

# Manoel Horta Ribeiro

## Content Curation in Online Platforms



### Seminar Info

Online platforms like Facebook, Wikipedia, Amazon, and LinkedIn are embedded in the very fabric of our society. They “curate content”: moderate, recommend, and monetize it, and, in doing so, can impact people’s lives positively or negatively. This talk will highlight the need to go beyond how these curation practices are currently designed and tested. I will argue that academic research can and should guide policy and best practices by discussing two projects I worked on during my doctorate. First, I will describe a large natural experiment on Facebook that allowed measuring the causal effect of removing rule-breaking comments on users’ subsequent behavior. Second, I will present results on the efficacy of “deplatforming” Parler, a large social media website, on its users’ information diets. Finally, I will discuss future research directions on improving online platforms, emphasizing the opportunities and challenges posed by the popularization of generative AI. Altogether, my work indicates that we can improve online platforms—and, by extension, our lives—if we rigorously investigate the causal effect of content curation practices.

### Speaker Bio

Manoel Horta Ribeiro is an Assistant Professor in the Department of Computer Science at Princeton University, where he is also affiliated with Princeton's Center for Information Technology Policy (CITP) and Princeton HCI. He earned his Ph.D. at EPFL's DLAB, where he worked with Robert West, and his MSc and BSc in Computer Science at the Federal University of Minas Gerais, in Brazil. Manoel's research sits at the intersection of computational social science, artificial intelligence, and social computing, with a focus on how recommender systems, platform incentives, and generative AI shape online platforms. His work has received awards at AAAI and ACM conferences, as well as extensive media coverage, contributing to public debates about online platforms and generative AI.

**Date: April 1, 2026**

**Time: 10:00 – 11:15**

**Location: TCS 358**