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Truth in Advertisement

Today, most businesses are reliant on Google to help with advertising without which most businesses would not thrive. Google is now in a legal battle to fight for its right to continue as an advertising company, without undue regulation. Companies like Google and Facebook are being casted out as promoting misinformation in advertising even though they have created new platforms for people to advertise unlike ever before.

We have seen this sort of innovation before. For example, Google began as a search engine where we were given access to vast amounts of information just by sitting in front of a computer, something that was not possible before or possible with lots of books. This also saved people money. For example, Google's peer-to-peer information sharing on the web was basically free – something like a public library. Google saw this opportunity and began marketing itself as an advertising company. A company that was able to help you grow your business by spending money to put your company website at the top of your search and potentially allow Google to pick between winners and losers within a certain field.

Last month, Facebook CEO Mark Zuckerberg began something new. This new beginning is what he calls the Metaverse. The Metaverse is a new realm in the digital age where people are lured into a virtual reality where they are able to converse with friends, go to shows, and take vacations all in the comfort of their home. In this world, you will be able to start a business and meet with customers just like in the real world. Not to mention the time and energy that is saved by not having to physically go anywhere.

This new form of advertisement must be regulated by state and federal tribunals because misinformation in advertisements can be a potential issue. Here, it is the responsibility of the legal profession, to ensure that corporations such as Google and Facebook are not making it harder for other forms of business to advertise. For example, if small businesses are spending more money advertising on the Metaverse, it is up to the tribunal to help address previous forms of advertisement such as a traditional Facebook page. Moreover, these new forms of advertisements must be weary so as to not negatively impose on people's rights to sell their likeness and image. Google's advertising policies could also require experts to help further trustworthiness on all platforms.

In conclusion, the legal profession is charged with regulation of online advertisers.