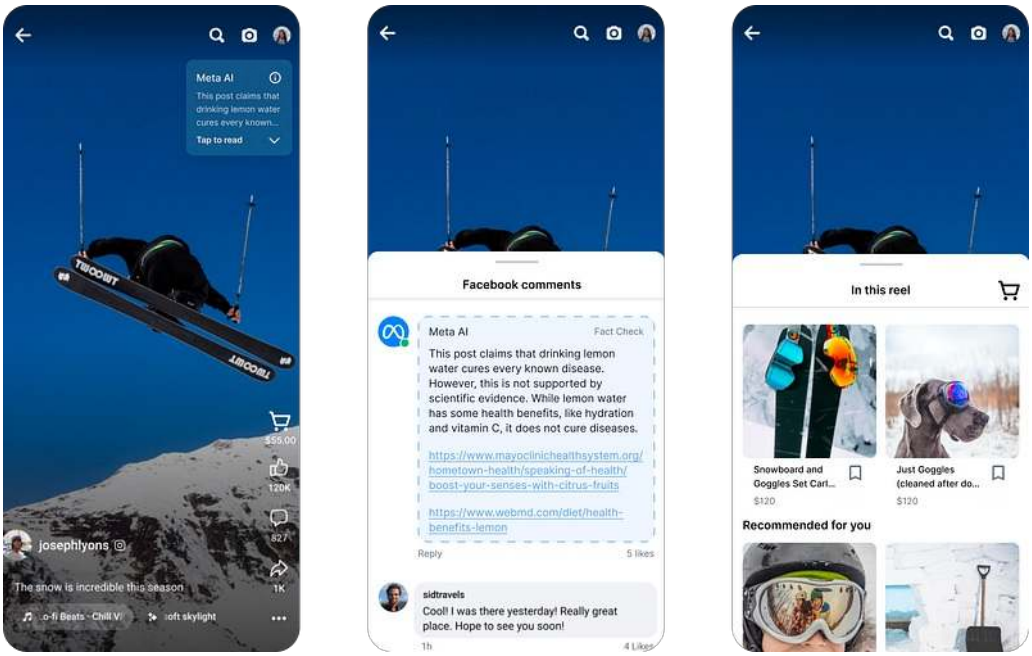
Keeping it Reel: Fact-Checking & E-Commerce Integration with Meta AI

A proposed Facebook Reels redesign for Kleiner Perkins Design Challenge '24.



My Proposed FB Reels Redesign: Fact-Checking and Reel Store Integration

Picture this: your grandma shares a Facebook post claiming that drinking lemon water cures every known disease.

> **Funny? Yes.**
>
> **True? Not so much.**

This light-hearted example underscores a serious challenge—Facebook's pivotal role in disseminating information, factual or otherwise. It is chain messages like these that fuel today's misinformation pandemic.

To mitigate the damage done, my proposed redesign will focus on Facebook Reels to **combat misinformation**. Other benefits I hope to achieve from this redesign will be (1) improved positive perception and use of Meta AI and (2) more usage of Facebook Marketplace.

This redesign was accomplished with a design system called Untitled UI (free version) on Figma. I hope to display my proficiency in crafting both a simple and responsive user interface (UI)— as well as an impactful user experience (UX).

