

# Communication Stream Assessment 1

**Issue Tracking and Audience Listening**

**MECM 90036**

**Tjoa Hui Yun Karmy Widjaja (1023624)**

## Executive Summary

This report tracks the issue of the Christchurch massacre that was broadcast on Facebook live, and evaluates Facebook's message strategies and organization performance. It also provides a snapshot of the media and audience's response and a recommendation for what the organization should do in the future.

On March 15<sup>th</sup>, 2019, 17 minutes of a shooting rampage was livestreamed on Facebook, the video was eventually removed by Facebook approximately an hour later. Since the incident, Facebook has received backlash on the inadequacy of their artificial intelligence tools, and faced immense global pressure to implement measures in preventing a repeat occurrence. The organization has also been reported negatively in the media with opinion leaders all over the world urging for Facebook to do more.

After the incident, Facebook crafted messages with influential qualities and used various communication channels such as press statements, Twitter, and the New Zealand Herald to address concerns and detail next steps. Upon analysing the audience's response to Facebook's communication, there have been a mix of responses with some being supportive of Facebook's efforts, and others being unimpressed. The majority of the audience also preferred to respond directly to Facebook via Twitter – their main communication channel.

With communication tracking, this report analyses the audience-to-audience communication on channels such as Reddit, Twitter, and comments in media articles. Similar to the message analysis, responses have been mixed with some posting negative comments about Facebook, and others defending the organization. The Twitter hashtag #deletefacebooknow has also gained traction with opinion leaders such as the CEO of Air Asia Tony Fernandes's tweeting his deletion of Facebook. Through tracking, it is evident that the organization should continue to monitor opinion leaders, listen into audience discussions and issues they have raised concerns about.

After conducting the analysis above, it is recommended that Facebook continue to shape public opinion by communicating effectively with the audience and media by framing their messages tactfully and updating them on measures and solutions they have implemented.

## Table of Contents

<b>Executive Summary .....</b>	<b>2</b>
<b>2.1. Introduction .....</b>	<b>5</b>
<b>2.2. Summary of issue .....</b>	<b>6</b>
<b>3.1. Message Analysis.....</b>	<b>8</b>
Table 1: Facebook to Audience Communication .....	8
<b>3.2. Audience Listening.....</b>	<b>10</b>
<b>3.3. Community Tracking .....</b>	<b>11</b>
<b>4. Evaluation and Recommendation .....</b>	<b>12</b>
<b>REFERENCES .....</b>	<b>13</b>
<b>Appendix A.....</b>	<b>15</b>
<b>Appendix B.....</b>	<b>20</b>
<b>Appendix C.....</b>	<b>21</b>
<b>Appendix D .....</b>	<b>24</b>

## 2.1. Introduction

Facebook Inc. owns a number of social networking platforms and the virtual reality technology Oculus. Facebook was established in 2004 at Cambridge, Massachusetts, and was founded by Mark Zuckerberg, along with his other Harvard students and roommates. Essentially, Facebook is a free social networking website that allows users to share content, connect with other individuals, communicate, and discover.

Facebook was ranked as the most popular social networking site worldwide in January 2019 (Statista, 2019). In 2017, it was reported that the company had mobile monthly active users of about 2.13 billion and above, while daily active users accessing Facebook from their mobile were over 1.40 billion (MarketLine, 2019, p.5).

While Facebook may be the most popular social networking site worldwide, it has also been plagued with a number of issues. In 2018, Facebook encountered a slew of problems that were reported in a timeline by Abbruzzese and Boyce (2018). Some of the issues mentioned included The Cambridge Analytica data scandal that broke on March 19<sup>th</sup> and an issue with their security that had about 50 million accounts taken over by an unknown party on September 28<sup>th</sup>.

Even with the new year, Facebook has continued to face a number of issues that has been reported by Swisher (2019). Issues include a criminal investigation that has been conducted into deals Facebook made with other companies that gave them data access, and most recently Instagram and Facebook service disruptions due to technology faults.

A recent salient issue however, has been the Christchurch mosque shootings that happened on March 15<sup>th</sup>, 2019. As the shootings were livestreamed on Facebook's platform, they have received much backlash and Facebook has been thrown further into the spotlight. The issue was tracked from March 15<sup>th</sup> to April 1<sup>st</sup>, 2019.

## 2.2. Summary of issue

Based on information gathered from Appendix A, the media has reported that on March 15<sup>th</sup>, 2019, two consecutive shootings happened at the Al Noor Mosque, as well as the Linwood Islamic Centre. During the shooting rampage, the gunman livestreamed the first 17 minutes of his attack on Facebook. While the video was eventually removed on Facebook, it happened almost an hour after the livestream had started (refer to Appendix B for the timeline).

After tracking media coverage (refer to Appendix A) of the Christchurch mosque shootings, it is evident that majority of the news reports have been painting Facebook in a negative light. There has been immense global pressure on Facebook to provide answers to the stakeholders and the public as to why this livestream was not detected, and what they plan to do moving forward.

