Feed Audit Sheet

Project 3.1.3 · Feed Audit & Letter

Alias (not your real name):	**Platform I'm auditing:**	**Date:**

Capture your counts here, then type them into the project page, which builds your evidence and letter. **Your own account and device. Counts only:** no posts, usernames, people or screenshots. Write what you saw, not what you think the company intends.

1 The first 20 items

Count the first **20 items** in order, once. Put each item in **exactly one** group. The four counts must add up to 20.

From accounts I follow	Recommended (accounts I don't follow)	Labeled ads	Couldn't tell what it was	Total (must be 20)

Different topics in the 20 items (a rough count)	Of the recommended items, how many were on topics I already engage with a lot?

2 Six controls: did I find them?

Write **E** for found easily, **S** for found after searching, **N** for couldn't find. “Couldn't find” doesn't mean it doesn't exist.

Control	E / S / N
A “why am I seeing this?” explanation on a post	
A way to say “not interested” or “show me less of this”	
A way to reset or clear what the feed has learned about me	
A setting to limit personalized ads	
Ads I could tell were ads without tapping them	
Anything in the settings or privacy summary about users under 18	

Total minutes I spent looking: _____

3 The privacy summary

☐ I found a plain-language summary (what, why, who else). Collected _____ Shared with others _____ Used for advertising _____

One category the feed doesn't need to do its job, and why not	

☐ I couldn't find one.

What I tried, and where I looked	

4 What I noticed

What surprised me	
One group this feed or its controls might work worse for (list on the project page)	
A question I'd check about that group (a question, not a conclusion)	

Feed Audit Sheet · Ask, Review and Sign-off

5 Draft my ask

One kind of change. Tick one:

☐ Label ads more clearly	☐ Explain why I'm seeing a post	☐ Let me reset what the feed has learned
☐ Give me more control over variety	☐ Make it easier to limit personalized ads	☐ Clearer information or safer defaults for users under 18
☐ Collect less, or make a category opt-in	☐ Make the controls easier to find	☐ Something else (still one concrete change)

My ask. Start with "I am asking you to…" One change to a named feature.	
Two facts from my audit that support it (counts only)	
How anyone could tell the change happened	
One fair reason the company might hesitate	
Why it's still worth doing	

Check your ask: ☐ one ask, not a list ☐ names a specific feature ☐ someone could check it ☐ says what I saw, not what I think they intend

6 Peer review

Your partner reads your letter on the project page, then answers. Circle **Y** or **N**.

About the letter	Yes	No
I can say the ask in one sentence.	Y	N
The facts in it come from the writer's own counts, not from opinions.	Y	N
The ask is something the company could do and someone could check.	Y	N
The tone is respectful, and it doesn't guess at the company's motives.	Y	N
It has no name, school, town, username, email or phone number.	Y	N

My partner's comment: point at one line	
My reply: what I changed, or why I didn't	

7 Check, sign-off and limits

☐ I read my letter and checked that it has **no name, school, town, username or other detail** that could identify me.

☐ My teacher has read my letter.

What happens to the letter (tick one): ☐ Practice only (not sent) ☐ My teacher may send it

The project page sends nothing. Your teacher decides whether anything is sent.

What can't my audit tell me? (20 items, one day, one account, and what I couldn't see)	