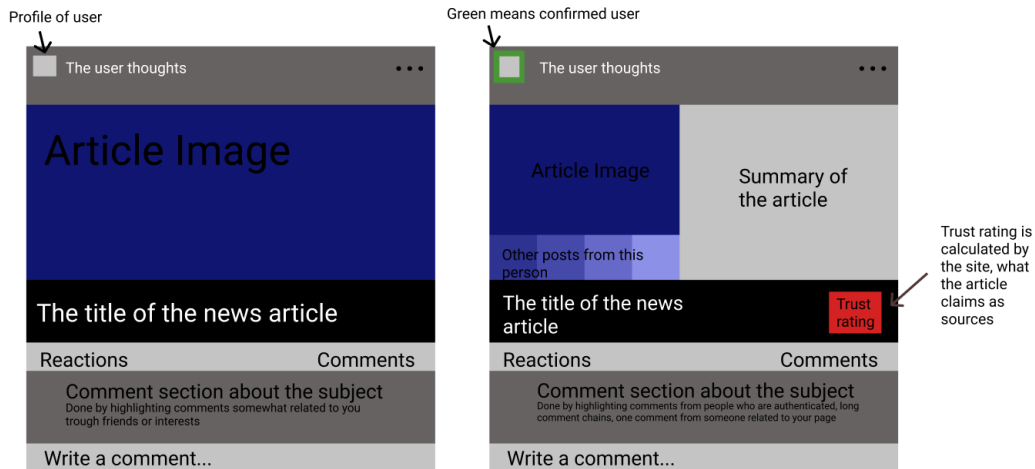


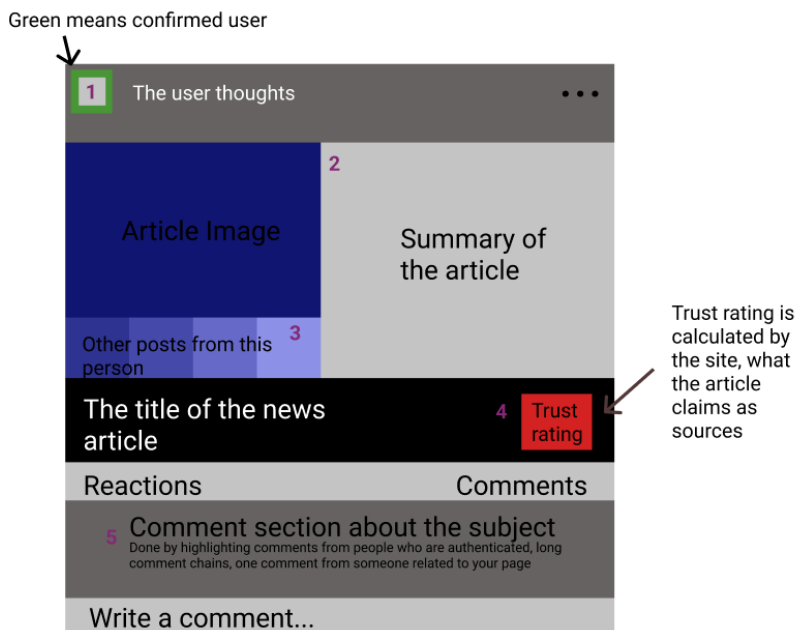
This is a small part of a larger paper related to tackling misinformation on Social Media.

### Social media redesign:



**Figure 1**

My social media redesign is focused on the aspects that I have seen as the most glaring flaws when viewing groups that actively share misinformation. In figure 1 you can see a side-by-side comparison of the Facebook post sharing an article, on the left you have the current look (2/2022) and right my proposal how this can be fixed. The current iteration on left sometimes includes and information bubble next to article if there is information about the site the article was shared from. If the article is clearly disinformation, there can be a warning under it saying that this information might not be correct. Considering that 20% of US adults in 2018 got their news from social media (Shearer, 2018), I think these posts and the users who shared them should be under a lot more scrutiny.



**Figure 2**

In Figure 2 we are looking more closely at my proposal from Figure 1. The changes have been numerically labeled from one to five for easier following.

### **1. Profile authentication:**

One my biggest problem with social media is also one of its greatest strengths: anonymity. The ability to talk about issues online is something that people do not want to give up (Kan et al, 2013). However, a site should embrace one side or the other. In my opinion, having a site where people who are using fake profiles and real ones get the same exposure feels unfair. This is not a problem when you know the person in real life, but when you join your hometown or a political activity group.

There are ways of getting verified checkmarks (Meta, 2022), but these are meant for creators and public figures. The verification I am talking about is proving that you are a real human, for example by your country's authenticity protocol. This would make that county your place of origin to avoid false flags, a method of claiming to be someone else when for example spreading misinformation (Skopik & Pahi, 2020).

There are ethical concerns for this, such as the ability for a government to more easily survey their citizens in social media. The goal of this is not to enforce this policy, but to instead help users to distinguish whether the poster is the person who they say they are. This would hopefully make the user more critical of the views they receive from that user on a subject they are unsure about.

### **2. Summary of article:**

A feature I have come across Reddit (a social media platform) is a TLDR bot (autotldr, 2015). The algorithm this bot uses is designed to create summaries of news articles from all sorts of articles. The goal of this bot was to create an easy and an efficient way to summarize the main idea of the article for those who do not want to spend their time reading it entirely but want to clarify certain aspects from the title. This is required because often these topics can be misleading, or provocative, often referred to as clickbait.

The summary is not meant to replace the experience of reading this article, but instead lower the barrier for everyone to understand what it was about. A common way I can already see people getting out of these summaries is taking a screenshot of the article title and posting that. The reason why these mainstream article titles are useful for misinformation of the summary is because the user posting can spin it to their own benefit and assume that no one is going to read what the article is about. To combat this screenshotting feature, an algorithm could be employed to check whether a post from a certain website with that title exists and creating a summary from that next to the picture.

### **3. Other posts from the same user:**

When you see someone posting information you are very skeptical about, you might question this person's agenda. You might go to their profile after seeing them slandering a restaurant on a foodie group, which you had not heard complaints about. On their profile you see them talking about opening a new restaurant like the one they were just slandering. Most people most likely won't go to their profile, and the comment section shown to them only displays angry face emojis. Context is everything, and in social media the context should be more available.

### **4. Trust rating of the article:**

Goal is not to kill amateur or otherwise smaller journalism, but the best way to get your site trust rating up is utilizing legitimate sources if the article is considered news. The trust rating is based on

the reputation this site has gained from its news reports, and how many other sites are reporting a similar story. The goal of this is to remove the “this is fake news” warning that appears after several hours of posting, and instead take direct action about the trustworthiness of what is being reported. Similarly to the summary of article section, there would have to be a way to predict from which site a screenshot is being shared, and hence estimate its trust rating.

#### **5. How comment section on posts works:**

Currently the comment sections show us what your friends think of a specific article (Hutchinson, 2019). While this is understandably an important aspect of social media, your friends might not be the best people to show what others think. Therefore, I propose that the comment section would show the opinions of those authenticated and have high interactivity rate (whether it be comment chains or reactions). After these there could be a comment from someone loosely connected to you. I think this is a good idea because this can be a very efficient way to break the bubble of disinformation.

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