

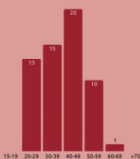
Rethinking Social Platforms: Co-creating an Ethical Alternative to Facebook in Bucharest

Demographic

Gender distribution



Age distribution



Main professions represented

- Urban Planning & Architecture (32.2%)
- PA & Policy (28.8%)
- Engineering & Technical Professions (15.3%)
- Academia, Research & Education (15.3%)

Use of Facebook and related issues



of respondents use Facebook both for personal and work related purposes

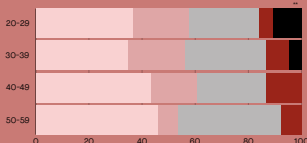
40-49

is the age range that use Facebook the most

20-29

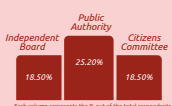
has the highest share of personal-only users

Content moderation Data Privacy Ethical Issues Algorithm Issues Technical Issues



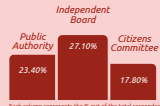
Governance of the alternative platform

Who should lead the development of guidelines*



Each column represents the % out of the total respondents.

Who should govern the alternative platform*



Each column represents the % out of the total respondents.



Younger respondents (20-29) prefer **NGOs** and **citizen committees**, indicating interest in grassroots or non-institutional involvement. Older age groups (40+) have higher alignment with **public authority** roles, possibly due to institutional experience or formal roles.

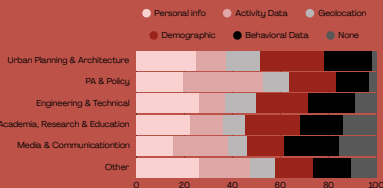


Regardless of respondents' profession, the preferred governance model for the **development of the alternative platform** is a **board of directors with at least one representative from each stakeholder group**.

*3 main preferences

Data protection and management

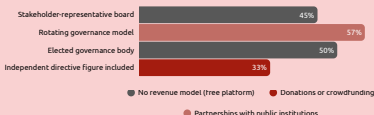
Type of data that should be collected according to professions**



Respondents concerned about Facebook's data privacy and management prioritize control and consent measures: **preventing unauthorized third-party sharing** and **having the option to delete their data**.

Financial Sustainability

Most to least preferred governance models with most chosen funding option**



No revenue model (free platform) Donations or crowdfunding Partnerships with public institutions

Overall, it is the funding model that received the highest number of preferences

Most respondents agree that ethical integrity should not be compromised for financial sustainability.



Platform content key words:

INCLUSIVITY

96,6%

of respondents think that the platform should ensure accessibility in content creation and reception.

MODERATION

of respondents think content should be moderated mainly to prevent misinformation, hate speech and to respect diversity.

90%

Ethical guiding principle

97%

of respondents support creating an **ethics committee** to ensure ethical compliance during the alternative platform development and operation

Ethical principles that should guide the alternative platform development and operation



* Percentages are based on the total number of preferences collected through the questionnaire.