin everything," and Google will suggest you run ads next to searches including "the evil jew" and "jewish control of banks."

BuzzFeed News ran an ad campaign targeted to all these keywords and others this week. The ads went live and were visible when we searched for the keywords we'd selected. Google's ad buying platform tracked the ad views. The issue is not unique to Google. On Thursday, ProPublica reported a similar issue with Facebook's ad targeting system.

Following our inquiry, Google disabled every keyword in this ad campaign save one — an exact match for "blacks destroy everything," is still eligible. Google told BuzzFeed News that just because a phrase is eligible does not guarantee an ad campaign will run against it. A total of 17 ad impressions were served before the keywords were disabled.

"This violates our policies against derogatory speech and we have removed it," a Google spokesperson told BuzzFeed News after being sent a screenshot of live ad campaign targeted to the search terms "Zionists control the world."

Friday morning, following publication of this story, Google provided a second statement to BuzzFeed News from Senior Vice President of Advertising Sridhar Ramaswamy. "Our goal is to prevent our keyword suggestions tool from making offensive suggestions, and to stop any offensive ads appearing. We have language that informs advertisers when their ads are offensive and therefore rejected. In this instance, ads didn't run against the vast majority of these keywords, but we didn't catch all these offensive suggestions. That's not good enough and we're not making

excuses. We've already turned off these suggestions, and any ads that made it through, and will work harder to stop this from happening again."

This revelation comes as Facebook is scrambling to adjust its advertising platform which allowed marketers to target "Jew haters." Facebook blamed the issue, first reported by ProPublica, on its software algorithms. The company said these targeting criteria emerged when people listed the terms under their education and employer fields of their profiles. Facebook Thursday night said it would temporarily stop offering advertisers the option to target by these self-reported targeting fields.

### Get keyword ideas

Enter a website

white people ruin

Keywords	Monthly search volume
« white people ruin everything	480
« black people ruin everything	320
« blacks ruin everything	170
« arthur black people ruin everything	50
« blacks destroy everything	90
« black people destroy everything	70
« black people ruin neighborhoods	50
« black people ruin everything arthur	20

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In our Google ad buy, BuzzFeed News used a news story as the destination URL that included relevant language that would be accepted by Google's advertising system.

There are major differences between Facebook's and Google's ad systems that make Google's system harder to police. On Facebook, you essentially pick targeting criteria from Facebook's catalogue of information about people — their gender, location, interests, and more. On Google, you target

ads to terms you anticipate will be typed in the search box. So Google's universe of potential ad-targeting contains many more unknowns.

Google removed 1.7 billion ads that violated its ad policies in 2016, according to its bad ad report.

Still, BuzzFeed News' campaign was largely made up of keywords suggested by Google's ad buying platform, which seemed to go the extra mile to make sure all angles of certain racist or bigoted ad buys got covered.



The image shows a screenshot of a Google AdWords keyword tool interface. It features a form with the following sections:

- Name:** A text input field containing the word "Jews".
- Bid:** A dropdown menu set to "1" and a price input field set to "\$ 1.00".
- Keywords:** A section with the heading "Your ad can show on search results for terms related to your keywords." and a large text input area. The input area contains the placeholder text "Enter keywords, one per line or separated by commas."
- Tip:** A section with the heading "Tip" and the following text: "Start with 10-20 keywords per ad group. Use match types to control which keyword variations can trigger your ad. [Learn more about choosing effective keywords.](#)"

Here's a quick breakdown of how the campaign was built. Typing an exact match for "why do jews ruin everything" into Google's ad-buying tool generated 77 additional keyword suggestions, from "jews ruin the world" to "jewish parasites." The keyword tool generates suggestions from the text on the destination website copy, and also pulls from search trends. Google is looking into the way the tool works, and making updates to it, the company told BuzzFeed News.

## Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Enter your landing page [?](#)  My landing page isn't ready

The webpage your ad will link to (ex: [www.example.com/yoga](http://www.example.com/yoga))

**Name**

**Bid** [?](#)

\$

**Keywords**

Your ad can show on search results for terms related to your keywords.

**Tips**

Start with 10-20 keywords per ad group.  
Use [match types](#) to control which keyword variations can trigger your ad.  
[Learn more about choosing effective keywords.](#)

**Get keyword ideas**

Enter a website

Keywords	Monthly search volume
<input type="checkbox"/> jews run the world	720
<input type="checkbox"/> are jews evil	4K+
<input type="checkbox"/> jewish media	1K+
<input type="checkbox"/> jews control	320
<input type="checkbox"/> jews ruin everything	40
<input type="checkbox"/> do jews run the world	210
<input type="checkbox"/> jews own everything	110
<input type="checkbox"/> do jews control the world	170
<input type="checkbox"/> jews control everything	170

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BuzzFeed News selected a few of these terms and targeted a campaign to them. Google's sole warning, at first, seemed to be that "zionist Jews run the world" wasn't searched all that often.

+ KEYWORDS											
Edit		Details		Search terms		Bid strategy		Automate		Labels	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[greedy jew]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish control of banks]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish parasite]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish world domination]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews control the media]	Eligible	\$5.00	0	2	0.00%	\$0.00	\$0.00	1.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews own everything]	Eligible	\$5.00	0	2	0.00%	\$0.00	\$0.00	1.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews own the media]	Eligible	\$5.00	0	2	0.00%	\$0.00	\$0.00	1.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews ruin everything]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews run the world]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews taking over]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[proof jews run the world]	Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[the jews rule the world]	Eligible	\$0.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[zionist jews run the world]	Low search volume	\$5.00	0	0	0.00%	\$0.00	\$0.00	0.0	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[zionists control the world]	Eligible	\$5.00	0	1	0.00%	\$0.00	\$0.00	1.0	-
Total - all but removed keywords					0	7	0.00%	\$0.00	\$0.00	1.0	
Total - Display Select					0	0	0.00%	\$0.00	\$0.00	0.0	
Total - all ad group					0	7	0.00%	\$0.00	\$0.00	1.0	

BuzzFeed News then tried other terms including "white people ruin." Google suggested 14 additional keywords here, too, among them: "black people destroy everything" and "black people ruin neighborhoods."