As per the media coverage from Appendix A, governments all over the world are urging Facebook to do more to prevent such an occurrence from happening again. With the emergence of multi-platform and multi-screening Web 3.0, data would be harder to control as Web 3.0 will “facilitate a worldwide data warehouse where any format of data can be shared and understood by any device over any network.” (Rudman, R., & Bruwer, R., 2016, p.7). In the case of the Christchurch massacre video, even though Facebook mentioned that 1.5 million videos of the attack were removed in the first 24 hours, and 1.2 million blocked at upload (A Further Update on New Zealand Terrorist Attack, 2019), the video had already been uploaded on other channels and continued to spread uncontrollably.

Opinion leaders such as New Zealand Prime Minister Jacinda Ardern, and numerous government officials have also voiced their opinions on procedures that need to be put in place to screen such content, and have demanded stricter regulations of social media.

The media coverage also reports that although Facebook had artificial intelligence tools in place, the technology was still unable to detect the shootings. There is a concern as to why this was the case since it was not the first-time Facebook had hosted violent content. Even before the Christchurch massacre “Facebook removed violent videos, and many employees

were confident it could filter out objectionable content." (Seetharaman, 2017). There were also issues with Facebook's technology then as Executives stated "Facebook wants artificial-intelligence software to root out inappropriate live videos, perhaps even stopping them midstream. The technology isn't ready," In spite of the above, there still were still insufficient measures put in place.

This issue development is also further explained by the legitimacy gap theory. The theory states "the concept of an expectancy gap, discrepancies in the organization's behaviour and society's expectations of that organization" (Bridges, J. A. (2004, p.7). While there were expectations to have measures in place to detect violent content and prevent it from even being broadcast, or at least to have it be taken down quickly, the organization failed to meet such expectations.

According to the media coverage in Appendix A, Facebook would need to do a significant overhaul on their measures to instil the confidence of various parties. If nothing is done, or the solution isn't up to par, the issue is likely to continue to escalate.

### 3.1. Message Analysis

Since the Christchurch massacre livestream video incident, Facebook has used a number of platforms to communicate with their audience as illustrated in Table 1. Through these platforms, it is evident that the organization's goal and mission in the media campaign includes relieving immense pressure placed on them from the global community, and show the effort they have been making.

Table 1: Facebook to Audience Communication

Facebook Megaphone Methods	Dates Published	Content
Twitter <i>fbnewsroom (2019)</i>	From March 14 <sup>th</sup> 2019	<ul style="list-style-type: none"><li>• Regular tweets on the Christchurch Massacre Livestream incident</li></ul>
Facebook newsroom <i>Update on New Zealand, 2019</i>	March 18 <sup>th</sup> 2019	<ul style="list-style-type: none"><li>• First statement</li><li>• Details of the steps Facebook have taken after the attack</li></ul>
Facebook newsroom <i>A Further Update on New Zealand Terrorist Attack, 2019</i>	March 20 <sup>th</sup> 2019	<ul style="list-style-type: none"><li>• A response to queries from the media and audience</li><li>• Facebook's attempt to showcase how much they've done, and shift part of the blame to external factors not within their control</li></ul>
Mark Zuckerberg's Facebook <i>Zuckerberg, 2019</i>	March 30 <sup>th</sup> 2019	<ul style="list-style-type: none"><li>• Facebook reaching out to the government for their help in regulating harmful content</li></ul>
New Zealand Herald <i>Sandberg, 2019</i>	March 30 <sup>th</sup> , 2019	<ul style="list-style-type: none"><li>• Another platform for Facebook to mention the steps and processes that they've taken</li><li>• Mentions the support Facebook is extending towards the New Zealand community and government</li></ul>

Facebook has meticulously crafted their messages to ensure that they have incorporated the key influential message qualities of credibility, involvement and relevance, and understandability. (Rice, R. E., & Atkin, C. K. (2012)).

With credibility, other than having these messages delivered by key sources such as Mark Zuckerberg, the CEO of Facebook, they've also attempted to highlight their effort by mentioning certain statistics such as how they've removed 1.5 million videos in the first 24 hours. (Update on New Zealand, 2019).

By addressing the audience's questions of why artificial intelligence didn't detect the video, and detailing their next steps (A Further Update on New Zealand Terrorist Attack, 2019), they've directly involved the audience and addressed their queries. Facebook also mentioned how external parties such as media channels and internet users exacerbated the circulation and made blocking of the video more difficult. (A Further Update on New Zealand Terrorist Attack, 2019). This is relevant to the audience's concerns and helps to relieve pressure off the organization.

Finally, Facebook has heightened understandability by giving a simple but explicit explanation on the status of their artificial intelligence systems (A Further Update on New Zealand Terrorist Attack, 2019). This is imperative in helping the audience understand the situation since technology terms may not be familiar to most.

Facebook has used various communication channels to address concerns and detail their next steps. Since immense pressure is placed on Facebook, the organization should focus on addressing audience's concerns, and provide details on the solutions they have implemented to de-escalate the situation.

### 3.2. Audience Listening

With the use of their megaphone channels, Facebook had focused on informing their audience about what they had done, and what it was planning on implementing. Hence, they have predominantly used these channels as a way of disseminating information.

