



With great power...

· THURSDAY, NOVEMBER 15, 2018 · READING TIME: 4 MINUTES



I'm not in Comms, but I'm going to go out on a limb and say that these last few weeks have been brutal for Facebook, Inc. in the press (See: [here](#), [here](#), [here](#) and [here](#) (oh, and [here](#), an exception)). I've been here a while so my friends typically don't bother me a ton with Facebook-related articles, but over the last few days, I've had four different friends and family members ask me about recent news.

Having spent the last seven years of my life working at places that have gotten a lot of media attention (5.2 years combined at Facebook plus two presidential campaigns), [Chats](#)
[share my approach to reading tough news stories that I've learned over the years](#)

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Having spent the last seven years of my life working at places that have gotten a lot of media attention (5.2 years combined at Facebook plus two presidential campaigns), I wanted to share my approach to reading tough news stories that I've learned over the years. View this as one person's perspective, but I share all of this in the hopes that when negative and tough articles get published, we let our Comms team do their jobs — push back and correct details and narrative, as needed — and we focus on understanding what we can learn from external criticism and how we can make our products and our company better.

Three things:

- **First, read the articles.** Every word. Then read it again. Sounds simple, but this doesn't always happen before people feel the need to react to parts of stories or details that they think are wrong. And by read articles, I don't mean a HuffPo synopsis of the synopsis of the story or an Axios Be Smart summary (brevity is not always smart, sorry), or the most critical part of the story excerpted in the comments section of an FYI post. Read the original story from the original source. Twice.
- **Second, internalize what you're reading** and try not to immediately jump to 1) it's FAKE NEWS, 2) they got this small detail wrong, they're totally wrong), or 3) THEY HAVE A VENDETTA AGAINST US. We all have a responsibility to learn from the criticism we get and collectively take responsibility that we're the largest platform platform in the world - jumping into defense mode too quickly prevents us from doing that. I personally am glad that the press is holding us to account (note: this isn't me saying leak. Don't leak). Reputable media may not get all details right eve

Chats

- **Second, internalize what you're reading** and try not to immediately jump to 1) it's FAKE NEWS, 2) they got this small detail wrong, they're totally wrong), or 3) THEY HAVE A VENDETTA AGAINST US. We all have a responsibility to learn from the criticism we get and collectively take responsibility that we're the largest platform platform in the world - jumping into defense mode too quickly prevents us from doing that. I personally am glad that the press is holding us to account (note: this isn't me saying leak. Don't leak). Reputable media may not get all details right ever — heck, that's because companies like ours only share so many details externally — but you know what? Typically the narratives have shades of truth. Taking the articles I listed above as an example: Pulse scores were off, the last few years have been tough, sometimes we get blamed for things that aren't directly our fault and we haven't always had the best privacy controls (oh, and we built a tool that raised a ton of money for causes). Internalize that and use this to help us get better. That's why I'm here, that's why I stay, and that's why I'm excited to find ways to make our company and our products better every day.
- **Third, be the change.** Rather than rally against the value of the free press, help be part of the solution. See something you don't agree with internally? Say something (and be specific and constructive)! Feel strongly about an issue? Talk to the team working on it (and be specific and constructive)! Disagree with approach? Ask about it at Q&A! I personally channel this energy by posting a lot of feedback in groups. That may not work for you - and that's ok! Figure out what does work for you. We work at a company that empowers anyone to have an idea and see it hit production the next day. Use this power smartly, though, please - don't be a jerk.

But [REDACTED] we do amazing things every day! We deserve positive coverage! Yes we do, no we don't. The press's job isn't to reproduce our press releases. It's to hold institutions of power accountable. We are an institution of power, and I'm thankful for the role [REDACTED] plays. Let's learn from this and do better.

Chats

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I'm personally excited by this challenge. When friends and family ask me about Facebook, why I'm here and why I stay, I tell them I've never been more energized by helping to make our platform better, learning from our mistakes and charting the future course for a platform that makes a positive impact on billions of people across the world. Let's not lose sight of that — nor should we ever lose sight of learning from external (or internal) criticism.



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[REDACTED] "The press's job isn't to reproduce our press releases. It's to hold institutions of power accountable."

[REDACTED] What do these headlines tell us about who holds power? ... [See More](#)

TWITTER.COM

Payton Alexander on Twitter

[REDACTED] Thank you [REDACTED] I needed this today!



Like · Reply · 2y



Like · Reply · 2y

[REDACTED] love this!



