

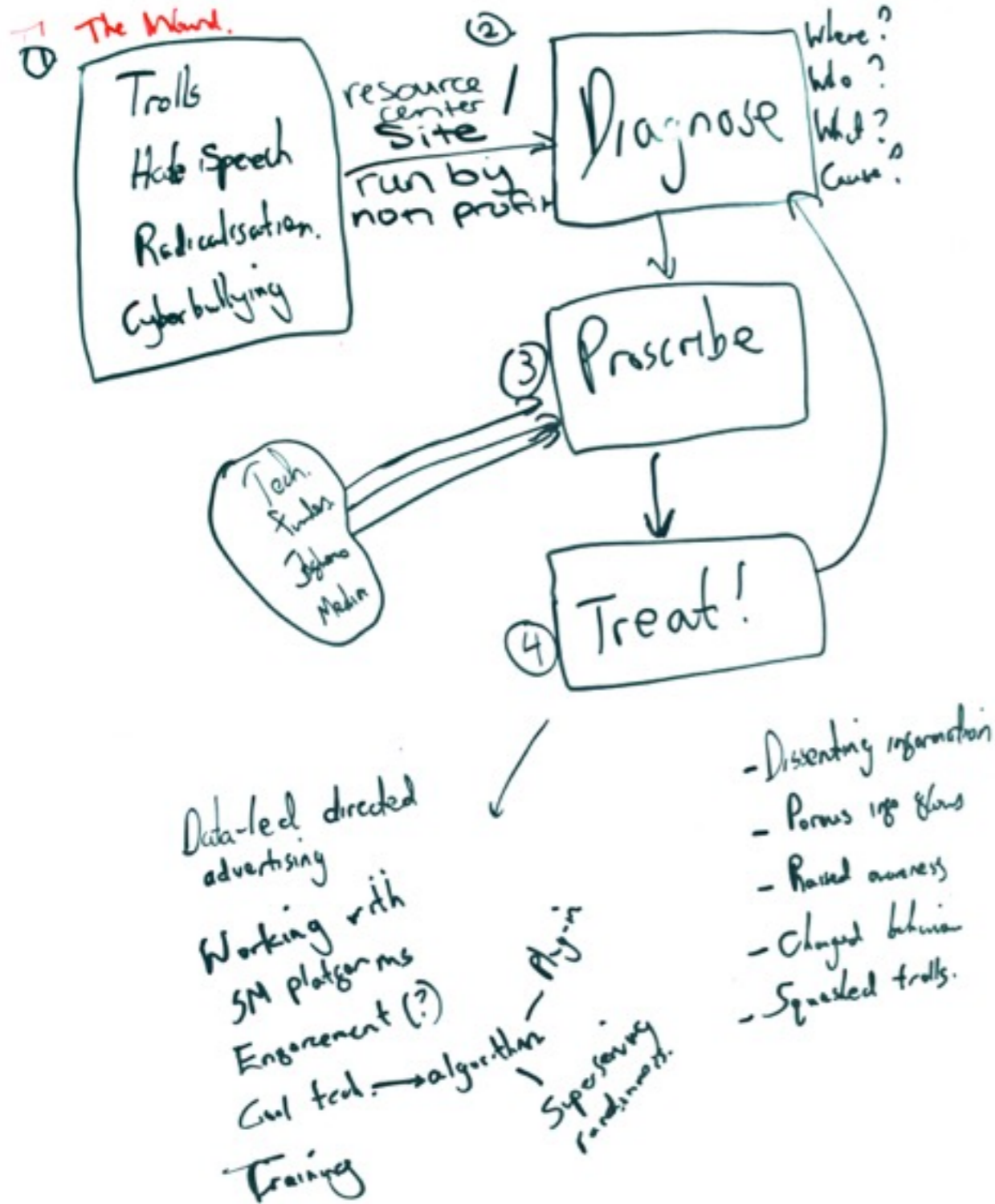
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# PERSONALEYES DIGITAL FIRST AID



- PRECIOUS LEARNING FROM PREVIOUS FAILURES
- letting go of precious view of truth
  - Combating the idea that regulation = censorship
  - "ignore" echochambers until they go away (can't do it!)
  - lack of specificity
  - factoring out human element is unrealistic
  - intellectual snobbery
  - weaponizing echochambers for political gain / delegitimize viewpoint