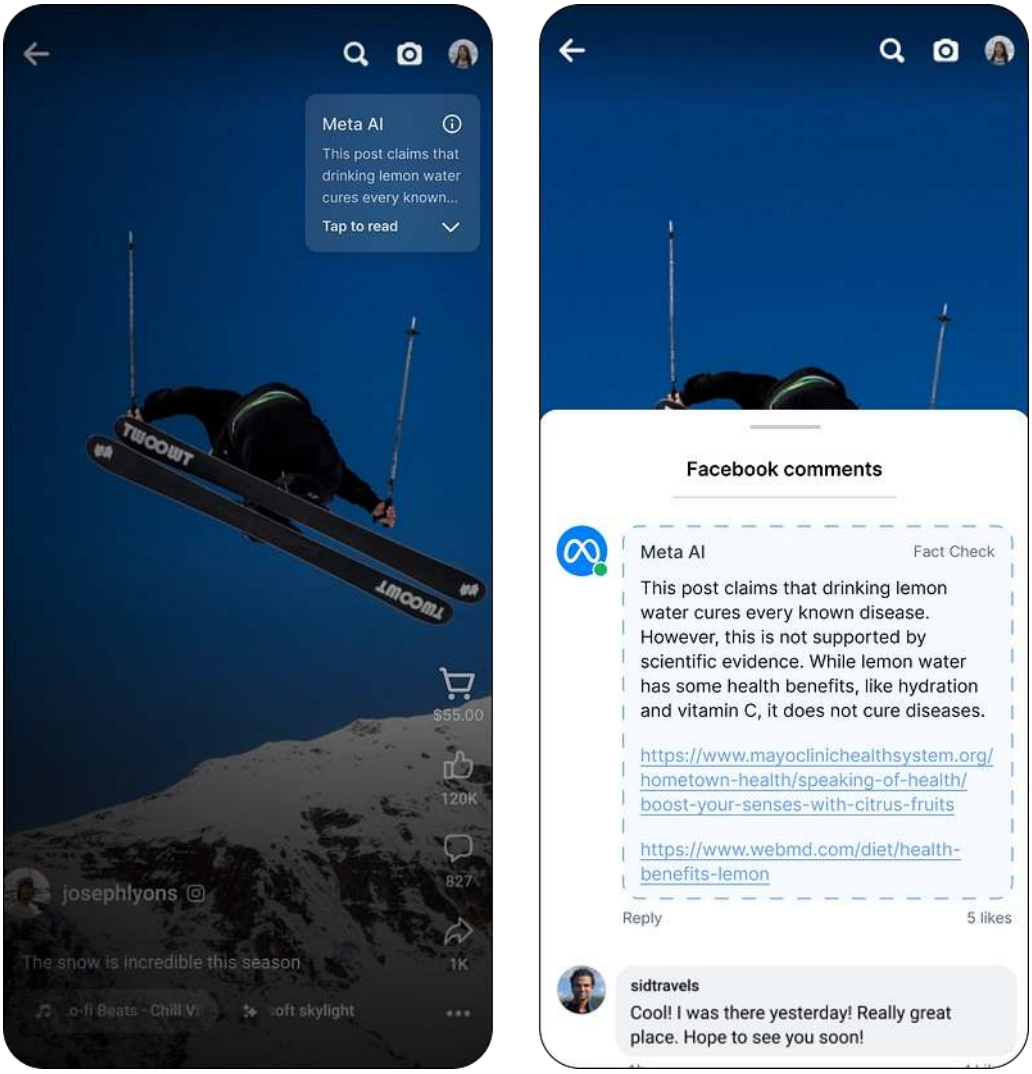
TL;DR of The Solution

How It Would Work (User Perspective)

Users would interact with two key features:

Fact-Checking Modal

Upon encountering a Reel with potentially misleading content, a modal powered by Meta AI would pop up, providing a succinct explanation from fact-checkers or general facts from training data if no explicit reason is given. This is reinforced with a follow-up in the comments for additional details.

