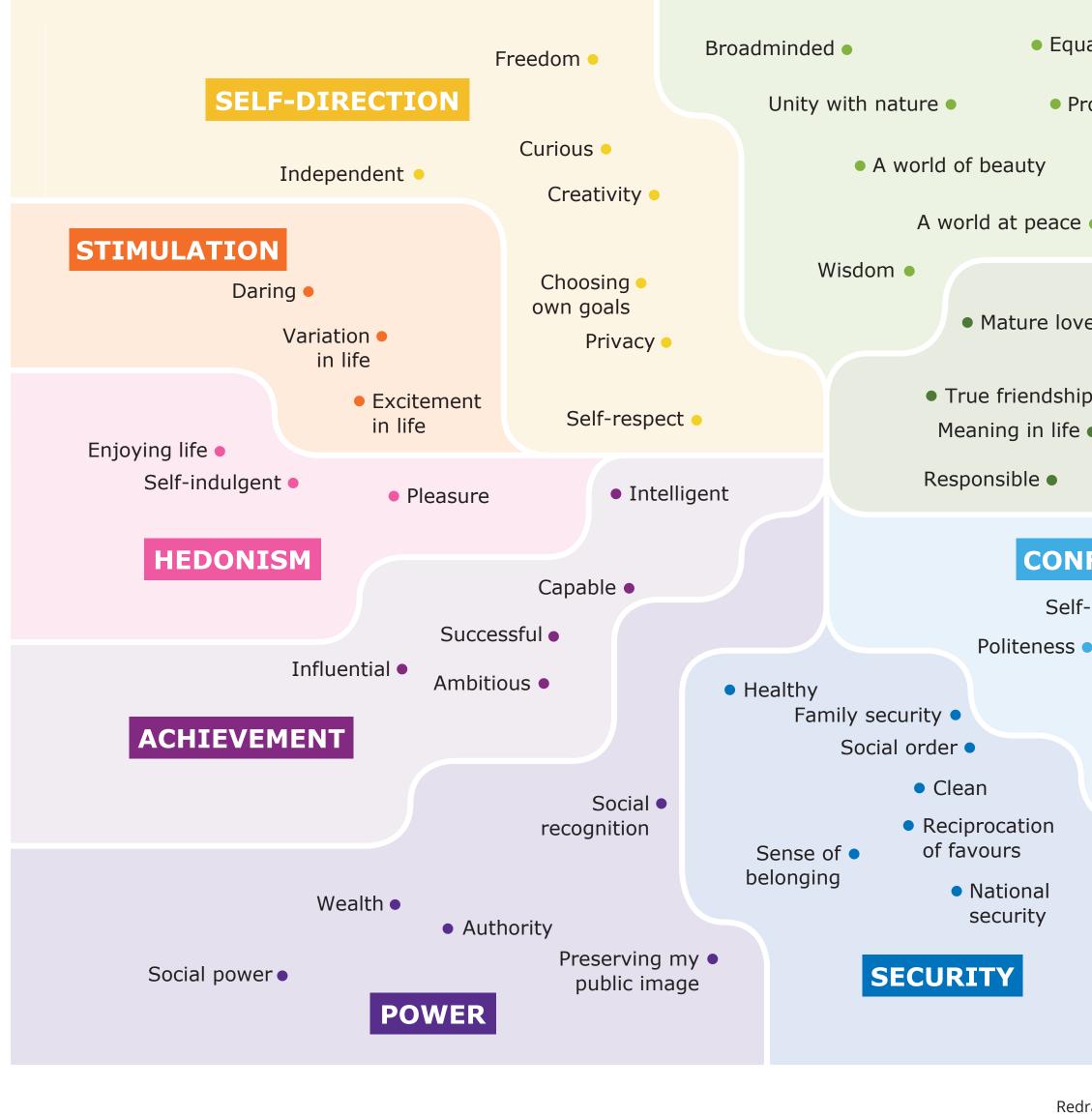
# Aligning Social Media Feed Rankings with Users' Values

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Social media feeds that are delivered to users embed certain values. But these values are not necessarily aligned with the values that users want to see in their feed.