Like · Reply · 2y



Like · Reply · 2y

[REDACTED] Thanks for sharing this [REDACTED]

[REDACTED] love the point about "brevity is not always smart"

Like · Reply · 2y

REDACTED FOR CONGRESS
chat

Like · Reply · 2y

Thanks,

Like · Reply · 2y

Great attitude and approach. Thank you!

1

Like · Reply · 2y

Glad you found this helpful!

Like · Reply · 2y

Reminds me of "I would rather be hurt by a truth than be comforted by a lie". Truth isn't always comfortable and sometimes comes in the form of criticism.

13

Like · Reply · 2y

Couldn't agree more!

1

Like · Reply · 2y

True, but "hurt by continuous lies" sucks a lot.

Like · Reply · 2y

see "we let our Comms team do their jobs" section.

1

Like · Reply · 2y

I hear you but that frequently seems inadequate because the damage has already been done. I remember an NPR news segment circa 2014-2015 where the reporter said that we sell users' data that got me so angry I pounded my fist on my car's dashboard at a stop light. They later modified the online text version of the same story to say "Facebook says that they don't sell user data." I was profoundly disappointed with NPR here and haven't donated since.

I want us to do the right thing, even when it's hard. I want the press to hold us accountable. At the same time I want them to be accountable to getting their facts right and owning their mistakes.

1

Like · Reply · 2y

100 percent agree on everything you said! The press is accountable here, too, and I expect our comms team to do everything in their power to hold them to account.

2

Like · Reply · 2y

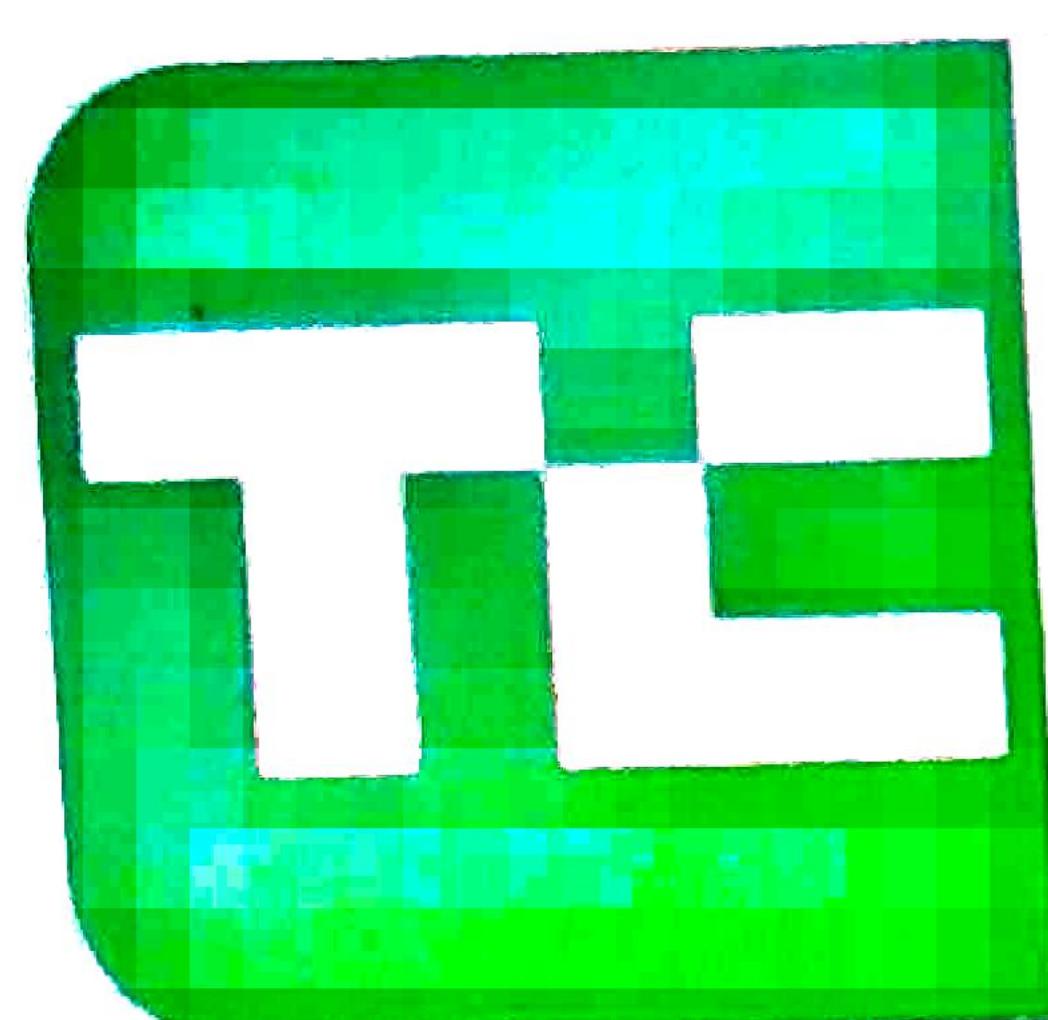
Which I'm assuming is sometimes easier said than done, which is probably why Chats

