Platform Governance

What is a Platform?

Online, data-driven apps and services

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What is Platform Governance?

A concept intended to capture the layers of governance relationships structuring interactions between key parties in today's platform society, including platform companies, users, advertisers, governments, and other political actors.

Why Platform Governance?

❖ Platforms are governed by the **commercial incentives of private actors** rather than the **collective good of the society**.

❖ Platforms are the primary filtering point for information on the Internet.

> *Recent interest in the HCI research community*

Discrimination in ad delivery on Facebook

Advertiser

- Selects target audience
- Designs the ad
- Enters bid

1. Ad Targeting

Audience

Define who you want to see your ads. Learn More

Create New Audience   Use Saved Audience ▼

Custom Audiences ⓘ | Add a previously created Custom or Lookalike Audience |

Exclude | Create New ▼

Everyone in this location ▼

Locations ⓘ   United States

📍 **United States**

⦿ Include ▼ | Type to add more locations | **Browse**

Add Locations in Bulk

Age ⓘ   18 ▼ - 65+ ▼

Gender ⓘ   **All** Men Women

Languages ⓘ | Enter a language... |
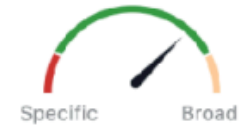
Include people who match ⓘ

Detailed Targeting ⓘ | Add demographics, interests or behaviors | **Suggestions** | **Browse** |

Exclude People

Audience Size

Your audience selection is fairly broad.

Specific   Broad

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ
2.2K - 6.3K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Facebook lets advertisers exclude users by race
- PROPUBLICA

Detailed Targeting ⓘ   INCLUDE people who match at least ONE of the following ⓘ

Behaviors > Residential profiles

Likely to move

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Add demographics, interests or behaviors | Suggestions | Browse

Narrow Audience

EXCLUDE people who match at least ONE of the following ⓘ   ✕

Demographics > Ethnic Affinity

African American (US)

Asian American (US)

Hispanic (US - Spanish dominant)

Add demographics, interests or behaviors | Browse

Discrimination in ad delivery on Facebook

Advertiser

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?

1. Ad Targeting

2. Ad Delivery

Discrimination in ad delivery on Facebook

Advertiser

- Selects target audience
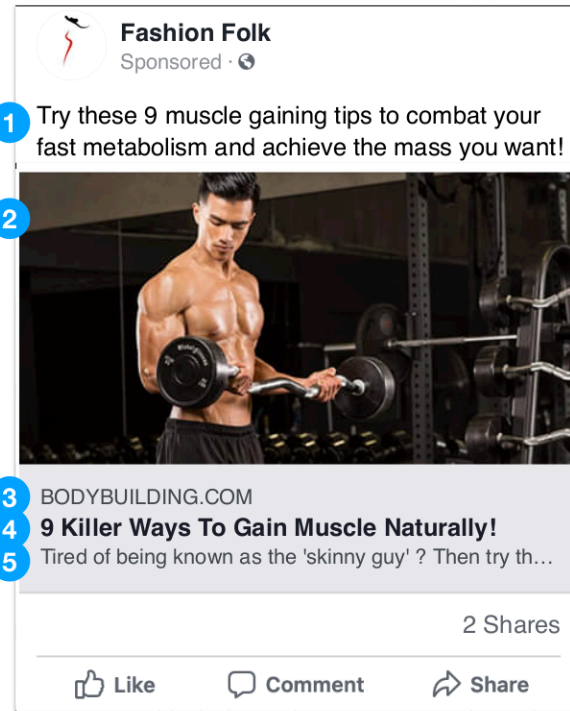- Designs the ad
- Enters bid

1. Ad Targeting

Platform

Decides which ad the user sees (through auction)

2. Ad Delivery

Discrimination through optimization

Recent interests in the research community

Content of an ad significantly contribute to skew of ad delivery. This is true even when the targeting parameters by the ad agencies are neutral and highly inclusive. The ad agency in most cases are unaware that such skews even exist