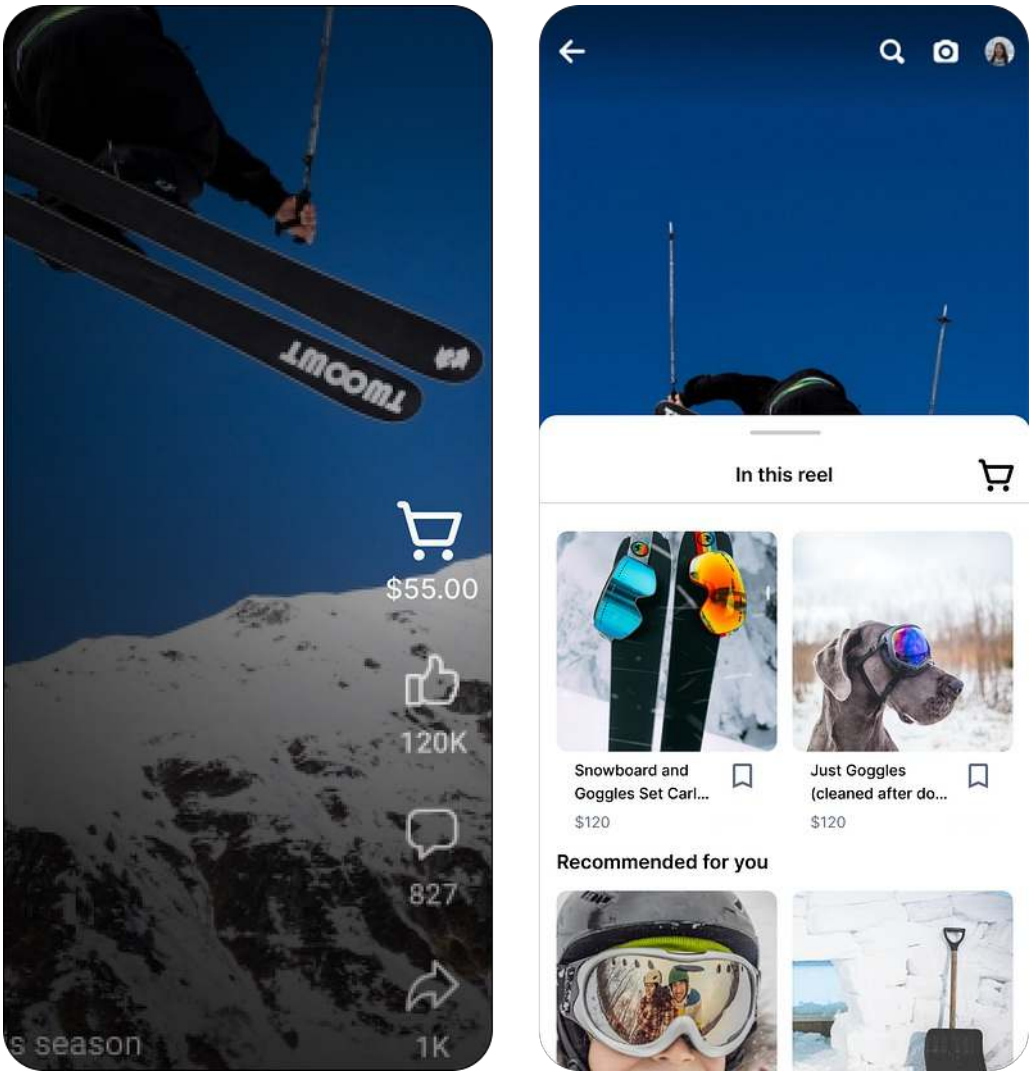


For the fact-checking solution, I used the concept of *affordances* (from *The Design of Everyday Things*) to indicate that the model (upper right corner; left photo) is meant to be pressed by the user to expand content. For the actual fact-checking (right photo), I showed a clear hierarchy—while not disrupting the established experience (Jacob's law)— by making the *correction comment* distinct via colors and placement.

Facebook Marketplace Integration in Reels

A new cart button with the price of the most prominent product would appear above the like button. It is the easiest-to-reach button (thumb region). While watching a Reel, the closest product match identified by Meta Vision is displayed, allowing users to purchase directly or explore similar and recommended products through infinite scrolling. If specific marketplace links were added by the author, this would take the place of

the closest product match.



In integrating my 2nd proposed feature into Reels, I adhered to Facebook's design language. I also made sure the experience was familiar to comment-browsing + Amazon to reduce the learning curve (Jakob's law again).

Why It is Valuable

This solution enhances the Reels experience by ensuring information credibility and simplifying the path to purchase. It addresses the vital need for verified content and leverages the engaging format of Reels to drive e-commerce.

Who It is Valuable To and Why:

- General Users: Get accurate content and a streamlined shopping experience.
- Content Creators: Can link their content to products, increasing monetization opportunities.
- Advertisers/Businesses: Gain a platform for accurate product placement and potential sales boost.

Potential Risks/Benefits

Risks

AI could inaccurately flag content or push too much consumerism, and there may be privacy concerns with product matching.

