SSCM Reels Teen Experiences (Interviews) WIP - Ipsos Copy

Background

- Reels featuring kids/tweens, and teens (i.e., 0-15) dancing and posing are pervasive, and often show up on people's Reels experience, even in cold starts. While much of this content is benign (they may be uninteresting to users, but not necessarily harmful), some may include risky elements (i.e., partial nudity, suggestive dance moves that are borderline CEI) that make both viewers uncomfortable and the subjects at risk.
- (Note: In this document, we use the term "sexually suggestive content featuring minors" (SSCM), which covers our recommendation quality guidelines section 2.1 & 2.4: "Nudity or Exploitation of Minors")
- Sexually suggestive content featuring minors (SSCM) (labeled prevalence) is 2-3x more prevalent on Reels home than on Explore.
- Female and unknown gender teens are producing more content marked sexually suggestive on Reels, potentially opening them up to greater risk. According to both reporting and prevalence data, female and unknown gender teens create more, while male teens report more SSCM content.
- Our detection methods are great at catching [redacted] and young girls dancing, but the most reported SSCM features minors posing and dancing.
- SSCM is the most severe (creation & consumption) in Brazil and Argentina. Looking at media fiddler, US SSCM consists of a mix of [redacted] and young girls dancing, whereas Brazil SSCM are mostly tweens dancing.
- There are multiple kinds of child safety content issues at play, all of which have different potential solutions. More work is needed to better understand what proportion of all SSCM these three distinct issues account for. They're presented here, in order of severity.
- "True" exploitation of minors (i.e., suggestive dancing/positioning): We need to better detect and filter content depicting minors in sexually suggestive ways on Reels, as the reporting vs. prevalence data suggests that we're permitting many to "slip through the cracks". Improving our detection of minors, as well as getting ahead of problematic trends (i.e., upcoming dance trends that may put children at risk) may help us improve.
- Benign but still risky content featuring minors: Children dancing/posing unto itself is not problematic, but it becomes an issue if bad actors see it. New approaches to protect children and teens (i.e., preventing visibility between known IIC adults and minors on other surfaces like Explore) should be ported to Reels as soon as possible. We also know that tolerance for this content varies by country and is not preferred for many non-teen users, who tell us regularly that they'd rather not see content like this. More effective / child content personalization (SFPLT) or creating "teen-centered" ranking approaches for teens may help solve this problem.

Overview (research plan here)

The goal of this research is to:

- Explore what motivates teen producers of SSCM Reels to share, and who they're trying to reach
- Understand how production of this content may leave them open to harm, and how they think about production/unwanted interactions tradeoffs
- Gather feedback on what tools / privacy settings would best support safe public accounts

Discussion Guide [ROUGH WIP]

Introduction (warm up, open up - 5 mins)

People have different reasons for making short form videos (TikToks and Reels), and different experiences with people who look at their videos. In this interview we'll be asking you to share with us your experiences in making Reels/TikToks, what your experiences have been like with people viewing them, and what would best keep people you safe. Please feel free to say what is on your mind, and give us your honest thoughts - this is a judgement-free zone, and your feedback and perspective will help us improve Instagram for everyone!

what parts of IG do they use the most?

What kinds of content do they post the most? (steer towards Reels if it doesn't come up)

Producing SSCM (15 mins; linger here if there's more opp for more depth)

What kinds of content they share?(describe generally)

Are there specific kinds of Reels you like to make? (topics or trends)

Why?

Do you ever join in on trends or viral challenges?

Do you have a particular audience in mind when you make reels (target audience?)

probe for public vs private; FnF vs. larger audience?

who usually looks at your reels?

Do you have a different audience in mind for Reels vs other content?

if so, why?

probe for public vs. private

Do you use both Reels and TikTok?

if yes, why? different audiences?

Did you have any concerns about safety when you first started making Reels?

Risk / Harm from Production (20 mins; linger here if there's more opp for more depth)

Next, we'll ask you some questions about whether you've ever had negative experiences from producing Reels/TikToks. This is a judgement free zone - please feel free to say what's on your mind - your responses will be kept confidential, and will help us learn about how to make safer experiences for people like you!

