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Facebook (Still) Letting Housing Advertisers Exclude Users by Race

After ProPublica revealed last year that Facebook advertisers could target housing ads to whites only, the company announced it had built a system to spot and reject discriminatory ads. We retested and found major omissions.

by [Julia Angwin](#), [Ariana Tobin](#) and [Madeleine Varner](#) Nov. 21, 1:23 p.m. EST

Facebook CEO Mark Zuckerberg speaks in San Jose, California, in October 2016. (David Paul Morris/Bloomberg via Getty Images)

In February, Facebook said it would [step up enforcement](#) of its prohibition against discrimination in advertising for housing, employment or credit.

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But our tests showed a significant lapse in the company's monitoring of the rental market.

Last week, ProPublica bought dozens of rental housing ads on Facebook, but asked that they not be shown to certain categories of users, such as [African Americans](#), [mothers of high school kids](#), [people interested in wheelchair ramps](#), [Jews](#), [expats from Argentina](#) and [Spanish speakers](#).

All of these groups are protected under the federal Fair Housing Act, which makes it illegal to publish any advertisement “with respect to the sale or rental of a dwelling that indicates any preference,