Benefits

More informed users, reduced misinformation, increased sales, and a better connection between content and commerce.

Success would be measured through

- Engagement and interaction rates with the fact-check modals.
- Conversion rates and sales data from the integrated Marketplace feature.
- User feedback on the accuracy of content and shopping experience.
- Monitoring misinformation spread before and after implementation.

Validation would involve A/B testing, user surveys, and performance analytics to ensure the features meet community needs and business goals effectively.

The Thought Process—Problem characterization to a constraint-satisfying Solution

In solving this problem, my process is as follows:

First, Breaking down the factors that lead to the problem

> Less people are using Facebook (Silberling, 2022)

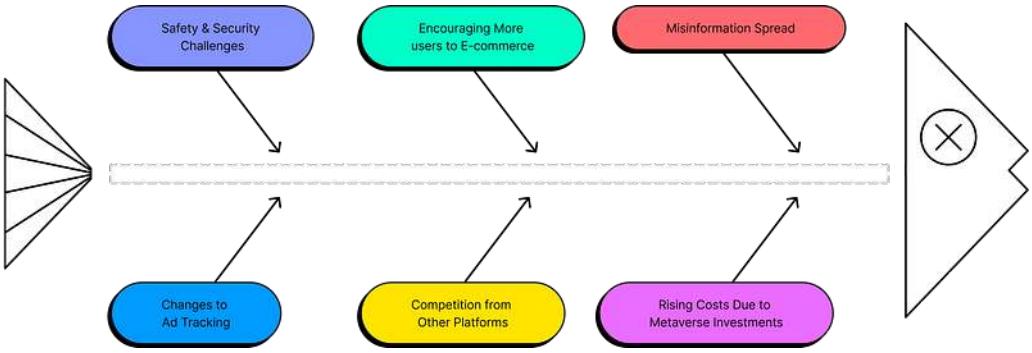
Second, narrowing down the problem-factors I want to solve by characterizing it by:

1. Identifying its **Initial/Current State** with evidence
2. Visualizing a **Goal State**
3. Recognizing **Key Obstacles** and **Constraints** hindering us from achieving the goal state
4. Decide on the **Scale** of the problem I want to tackle

Last, I craft a solution that brings us as close to the goal state while satisfying the constraints listed.

Breaking down the factors that lead to the problem

I started by examining the current challenges faced by Facebook. Breaking down the problems helped me adopt a holistic and evidence-based approach:



I used a Fishbone diagram to break down the problems affecting the Facebook platform on multiple levels.

Learn more about each factor in my appendix at the end of this article. I have decided to move my research section there for brevity.

After this, I identified a problem I wanted to dig deeper into: misinformation and increased Facebook Marketplace usage. I decided to focus on redesigning **Facebook Reels** because of its prevalence today.

The User Interface of Facebook Reels (Facebook, 2022)

Characterizing the Problem

The Current State of Facebook Reels

Facebook Reels, a feature similar to TikTok's short video format, has seen considerable growth and user engagement. It has become a central part of Facebook's strategy, notably in terms of content consumption and creation (QuickFrame, 2023). With plays and reshares of Reels content rapidly increasing, the feature has cemented itself as a significant trend on Facebook, second only to platforms like TikTok and Instagram (Roses, 2023). From a business standpoint, Facebook could help Meta earn more by taking advantage of the popularity of reels.

In the Philippines—where I am from—social media plays a pivotal role in information dissemination. Facebook's influence is profound. Often referred to as "the internet" in the Philippines (Castillo, 2021;).

The platform has also been associated with serious concerns, notably in the propagation of misinformation and disinformation (Lema, 2021). This negative impact was especially prominent in the context of political disinformation. Layug (2021) explained that during the 2016 and 2019 elections, and fears persisted that these patterns would recur in the 2022 national polls. Moreover, health misinformation predating the pandemic, such as rumors surrounding the anti-dengue vaccine Dengvaxia, **significantly decreased vaccination rates in the Philippines**.

The Goal State

> The goal is to combat misinformation and promote e-commerce using Facebook Reels.

