

# Moral Lenses case study

# Warmup

- Read the problem and the proposed design change
- With your partner, brainstorm:
  - **differences** that might happen as a result
  - **stakeholders** affected by or interested in those differences
- Write your answers in case-study.txt

# Moral Lenses review

- What are the three moral lenses?
  - let's imagine them in the context of a game show

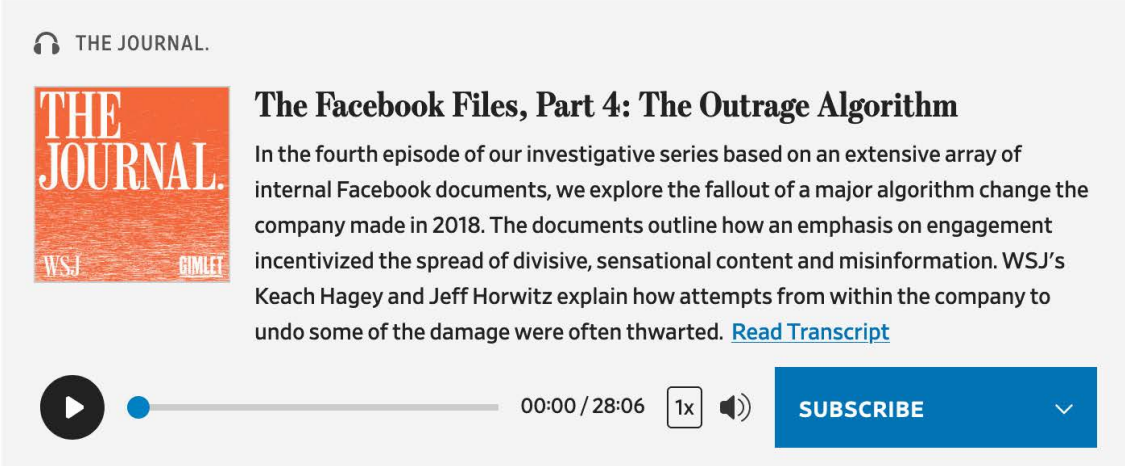
# Facebook in 2017

- Problem: people are still using FB, but more passively
  - reading posts and watching videos, but not commenting or liking as much as before
  - "We have an ethical duty not to turn Facebook users into zombies"
- Proposal: rank posts by meaningful social interaction (MSI)
  - MSI = actions on a post (comment >> react-emoji/reshare >> like) made by your own friends
- With your partner:
  - apply the **moral lenses** for the stakeholder group of your section of the room
  - write your answers in case-study.txt
- Working with the other pairs in your section:
  - put your Outcomes/Process/Structure points in the slides
  - consolidate similar points
  - vote for 1-2 points per slide (e.g. important or nonobvious)
  - **boldface** those key points

# Action

- After moral lens analysis, what do we have that we may not have had before?
- What can we do with that new knowledge?

For more about this case study:  
Wall Street Journal Facebook Files podcast series



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WSJ GIMLET

**The Facebook Files, Part 4: The Outrage Algorithm**

In the fourth episode of our investigative series based on an extensive array of internal Facebook documents, we explore the fallout of a major algorithm change the company made in 2018. The documents outline how an emphasis on engagement incentivized the spread of divisive, sensational content and misinformation. WSJ's Keach Hagey and Jeff Horwitz explain how attempts from within the company to undo some of the damage were often thwarted. [Read Transcript](#)

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