Simulation: Scenario Cards

Scenario 1:
Content Curation and Mental Health

Issue: The AI algorithm has promoted a series of posts advocating for an extreme "zero-carb" diet, which has become highly popular among teenagers. However, health experts have raised concerns about its potential harm to young users.

Challenge: Decide whether to continue promoting the "zero-carb" diet content based on its popularity or to limit its visibility due to health concerns.

Scenario 2:
Echo Chambers and Political Polarization

Issue: A political post advocating for a highly controversial immigration policy has become extremely popular, leading to an intense echo chamber. Users who engage with this post are seldom shown opposing viewpoints, leading to increased polarization.

Challenge: Decide whether to adjust the algorithm to introduce more diverse political content, including counterarguments to the immigration policy, at the risk of reducing user engagement, or to maintain the status quo.

Scenario 3:
Data Privacy and Targeted Advertising

Issue: A new advertising campaign for a teen-focused fashion brand uses detailed user data (like recent search history for fashion blogs and geolocation tags from malls) for targeting. This campaign is highly successful but has sparked debate over invasive data practices.

Challenge: Decide whether to continue the highly targeted ad campaign, which has shown increased sales for the fashion brand, or to scale back on data usage to address privacy concerns of users.

Scenario 4:
Misinformation and Fact-Checking

Issue: A viral post claims that drinking lemon water can significantly boost the immune system to prevent common colds, a claim not supported by medical evidence. While not harmful, this post misinforms users about health.

Challenge: Decide whether to remove the post for spreading misinformation about health or to allow it to remain on the platform, respecting users' freedom to share non-harmful home remedies.

Scenario 5:
AI Bias and Discrimination

Issue: An analysis has shown that the AI algorithm is 30% less likely to recommend content from minority creators compared to similar content from other creators. This disparity has raised concerns about algorithmic bias against minority groups.

Challenge: Decide whether to implement an AI adjustment that would actively promote minority creators' content, potentially impacting the organic nature of content recommendations.