

Message

From: Puyudi [REDACTED] [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 8/16/2024 4:39:01 PM
To: Tessa Lyons-Laing [REDACTED]@meta.com]; Tomas Kabbabe [REDACTED]@meta.com]; Sarah [REDACTED]@meta.com]; [REDACTED] [REDACTED]@meta.com]; Shreya [REDACTED]@meta.com]; Nikita [REDACTED]@meta.com]; Amy [REDACTED]@meta.com]; David [REDACTED]@meta.com]; Sayed Otaru [REDACTED]@meta.com]; Allison Hartnett [REDACTED]@meta.com]; Allison [REDACTED]@meta.com]; Michael [REDACTED]@meta.com]; Jessica [REDACTED]@meta.com]; Arcadiy [REDACTED]@meta.com]; Kevin [REDACTED]@meta.com]; Lewis [REDACTED]@meta.com]; Timothy [REDACTED]@meta.com]; Jayant [REDACTED]@meta.com]; Jon [REDACTED]@meta.com]; Ria [REDACTED]@meta.com]; Rob [REDACTED]@meta.com]; Shashwat [REDACTED]@meta.com]; Kevin [REDACTED]@meta.com]; Abhishek [REDACTED]@meta.com]; Nino [REDACTED]@meta.com]; Qingbin [REDACTED]@meta.com]; Angela [REDACTED]@meta.com]; Eric [REDACTED]@meta.com]; Amit Bhattacharyya [REDACTED]@meta.com]; Rahul [REDACTED]@meta.com]; Prashanth [REDACTED]@meta.com]; Maggie [REDACTED]@meta.com]; [REDACTED]@meta.com]; [REDACTED]@meta.com]; Matthew [REDACTED]@meta.com]; Ashley [REDACTED]@meta.com]; Jeff [REDACTED]@meta.com]; [REDACTED]@meta.com]; Ally [REDACTED]@meta.com]; Brad [REDACTED]@meta.com]; Jeff Huang [REDACTED]@meta.com]; Roberto Medri [REDACTED]@meta.com]; Matthew [REDACTED]@meta.com]; [REDACTED]@meta.com]
CC: Aman [REDACTED]@meta.com]
Subject: Re: Teen Integrity Launch Review (Weekly)

Hey Tessa, Tomas and all,

Thank you so much for your support in our launch decisions! The V team has actually thought through how to tighten up our monitoring process to ensure 1) we move fast in mitigation in case anything feels broken, and 2) we build clarity on post-launch impact.

On 1), we will work with DS to monitor experiment backtest, holdout, and topline closely on a daily basis, so that we could detect faster if anything breaks or if metrics trade-off become significantly worse than pre-tests. On a case-by-case scenario, we will determine ways for mitigation, and will leverage our email/hotline thread to seek approval on any urgent fix/mitigation.

On 2), our plan is to include a backtest review process using our online pre-test review forum. Note that we are only 1 month before 9/17. So for any backtest run for 2 weeks, we will bring it for an online metric review to close out the decision on keep or revert. We will also keep the backtest running even longer to monitor its impact to IG ecosystem in the long term.

Thank you all again for all the thoughtful discussions in reviewing our candidates! Please let me know if there are any suggestions on our monitoring and backtest review process.

Best,
Puyudi on behalf of V-team

Defendant's Exhibit

DX3664

Case Number:
D-101-CV-2023-02838

From: Tessa Lyons-Laing <[REDACTED]@meta.com>
Sent: Thursday, August 15, 2024 6:36 PM
To: Tomas Kabbabe <[REDACTED]@meta.com>; Puyudi [REDACTED] <[REDACTED]@meta.com>; Sarah [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@meta.com>; Shreya [REDACTED] <[REDACTED]@meta.com>; Nikita [REDACTED] <[REDACTED]@meta.com>; Amy [REDACTED] <[REDACTED]@meta.com>; David [REDACTED] <[REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; Allison Hartnett <[REDACTED]@meta.com>; Allison [REDACTED] <[REDACTED]@meta.com>; Michael [REDACTED] <[REDACTED]@meta.com>;

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Cc: Aman [REDACTED] <[REDACTED]@meta.com>
Subject: Re: Teen Integrity Launch Review (Weekly)

Thanks Puyudi and Tomas –

This is approved. My one ask (given the number of things we're launching quickly and the directionally negative trends on many of them) is that we have some process for checking in after 2-6 weeks (depending on the time frame you think makes sense) to look at what we're seeing post launch and determine if we need to make any changes. We can fold that into the existing experiment review or have a different mechanism for it. The scenario I'm trying to avoid is that the collection of these launches has a broader or more enduring impact than we expect and we don't catch it because it's just impacting new teens (or new users) and because by then much of relevance will not be as focused day to day on teen recs.

