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News Item

How Facebook Relies on Accenture to Scrub Toxic Content | The New York Times

By Adam Satariano and Mike Isaac
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> In 2019, Julie Sweet, the newly appointed chief executive of the global consulting firm Accenture, held a meeting with top managers. She had a question: Should Accenture get out of some of the work it was doing for a leading client, Facebook?
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> For years, tensions had mounted within Accenture over a certain task that it performed for the social network. In eight-hour shifts, thousands of its full-time employees and contractors were sorting through Facebook's most noxious posts, including images, videos and messages about suicides, beheadings and sexual acts, trying to prevent them from spreading online.
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> Some of those Accenture workers, who reviewed hundreds of Facebook posts in a shift, said they had started experiencing depression, anxiety and paranoia. In the United States, one worker had joined a class-action lawsuit to protest the working conditions. News coverage linked Accenture to the grisly work. So Ms. Sweet had ordered a review to discuss the growing ethical, legal and reputational risks.
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