

3 ways Congress could hold Facebook accountable for its actions | The Conversation

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Social media sites like Facebook are designed for constant interaction to engage users' attention. To rein in Facebook, lawmakers must first understand the harm that results from algorithmic manipulation on these platforms. One thing Congress could do is make sure Facebook gives users more control over what data the company collects about them and why.

Most people who use Facebook are unaware of how algorithmic recommendations affect their experience of the platform and thereby the information they engage with. For example, political campaigns have reportedly tried to manipulate engagement to get more traction on Facebook.

A key aspect of providing such transparency is giving users greater access to and control over their data, similar to what's proposed in California's Consumer Privacy Act. This would allow users to see what personal data Facebook collects about them and how the company uses it. Many people don't realize that Meta has the ability to make inferences about their political preferences and attitudes toward society.

A related issue is data portability tools and rights that allow users to take the data, including photos and videos, that they shared on Facebook to other social media services.

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