

Case No. 4:23-cv-05448-YGR
Case Title State of California v. Meta, et al
Exhibit No. 18381
Date Entered
By: Mark Busby, Clerk
Deputy Clerk

Message

From: Justin Cheng [/O=THEFACEBOOK/OU=EXTERNAL
(FYDIBOHF2SSPDLT)/CN=RECIPIENTS/CN=]
Sent: 6/3/2022 8:43:11 PM
To: Francesco Fogu [redacted@fb.com]; S [redacted] B [redacted] [redacted@fb.com]; H [redacted] F [redacted] [redacted@fb.com]; S [redacted] W [redacted] (IG) [redacted@fb.com]; R [redacted] K [redacted] [redacted@fb.com]; D [redacted] S [redacted] A [redacted] [redacted@fb.com]; G [redacted] A [redacted] [redacted@fb.com]; E [redacted] L [redacted] [redacted@fb.com]; Moira Burke [redacted@fb.com]; Liza Crenshaw [redacted@fb.com]; George Volichenko [redacted@fb.com]; D [redacted] L [redacted] [redacted@fb.com]; K [redacted] M [redacted] [redacted@fb.com]; L [redacted] W [redacted] (IG) [redacted@fb.com]; L [redacted] F [redacted] [redacted@fb.com]; M [redacted] G [redacted] [redacted@fb.com]; A [redacted] L [redacted] [redacted@fb.com]; Justin Cheng [redacted@fb.com]; T [redacted] G [redacted] [redacted@fb.com]; A [redacted] G [redacted] [redacted@fb.com]; K [redacted] H [redacted] [redacted@fb.com]; D [redacted] K [redacted] [redacted@fb.com]; J [redacted] K [redacted] [redacted@fb.com]; V [redacted] S [redacted] [redacted@fb.com]; K [redacted] Z [redacted] [redacted@fb.com]
Subject: Message summary [{"otherUserFbid":null,"threadFbid":4207682379339628}]
Attachments: 285461589_470114884875213_9102064653817461839_n.png;
283779037_713023666482796_429149081453020149_n.png

R [redacted] K [redacted] (6/03/2022 12:01:39 PDT):
>Huge #thanks To @George for fixing TaB deltoid results
R [redacted] K [redacted] (6/03/2022 12:02:48 PDT):
>Following are the Break Redesign Deltoid results - <https://fburl.com/deltoid3/e28gfqo7> - key takeaways
16% rise in Break Impressions and 35% adoption increase
R [redacted] K [redacted] (6/03/2022 12:02:48 PDT):
shared: 285461589_470114884875213_9102064653817461839_n.png
Francesco Fogu (6/03/2022 12:03:24 PDT):
>:O
Francesco Fogu (6/03/2022 12:03:26 PDT):
>WHAT
Francesco Fogu (6/03/2022 12:03:32 PDT):
>these numbers are amazing
X [redacted] W [redacted] (6/03/2022 12:06:39 PDT):
>👍
>QQ, what is the difference between line 1 (:count:impression) and line 7 (:dau_rate:impression)
Georgy Volichenko (6/03/2022 12:07:09 PDT):
>Adoption here means meaningful adoption, so nudge honored
Georgy Volichenko (6/03/2022 12:07:42 PDT):
>Average number of impressions per person vs % of DAU who had an impression
G [redacted] A [redacted] (6/03/2022 12:09:43 PDT):
>too soon to say this ins't novelty effect?
Georgy Volichenko (6/03/2022 12:11:01 PDT):
>These should all be new adopters, right? So this is an effect for fresh users
R [redacted] K [redacted] (6/03/2022 12:12:17 PDT):
>the adoption perhaps but from a technical perspective the impression increase is definitely supported by underlying data related to crashes, moving away from Bloks makes the experience more predictable and not network connection dependent.
H [redacted] R [redacted] (6/03/2022 12:16:19 PDT):
>this looks great, how can we make a launch decision?
Georgy Volichenko (6/03/2022 12:19:08 PDT):
>R [redacted] I believe you looked at ecosystem regressions and other non-TaB metrics?
J [redacted] E [redacted] K [redacted] (6/03/2022 12:19:31 PDT):
>Hm the adoption change may actually be due to us not counting the dialog fallback as an impression
Georgy Volichenko (6/03/2022 12:22:37 PDT):

HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY
HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

METATNAG-006-00002691
META3047MDL-022-00002691
METAUTAG-001-01512524

>What is the dialog fallback?

