Message

From: David Gillis [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=E3EAA3867C0147AA8B38FCE4123AC735]
Sent: 4/28/2019 9:19:19 PM
To: Terri Machado [tmachado@fb.com]; Sacha Camacho [sachac@fb.com]
CC: Guy Rosen [guyro@fb.com]
Subject: Poster swag for integrity week
Attachments: poster_blue.pdf; IBD_zine_with-cover.pdf

Tennessee v. Meta
Case No. 23-1364-IV

DX0908

Hi Terri, hi Sacha – looking forward to Integrity Week!

Guy suggested printing posters based on a passage from Chris Cox's goodbye note. Peter Franko and I have been working on this and are going to be finalizing colors and printing tomorrow. I attached a proof of the design direction.

It would be cool to have these available as swag for folks attending the Integrity Week keynotes. If that makes sense to you, how many should we print and where/how might be the best way to distribute? I was thinking of laying them out on a table for people to grab on their way out.

DaveG

P.s. we've also created a zine for the integrity design track on Thursday. I attached a pdf of this as well. We'll have extras available if other folks would like them, but will likely be getting them later on—like Wed or Thurs.

Social media's history is not yet written, and its effects are not neutral.

It is tied up in the richness and complexity of social life.

We must endeavor to understand its impact (all the good, all the bad) ***and take up the daily work of bending it towards the positive, and towards the good.***

This is our greatest responsibility.

— Chris Cox




Integrity
by
Design

FOR OUR FELLOW BUILDERS 

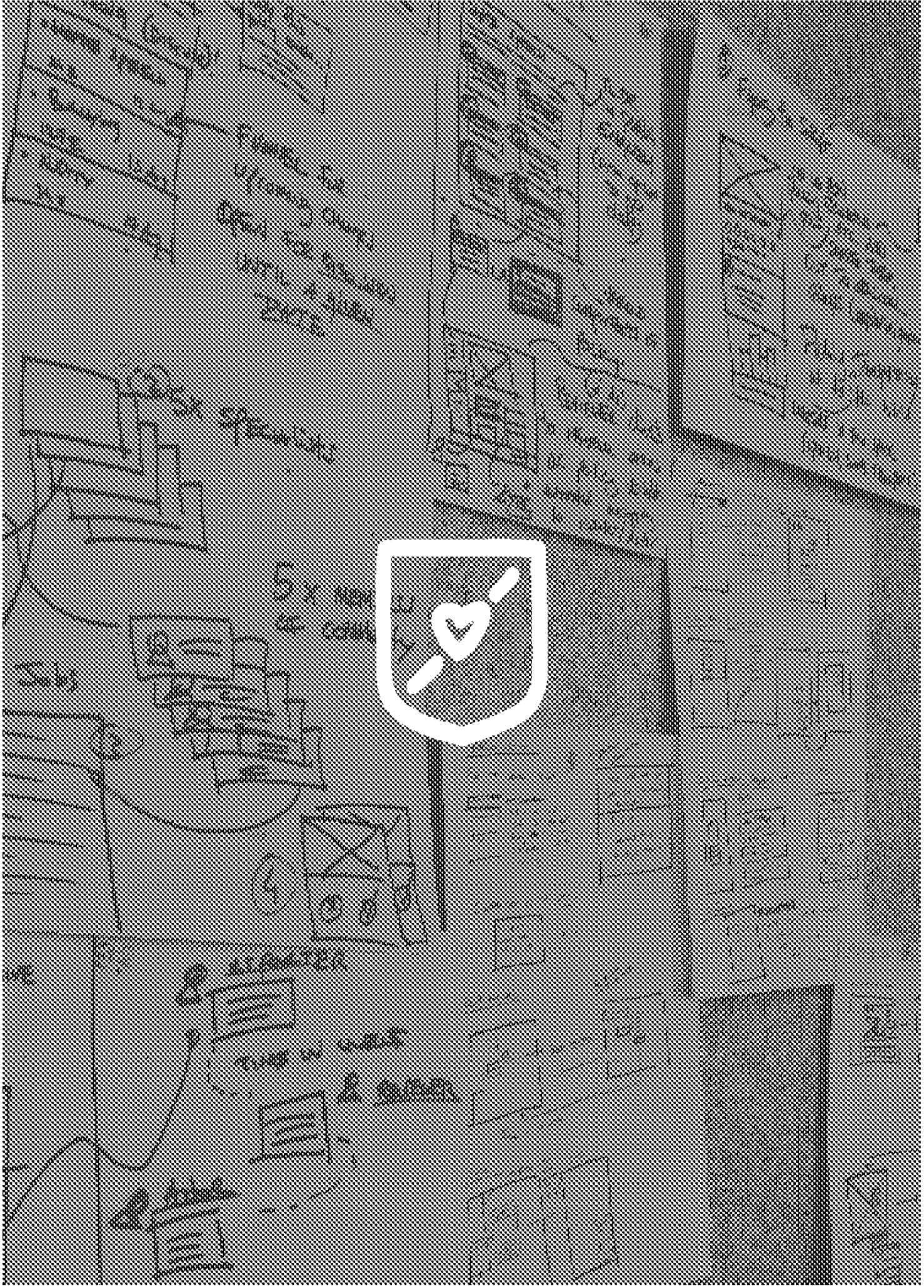
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Everyone at Facebook is an integrity designer.

