

Assign 1

1. Alfie Evan's case started picking up traction with more viewers when Facebook made tweaks to their algorithm which allowed more homemade content to be featured on user's news feeds. This change was influenced by criticism that Facebook is trying to push incorrect narratives onto users on the platform, which can aid perspectives gain popularity even though incorrect. The case then grew rapidly due to users sharing the content with people connected to them because of the sentiment. Due to this new exposure of the case, a new group was formed for the event and the Facebook community started suggesting ways to help treat Evan's condition; due to the platform being so large some information was incorrect or clearly speculative which was handled by moderators. The Facebook group has started multiple crowdfunding campaigns and petitions to help Evan's case in his fight against a High Court judge, who ruled that the family could not take Alfie abroad for treatment. While there was objective help for Evans, some of the group's members caused safety concerns by swarming the hospital he was currently residing in. This was disrupting the flow of the hospital leading to a police presence being requested. Despite all of the effort made to help Alfie Evan's case, Alfie Evans died one week after his life support was withdrawn.

- D.1. The positive effects of the viral social media was raising awareness of Evan's case. The exposure brought together a community of people fighting to help him, including signing petitions and raising funds. Tweaking Facebook's algorithm to show less incorrect news is also something positive that resulted from this.
- D.2. The negative effects were people using this exposure to profit from it and interference of the hospital Evans was getting his treatment at. Media outlets get paid based on how many views they have on an article. Also the interference of the hospital due to the fact it disrupted the flow and stopped patients who needed help.
- D.3. Facebook tweaked the algorithm so that content on its own site with many shares would be on people's news feed then this action could have been anticipated. People are

going to be empathetic towards this case resulting in them feeling the need to expose the case. This algorithm tends to content that people are empathetic towards or makes them laugh.

D.4. From Facebook's standpoint I do not think that the situation could have been handled in a way that improved it. People are gonna use the exposure as a political tool in order to get ahead of people. The algorithm gave exposure to Evan who was threatened to be pulled off life support, which is not a bad thing.

E.1. Mary Jo Laupp helped start the movement by exposing the idea to her fans.

E.2. The author feels that the first part is true because it does not directly link the amount of people showing up to the rally to TikTokers. There were many RSVPs which does not mean that the people are going to commit to them, but since there were so many the administration probably thought that there was going to be a big crowd. It is true to some degree because it does not link it to causation.

E.3. The second part is probably false due to the fact that the administration filtered through the fake numbers and knew that there was gonna be spam. RSVPs like I stated before also does not mean 100 percent commitment. It's most likely due to the popularity and the fact that the rally was held during a pandemic.

E.4. Two other explanations were the fact of the pandemic and that the campaign did not put in much effort due to the speculation of high numbers.