

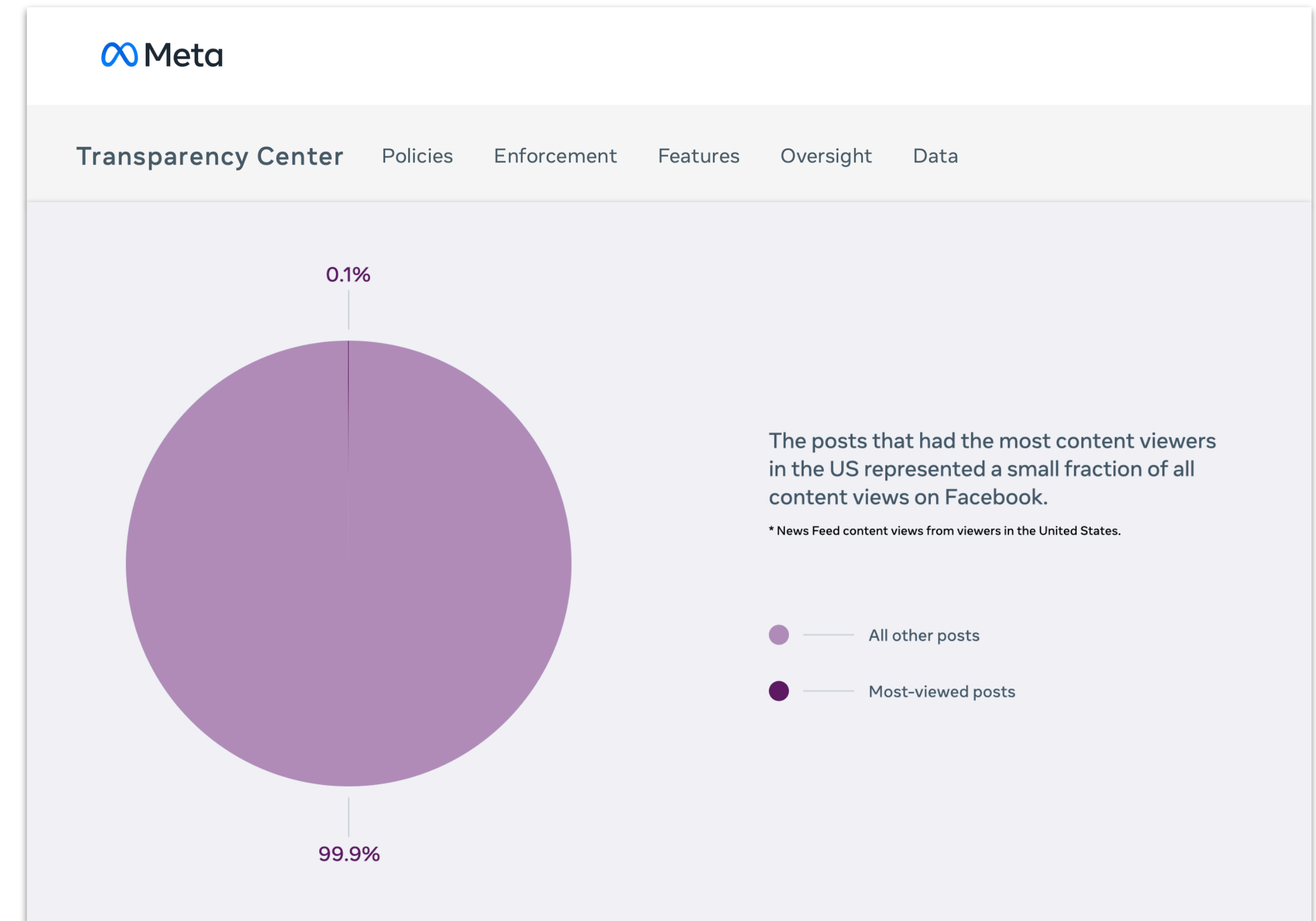
# Ethics, Transparency, and Accountability for Mass Communication Platforms

Jack Bandy

“In a lot of ways Facebook is more like a government than a traditional company... we’re really setting policies.”

