GOVERNING DIGITAL INFRASTRUCTURE

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Hendry Moya Duran
September 5 at 10:20am

Hurricane Irma

Like Comment Share

34M Views

133K Likes

853,251 Shares

84K Comments
“This Analysis Shows How Fake Election News Stories Outperformed Real News On Facebook,” Craig Silverman, BuzzFeed
Edit "People you choose through targeting" audience

Detailed targeting

INCLUDE people who match at least ONE of the following

Demographics > Education > Field of study

German Schutzstaffel
History of "why jews ruin the world"
How to burn jews
Jew hater

Demographics > Education>
German Schutzstaffel
Description:
People who listed their main subject or field of study as Jew hater on their Facebook

Demographics > Work > Employment
NaziParty

Add demographics, interests or behaviours

Exclude people or Narrow audience

Get better results by showing this advert to additional groups of people who are likely to engage with it.

Your audience selection is great!

Potential audience size: 108,000 people
Instagram is using one of my most "engaging" posts to advertise its service to others on Facebook 😂

Olivia, you fucking bitch!!!!!!

I Will Rape You

47 minutes ago Details

I will rape you before I kill you, you filthy whore!

See Olivia Solon's photo and posts from friends on Instagram
Russia Used Facebook Events to Organize Anti-Immigrant Rallies on U.S. Soil', Collins, Poulsen, Ackerman, The Daily Beast, Sept 11, 2017
Hilary Clinton discusses platforms, AI and the election at recode Conference, May 31, 2017
Data Collection and Monetization
Corporate Surveillance in Everyday Life, Cracked Labs, 2017
Corporate Surveillance in Everyday Life, Cracked Labs, 2017

“insecure” “worthless”, and “need a confidence boost”
Effects of mass data monetization

rewards lowest common denominator content, or click-bait.

a race to the bottom for surveillance capitalism.

a free market for attention.
Artificial Intelligence
Largely unknowable even to those that created them

Are at their core commercially driven,

Laden with the biases and subjectivities of their data and creators.

Leading to a further fragmentation of our collective conversation.
Governance Challenges
1. Our public spaces are increasingly governed by private corporations
2. Governments are ill suited to regulate the scale, complexity and rapid evolution of platforms
“Facebook didn’t fail when it used AI to match foreign agitators with micro-targeted US voter audiences, or offered “How to burn jews” as an automatically-generated ad purchasing group, it was actually working as designed.

It is this definition of “working” and this design for which governance oversight is needed.”
for more on this research, see: *The Platform Press: How Silicon Valley Reengineered Journalism*, Emily Bell and Taylor Owen

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