Appendix C shows some comments from the audience that were collected in response to some of Facebook's megaphone posts, as well as comments posted on articles about the issue. While there are certainly some negative reactions to the issue that Facebook is facing, there are also comments that are protecting Facebook and applauding the effort that they've made so far. In this case, Facebook has successfully changed part of the perception through presenting new information about the organization – such as the removal of 1.5 million videos in the first 24 hours. This strategy helps in offsetting some of the negatives of the crisis (Coombs, W. T., 2007, p.172), and steers Facebook in a positive direction.

According to Appendix C, the characteristics of the audience tends to vary. There are individuals that want to know more about what's being done, and additional statistics such as reach and shares. This audience wants Facebook to be more transparent, and provide more concrete information. There are also those that are unimpressed with what Facebook has done so far, these individuals want livestreaming to be stopped, and for Facebook to take more responsibility. Finally, there are those that feel Facebook should not have to shoulder all the blame, and they've acknowledged the effort that Facebook has done thus far.

Most of the audience tends to prefer responding directly to Facebook through Twitter as it is Facebook's main communication channel to broadcast important messages. They have also commented on Mark Zuckerberg's Facebook post and addressed him directly on those media platforms. By communicating directly with Facebook, they are able to reap psychological rewards. Tony, J. (2014) highlighted that social media's facilitation of two-way communication exposes the organization to increasing expectations of how they should perform. By communicating on these platforms, the audience are able to project their thoughts and emotions directly to the organization.

While Facebook has not directly responded to any of the comments that the audience has posted, they released a press release statement (A Further Update on New Zealand Terrorist Attack, 2019) that addressed some of the audience queries. The letter that was released in the New Zealand Herald (Sandberg, 2019) also acknowledges the feedback they've heard from the audience urging them to do more, and the steps they plan on taking.

### 3.3. Community Tracking

From Appendix D, it is evident that most of the power influencers reside on Twitter. Since Twitter is one of the largest social platforms that are able to connect tweets, they're also known as the microphone of the masses, and the audience can use hashtags to connect to each other. (Murthy, D., 2011, p.3). The hashtag #deletefacebooknow for example, has gained traction after the Facebook Live incident. CEO of Air Asia Tony Fernandes also announced on Twitter that he was deleting his Facebook account and this was reported in the media, and acknowledged by his followers.

While public opinions are similarly mixed, there is more of a discussion between the audience of their thoughts and views on the matter. A platform that's particularly popular is Reddit where the audience are able to discuss issues and share their opinions. Since the platform has multiple threads and conversations, the audience constantly engage with each other and are able to retort or support each other's comments. In doing so, they can shape and influence each other's opinions on the situation.

Audience-to-audience communication and public opinion is crucial to an organization's business practices. In the case of the Facebook incident, it is important to monitor opinion leaders, and listen into audience discussions and the issues that they have raised concerns about. By monitoring this communication, Facebook would be better able to address their concerns, and prevent the issue from further spiralling out of control.

#### 4. Evaluation and Recommendation

It is probable that Facebook has had a solid communication performance so far with the audience and media. They have taken into account the feedback that they have received, and addressed these concerns and queries in their communication channels. Facebook did however, take three days to respond to the issue. Tony, J. (2014) described the importance of intervening early when an issue occurs as the longer it takes in resolving an issue, the higher the cost. During the course of the three days of Facebook's silence, the organization received immense backlash and the issue was exacerbated in the media.

Facebook should continue to shape public opinion by communicating effectively with the audience and media. One suggestion would involve being transparent with the audience about statistics such as reach and share numbers to further facilitate two-way communication. Facebook should also continue to update all parties on the solutions that they are implementing and measures they are taking to prevent such an occurrence from happening again. By actively engaging, the public is more likely to be receptive to Facebook's efforts.

Tony J. (2014) had also stated the importance of framing and how it is a crucial factor of issue management, since, choice of words is imperative in influencing attitudes. Facebook should continue to frame their messages tactfully to steer perspectives.

Due to the sensitivity of the issue and the various parties involved however, the issue is likely to continue. However, if Facebook maintains transparent communication, implements solutions, and engages with various parties, the organization can better mitigate the issue.

## REFERENCES

MarketLine. (2019). *MarketLine, Facebook, Inc.* Retrieved April 2, 2019 from MarketLine database. <https://advantage-marketline-com.ezp.lib.unimelb.edu.au/Product?ptype=Companies&pid=679613FB-9911-4907-8C86-9902F9D5BEF4>

We Are Social, & Hootsuite, & DataReportal. (n.d.). Most famous social network sites worldwide as of January 2019, ranked by number of active users (in millions). In *Statista - The Statistics Portal*. Retrieved April 2, 2019 from <https://www-statista-com.ezp.lib.unimelb.edu.au/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Facebook. (n.d.). Number of full-time Facebook employees from 2004 to 2018. In *Statista - The Statistics Portal*. Retrieved April 2, 2019, from <https://www-statista-com.ezp.lib.unimelb.edu.au/statistics/273563/number-of-facebook-employees/>

Abbruzzese J. & Boyce J. (2018, December 30). Facebook's 2019 timeline: Scandals, hearings and security bugs. *NBC news*, Retrieved April 2, 2019, from <https://www.nbcnews.com/tech/tech-news/facebook-s-2018-timeline-scandals-hearings-security-bugs-n952796>

Swisher K. (2019, March 14). Facebook's Biblically Bad Week. *New York Times*, Retrieved April 2, 2019, from <https://www.nytimes.com/2019/03/14/opinion/facebook-criminal-investigation.html>

