

Facebook “transparency report” turns out to be anything but | Columbia Journalism Review

By Matthew Ingram

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Last week, Facebook [released a report detailing some of the most popular content shared on the site in the second quarter of this year](#). The report is a first for the social network. Guy Rosen, Facebook’s vice president of integrity, [described the content review as](#) part of “a long journey” to be “by far the most transparent platform on the internet.” But the story behind the creation of the report shows the company still has a long way to go. To take just one example, Facebook’s new content report appears to be [a co-ordinated response to critical reporting from Kevin Roose](#), a *New York Times* technology columnist, who has been tracking the posts that get the most engagement on Facebook [for some time](#), using the company’s own CrowdTangle tool, and has consistently found that right-wing pages get the most interaction from users.

[...]

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