Ali, Muhammad, et al. "Discrimination through optimization: How Facebook's ad delivery can lead to skewed outcomes." Proceedings of the ACM on Human-Computer Interaction 3.CSCW (2019)

Discrimination through optimization

**Recent Interests in the research community**

Delivered to: **85% men**   **5% men**

...despite *identical* targeting parameters

Higher budget = more women in audience
Authors fix $20 ads for their experiments

Ali, Muhammad, et al. "Discrimination through optimization: How Facebook's ad delivery can lead to skewed outcomes." Proceedings of the ACM on Human-Computer Interaction 3.CSCW (2019)

Discrimination through optimization

Which of the components of the ad creative (headline, text, and image) have the greatest effect on ad delivery?
Is it driven by the ad performance or get decided a priori?
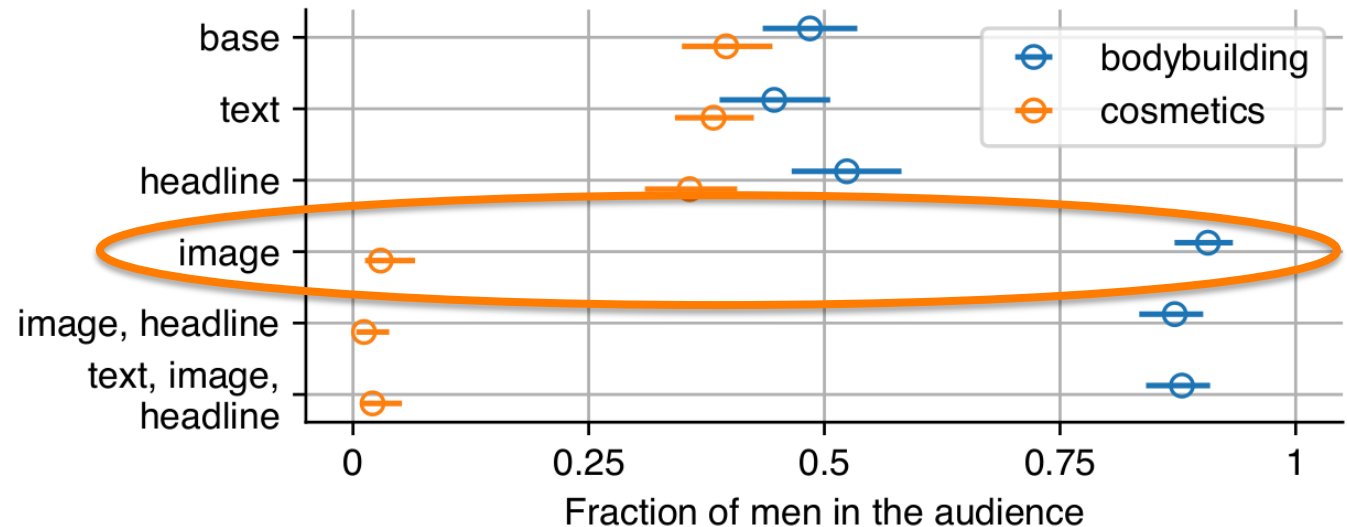
Importance?
The platform re-orgs the ads to be shown not only based on bids but also based on relevance to the target audience
Relevance determination: fully image classification based?; how the ad interacts with the audience nowhere in role!

Discrimination through optimization

Recent interests in the research community

Discrimination through optimization

Recent interests in the research community

height: 1080 px

width: 1080 px

R: 152
G: 135
B: 151
A: 128

R: 232
G: 118
B: 4
A: 128

R: 69
G: 49
B: 74
A: 128

R: 69
G: 49
B: 74
A: 128

Discrimination through optimization

Recent interests in the research community

height: 1080 px

width: 1080 px

R: 152
G: 135
B: 151
A: 3
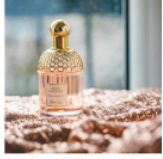
R: 232
G: 118
B: 4
A: 3

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Ali, Muhammad, et al. "Discrimination through optimization: How Facebook's ad delivery can lead to skewed outcomes." Proceedings of the ACM on Human-Computer Interaction 3.CSCW (2019)

Discrimination through optimization

Recent interests in the research community

| | Masculine | | Feminine | |
No.	Visible	Invisible	Visible	Invisible
1				
2				
3				
4				
5				

Shown are the five stereotypical masculine and feminine images, along with the same images with a 98% alpha channel, denoted as invisible.

