The social internet should help individuals, society, and democracy thrive
Instead, we’re seeing…

Harm to individuals: Spam, hoaxes, bots, harassment, hate speech, misinformation, disinformation, and other harms

Bad behavior being **structurally rewarded** by platforms - companies can use bad design practices or fail to build responsibly.

**Harms to societies**: viral lynchings in India; incitement of genocide in Myanmar; civil violence in Ethiopia

**Community-wide impact**: even if you abstain from using a social media platform, your neighbors, family members, and fellow voters still do
This is important because people with experience can:

- **Credibly explain** what approaches actually work
  - Educate stakeholders on issues and how to fix them
    - Policymakers, advocacy groups, NGOs, journalists, and academics
  - Help companies decide what to build and how to do it
  - Share best practices around technical solutions

- **Credibly rebut** bad-faith arguments
  - “Company X is bad because they did Y”
  - “Proposed regulation Z is impossible to implement, and thus shouldn’t be adopted”

- Frame the problem correctly and **avoid rabbitholed arguments**
  - “Censorship vs. Free Speech” is a distraction, and we can tell you why
  - “This isn’t actually hate speech” vs. “Yes, it is” is not relevant
Integrity Professionals Are The Key

Integrity Professionals are tech workers with experience addressing and mitigating harms to people and societies within social Internet platforms.

Integrity Professionals have experience in tackling these and other issues on behalf of social Internet companies:

- Ethical Design
- Harassment
- Hate Speech
- Hoaxes
- Spam
- Inauthentic Behavior
- Data Transparency and Reporting
- Information Operations
- Content Quality
- Espionage
- Disinformation
- Misinformation
- Digital Crime
- Information Ecosystems
- Child Safety
- Counter-terrorism
- Human Trafficking
- Toxicity
- Impersonation
- … and more!
This expertise was locked inside a few big companies until the Integrity Institute.

Our growing community has 78 members with experience across 20+ platforms (including all the companies seen here).
The **Integrity Institute** brings on-platform experience to the people theorizing, building, and governing the social Internet

- Diversity in experience: **over 70 active members** spanning **more than 18 platforms**
- Ethics-first: **non-profit 501(c)(3)**, foundation-funded
- Breadth of knowledge: active global contributions **across the Integrity spectrum** - developing the theory of Integrity, advising on effective legislation, advising on technical implementation, monitoring for compliance, and more

“We are proud to support the Integrity Institute’s efforts to shape a better social internet. The organization and its network has already **achieved so much in a short period of time**, and is key to our collective ability to hold platforms accountable to the public interest.”

– Anamitra Deb, Omidyar Network

“**The institute is now advising lawmakers and think tanks around the world**”

2021 Good Tech Award
We Bridge Integrity Professionals To The World

Tech Companies
- How do we build a platform that will work over a long period of time?
- How do we stop harms before PR crises?
- How do we get credit when we do well?
- What are easy solutions that work?

Other Integrity Workers
- Has anyone worked on this problem before?
- How do I convince my company to prioritize my team?
- How do we get regulation that helps us do our job?

Academia and Researchers
- Are we studying the right issues?
- Are we using the right data?
- How do you study platforms from the inside?

Policymakers and NGOs
- How do platforms work?
- What regulation would have a positive impact on business incentives?
- What are the real problems to solve?
Our Team

Jeff Allen
Co-founder, Chief Research Officer

Sahar Massachi
Co-founder, Executive Director

Rachel Fagen
Director of Operations

Cassandra Marketos
Advisor, Community Engagement

Tim Gavin
Community Product Manager

Katie Harbath
Community Advisory Board Chair

Samidh Chakrabarti
Advisory Board
Our Fellows
We have validated key parts of this model

- There is huge need and demand for this expertise
  - Governments, NGOs, advocacy groups, academics, and platforms

- Our members can meet this demand
  - They have the necessary knowledge and experience
  - However, their time is precious and limited

- We need more staff to unlock this impact
  - **Add scale**: triage and prioritize the flood of interest
  - **Add structure**: maintain and execute clear async workflows
  - **Add speed**: help push out published artifacts across all active workflows
  - **Add strategy**: understand what are the most important problems to tackle
  - **Add support**: nurture the community and its members
How We Deliver Impact

- Social internet companies do **Integrity better**
  - Through legislation, regulation, self-regulation, compliance, etc.
  - We shine a clear light on the *what*; we provide guidance on the *how*

- People **understand Integrity better**
  - We give shape to the idea of an **Integrity worker**
  - We bring together various Integrity roles (e.g. trust and safety, anti-spam, anti-ad fraud, threat intelligence, feed ranking) under a shared identity, working on a shared project

- Integrity Professionals have **more power**
  - Integrity workers, by and large, know *how* to fix the social Internet, but they often lack the power and position inside companies to do so
  - We advocate for companies to change their organizational design to give these professionals the means and the power to solve these problems in an ongoing fashion
  - The role of “doing the right thing” is honored, not silenced
Our Recent Accomplishments

- We advised “Platform Accountability and Transparency Act” authors on how platforms should report harms that occur and make their algorithms more transparent and explainable.
- We advised the signatories of the “Code of Practice on Disinformation” on the quantitative reporting to demand from platforms.
- Our community rallied in defense of integrity professionals when they came under fire by Elon Musk.
- We have built tracking dashboards to hold platforms accountable for the content they most amplify.

New social media transparency bill would force Facebook to open up to researchers

The PATA Act would mandate data access for vetted institutions

By Corin Faivre | @corinmt | Dec 10, 2021, 12:25pm EST

EU Launches Updated ‘Code of Practice on Disinformation’ Which Will See Platforms Implement New Measures

Published June 16, 2022

By Andrew Hutchinson
Content and Social Media Manager

Elon Musk wants to save the ‘public square.’ Tech veterans have a reality-check for him.

Analysis by Cristiano Lima
with research by Aaron Schoeffler
May 20, 2022 at 8:50 a.m. EST

Instagram Reels have a TikTok aggregation problem

Meta wants to combat the rise of TikTok, but creators have been loathe to use its short-form video options.

Most Reels were posted by anonymous or aggregation accounts.
Image: Instagram.

By Sarah Reusch | March 31, 2022
Funding & Growth

We have raised **over $1M** to date from foundations and small donors.

We are committed to remaining **independent of grants from platforms**

To implement the work already underway, we need an additional **$1M in 2022, $2.8M in 2023, and $3.6 M in 2024**

We have other time-sensitive, high-impact opportunities that can be unlocked if we receive additional funding beyond our current commitments (est. $2M or more)