DIGITAL DISINFORMATION AND DEMOCRACY

NCG/Bay Area Democracy Funders

May, 2018

Madison Initiative
Uphold key values and norms of democracy

Strengthen Congress as an institution

Improve campaigns & elections

Combat digital disinformation

MADISON INITIATIVE
What can be done to reduce the amount of polarizing, inaccurate content online?
Features of Social Media

How

- No gatekeepers
- Media fragmentation and overload
- Personalization and microtargeting
- Bots and artificial amplification
SHORT-TERM INDICATORS

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

Explanatory Questions

Experimental Questions

Legal/Philosophical Questions