██████████ Which I'm assuming is sometimes easier said than done, which is probably worth a while separate discussion!

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██████████ My single favorite story of us pushing back on the press when they've been out of line:

<https://techcrunch.com/.../10/yeah-ok-so-facebook-punkd-us/>



SOCIAL.TECHCRUNCH.COM

Yeah Ok, So Facebook Punk'd Us

2

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██████████ My larger point is it doesn't help if we turn the debate into the press sucks. I'm all for flagging issues and mistakes to the comms team - but the press bashing I've seen isn't helpful or productive.

1 7

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██████████ I agree it's hard to not take things personally when you care about an issue. However, with great power (2B+ people's trust), comes great responsibility. It's easier said than done and requires explicit effort to pause the defensive thread and reason out the root causes of criticisms / feedbacks. It's imperative that we take a step back, look at it objectively from a "3rd-person-perspective" and then try to weigh the criticism effectively, pick the legit ones and roll up our sleeves and try to be part of the solutions team.

1

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██████████ Write a reply...

██████████ I've actually always felt appreciative of your internal comments on large issues. You've got an extremely rational approach to these things and this note is a fantastic guide to navigating these tough conversations.

[Like](#) · [Reply](#) · 2y

5

██████████ couldn't agree more

1

[Like](#) · [Reply](#) · 2y

██████████ Thanks, █████ I've been writing this in my head for a very long time and finally put pen to paper.

[Like](#) · [Reply](#) · 2y

██████████ (PM) This resonates with me. There seems to be two dominant responses to negative Chats
be wrong or (2) it's "the company's" fault but not mine. Internalizing the criticism and attempting

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Like · Reply · 2y

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As you ... See More

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9

[REDACTED] [REDACTED] Love everything about this!

1

Like · Reply · 2y

[REDACTED] Yeah DH! 🍏

2

Like · Reply · 2y

[REDACTED] Thank you for this great post. I'm new to Facebook and have never worked anywhere that's in the media's spotlight before. I've been grappling with how to deal with these exact issues since I started here. Hearing about your approach is really helpful.

Like · Reply · 2y

2

[REDACTED] Glad you found it helpful! It takes some time get used to (working at a company that's in the spotlight), but all that means is we work at a place that's important.

Like · Reply · 2y

1

[REDACTED] I was really hoping you'd write something because your comments are always my favorite. Your message of being specific and constructive is so spot on . THANK YOU!!!

Like · Reply · 2y

8

[REDACTED] [REDACTED] I've been writing this in my head for the last five years and finally was able to put pen to paper. Thanks,

Like · Reply · 2y

3

[REDACTED] Thank you for writing what I have been thinking.

3

Like · Reply · 2y

[REDACTED] [REDACTED] Thanks for reading!

1

Like · Reply · 2y

[REDACTED] [REDACTED] (👤) Thanks [REDACTED] I've been writing this in my head for a very long time and finally put pen to paper.

Like · Reply · 2y

[REDACTED] (PM) This resonates with me. There seems to be two dominant responses to negative press here: (1) this must be wrong, or (2) it's "the company's" fault, but not mine. Internalizing the criticism and attempting to be the change is more constructive.

As you write, it's easy to get caught up in little details that are painted unfairly -- and there are definitely some things in press that miss the mark! But that misses the point: We are a company at the center of 2B people's lives and have a great responsibility to do better. I especially challenge my colleagues who work on product teams to hold ourselves to higher standards. Consider stress cases and integrity; consult researchers on well-being; align behind metrics that track to your mission, not the other way around (and call your team out when you start to game numbers).

Facebook is a company built on thousands of decisions rank and file employees make every day, and if we each do a little better, we can steer the ship to a healthier place.

