

Facebook job ads raise age discrimination concerns

By Julia Angwin, Noam Scheiber and Ariana Tobin, *New York Times*

A few weeks ago, Verizon placed an ad on Facebook to recruit applicants for a unit focused on financial planning and analysis. The ad showed a smiling, millennial-aged woman seated at a computer and promised that new hires could look forward to a rewarding career in which they would be “more than just a number.”

Some relevant numbers were not immediately evident. The promotion was set to run on the Facebook feeds of users 25 to 36 years old who lived in the nation’s capital, or had recently visited there, and had demonstrated an interest in finance. For a vast majority of the hundreds of millions of people who check Facebook every day, the ad did not exist.

Verizon is among dozens of the nation’s leading employers – including Amazon, Goldman Sachs, Target and Facebook itself – that placed recruitment ads limited to particular age groups, an investigation by ProPublica and the *New York Times* has found.

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