Discrimination through optimization

Racial bias

The trick: Map voter record PII to DMAs.
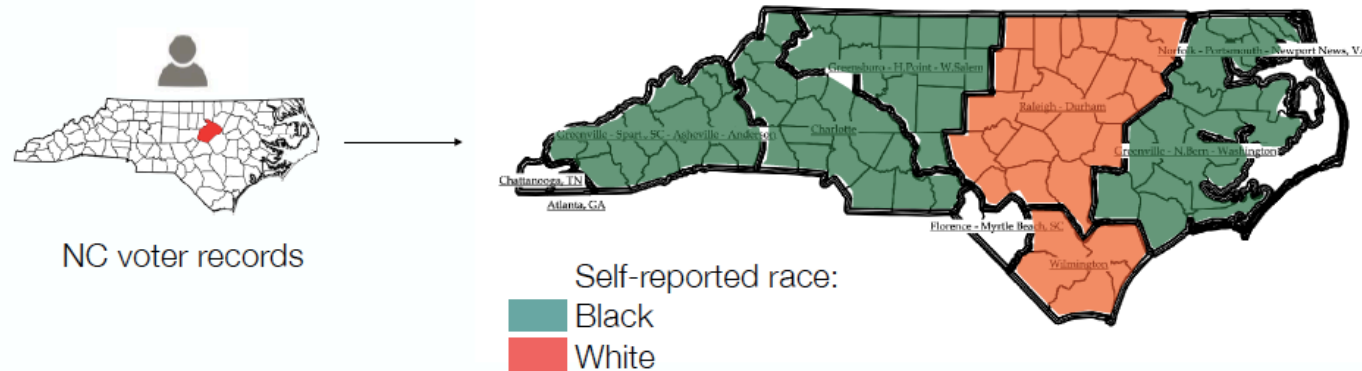
NC voter records

Self-reported race:
- Black
- White

Discrimination through optimization

Racial bias

Discrimination through optimization
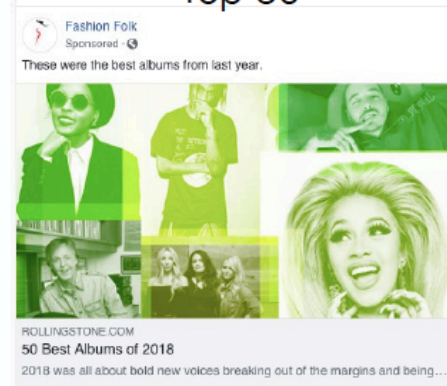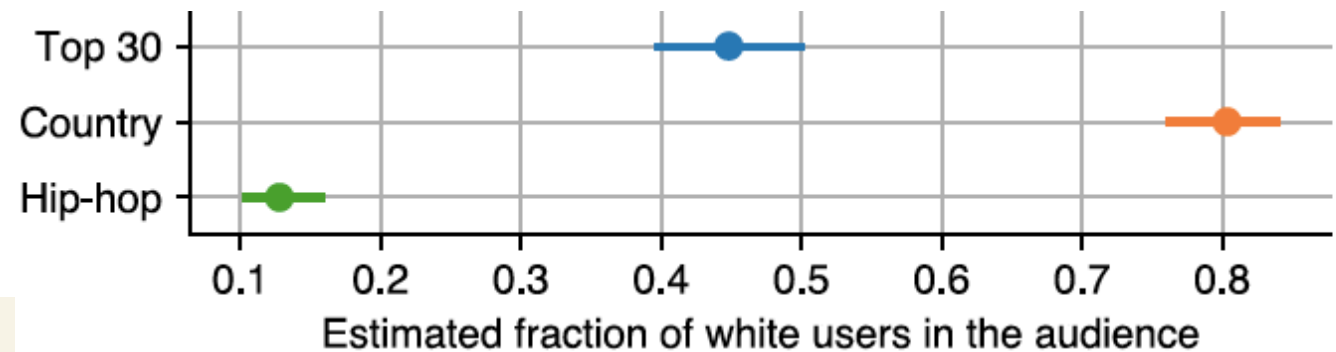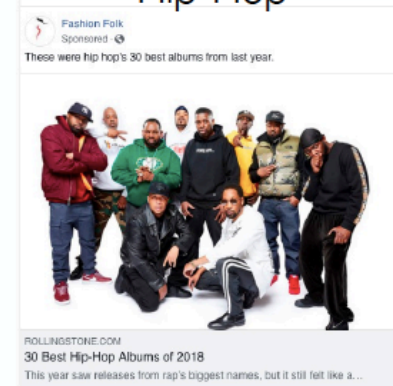
Protected categories