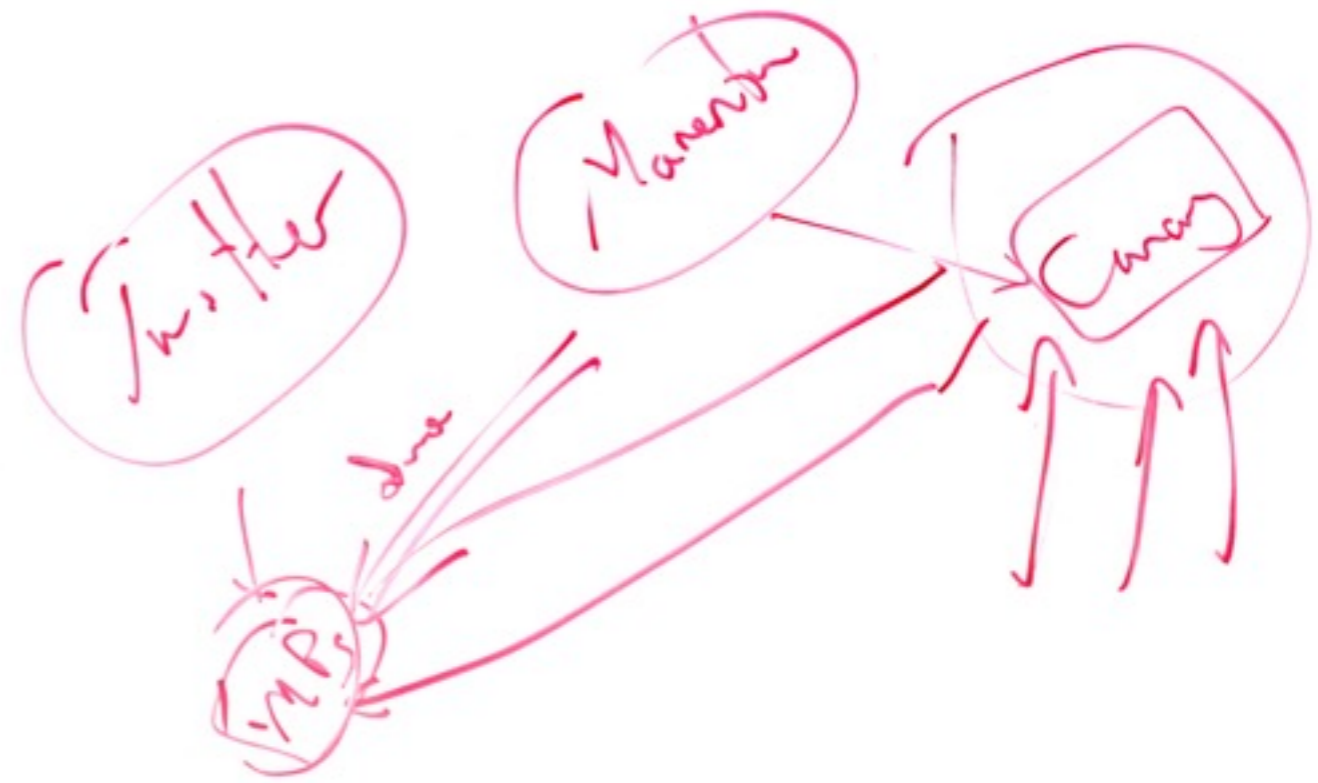
# PERSONAL EYES<sup>©</sup>: Digital first Aid



First Aid for the Internet

- Diagnose
- Prepare
- Pop!

Populism?  
Trolls?  
Misogynists?  
Don't Worry!