Facebook gives people the tools to connect and build community.

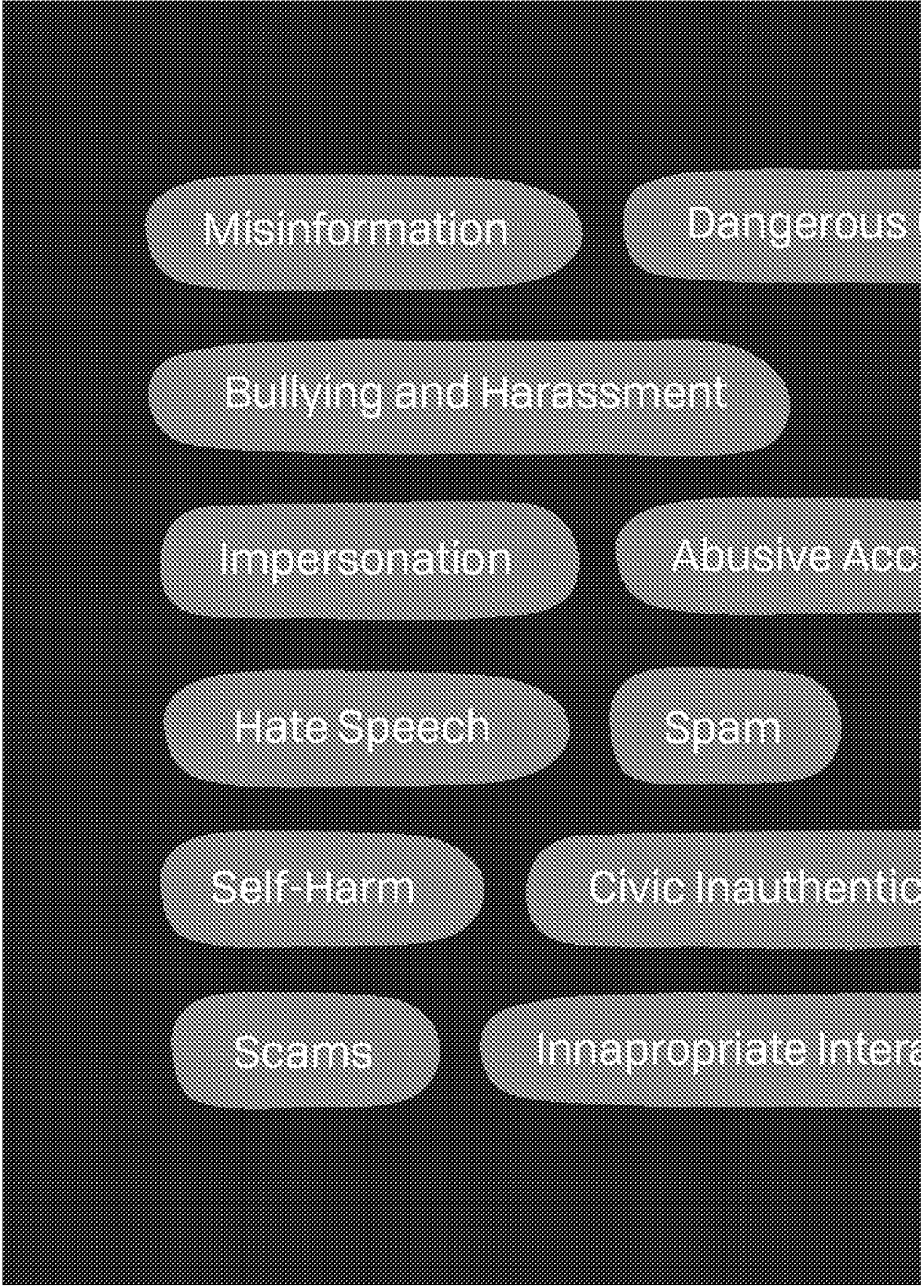
Sometimes, these tools are used in ways that may intentionally or unintentionally cause harm.

