Message

From: Arturo Bejar [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 3/22/2011 4:34:38 PM
To: Marian [redacted]@fb.com]
CC: Nicky Jackson [redacted]@fb.com]
Subject: Re: Discussion questions for today's interview

Marian,

I'm in the building with time - standing next to the couches - do you want to talk?

Thanks,
Arturo

On Mar 22, 2011, at 9:25 AM, "Marian [redacted]" <[redacted]@fb.com> wrote:

> Arturo,
>
> I've added some notes below. Nicky, please feel free to add!
>
> I have booked the studio for Facebook LIVE (right around the corner from our desks and near Bellagio conference room) from 10-11. I've got Skype set up on my laptop and we tested it yesterday.
>
> Let me know if you have any questions, and thanks again for your time today.
>
> Marian
>
> **From:** marionfrankmedia@gmail.com [mailto:marionfrankmedia@gmail.com] **On Behalf Of** NJ Frank
> **Sent:** Tuesday, March 22, 2011 6:19 AM
> **Cc:** Marian [redacted]
> **Subject:** Re: next week (Facebook and SUBMIT)
>
> Hi Marian,
> Below are a list of the question the Director Muta'Ali will be asking. The interview will be conversation style so please just use these questions as a guideline.
>
> **Questions for Facebook**
>
> - How do you protect your members from Cyber Bullies?
>
> We believe that online bullying is an extension of the kinds of behaviors that take place offline, and several things about Facebook help protect against bullying:

Real Name Culture - At Facebook, we believe that fake names and hidden identities are incongruous with the purpose of social networks, which is to safely connect people. A culture of authentic identity has made Facebook less attractive to predators, stalkers and other bad actors who generally do not like to use their real names. People are less likely to engage in negative behavior online when their friends and family can see their name and what they're doing.

Ability to Report and have the content removed – which does not exist in either traditional bullying or on other technologies like cell phones.

New social reporting to encourage people who have been harassed on Facebook to seek guidance and support from a trusted friend, parent or teacher.

- What's your course of action when a cyber bullying incident occurs?

We take reports of bullying very seriously and respond quickly to remove the content if it violates our terms. If someone is using a particular part of Facebook, e.g., photos, their access to that function may be blocked if they continue to abuse it.

- How many complaints do you receive regarding cyber bullying per month?

Don't think we want to comment on numbers.