This involves enhancing Facebook's responsibility in content moderation and potentially increasing the use of Meta's AI technologies to identify and flag misleading content. Additionally, Reels can be optimized to promote e-commerce, capitalizing on its growing popularity and user engagement.

Key Obstacles

Several technological and sociopolitical challenges emerge in this endeavor:

1. **Cost of AI Implementation:** Regularly using AI to fetch news data and fact-check content could be financially demanding for Facebook.
2. **AI Competency:** There is an acknowledged gap in the capabilities of Facebook's AI compared to leaders in the field like OpenAI and Google. This gap might affect the effectiveness of any AI-driven initiatives within Facebook Reels.
3. **Political Resistance:** Initiatives to control misinformation might face resistance across the political spectrum, especially in a highly engaged digital society like the Philippines.

Scale of Implementation

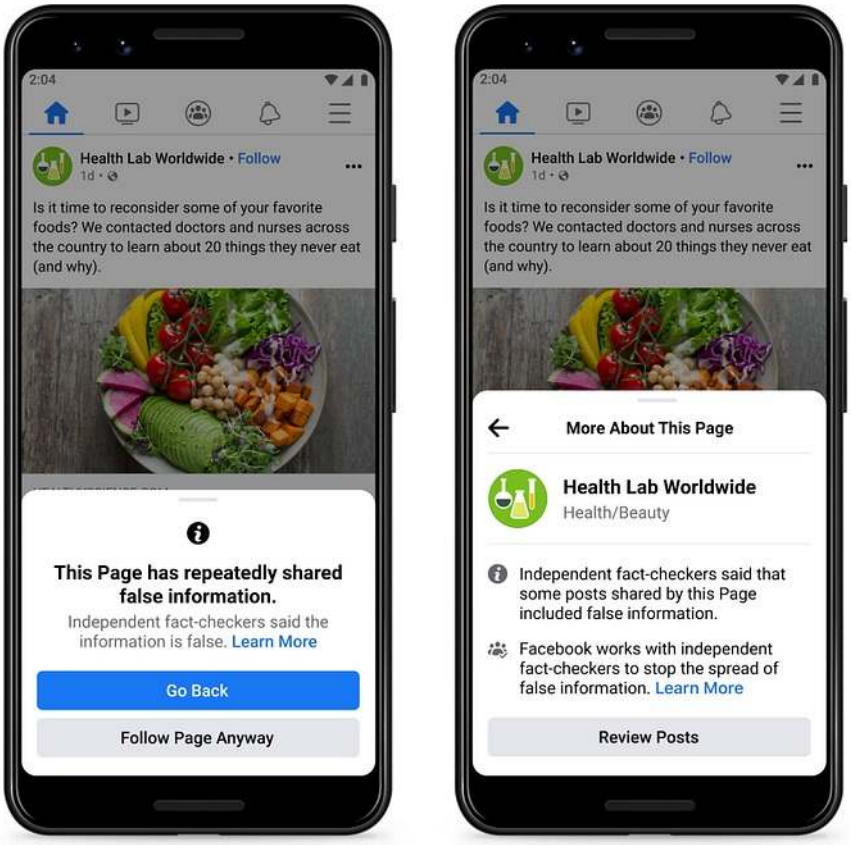
The scale of this project encompasses the entire Facebook user base, with a particular focus on Reel enthusiasts. Initially, we can test the redesigned feature on Facebook, before potentially expanding to Instagram Reels, which could provide valuable insights and feedback for further development and refinement.

The Solution

To tackle the intertwined challenges of misinformation and underutilized e-commerce potential within Facebook Reels, our solution is twofold:

Fact-Checking Integration with Meta AI

Facebook (2021) already has current solutions in place for people who repeatedly share misinformation. However, the “misinformation” in question is usually not explained when an independent fact checker flags it.



I introduce an automated, AI-driven fact-checking modal in Reels that operates in real-time. If the reasons for flagging are added by a fact-checker, this modal simply reiterates their point verbatim. However, if there is none, Meta AI evaluates content as it appears on Facebook Reels with general facts from its training data. This tool utilizes advanced algorithms and natural language processing techniques developed by Meta Research to assess the veracity of information presented in videos. When misinformation is detected, the tool provides a visible fact-check label and links to verified sources, empowering users to discern truth from fiction.

