

A chat-based approach to auditing bias on social media

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PROBLEM

How might we improve end-users' confidence and motivation to act on incidences of Al algorithmic bias?

METHODS

Semi-Structured Interviews

Think Aloud Studies

Contextual Inquiry

Affinity Diagramming

Stakeholder/Empathy Maps

Speed Dating

움 INSIGHTS

Anonymity

There's a guise of anonymity that comes with being on the Internet ... I might talk about something I normally wouldn't talk about because there is less social stigma online.

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Simplicity

I don't know if there's an option for 'report this ad' ... I would just 'thumbs it down' because I don't know how else to go about reporting it.

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Transparency

Sometimes, it's just like 'ok so the report has been made, and someone has looked at it.' ... I want to know that work is being done on that front and that we're moving along in the process of review.

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SQ USER NEEDS

Anonymity

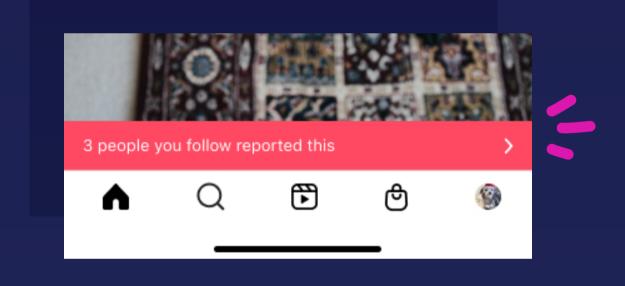
actions and how it will be perceived by others. We found users feel more comfortable speaking their mind anonymously because they don't have to worry about their identity being exposed or negatively perceived.

People are actively aware of their

OUR SOLUTION

Low-Pressure Social Proof

See an anonymized indication of reports made by personal connections.



Simplicity

traversed reporting structures upon viewing harmful content. Without simple reporting structures, they are unable to take action in time, if at all, and communicate their needs to the platform.

Users prefer easily discovered and

Click on the AuditBot icon under the

Tap to Opt In on any Post

post to initiate a conversation at your pace.



Users perceive that they will not be

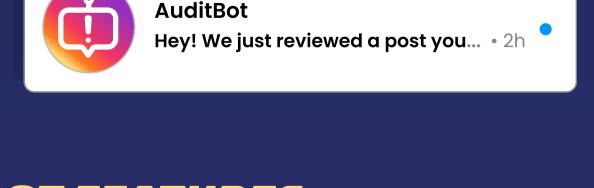
Transparency

heard unless many others are saying the same thing. Users feel that companies prioritize overarching business goals over individuals' feelings, and users feel insufficiently informed about what would happen after they report content.

AuditBot opens in Direct Messages and

All Your Auditing in One Place

guides users to discuss and consider potential actions regarding the post. Revisit the chat anytime to follow up on posts you have reported.



PROPOSED AUDITBOT FEATURES

Do you want to report this post or

Do you have any initial thoughts about

explore other options? **Prompts for User Action**

this post?

content.

I can help you understand why others

might think this is biased.

I can help you understand Instagram's reviewing system for reportedly biased

Resources for Learning

Here are organizations you can explore to learn more about bias.

this with friends.

Here's how you can start a discussion about

Suggestions for Support

Updates on Reported Content This post has received 12 more reports since

you visited it. Here's a recap of where this leaves us in the review process.

This post has been removed. Here's how we came to the decision to take it down.