9

Like · Reply · 2y

[REDACTED] [REDACTED] (👤) Love everything about this!

1

Like · Reply · 2y

[REDACTED] [REDACTED] Yeah DH! 🎉

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Like · Reply · 2y

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Like · Reply · 2y

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Like · Reply · 2y

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Like · Reply · 2y

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Chats

3

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Like · Reply · 2y

3

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Like · Reply · 2y

3

Like · Reply · 2y

 Thanks for reading!

1

This was an important reminder for me -- "... I've never been more energized by helping to make our platform better, learning from our mistakes and charting the future course for a platform that makes a positive impact on billions of people across the world. Let's not lose sight of that — nor should we ever lose sight of learning from external (or internal) criticism."

Thanks for sharing your perspective,

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2

Like · Reply · 2y

I think your post assumes good intent from the press. I think it's naïve, and I don't think you appreciate how fatal to the company that naïveté can be.

Like · Reply · 2y

5

[^ Hide 17 Replies](#)

❸ [pasting my comment here from the FYI thread - let's centralize this discussion here]

that's actually not what I assume at all. My point is that the comms team has a job - we should let them do it. If you don't think they're doing a good job, figure out a way to give constructive feedback or join the team and become a comms professional! Or even better - help to build tools that prevent bad things from becoming close to bad stories in the first place!

Channel press bashing into something productive to make everything that we do better.

Like · Reply · 2y · Edited

12

⑨ I really do want to understand your point. My point isn't that the press is perfect. But by getting defensive about every little thing they say, that benefits no one and enables us to dig in and think that any external criticism is wrong, which is extremely dangerous.

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Like · Reply · 2y

3

[REDACTED] [REDACTED] I am not advocating dismissing everything they say or even any particular thing they say. I'm advocating being cognizant of the possibility (in my mind, the likelihood) that they have a vested interest in attacking us and are not acting in a... [See More](#)

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2

[REDACTED] [REDACTED] Thanks for laying this out. Agreed with you that our fundamental disagreement is on the credibility of media outlets like The NY Times. How would you define bias? Writing negative articles about us? Or something larger? How would you balance that with the fact that our platforms are some of the most powerful in human history? Should there be a check on us? If so, how? If not, why?

Like · Reply · 2y

1

| *How would you define bias?*

Deviation from objective reality due to preconceived beliefs.

[See More](#)

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6

[REDACTED] [REDACTED] I think your point on the revenue/disruption of their industry is interesting. I disagree with your premise but let me think about it some more before responding. Thanks for engaging - this is a really interesting, and important, discussion.

Like · Reply · 2y

3

[REDACTED] Just to jump in here, I previously worked at a top news outlet (not NYT but another household name) on the business side. Every conversation with senior leadership was about revenue shifting from print to digital and competition against Google and FB. Is that enough to prove that journalism is biased? No, but declining revenues impacts employee (journalists') compensation, benefits, morale, etc. and may affect their coverage on FB--whether subconsciously or purposely.

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4

[REDACTED] [REDACTED] Why wouldn't that be a conversation on the business side? Isn't it their job to make money for the business?

Like · Reply · 2y

Chats

[REDACTED] Why wouldn't that be a conversation on the business side? Isn't it their job to make money for the business?

1

Like · Reply · 2y

[REDACTED] Sure, of course. Just listing as evidence that FB taking revenue IS a top priority and concern for media outlets and that revenue disruption is not just a blanket theory or generalization 😊

1

Like · Reply · 2y · Edited

[REDACTED] another angle in providing constructive energy against the Russian example (vs the press) is working on better mechanisms to root-out fake accounts, purposely-deceptive ads and posts, to make our product better.

1

Like · Reply · 2y

[REDACTED] what I'm saying is there's a difference between the business side and editorial side. Are you saying that the editorial side is skewing its coverage of Facebook because the business side isn't doing as well? I wouldn't be surprised that this would be a concern on the business side, just as it would be for any other company that makes money off of advertising.

Like · Reply · 2y

[REDACTED] Unless we work there we won't know for sure if the editorial side is skewing their coverage or not, but NYT's steep declines in revenue impact the editorial side's compensation, benefits, bonuses, morale and optimism, etc. So challenges on the business side definitely impact those on the editorial side and may be considered in their coverage.

Another factor to consider is influence. Before FB, people got news from NYT and other similar sources. Now a lot of people get news from other sources through FB and Twitter. In some ways, FB is limiting the reach and therefore influence that the NYT editorial side has on audiences.