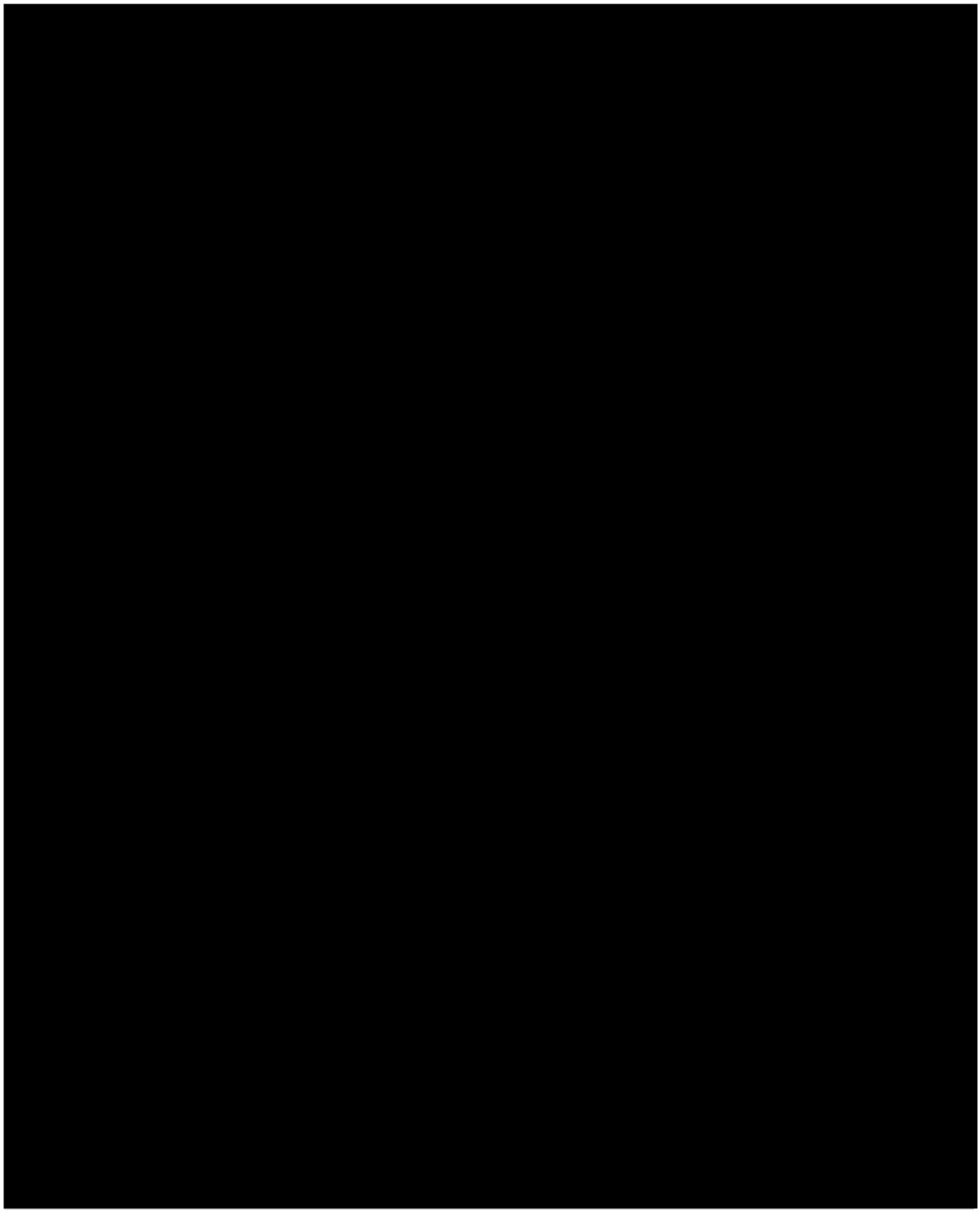
- How do you think social networks should protect their members?

We can't comment on what other social networks do but we're really proud of our record at Facebook in protecting the people who use it.

- What are your thoughts regarding McKenzie Barker & Taylor Wynn's Cyber Bullying case?

http://www.naplesnews.com/news/2011/feb/21/estero-high-McKenzie-Barker-Taylor-Wynn/?legalforum=1





- Is there anyway to prevent children under 13 from creating a Facebook account?

We require people who sign up for Facebook to be 13 or older and it is a violation of our terms to lie about your age. We turn away hundreds of thousands of underage applicants and prevent them from trying to sign up again.