Case 1: **Employment**

Career Forward
Sponsored · 🌐

Begin your career working at a lumber yard, sawmill, construction, or even in the forest.

INDEED.COM
Find a job in lumber industry
10,374 Lumber jobs available on Indeed.com. Apply to Plant Controller,…

Career Forward
Sponsored · 🌐

Begin your career as a sanitation worker, a janitorial cleaner, or a housekeeper.

INDEED.COM
Find a job in cleaning
26,175 Janitor jobs available on Indeed.com. Apply to Janitor, Custodian,…
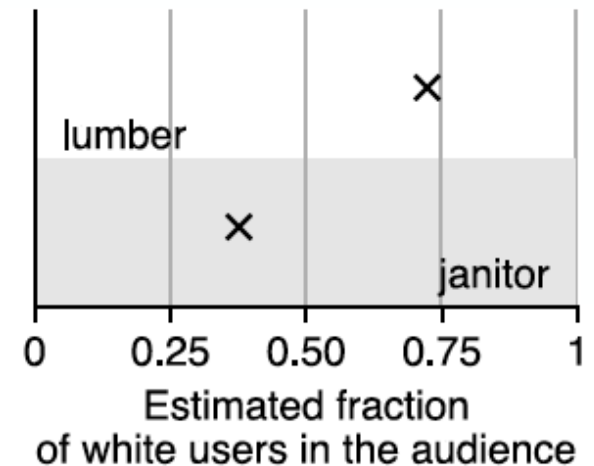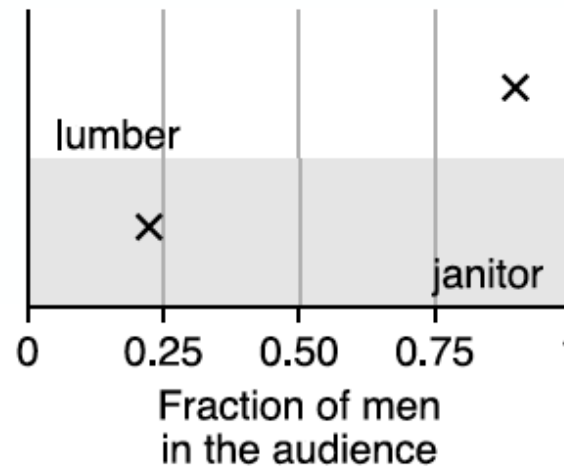
Discrimination through optimization

Protected categories

Discrimination through optimization

Gender

Fraction of men in the audience

| supermarket | janitor | preschool | secretary | nurse | doctor | restaurant | lawyer | taxi | ai | lumber |

