



# DIGITAL DISINFORMATION AND DEMOCRACY

NCG/Bay Area Democracy Funders

May, 2018

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Madison Initiative

# MADISON INITIATIVE



**Uphold key values  
and norms of  
democracy**



**Strengthen  
Congress as  
an institution**



**Improve  
campaigns &  
elections**



**Combat digital  
disinformation**



What can be done to reduce the amount of polarizing, inaccurate content online?



# Features of Social MediaHow



No gatekeepers

Media fragmentation and overload

Personalization and microtargeting

Bots and artificial amplification



## SHORT-TERM INDICATORS

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1. Establishment of a learning community
2. Clearer definition of the problem(s)
3. Preliminary answers to key questions
4. Access to platform data



# FACEBOOK DATA/RESEARCH PARTNERSHIP: ELECTIONS AND DEMOCRACY



## Partnership between



ALFRED P. SLOAN FOUNDATION



Stanford



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# APPENDIX

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# FACEBOOK RESEARCH PARTNERSHIP: METRICS



1. Project Administration and Transparency
2. Project Breadth and Diversity
3. Data Access and Privacy
4. Insights and Importance of Findings
5. Research Practicality, Platform Adoption impact representativeness/diversity



**UPSTREAM**

**Journalism**



**MIDSTREAM**

**Platforms**



**DOWNSTREAM**

**Audiences**



# MANY UNANSWERED QUESTIONS

**Explanatory  
Questions**



**Experimental  
Questions**



**Legal/  
Philosophical  
Questions**

