

Exhibit 156

Changing Default Birthday Age (Android)

Motivation:

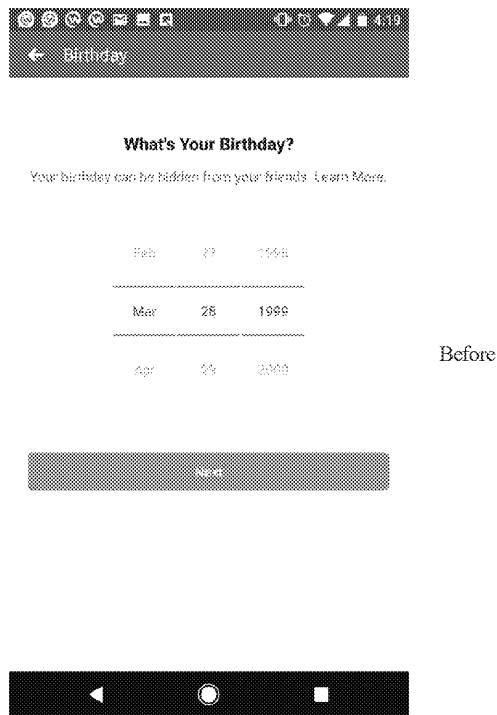
There is an issue that some people use the default birthday that appears in the birthday selector when creating an FB account. This pollutes our data and makes it very difficult for us to target users by their stated age accurately, since it is likely to be incorrect.

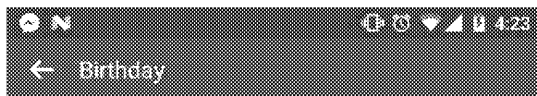
There are models being worked on to correctly identify a user's age (Lifestage / Age Affinity) despite using the default birthday, but much of the identification relies on user activity and friendship data. For new users with little to no activity, we are unable to assign an age so we only have the user's stated age to work with in our experiments.

Currently, on FB4A, the default birthday puts the user at 18, so it is difficult for us to target our testing GKs for teens, as many users end up being labeled as a teen, when in reality we have no idea what their age actually is.

The goal is to improve accuracy in all our tests by ensuring we only include teens who have explicitly stated their age.

Experiment Info:





What's Your Birthday?

Your birthday can be hidden from your friends. [Learn More.](#)

Feb 27 1991

Mar 28 1992

Apr 29 1993

Next

After

We adjusted the default birthday age in the registration flow for new users on FB4A from **18 to 25**.

This is currently rolled out to **10%** of all new users in fb4a from **v120+**

GK: `fb4a_reg_default_age_25`

Impact on Age Affinity:

The impact on the Age Affinity model is estimated to be trivial. Test models have been run in the past, sampling out defaulted birthday users and showed no noticeable difference.

Related Note: Currently, only iOS and Android have a default birthday, while www and mtouch/insite surfaces are experimenting

with pre-fill age currently-

Pre-fill birthday available on all platforms now.

Results:

Impact on all metrics neutral (good!): <https://fburl.com/rj0v7qqj>

New Account State Core Reg Instance: <https://fburl.com/oalq39lk>

Registration Reg Instance: <https://fburl.com/9sSczqs2>

Registration errors - <https://fburl.com/liwh2nkd>

WAP@14 % using Prefill Birthday

	Group	Total WAP@14	Default Birthday	Not Default	E
1	control	61165	5048	56117	0.08253
2	test	61669	5467	56202	0.08865

Test: 8.8%

Control: 8.2%

<https://fburl.com/xemi26n5>

Before: **39.7%** of new registration are labeled teen

After: **23.5 %** of new registration are labeled teen

Query: <https://fburl.com/y2or94bz>

	Group	Regs	Teen Regs	% Teen Reg	E
1	test	15948	3750	23.51%	

2	control	15776	6262	39.69%	
3					

<https://fburl.com/7fnde7mc>

Account Created Age buckets from 5/01 - 6/25

	A	B	C	D	E	F	G	H	I
1		total	13-17	18	18-20	20-25	25	25-35	35-65
2	control	825,625	129,138	146,401	63,965	102,373	19,754	156,647	158,056
3	test	827,525	114,064	50,242	55,675	100,139	125,171	172,462	160,084
4			15.64%	17.73%	7.75%	12.40%	2.39%	18.97%	19.14%
5			13.78%	6.07%	6.73%	12.10%	15.13%	20.84%	19.34%
6			-1.86%	-11.66%					
7				627.77%					

Prefill Rate (created accounts)

<https://fburl.com/uhfnaofn>

% Using Default Age from 5/01 - 6/25

	A	total reg	default 18	default 25	% Default	F	G	H	I
1	control	873240	69943	1935	8.01%				
2	test	875463	7595	70981	8.11%				
3									
4									

Next Steps:

Getting sign-off for potential issues like Policy, then launching to 100%.

Pushing to get the same change for all platforms.

[Contact Support](#)

Conversation History

Quipbot#10 left the thread Aug 22 at 12:30 pm

Quipbot#10 Aug 22 at 12:25 pm

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