

# SoReMo

## An Analysis of the Impact of Search Engines and Social Media on Everyday Decision-Making

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02/10/2023

# What I've done so far

## Solicited Advice

I was able to talk to 6 experts from different disciplines who offered their advice and input on the project.

## Identified Sources

I created a reference library of sources (50+), restricting my search to anything published between 2019 and February 2023.

## Built a Research Plan

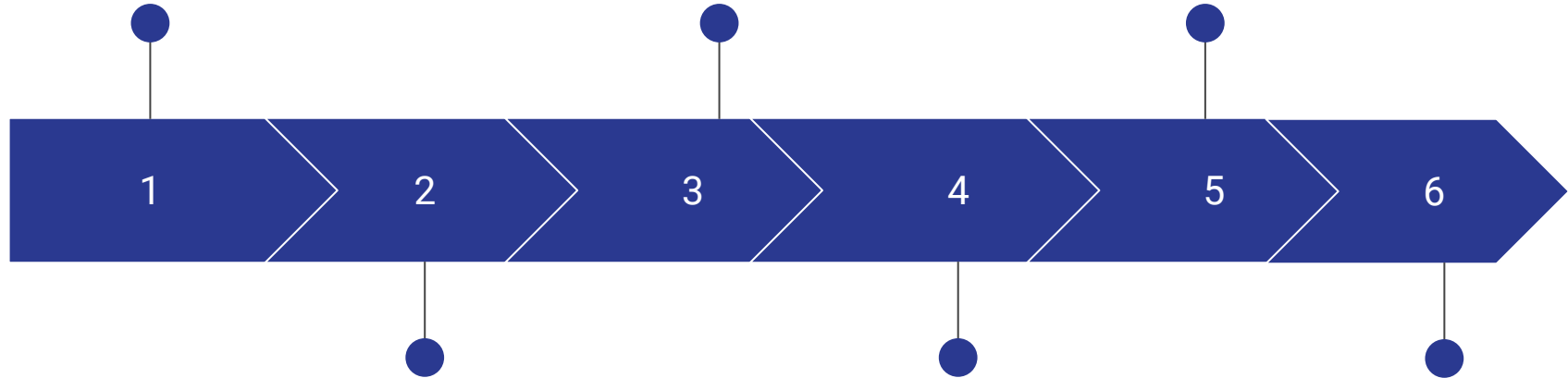
I built a research plan to guide my efforts in the upcoming weeks.

# Research Plan

How people's decisions are affected by social media and search engine usage

Broadly report on other cases

Propose heuristics to inform policy solutions



How platforms handled a specific case of misinformation that impacted people's decisions

Analyze the approach used by the platforms to flag misinformation

Analyze future developments of technologies in the context of decision-making

# 1

How people's decisions can be affected by social media and search engine usage

1. Overall relevance of my study
  2. Identify full range of dynamics at play
  3. User psychology
-

# 2

How platforms handled a specific case of misinformation that had an impact on people's decisions

1. Which case?

- Covid?
- Vaccines?
- Politics?

2. Did the platforms even handle the misinformation?

3. How did they do it?

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# 3

Broadly report on other cases

1. Conduct a meta-analysis of existing literature
2. Analyze existing case studies



# 4

Analyze the approach used  
by the platforms to flag  
misinformation

1. Are these approaches ethically designed?
  2. Who makes these design decisions?
  3. Why isn't any governmental authority involved?
  4. UX design concerns
  5. Dark design patterns
-



# 5

## Propose heuristics to inform policy solutions

1. Educating policymakers?
    - there is an inconsistency between what they say, and the provisions they make, if any, to actually insure people's well-being
    - policy makers seem to struggle with either understanding the policy/regulatory options available to them or getting them passed
  2. Communication strategies?
    - Designing messaging strategies or communication heuristics to help policy makers
  3. Regulating the companies owning the platforms?
    - Companies don't actually have citizens well-being in mind but I assume governments should be taking seriously any obligations to insure citizen well-being.
  4. Conduct a policy analysis:
    - Focus on the U.S. (nation)
    - Compare with EU countries' legislations.
-

# 6

Analyze recent  
developments of technology  
in the context of decision  
making

Mention recent technological  
developments that will likely increase  
the complexity of the general discussion  
about people's well-being, and the role of  
governments in protecting people's  
rights from potentially harmful  
technology

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Some interesting findings

No. 21-1333

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## In the Supreme Court of the United States

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REYNALDO GONZALEZ, ET AL.,  
*Petitioners,*

*v.*

GOOGLE LLC,  
*Respondent*

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On Writ of Certiorari to the  
United States Court of Appeals for the Ninth Circuit

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### BRIEF FOR REDDIT, INC. AND REDDIT MODERATORS AS AMICI CURIAE IN SUPPORT OF RESPONDENT

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TECH POLICY

## How the Supreme Court ruling on Section 230 could end Reddit as we know it

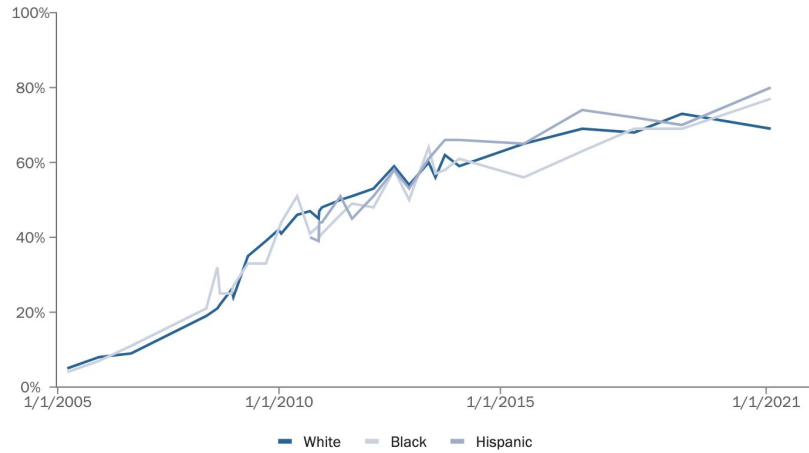
As tech companies scramble in anticipation of a major ruling, some experts say  
community moderation online could be on the chopping block.