Race

Estimated fraction of white users in the audience

| taxi | janitor | restaurant | supermarket | lawyer | nurse | preschool | doctor | secretary | ai | lumber |
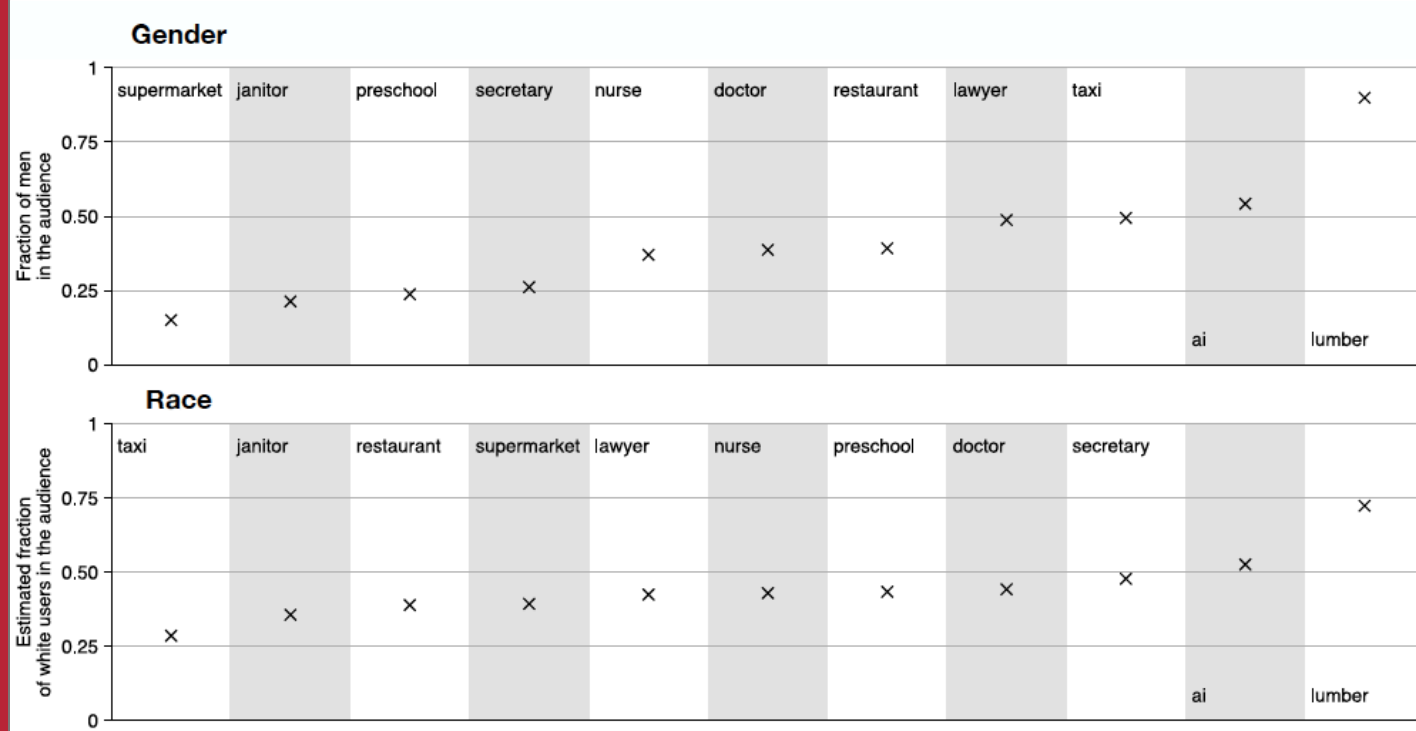
DARK PATTERNS

Recent interests in the research community

DARK PATTERNS

Features of interface design crafted to trick users into doing things that they might not want to, but which benefits the business in question

DARK PATTERNS

Have you ever tried to delete your Amazon account?

amazon

All

Today's Deals   Help   Abhisek's Amazon.com   Browsing History ▾   Registry   Buy Again