Rudman, R., & Bruwer, R. (2016). Defining Web 3.0: opportunities and challenges. *The Electronic Library*, 34(1), 132-154. Retrieved from <https://www-emeraldinsight-com.ezp.lib.unimelb.edu.au/doi/full/10.1108/EL-08-2014-0140>

Seetharaman, D. (2017, March 6). Facebook, Rushing into Live Video, Wasn't Ready for Its Dark Side. *The Wall Street Journal*, Retrieved from [https://www.wsj.com/articles/in-rush-to-live-video-facebook-moved-fast-and-broke-things-1488821247?mod=article\\_inline](https://www.wsj.com/articles/in-rush-to-live-video-facebook-moved-fast-and-broke-things-1488821247?mod=article_inline)

Bridges, J. A. (2004). Corporate issues campaigns: Six theoretical approaches. *Communication Theory*, 14(1), 51-77. Retrieved from <https://academic-oup-com.ezp.lib.unimelb.edu.au/ct/article/14/1/51/4110795>

Facebook Newsroom. (2019). Update on New Zealand. Retrieved from <https://newsroom.fb.com/news/2019/03/update-on-new-zealand/>

Facebook Newsroom. (2019). A Further Update on New Zealand Terrorist Attack. Retrieved from <https://newsroom.fb.com/news/2019/03/technical-update-on-new-zealand/>

Zuckeberg, M. [Mark]. (2019, March 30). Opinion | Mark Zuckerberg: The Internet needs new rules. Let's start in these four areas. [Facebook status update]. Retrieved from <https://www.facebook.com/zuck>

Sandberg, S. (2019, March 30). Facebook Chief Operating Officer Sheryl Sandberg's letter to New Zealand. *NZ Herald*. Retrieved from [https://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=12217454](https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12217454)

Rice, R. E., & Atkin, C. K. (Eds.). (2012). *Public communication campaigns*. Sage, 3-18. Retrieved from [https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387756-dt-content-rid-57653371\\_2/courses/MECM90036\\_2019\\_SM1/36\\_S2\\_Communication%20Campaigns%281%29.pdf](https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387756-dt-content-rid-57653371_2/courses/MECM90036_2019_SM1/36_S2_Communication%20Campaigns%281%29.pdf)

Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate reputation review*, 10(3), 163-176. Retrieved from <https://link.springer.com/article/10.1057/palgrave.crr.1550049>

Murthy, D. (2011). Twitter: Microphone for the masses? *Media, culture & society*, 33(5), 779-789. Retrieved from [https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387829-dt-content-rid-57653378\\_2/courses/MECM90036\\_2019\\_SM1/36\\_S4\\_Twitter%2C%20Microphone%20for%20the%20Masses.pdf](https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387829-dt-content-rid-57653378_2/courses/MECM90036_2019_SM1/36_S4_Twitter%2C%20Microphone%20for%20the%20Masses.pdf)

Tony, J. (2014). *Issues and Crisis Management: Exploring Issues, Crises, Risk and Reputation*, 22-51. Oxford University Press. Retrieved from [https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387756-dt-content-rid-57653372\\_2/courses/MECM90036\\_2019\\_SM1/36\\_S2\\_Issue\\_Management%E2%80%94Development\\_and\\_Tools.pdf](https://app.lms.unimelb.edu.au/bbcswebdav/pid-7387756-dt-content-rid-57653372_2/courses/MECM90036_2019_SM1/36_S2_Issue_Management%E2%80%94Development_and_Tools.pdf)

## Appendix A

1. Withers, T. (2019, March 17). New Zealand Will Seek Talks with Facebook on Live-Streaming. *Bloomberg*, Retrieved from <https://www.bloomberg.com/news/articles/2019-03-17/ardern-says-will-seek-to-discuss-live-streaming-with-facebook>

*New Zealand Prime Minister Jacinda Ardern wants to speak directly with Facebook in regard to the terrorist attacks in Christchurch being live streamed. The discussion will involve the platforms facilitating and supporting the removal of such graphic content.*

2. Duke, J. (2019, March 17). Facebook under global government pressure after Christchurch livestream. *The Age*, Retrieved from <https://www.theage.com.au/business/companies/facebook-under-global-government-pressure-after-christchurch-livestream-20190317-p514xs.html>

*Facebook is receiving immense pressure from the world after a video of the Christchurch massacre was livestreamed on its platform. Even though there were other platforms utilized, Facebook has received the most backlash as the attacks were livestreamed by the gunman on that platform. Governments in Australia, New Zealand, and Britain are urging for such companies to do more on the prevention of such content from being shared and aired online. They would like procedures to be put in place to screen such content.*

3. Kelly, M. (2019, March 19). Facebook, YouTube, and others asked to brief Congress on New Zealand shooting response. *The Verge*, Retrieved from <https://www.theverge.com/2019/3/19/18273257/facebook-youtube-microsoft-twitter-congress-zealand-shooting-response>

*Chairman of the House Homeland Security Committee, has written letters to tech executives like Facebook, for a briefing on March 27<sup>th</sup> as to how they plan on tackling live streaming issues like the Christchurch massacre. In response, Facebook mentioned that they would brief the committee soon, but there were no specific details or who or when.*