From: Tomas Kabbabe <[REDACTED]@meta.com>
Date: Thursday, August 15, 2024 at 11:43 AM
To: Puyudi [REDACTED] <[REDACTED]@meta.com>, Tessa Lyons-Laing <[REDACTED]@meta.com>, Sarah [REDACTED] <[REDACTED]@meta.com>, [REDACTED] <[REDACTED]@meta.com>, Shreya [REDACTED] <[REDACTED]@meta.com>, Nikita [REDACTED] <[REDACTED]@meta.com>, Amy [REDACTED] <[REDACTED]@meta.com>, David [REDACTED] <[REDACTED]@meta.com>, Sayed Oturu <[REDACTED]@meta.com>, Allison Hartnett <[REDACTED]@meta.com>, Allison [REDACTED] <[REDACTED]@meta.com>, Michael [REDACTED] <[REDACTED]@meta.com>, Jessica [REDACTED] <[REDACTED]@meta.com>, Arcadiy [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, Lewis [REDACTED] <[REDACTED]@meta.com>, Timothy [REDACTED] <[REDACTED]@meta.com>, Jayant [REDACTED] <[REDACTED]@meta.com>, Jon [REDACTED] <[REDACTED]@meta.com>, Ria [REDACTED] <[REDACTED]@meta.com>, Rob [REDACTED] <[REDACTED]@meta.com>, Shashwat [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, Abhishek [REDACTED] <[REDACTED]@meta.com>, Nino [REDACTED] <[REDACTED]@meta.com>, Qingbin [REDACTED] <[REDACTED]@meta.com>, Angela [REDACTED] <[REDACTED]@meta.com>, Eric [REDACTED] <[REDACTED]@meta.com>, Amit Bhattacharyya <[REDACTED]@meta.com>, Rahul [REDACTED] <[REDACTED]@meta.com>, Prashanth [REDACTED] <[REDACTED]@meta.com>, Maggie [REDACTED] <[REDACTED]@meta.com>, Josh [REDACTED] <[REDACTED]@meta.com>, Matthew [REDACTED] <[REDACTED]@meta.com>, Ashley [REDACTED] <[REDACTED]@meta.com>, Jeff [REDACTED] <[REDACTED]@meta.com>, Adam [REDACTED] <[REDACTED]@meta.com>, Ally [REDACTED] <[REDACTED]@meta.com>, Brad [REDACTED] <[REDACTED]@meta.com>, Jeff Huang <[REDACTED]@meta.com>, Roberto Medri <[REDACTED]@meta.com>, Matthew [REDACTED] <[REDACTED]@meta.com>, Laura [REDACTED] <[REDACTED]@meta.com>
Cc: Aman [REDACTED] <[REDACTED]@meta.com>
Subject: Re: Teen Integrity Launch Review (Weekly)

@Tessa Lyons-Laing, I'm comfortable with the regressions given the thorough monitoring plans and our ability to reduce them in the future if they keep increasing in the backtest.

From: Puyudi [REDACTED] <[REDACTED]@meta.com>
Date: Wednesday, August 14, 2024 at 6:29 PM
To: Tessa Lyons-Laing <[REDACTED]@meta.com>, Sarah [REDACTED] <[REDACTED]@meta.com>, [REDACTED] <[REDACTED]@meta.com>, Shreya [REDACTED] <[REDACTED]@meta.com>, Nikita [REDACTED] <[REDACTED]@meta.com>, Amy [REDACTED] <[REDACTED]@meta.com>, David [REDACTED] <[REDACTED]@meta.com>, Sayed Oturu <[REDACTED]@meta.com>,

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Cc: Aman [REDACTED]@meta.com>

Subject: Re: Teen Integrity Launch Review (Weekly)

Hey Tessa and all,

Thank you so much for your fast response and support on our experiment review candidates! Our follow up plans and responses to your questions are highlighted in blue.

- *On candidate #3, language mismatch: Great news! Supportive. Is someone taking the follow up to extend to all new users (which I know requires mitigating some engagement tradeoffs)? It feels like this is a big improvement broadly for new users if we can get those engagement tradeoffs mitigated.*

Thank you for your support to launch lang mismatch to new SA teens! Rec relevance will take the follow up to extend the treatment to all new users.

The main engagement trade-off we observed from all new users' tests is 1% IG direct reshare sends and 1% IG external reshare sends regressions, which has ecosystem impact to network effect (-0.2% reshare combined network cap15 session [link](#)). From the latest results, reshare sends metrics is trending back to neutral ([link](#)), which is encouraging.

