

He got Facebook hooked on AI. Now he can't fix its misinformation addiction | MIT Technology Review

By Karen Hao

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Joaquin Quiñonero Candela, a director of AI at Facebook, was apologizing to his audience.

It was March 23, 2018, just days after the revelation that Cambridge Analytica, a consultancy that worked on Donald Trump's 2016 presidential election campaign, had surreptitiously siphoned the personal data of tens of millions of Americans from their Facebook accounts in an attempt to influence how they voted. It was the biggest privacy breach in Facebook's history, and Quiñonero had been previously scheduled to speak at a conference on, among other things, "the intersection of AI, ethics, and privacy" at the company. He considered canceling, but after debating it with his communications director, he'd kept his allotted time.

As he stepped up to face the room, he began with an admission. "I've just had the hardest five days in my tenure at Facebook," he remembers saying. "If there's criticism, I'll accept it."

[...]

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