

# Unit 4 Review

15-110

## Ethics Reflection

Heuristics use a learning approach to make an educated guess that informs further exploration. Algorithms are a specific set of introductions used to solve a specific problem.

- Both utilized in computer science, and **shape the decisions made in machine learning**. These algorithms and heuristics define our experience with these technologies, such as those used on Facebook and Twitter to guide the spread of content.
- For instance, an [MIT study](#) found that “false news stories are 70 percent more likely to be retweeted than true stories” and it takes “true stories about six times as long to reach 1,500 people” as false stories.

## Discussion

- The algorithms on social media sites demonstrably preference misinformation. Should companies like Facebook and Twitter be legally responsible for the spreading of misinformation that occurs on their sites?

## Links

- <https://www.forbes.com/sites/insights-intelai/2019/03/27/managing-the-ethics-of-algorithms/?sh=6494c0e73481>
- <https://www.nytimes.com/2020/11/24/technology/facebook-election-misinformation.html>
- <https://www.wired.com/story/facebook-click-gap-news-feed-changes/>
- <https://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308>
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