- Have you ever had uncomfortable interactions from your reels?
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  - are they similar kinds of risk/harm, or different? if so, in what way?
  - how do you respond in TT vs. Reels?
- Supports:
  - What they wish IG would do
  - Who do you go to for help?
  - How involved are parents?

Consuming SSCM - ASK IF HAVE TIME

- Do you watch other people's reels like yours? Do you see other similar people interacting with those?
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- How often do you see other content - unconnected? Connected?
- Do you experience any discomfort when you see other SSCM? (bullying comments, gender hate speech, social comparison, etc.)

Other (MISC)

ad-lib if these come up organically - tell me more about...

- How do they define "risky"? do they consider what they make in that category? (if they mention "suggestive" content, ask about how they think about this)
- What do you think IG should do with this kind of content?

Contact Support

Conversation History

Alison Lee edited Sep 14, 2021 at 3:44 pm

SSCM Reels Teen Experiences (Interviews) IPSOS copy

Background

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There are multiple kinds of child safety content issues at play, all of which have different potential solutions. More work is needed to better understand what proportion of all SSCM these three distinct issues account for. They're presented here, in order of severity.

> "True" exploitation of minors (i.e., suggestive dancing/positioning): We need to better detect and filter content depicting minors in sexually suggestive ways on Reels, as the reporting vs. prevalence data suggests that we're permitting many to "slip through the cracks". Improving our detection of minors, as well as getting ahead of problematic trends (i.e., upcoming dance trends that may put children at risk) may help us improve.
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> Benign but still risky content featuring minors: Children dancing/posing unto itself is not problematic, but it becomes an issue if bad actors see it. New approaches to protect children and teens (i.e., preventing visibility between known IIC adults and minors on other surfaces like Explore) should be ported to Reels as soon as possible. We also know that tolerance for this content varies by country and is not preferred for many non-teen users, who tell us regularly that they'd rather not see content like this. More effective / child content personalization (SFPLT) or creating "teen-centered" ranking approaches for teens may help solve this problem.

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Discussion Guide [WIP]

Introduction (warm up, open up - 5 mins)

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>
> What kinds of content do they post the most? (steer towards Reels if it doesn't come up)

Producing SSCM (15 mins; linger here if there's more opp for more depth)

What kinds of content they share?(describe generally)

Are there specific kinds of Reels you like to make? (topics or trends)

Why?

Do you ever join in on trends or viral challenges?

Do you have a particular audience in mind when you make reels (target audience?)

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Risk / Harm from Production (20 mins; linger here if there's more opp for more depth)

- Have you ever had uncomfortable interactions from your reels?
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Other (MISC)

SSCM Reels Teen Experiences (Interviews) WIP - Ipsos Copy

Background

- How do they define sexually suggestive? do they consider what they make in that category?
- What do you think IG should do with this kind of content?
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Alison Lee renamed SSCM Reels Teen Experiences (Interviews) IPSOS copy to SSCM Reels Teen Experiences (Interviews) WIP - Ipsos Copy Sep 14, 2021 at 3:49 pm

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Alison Lee edited Sep 9, 2021 at 3:17 am

- Explore what motivates teen producers of SSCM Reels to share, and who they're trying to reach
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Discussion Guide [ROUGH WIP] [WIP]

Abby [redacted] opened your conversation with Alison Lee Sep 8, 2021 at 8:31 pm

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Alison Lee added Abby [redacted] to the thread Sep 8, 2021 at 8:23 pm

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Alison Lee added you to a document Sep 8, 2021 at 8:17 pm

Alison Lee edited Sep 8, 2021 at 8:17 pm

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Consuming SSCM - ASK IF HAVE TIME

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Other (MISC)

- How do they define sexually suggestive? do they consider what they make in that category?
- What do you think IG should do with this kind of content?

Alison Lee created the document Sep 8, 2021 at 8:22 pm