We do think that the current engagement trade-off is still a blocker for launching to all new users, so we plan to build more understanding into the contents we filter out, identify gaps and solutions to work towards extensions of the treatment or a better version to all new users.

In terms of new treatment versions, we have a few next steps to further improve our current language mismatch treatment through **soft demotion instead of hard filtering and improve language feature signal quality** to mitigate engagement loss. We also have an improvement plan on language mismatch metrics. We will take these follow-ups as part of our long-term LSU improvement work outside of the Nido workstream. More details can be found out [here](#).

- *With language matching improved, **we propose unblocking the launch of the Enhanced ESR/LSR & Cold Start unification** that we discussed in our first review to all new users (see below for details)*
 - Supportive. IIRC on all users there were some regressions especially to time and reshares, though I recognize the Cis were very large. Are we still seeing those? And @Tomas Kabbabe are you ok with the magnitudes? I want to make sure we'll be tracking them closely and understand what our plan will be if they materialize (eg do we have the option to unlaunch this for new users who aren't new teens while we tune it to reduce engagement tradeoffs?).

Yes, in our previous QE with enhanced ESR/LSR & cold start unification only (run on old new user definition <250imps), there was some regression with large CI, $-1.43 \pm 0.83\%$ time spent and $-3.8 \pm 2.6\%$ reshare on all users ([link](#)). By running the QE longer, we observe an improving trend on metrics, with IG time spent stabilizing at -0.53 ± 0.39 and IG direct reshare moving to $-0.89\% \pm 1.1\%$. ([link](#)).

Worth noting that in our combo QE with both language mismatch and enhanced ESR/LSR & cold start unification (run on latest new user definition <1000imps), non-rec impact is consistent with our initial test ($0.45\% \rightarrow 0.22\%$ for new SA teens), but combining ESR/LSR and language mismatch treatments seems to increase engagement costs ($-0.67\% \pm 0.39\%$ cap15 session for new SA teen). This is likely the effect of combining two directionally negative tests.

We would like to seek approval on launching enhanced ESR/LSR & cold start unification to all new user cohorts in order to simplify and unify multiple conflicting cold start enforcements in prod. Upon approval, we plan to track the impact to our IG ecosystem closely through both individual backtests and non-rec holdout.

In the same time, we will open a new series of boundary tests in all new users to find more optimized arms with better engagement trade-off. **In case these metric regression materialize, we would have an option to keep the same treatment for SA new teens while relaxing some of the ESR/LSR thresholds for the rest, so that we could keep the conflicting enforcement unified.**

Thank you so much again for reviewing our launch candidates! Please let us know if there are any questions.

Best,
The V-Team

From: Tessa Lyons-Laing <[REDACTED]@meta.com>

Sent: Wednesday, August 14, 2024 12:06 PM

To: Sarah [REDACTED] <[REDACTED]@meta.com>; [REDACTED] [REDACTED] <[REDACTED]@meta.com>; Shreya [REDACTED] <[REDACTED]@meta.com>; Nikita [REDACTED] <[REDACTED]@meta.com>; Amy [REDACTED] <[REDACTED]@meta.com>; David [REDACTED] <[REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; Allison Hartnett <[REDACTED]@meta.com>; Allison [REDACTED] <[REDACTED]@meta.com>; Michael [REDACTED] <[REDACTED]@meta.com>; Jessica [REDACTED] <[REDACTED]@meta.com>; Arcadiy [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; Lewis [REDACTED] <[REDACTED]@meta.com>; Timothy [REDACTED] <[REDACTED]@meta.com>; Jayant [REDACTED] <[REDACTED]@meta.com>; Jon [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@meta.com>; Ria [REDACTED] <[REDACTED]@meta.com>; Rob [REDACTED] <[REDACTED]@meta.com>; Shashwat [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; Abhishek [REDACTED] <[REDACTED]@meta.com>; Nino [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@meta.com>; Angela [REDACTED] <[REDACTED]@meta.com>; Eric [REDACTED] <[REDACTED]@meta.com>; Amit Bhattacharyya <[REDACTED]@meta.com>; Rahul [REDACTED] <[REDACTED]@meta.com>; Prashanth [REDACTED] <[REDACTED]@meta.com>; Maggie [REDACTED] <[REDACTED]@meta.com>; Josh [REDACTED] <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Ashley [REDACTED] <[REDACTED]@meta.com>; Jeff [REDACTED] <[REDACTED]@meta.com>; Adam [REDACTED] <[REDACTED]@meta.com>; Ally [REDACTED] <[REDACTED]@meta.com>; Brad [REDACTED] <[REDACTED]@meta.com>; Jeff Huang <[REDACTED]@meta.com>; Roberto Medri <[REDACTED]@meta.com>; Tomas Kabbabe <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Laura [REDACTED] <[REDACTED]@meta.com>

Cc: Aman [REDACTED] <[REDACTED]@meta.com>

Subject: Re: Teen Integrity Launch Review (Weekly)

Thanks. My understanding is you wanted to do this async so sharing reactions here. TLDR: I'm supportive of all. More commentary below and a question for @Tomas Kabbabe on 4.