Like · Reply · 2y

[REDACTED] I assume that both FB and NYT are both biased when it comes to judging the behavior of FB. For me assume good intent isn't limited to FB employees, if I am to use it when thinking about my co-workers I should use it when dealing with others.

Like · Reply · 2y

[REDACTED] So NYT is purely profit driven but FB only acts according to our mission 😂 😂

3

Like · Reply · 2y

[REDACTED] I'm not clear on the point you're making. Could you clarify? Are you saying the media should have good intent when writing about our company? Or are you saying assume good intent from else?

Chats

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Like · Reply · 2y

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Like · Reply · 2y

[REDACTED] I am saying that assume good intent works better when we extend it to people who don't work at FB, at least it does for me.

1

Like · Reply · 2y

[REDACTED] "Unless we work there we won't know for sure..." that's why this debate is tricky, so be best to agree to disagree. But I hear your point and I think you bring up interesting points.

It's just slippery logic because the same argument could be applied to us "unless you work there, you don't know if (they're just out to make money), (they understand the power they have), (if they're reducing reach of The NY Times in News Feed), etc. we just happen to trust FB more because we work here.

2

Like · Reply · 2y · Edited

[REDACTED] Write a reply...



[REDACTED] The hardest part for me is the doubt. Am I really working for a company that's bad for the world? Are news outlets I generally believe to be credible actually not so credible? I don't have an answer for those, but I really appreciate your note. Your suggestions will make it much easier to engage constructively.

2

Like · Reply · 2y

[REDACTED] Hey [REDACTED] really good and fair questions. I have some thoughts on this, but let me think about this a little more before getting back to you.

Like · Reply · 2y

[REDACTED] some thoughts:

- You're allowed to agree with the mission but disagree with tactics or actions we take along the way. If/when you do, speak up! And if you think we're ever straying from our mission, or it needs to evolve, speak up! Actions can be loud or small - it can be hiring PR firms that in retrospect maybe weren't the best idea or it could be a small feature change idea you have, or anything in between. I'll give you an example from my days in politics: there would be some things along the way I wouldn't agree with my candidate on. It could be policy positions, actions, etc. the problem in politics is that there's many fewer venues to actually speak up and affect that change (the politics of politics are brutal). Here, we can, and we should.
- I view it as a pendulum. Were we as good as they said we were in the early 2010s? Prot Chats

~~Are we as bad as they say we are now? Absolutely not. It's never going to be black or white.~~

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- I view it as a pendulum. Were we as good as they said we were in the early 2010s? Probably not in retrospect. Are we as bad as they say we are now? Absolutely not. It's never going to be black or white. As a society, we're figuring this out together, and it goes beyond us. What's the role of media in the age of disruption? How can other social media platforms spark better discourse? How can WE spark better discourse? What is driven by human nature vs. our platform and how do we account for that? No easy answers for any of that, but I'd rather be at a place that's at the center of this and committed to making things better rather than rabble-rousing from the outside.

We as a society need to find a better balance on this pendulum and we play an important part, but we're not the only part.

I hope this helps and would be curious your perspective!

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3

[REDACTED] thank you [REDACTED] for your thoughtfulness. it felt good to read.



Like · Reply · 2y

Write a reply...



[REDACTED] awesome post -- i concur with alot of your pts. thanks from composing and sharing!



Like · Reply · 2y

[REDACTED] Thanks, [REDACTED]

Like · Reply · 2y · Edited

[REDACTED] Thanks so much for sharing! Your insight is always valuable. I think the first point about actually reading the articles is so important. People form opinions too quickly based on chatter, headlines, and summaries.



Like · Reply · 2y

[REDACTED] Thanks, [REDACTED] Actually reading the pieces - especially twice - is hard, but I try to hold myself to it to ensure that my POVs are well informed (or at least informed).

And our platforms don't make this easy, which is why I'm excited for all of the experimentation we're doing on the news side.

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[Like](#) · [Reply](#) · 2y

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[REDACTED] [REDACTED] Thanks for the valuable and insightful post Joel. While it's very tough to read criticism about our company from the press, your post reminds us that we should be grateful for their outside perspective and the opportunity to improve FB. As Rich Brian eloquently stated on Twitter:



Rich Brian @richbrian

i want someone to make a diss track of
me so i can hear about my flaws n learn
from it

11:49 PM · Nov 14, 2018 · Twitter for iPhone

11.3K Retweets 54.8K Likes

[Like](#) · [Reply](#) · 2y

2

[REDACTED] [REDACTED] Thanks [REDACTED]

One other consideration: this isn't just us. I've thought about this since my days in politics. When my candidate would do something not great, or a poll would come back that wasn't ideal, there was this sense that it's always us vs. ...