As builders of these tools, we have a collective responsibility to make products that promote safe, inclusive communities, while minimizing bad experiences for people.

Designing for integrity starts with the question: "What can go wrong?"

1) How might this design be used to dominate or exploit certain individuals or groups of people?

2) Will this design gracefully handle sensitive use cases?


Misinformation
Dangerous
Bullying and Harassment
Impersonation
Abusive Acc
Hate Speech
Spam
Self-Harm
Civic Inauthentic
Scams
Inappropriate Intera

Consider a range of actors (beyond your target user).

1) **Professional Adversaries**
   Spammers, scammers, fraudsters

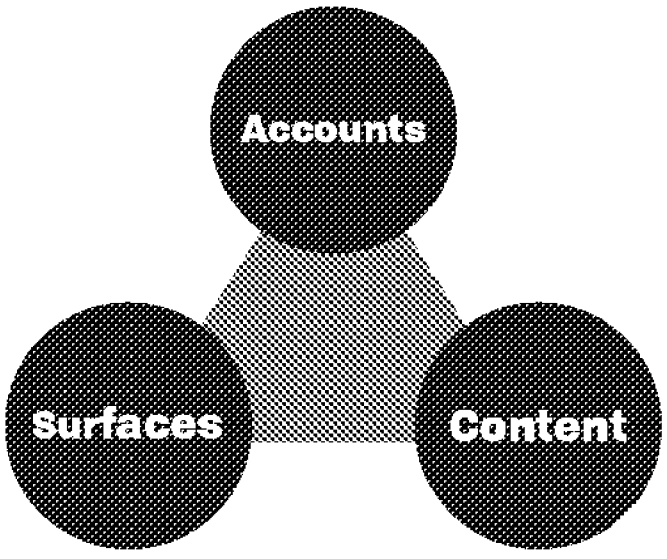
2) **Bad Faith Actors**
   Trolls, harassers, ideologic actors

3) **Misinformed People**
   Good faith actors who unintentionally break rules

4) **Vulnerable People**
   E.g. people going through sensitive life moments

Consider your product's features and affordances.

When we build new tools, we define new types of accounts, content and surfaces—and the interactions between them (discover, create, share, connect, distribute, recommend, etc.)



Integrity Actors × Features and Affordances = Risk

e.g.