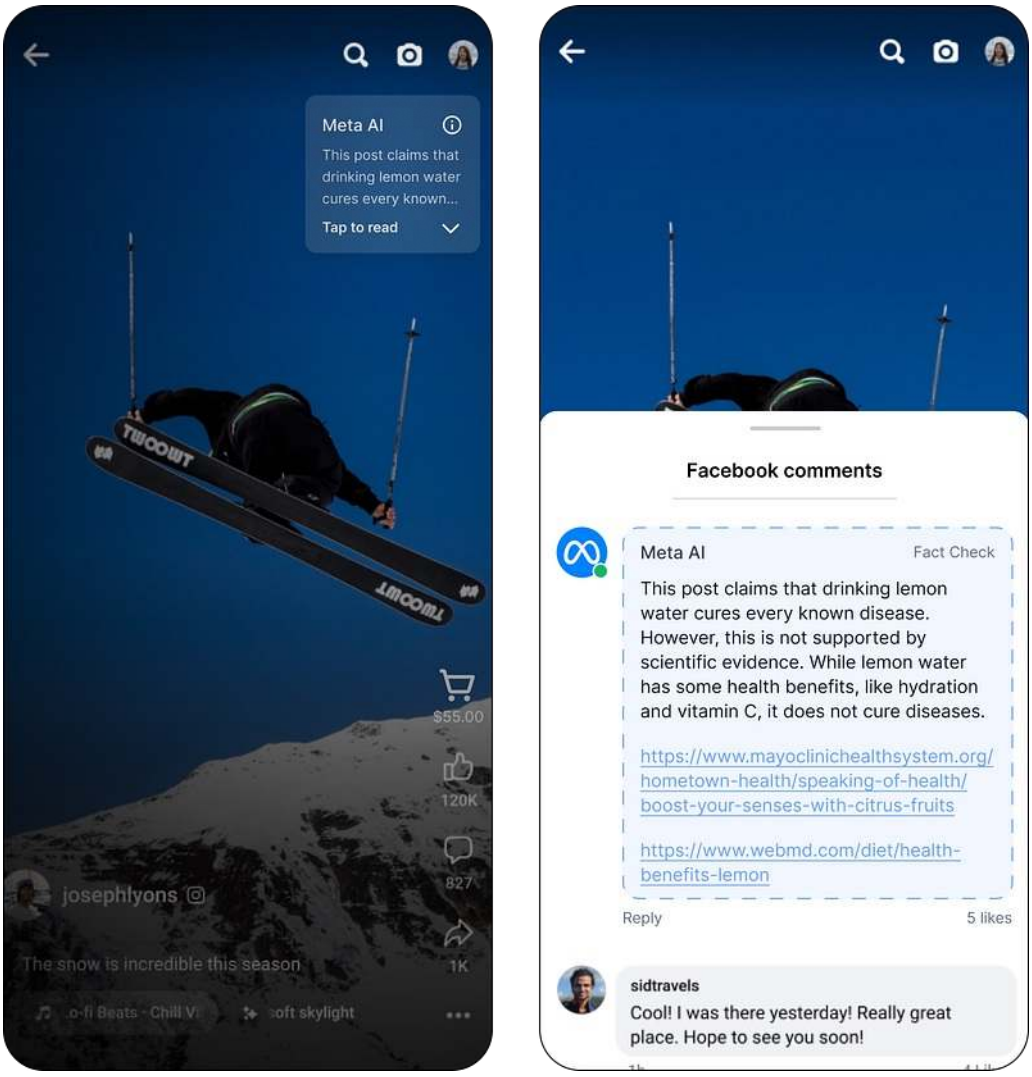
Helpful note

"This photo was taken in Toronto at a protest of the 2010 G20 summit where G20 officials met to discuss the world economy, not at the Supreme Court in Washington D.C. You can see the car in this photo being lit on fire via a local Toronto news broadcast: https://www.youtube.com/watch..."