Your Lists

Shopping List

Wish List

Create a List

Find a Gift

Save Items from the Web

Wedding Registry

Baby Registry

Friends & Family Gifting

AmazonSmile Charity Lists

Pantry Lists

Your Hearts

Explore Idea Lists

Explore Showroom

Take the Home Style Quiz

Your Account

Your Account

Your Orders

Your Lists

Your Recommendations

Your Subscribe & Save Items

Memberships & Subscriptions

Your Service Requests

Your Garage

Your Fanshop

Your Pets

Your Content and Devices

Your Music Library

Your Amazon Drive

Your Prime Video

Your Kindle Unlimited

Your Watchlist

Your Video Library

Your Android Apps & Devices

Switch Accounts

Sign Out
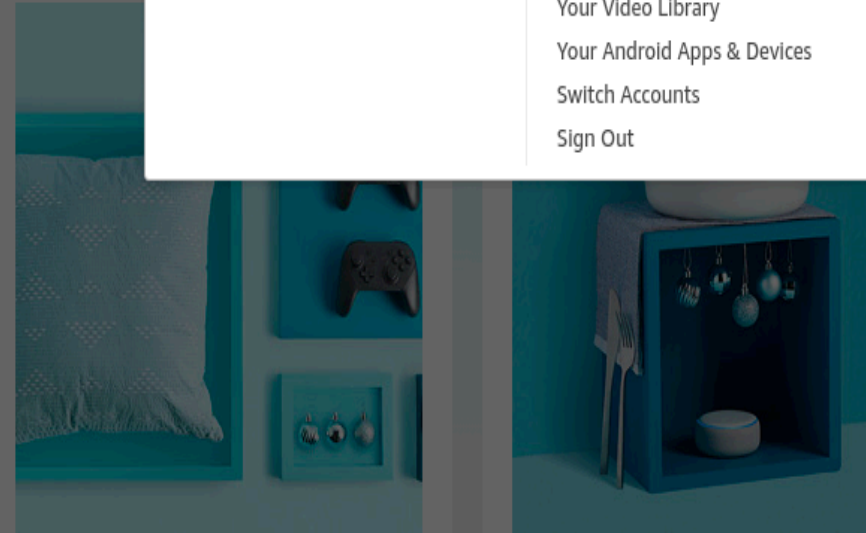
Happy Holiday D

Save on décor, gifts, and

You are on amazon.com. You can also shop on Amazon India for millions of products with

