

Intro - hit them hard and grab their attention

I'm [name], and I'm representing team Be Free. We're here today to introduce our innovative solution for auditing instances of algorithmic bias on Instagram's social media platform. With the introduction of a chatbot to Instagram's user interface—named AuditBot for the purpose of auditing—we're proposing a holistic solution that will help social media end-users assess and audit potentially biased posts, enabling the co-creation of value between Instagram and its end-users.

Dev steps and how it drove the solution

We approached the issue of auditing algorithmic bias through social proof to motivate and improve confidence of end-users in the auditing process.

From there, we used 6 different methods to user-test potential end-users, and discovered 3 overarching insights: the user's desire for simplicity, transparency, and anonymity.

End-users desire simplicity for easy discovery and traversal through the auditing process—essentially deformatizing traditional reporting; they also desire transparency from the platform on their audit's progress. Furthermore, end-users benefit from a layer of anonymity and social-proof-driven motivation—enough anonymity that they will not have to fear social consequences, but enough visibility to validate their desire to audit.

Reiterating how we met those needs

Our solution will motivate users and improve their confidence in auditing harmful posts. It meets the user's need to have a layer of anonymity between themselves and their connections by including the AuditBot function within Instagram's user interface. The AuditBot chat promotes transparency between the platform and its end-users by providing a direct line of communication.

In summary, using AuditBot within Instagram will co-create value between end-users and the platform by meeting end-users' needs and by providing the platform with crucial data to drive future decisions. Now, we'll open the floor to you for any questions, and for viewing our poster in-depth.