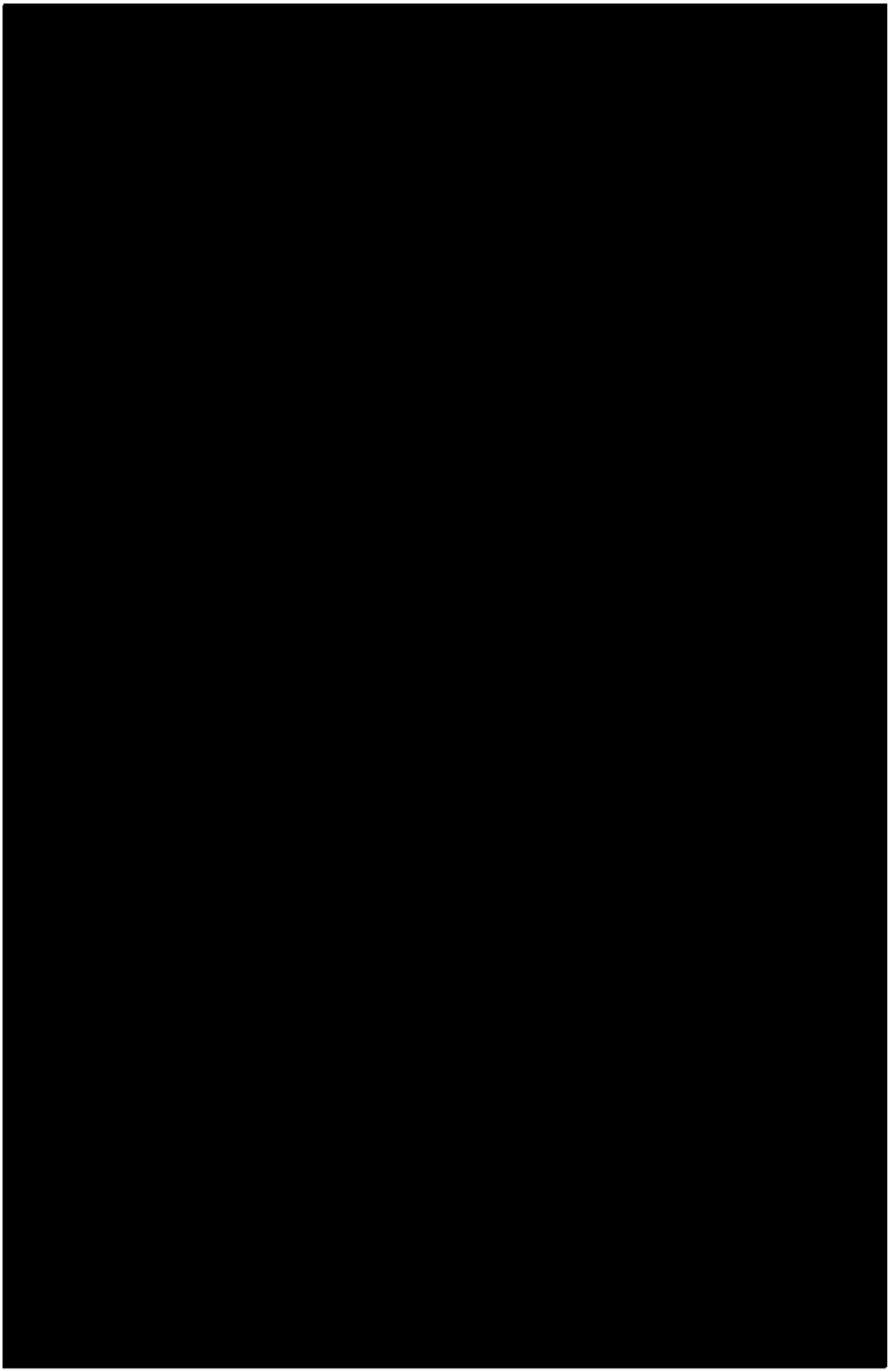
Recent NYT article on the challenges of blocking under 13s. http://www.nytimes.com/2011/03/12/technology/internet/12underage.html

[redacted]

By MATT RICHTEL and MIGUEL HELFT

Published: March 11, 2011

[redacted]





- What are the most common types of harassment on Facebook?

We don't want to get into specifics.

- Is there any way to stop fake accounts from being created?

We encourage people to report fake accounts and when we become aware of them, we remove them. We have behind the scenes tools that look for anomalous activity and can flag accounts that might be fake, which we investigate. It is a violation of our terms to create a fake account and we require that people use their real name and real identity on Facebook.

- What made you decide to allow younger people on Facebook that were under 18?

Facebook was never designed with just college students in mind. It got it's start from Mark Zuckerberg's dorm room at Harvard and spread quickly among college students nationwide, but it wasn't meant to be a "college site". Facebook connects people all over the globe with their friends and family and the

people around them, and most people have important connections to teens – for example, family connections between parents and children, cousins, nieces, nephews and grandchildren.

- What legal guidelines do you have to follow regarding your users? (It's been said that the internet is unregulated)

We follow all applicable laws as do other responsible internet companies.

- Does Facebook support any Cyber Bully awareness campaigns or children's protection campaigns?

There's a long list, we work with many trusted partners because safety is a shared responsibility.

