

# How Facebook's pandemic relief efforts could be undermined by its own user base | The Verge

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Facebook is a publicly traded company that mostly operates in rational and predictable ways. Facebook is also a collection of posts from more than 2 billion people, and an enduring lesson from the company's history is that those people often operate in irrational and unpredictable ways. This weekend we got to witness an important tension between the two.

Facebook the company is fighting the good fight against the global pandemic. It has donated more than \$100 million to small businesses and is prominently displaying vetted information from public health authorities across Facebook and Instagram. It released [maps illustrating regional mobility patterns](#) that have informed elected officials' decisions to close parks and beaches. It's [using machine-learning systems](#) to help hospitals anticipate spikes in demand for intensive care unit beds, ventilators, and other supplies.

[...]

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