

News Item

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

By Matthew Ingram August 31, 2021

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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