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2

[REDACTED] Thank you so much for writing this up. A lot of the sentiments expressed internally about how the press are liars and can't be trusted any time someone criticizes Facebook terrify me. They speak to a profound disrespect for one of the few ways that we - Americans in particular - have available to hold those in power accountable.

It's terrifying to imagine that people in decision-making positions here might be actively hostile to the freedom of the press and able to do some serious damage (through so many channels - technical, social, financial).

It's disturbing when you notice that it seems like press exposes and criticisms seem to be the major thing that result in change here - it looks like a pretty solid pattern where the company is called out by the press, the company announces changes, called out, changes, rinse, repeat.

Chats

And it's unsettling that people here are very good about preaching "assume good intent" until it cc

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And it's unsettling that people here are very good about preaching "assume good intent" until it comes to criticism from external sources, and then hostility and us-versus-them attitudes come out in full force. If Facebook makes a mistake, it was unforeseeable, or a one-time thing, or nobody else could've done better, and all should be forgiven. If someone else - particularly anyone in the press - makes a mistake, it's a sign that they're malicious and never to be trusted again going forward.

I think "assume good intent" should be, if anything, practiced even more aggressively with people who aren't here to defend themselves. If we assume the best of ourselves and not "others", that's not healthy culture. That's a cult.

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8

[REDACTED] "A lot of the sentiments expressed internally about how the press are liars and can't be trusted any time someone criticizes Facebook terrify me."

That's a deliberate misrepresentation of what people are saying internally. The phrasing you are using here is outright disingenuous.

| the press

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[REDACTED] Thanks for the feedback. Glad to hear it's not a problem.

Like · Reply · 2y

[REDACTED] I think "assume good intent" should be, if anything, practiced even more aggressively with people who aren't here to defend themselves.

Not a smart idea to apply to competitors in the marketplace. Business is a competition. We took the New York Times's lunch money. They are not your friends.

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[REDACTED] You fundamentally don't understand my argument.

Like · Reply · 2y · Edited

Chats

[REDACTED] You fundamentally don't understand my argument.

Like · Reply · 2y · Edited

[REDACTED] I'm sure I don't.

Like · Reply · 2y

[REDACTED] I think you're referring to at least some of the discussions we've had. My perspective is better expressed as, "how [people] are [unreliable] and can't be trusted any time". I don't single out the press, or criticism of Facebook, and I don't consider most people liars. The problem is that as humans we never have the full picture. Our own lives are these insanely crafted adventures which make perfect sense and everyone else has it wrong. But that's how we all think and we can't all be right (or wrong!)

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[REDACTED] Let me clarify, because short snippishness isn't helpful and I apologize for that -

If it were just one or two people saying these things, I would not be concerned, and I would talk to them directly - as we did yesterday, Dean.

I see a high number of people here expressing enormous negativity towards the press that I do not feel is fair or earned, and demanding enormously higher standards from them than from us - standards impossible for anyone to meet.

If you're not in agreement that anyone is saying anything like that or there's any cause for alarm, that's fine - we have enormously different value systems at the very least and that can't be solved in a single discussion in a platform that's not great for nuanced discussion. I want to express appreciation for [REDACTED]'s thoughts here and move on.

Like · Reply · 2y

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[REDACTED] It is so earned. Here's a couple of patently false articles from supposedly reputable NYT about FB:

<https://www.nytimes.com/.../jobs-facebook-computer...>
<https://www.nytimes.com/.../users-abandon-facebook.html>

In both cases it's been pointed out that both recruiting is doing just fine (if not better) and hashtag deletefacebook hasn't translated to actual deletions.

The latest NYT is loaded with misogynist and anti-Semitic wording, language I pointed out to you in chat and others spotted as well: <https://fb.facebook.com/.../permalink/1918693318166163/>

Stamos called the NYT on the carpet over this and got one of the writers to concede:
<https://twitter.com/ScottShaneNYT/status/1063212149357596672>

But it doesn't even have to be about FB that the media gets patently false. Good news is simply buried by traditional media because it doesn't sell clicks. You never see a headline that reads, "Crime has fallen 400% in the last 20 years" but that headline would be completely true (http://www.pewresearch.org/.../ft_16-11-16_crime_trend-2/). For this fact alone, I consider the press to be asleep at their jobs and complicit with a panicked society.