J [REDACTED] E [REDACTED] K [REDACTED] (6/03/2022 12:22:42 PDT):

>[https://www.internalfb.com/code/fbsource/\[8d311d7a2896728caff97eac47739ec92fcc54c5\]/fbcode/dataswarm-pipelines/tasks/instagram/core/well_being/ig_time_spent_reminder_datelist.py?lines=366](https://www.internalfb.com/code/fbsource/[8d311d7a2896728caff97eac47739ec92fcc54c5]/fbcode/dataswarm-pipelines/tasks/instagram/core/well_being/ig_time_spent_reminder_datelist.py?lines=366) seems to only count the reminder dialog (the fallback when Bloks didn't load) towards daily limit impressions, not TaB

R [REDACTED] K [REDACTED] (6/03/2022 12:23:38 PDT):

><https://fburl.com/deltoid3/sqsvkah0> - the only stat sig negative items were time_spent:overall(-1.5%) , organic_post_impressions:overall(-1.7%), instagram:live:watch_time:overall (-10.1%)

J [REDACTED] E [REDACTED] K [REDACTED] (6/03/2022 12:23:51 PDT):

>So if I'm understanding that correctly, the deltoid change is measuring a combo of two things:

- >1) Improvement to honor rate due to new experience
- >2) Improvement to honor rate due to us not counting dialogs as impressions before

J [REDACTED] E [REDACTED] K [REDACTED] (6/03/2022 12:24:32 PDT):

>The dialog would be shown any time we were unable to successfully load the TaB tips view (requires a stable network connection due to being in Bloks)

Georgy Volichenko (6/03/2022 12:25:06 PDT):

>So for #2, in the current experience people could see a nudge but we wouldn't log an impression?

J [REDACTED] E [REDACTED] Kim (6/03/2022 12:25:40 PDT):

>Potentially; I may not be fully understanding the pipeline though. I was just glancing through it

Georgy Volichenko (6/03/2022 12:26:39 PDT):

>Wow, i wonder if are finally putting a dent in time spent.

R [REDACTED] K [REDACTED] (6/03/2022 12:28:36 PDT):

>the impression was logged but not counted towards adoption if that makes sense, the event name overlapped with daily limit and the filtering was such that it was dropped from the metrics

Georgy Volichenko (6/03/2022 12:33:51 PDT):

>Oof another logging puzzle. Can we / do we ned to decouple the impact size of these two?

G [REDACTED] A [REDACTED] (6/03/2022 12:38:49 PDT):

>are these material to IG critical metrics? i hope we are within budget

Jus-Tin Cheng (6/03/2022 12:41:24 PDT):

>Hmm, the gk doesn't filter on teen/non-teen right?

Jus-Tin Cheng (6/03/2022 12:41:33 PDT):

>If that's the case, then this is topline impact?

R [REDACTED] K [REDACTED] (6/03/2022 12:42:48 PDT):

>no filtering, just Take A Break users only

Jus-Tin Cheng (6/03/2022 12:43:32 PDT):

>Right, but Deltoid is not constrained to only looking at TaB users?

R [REDACTED] K [REDACTED] (6/03/2022 12:44:02 PDT):

>qe is only exposed to TaB users

Jus-Tin Cheng (6/03/2022 12:45:26 PDT):

>Is this right? Some subset of test will see the qe, but the whole test population comprises 5% of the universe.

R [REDACTED] K [REDACTED] (6/03/2022 12:46:49 PDT):

>we expose the QE when we are about to show the break, to distinguish between old experience and new experience , my understanding is that the metrics are for the users exposed not everyone in general

Jus-Tin Cheng (6/03/2022 12:47:39 PDT):

>I see, so in that case, we're ok on ecosystem regressions.

Jus-Tin Cheng (6/03/2022 12:51:07 PDT):

>That seems right, given that control & test don't have that many people (~24k each), and that seems to be the right ballpark of 5% of people who see the intervention weekly.

Georgy Volichenko (6/03/2022 12:51:09 PDT):

>Yes, judging by participation numbers in Deltoid, it's only the exposed people.

G [REDACTED] A [REDACTED] (6/03/2022 13:06:01 PDT):

>launch decision is to be made next week right? or are we ready to decide today? either way, can we get a summary analysis (ok to keep it short) written down somewhere like we do for other tests so we have all the data to make a decision?

Georgy Volichenko (6/03/2022 13:28:51 PDT):

>I can't say that i understand this issue, but even if we are not logging some impressions, the increase in honor rate (+16%, nudges honored / nudge impressions) is still valid, right? Since we are missing equal amounts in numerator and denominator

Georgy Volichenko (6/03/2022 13:31:59 PDT):

>Either way, tagging R [REDACTED] and J [REDACTED] in the writeup to make sense of this

Georgy Volichenko (6/03/2022 13:34:19 PDT):

>Results here:

<https://docs.google.com/document/d/1pLRDi7BTHOWNKB6scC9N0gLJZUAkzQ4Se140saGJEbw/edit#https://docs.google.com/document/d/1pLRDi7BTHOWNKB6scC9N0gLJZUAkzQ4Se140saGJEbw/edit#>

G [REDACTED] A [REDACTED] (6/03/2022 13:37:24 PDT):

>anyone else seeing this?

G [REDACTED] A [REDACTED] (6/03/2022 13:37:25 PDT):

shared: 283779037_713023666482796_429149081453020149_n.png

Georgy Volichenko (6/03/2022 13:43:11 PDT):

>sorry i pasted it twice

<https://docs.google.com/document/d/1pLRDi7BTHOWNKB6scC9N0gLJZUAkzQ4Se140saGJEbw/edit#>

Georgy Volichenko (6/03/2022 13:43:11 PDT):

>Its just the brief