1. After reviewing new user test results, we propose launching experiment #1 (sexual gap rule in Explore grid model) **to all new users instead of new teens** pending email approval. We will follow up on an all stated teen test in future rounds of testing.
 - o I'm supportive of launching to all new users. Just to be clear, I'm much more worried about (in order) 1/ new teens, 2/ all teens, 3/ new adults. But given the results and benefits of consistency, I think it's fine to launch to all new users now.
2. After reviewing technical details with Haotian, we are **comfortable launching #2** (expanding the sexual gap rule in Reels chaining model) to new teens.
 - o Supportive
3. We have confidence the language mismatch treatment is working as intended globally, and will **ship #3 to new stated teens globally** (not just English locales). We are also planning work to make this forward-compatible with upcoming AI translation work.
 - o Great news! Supportive. Is someone taking the follow up to extend to all new users (which I know requires mitigating some engagement tradeoffs)? It feels like this is a big improvement broadly for new users if we can get those engagement tradeoffs mitigated.
4. With language matching improved, **we propose unblocking the launch of the Enhanced ESR/LSR & Cold Start unification** that we discussed in our first review to all new users (see below for details)
 - o Supportive. IIRC on all users there were some regressions especially to time and reshares, though I recognize the Cis were very large. Are we still seeing those? And @Tomas Kabbabe are you ok with the magnitudes? I want to make sure we'll be tracking them closely and understand what our plan will be if they materialize (eg do we have the option to unlaunch this for new users who aren't new teens while we tune it to reduce engagement tradeoffs?).

From: Sarah [REDACTED] <[REDACTED]@meta.com>

Date: Tuesday, August 13, 2024 at 6:03 PM

To: Haotian [REDACTED] <[REDACTED]@meta.com>, Shreya [REDACTED] <[REDACTED]@meta.com>, Tessa Lyons-Laing <[REDACTED]@meta.com>, Nikita [REDACTED] <[REDACTED]@meta.com>, Amy [REDACTED] <[REDACTED]@meta.com>, David [REDACTED] <[REDACTED]@meta.com>, Sayed Otaru <[REDACTED]@meta.com>, Allison Hartnett <[REDACTED]@meta.com>, Allison [REDACTED] <[REDACTED]@meta.com>, Michael [REDACTED] <[REDACTED]@meta.com>, Jessica [REDACTED] <[REDACTED]@meta.com>, Arcadiy [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, Lewis [REDACTED] <[REDACTED]@meta.com>, Timothy [REDACTED] <[REDACTED]@meta.com>, Jayant [REDACTED] <[REDACTED]@meta.com>, Jon [REDACTED] <[REDACTED]@meta.com>, Puyudi [REDACTED] <[REDACTED]@meta.com>, Ria [REDACTED] <[REDACTED]@meta.com>, Rob [REDACTED] <[REDACTED]@meta.com>, Shashwat [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, Abhishek [REDACTED] <[REDACTED]@meta.com>, Nino [REDACTED] <[REDACTED]@meta.com>, Qingbin [REDACTED] <[REDACTED]@meta.com>, Angela [REDACTED] <[REDACTED]@meta.com>, Eric [REDACTED] <[REDACTED]@meta.com>, Amit Bhattacharyya <[REDACTED]@meta.com>, Rahul [REDACTED] <[REDACTED]@meta.com>, Prashanth [REDACTED] <[REDACTED]@meta.com>, Maggie [REDACTED] <[REDACTED]@meta.com>, Josh [REDACTED] <[REDACTED]@meta.com>, Matthew [REDACTED] <[REDACTED]@meta.com>, Ashley [REDACTED] <[REDACTED]@meta.com>, Jeff [REDACTED] <[REDACTED]@meta.com>, Adam [REDACTED] <[REDACTED]@meta.com>, Ally [REDACTED] <[REDACTED]@meta.com>, Brad [REDACTED] <[REDACTED]@meta.com>, Jeff Huang <[REDACTED]@meta.com>, Roberto Medri <[REDACTED]@meta.com>, Tomas Kabbabe <[REDACTED]@meta.com>, Matthew [REDACTED] <[REDACTED]@meta.com>, Laura [REDACTED] <[REDACTED]@meta.com>

Cc: Aman [REDACTED] <[REDACTED]@meta.com>

Subject: Re: Teen Integrity Launch Review (Weekly)

Hi Leads,

Please see our follow ups below.

