We’re helping build an internet where all can thrive.

Independent, honest technical expertise on how social media works & how to make it better.

The social internet can and should help individuals, society, and democracy thrive. But we have a lot of work to do. Companies that own social media platforms can use bad design practices or fail to build responsibly, systematically rewarding bad behavior in ways that affect individual well-being, social trust, and the stability of governments and institutions.

Integrity Institute: the world’s open source integrity team.

The Integrity Institute is a think tank powered by a community of integrity professionals: tech workers with experience in integrity roles — roles dedicated to fixing harms to people and society within social internet platforms.

We have direct experience tackling spam, hoaxes, harassment, hate speech, disinformation and more. We understand the systemic causes of problems on the social internet and how to mitigate or avoid them. We have seen (and built!) successful and unsuccessful solutions.

We bring this experience and expertise directly to the people theorizing, building, and governing the social internet.

What we do

Build the Community of Integrity Professionals
We are a cross-platform home for integrity workers across roles and disciplines, bringing isolated professionals into a thriving community of practice.

Develop & Enrich Community Knowledge
We collaborate with our member community and partners to theorize, debate, research, and create resources for best practices in integrity work.

Share Community Knowledge
We make the world more familiar with integrity issues and how to address them. We collaborate with social internet companies, US and global policy makers, academics, NGOs, and civil society organizations.

Our approach

Stakeholder Partnerships & Briefings
Our work has directly impacted the Platform Accountability and Transparency Act, the NUDGE Act, the Code of Practice of the Digital Services Act, and the EU Code of Practice on Disinformation. We have briefed United States congressional offices, government offices in the UK, the European Commission with EDMO and ERGA, the New Zealand Christchurch Call, nonprofit advocacy organizations, academic groups, and newspapers’ editorial staff. Staff and Institute Fellows have publicly testified to the California Senate and the US Senate Judiciary Committee.

Public Education
Our goals for 2022 - 2024

Building the Community
- Facilitating social & networking events convening the integrity community
- Understanding the diverse views and needs of integrity professionals

Developing the Practice
- Building community infrastructure for integrity professionals inside and outside our membership
- Continuing our work with partners: legislative and regulatory bodies, academic institutions, civil society groups and NGOs
- Launching a new cohort of Fellows

Sharing the Knowledge
Publicly sharing resources on topics like:
- Things big platforms could do today to make things better
- How to measure integrity efforts well
- How to responsibly build and design platforms and ranking systems
- How to prepare for an election or crisis
- How to build small platform integrity or start adding “integrity” to an existing product
- How to build operations and content moderation capacity
- What is democracy design

Working with datasets:
- Social-media-aware Pagerank
- Misinformation amplification around elections (& accompanying dashboard)

Our impact
Our mission is to help build a social internet where people, societies, and democracies thrive. To make that future possible, we work toward three outcomes:

Social internet companies do integrity better
A social internet where people can express themselves freely and hash out disagreements without fear of censorship or harassment requires clear processes, a culture of transparency, and a product that guides people toward best practices and behavior. Importantly, it also requires top executives to support those employees on the ground level who are tasked with building these systems, in enforcing their decisions consistently, and being open and public about their processes.

People understand integrity better
We are helping define and nurture a field of work. In defining, we are staking a claim that Integrity is more than trust & safety. It’s also about structures and systems. From roles in threat intelligence to product to operations, for problems from hoaxes to harassment to ad fraud – the integrity field exists, and we are helping its practitioners find each other. Together we are writing the first textbook of the integrity field. This will be useful to other practitioners and to the world at large.

As people talk about the harms that integrity work helps defray: they can and should cite people in the field doing the work, not just try to reinvent it from the outside from first principles.

Integrity professionals have more power
Integrity workers should not be kept to the fringes of companies; they should be positioned to influence the basic design blocks of the social internet, equipped with best practices and given the authority, autonomy, and power to make the changes needed. Integrity should be laddered up into core company priorities and metrics.