

Message

From: Tomas Kabbabe [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN= [REDACTED]]
Sent: 8/18/2020 5:07:06 AM
To: Melissa [REDACTED]@fb.com]
Subject: Re: Daisy Update 8.17.20

This is a very clear update, and it seems like the absolute right call. Looking forward to see what the next steps are now from Meagan and Julian.

So glad we have you on point for DS here.

From: Melissa [REDACTED]@fb.com>
Date: Monday, August 17, 2020 at 9:17 PM
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Subject: Daisy Update 8.17.20

Hi Everyone,

Update on Daisy:

At the review last week, we discussed that there is a very high bar to make a ship case for Daisy. This half, we have the option of:

- A) collecting more research/data to convince FB to test again in H1 2021, or
- B) allocating resources to other initiatives

The next step is to make a decision on if it's possible for us to get enough net new info this half to succeed at option A.

After following up with a wide range of stakeholders across DS, Research, and CDS, its unanimously agreed that another half of work will not lead to a stronger case for Daisy. Because well being measurement is so nebulous, and because we have already studied Daisy so extensively, there are not large areas to explore further. Updates like the Abbreviated Like Count (at a thousand likes) Threshold variant of Daisy, Feed Recs, Shopping tab, and Reels may make the case for Daisy weaker than it was last winter.

Therefore, the recommendation is to develop a comms plan to roll back Daisy.

If we do proceed with Daisy this half, we might make progress on understanding the following issues:

- **Highly active teens (HAT) meaningful time spent:** HAT may find their Daisy time on IG more meaningful if there is additional popular context for media with over 1k likes.
- **Positive validation vs negative social comparison:** Previous Daisy surveys did not differentiate between positive and negative social comparison.

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- **Popular content detection:** The biggest user pain point in Pure Daisy is the inability to detect popular content. The Abbreviated Like Count Threshold variant should somewhat address this, but may put well being benefits at risk, given recent findings that top accounts elicit more comparison than close friends.
- **US teens:** The new and improved US teen model may improve our ability to understand teen's behavior on Daisy among the 22M Teen DAP in the US. In particular, we may be able to assess with more certainty if Daisy impacts teen creation (6.8% PR), but we will not have enough power to measure teen deletion because it is too rare (1.9% PR).
- **Revenue confidence intervals:** In the most recent Daisy tests, we chose to test two variants using a cluster network test. Both the decision to run a cluster test and the decision to run two variants came at the tradeoff of wider error bars. Since the cluster results were fairly similar to the user A/B test, this half, we could A/B test. And now that we've narrowed on a single variant, we can concentrate all exposures to one variant instead of two, to reduce the size of the error bars around Pure Daisy's revenue regression ($-1\% \pm 0.9\%$). With a test exposed to 2% of users, we could reach a MDE of 1% Feed EBR. With a 10% test, 0.5% MDE.
- **Revenue:** The Abbreviated Like Count Threshold variant may recover some of the losses, given that we know it recovers half of Pure Daisy's likes regression.
- **IG brand sentiment:** This hasn't been measured in previous tests.
- **Feed Recs:** The lack of popular context in Pure Daisy regresses DAP by -0.015% with Feed Recs.
- **Shopping Tab:** Identifying popular content will likely be important for brand credibility and Shopping's success.
- **Reels:**
 - Launching Daisy may have long term design implications for where we display metrics on Reels and how users interact with it.
 - [early results] Since Daisy reduces Explore time spent by $-0.6\% \pm 0.3\%$, it also reduces Reels thumbnail impressions by $-0.8\% \pm 0.3\%$.
 - [early results] Surprisingly, Daisy **increases** likes on Reels by $1.4\% \pm 0.6\%$, perhaps because the Reels viewer is one of the few places that Daisy users see like counts