TL,DR:

5. 1) After reviewing new user test results, we propose launching experiment #1 (sexual gap rule in Explore grid model) **to all new users instead of new teens** pending email approval. We will follow up on an all stated teen test in future rounds of testing.
6. 2) After reviewing technical details with Haotian, we are **comfortable launching #2** (expanding the sexual gap rule in Reels chaining model) to new teens.
7. 3) We have confidence the language mismatch treatment is working as intended globally, and will **ship #3 to new stated teens globally** (not just English locales). We are also planning work to make this forward-compatible with upcoming AI translation work.
8. 4) With language matching improved, **we propose unblocking the launch of the Enhanced ESR/LSR & Cold Start unification** that we discussed in our first review to all new users (see below for details)

Note: All launches are delayed for overall Nido Holdout GK set-up (ETA: 8/14)

Follow ups and new data highlighted in blue.

1. Experiment #1 ‘Implementing a sexual gap rule in Explore grid model’:

- **AI:** Leads were comfortable shipping this experience to new stated teens, but wanted to see an option for new users overall.
 - **Follow up:**
 - * Please see results for all new users [here](#) (deep dive [here](#))....
 - * Both COE wins and engagement tradeoffs are broadly consistent for all new users and stated teen new users. However, we do see a tier0 regression for ad_metric_core:revenue. Because it is observed outside of Explore (stories, reels_other), has few samples, and is inconsistent with other ads metrics, we believe this regression to be noise ([see here](#)).
 - Are leads comfortable shipping this experience to all new users, or should we ship to new stated teen users only?

2. Experiment #2 ‘Expanding sexual gap rule in Reels chaining model’:

- No more follow ups. We will launch to new stated teens after establishing our holdout GK’s (ETA 8/14).

3. Experiment #3 ‘Language mismatch fix’

- **AI:** The team will 1) provide analysis on key non-English markets to ensure we haven’t meaningfully worsened the experience, and 2) provide more details on engineering implementation including our current fall back experience. With these results, we will provide a proposal to either launch globally or English-markets only early next week.
- **Follow up:**
 - * Following further investigation, we now have confidence that this treatment works as expected in markets beyond the US.
 - * Overall, we saw that this treatment either *increased* the prevalence of the relevant predicted language in studied markets or did not affect overall language prevalence (caveat: *very* small language markets did not have enough power to detect trends).
 - * For example, on Reels Tab this change:
 - ~2x’ed the share of predicted German vps in Germany
 - ~4x’ed the share of Greek vps in Greece
 - 1.5x’ed the share of Japanese VPVs in Japan

- Studied markets included Argentina, Brazil, Canada, Germany, Greece, Egypt, Spain, France, the UK, Indonesia, India, Japan, Korea, Mexico, Philippines, Romania, and the US (full results [here](#)).
 - We also considered smaller markets to confirm our fall back worked as expected. Looking at inventory-constrained countries confirmed that if language-matched inventory is empty, we draw from popular media within this market (Mudan, Laos, Belarus, Macau had >1% fallback rates).
 - As a result, we propose launching this change globally to new stated teens.
 - Note: In order to make this work forward compatible with AI translation priorities, we are working with the AI translation team on a revised language mismatch filter test to allow content with translated closed captions or dubbed audio to pass. (QE ETA 8/23).
- **4) Unblock ESR/LSR Enforcement & Cold Start Unification from 7/26 review ([here](#))**
 - Our first 7/26 review approved this candidate for *all new users*, contingent upon fixing language mismatch rates raised in dogfooding.
 - With language mismatch treatments shipping for new stated teens and more comprehensive data for all new users (below), we propose launching this experience to both new stated teens and all new users.
 - **Why did we want to ship to both new stated teens and all new users (not just teens)?**
 - We proposed launching to both teen and non-teen new user cohorts in order to simplify and unify multiple conflicting cold start enforcements in prod
 - **Why we believe this is safe to ship to both cohorts:**
 - **[New Stated Teens] (Receiving Language Mismatch Fix)**
 - New stated teens will receive language mismatch treatment from #3 above
 - We have confirmed that combining these ESR/LSR enforcements with our language mismatch fix does not increase language mismatch rates (see [here](#)).
 - **[Non-Teen New Users] (Not Receiving Language Mismatch Fix)**
 - We aligned in our last review that will not ship the language mismatch fix in #3 to all new users (beyond stated teens) due to tier0/tier1 regressions.
 - Although these users will not receive language mismatch treatment, we now have more comprehensive data that users receiving our enhanced ESR/LSR enforcement do not have higher language mismatch rates. Specifically, ESR/LSR treatments did *not* change the prevalence of relevant predicted languages in studied markets (same as #3) compared to a control group (see [here](#)).
 - **Does combining the ESR/LSR enforcement with language mismatch treatments affect non-rec impact or personalization cost? (note– only relevant to new stated teens only)**
 - Overall, non-rec impact is consistent with our initial test, but combining ESR/LSR and language mismatch treatments seems to increase engagement costs. This is likely the effect of combining two directionally negative tests.
 - As a mitigation, we will continue to monitor the cumulative impact of *all* of our launches via our temporary holdout and will incorporate learnings from our optimized threshold tests to refine our enforcement.