Bad-faith actors × discover, connect
= victim discovery

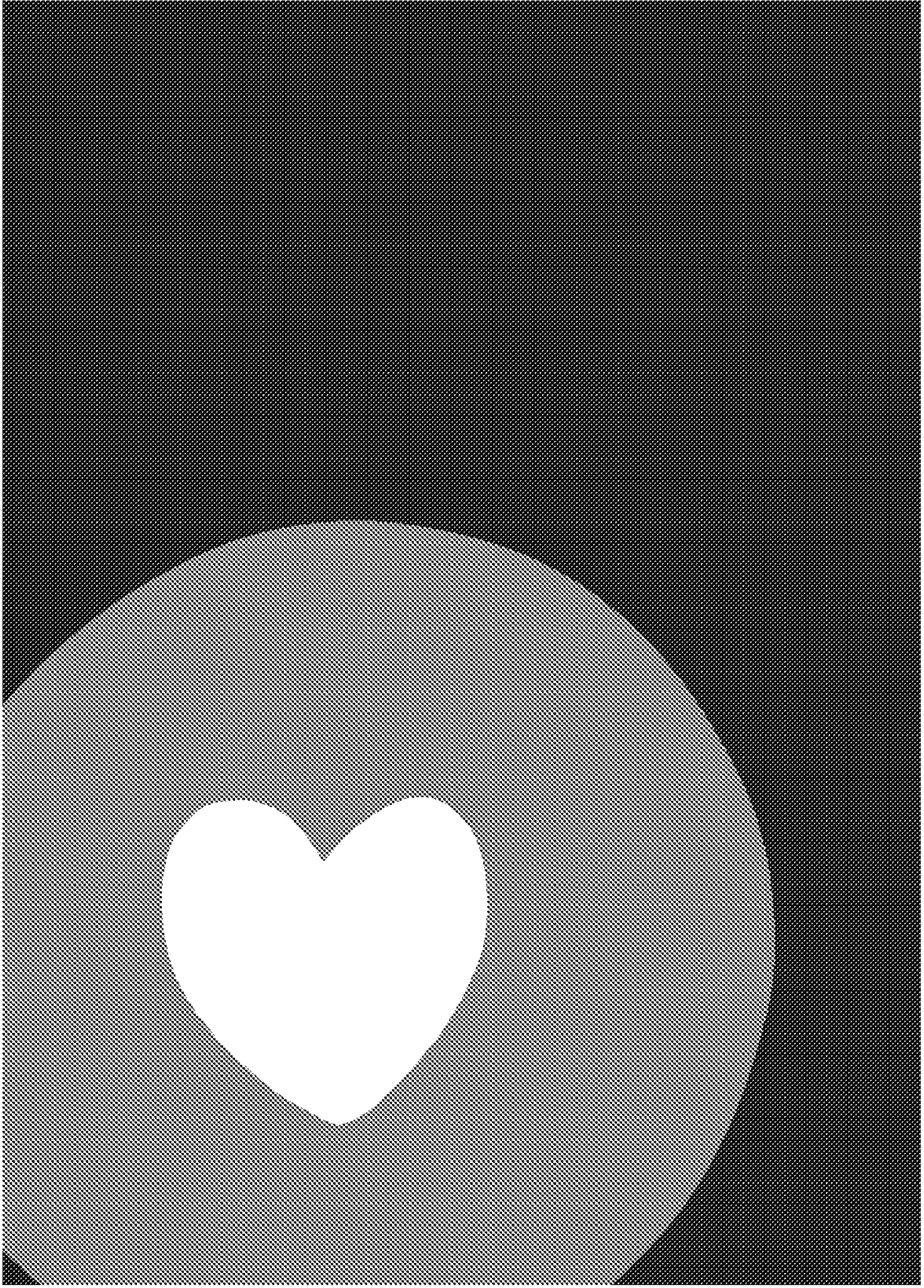
Spammers × distribute
= toxic content, misinfo, spam

Plan mitigations based on anticipated risks.

1) **Prevention**
   Build in limits, controls and transparency to prevent abuse, misuse, or inadvertant harm.

2) **Detection**
   Combine reactive feedback and reporting with proactive AI to detect harm.

3) **Response**
   Minimize exposure by removing or reducing harmful content and warning or informing people.



Our integrity design principles help us make deliberate decisions and tradeoffs while maintaining a consistently high standard for user experience.

