

## **LEVEL 4 ASSESSMENT SPECIFICATION**

### **Assessment 1**

|                             |                                                                                                                                |                                                                 |                                                      |
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| <b>Lecturer:</b>            | Emma Roberts                                                                                                                   | <b>Internal Verifier:</b>                                       | Vic Saunders                                         |
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## TABLE OF CONTENT

| No. | Topic                                                                                       | Page  |
|-----|---------------------------------------------------------------------------------------------|-------|
| 1   | Introduction                                                                                | 03    |
| 2   | Wicked Problems                                                                             | 04-06 |
| 3   | Design Thinking                                                                             | 06-07 |
| 4   | Individual Differences And The Role Of Emotional Intelligence In The Management Of Conflict | 07-08 |
| 5   | Interdisciplinary Thinking                                                                  | 08-13 |
| 6   | PEST Analysis & Advantages/Disadvantages                                                    | 14-19 |
| 7   | Reflection Report                                                                           | 20    |
| 8   | Conclusions                                                                                 | 21    |
| 9   | References                                                                                  | 22-26 |

## **1.0 Introduction**

Facebook, initiated by Mark Zuckerberg and his buddies at Harvard in 2004, over the years has expanded its campus network tool into one of the biggest social media networks globally. Since being paired with its parent company, Meta Platforms Inc., it has more than 3 billion monthly active user associations, and has other key services such as Instagram, WhatsApp, and Messenger.

It enables its users to build their own profiles, share their updates, upload pictures and videos, and communicate instantly with one another via personal messages or in groups. In the course of the years, Facebook has diversified its Facebook features to enable it to incorporate Pages that businesses and other well-known persons use, Groups to create a sense of community, Marketplace to sell and buy goods, and live-streaming whose features have enhanced capabilities. With the aid of these tools it has not only been a socializing centre but also a news, entertainment and trading centre.

Another great facet of the influence that Facebook has is the fact that it allows people of various cultures and nationalities to come together. Its personalised feeds of news rely on algorithms that suggest content that can be based on user preferences and they have been influencing the way individuals approach the news and interactions with world events. Targeted advertising option offers businesses including global brands and small businesses an ability to reach the audience with relevance.

Central to the growth of Facebook has been technological innovation. The company has made large investments in content moderation and the user experience through artificial intelligence as well as in future technologies such as virtual and augmented reality with Oculus. These developments demonstrate its desire in continuing being on the frontline in terms of digital interaction.

Facebook is critical in communication, business and community building today. Today, it is constantly developing, but the single important mission remains unchanged, evoking people and providing a possibility to share ideas on the international level.

## **2.0 Wicked Problem**

The idea of the wicked problem was first developed by Rittel and Webber (1973) who took issues as ones that could not be easily or successfully solved due to incomplete information, opposing needs, and dynamic changes. Wicked problems are acutely unresolvable, and a proposed solution to them tends to generate new ones. These issues in the situation of international organisations like Facebook (now Meta Platforms, Inc.), are dominated by the complications between jurisdictions, cultures and regulatory systems that are involved. This section analyses three wicked problems in Facebook, data privacy, misinformation and content moderation, and mental health impacts and reflects on how effective problem-solving interventions in global teams can solve them.

### **2.1 Data Privacy**

The 2018 Cambridge Analytica scandal indicated that Facebook was deficient in safeguarding the personal information of about 87 million users which had been mined through a third party application and monetized through exhibition as political advertising without specific approval (User Data Privacy: Facebook, Cambridge Analytica, and Privacy Protection, 2018). This trust violation encouraged governments to conduct stronger rules, like the General Data Protection Regulation (GDPR) of the European Union and the California Consumer Privacy Act (CCPA).

The heart of the challenge, in the case of international leadership teams, is the process of aligning the efforts of compliance with jurisdictions in different countries that have varying legal standards and cultural expectations. The geographically distributed legal, technical, and policy teams have to be managed by leaders so that they achieve a high level of standards with the ability to adapt to the local contexts (Yamada, 2023).

Leaders had an opportunity of adopting a decentralised approach to compliance with regional data protection officers who can report to a central privacy governing board. This enables it to rapidly adjust to local requirements and yet uphold overall corporate requirements. Also, frequent cross-regional training and virtual teamwork tools would result in enhanced communication and consistency of global teams.