Best,
The V-team

From: [REDACTED] <[REDACTED]@meta.com>

Sent: Friday, August 9, 2024 4:19 PM

To: Shreya [REDACTED] <[REDACTED]@meta.com>; Tessa Lyons-Laing <[REDACTED]@meta.com>; Nikita [REDACTED] <[REDACTED]@meta.com>; Amy [REDACTED] <[REDACTED]@meta.com>; David [REDACTED] <[REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; Allison Hartnett <[REDACTED]@meta.com>; Allison [REDACTED] <[REDACTED]@meta.com>; Michael [REDACTED] <[REDACTED]@meta.com>; Jessica [REDACTED] <[REDACTED]@meta.com>; Arcadiy [REDACTED] <arcadiy@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; Lewis [REDACTED] <[REDACTED]@meta.com>; Timothy [REDACTED] <[REDACTED]@meta.com>; Jayant [REDACTED] <[REDACTED]@meta.com>

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Cc: Aman [REDACTED]@meta.com>
Subject: Re: Teen Integrity Launch Review (Weekly)

Thank you @Shreya and team.

For experiment #2 I am supportive of launching after learning more about the implementations.

For experiment #1 just to be clear on the follow up, I think we feel comfortable launching to new SA teens of which we reviewed the results today. We want to see results of a) applying this to all SA teens and b) applying this to all new users to see if a) & b) can be done as follow up launch. a)'s priority is higher than b).

Thanks,
Haotian

From: Shreya [REDACTED] <[REDACTED]@meta.com>
Date: Friday, August 9, 2024 at 5:59 PM
To: Tessa Lyons-Laing [REDACTED]@meta.com>, Nikita [REDACTED] <[REDACTED]@meta.com>, Amy [REDACTED] <[REDACTED]@meta.com>, David [REDACTED] <[REDACTED]@meta.com>, Sayed [REDACTED] <[REDACTED]@meta.com>, Allison Hartnett <[REDACTED]@meta.com>, Allison [REDACTED] <[REDACTED]@meta.com>, Michael [REDACTED] <[REDACTED]@meta.com>, Jessica [REDACTED] <[REDACTED]@meta.com>, Arcadiy [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, Lewis [REDACTED] <[REDACTED]@meta.com>, Timothy [REDACTED] <[REDACTED]@meta.com>, Jayant [REDACTED] <[REDACTED]@meta.com>, Jon [REDACTED] <[REDACTED]@meta.com>, Puyudi [REDACTED]@meta.com>, Sarah [REDACTED] <[REDACTED]@meta.com>, Ria [REDACTED] <[REDACTED]@meta.com>, Rob [REDACTED] <[REDACTED]@meta.com>, Shashwat [REDACTED] <[REDACTED]@meta.com>, Kevin [REDACTED] <[REDACTED]@meta.com>, [REDACTED] <[REDACTED]@meta.com>, Abhishek [REDACTED] <[REDACTED]@meta.com>, Nino [REDACTED] <[REDACTED]@meta.com>, Qingbin Li (SEA) <qingbin@meta.com>, Angela Wise [REDACTED]@meta.com>, Eric [REDACTED]@meta.com>, Amit Bhattacharyya <[REDACTED]@meta.com>, Rahul [REDACTED]@meta.com>, Prashanth [REDACTED]@meta.com>, Maggie [REDACTED]@meta.com>, Josh [REDACTED]@meta.com>, Matthew [REDACTED]@meta.com>, Ashley [REDACTED]@meta.com>, Jeff [REDACTED]@meta.com>, Adam [REDACTED]@meta.com>, Ally [REDACTED]@meta.com>, Brad [REDACTED]@meta.com>, Jeff Huang <[REDACTED]@meta.com>, Roberto Medri <[REDACTED]@meta.com>, Tomas Kabbabe <[REDACTED]@meta.com>, Matthew [REDACTED]@meta.com>, Laura [REDACTED]@meta.com>
Cc: Aman [REDACTED]@meta.com>
Subject: Re: Teen Integrity Launch Review (Weekly)

Thank you everyone for joining today's review.