- Cites high-quality sources
- Easy to understand
- Directly addresses the post's claim
- Provides important context
- Neutral or unbiased language

The goal is for an objective and evidence-based AI-generated community note. For this, I will borrow X's *community note criteria*.

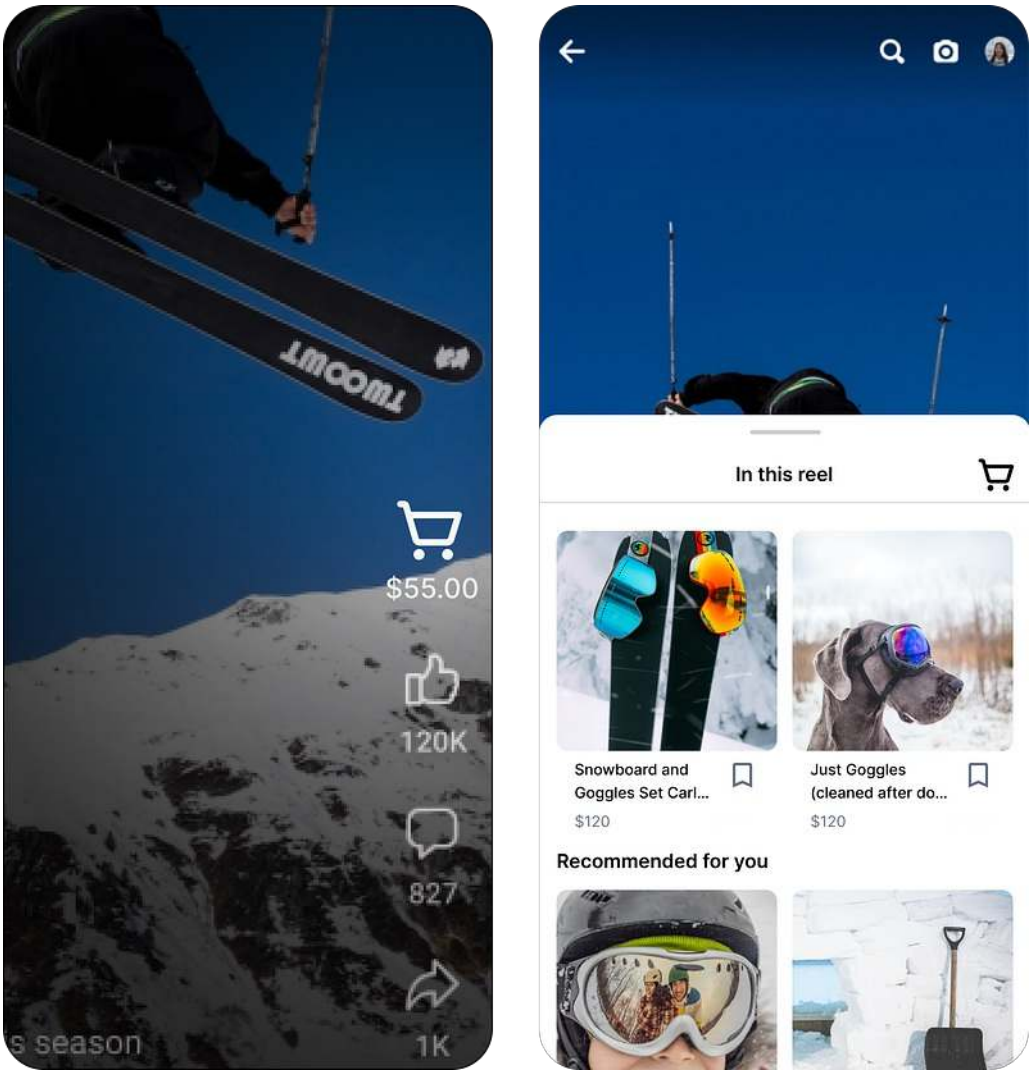
By embedding this functionality directly into the user interface, we ensure that fact-checking is an integral, unobtrusive part of the user experience.