## **2.2 Misinformation and content moderation**

Facebook has been rapidly disseminating misinformation, some involving health-related false COVID-19 claims as well as election manipulation. Analyses indicate that spurious posts regularly achieve their maximum audience participation a few hours after their publication, and controlling them rapidly therefore becomes incredibly hard . The change in ownership of fact-checking duties between the professional moderators and the community-based moderators has also complicated the situation, given that the moderators can be unskilled and unprofessional in the cases that need clear fairness and professionalism (Vosoughi et al., 2018b).

Global leadership teams have to find the right balance between freedom of speech and the safety of the platform, which is hard considering different legal definitions and cultural norms. An example is where the freedom to speak may be illegal in one country; it may be admissible in another country (Gillespie, 2020).

Leaders may want to employ a hybrid moderation policy that uses the power of artificial intelligence to detect offense, as well as involve professionally trained moderators (locally based in countries). Setting up local misinformation centers conjoined by an international leadership team can achieve prevention and reactive work that is culturally responsive and not subject to inconsistencies of global policy.

## **2.3 Mental health impacts**

The Facebook Files includes internal research and it found out that Instagram harms teenage girls with body dissatisfaction, anxiety, and depression . Such work of Facebook algorithms can be contradictory to user well-being because interpersonal disputes between Facebook users or other emotionally-tinged content tend to increase engagement by ranking high in Facebook algorithms (Bak-Coleman et al., 2021b).

In the case of leaders dealing with global teams products and design, such an issue is the conflict between business and social morality. Due to cultural differences in regard to mental health, it is difficult to develop unilateral solutions (Bursztynsky & Feiner, 2021).

Leaders may allocate cross-functional teams to trial design-level interventions that include less algorithmic amplification of toxic content, optional engagement-limiting options, and culture-specific well-being reminders led by pilot programs across various locations. The opinion of such pilots might give an idea on scalable policy changes globally.

### **3.0 Design Thinking**

At Facebook (now Meta), design thinking is not only a creative framework; it is a strategic concept that enables addressing complex problems that require cultural sensitivity, compliance with regulations, and user trust. It matters even more to a company operating in over 190 countries because user behaviours, along with languages and expectations, are quite different. The initial activity is to empathise with the research teams around the world working at Facebook and who consult with local communities, non-governmental organisations, and market researchers to obtain honest feedback from the actual users. One case in point is what the company did when it partnered with the World Health Organization and the Ministry of Health, which delivered health practices to a certain region so that they could get to know the misinformation flow among the different languages and cultures in the light of the COVID-19 pandemic. Facebook could collect the technical aspects of the problem as well as the emotional, social, and political aspects of the problem, which differ by market due to the inclusion of global team members having different cultural insights. (Yang et al., 2020)

During the define stage, the problems are reframed from a user point of view instead of a corporate or technical perspective. Rather than formulating the challenge as, say, “eliminate misinformation,” Facebook has formulated it as, “reduce harmful misinformation without destroying productive discourse.” In this case, views of various countries in the market contribute to the definition, considering different interpretations of the meaning of free expression and common safety. (Dam, 2025b) During the ideation phase, cross-functional global teams composed of AI engineers, policy analysts, cultural advisors, and user experience designers collaborate by brainstorming solutions based on their various backgrounds and skill values. Such diversity generates a larger collection of ideas, including AI-powered detection systems, fact-checking prompts, or labels that are culturally sensitive.

During the prototype phase, the geographical distribution of team members living in various regions is an asset to Facebook because the representatives can test features in local markets and identify possible cultural missteps in the shortest time. As an example, a design aspect that would strike a chord in the Western market could require visual or language customization to Southeast Asia lest it be misinterpreted. The testing and iteration process then collects feedback from both the internal teams and the users in different countries and makes sure that the refinements are made to real-world challenges and not assumptions. (Dam, 2025b). Finally, having a diverse workforce guarantees that the design thinking process comes up with solutions inclusive of people all over the globe, and distinctly sensitive to the demands of the users in various cultural settings, hence making diversity an innovation booster and not a problem to check.