4. Hern, A. (2019, March 19). Facebook and YouTube defend response to Christchurch videos. *The Guardian*, Retrieved from <https://www.theguardian.com/world/2019/mar/19/facebook-and-youtube-defend-response-to-christchurch-videos>

*Facebook has defended themselves against various accusations that they had not been acting swiftly enough in the moderating of videos for the Christchurch massacre. The article also states that Facebook had been predominantly relying on its viewers to raise problematic content instead of having sufficient moderation staff. The article also raises a loophole that Facebook vice-president Chris Sonderby had mentioned in the digital fingerprint of the initial livestream. It ends by stating that various government leaders have urged for tech companies to do more in preventing such content from being posted on their platform.*

5. Shaban, J. (2019, March 21). Facebook to re-examine how livestream videos are flagged after Christchurch shooting. *The Washington Post*, Retrieved from [https://www.washingtonpost.com/technology/2019/03/21/facebook-reexamine-how-recently-live-videos-are-flagged-after-christchurch-shooting/?noredirect=on&utm\\_term=.8efdfe06f5b0](https://www.washingtonpost.com/technology/2019/03/21/facebook-reexamine-how-recently-live-videos-are-flagged-after-christchurch-shooting/?noredirect=on&utm_term=.8efdfe06f5b0)

*Facebook mentioned that it would look further into its systems for live and videos that have been recently broadcasted. While Facebook has an expedited review process in place, it was only limited to videos that displayed suicide content. Other explicit content was not placed under the expedited review process. Facebook also acknowledged that this particular video was not detected by their artificial intelligence system, and they are working see how they can rectify these shortcomings.*

6. Duke, J. (2019, March 22). Facebook points finger at media for role in spread of Christchurch video. *Stuff*, Retrieved from <https://www.stuff.co.nz/national/christchurch-shooting/111474317/facebook-points-finger-at-media-for-role-in-spread-of-christchurch-video>

*According to the article, Facebook has criticised media organisations for playing a part in distributing the Christchurch massacre video on its platforms. According to a statement that was released by Facebook Vice President Guy Rosen, media channels had also circulated the shooter's video, which propelled its online circulation. Facebook has also mentioned that its reviewing its systems, and putting processes in place to prevent such an incident from occurring again.*

7. Christchurch mosque shooting: Facebook responds to international outrage over massacre livestream. (2019, March 19). *The West Australian*, Retrieved from <https://thewest.com.au/news/terrorism/christchurch-mosque-shooting-facebook-responds-to-international-outrage-over-massacre-live-stream-ng-b881140609z>

*The article states that Facebook took four days to respond to outrage over the Christchurch massacre. The article also says that while Facebook vice president Chris Sonderby had released a statement, he was predominantly defending the platform, while stating that they were doing what they could to prevent such an occurrence from happening again. The article also mentioned that the British and Australian governments are placing pressure on Facebook to have measures in place to identify such content.*

8. Whittaker, Z. (2019, March 19) Facebook failed to block 20% of uploaded New Zealand shooter videos. *TechCrunch*, Retrieved from <https://techcrunch.com/2019/03/17/facebook-new-zealand/>

*The article is in response to the first statement that Facebook released about the Christchurch massacre. The article says that while Facebook had acknowledged that it removed 1.5 million videos within the first 24 hours, there were about 300,000 videos that were uploaded successfully, which represents a 20% failure rate on Facebook's part.*

*The article also states that several other videos were found on Facebook after the attack. There's also been an increasing number of individuals that have called for Facebook to release engagement figures, as that is a more accurate representation of the distribution of content.*

9. Hoyle, R., & Mandhana, N. (2019, March 21). Facebook Left Up Video of New Zealand Shootings for an Hour. *The Wall Street Journal*, Retrieved from <https://www.wsj.com/articles/facebook-our-ai-tools-failed-to-catch-new-zealand-attack-video-11553156141?mod=searchresults&page=1&pos=14>

*The article starts off by stating the delay that Facebook had in response to the Christchurch massacre livestream due to issues with its Artificial Intelligence programs that failed to block such content. While the article mentions that Facebook is doing what it can to moderate such content now, it also states that Facebook has acknowledged its limitations in the handling of livestreams. Facebook has been facing scrutiny from various countries for failing to take the necessary action and prevention of such an occurrence, and the general consensus is that they're shocked that Facebook Live streaming can occur without any real moderation.*

10. Emont J., Wells G., & Cherney M. (2019, March 15). Facebook, YouTube, Twitter Scramble to Remove Video of New Zealand Mosque Shooting. *The Wall Street Journal*, Retrieved from <https://www.wsj.com/articles/live-video-of-new-zealand-mosque-shooting-dodges-social-media-safeguards-11552657931>

*The article mainly states that Facebook, YouTube, and Twitter struggled with inappropriate violent content being posted on their platforms. While Artificial Intelligence and moderators are in place, they're simply unable to handle the sheer scale of it all. The article also says that there were previous negative examples of a violent act being livestreamed on Facebook, and this wasn't the first time. While there are positive aspects of livestreaming, there's generally the sentiment that there should be measures in place to monitor such content, and something must be done to ensure that violent content doesn't circulate again.*

