



October 27, 2021

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Wall Street Journal

Federal Trade Commission Scrutinizing Facebook Disclosures

Federal Trade Commission staffers have begun looking into disclosures that Facebook Inc.'s internal company research had identified ill effects from its products, according to people familiar with the matter. Officials are looking into whether Facebook research documents indicate that it might have violated a 2019 settlement with the agency over privacy concerns, for which the company paid a record \$5 billion penalty, one of the people said.

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The Washington Post

Five points for anger, one for a 'like': How Facebook's formula fostered rage and misinformation

Five years ago, Facebook gave its users five new ways to react to a post in their news feed beyond the iconic "like" thumbs-up: "love," "haha," "wow," "sad" and "angry." Behind the scenes, Facebook programmed the algorithm that decides what people see in their news feeds to use the reaction emoji as signals to push more emotional and provocative content — including content likely to make them angry. Starting in 2017, Facebook's ranking algorithm treated emoji reactions as five times more valuable than "likes," internal documents reveal.

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**Broadband Cable Association
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