Tennessee v. Meta
Case No. 23-1364-IV
PX-02391

Age Modeling: a ripe opportunity

MAY 2018~ JPG & Antigone

A/C PRIV ~ CONFIDENTIAL

OVERVIEW

We use two forms of age modeling, **Life Stage** and **Age Affinity**.

For legal and policy reasons, we only acknowledge using the less accurate one (Life Stage) and have blocked perfecting the better one (Age Affinity).

The scales have tipped and the benefits of perfecting the model and speaking about it openly outweigh the risks.

The time is ripe to perfect the model and be transparent.

STATUS QUO

We quietly use Age Affinity across a number of different vectors – creating transparency risk.

- Eg, News Feed Ranking, PYMK, Analytics

We have chosen not to perfect our age modeling to avoid the legal risks that come with actual age knowledge – hurting product efforts and diminishing value of safety efforts.

We have leaned into the imperfection of our model to push back against regulator demands – harming policymaker trust.

WHAT'S CHANGING

FACEBOOK DATING is a high safety risk product that requires use and disclosure of Age Affinity to launch.

Bottom line: We need to keep all minors out of the Dating experience and we need to explain how we do it.

RECOMMENDATION

To launch Facebook Dating, we recommend that we begin perfecting age modeling and discuss this commitment publicly.

KEY BENEFITS

✓Radically improve efficacy of safety protections for minors (age-gating, minor-adult prohibited connections, etc.)

✓Unleash full power of age-specific product development and analytics

✓Will allow us to be honest and transparent about where and how we're already using Life Stage and Age Affinity (practices which, in all likelihood, will eventually be discovered)

✓Effective and essential safety narrative for Dating, Username Profiles, High School networks

✓Address increasing public and policymaker pressure to identify or verify age, including regulatory threats

COSTS & CHALLENGES

Facebook Blue and Messenger Estimates

GDPR complexity Age knowledge would require us to move additional people to stripped down services (SDS)	<=16 MAP In EU Countries: **16,335,697** (+/- 63,710) Global Teens: **170M** MAP teens
Under 13 disables May be smaller than expected across family of apps	GLOBAL: **3.5M** USA: **120K** (+/- 40K) EU: **280K** (+/- 34,395)
Legal Costs Increases platform liability - once we know, we're responsible	**TBD**
Operations Costs May require review, reactivation, appeals process	**TBD**

NOTE: Age Affinity model hasn't been trained for this problem so the numbers we get are not very reliable

Appendix

Appendix

Current/Approved Uses of Age Affinity

- Back-end analytics
  - Age and gender validation modeling
- Grooming tools
- Product Targeting and Experimentation
  - e.g. Generate high school candidates in PYMK
  - e.g. NewsFeed Ranking

Proposed uses

- Facebook dating - keeping minors out
- Filtering for ability to join high school networks

External Observations

Facebook
Opinion

I downloaded all my Facebook data – here's what I learned

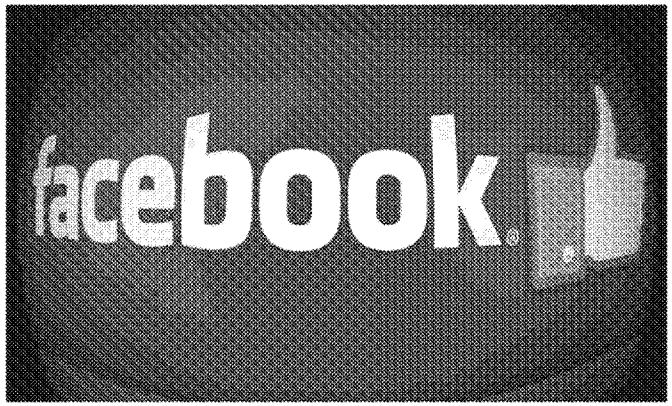
Arwa M [redacted]



Tue 13 Mar 2018 08.29 EDT

< 2,412 875

After 11 years my account was a mausoleum of old photos. But requesting my archive proved a wakeup call about what other intel the company had on me



'Take it from me, do not accept Facebook friend requests from your dentist ...' Photograph: AFP/Getty

Hi, my name is Arwa and my interests include homosexuality and dinner. In November 2015, I poked my friend Britta for the third time in a row. At 13.46 EST on 2 December 2017, I deactivated Facebook for the 28th time. My peer group has reached Established Adult Life. I have unfriended 19 people: two of these were exes and one was my former dentist. Take it from me, do not accept friend requests from your dentist.

Downloading your Facebook history is easy. Just go to settings and select the option to get your data. It took Facebook a few minutes to prepare my information, and then my entire history was neatly archived in four folders. Looking through your downloaded data reveals certain information you ordinarily wouldn't see. For example, Facebook assigns one of two labels to what it calls your Friend Peer Group: Starting Adult Life or Established Adult Life. It is possible there are other classifications, such as Inept at Adult Life, but I couldn't find them in my research.