- Network of Support for LGBT youth - we formed a Network of Support with 5 leading LGBT advocacy groups in response to the tragedies of last year when several LGBT teens took their own lives.
- MTV - we have partnered with MTV on a number of initatives, including creating a video with Vinny from the MTV show "Jersey Shore" that had millions of hits, and have supported their "A Thin Line" Campaign.
- Trend Micro "What's Your Story" contest – we are supporting this effort which asks teens to create videos about online safety and digital citizenship.
- We were a founding member of the StopCyberbullying coalition.
-

- Has any organization demanded adding more features to protect your users from Cyber Bullying?

We take a proactive approach and are always innovating on Facebook, not just on the product itself but on the critical areas of safety and security. Example – social reporting was our idea and we are uniquely positioned to connect people with support from their friends and family when they might need it. We don't wait to be asked to improve, we do it because we want everyone on Facebook to have a safe, fun and positive experience.

- Is Cyber Bullying an issue?

Any time someone is harassed or bullied, at school, at work, or in a personal relationship, that is an issue. But calling bullying an epidemic and hyping it in the media probably does more harm than good as people begin to believe that this is commonplace behavior. Studies show a minority of kids are affected, and while each case is serious, we need to keep the numbers in perspective and focus on reminding people that this behavior is not what "everyone is doing" while acting as role models for the young people in our lives.

Let's Not Create a Cyberbullying Panic by Larry Magid, 4/7/2010

http://www.connectsafely.org/SafeKids-News-Analysis/lets-not-create-a-cyberbullying-panic.html

Key Quote: "Changing behavior isn't easy, but it's not impossible. I've been watching episodes of the TV show Mad Men, which is set in the 1960s when it was acceptable to smoke around other people, ride in cars without seat belts, leave trash everywhere, make derogatory comments about minorities, and treat

women as inferior beings. We haven't yet completely eliminated any of those dangerous or antisocial behaviors, but we've come a long way. With concerted effort and national leadership, we can do the same with bullying."

Article: Recent stories in the press about teenage cyberbullying and real-world bullying are sickening. It's hard to know how much cyberbullying contributed to her decision to kill herself, but the case of the Phoebe Prince brings tears to my eyes. The South Hadley, Mass., 15-year-old was reportedly the brunt of repeated cruelty at the hands of classmates (six of whom are now facing criminal charges) until she put an end to her life.

There is also the recent cyberbullying case of Alexis Pilkington, a 17-year-old girl from Long Island, N.Y., who committed suicide last month after being taunted with cruel comments on the Web site FormSpring.me. Some of those comments reportedly even continued after her death.

And there are countless more bullying and cyberbullying cases that don't make headlines. But even though the overwhelming majority of children are able to "survive" being bullied doesn't mean that it's not painful. I still have emotional scars from being bullied when I was a teen.

Cases like these have contributed to what's starting to look like a bullying panic, not unlike the predator panic of a few years ago that caused people to worry (in most cases needlessly) about their children being sexually molested by someone they meet online. Those were great headlines and sound bites for politicians, but the research showed that it just wasn't the case for the vast majority of youth. While it is true that kids are many times more likely to be bullied and cyberbullied than sexually molested by online strangers, we need to put this issue into some perspective. Yes we should be concerned, but there is no cause for panic.

Bullying on the decline

As prominent as it is, bullying and cyberbullying are not the norm. Most young people want no part of bullying and consider it reprehensible behavior. Depending on what study you read, anywhere from 15 percent to 30 percent of teens say they have experienced some type of bullying or harassment from their peers.

And when it comes to bullying in general, the trend is moving in the right direction. Rather than an epidemic, bullying is actually on the decline. A study published last month in the Archives of Pediatric and Adolescent Medicine found that the percentage of youth (a 2 to 17 years old) reporting physical bullying in the past year went down from 22 percent in 2003 to 15 percent in 2008.