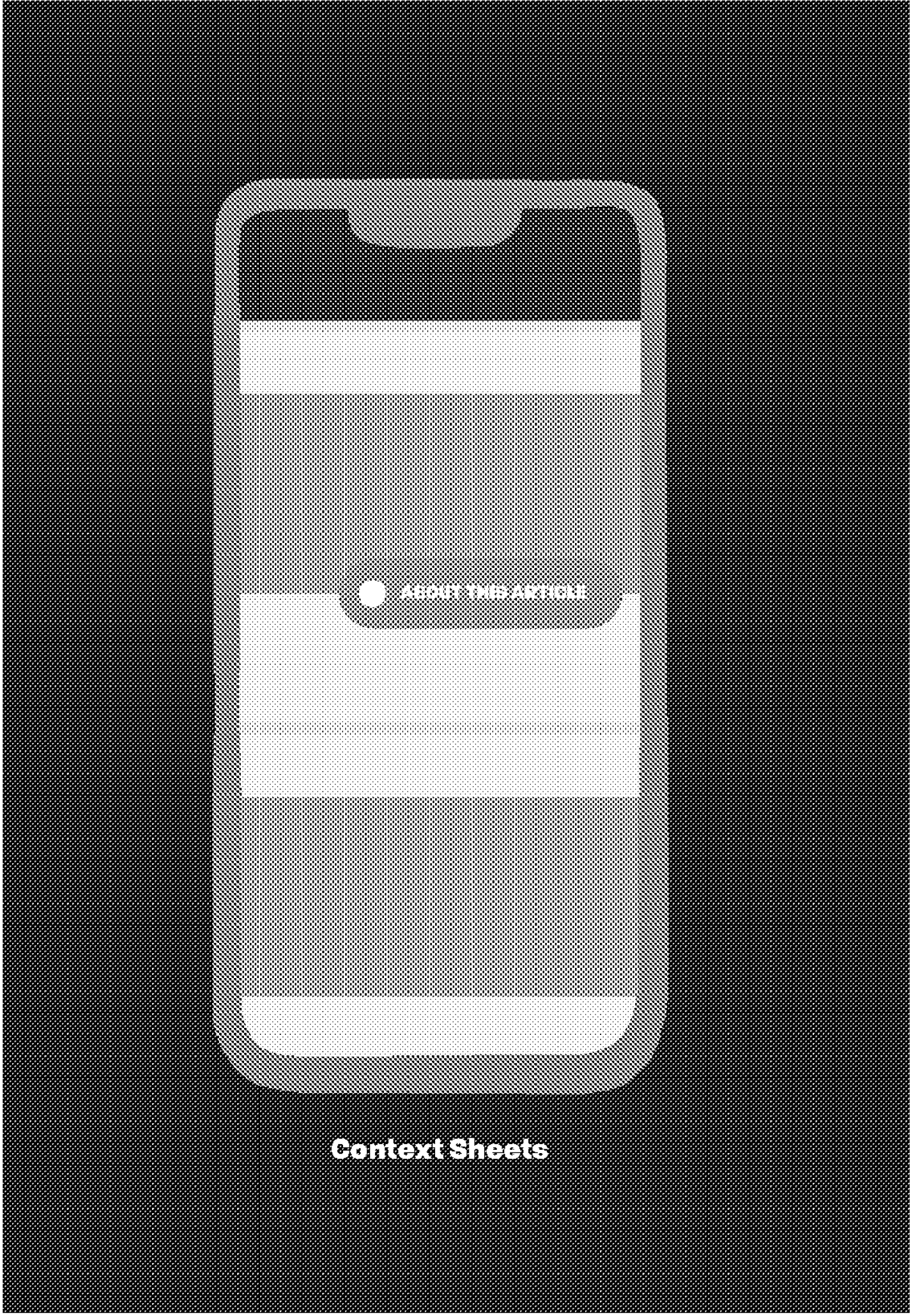


Community Empowerment

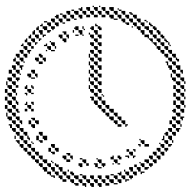
We want people to feel heard, respected and in control of their experience.

In our apps, we build supportive experiences that give people a voice and encourage them to help one-another.

In our tools, we elevate the work, impact and growth opportunities of our human review team.