#### **4.0 Individual differences and the role of emotional intelligence in the management of conflict**

The workforce of Facebook is one of the most diverse regarding national cultures and professional backgrounds, as they are divided into hundreds of nationalities and areas of skills. This diversity adds a nice blend of cultures, expertise, and personal philosophies, which play a major role in problem-solving patterns and the creation of innovations. This is an advantage in competitiveness, but there are chances of misunderstandings in case it is not controlled. Emotional intelligence will play a crucial role in the fact that cooperation will not be destructive and disrespectful. Self-awareness is the first emotional intelligence component that allows team members to diagnose their personal cultural biases and working styles. An example would be a U.S.-based product manager who is used to direct communication will be required to change when dealing with his or her Asian colleagues who have a high context culture where indirect communication is the norm, like in Japan. (MSc, 2022)

A sense of empathy is also very vital, especially when addressing such sensitive topics as hate speech or election interferences, or privacy policy changes. A policy that is fair in one nation may not be fair in another, and thus, knowledge-based perceptions would enable teams not to develop prejudice by offending the users. The teams of Facebook also understand that there are varying ways of how the solutions can be defined; in other words, an artificial intelligence engineer can be more concerned with efficiency, a human rights expert may be

more concerned with protection, and a local policy officer may be more concerned with adhering to local law. Such differences would not be barriers; instead, innovation can be achieved by simply being guided by good emotional intelligence together with open communication. (Lapowsky, 2018)

Another major field that emotional intelligence has a direct influence on is conflict management. There are frequent arguments about the level of strictness of content moderation. High emotional intelligence leaders maintain such conversations focused on a common objective and employ active listening and mediating the conversion of disagreements to an efficient problem-solving session. Along with internal cooperation, Facebook uses emotional intelligence in innovations seen by the users. As an example, creating the aspect of profile memorization of the deceased users was an exercise that needed prior consideration of cultural customs around bereavement across nations. Having the appropriate mix of empathy, cultural knowledge, and different skills of its employees, Facebook can tackle issues with innovative, all-encompassing, and context-specific answers that would not have been evident with a more homogenous workforce. (Company, 2019)

## **5.0 Interdisciplinary Thinking**

Interdisciplinary thinking can be defined as the capacity to integrate knowledge and modes of thinking in two or more disciplines or established areas of expertise to produce a cognitive advancement like explaining a phenomenon, solving a problem, or creating a product in ways that would have been impossible or unlikely through single disciplinary means. (Boix Mansilla et al, 2000.) There are also other understandings about the interdisciplinary thinking which are also identified as synthesizing multiple sources of information from different disciplines and using them in the creation of a new framework or application. (David Glenn, 2009).

### **5.1 Data Privacy**

In Facebook or now known as Meta, this is a crucial approach to operate the company at a global scale to serve 3.07 billion monthly active users (Naveen Kumar, 2025) with diverse needs, cultures and regulations. The most ongoing concerns for Facebook currently are data privacy. The 2018 Cambridge Analytica controversy disclosed that data from numerous users

were collected without adequate consent and are utilized for focused political advertising. (Carole & Emma, 2018). In order to tackle the crisis, it requires a team to solve it. There are a few roles in the Facebook company team need to do to address the crisis:

#### ***5.1.1 Cybersecurity Engineers***

A cybersecurity engineer plays a vital role in improving data protection systems. They are responsible for testing and screening security software and for monitoring networks and systems for security breaches or intrusions. They are also important to recommend enhancements to the management and provide development and implementation for secure networks. Implementation of preventive measures requires a cybersecurity engineer to:

- Ensure appropriate security controls are consistent to protect the organization's private and confidential electronic files.
- Plan, manage, monitor and upgrade security measures for the systems, data network of Meta.
- Undertake administrative tasks, reports and communications with other departments.
- Perform penetration testing to identify system and network vulnerabilities.

(Jennifer & Jason, 2020).

So, cybersecurity engineers play a crucial role in protecting an organization's digital assets through preventative strategies, identifying weaknesses, and establishing strong security measures. Their knowledge does not only safeguard confidential data but also enhances the overall robustness of systems and networks against emerging cyber threats.