11. McDuling J. (2019, March 22). How Facebook's hour of inaction enabled the Christchurch video to spread. *The Age*, Retrieved from <https://www.theage.com.au/business/companies/how-facebook-s-hour-of-inaction-enabled-the-christchurch-video-to-spread-20190319-p515k6.html>

*The article talks about the amount of time it took for Facebook to react to the Christchurch video. During that period of time, the video continued to spread uncontrollably to various other channels. Even though Facebook did end up removing the video, individuals had already been spreading it on other platforms. Also, while Zuckerberg had previously stated that artificial intelligence would help to moderate harmful content, Facebook still has ways to go. The article also states that there's encouragement for Facebook to have regulations and controls that are similar to that of*

*traditional media.*

12. O'Sullivan D. (2019, March 15). Facebook says it's policing its platform, but it didn't catch a livestream of a massacre. Why? *CNN*, Retrieved from <https://edition.cnn.com/2019/03/15/tech/facebook-new-zealand-content-moderation/index.html>

*The article states that even though Facebook has been open about how they've been policing their platform, it hasn't been enough since the Christchurch massacre livestream was able to go undetected. While CNN had queried Facebook on more information about their artificial intelligence systems, and content moderation process, they didn't receive any response from Facebook. The article concludes with a statement that Mark Zuckerberg had said to BuzzFeed on the reasons behind live video streaming.*

13. Mcmahon T. (2019, March 22). New Zealand massacre exposed shortcomings at Facebook, YouTube. *The Globe And Mail*, Retrieved from <https://www.theglobeandmail.com/world/article-new-zealand-massacre-exposed-shortcomings-at-facebook-youtube/>

*The article talks about how the recent New Zealand massacre livestream has exposed the shortcomings of Facebook's algorithms and artificial intelligence. While the video was eventually removed, it was far too late and Facebook had to deal with the repercussions of the video being shared to other platforms. It also states that artificial intelligence may not be the best tool to use in identifying violent content such as a mass shooting. The article concludes by stating that something should be done to aid in the regulation of the internet.*

14. Karanth S. (2019, March 26). French Muslim Group Sues Facebook, YouTube For Streaming New Zealand Shootings. *Huffingtonpost*, Retrieved from [https://www.huffingtonpost.com.au/entry/cfcf-fb-yt-new-zealand-shootings\\_n\\_5c995a9de4b0f7bfa1b57f3f](https://www.huffingtonpost.com.au/entry/cfcf-fb-yt-new-zealand-shootings_n_5c995a9de4b0f7bfa1b57f3f)

*The article basically states that a French Muslim group is suing both Facebook and YouTube for the Christchurch massacre livestream. The organization is suing Facebook for not quickly taking down the video, and such acts can be punishable in France. Facebook is currently cooperating with the authorities in regard to this matter. The article concludes by stating that much needs to be done to prevent such violent content from being spread and shown again.*

15. Hamilton, I. (2019, March 25). 'Your silence is an insult to our grief': Facebook infuriated a New Zealand official with its sluggish response to the Christchurch massacre. *Business Insider*, Retrieved from <https://www.businessinsider.com.au/facebook-skewered-by-new-zealand-official-over-christchurch-response-2019-3?r=US&IR=T>

*The article talks about how Facebook's silence has frustrated a New Zealand official. It mentions that the official had video-conferenced with Facebook and they had promised to have open communication. However, he has not heard anything from the organization since the shooting. While Facebook had announced that they had removed a number of videos after the attack, it doesn't change the fact that their platform was used, and the content had spread.*

16. Bennett L. (2019, March 25). Action on social media a question for government following Christchurch mosque shootings. *NZ Herald*, Retrieved from [https://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=12216013](https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12216013)

*The article talks about how following the Christchurch massacre, nations have agreed that much must be done to deal with the spread of harmful content through social media. It talks about how a number of government officials plan on meeting to further discuss how social media is being used in a negative light. Either than having it as an agenda on the next G20 meeting, this matter will also most likely be discussed by the Five Eyes intelligence-sharing network. There's also an expression of disdain towards social media, and how much must be done to prevent such harmful content from being aired.*

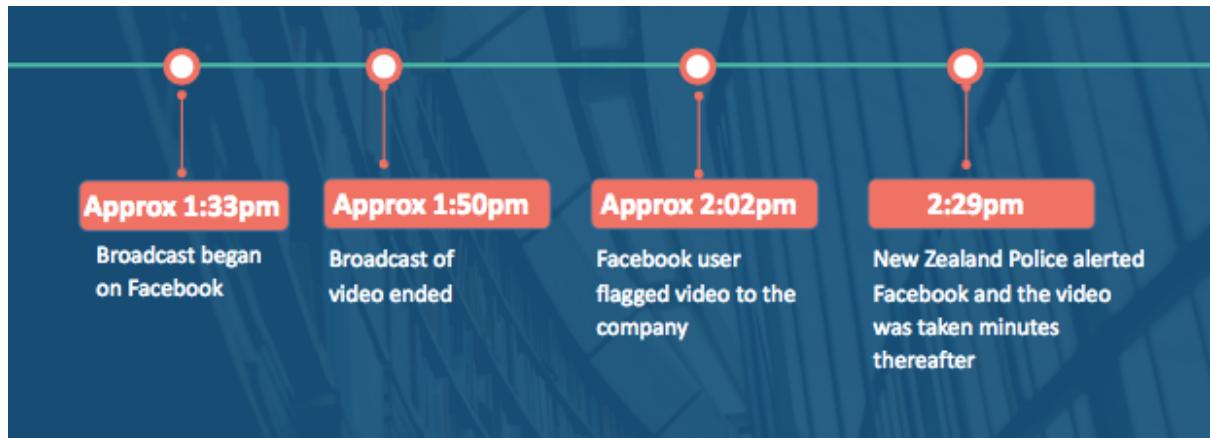
17. Chakraborty S. (2019, March 30). Facebook to restrict live video on its sites after Christchurch attack. *The Age*, Retrieved from <https://www.theage.com.au/business/companies/facebook-to-restrict-live-video-on-its-sites-after-christchurch-attack-20190330-p51956.html>