The team is very optimistic about our progress - we covered 4 experiments that show meaningful improvements to CoE, language matching, and non-rec for new teens!

Here is the summary of the discussion:

1. [Follow-up Needed] Experiment #1 'Implementing a sexual gap rule in Explore grid model':

- Leads felt launching this experiment was a very straightforward decision given the wins to CoE and NSS engagement impact.
 - Follow-up: The team will get back to this group async with new user results and recommend either launch to 1) new SA teens or 2) all new users early next week.
2. **[Follow-up Needed] Experiment #2 'Expanding sexual gap rule in Explore chaining model':**
 - Leads felt the results of the test generally looked good for launch, but wanted to understand a path to simpler implementation.
 - Follow-up: The team will directly connect with Haotian with more details on the gap rule implementation. Early next week, we will get back to this group on next steps.
 3. **[Follow-up Needed] Experiment #3 'Language mismatch fix'**
 - Leads were excited about the language matching results, especially given our confidence in English-speaking markets.
 - Follow-ups: The team will 1) provide analysis on key non-English markets to ensure we haven't meaningfully worsened the experience, and 2) provide more details on engineering implementation including our current fall back experience. With these results, we will provide a proposal to either launch globally or English-markets only early next week.
 4. **[Learnings Readout] Experiment #4 'Pristine Pool Round 3 Readout'**
 - Early results of Pristine Pool round 3 are very promising! We discovered that our ESR/LSR only options allow us to meet non-rec goals while our Pristine Pool options greatly reduce CoE.
 - Follow-ups: The team has opened access to [this doc](#) for Tessa + co to do a larger deep dive (please reply if you still don't have access!). The next round of tests will iterate on the variants in the doc with improvements to Pristine Pool based on Matthew's analyses.
 5. **[FYI] Framework for launches IGRI should/shouldn't bring to forum**
 - We provided a very brief summary of how we will decide which launches to bring to the weekly teen recs review.
 - Follow-up: Team will leverage hotline to align on the framework next week.

Thanks again,
Teen Safety V-Team

From: Shreya [REDACTED] <[REDACTED]@meta.com>

Sent: Thursday, August 8, 2024 11:11 PM

To: Tessa Lyons-Laing <[REDACTED]@meta.com>; Nikita [REDACTED] <[REDACTED]@meta.com>; Amy [REDACTED] <[REDACTED]@meta.com>; David [REDACTED] <[REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; Allison Hartnett <[REDACTED]@meta.com>; Allison [REDACTED] <[REDACTED]@meta.com>; Michael [REDACTED] <[REDACTED]@meta.com>; Jessica [REDACTED] <[REDACTED]@meta.com>; Arcadiy [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; Lewis [REDACTED] <[REDACTED]@meta.com>; Timothy [REDACTED] <[REDACTED]@meta.com>; Jayant [REDACTED] <[REDACTED]@meta.com>; Jon [REDACTED] <[REDACTED]@meta.com>; Puyudi [REDACTED] <[REDACTED]@meta.com>; Sarah [REDACTED] <[REDACTED]@meta.com>; Ria [REDACTED] <[REDACTED]@meta.com>; Rob [REDACTED] <[REDACTED]@meta.com>; Shashwat [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@meta.com>; Abhishek [REDACTED] <[REDACTED]@meta.com>; Nino [REDACTED] <[REDACTED]@meta.com>; Qingbin [REDACTED] <[REDACTED]@meta.com>; Angela [REDACTED] <[REDACTED]@meta.com>; Eric [REDACTED] <[REDACTED]@meta.com>; Amit Bhattacharyya <[REDACTED]@meta.com>; Rahul Bhandari <rbhandari@meta.com>; Prashanth [REDACTED] <[REDACTED]@meta.com>; Maggie [REDACTED] <[REDACTED]@meta.com>; Josh [REDACTED] <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Ashley [REDACTED] <[REDACTED]@meta.com>; Jeff [REDACTED] <[REDACTED]@meta.com>; Adam [REDACTED] <[REDACTED]@meta.com>; Ally [REDACTED] <[REDACTED]@meta.com>; Brad [REDACTED] <[REDACTED]@meta.com>; Jeff Huang <[REDACTED]@meta.com>; Roberto Medri <[REDACTED]@meta.com>; Tomas Kabbabe <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Laura [REDACTED] <[REDACTED]@meta.com>

