

A/C Priv: Reels Mimicry integrity risks

TL;DR

- Roughly ~10% of reels associated to trends could come from underage users (<13)
- We plan to scale mimicry by amplifying trends in H121 potentially making the size of problem bigger
- It seems that we are not equipped integrity wise to address this challenge yet

Problem

- Reels format has a particular appeal for teens but as well underage users
- Trends trough mimicry seem to exacerbate the problem by making creation accessible to very young audience
- We plan to scale mimicry in H121 by amplifying trend distribution, causing a potential risk to make the problem even bigger.
- Based on early internal investigation, we are not equipped to properly size / address the problem

Preliminary sizing

- We used the Mimicable Active Trend heuristic to identify trends in US, IN and ROW
- We performed a visual observation to identify underage users (<13), this is a very rough estimate and needs further validation
- A rough estimate gives 9-10% of reels associated to trends could contain underage users (based on a random sample of 400 reels in most popular trends in the US and ROW (excl IN))
 - RoW (excl IN): <https://fburl.com/instagram/0qre9a34>
 - US: <https://fburl.com/instagram/c0wyy1by>



- Some trends seem to target particularly very young user (>90+% of reels that could feature underage users)
 - source: <https://fburl.com/instagram/d9k0rg11>

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META3047MDL-294-00045120
METANMAG-159-00045120

PLTF EX-04329_0001

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Next steps

- Understand the current systems / guardrails to limit the distribution of reels with underage users
- Invest in manual curation to accurately size the problem
 - Depends on: PXFN approval of guidelines and process
- Investigate potential solutions:
 - Build ML systems to detect reels with underage user and limit distribution
 - Detect trends targeting underage users and filter out those trends from the trend amplification system (through curation or ML)

[Contact Support](#)

Conversation History

Quipbot#06 left the thread Aug 9 at 8:07 am

Quipbot#06 locked edits on the document Aug 9 at 8:02 am

Quipbot#06 Aug 9 at 8:02 am

=====IMPORTANT=====

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Visit the Quip2Google Migration Feedback Group (<https://fb.workplace.com/groups...>).

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Note

New edits in this Quip file will NOT be automatically synced to Google Workspace.

Quipbot#06 added Quipbot#06 to the thread Aug 9 at 8:07 am

Quipbot#06 added you to a document Aug 9 at 8:02 am

Quentin Chalvon [REDACTED] added Tomas Kabbabe to the thread Jan 28, 2021 at 7:55 pm

Quentin Chalvon [REDACTED] added you to a document Jan 28, 2021 at 7:49 pm

Sheli [REDACTED] opened your conversation with Adam [REDACTED], Erin [REDACTED], Lauren Escher [REDACTED], Anthony [REDACTED], Megan [REDACTED], Tomas Kabbabe, Jon [REDACTED], Palak [REDACTED], Quentin Chalvon [REDACTED], and Karina Newton Jan 26, 2021 at 8:33 pm

Palak [REDACTED] added you to a document Jan 22, 2021 at 11:17 pm

Palak [REDACTED] added Karina Newton and Lauren Escher [REDACTED] to the thread Jan 22, 2021 at 11:22 pm

Palak [REDACTED] added you to a document Jan 22, 2021 at 11:17 pm

Palak [REDACTED] opened your conversation with Adam [REDACTED], Erin [REDACTED], Lauren Escher [REDACTED], Anthony [REDACTED], Megan [REDACTED], Tomas Kabbabe, Sheli [REDACTED], Jon [REDACTED], Quentin Chalvon [REDACTED], and Karina Newton Jan 22, 2021 at 11:13 pm

Adam [REDACTED] opened your conversation with Erin [REDACTED], Lauren Escher [REDACTED], Anthony [REDACTED], Megan [REDACTED], Tomas Kabbabe, Sheli [REDACTED], Jon [REDACTED], Palak [REDACTED], Quentin Chalvon [REDACTED], and Karina Newton Jan 22, 2021 at 8:12 pm

Quentin Chalvon [REDACTED] Jan 22, 2021 at 8:06 pm

I added the details here: [We used the Mimicable Active... : A/C Priv: Reels Mimicry integrity risks](#)

Jon [REDACTED] added you to a document Jan 22, 2021 at 8:04 pm

Jon [REDACTED] added you to a document Jan 22, 2021 at 8:04 pm

Jon [REDACTED] added Megan [REDACTED], Palak [REDACTED] and Sheli [REDACTED] to the thread Jan 22, 2021 at 8:10 pm

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Jon [REDACTED] added you to a document Jan 22, 2021 at 8:04 pm

Quentin Chalvon [REDACTED] edited Jan 22, 2021 at 8:02 pm

- We used the Mimicable Active Trend heuristic to identify trends in US, IN and ROW
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Erin [REDACTED] opened your conversation with Adam [REDACTED] Lauren Escher [REDACTED] Anthony [REDACTED] Megan [REDACTED] Tomas Kabbabe, Sheli [REDACTED] Jon [REDACTED] Palak [REDACTED] Quentin Chalvon [REDACTED] and Karina Newton Jan 22, 2021 at 7:36 pm

Jon [REDACTED] Jan 22, 2021 at 7:35 pm

Quentin can you lay out the specific heuristic criteria you used for "trend" here, as well as a couple bullets of your guidelines to determine positive vs negative labels

Jon [REDACTED] added you to a document Jan 22, 2021 at 7:34 pm

Jon [REDACTED] added Adam [REDACTED] and Erin [REDACTED] to the thread Jan 22, 2021 at 7:40 pm

Jon [REDACTED] added you to a document Jan 22, 2021 at 7:34 pm

Jon [REDACTED] edited Jan 22, 2021 at 8:05 pm

A/C Priv: Reels Mimicry integrity risks

- Depends on: PXFN approval of guidelines and process

Jon [REDACTED] renamed Reels Mimicry integrity risks to A/C Priv: Reels Mimicry integrity risks Jan 22, 2021 at 7:10 pm

Jon [REDACTED] opened your conversation with Adam [REDACTED] Erin [REDACTED] Lauren Escher [REDACTED] Anthony [REDACTED] Megan [REDACTED] Tomas Kabbabe, Sheli [REDACTED] Palak [REDACTED] Quentin Chalvon [REDACTED] and Karina Newton Jan 22, 2021 at 7:02 pm

Quentin Chalvon [REDACTED] enabled link sharing - View/Edit Jan 22, 2021 at 2:35 pm

Quentin Chalvon [REDACTED] added you to a document Jan 22, 2021 at 2:29 pm

Quentin Chalvon [REDACTED] added Anthony [REDACTED] and Jon [REDACTED] to the thread Jan 22, 2021 at 2:34 pm

Quentin Chalvon [REDACTED] added you to a document Jan 22, 2021 at 2:29 pm

Quentin Chalvon [REDACTED] edited Jan 22, 2021 at 2:28 pm

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Quentin Chalvon [REDACTED] edited Jan 22, 2021 at 3:14 am

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Quentin Chalvon [REDACTED] created the document Jan 22, 2021 at 1:47 am