*The article talks about how Sheryl Sandberg has stated that the company will restrict live video and ban "hate groups" from Facebook as a measure after the Christchurch massacre. Restrictions will be explored on who can broadcast live, and essentially is Facebook reacting to everyone's feedback. They will also work closely with the New Zealand government, and plan on working on better technology to identify violent content.*

18. Bell K. (2019, April 1). Facebook makes vague noises about 'restrictions' on live video after tragedy. *Mashable*, Retrieved from <https://mashable.com/article/sheryl-sandberg-facebook-will-restrict-live-video-after-christchurch/#o4Lf92gRWgqj>

*Facebook's Chief Operating Officer Sheryl Sandberg has talked about the policies Facebook plans on putting in place after receiving backlash about the Christchurch massacre being streamed on its platform. It mentions that while such measures were stated, nothing about how it's going to be done was explained. Even so, the article mentions that it shows that Facebook was taking into account the growing public criticism, and plans on making changes.*

## Appendix B



Hoyle, R., & Mandhana, N. (2019, March 21). Facebook Left Up Video of New Zealand Shootings for an Hour. *The Wall Street Journal*, Retrieved from <https://www.wsj.com/articles/facebook-our-ai-tools-failed-to-catch-new-zealand-attack-video-11553156141?mod=searchresults&page=1&pos=14>

## Appendix C

Platform	Comment
Twitter: In response to Facebook's tweet on removing videos of the attack	<p> <b>brad esposito</b>  @bradesposito · Mar 19 Replies to @fbnewsroom What about reach?</p> <p>Comment 0 Retweet 0 Like 2 Reply</p>
Twitter: In response to Facebook's tweet on removing videos of the attack	<p> <b>Craig Silverman</b>  @CraigSilverman · Mar 17 Replies to @fbnewsroom Thanks for sharing stats. Can you say how many views, shares, reactions, comments the 300k that made it onto your platform generated? And what's the average length of time that these copies of the video were online before being removed?</p> <p>Comment 10 Retweet 40 Like 347 Reply</p>
Twitter: In response to Facebook's tweet on removing videos of the attack	<p> <b>Emma Yeomans</b> @Effy_Yeomans · Mar 17 Replies to @fbnewsroom @richjamesuk Can you also tell us what actions were taken against people uploading the video, and what the breakdown was of users vs pages sharing it?</p> <p>Comment 0 Retweet 2 Like 22 Reply</p>
Twitter: In response to Facebook's tweet on removing videos of the attack	<p> <b>Anita</b> @weta1million · Mar 18 Replies to @fbnewsroom Great. Now stop your live streaming service until you can guarantee nobody else will ever be able to do this.</p> <p>Comment 0 Retweet 0 Like 7 Reply</p>
Twitter: In response to Facebook's tweet on removing videos of the attack	<p> <b>Neer Sharma</b> @thisisneer · Mar 17 Replies to @fbnewsroom @azeem Facebook likes to defend itself in terms of absolute numbers rather than scale of impact.  You may think it's impressive that such a high % of content was removed at upload.  But with these platforms, it just takes 1 to get through and have an outsized impact in terms of reach.</p> <p>Comment 0 Retweet 0 Like 0 Reply</p>