**Our vision**: give users value-consistent feeds using tools that they can control.

How do we measure values anyway? We borrow the Schwartz's Theory of Human Values from Social Psychology, which provides validated instruments for capturing personal and societal values.



uality UNIVERSALISM				
rotecting the environment				
<ul> <li>Inner harmony</li> </ul>				
<ul> <li>Social justice</li> </ul>				
• A spiritual life				
Helpful      Forgiving				
e Honest				
• Loyal				
• Humble				
f-discipline •				
<ul> <li>Honouring of elders</li> <li>Detachment</li> </ul>				
<ul> <li>Respect</li> <li>Devout</li> <li>for tradition</li> </ul>				
Obedient				
<ul> <li>Moderate</li> </ul>				
<ul> <li>Accepting my portion in life</li> </ul>				
drawn with permission for <b>Common</b> <b>Cause</b> from Schwartz, S.H. (2006).				

### **Reranking feeds based on values**

We use a classifier (*Kiesel et al. ACL'22*) to detect Schwartz's values in social media posts and offer users a suite of interfaces that enable them to specify which values they want represented in their feed.

complex:

•	Face	Less	
•	Dominance	Less	
•	Resources	Less	
•	Achievement	Less	
•	Hedonism	Less	
•	Self-directed thoughts	Less	
•	Self-directed actions	Less	
•	Stimulation	Less	
•	Personal security	Less	
•	Societal security	Less •	
•	Tradition	Less	
•	Rule conformity	Less •	
•	Interpersonal conformity	Less 🌑	)

#### to less expressive, but more simple:

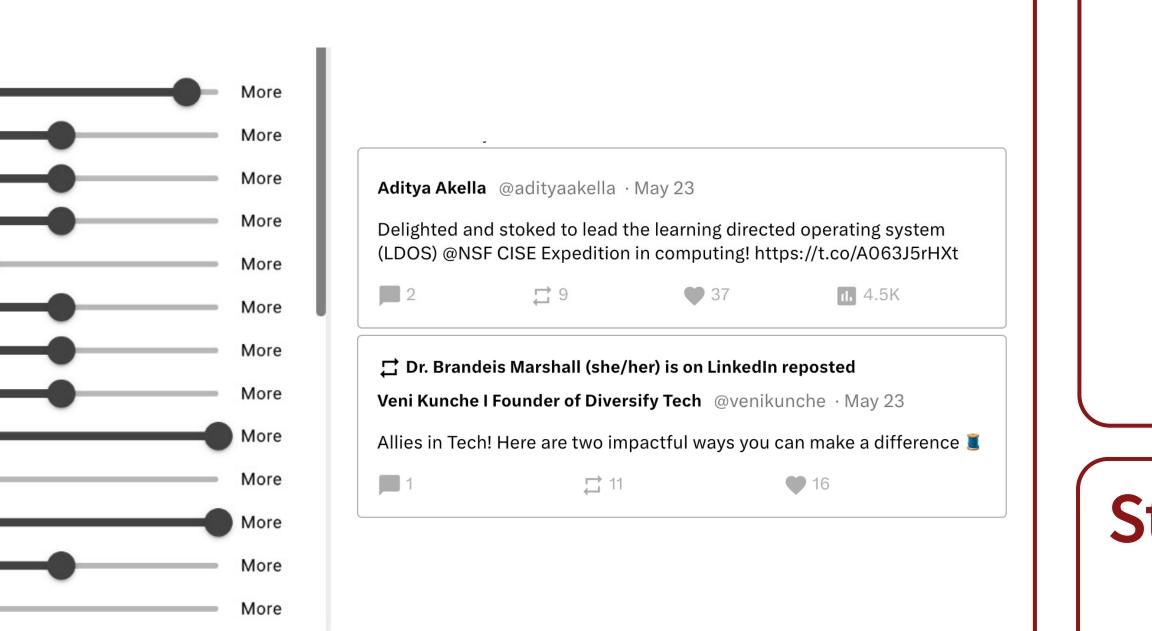
#### Using natural language:

#### Value clusters that a user can choose from, e.g.:



Achievement, influence Pleasure, enjoying life Creativity, egalitarianism, harmony

The interfaces range from more expressive, albeit more



Describe what values you want to see in your

are a lot about seeing other people take care o mportant things for me.

**RE-RANK** 









### Characterizing the design space

Conducting experiments to understand how these interfaces vary along:

- Expressivity & control spects of teractior
  - Complexity of use

User perceptior obtained feed

- Consistency of the values in the obtained feed with user's
- User satisfaction with the obtained feed

### **Studying long-term effects**

Field deploy this tool as a browser extension so users can re-rank their social media feed in real-time based on values they deem important.

Study how reranking feeds to prioritize different values affect various outcomes including user's personal values, emotions, and post engagement.