A national study of youth commissioned by the Girl Scouts came to a similar conclusion. Young people are actually more responsible, more involved in their community, and more tolerant of diversity than they were 20 years ago. The survey found that 84 percent of youth said they wouldn't forward an embarrassing e-mail about someone else; 6 percent said they would. That's 6 percent too many but still a relatively small minority.

Not all surveys have the same results. In February, the Cyberbullying Research Center polled 4,000 teenagers from a large U.S. school district and found that 15.9 percent of boys and 25.8 percent of girls reported having been cyberbullied at some point in their life. Among the boys, 7.1 percent said they had been cyberbullied in the last 30 days and 7.9 percent of girls had been victims during that time period. When combining genders, overall 20.7 percent of teens say they've been cyberbullied in their lifetimes with 7.4 percent saying they were cyberbullied in the past 30 days. A survey conducted last year by Cox Communications found that approximately 19 percent of teens say they've been cyberbullied online or via text message and that 10 percent say they've cyberbullied someone else.

Turning numbers into a positive

There is no question that there is a problem and I certainly don't want sugarcoat it, but it's also important to look at it from the positive side as well. It's worth pointing out that about 80 percent of teens say they have not been cyberbullied while 90 percent of teens say they haven't cyberbullied other teens.

Posing the issue in the positive is not just a silly math trick–it's actually a strategy that can help reduce bullying or, at least marginalize those who engage in it.

In a paper (PDF) presented at the 2008 National Conference on the Social Norms Approach, H. Wesley Perkins and David Craig reported on a survey of more than 52,000 students from 78 secondary schools and concluded that "while bullying is substantial, it is not the norm." They went on to say that "the most common (and erroneous) perception, however, is that the majority engage in and support such behavior." The reason that this is an important observation is because, as the researchers found, the "perceptions of bullying behaviors are highly predictive of personal bullying behavior." Even though the "norm is not to bully," only a minority of young people realize that. If kids think that bullying is common or "normal," they are more likely to be bullies.

Based on this research, the commonly held belief that we are going through an "epidemic" of bullying or cyberbullying is not only inaccurate, but it is likely contributing to the problem.

A better strategy is to try to convince young people that bullying is not only wrong and and unacceptable but is abnormal behavior, practiced by a small group of outliers. Taking it a step further, how can we marginalize bullies so that they--not their victims--are seen as losers and how can we enlist young people themselves to stand up against bullying when they see it or hear about it.

Adults as role models

Adults need to be good role models. Politicians need to think about this the next time they consider demonizing (as opposed to criticizing) an opponent. Media personalities and talk show hosts need to think about the messages they're giving to children when they engage in name calling. We all need to be aware of comments we make in the presence of children and even people who comment on blogs need to think about the difference between legitimate criticism and derision. Children learn by observing our behavior, and there are plenty of adults who behave like bullies.

Changing behavior isn't easy, but it's not impossible. I've been watching episodes of the TV show Mad Men, which is set in the 1960s when it was acceptable to smoke around other people, ride in cars without seat belts, leave trash everywhere, make derogatory comments about minorities, and treat women as inferior beings. We haven't yet completely eliminated any of those dangerous or antisocial behaviors, but we've come a long way. With concerted effort and national leadership, we can do the same with bullying.