Context Sheets

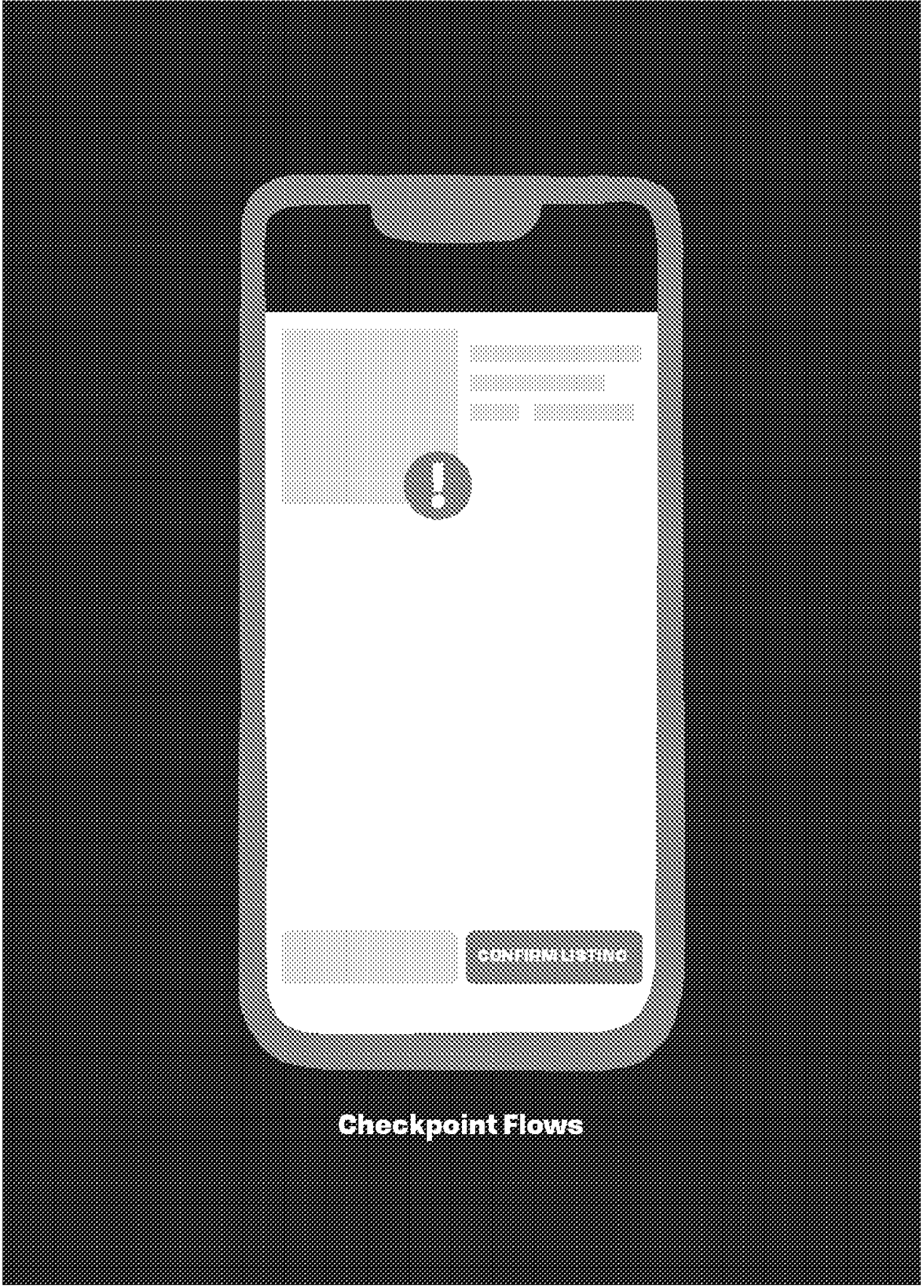


Purposeful Pacing

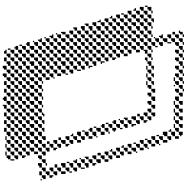
Integrity experiences can be quick and lightweight, but we don't want to rush people.

We may even intentionally slow things down—for example to aid comprehension and promote self-reflection.

Reviewers can move through familiar tasks at speed, and take care amidst unfamiliarity or ambiguity.



Checkpoint Flows

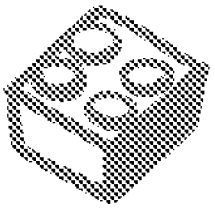


Responsible Transparency

We strive to be open about our processes and policies, so that people understand how they will be affected, what their standing is, and what next steps are available to them.

We provide human reviewers the information they need to do their best work and understand the impact they're making.


ADMIN VIOLATIONS HAVE PUT YOUR GROUP AT RISK
CONTENT WE TAKE ACTION ON
Actor History & Standing

