Moral Lenses case study
Warmup

• Read the problem and the proposed design change
• With your partner, brainstorm:
  • differences that might happen as a result
  • stakeholders affected by or interested in those differences
• Write your answers in case-study.txt
Moral Lenses review

• What are the three moral lenses?
  • let’s imagine them in the context of a game show
Facebook in 2017

• Problem: people are still using FB, but more passively
  • reading posts and watching videos, but not commenting or liking as much as before
  • "We have an ethical duty not to turn Facebook users into zombies"

• Proposal: rank posts by meaningful social interaction (MSI)
  • MSI = actions on a post (comment >> react-emoji/reshare >> like) made by your own friends

• With your partner:
  • apply the moral lenses for the stakeholder group of your section of the room
  • write your answers in case-study.txt

• Working with the other pairs in your section:
  • put your Outcomes/Process/Structure points in the slides
  • consolidate similar points
  • vote for 1-2 points per slide (e.g. important or nonobvious)
  • boldface those key points
Action

• After moral lens analysis, what do we have that we may not have had before?
• What can we do with that new knowledge?

For more about this case study:
Wall Street Journal Facebook Files podcast series

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