



E-connect

Symposium Presentation



Team members



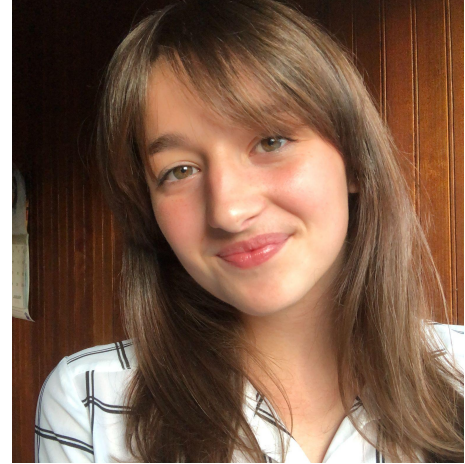
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Tunisia



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Pakistan



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Canada





Our research question :Q



How might we redesign **Facebook's suggested post algorithm** to foster **cultural curiosity** among users?



Why is this important?



Social media

Most of our interactions occur online on digital platforms



Diversity

Rather than seeing differences as a cause of conflicts, we can benefit from having diverse individuals holding diverse viewpoints



Responsibility

we are all responsible for ensuring effective interactions and collectively fulfilling some common purpose founded on social consciousness.

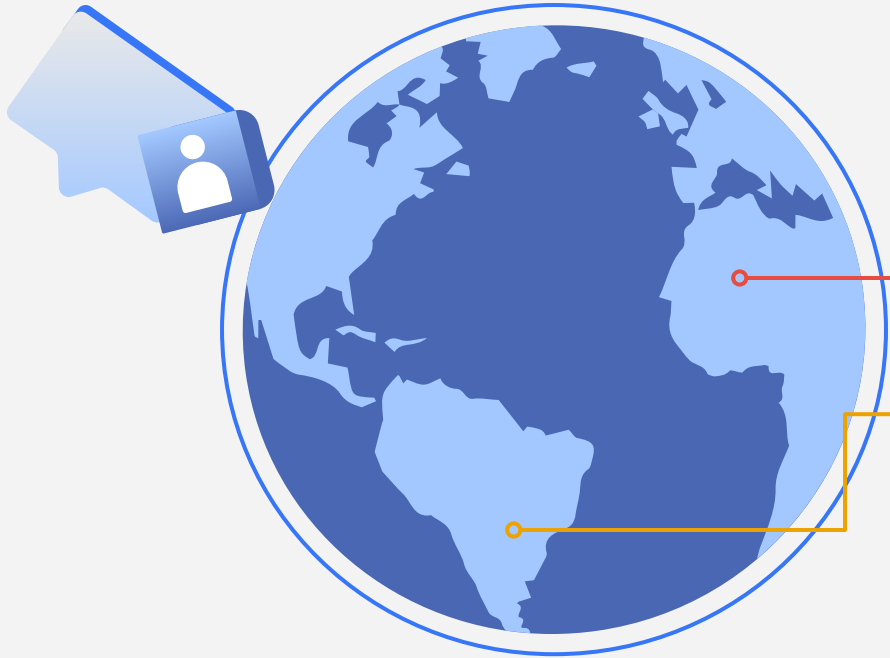


Social consciousness

We identified a lack of cross cultural understanding among social media users

Why is this important?

Facebook (scale of the issue)



2.912 billion
users from across
the world (January 2022)



All these users are
potentially exposed to
effects an online lack of
social awareness





Goals & strategy



Facebook Algorithm and the **Ethical** Dilemmas

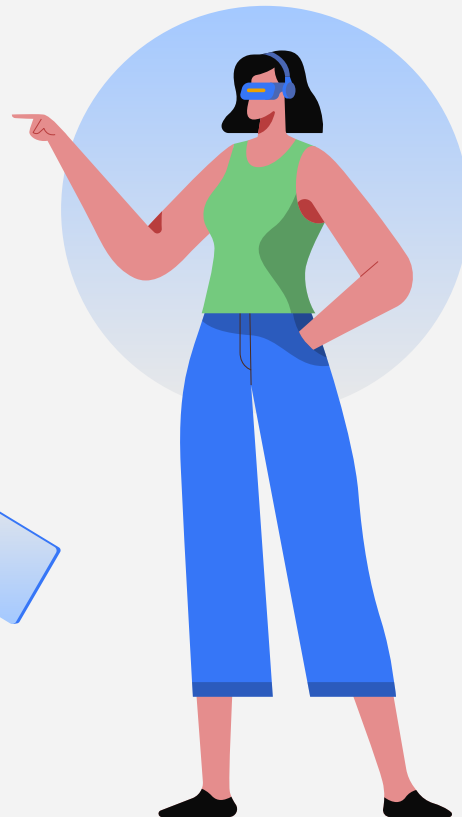


Cultural curiosity and ways to foster it



Switching from **competition** to **curiosity**

Breaking echo chambers
+
Respecting personal identity
=
Balancing familiar and unfamiliar