# PERSONAL EYES: ©

## DIGITAL FIRST AID

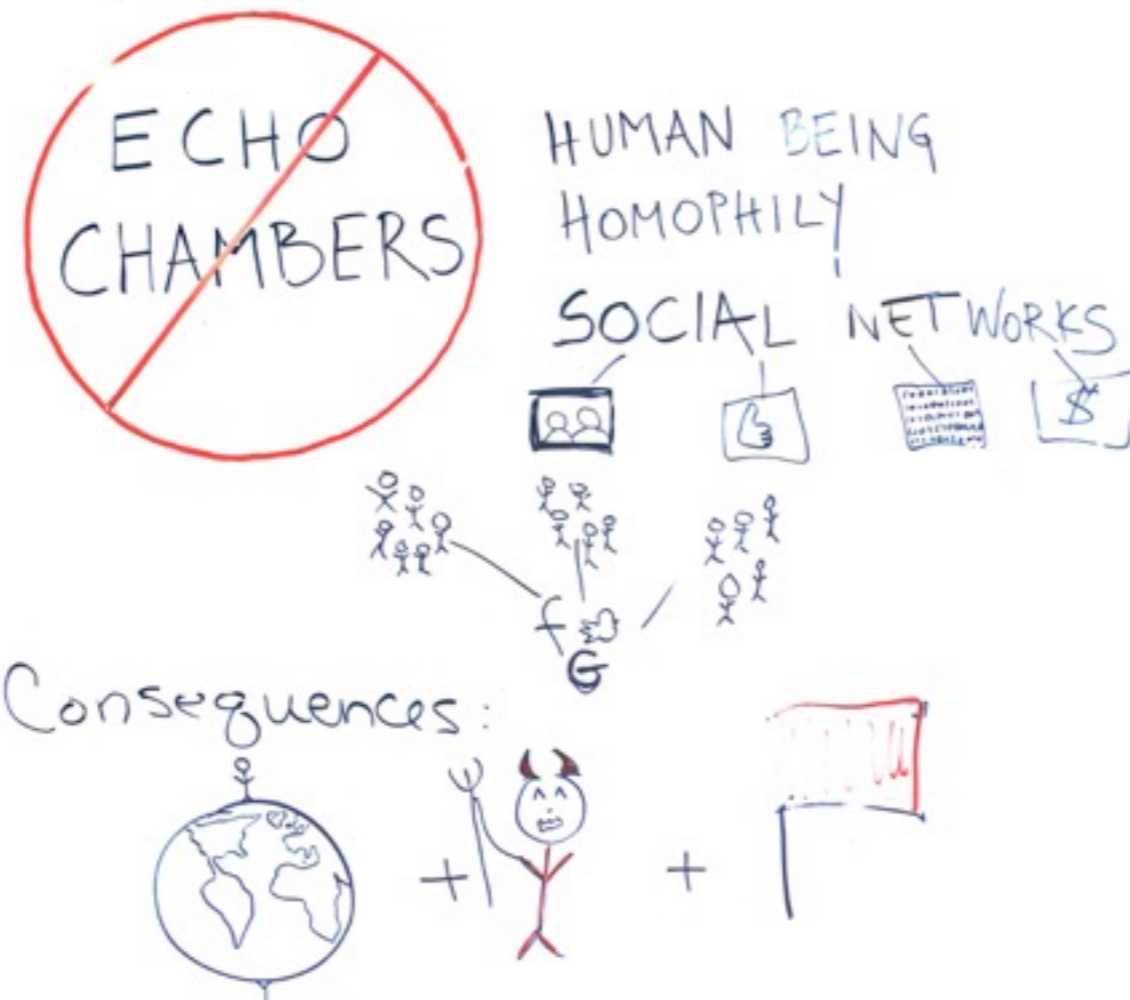


## THE FIRST EXPERIMENT <sup>TALK TO: NATHAN MATTIAS @MIT + SAM GHARADIA</sup>

1. IDENTIFY ECHOCHAMBER:  
Twitter/Canary organized **ABUSE OF FEMALE MPs**
2. DIAGNOSE  
- are they linked?  
- what social platforms do they use  
- Do they share the same links/content?
3. DOES DIRECT ADVERTISING, **\* weaponized personalization \*** work?  
A: "They're human too" vs B: "Corbyn says stop"  
Test and measure post volume (X?)
4. LEARNING
5. SCALE

\* Authority  
\* Legitimacy  
\* Legitimacy

# PROBLEM



1. who chamber - Baltic/<sup>Ukraine</sup> failed states
2. Who is consuming? unsatisfied people with their lives  
Where - media; social networks

# THE First Experiment

① Take on echo chamber. (abuse of female MPs)

② Are they linked?  
 Do they speak to each other?  
 Do they share the same stuff?  
 What platforms do they use?  
 } an echo chamber

③ Does directed advertising (response personalisation) work?  
 "They're humans too"  
 "Carbyn says stop"

A/B Testing  
Pre-post Volume

etc.

④ Learning

# OUR CONCEPT & ITS POTENTIAL IMPACT - OUR LEARNING AND ITS POTENTIAL IMPACT