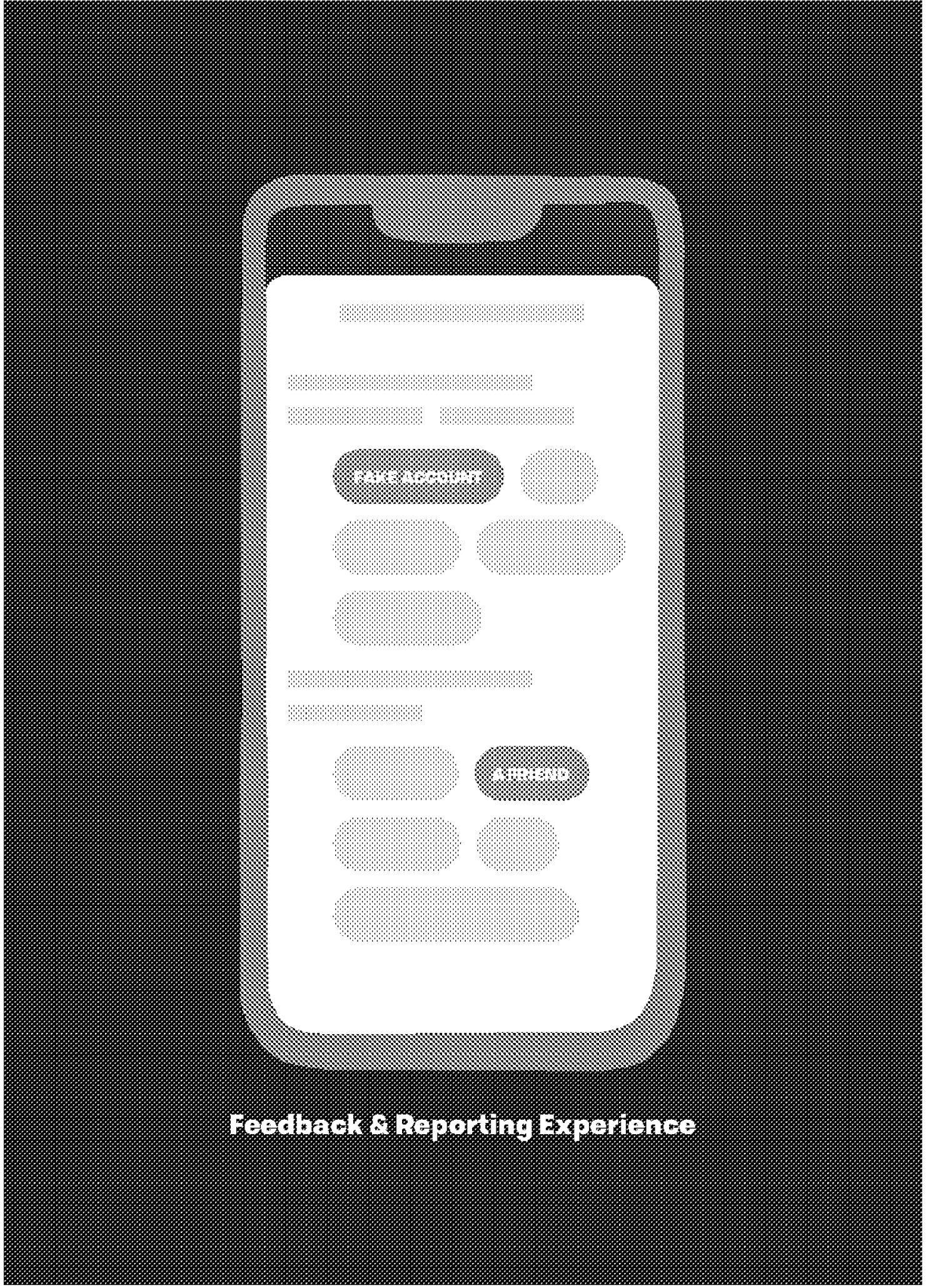


Adaptability & Extensibility

Our products serve a global community with diverse cultures and perspectives.

The systems we build must scale to handle different types of bad experiences across our products and surfaces.

Other teams should be able to easily leverage and build upon our work.


Feedback & Reporting Experience


4 — VOICES FROM OUR COMMUNITY

“

Nick Inzucchi

Product Design - Newsfeed Integrity

Technology shapes our society like never before, and this raises massive new psychological, political, and ethical questions. Designers at Facebook have the unique privilege of working at this frontier.

The challenges are monumental, but I believe facing them head-on is the only way to make progress. I work at Facebook because I think we have a shot.

“

Younghee Jung

UX Researcher - Community Integrity

As a user experience professional, ‘Protect and Care’ has been always my mantra. It’s important for influential global companies to put priorities on diversity and inclusion in how we build products, and the exact same applies to understanding and responding to the diversity of user needs and competences.

I may get in the way of ‘move fast’ but I take pride in slowing us down to care about the diversity and growing empathy with users.

“

Natalie Troxel

UX Researcher - Messenger Integrity

My academic work focused largely on how young children develop prosocial orientations in life—empathy, compassion, altruism—and how those manifest across development. I see the work we do on integrity teams as a continuation of that work.

We have the chance to make sure Facebook, as a company and as a platform, develops and embodies those same prosocial orientations across it’s lifespan.

“

Gillian Terzis

Content Strategist - Marketplace Integrity

Working on an integrity team isn't always glamorous, but it's definitely rewarding. It requires a certain zeal for knottiness and for tackling problems that lack easy solutions. I'm passionate about building robust online communities on Marketplace through my work on identity, authenticity, physical safety, enforcement, and compliance.

Eliminating bad actors is only one part of the job – the other part is building experiences that bring empathy and clarity to frustrating experiences, as well as creating a space for user education and self-reflection.

“

Vanessa Casavant

Content Strategist - Business Integrity

We all have defining moments in our lives that force us to pivot in wildly unexpected ways. Mine came on 9/11 after surviving the attacks on the World Trade Center. The lens through which I saw the world was forever changed, and is why I've spent more than a decade fighting against the spread of misinformation.

The mission behind the integrity teams is the very reason I chose to work at Facebook – to be on the frontlines of where this work matters most for our world.

“

Steven Wirt

Content Strategist - Business Integrity

What stands out for me about working on BI are the people and the problems we solve. I'm constantly impressed and humbled by the brain power in the room when our BI XFN teams meet. And we get to work on really complex, high-profile stuff.