Chats

[REDACTED] It is so earned. Here's a couple of patently false articles from supposedly reputable NYT about FB:

<https://www.nytimes.com/.../jobs-facebook-computer...>

<https://www.nytimes.com/.../users-abandon-facebook.html>

In both cases it's been pointed out that both recruiting is doing just fine (if not better) and hashtag deletefacebook hasn't translated to actual deletions.

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I'm happy to furnish more data that show any regard for the press is completely misguided here in the 21st century.



NYTIMES.COM

'I Don't Really Want to Work for Facebook.' So Say Some Computer Science Students.

Like · Reply · 2y

[REDACTED] And I'm happy to continue this argument in a few weeks, but not here. 😊



Like · Reply · 2y

Write a reply...

[REDACTED] Thank you, [REDACTED]



Like · Reply · 2y

[REDACTED] by internalizing to you mean believe the narrative the media is trying to craft around Facebook? Or do you mean understand (not necessarily agree with) the narrative that they're trying to cast?

Like · Reply · 2y

[REDACTED] ☺ Understand and don't immediately discount. Read it with a critical, open eye and don't default to everything they're saying is wrong. Figure out ways you can make things better - doesn't have to be big things (for my, it's sharing product feedback). But figure out what that is for you and commit.

Chats

Like · Reply · 2y

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Like · Reply · 2y

[REDACTED] I have an open mind as much as the next guy, but if the same "friend" keeps offering bad advice, I'm eventually going to stop listening to him.

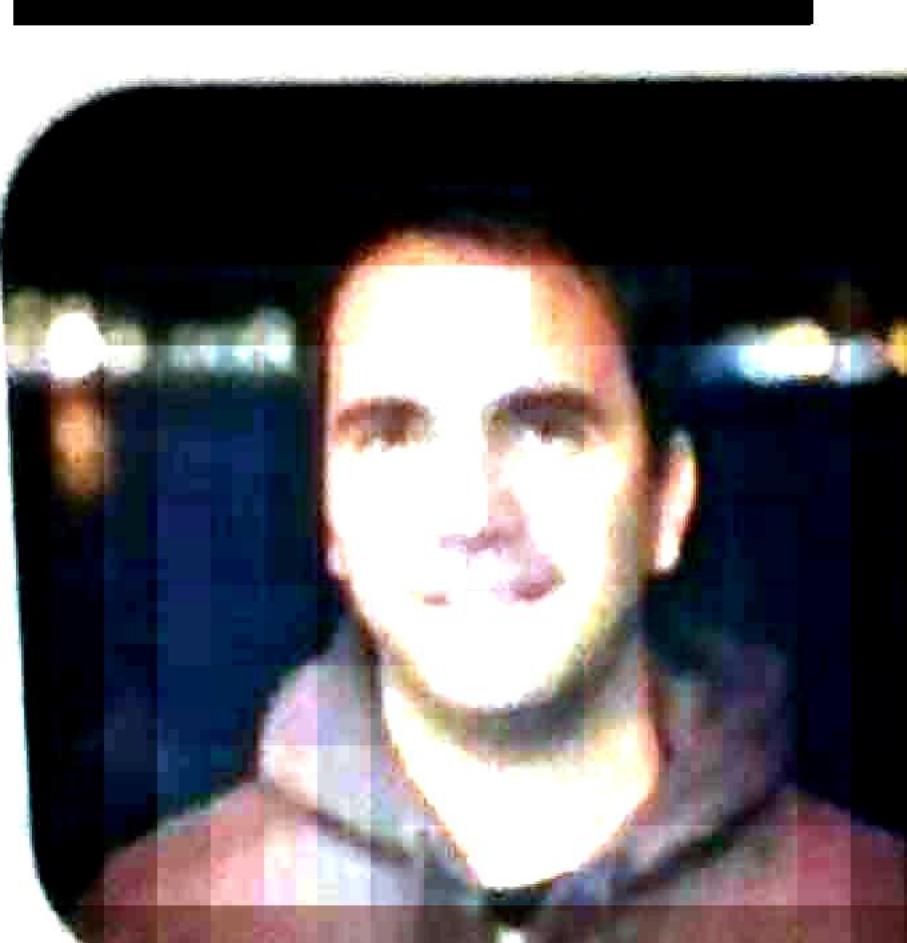
Stamos worded it best, I think: <https://twitter.com/ScottShaneNYT/status/1063212149357596672>



TWITTER.COM

Scott Shane on Twitter

Like · Reply · 2y



TWITTER.COM

Bram Cohen on Twitter

Like · Reply · 2y

[REDACTED] Write a reply...

