

Message

From: [REDACTED] [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 10/26/2023 6:31:53 PM
To: [REDACTED]@meta.com]; [REDACTED]@meta.com]
Subject: Message summary [{"otherUserFbId":100028925479616,"threadFbId":null}]

[REDACTED] (10/26/2023 11:30:56 PDT):
>(Y) so, relevant to [REDACTED] and some foreshadowing from Mark in Q&A just now -- basically the company position is that time spent and engagement metrics proxy user value and we are 'not' just tuning the algorithm to keep people scrolling as much and as long as possible... except mechanically, we absolutely do through a process called the "guided value model" (GVM) process. GVM halves and doubles the weights on every major relevance term, which is then fed into an algorithm that is told to optimize for (a) sessions; and (b) vpvs. It spits out a bunch of changes to the weights of different terms and then we ship it. So really, the algorithm is absolutely tuned to maximize engagement in an maximally empirical, principle-less way. I am not sure that the youth [REDACTED] people realize this, and that it applies to teens just as much as gen pop... so the things [REDACTED] are somewhat hard to refute so long as Teens are part of the GVM process.

[REDACTED]

DOCUMENT SLIPSHEET

Bates Number: META3047MDL-047-00706686

BEGATTACH: META3047MDL-047-00706686

ENDATTACH: META3047MDL-047-00706686

Attachment Count: 0

PRODVOL: META3047MDL_VOL047

Custodian: [REDACTED]

File Path: [REDACTED]/TOP OF PERSONAL FOLDERS/INBOX

Confidentiality Designation: HIGHLY CONFIDENTIAL (COMPETITOR)

HASHVALUE: 93604172525BDF3D28F411DA445B69A9

Author:

Family Date: 10/26/2023 11:31 AM

Create Date: 10/26/2023 11:31 AM

Last Modified Date: 10/26/2023 11:31 AM

LAST MODIFIED BY:

TRACK CHANGES: N

COMMENTS: N

HASHIDDENATA: N

Filename: MESSAGE SUMMARY [{"OTHERUSERFBID":100028925479616,"THREADFBID":NULL}]

Title:

DOCEXT:

Email From: <[REDACTED]@META.COM>

Email To: [REDACTED]@META.COM>; [REDACTED]@META.COM>

Email CC:

Email BCC:

Received Date: 10/26/2023 11:31 AM

Sent Date: 10/26/2023 11:31 AM

Subject: MESSAGE SUMMARY [{"OTHERUSERFBID":100028925479616,"THREADFBID":NULL}]

EX. 00034.00002

THREADID: D002AF9DA

REDACTION TYPE:

REDACTIONS: N