Hi, Abhisek

Recommendations for you

Recently viewed

Spurious correlations

CORRELATION DOES NOT EQUAL CAUSATION

TYLER VIGEN

Happy H

Your Orders   Electronics

Ordering and shopping preferences

Your addresses

Payment options

Your Amazon profile

Archived orders

Manage your lists

Download order reports

1-Click settings

Amazon Fresh settings

Language preferences

Manage saved IDs

Coupons

Digital content and devices

Manage content and devices

Your apps

Prime Video settings

Amazon Music settings

Manage Amazon Drive and photos

Digital games and software

Twitch settings

Audible settings

Amazon Coins

Digital gifts you've received

Digital and device forum

Memberships and subscriptions

Kindle Unlimited

Prime Video Channels

Music Unlimited

Subscribe & Save
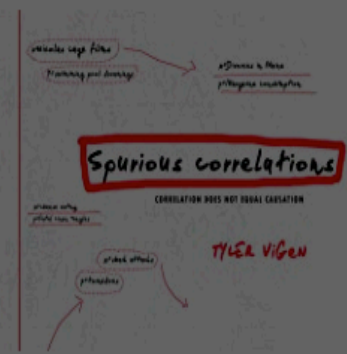
FreeTime Unlimited

Audible membership

Dash buttons

Magazine subscriptions

Other subscriptions

Communication and content

Messages from Amazon and sellers

Email subscriptions

Advertising preferences

Communication preferences

Shipment updates via text

Alexa shopping notifications

Deals Notifications

Videos you've uploaded

Shopping programs and rentals

Rentals by Amazon

Amazon Household

Prime Pantry

No-Rush rewards summary

Teens Program

Allowances

Pet Profiles

Shop with Points

Amazon Second Chance

Other programs

Amazon credit cards

Your seller account

Login with Amazon

Amazon Pay

Manage your trade-ins

Amazon Web Services

Amazon tax exemption program

Your Browsing History   View or edit your browsing history ›

Ordering and shopping preferences

Your addresses

Payment options

Your Amazon profile

Archived orders

Manage your lists

Download order reports

1-Click settings

Amazon Fresh settings

Language preferences

Manage saved IDs

Coupons

Digital content and devices

Manage content and devices

Your apps

Prime Video settings

Amazon Music settings

Manage Amazon Drive

Digital games

Twi

Membershi

Ki

cards

seller account

Login with Amazon

Amazon Pay

Manage your trade-ins

Amazon Web Services

Amazon tax exemption program

with Points

Amazon Second Chance

Your Browsing History

w or edit your browsing history

Your recently viewed items and featured recommendations

After viewing product detail pages, look here to find an easy way to navigate back to pages you are interested in.

› View or edit your browsing history

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Self-Publish with Us

› See More

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Amazon Business Card

Shop with Points

Reload Your Balance

Amazon Currency Converter

Let Us Help You

Your Account

Your Orders

Shipping Rates & Policies

Returns & Replacements

Manage Your Content and Devices

Amazon Assistant

Help

amazon

⊕ English

$ USD - U.S. Dollar

🇺🇸 United States

Browse Help Topics

Recommended Topics

Where's My Stuff?

Managing Your Orders

Account Settings & Payment
 Methods

Returns & Refunds

Shipping Policies

Amazon Devices

Digital Services & Content

Amazon Business Accounts

Other Topics & Help Sites

Need More Help? ›

Need more help?

Ask the Digital and Device Community

Contact Us

Ayuda en Español

Amazon Co-Pilot

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Blog

Make Money with Us

Sell on Amazon

Sell Your Services on
Amazon

Amazon Payment Products

Amazon Business Card

Shop with Points

Let Us Help You

Your Account

Your Orders

Shipping Rates &

Contact Us

| An order I placed | Devices - FireTablet, FireTV, Echo etc. | Digital Content - Kindle Books, Videos, Music etc. | Prime or Something else |

Here's a recent order

Make a change to your account
Click on the buttons at right to handle common account activities.

Visit Your Account to view and edit all of your account preferences.

If your issue cannot be fixed here, please continue describing your issue below so we can assist you.

[Manage Prime Membership]

[Manage Payment Options]

[Apply Gift Card to Account]

[Reset Password in 2 Steps]

⌄ Show more

Quick solutions

Your Orders
Track & return orders

Devices & Content

prime **Manage Prime**

Payment Settings

Return or replace items

Manage Address Book

Change Name, E-mail, or Password

Tell us more

Login and security ▼

Close my account ▼

Did You Know?

Once your account is closed, it's no longer accessible by you or anyone else. Keep in mind:

- You won't have access to other websites using your Amazon.com log-in (Audible.com, certain international Amazon sites, etc.)
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)

To close your account, please contact us to request that your account be closed.

DARK PATTERNS

Recent interests in the research community

Categories	Types
Sneaking	Sneak into basket, hidden costs, hidden subscription
Urgency	Countdown timer, limited time message
Misdirection	Confirm shaming, visual interference, trick questions, pressured selling
Social Proof	Activity messages, testimonials
Scarcity	Low stock / high demand messages
Obstruction (Reach Motel)	Hard to cancel
Forced Action	Forced enrollment

Mathur, Arunesh, et al. "Dark Patterns at Scale: Findings from a Crawl of 11K Shopping Websites." Proceedings of the ACM on Human-Computer Interaction 3.CSCW (2019)