Tennessee v. Meta
Case No. 23-1364-IV
PX-01512

H2 2021 RI Research Status Update

Context:

- new MMUXR (IC5, started March 2021)
- Sole researcher on Relevance Integrity
- 3 manager changes (Alisha → Randy, Randy → Alisha, Alisha → Ally)
- First SRT process
- Highly sensitive topic areas: Reels, Integrity, Teens, Negative Experiences

P0 Reels Integrity Projects

Overview

In H1, our early comprehensive analysis of Reels Integrity suggested that Youth (and particularly teen girls and LGBTQIA youth) would be particularly vulnerable to risk of harm in the Reels ecosystem. This is due to a combination of trends/mimicry and entertainment that may lead to production/consumption of non-recommendable content (for example, sexy dances, drugs, problematic "jokes" or skits), as well as the recommendations-powered engines that may introduce young people to unconnected audiences, leaving them more open to unwanted interactions. This analysis served as the basis for the two following p0 research proposals for H2:

- [Diary Study - SRT] **Understanding Teen Attitudes towards Entertainment and Harm.** This study seeks to understand what teens consider "entertaining but problematic" (i.e., borderline non-recommendable) content, why they find this content entertaining, and how that informs their consumption of Reels. We will segment analysis by age (13-15, 16-17, 18-25) to understand developmental differences in tolerances/interest in this kind of content.
  - Research Proposal
  - Diary Study Design
- [Interviews - SRT] **Risks of Reels Production from Teen Producers of SSCM.** Sexually suggestive content featuring minors (SSCM) on Reels is a high-risk and high-prevalence area, oftentimes driven by dance trends or other sexually suggestive content users mimic. This study seeks 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 tradeoffs between safety and distribution; and gather feedback on what would best support safe public accounts.
  - Research Proposal
  - Interview Script (WIP)

Status (Week of September 21, 2021)

[redacted]

- **Legal**: approved
- **Privacy**: approved
- **Policy**: verbal approval; awaiting SRT approval
- **Comms**: has currently given feedback that, given the WSJ leaks, we should not proceed with the research. They have agreed to escalate to Comms leadership to get their review, and we currently have a VC scheduled for Wed 9/22 at 5pm ET to discuss.

Alternatives

- Teen test accounts (will also require SRT approval)

Other Work

Research

- [ongoing] Supporting Non-rec policy changes with literature reviews and media analyses
- UGNT Accounts who produce sexually suggestive content

Community work

- equitable product development collaboration with Cory [redacted] (policy)
- [redacted]@IG committee
- Racial Justice Research Council

Contact Support

Conversation History

Alison Lee edited *Sep 22, 2021 at 6:25 pm*

- Teen test accounts (will also require SRT approval)

Alison Lee edited *Sep 22, 2021 at 2:01 pm*

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Alison Lee edited *Sep 21, 2021 at 9:49 pm*

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Other Work

Research

Community work

Alison Lee created the document *Sep 21, 2021 at 9:40 pm*