[REDACTED] "...It's to hold institutions of power accountable." Thanks for these important words regarding the job of the press. It's tough to read criticism and I agree it should be turned into motivation to "learn from this and do better." Thanks!

3

Like · Reply · 2y

[REDACTED] Thanks [REDACTED]

Like · Reply · 2y

[REDACTED] Thanks for sharing [REDACTED]

Chats

[REDACTED] "...it's to hold institutions of power accountable." Thanks for these important words regarding the job of the press. It's tough to read criticism and I agree it should be turned into motivation to "learn from this and do better." Thanks! [REDACTED] 3

Like · Reply · 2y

[REDACTED] [REDACTED] Thanks, [REDACTED]

Like · Reply · 2y

[REDACTED] Thanks for sharing [REDACTED]

1

Like · Reply · 2y

[REDACTED] [REDACTED] Thanks for reading!

Like · Reply · 2y

[REDACTED] Alternative title suggestions:

- How to receive and give healthy criticism of your company: a guide with examples
- How to start some flavorful comment threads: sweet, salty, and spicy all from one post

5

Like · Reply · 2y · Formatted

[REDACTED] [REDACTED] ① I almost went with Braking News but changed it at the last minute.
"How to start some flavorful comment threads" - what I want my legacy at Facebook to be.

4

Like · Reply · 2y

[REDACTED] [REDACTED] ② Third alternative for next time:

STOP THE PRESSES

2

Like · Reply · 2y

[REDACTED] [REDACTED] ooh that's a good one

1

Like · Reply · 2y

[REDACTED] Write a reply...

[REDACTED] Agree with your points about learning from criticism. Strongly disagree with your assertion that the United States' MainStream (Mass) Media (MSM) holds people in power accountable categorically - look at the wildly different tone in reporting between President Trump and President Obama. Ignoring the partisan issue, didn't some news executives use their power to suppress reporting on Harvey Weinstein? This isn't an... See More

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Journalists LOSE IT After Being Informed They Don't Know Americ

Chats

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I'm not here to be the arbiter of what's valid criticism and what isn't. Just here to submit that idea that looking to the press to understand the spectrum of criticism is incredibly misguided (see point above about the press' spectacular failings and elite self-interest, additionally it's apparent that our business of connecting people is a threat to the hierarchical control of information that the press enjoys - read Noam Chomsky's *Manufacturing Consent* if you'd like to learn more) and we'd probably do a disservice to 99.9% of our user base if we let the MSM determine what our issues are.

Want to learn about our issues? Here are 12k research reports from some of the finest researchers I've ever had the privilege of working with.

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Journalists LOSE IT After Being Informed They Don't Know Americans Who Own Trucks



Like · Reply · 2y · Formatted

[REDACTED] Thanks for sharing your perspective, [REDACTED] I'm going to spend some time reading through your points and the link you shared and I'll follow up with my thoughts, probably next week.

Like · Reply · 2y

[REDACTED] from your perspective, where should we look for facts and truth?

Like · Reply · 2y

[REDACTED] Sorry for the delayed response - I'm not trying to dodge this but I am going to decline to put my perspective on the record - this isn't about me. However, I tend to be in broad agreement with Leo Strauss, Thomas Aquinas, Maimonides, Thomas Hobbes, and Aristotle and think they're mostly right about the important things.

Like · Reply · 2y

[REDACTED] Write a reply...



Chats

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Like · Reply · 2y

[REDACTED] Write a reply... 

[REDACTED]  Mark offered some thoughts on the media in Q&A yesterday. I'd recommend watching the whole thing, but specifically around the 43:00 mark for these comments. I asked him a few follow-up questions in the comments section: [https://fb.intern.facebook.com/groups/221503021668016/...](https://fb.intern.facebook.com/groups/221503021668016/)



Employee FYI

Like · Reply · 2y · Edited

3

"The press's job isn't to reproduce our press releases. It's to hold institutions of power accountable."

What do these headlines tell us about who holds power?

<https://twitter.com/AlexanderP.../status/1163528603126161409>

TWITTER.COM

Payton Alexander on Twitter



Like · Reply · 1y