"Targeted advertising allows a campaign to say completely different, possibly conflicting things to different groups.
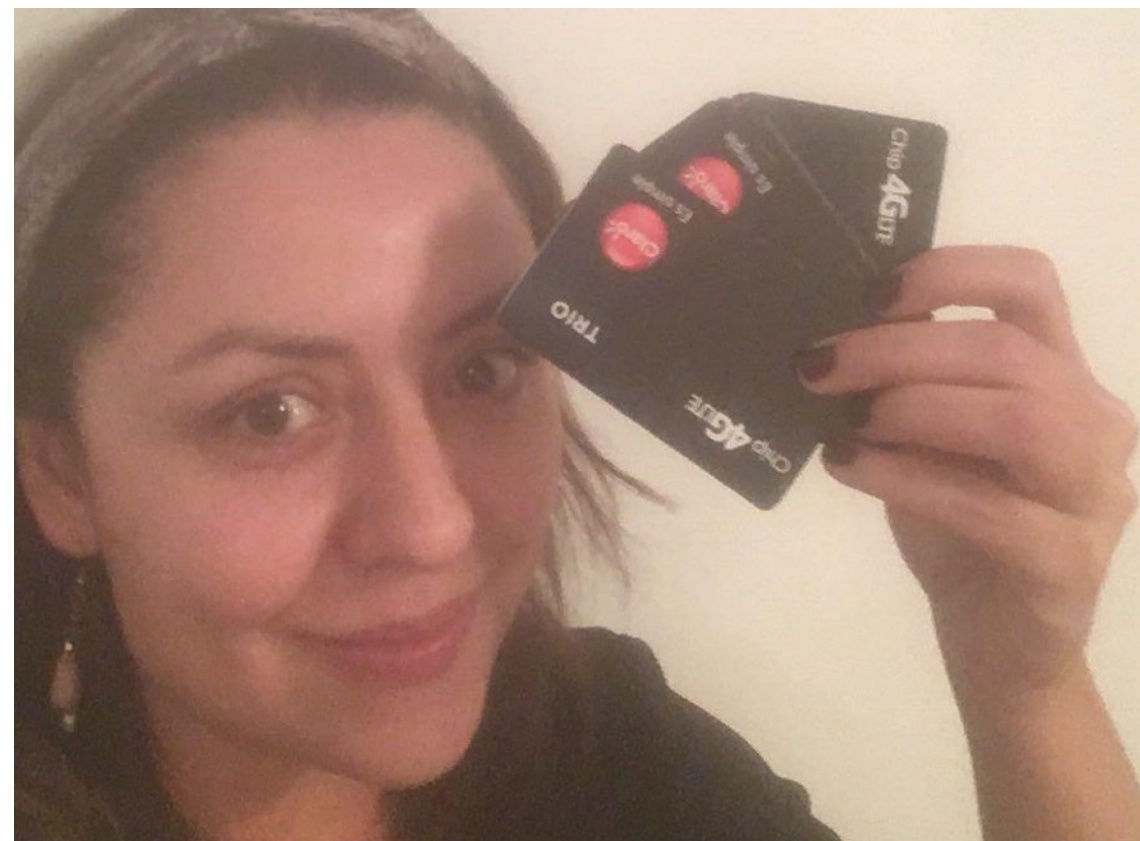Is that democratic?"

Sir Tim Berners-Lee, Web Inventor

Process of algorithmic curation carried out by social media platforms during critical moments when public opinion is being shaped.

Argentina project: what we found, in a nutshell

- Large gaps between what stories were published and seen as posts

- Entire lack of exposure to certain news stories

- Different levels of exposure to different articles

General

Seen: 17.85%
2,071

Not Seen: 82.15%
9,532

"Femicide"

Not Seen: 100.0%
11

"Raped"

Not Seen: 100.0%
10

"Homicide"

Seen: 30.00%
6

Not Seen: 70.00%
14

Hidden from all 6 profiles
9,532 posts

Seen by Andrea (M) & Lucía (K)
640 posts

Seen by Andrea (M) but not by Lucía (K)
552 posts

**Seen by others but not by Andrea (M) or Lucía (K)**
450 posts

Seen by Lucía (K) but not by Andrea (M)
429 posts

The public square as seen by Facebook

The public square as seen by each of our users

- Facebook is becoming the personalised newspaper of many.

- Three out of every five Argentines use Facebook to get their online news.

- If Facebook was the only source of information relied on by our six Argentine users they likely would not have been made aware, for example, of stories of femicide and rape happening in the country.
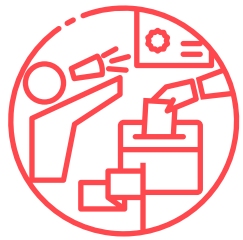
Why it matters?

- Free and Fair elections and the role of media.

- How can electoral authorities, for instance, audit the distribution of news?

- Only way to monitor the behaviour of social networks during elections is to be able to audit their algorithm.

- Can we **trust** **Mark Zuckerberg's word?**

There are specific rules to regulate media (tv, radio, printed) during elections.
We need new rules for social media.
But first, we need tools like Facebook Tracking Exposed t to understand better the problem.

We need your help to fix the problem.
We want to explore more countries.
We also want to explore more platforms.
How are videos being distributed?
What is the role of new platforms in shaping public behaviours?
How is electoral monitoring changing?

Let's stay in touch: renata.avila@webfoundation.org