#### ***5.1.2 Compliance Officer***

A compliance officer or CO is responsible for managing Meta's data security approach and execution. They are responsible for making sure that they are aligned with the General Data Protection Regulation (GDPR) and other regulations. (GDPR.EU, n.d.). There are a few tasks that they are responsible of within the organization:

- Facilitate the development and maintenance of compliance risk management processes.
  - Lead internal audits and update policies when needed to ensure GDPR compliance.
  - Advise and train employees on GDPR compliance requirements.
  - Respond to data subjects to inform them about how their personal data is being used and what measures Meta has put in place to protect their data.
  - Ensure the data subjects' requests to see copies of their personal data only or to have their personal data erased are fulfilled or responded to.
- (Paul Peter, 2025)

In short, compliance officers are essential in making sure Meta adheres to legal and regulatory requirements, including the GDPR. Their efforts protect users' information, encourage transparency and foster trust by upholding robust policies and addressing data requests efficiently.

## **5.2 Misinformation and Content Moderation**

Another significant problem relating to Facebook is misinformation and content moderation such as false deceptive information that can sway elections results, hinder public health initiatives, or provoke violence. (Sadiq Muhammed T & Saji K. Mathew, 2022). For instance, the 2016 US Presidential election revealed how misinformation could be utilized as a weapon to sway election results. Not only that, during the COVID-19 global pandemic, false health claims circulated swiftly on Facebook. Addressing this problem requires coordinated efforts across multiple disciplines:

### ***5.2.1 Data Scientists***

Data scientists play a crucial role in combating misinformation as they will develop and implement tools and techniques to identify, analyze, and mitigate the spread of false or misleading information circulating in Facebook. (Shayna Joubert, 2024). These are data scientists approaches to fight against misinformation and content moderation:

- Machine Learning

Data scientists use machine learning algorithms to analyze text, images, and videos for characteristics indicative of misinformation. This includes identifying keywords, sentiment, writing style and other linguistic patterns associated with false or misleading information. (Kacper et al, 2021.)

- Misinformation Detection

Data Scientists will use automatic misinformation detection either by examining the text's information itself or inspecting its environment which requires them to consider first the user that spreads the information initially of which part of their messages in the social network and reaction has provoked. (Zhou and Zafarani, 2020).

- Locating Sources of the Information

Data scientists will identify the source of the information and determine whether that information is accurate or not, which they can find difficult as the original messages or content may have been changed or altered. (Adamic et al., 2016)

In conclusion, data scientists play a vital role in detecting, analyzing, and controlling misinformation, helping maintain the accuracy and reliability of information shared on Facebook.

### ***5.2.2 Sociologists and Political Scientists***

Sociologists and political scientists are essential in helping Facebook understand how social structures, cultural norms and political contexts influence the way false content is received, believed, and has been circulating around the internet. For example:

- In certain communities, information disseminated by reliable family members or local leaders can hold significant sway even if it is inaccurate.

- In environments with political sensitivity, misinformation can be used deliberately to sway public perception or interfere with election processes. (University of Oxford, 2019.)

By studying these dynamics, sociologists can identify social factors such as low media literacy or scepticism towards mainstream media that render specific groups more susceptible to misinformation. At the same time, political scientists will analyze how misinformation efforts correlate with political agendas, election schedules and policy debates. This analysis will then allow Facebook to carry out customized interventions, such as prioritizing fact checks during critical electoral periods or modifying communication strategies to resonate with local cultural norms. (Vidya et al., 2019).

In summary, sociologists and political scientists help Facebook understand the social and political factors driving misinformation, enabling the platform to design targeted strategies that address specific community vulnerabilities and contexts.

### **5.3 Mental Health and Social Media Impact**

Another critical issue requiring interdisciplinary problem solving at Facebook is the impact of social media on mental health. There are studies proven that excessive use of platforms like Facebook can contribute to loneliness, depression, and anxiety. (Tang and Chan, 2017).