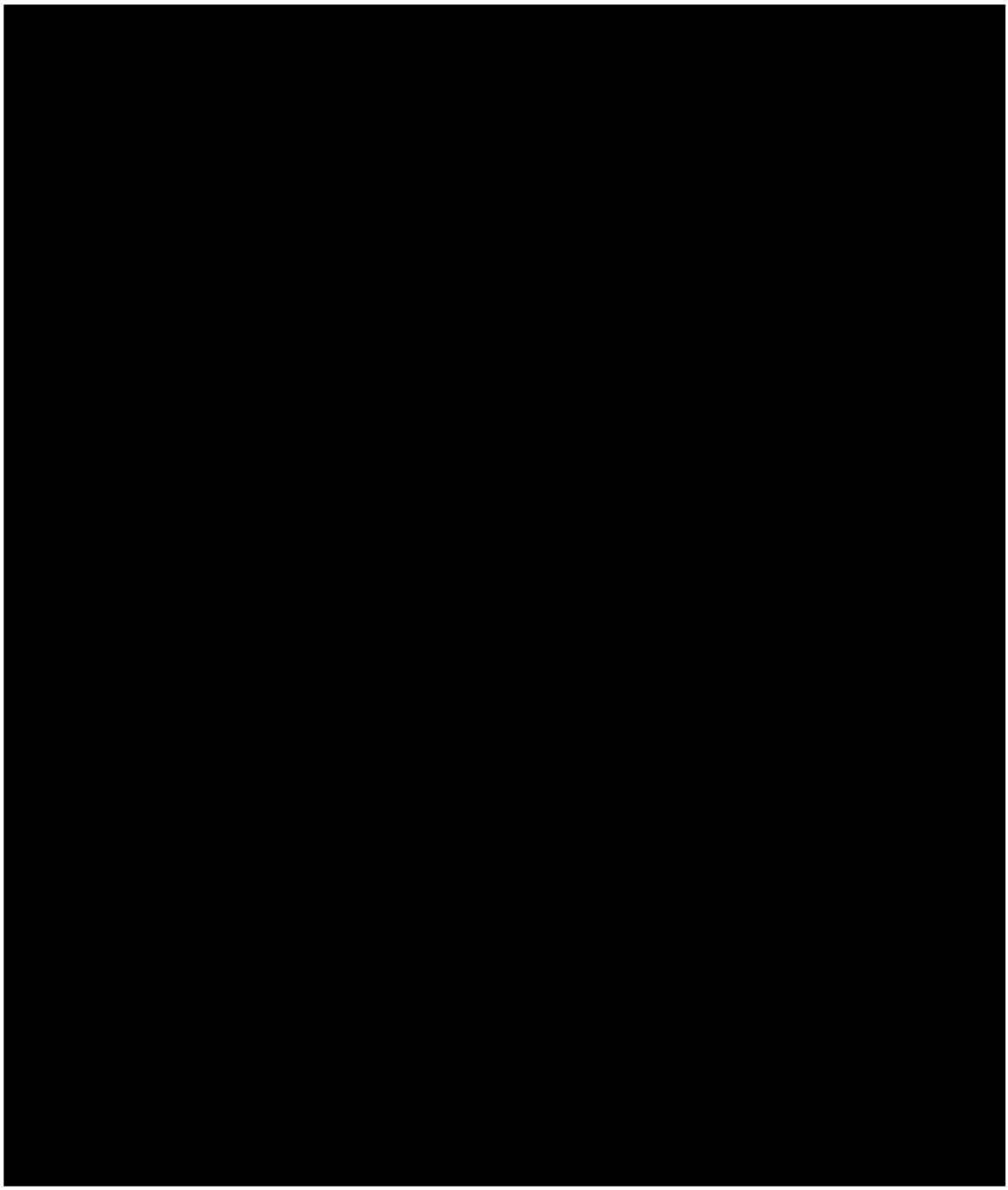
- Do you feel like Cyber Bullying can be stopped?

We are working hard to prevent people from bullying on Facebook but this kind of harassing behavior has been going on as long as people can remember. Experts like Susan Swearer say, "No program can end bullying in every community, and no program has eliminated 100 percent of bullying behaviors. However, when awareness of bullying becomes as much a part of school culture as reverence for athletics or glee club, we'll have a shot at finally stopping it. "

Five Myths About Bullying by Susan Swearer, 12/30/2010

http://www.washingtonpost.com/wp-dyn/content/article/2010/12/30/AR2010123001751.html

[redacted]



I will be giving you a call at 9:30am pst to test our Skype connection. Please feel free to contact me for any questions or concerns.

Best,

Jevon "NJ" Frank
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On Mon, Mar 21, 2011 at 4:35 PM, Paul E. Wright - Fuzebox <paul@fuzeboxinc.com> wrote:

That is great Marian.

I am copying our Producer, NJ Frank, as he will be leading the shoot. Let me touch base with him about the test call as well as the questions and I will have him call you directly.