Cc: Aman [REDACTED] <[REDACTED]@meta.com>

Subject: Re: Teen Integrity Launch Review (Weekly)

Hi everyone,

Tomorrow, we have another weekly teen integrity launch review. The agenda is as follows:

1. **[Decision Needed]** Sexual Gap Rule in Explore LSR (CoE)
2. **[Decision Needed]** Sexual Gap Rule Expansion in Reels Tab ESR (CoE)
3. **[Decision Needed]** Language Matching Fix in Retrieval
 - a. Proposed: Launch to new SA teens after follow-up on non-US analysis/dogfooding
4. **[Learnings Readout]** Round 3 Pristine Pool (Non-rec)
5. **[FYI]** Framework for launches IGRI should/shouldn't bring to this forum

Summarized experiment results can be found in the launch review doc [here](#).

Looking forward to the discussion,
Teen Safety V-Team

From: Tessa Lyons-Laing

Sent: Friday, July 26, 2024 5:03 PM

To: Tessa Lyons-Laing <[REDACTED]@meta.com>; Nikita [REDACTED] <[REDACTED]@meta.com>; Amy [REDACTED] <[REDACTED]@meta.com>; David [REDACTED] <[REDACTED]@meta.com>; Sayed Otaru <[REDACTED]@meta.com>; Allison Hartnett <[REDACTED]@meta.com>; Allison [REDACTED] <[REDACTED]@meta.com>; Michael [REDACTED] <[REDACTED]@meta.com>; Jessica [REDACTED] <[REDACTED]@meta.com>; Arcadiy [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; Lewis [REDACTED] <[REDACTED]@meta.com>; Timothy [REDACTED] <[REDACTED]@meta.com>; Jayant [REDACTED] <[REDACTED]@meta.com>; Jon [REDACTED] <[REDACTED]@meta.com>; Puyudi [REDACTED] <[REDACTED]@meta.com>; Sarah [REDACTED] <[REDACTED]@meta.com>; Shreya [REDACTED] <[REDACTED]@meta.com>; Ria [REDACTED] <[REDACTED]@meta.com>; Rob [REDACTED] <[REDACTED]@meta.com>; Shashwat [REDACTED] <[REDACTED]@meta.com>; Kevin [REDACTED] <[REDACTED]@meta.com>; [REDACTED] <[REDACTED]@meta.com>; Abhishek [REDACTED] <[REDACTED]@meta.com>; Nino [REDACTED] <[REDACTED]@meta.com>; Qingbin [REDACTED] <[REDACTED]@meta.com>; Angela [REDACTED] <[REDACTED]@meta.com>; Eric [REDACTED] <[REDACTED]@meta.com>; Amit Bhattacharyya <[REDACTED]@meta.com>; Rahul [REDACTED] <[REDACTED]@meta.com>; Prashanth [REDACTED] <[REDACTED]@meta.com>; Maggie [REDACTED] <[REDACTED]@meta.com>; Josh [REDACTED] <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Ashley [REDACTED] <[REDACTED]@meta.com>; Jeff [REDACTED] <[REDACTED]@meta.com>; Adam [REDACTED] <[REDACTED]@meta.com>; Ally [REDACTED] <[REDACTED]@meta.com>; Brad [REDACTED] <[REDACTED]@meta.com>; Jeff Huang <[REDACTED]@meta.com>; Roberto Medri <[REDACTED]@meta.com>; Tomas Kabbabe <[REDACTED]@meta.com>; Matthew [REDACTED] <[REDACTED]@meta.com>; Laura [REDACTED] <[REDACTED]@meta.com>

Cc: Aman [REDACTED] <[REDACTED]@meta.com>

Subject: Teen Integrity Launch Review (Weekly)

When: Friday, August 9, 2024 3:35 PM-4:00 PM.

Where: [NYC0770.14] Whiteout; [NYC0770.14] Whiteout (Reservable Seats 8 LCD/VC/WB)

Agenda doc: <https://docs.google.com/document/d/1NiR7UppuH0i-wJtaV7w3NFX61f2Lexn2ZQYIH0f7E1M/edit>

Ways to join

🌐 Computer or Mobile:

<https://fb.zoom.us/j/93159981352?pwd=7PrWtVRI11LaQoYddol62ia3GhZ4tK.1>

📺 Zoom Meeting Info:

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