Addressing the mental health challenges requires expertise from diverse fields:

#### ***5.3.1 Psychologists***

Psychologists play a vital role in understanding the design and features of Facebook's interfaces affect user's wellbeing. They will conduct and interpret research on topics such as online harassment, addictive scrolling behaviours and social comparison. It has been proven that prolonged exposure to highly curated images can increase body dissatisfaction (Fardouly et al., 2015)

In conclusion, psychologists help Facebook understand how its design and features affect users' mental health, providing insights to reduce harmful behaviours and promote wellbeing.

### ***5.3.2 User Experience (UX) Designers***

User experience (UX) designers at Meta are responsible to ensure that the features are designed to be not only functional but also intuitive, inclusive, and focused on promoting user wellbeing. The design process follows human centered design principles, which start with understanding user need through research, followed by creating and testing prototypes and finally refining features based on user feedback and behavioural data (Tiago et al., 2013).

In the context of mental health, UX designers gather insights from psychologists, data scientists or other related departments and expertise to address harmful engagement patterns such as excessive scrolling, online comparison, and notification fatigues. Their goal is to transform complex psychological recommendations into practical tools that people can seamlessly use.

In conclusion, UX designers at Meta translate expert insights into intuitive, user-friendly features that help minimize harmful online behaviours such as excessive scrolling or social comparison, ultimately fostering a healthier and more supportive digital environment.

Overall, Facebook (Meta) addresses challenges like data privacy, misinformation and mental health impacts through an interdisciplinary team. Cybersecurity engineers protect digital assets by preventing attacks, fixing vulnerabilities, and strengthening systems. Compliance officers ensure adherence to laws like the GDPR, safeguarding data and fostering trust. Data scientists detect and track false content while sociologists and political scientists study cultural and political factors influencing its spread. Psychologists examine how platform design impacts wellbeing, and UX designers create intuitive tools to reduce harmful behaviours. These experts work together to develop data driven, socially aware, and user focused solutions that protect both information accuracy and user wellbeing worldwide.

## **6.0 PEST Analysis**

- Political

Political environments vary greatly from country to country. This difference affects how Meta uses design thinking to tackle global challenges. The empathy stage of design thinking requires teams to fully understand user needs (www.interaction-design.org, 2025). These needs are often influenced by local political regulations and policies. For example, the European Union enforces the General Data Protection Regulation (GDPR), while Malaysia enforces the Personal Data Protection Act (PDPA), (Blesch, 2025). These policies dictate how user data can be collected, stored, and processed, which affects how solutions are designed from the very start. Having global teams who understand their local laws helps Meta make sure that any ideas created during brainstorming stay compliant with different regulations (Paolo Ciuccarelli, Nathan Felde, 2022). Without these insights, a solution that seems innovative could face delays or be rejected because of legal issues, disrupting the smooth progress of the design thinking process from empathy to implementation. Therefore, including political views through teams that come from various fields and locations is essential for creating viable, legally sound solutions.

In addition to the general regulatory schemes, government priorities and political stability may have a huge impact on the design thinking process. As an example, the countries where digital transformation is actively encouraged and where there are incentives to technological innovation provide a favorable environment in which Meta can test and create new solutions (Paolo Ciuccarelli, Nathan Felde, 2022). Conversely, geographies with more strict censorship legislation or a more regulatory regime can restrict design elements, e.g. content-sharing capabilities or privacy-enabling features. In these situations, interdisciplinary teams with local political knowledge can identify these barriers early, ensuring that prototypes meet requirements before testing. This saves time and helps avoid reputation risks that might come from political pushback or policy violations.

- **Economic**

Economic factors play an important role in shaping design thinking outcomes, especially during the ideation and feasibility stages. Economic conditions like income levels, purchasing power, and mobile data costs vary greatly between developed and developing countries (Young, 2023). For instance, in emerging economies like India or parts of Southeast Asia, internet users often depend on low-cost smartphones and limited data plans. A team member from these regions can point out the need for “lighter” app versions, like Facebook Lite, which use less data and work well on lower-end devices. This aligns with the feasibility and desirability aspects of design thinking. It ensures that solutions are not only innovative but also affordable and reachable for the intended market. Without these local economic insights, Meta risks creating products that are technically advanced but not financially feasible for large parts of its user base (Rosch, 2023). By including diverse economic views in the design thinking process, Meta makes sure that solutions stay inclusive and can be scaled globally.