Why we chose this deliverable



Initial state

Lack of online social
consciousness

A better post algorithm

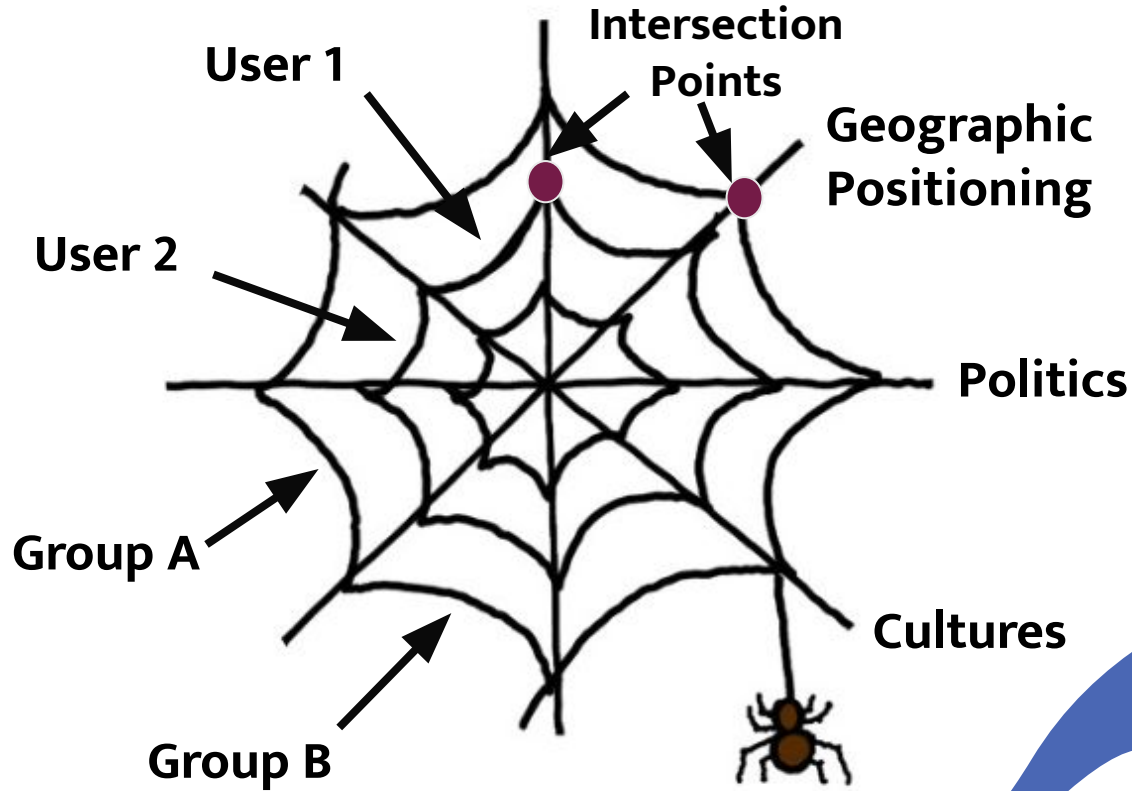
The bridge between our
initial state and goal state



Goal State

A fertile ground for effective
users interactions that
fosters cultural curiosity

The Facebook Web




**Longitudinal
Categorization**

**Latitudinal
Categorization**



Facebook's current algorithm

What do I see on my Feed? 

My News Feed



Related Topics

Suggestions based on user engagement with related Topics

Related Content

Different users interacting with the same post see similar suggestions

Geographical Location

Suggestions based on other user interactions in the same area



Our Proposed Algorithm



P
A
R
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T
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R
S

1. Similarity Index

- Individual posts
- Ratio of variables

2. Similarity Ratio

- Posts as a collective
- Ratio of similarity indexes

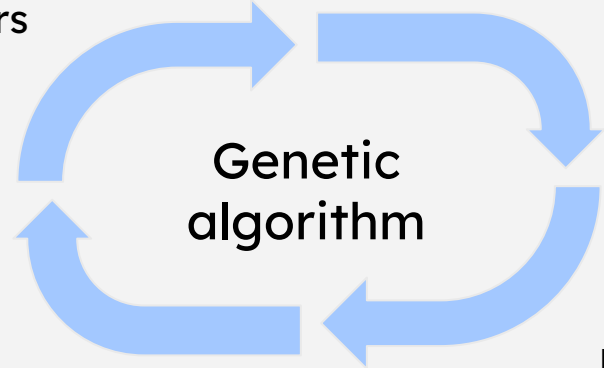
Randomly assign
parameters

Test on 30 posts

Genetic
algorithm

Range:
50th - 75th percentile

Rank by
retention and comments





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Questions!