### Get keyword ideas

Enter a website

white people ruin

Keywords	Monthly search volume
« white people ruin everything	480
« black people ruin everything	320
« blacks ruin everything	170
« arthur black people ruin everything	50
« blacks destroy everything	90
« black people destroy everything	70
« black people ruin neighborhoods	50
« black people ruin everything arthur	20

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BuzzFeed News targeted these terms, too. Google disabled most of them after BuzzFeed News provided the company with details about the campaign, but an exact match for "black people destroy everything" is still eligible.

+ KEYWORDS											
		Edit ▾	Details ▾	Search terms	Bid strategy ▾	Automate ▾	Labels ▾				
<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status ?	Max. CPC ?	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. P
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[black people destroy everything]	Blacks	<input type="checkbox"/> Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[black people ruin everything]	Blacks	<input type="checkbox"/> Keyword disapproved	\$5.00	0	1	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[black people ruin neighborhoods]	Blacks	<input type="checkbox"/> Keyword disapproved	\$5.00	0	0	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[white people ruin everything]	Blacks	<input type="checkbox"/> Keyword disapproved	\$5.00	0	0	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[greedy jew]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	0	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish control of banks]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	0	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish parasite]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	2	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jewish world domination]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	1	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews control the media]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	5	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews own everything]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	2	0.00%	\$0.00	\$0.00	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[jews own the media]	Jews	<input type="checkbox"/> Keyword disapproved	\$5.00	0	3	0.00%	\$0.00	\$0.00	

On Thursday, Slate found an additional number of hateful categories inside Facebook's ad platform. BuzzFeed News tried these categories as keywords inside Google too.

<p>[How kill jewish]          [Killing Bitches]          [Killing Hajis]          [Pillage the women and rape the village]          [Threesome Rape]          [Kill Muslimic Radicals]          [Killing Haji]          [Ku-Klux-Klan]          [Jew Killing Weekly Magazine]          [The school of faggot murder &amp; assassinat:</p>	<p>Category: Own Home          Add all from this category          Add rent to own homes          Add www rent to own homes          Add rent and own homes          Add get rent to own homes          Add cheap homes rent to own          Add new rent to own homes          Add rent to own homes in          Add how to rent to own a home          Add how to get a rent to own home          Add rent to own cheap homes          Add rent to own homes scams          Add rent to own homes in ny          Add best rent to own homes          Add rent to own homes in mn          Add is rent to own homes a scam          Add rent to own homes websites          Add about rent to own homes          Add cheap rent to own homes          Add homes for rent to own by owner          Add hope rent to own homes          Add rent to own homes in atlanta          Add legitimate rent to own homes          Add rent to own homes for sale          Add rent to own homes app          Add low rent to own homes</p>
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Google's ad buying platform would not allow three of them.

**⚠ These entries could not be added due to the following reasons:**  
**Punctuation and symbols** [+ Detail](#)  
 [Pillage the women and rape the village] [Ku-Klux-Klan]  
 [Killing Haji]

With those keywords removed, the campaign was deemed eligible by Google's ad buying tool, though it again had concerns about low search volume.

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status <sup>[?]</sup>	Max. CPC <sup>[?]</sup>	Clicks <sup>[?]</sup> +	Impr. <sup>[?]</sup>	CTR <sup>[?]</sup>	Avg. CPC <sup>[?]</sup>	Cost <sup>[?]</sup>	Avg. Pos. <sup>[?]</sup>	Labels <sup>[?]</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[How kill Jewish]	Ad Group #1	<input type="checkbox"/> Eligible	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Jew Killing Weekly Magazine]	Ad Group #1	<input type="checkbox"/> Low search volume <sup>[?]</sup>	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Kill Muslimic Radicals]	Ad Group #1	<input type="checkbox"/> Low search volume <sup>[?]</sup>	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Killing Bitches]	Ad Group #1	<input type="checkbox"/> Eligible	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Killing Hajja]	Ad Group #1	<input type="checkbox"/> Low search volume <sup>[?]</sup>	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[The school of fagget murder & assassination]	Ad Group #1	<input type="checkbox"/> Low search volume <sup>[?]</sup>	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Threesome Rape]	Ad Group #1	<input type="checkbox"/> Eligible	\$5.00 <sup>[?]</sup>	0	0	0.00%	\$0.00	\$0.00	0.0	–

When Google disapproved some of the campaign's targeting, its system sent the following message: "We value diversity and respect for others, so we strive to avoid offending users with ads or promoted content that's inappropriate for our ad network. Please remove any content that promotes hatred, intolerance, harassment, intimidation, exploitation, violence, or self-harm."

Other perspectives on this story

- 1 One person noted the reason this problem persists is because it is structural.
- 2 Another said that tech companies always seem surprised when their software is used in an unintended way.
- 3 A few people hope Google is motivated by more than bad press to fix itself.
- 4 The racist keywords could also allow people opposed to the groups to reach them, one person said.

- 5 With no filters, the internet is entirely money-driven, another person said.

*Outside Your Bubble is a BuzzFeed News effort to bring you a diversity of thought and opinion from around the internet. If you don't see your viewpoint represented, contact the curator at [bubble@buzzfeed.com](mailto:bubble@buzzfeed.com). Click here for more on Outside Your Bubble.*

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