The people from our side will be our director, Muta Ali, who will be leading the conversation as well as NJ and our 2 crew members Justin Poage and Kenneth Bradley.

Is that OK?

Cheers-

paul

Paul E. Wright

Vice President, Strategy, Fuzebox, Inc.

Executive Producer, Submit: The Virtual Reality of Cyberbullying

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From: Marian [redacted] [mailto:[redacted]@fb.com]
Sent: Monday, March 21, 2011 3:57 PM

To: paul@fuzeboxinc.com
Subject: RE: next week (Facebook and SUBMIT)

We are set for tomorrow 10-11. Just set up Skype, my username is marian.heath. Does it make sense to do a quick test call now (or today?) since I've not done this before? Who will be on the call from your side?

Also, do you have a list of questions that we can look over in advance, just to make sure we have the best possible use of the hour?

Thanks,

Marian

From: Paul E. Wright - Fuzebox [mailto:paul@fuzeboxinc.com]
Sent: Monday, March 21, 2011 11:48 AM
To: Marian Heath
Cc: nj@fuzeboxinc.com

Subject: RE: next week (Facebook and SUBMIT)

Hello Marian,

I hope that you had a great weekend.

I wanted to follow up quickly to see if the Tuesday date/time worked or if Arturo needed to choose another time.

Cheers-

paul

Paul E. Wright

Vice President, Strategy, Fuzebox, Inc.

Executive Producer, Submit: The Virtual Reality of Cyberbullying

From: Marian [redacted] [mailto:[redacted]@fb.com]
Sent: Thursday, March 17, 2011 2:59 PM
To: paul@fuzeboxinc.com
Subject: RE: next week (Facebook and SUBMIT)

All times are Pacific. Let me check with Arturo's assistant and get back to you.

From: Paul E. Wright - Fuzebox [mailto:paul@fuzeboxinc.com]
Sent: Thursday, March 17, 2011 11:30 AM
To: Marian [redacted]
Subject: RE: next week (Facebook and SUBMIT)

That is fantastic Marian.

Are the times that you sent through Pacific? If so, how about Tuesday from 10-11 PT / 1-2 ET?

Cheers-

paul

Paul E. Wright

Vice President, Strategy, Fuzebox, Inc.

Executive Producer, Submit: The Virtual Reality of Cyberbullying

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From: Marian [redacted] [mailto:[redacted]@fb.com]
Sent: Thursday, March 17, 2011 2:09 PM
To: paul@fuzeboxinc.com
Subject: RE: next week (Facebook and SUBMIT)

Paul,

That sounds great, and more than fair. Let's work on scheduling for next week.

Marian

From: Paul E. Wright - Fuzebox [mailto:paul@fuzeboxinc.com]
Sent: Thursday, March 17, 2011 6:11 AM
To: Marian [redacted]
Subject: RE: next week (Facebook and SUBMIT)

Hello Marian,

We are just entering post-production now so we do not have a rough cut yet, but we will be happy to show it to you with Arturo in context once we have it put together. Thank you for the blog posts as well.

Our focus from the start was, and is, to go beyond the short-sighted, alarmist views of the media. Because of that approach, we have been able to gain the support of people like Sameer Hinduja, Nancy Willard and Anne Collier amongst several others who approach the issue in a holistic, even-handed way.

The story arc for our film is focused on reframing the problem, which includes the problem with the mainstream media's approach; including multiple viewpoints from kids to parents to experts and showing the solutions that are in place. With Arturo, and yourself if you are participating, it is those solutions and approaches that Facebook puts forth that we believe are essential to the story.

We are very confident that you will be pleased with the high quality both of the film and the message, but will certainly adhere to your wishes to remove Arturo if you are not for some reason. We would like to, then, go ahead and tape you guys next week and during that time you will learn even more about our approach through our Producer and Director, who have both been consistently lauded by our interviewees and supporters.

Does that sound OK?

Cheers-

paul

Paul E. Wright

Vice President, Strategy, Fuzebox, Inc.