The proposed fact-checker modal powered by Meta AI (left) with a distinct follow-up in the comments for more information. This is a screenshot of the existing reel UI, so the other elements was designed by Meta

Marketplace Synergy

Parallel to the fact-checking initiative, we propose a seamless integration of Facebook Marketplace within the Reels interface.



The new cart button (left) and the infinitely-scrolling Facebook Marketplace tab. Author-added products (Marketplace links only) are above the "Recommended for you" section.

A new cart button with the price of the most prominent product would appear above the like button On button press, a tab will appear displaying the closest product match "seen" by Meta Vision (similar to GPT-4 Vision) in the Facebook Marketplace. However, if the author added specific links, the catalog would be replaced by their products.

The section below is a mix of *similar* and Meta-recommended (based on history) products. As users watch Reels, they can infinitely scroll through other products available for purchase. This taps into the impulse buying behavior that short, engaging videos often inspire. This provides a direct avenue for increased sales.

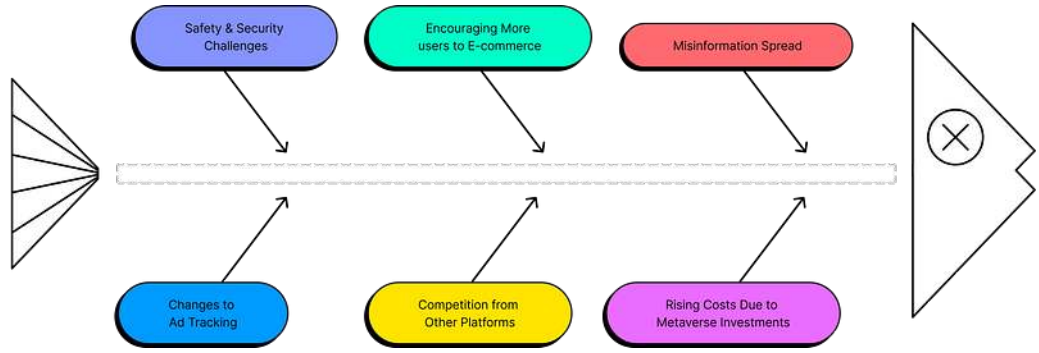
Implementation Strategy

Our approach will be methodical and data-driven, starting with a pilot program targeting Reels with the highest engagement metrics. By monitoring performance and user feedback, we will iterate on the design to fine-tune both the fact-checking accuracy and the e-commerce

experience. This phased implementation allows us to manage costs effectively while scaling the solution across the global Facebook community.

Appendix # 1

Breaking it down—Fishbone Diagram content



Misinformation Spread

This has been a longstanding issue for Facebook, where the platform has been criticized for not doing enough to combat the spread of fake and misleading information. Misinformation can negatively impact the platform's reputation, user trust, and advertisers' willingness to spend on the platform (Maslow, 2023).

Encouraging More Users to E-commerce

Facebook has a significant opportunity to integrate e-commerce capabilities into its platform. By providing tools for businesses to create online stores, process payments, and manage inventory within Facebook, Meta can create additional revenue streams and encourage more businesses to advertise on their platform (Maslow, 2023).

Safety and Security Challenges

Historically, Facebook has been reactive rather than proactive in addressing safety and security issues. The platform now embeds teams focusing on these issues directly into product development, allowing for a more integrated approach to tackling potential abuses (Meta, 2021).

Changes to Ad Tracking

With increased scrutiny of data protection, changes have been made to prevent the tracking of user behavior. This has impacted Meta Platforms' ability to track user behavior outside of its websites, affecting the efficacy measurement of ads and potentially reducing marketer spending on Facebook and Instagram (Chia, 2022).

Competition from Other Platforms

Facebook faces stiff competition from other social media and information technology platforms. New platforms like TikTok have been gaining popularity, potentially taking away users and advertisers from Facebook. This has led Facebook to develop features like Reels to compete in the short-form video space.

Rising Costs Due to Metaverse Investments

Meta Platforms is investing heavily in its metaverse projects through its “Reality Labs” segment. While the potential for revenue generation in the metaverse is significant, there are concerns about the amount of investment and whether it will pay off in the long term.