–Mark Zuckerberg, quoted in *The Guardian*

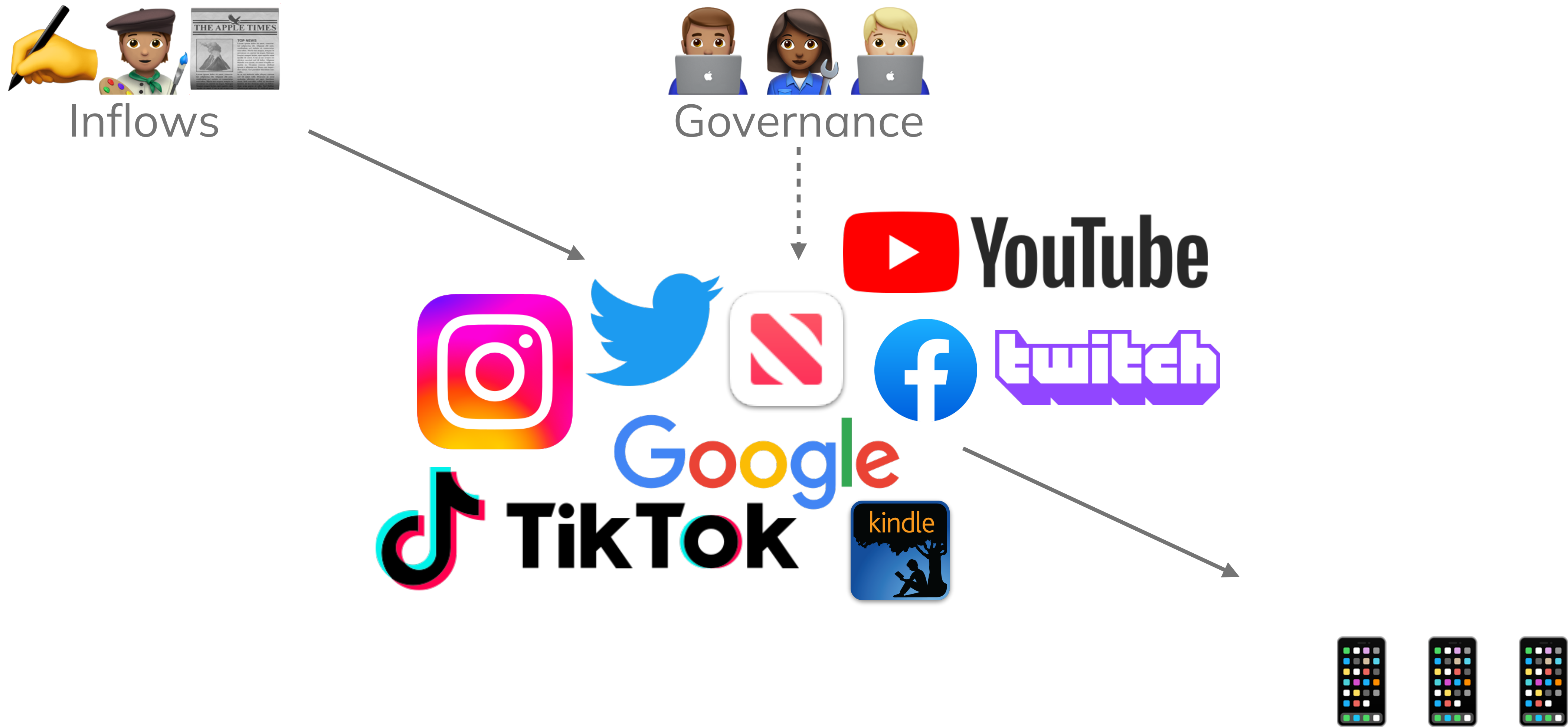
The public has a right to know what flows through platforms



Facebook’s “widely viewed content report” only shares information about 0.1% of all content views on their platform

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A flow-based framework for understanding platforms

Feeds