Executive Producer, Submit: The Virtual Reality of Cyberbullying

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From: Marian Heath [mailto:marian@fb.com]
Sent: Thursday, March 17, 2011 2:01 AM
To: paul@fuzeboxinc.com
Subject: RE: next week (Facebook and SUBMIT)

Paul,

Is there a way we could see a rough cut of what you have so far? As I'm sure you can understand, we want to be sure that the message of the film is one that we are comfortable with. We've seen a number of articles, films and commentary that tend to over-dramatize the issue of bullying, both online and offline, and to make it sound like this issue affects virtually every child in America. Cyberbullying is in some ways the latest "techno panic" and has been called an epidemic. While not denying the seriousness of the issue, that's a position that we don't agree with and that isn't supported by research.

Here are two blog posts that explain some of the finer points, and the second one has some great additional links, including one to a must-read Washington Post Op-Ed by Professor Susan Swearer, a bullying researcher and expert.

Time to take the 'cyber' out of cyberbullying | Safe and Secure - CNET News

http://www.netfamilynews.org/?p=29924

We've also heard people say that, "bullying causes suicide." Having had extensive meetings with leading national experts on suicide prevention, they tell us that it just isn't that simple. Each death is unique and each set of circumstances is as well. Their research has shown that people who commit suicide usually have a variety of risk factors (Professor Swearer's paper on the risk factors for bulling, which is on the new White House stopbullying.gov site does a nice job of laying them out), and that provocation that might lead one person to commit suicide wouldn't be as serious for someone else, and it's really hard to predict who might fall into which camp. There's a lot of nuance around the issue. We are sensitive because unfortunately Facebook has sometimes been (unfairly, we think) targeted in the media before and many papers sold based on hysterical headlines with the word "Facebook" in them.

We take instances of bullying on our site very seriously and are always seeking ways to better deal with the inappropriate content and the people involved. Our new social reporting system

which was announced at the White House Bullying Prevention Summit last week (see Notes to the Safety Page at www.facebook.com/fbsafety), and which Arturo pioneered, aims to help people using our service to be safe and secure. We are also extremely sensitive to suicidal content posted on Facebook and have systems in place so that if that content is reported to us, we escalate it very rapidly to the National Suicide Prevention Lifeline to try to get help for the person in danger. We support suicide prevention messages, and did a variety of efforts to support International Suicide Prevention Day including a blog post we published, http://www.facebook.com/fbsafety?ref=ts#!/notes/facebook-safety/supporting-world-suicide-prevention-day/151545121532945, and giving valuable ad support to the 'Take Five to Save Lives' campaign.

At any rate, we would like to learn more about the film before we can agree to put Arturo on camera. If you don't have something to show, perhaps we could agree to film him but not release the use of that footage until we are able to see it in context.

Thanks,

Marian

From: Paul E. Wright - Fuzebox [mailto:paul@fuzeboxinc.com]
Sent: Wednesday, March 16, 2011 1:48 PM
To: Marian Heath
Cc: 'NJ Frank'
Subject: RE: next week (Facebook and SUBMIT)

Hey Marian,

I hope that Arturo is healing well and back at 100% soon.

Sure, next week we could do Tuesday, Thursday or Friday at any time in the day. Before suggesting a day/time from the list you provided, I wanted to confirm that those times you listed were Pacific Coast times; is that the case?

We would use video Skype, which we will record, and would need 30 - 45 minutes.

Will you be participating as well?

I have copied our Producer, NJ Frank as he will be leading the shoot with our Director, Muta Ali, leading the conversation.

Thank you very much Marian, this is great.

Cheers-

paul

Paul E. Wright

Vice President, Strategy, Fuzebox, Inc.

Executive Producer, Submit: The Virtual Reality of Cyberbullying

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From: Marian Heath [mailto:marian@fb.com]
Sent: Wednesday, March 16, 2011 1:16 PM
To: paul@fuzeboxinc.com
Subject: next week

Looks like Arturo is out for the week. Could next week work?

Marian Heath | Facebook | 650-644-6485

marian@fb.com

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