- **Social**

Another area of concern where the design thinking and diversity of global teams interact is the social environment. The culture within countries is very different and values and user behaviour differ significantly. This necessitates Meta to customise its features to suit various communities. In the empathy phase, the global teams will engage with the local communities to acquire knowledge of how social attitudes can affect the user engagement with the features of Facebook (Mazzucchelli, 2021). As an example, the sensitivity filtering of the sensitive content of religion, politics, or gender roles may require various measures of sensitivity according to the cultural environment. What might be acceptable somewhere might be offensive elsewhere, which will lead to adverse responses or even government interference (Niu, 2024). Using the local cultural knowledge in the prototyping and testing phase, Meta ensures that the solutions are socially acceptable and will relate to users in the various markets. This relationship between design thinking and cultural awareness reduces the

possibility of misunderstanding, creates trust among the users and allows the product to progress freely by testing and iteration without significant problems.

- **Technological**

Not all parts of the region are technology ready with the same type of infrastructure. This is one of the main aspects that affect prototyping and testing phases of a design thinking process. The tech talents of Team members in other markets can be valuable feedback on questions such as internet speed, device compatibility and matching with local digital systems. As an example, in those countries where the Internet speed is slower or 4G is not available that much, solutions would have to be enhanced to function properly under such circumstances(Mensah, 2023). Likewise, in areas where specific local apps or payment systems are popular, Meta's products may need to connect with those tools to boost user acceptance. Without this regional technological awareness, prototypes may fail during testing. This can lead to expensive delays and rework. By using the knowledge of global tech specialists, Meta makes sure its solutions fit real-world conditions before launching them on a large scale (Paolo Ciuccarelli, Nathan Felde, 2022). This not only improves product effectiveness but also reinforces Meta's commitment to innovation that is practical and inclusive.

Another aspect of technology that affects the design thinking process is its connection with local digital ecosystems. In Southeast Asia, mobile wallets and super-apps are common. In Western countries, credit card systems and Apple or Google Pay are more widely used (stripe.com, 2024). For Meta, connecting its platforms with these tools during the prototype stage encourages adoption. Users prefer solutions that fit easily into their daily digital habits. Ignoring this stage could lead to low engagement, even if the product itself is technically sound. Technology also presents challenges related to data protection, cybersecurity, and regulatory requirements. With stricter laws like Europe's GDPR, Brazil's LGPD, and Malaysia's PDPA, design teams cannot just focus on usability. Hence, they must ensure that data handling in their prototypes meets local legal standards. Incorporating privacy-by- for successful design into early prototypes avoids costly reworks later and helps maintain user trust, which is critical adoption.

## 6.1 Advantages & Disadvantages

- **Advantages**

Among the key advantages of combining the interdisciplinary approach and design thinking, one can note that it provides a broader perspective in the empathy and define phases. Because design thinking begins with empathy, a diverse staff with diverse areas of knowledge and backgrounds enable a more accurate problem-framing. As an example, in case Meta develops new characteristics, the consultations of policy and engineering specialists, as well as cultural consultants, are used to ensure that its solutions can address the technical requirements and the social and ethics needs. This will guard against developer solutions that are too limited or unrealistic in line with user expectations.

Interdisciplinary approach also means quicker solving of the problems based on agile prototyping. The availability of global members who are often expert in the local markets can quickly advise on what works, and what does not in their markets, something that highly reduces the trial and error period. Rather than focus on features testing in a single locality then scale to the global scene, interdisciplinary international teams are able to test and iterate on them in various markets. This accelerates the pace of design thinking and, therefore, is more efficient and effective.

Cultural sensitivity is yet another benefit that has a direct contribution of user adoption rates. Design thinking is user want-oriented. The information provided by other disciplines globally, ensures that the solutions are natural and pertinence to diverse communities. As an illustration, an aspect that is desirable to the Western cultures may be distasteful or misinterpreted in Southeast Asia. When cultural specialists are involved in the design, this will assist Meta to steer clear of these errors. This brings about higher inclusivity and easier rollouts.