By Tate Ryan-Mosley

February 1, 2023

## Social media use by race

% of U.S. adults who say they use at least one social media site, by race/ethnicity

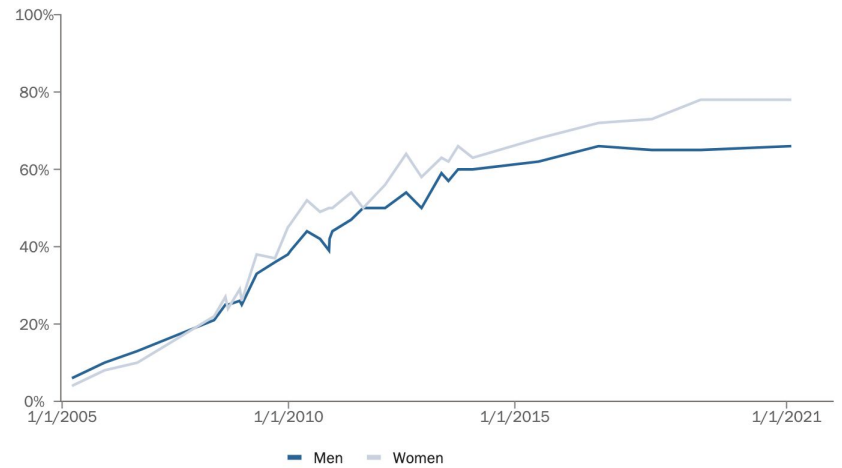


Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race.  
Source: Surveys of U.S. adults conducted 2005-2021.

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## Social media use by gender

% of U.S. adults who say they use at least one social media site, by gender

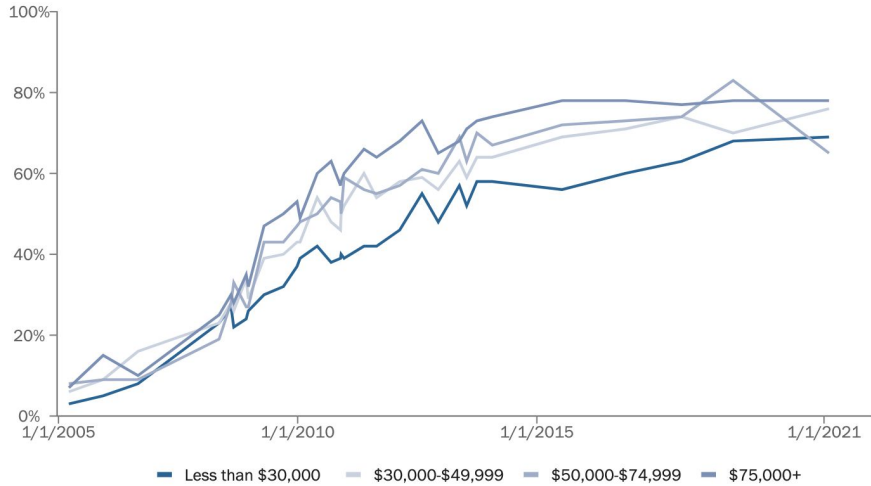


Note: Respondents who did not give an answer are not shown.  
Source: Surveys of U.S. adults conducted 2005-2021.

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## Social media use by income

% of U.S. adults who say they use at least one social media site, by annual household income

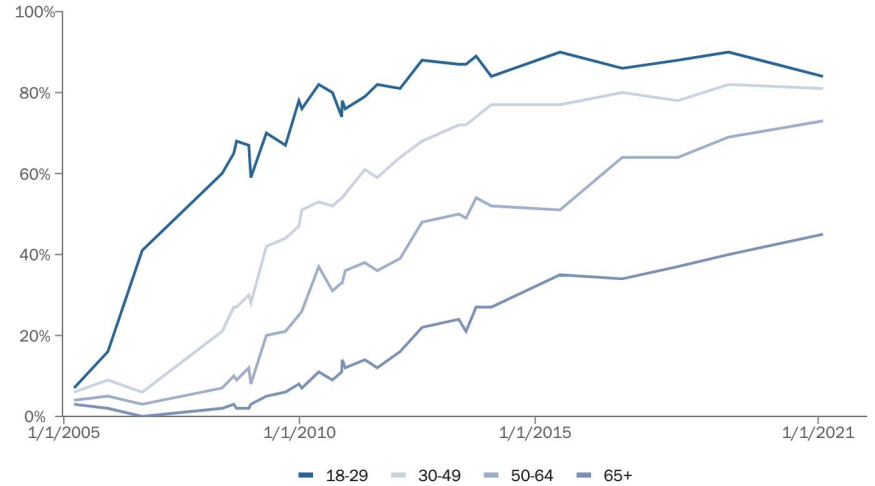


Note: Respondents who did not give an answer are not shown.  
Source: Surveys of U.S. adults conducted 2005-2021.

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## Social media use by age

% of U.S. adults who say they use at least one social media site, by age



Note: Respondents who did not give an answer are not shown.  
Source: Surveys of U.S. adults conducted 2005-2021.

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