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AI Lessons From Stephanie Moyerman, Instagram

Insights from “Trust and Fraud Detection at Scale: Instagram’s Stephanie Moyerman”

EPISODE 607

Stephanie Moyerman

Instagram

Stephanie Moyerman is the data science director of well-being at Instagram, where she works to minimize negative experiences and maximize positive experiences on the platform. Previously, she was the senior director of risk and trust science at eBay and a senior science manager in Amazon's Customer Trust and Partner Support unit, where she worked to protect the e-commerce platforms from bad actors.

Moyerman has a doctorate in physics (experimental cosmology) and a master's in computational science, math, and engineering from the University of California, San Diego. She also has dual bachelor's degrees in mathematics and physics from Harvey Mudd College.

Moyerman enjoys many hobbies, including running, hiking, surfing, snowboarding, judo, jujitsu, glassblowing, flying airplanes, and racing cars.

EPISODE 607

Scaling Technology Solutions While Keeping People Involved — and Safe

Social Media as a Safe Tech Space

Social media platforms are often criticized for enabling spam, propagating negative self-images, and harming mental health. Data shows, however, that personalization models can actually help people — especially teens — establish healthy social norms. Technology can help assess sentiment in conversations, flag potentially harmful text content, and regulate images.

The Benefits of Scale

Large-scale efforts around sentiment analysis and fraud detection, as well as pairing AI with other disciplines like social science and government regulation, offer organizations the opportunity to limit bad actors and negative outcomes.

Keeping Humans in the Loop

While technology is able to predict behavior and make decisions, especially as it learns from large-scale models, maintaining a closed feedback loop that involves human judgment is important. People can spot errors and apply domain-specific expertise. Relatedly, data science is a fairly nascent field and not only requires humans to be in the loop but demands people continually upskill themselves and seek to foster and develop new tech talent.

Apply These Insights to Your Work

1. **Explore how AI might be used for good.**
   Rather than focus on (exclusively) mitigating bad outcomes by using AI, perhaps think about ways AI might improve experiences, whether for your colleagues, customers, partners, suppliers, or another stakeholder group. What opportunities might this technology present for your organization?

2. **Think about what you can scale.**
   What AI/ML pilot programs have worked well for your organization so far, and how could you scale them? How would the organization benefit if the program expanded to another business unit or location?

3. **Consider how to enable human-machine collaboration.**
   Your organization could likely benefit from some automation (image- or document-scanning, for example) from AI, but very few processes are intended to remove humans completely. For more context on human-machine collaboration and to learn about five specific modes or scenarios in which people and technology can work together, see our 2020 report "Expanding AI's Impact With Organizational Learning."

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For more insights, listen to the episode

"Trust and Fraud Detection at Scale: Instagram's Stephanie Moyerman"

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For more on scaling AI for product innovation, consider **"Extreme Innovation with AI: Stanley Black and Decker's Mark Maybury"**