“

Irina Blok

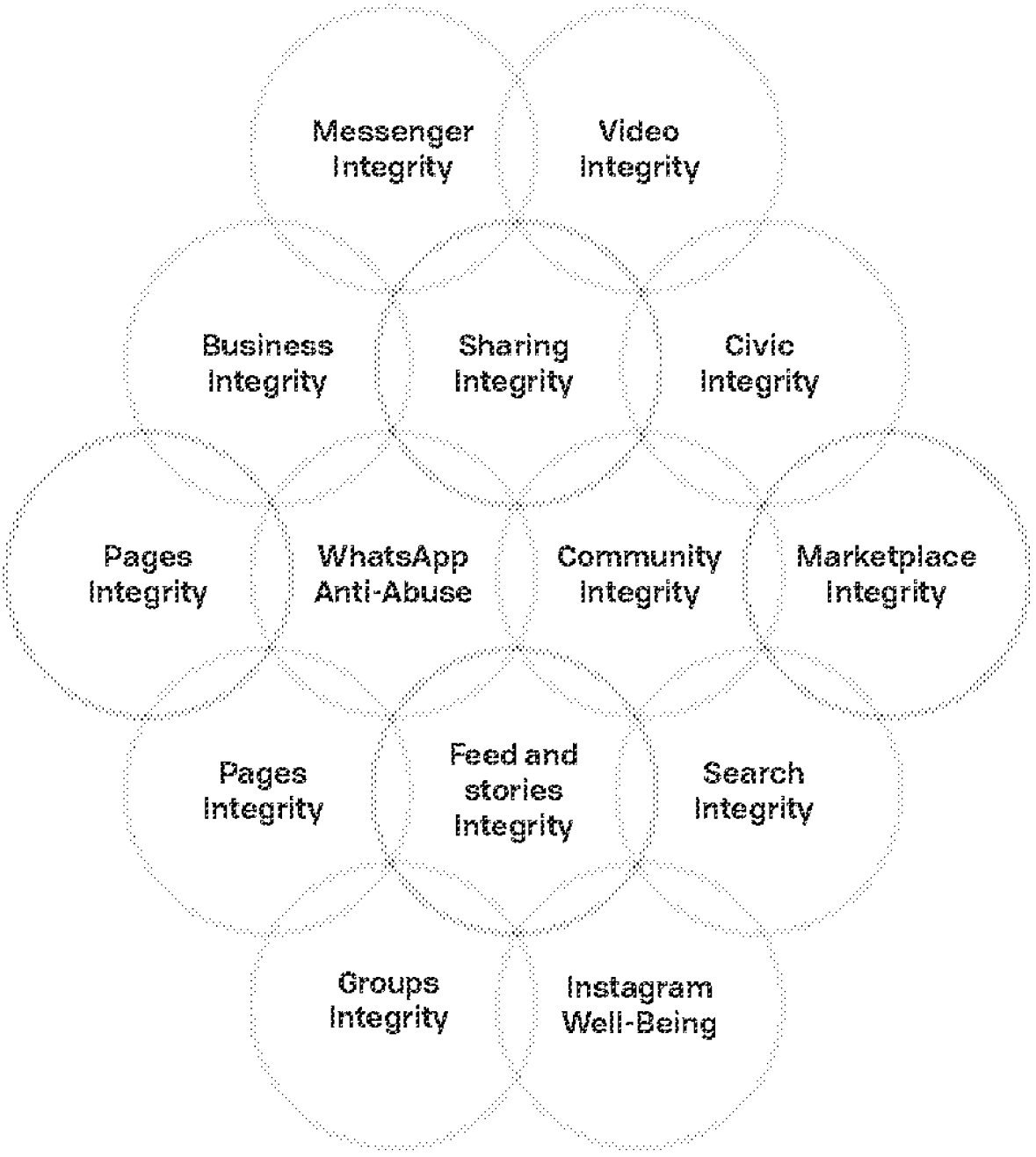
Product Designer - Groups Integrity

I am passionate about building online community and connecting people around shared interests.

Nothing harms meaningful connection more than people having bad experiences in groups. These can range from bullying and harassment, porn spam, hacked accounts to elections manipulation and fake news.

Groups Integrity's mission is to keep community safe, and it's both the most rewarding and challenging aspect of product design. As designers, we often think of the happy path, but so many products can be abused by bad actors in many different ways. It's important to ask "what can go wrong?"

5 — INTEGRITY TEAMS



FBURL.COM/INTEGRITY-DESIGN

This book was created with the contributions of Judith Baxter, Susan Blue, Beth Dean, David Gillis, Emma Henderson, Keith Joseph, Caitlyn McCarthy, and Rob Voets.

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