<p>Facebook: In response to Mark Zuckerberg's Post on the regulation of the internet</p>	<p> <b>Brenda Buie Burnette</b> Facebook should not be expected to be the internet police - agreed "government and regulators should take a more active role." This of course would unleash another storm of controversy relative to freedom of speech and of course good old considerations for privacy... Thanks again, Mark!!!</p> <p><a href="#">Like</a> · <a href="#">Reply</a> · 1w  10</p>
<p>Facebook: In response to Mark Zuckerberg's Post on the regulation of the internet</p>	<p> <b>Abubakar Sadiq Alkubawi</b> How about answering the questions raised on the New Zealand horror attack where the attacker stream live the terror act using Facebook and several people reported it, but you refuse to takedown the streaming?? Mark WHY?</p> <p><a href="#">Like</a> · <a href="#">Reply</a> · 1w  1</p>
<p>Reader comments on the article: Facebook, YouTube, and others asked to brief Congress on New Zealand shooting response</p>	<p><b>Stone Cold Dan Quinn</b></p> <p>Yeah I was actually fine with their responses for once. I know everyone wants them to hit a magic button and make the video disappear from every device in the world but that's just not possible.</p> <p>Posted on <a href="#">Mar 20, 2019   7:39 AM</a></p>
<p>Reader comments on the article: Facebook, YouTube, and others asked to brief Congress on New Zealand shooting response</p>	<p> <b>Andrew Clark</b> <small>SUBSCRIBER</small> 2 weeks ago</p> <p>I'm no fan of Facebook but for crying out loud they took it down within an hour! Good grief. That's pretty good. For a massive company with billions using it there is likely some red tape and steps necessary for removal. Also in reality it was more like 45 min from when it ended. This is a weak attack.</p>
<p>Reader comments on the article: Facebook Left Up Video of New Zealand Shootings For an Hour</p>	<p> <b>R Boxwell</b> <small>SUBSCRIBER</small> 2 weeks ago (Edited)</p> <p>They claim to have AI that recognizes, e.g., videos of guys shooting people. If the AI did its job, a minute should be a long time.</p> <p>Gunshots. Screaming. Dead people. Would think these excellent Facebook coders could figure a way to ID those kinds of videos and squash them immediately.</p>



## Appendix D

Platform	Comment
Reader comments on the article: Facebook Left Up Video of New Zealand Shootings For an Hour	<p> <b>Martin Kubalanza</b> SUBSCRIBER 2 weeks ago</p> <p>headline says an hour the article snippet says half an hour - so which is it - though in either case neither is acceptable - no need to provide instant streaming -</p> <p>Like 1 Reply ↗ Share ↗ Report ↗</p> <hr/> <p> <b>Paul Jarzabek</b> SUBSCRIBER 2 weeks ago</p> <p>'neither is acceptable' Huh???? Just how fast would one expect a single video to be edited out? On a system of thousands, if not millions, of postings a day and expanding. Thought Facebook did reasonably well at an hour. Sorry instant gratification just physically can't happen in some situations.</p>
Twitter hashtags #deletefacebooknow	<p> <b>Sandi Typos ate my spurit aminal!</b> 🙄😂 @mad1nola · Mar 16</p> <p>Let me put it this way them: where is the NZ flag on <a href="#">Facebook</a> to show solidarity with Muslims who were slaughtered? Why don't they get a flag, Mark Zuckerberg?</p> <p>2 1 2</p> <p> <b>Alain V Berrebi</b> @berrebi555</p> <p>Follow</p> <p>Replies to @mad1nola</p> <p>That's why I left Facebook on November 11th 2017</p> <p>I have never looked back</p> <p>My life is much fuller without Facebook in it</p> <p><a href="#">#deletefacebooknow</a></p> <p>7:27 AM - 16 Mar 2019</p>

<p>Twitter hashtags #deletefacebooknow</p>	 <p>15 101 367</p> <p><b>Howard C</b> @hcfishing4</p> <p>Replying to @MollyJongFast</p> <p><b>That's why I deleted Facebook. #deletefacebooknow</b></p> <p>5:44 PM - 16 Mar 2019</p>
<p>Reddit audience in response to Facebook restricting live video on its sites after Christchurch attack</p>	<p>gharok13 -1 points · 10 days ago</p> <p>I don't think they should have to eliminate it unless they are unable or unwilling to monitor feeds in some way. If that is impossible then maybe they should scrap it. What upside is there really to instant streams for every asshole? I can see you stream your vacation faster? The only possible reason I can think up at the moment is broadcasting to show police abuse of power, but even then with a small delay and some monitoring in place I think that would still be allowed and the short delay would do nothing to the overall effect it would have.</p> <p>Reply Give Award Share Report Save</p> <p>gousey 2 points · 10 days ago</p> <p>Obviously, they're unable to adequately monitor the feeds until it's too late. That's why media had to beg everyone to not watch.</p> <p>Live satellite TV news created more live hostage situation once the wackos discovered they got coverage. In California, it didn't stop until TV stations announced they would no longer cover them live, but only after police hostage negotiators complained the phone lines were tied up with live interviews with the assailant.</p> <p>Drama feeds bad behavior.</p> <p>Reply Give Award Share Report Save</p> <p>gharok13 1 point · 9 days ago</p> <p>Agreed 100%</p> <p>Reply Give Award Share Report Save</p>
<p>CEO of Air Asia Tony Fernandes's tweets on deleting Facebook after the incident</p>	<p><b>Tony Fernandes</b> @tonyfernandes · Mar 17</p> <p>Facebook could have done more to stop some of this. I myself have been a victim of so many fake bitcoin and other stories. 17 mins of a live stream of killing and hate!!!! Its need to clean up and not just think of financials.</p> <p>44 86 412</p> <p><b>Tony Fernandes</b> @tonyfernandes · Mar 17</p> <p>Closed down my Facebook account with 670 k followers. Just thinking about Twitter now. Weather to close or carry on. The amount of hate that goes on in social media sometimes outweighs the good. But on Twitter I think the battle for me goes on.</p> <p>212 594 2.0K</p>

A response to Tony Fernandes's tweet from a follower



Tan @ZhiaRowg · Mar 18

Replying to @tonyfernandes

Good. Facebook is very bad. I also thinking of closing my Facebook.



▼