Consequently, an interdisciplinary approach is also enhanced with regulatory compliance that can help avoid costly lapses in subsequent design thinking. A global team has legal and compliance experts that can detect possible problems at the define stage, and not after products are prototyped and shipped. This prevents expensive redesigns and assists in keeping regulators and users in a trusting relationship.

Lastly, between a diverse pool of knowledge innovation prevails particularly at the stage of the idea generation. Brainstorming involves the perspectives of engineers, sociologists, designers and policymakers. The result is the solutions which may not arise in a one- disciplinary setting. Such a combination of ideas gives a wider field of possibilities, which is consistent with design thinking of generating as many options as possible before honing in on the best.

- **Disadvantages**

Notwithstanding these strengths, a number of weaknesses also exist in such an interdisciplinary approach to design thinking, particularly in an organization with a global networking environment such as Meta. The key issue is that of coordination across time zones and cultures; it can increase the drag of iteration cycles. Design thinking is extremely iterative. It involves a lot of feedback: between the prototypes and testing. And not to speak of the fact that the delays in communication between the team members of different countries and regions of the world may hinder the innate rhythms of the great experiment.

One more challenge emerges in the decision of the defined stage. Disagreements about problem framing are typical where there exists an interdisciplinary team. Although this variety has the potential to enhance the solution, it may also cause the conversations to drag and result in difficulty in reaching an agreement. Due to this, the problem definition can take a significantly longer amount of time thus pushing back the rest of the design thinking cycle.

There is also a downside to resource management in terms of mitigating costs, particularly in regards to scaling prototypes across independently targeted regions. The process of testing the new features requires to spend a lot of financial and human resources on it all over the world. Testing may be confined in terms of scale and therefore difficult to test solutions across multiple environments prior to world-wide deployment. The generation of ideas and conflict also is a possibility. Colleagues with dissimilar backgrounds can hold a lot of powerful and conflicting opinions. Brainstorming sessions devoid of proper facilitation may become counterproductive as disputes may impede the exploration, and creativity. This risk is the reason why

interdisciplinary teams require effective leadership and well-planned collaboration efforts.

Finally, there is a risk of information leakage and information breaches that may disrupt the process of cooperation in testing. Austere rules could in some regions prevent sharing of certain data about users across borders. Such regulations may also limit exchange of test results among international teams and, thus, drag improvements and reduce the effectiveness of the design think process.

## **Reflection Reports**

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Link:

<https://acrobat.adobe.com/id/urn:aaid:sc:AP:84fc4bce-1c79-4fc8-9a17-fcb75feed633>

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<https://acrobat.adobe.com/id/urn:aaid:sc:AP:5ed01cdb-3000-4984-96be-545aefc692bc>

3. Elizabeth Lia D/O John

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<https://acrobat.adobe.com/id/urn:aaid:sc:AP:3fe14f68-078a-4f82-bfc3-2d71eec11104>

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## **Presentation's Link:**

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## **7.0 Conclusion**

In dealing with today's challenges, Facebook (Meta) shows the need for combining design thinking, emotional intelligence, and teamwork to tackle serious problems in the digital world. Issues like data privacy breaches, misinformation, and mental health concerns are not easily solved with straightforward answers or the knowledge of one field. They require flexible, caring, and well-rounded strategies that acknowledge how technology, people, and society are connected. Through design thinking, Meta can focus on users during the innovation process. This ensures that new features and policies are built on understanding and ongoing testing. Emotional intelligence boosts this effort by promoting self-awareness and ethical choices among leaders. It also helps employees and designers stay aware of the social and psychological impacts of their innovations.

The PEST analysis shows that outside forces, including political rules about privacy, economic competition, social safety expectations, and fast technological changes, constantly affect how Meta functions. These factors make it clear that a siloed approach does not work. Instead, teamwork across different fields is essential. Cybersecurity experts, legal professionals, sociologists, psychologists, and UX designers must work together to offer views that balance safety, legality, usability, and wellbeing.

Ultimately, the case of Meta shows that tackling modern challenges takes more than just technical efficiency. It requires creativity, empathy, ethical responsibility, and teamwork across different fields. Only by using these combined approaches can organizations like Meta find solutions that are innovative, sustainable, and socially responsible in shaping the future of digital interaction.

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