

FILED UNDER SEAL

EXHIBIT 58

[A/C Priv] xMeta Youth Well-being Foundations Data and Understand Group

Josh Latshaw on December 10, 2023 at 4:25 PM

This is an update on data I have been pulling with the purpose of trying to assist in the process of getting to an account based signal, specifically with a lens for account filtering for teens. It touches on 1. The share of teen's that are exposed to an account, meaning any teen that has any VPV on all of the content (SSI-ED and non SSI-ED) produced by a given account, that have SSI-ED exposures as well as what share of VPVs on that account are on SSI-ED content. This is split out by the # of SSI-ED content that an account has. 1. The share of content that is SSI-ED for an account split by # of SSI-ED content for the account 1. The rate of SSI-ED exposure and the rate of SSI-ED VPVs compared across teens and adults given they are in the audience of the same SSI-ED producing account. I believe there is still work to do here, particularly with an eye towards mitigating false positives from having a classifier based rollup at an account level. I believe it's quite likely that the errors in classifier are correlated at an account level, so an account that has false positive labelling of a piece of content is going to be more likely than a random account to have another false positive. I don't have a strong view on how we should do that, though I suspect there may be some ops partners that have a perspective Fatima Najah. To support this idea, we manually sampled a number of top accounts from the ED side from the [October note on top heaviness of the production ecosystem](https://fb.workplace.com/notes/840194517634804) and there were false positives. My recommendation is that we target a relatively low threshold, such as 3+ or 5+ pieces of SSI-ED classified content, while these accounts would only have 2%-2.5% of their total content production being SSI-ED content, a teen audience member (any teen user with an impression on that accounts content) of that account has 60x-80x the SSI-ED prevalence of the overall ecosystem (0.09% UWOP) when it comes to impressions on content from that account. We also see that 9% (at 3+) up to 27% (at 5+) of the teens that are exposed to those accounts have SSI-ED VPVs on the content authored by that given account.

Josh Latshaw on December 11, 2023 at 9:51 AM

[REDACTED]

[REDACTED] on December 12, 2023 at 7:31 AM

Is the primary purpose here to create a signal similar to AQVM for FB or are you also thinking about the refinements to the existing IG AQVM score? cc [REDACTED]

Tom Wynter on December 12, 2023 at 9:20 AM

[REDACTED] This is all IG, no?

Josh Latshaw on December 12, 2023 at 10:51 AM

[REDACTED] This is with the purpose of supporting the IG severe harms team for SSI-ED in AQVM.

Josh Latshaw on December 12, 2023 at 10:59 AM

My hope though is that we can do something similar on the FB side, and I know XI and our Ops partners would be interested in that as well, but I think that's quite a bit further away from happening.

[REDACTED] on December 12, 2023 at 11:00 AM

Alexander do you have the list of refinements you are considering for H1 for AQVM?

[REDACTED] on December 12, 2023 at 1:13 PM

[REDACTED] We're still finalizing the project details though flagging the improvements we're exploring would likely be teen-specific. cc [REDACTED] when there's more for us to share about H1 teen AQVM plans & any relevant improvements on general AQVM (for SSI-ED)!

[REDACTED] on December 12, 2023 at 5:38 PM

Alexander could you please loop me and Tejas in when you have a plan to share?

[REDACTED] on December 14, 2023 at 1:34 PM

cc Rong Liu

Josh Latshaw on December 14, 2023 at 1:40 PM

Thanks [REDACTED] I meant to tag you and RI folks, in general as this is something we have talked about but also for... > Teen vs. Adult probability of seeing SSI-ED and non SSI-ED content given being a member of an account's audience - Conditional upon being in the audience of an account with SSI-ED content, a teen has ~70% higher share of their VPVs on this account that are on the SSI-ED content of the account than adults do (2.4% of VPVs vs. 1.4% of VPVs) - This is because teens have 47% higher rate of VPVs on the SSI-ED content (0.11 VPVs per teen audience member vs. 0.07 VPVs per adult audience member) and 14% lower rates of exposure on the non-SSI-ED content (4.5 non SSI-ED VPVs per teen audience member vs. 5.2 VPVs per Adult audience member) - a teen in the audience is 35% more likely to have a VPV on the SSI-ED content than an adult that is in the audience of that same account (7.2% of teen audience vs. 5.3% of adult audience) - So it's not just a higher propensity to repeat view, it's also a higher probability to be exposed at all.