

After Facebook scrutiny, Google is next!

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MENLO PARK, Calif. —

Facebook has taken the lion's share of scrutiny from Congress and the media for its data-handling practices that allow savvy marketers and political agents to target specific audiences, but it's far from alone.

YouTube, Google and Twitter also have giant platforms awash in more videos, posts and pages than any set of human eyes could ever check. Their methods of serving ads against this sea of content may come under the microscope next.

Advertising and privacy experts say a backlash is inevitable against a "Wild West" internet that has escaped scrutiny before. There continues to be a steady barrage of new examples where