Message

From: Tom Wynter [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 1/27/2024 12:46:02 AM
To: Funda[redacted]@meta.com]; Tom Wynter[redacted]@meta.com]
Subject: Message summary [{"otherUserFbId":100021478472088,"threadFbId":null}]
Attachments: 421145203_3476210946022285_5996447925158648346_n.png

Tom Wynter (1/26/2024 13:25:30 PST):
>Ali's qual would have been a lot more impactful if she had a better understanding of the platform, the youth prev reduction workstream, and the central decisions that the work could inform. We need to make sure that all of our research is oriented in what is actually happening at the company. It's super inefficient when we don't. Not useless, but not maximizing our impact.

Tom Wynter (1/26/2024 13:27:51 PST):
>Stuff like MYST is so far away from the product teams it is destined to be tangential to product impact, you need to reinforce to the team that it is their job to know what is happening on our platforms and across the company.

Tom Wynter (1/26/2024 13:28:14 PST):
>Ash and Chad need to build relationships on XI and FI

Tom Wynter (1/26/2024 13:29:09 PST):
>and honestly, on SI. There is still no meaningful engagement from YWB -> SI-X, and it's a huge gap in their understanding.

Tom Wynter (1/26/2024 13:30:10 PST):
>Anya reached out on baseline protections because she understands this, so props to her. She has grown a lot in the last 18 months.

Funda [redacted] (1/26/2024 13:32:46 PST):
>why are ryan and raena are not tying the threads?

Tom Wynter (1/26/2024 13:33:06 PST):
>because that's not what the PM function does

Funda [redacted] (1/26/2024 13:33:12 PST):
>they need to though

Tom Wynter (1/26/2024 13:33:20 PST):
>no, WE need to

Funda [redacted](1/26/2024 13:33:20 PST):
>they cannot operate in their little microverses

Tom Wynter (1/26/2024 13:33:27 PST):
>tell your reports!

Funda [redacted] (1/26/2024 13:33:27 PST):
>oh yeah we need to as well

Funda [redacted] (1/26/2024 13:33:29 PST):
>i need to

Funda [redacted] (1/26/2024 13:33:33 PST):
>I am!

Funda[redacted] (1/26/2024 13:33:42 PST):
>not today. today is HR freak out day for me

Funda [redacted] (1/26/2024 13:33:56 PST):
>dealing with bunch of nonsense fml

Funda[redacted] (1/26/2024 13:37:28 PST):
>Ali slightly misspoke about an appearance comparison finding yesterday, and elena tried to correct but was not clear enough... and it seems to have created a minor issue. I'm not telling them yet, I'll just sort it out because it's not worth their time, but I need you to coach people on how to present data efficiently and very accurately

Funda [redacted] (1/26/2024 13:37:53 PST):
>you and natasha are strongest in data communication in the team

Tom Wynter (1/26/2024 13:38:04 PST):
>what'd she say

Tom Wynter (1/26/2024 13:38:08 PST):
>and why is it an HR problem

Funda [redacted] (1/26/2024 13:38:14 PST):
>oh that is not the HR problem

Tom Wynter (1/26/2024 13:38:19 PST):
>ahh

Tom Wynter (1/26/2024 13:38:21 PST):
>what'd she say

Funda [redacted] (1/26/2024 13:38:21 PST):
>HR problem is something i can't share

Funda [redacted](1/26/2024 13:38:57 PST):
>she said teens are getting exposed to apperance comparison content almost exclusively through recommendations vs organic

Tom Wynter (1/26/2024 13:39:06 PST):
>lol

Tom Wynter (1/26/2024 13:39:10 PST):
>that's not slightly misspeaking

Tom Wynter (1/26/2024 13:39:22 PST):
>what a strange thing to say

Funda [redacted] (1/26/2024 13:39:28 PST):
>what she meant to say was when people provided examples of apperance comparison content, the examples came from recommendations vs organic

Funda [redacted] (1/26/2024 13:39:37 PST):
>because they had that chart in the appendix

Tom Wynter (1/26/2024 13:39:46 PST):
>oh she was describing her own research?

Funda [redacted] (1/26/2024 13:39:50 PST):
>yes

Funda [redacted] (1/26/2024 13:39:54 PST):
>the diary study

Tom Wynter (1/26/2024 13:40:00 PST):
>ehh I mean within context that's not so bad

Funda [redacted] (1/26/2024 13:40:03 PST):
>which cannot state that

Tom Wynter (1/26/2024 13:40:09 PST):
>if she'd just out and out said it that would've been very bad

Funda [redacted](1/26/2024 13:40:16 PST):
>no it's bad because people automatically interpreted it as prevalence

Tom Wynter (1/26/2024 13:40:17 PST):
>yes but there is presumptive context when presenting a deck

Funda [redacted] (1/26/2024 13:40:41 PST):
>and then elena was like "no no, this is not prevalence" but in 43290 words

Funda [redacted] (1/26/2024 13:41:00 PST):
>and then ali was like "yeah because this is qualitative data and not generalizable"...

Tom Wynter (1/26/2024 13:48:20 PST):
>kk

Tom Wynter (1/26/2024 13:48:25 PST):
>yeah they should work on that

Tom Wynter (1/26/2024 13:48:45 PST):
>Elena has always struggled with concision, Ali is usually pretty good on this bad that's a miss

Tom Wynter (1/26/2024 13:49:04 PST):
>but*

Tom Wynter (1/26/2024 13:49:30 PST):
>who was the audience?

Tom Wynter (1/26/2024 13:49:55 PST):
>I would assume any reasonable product folk would be able to navigate that just fine

Funda [redacted] (1/26/2024 13:50:00 PST):
>CSI leads

Funda [redacted] (1/26/2024 13:50:08 PST):
>Diana, kaushik, etc etc

Funda [redacted] (1/26/2024 13:50:12 PST):
>someone from policy

Funda [redacted] (1/26/2024 13:50:18 PST):
>Ryan was there.

Tom Wynter (1/26/2024 13:50:27 PST):
>ehh i'm not enthusiastic about this pathway, gotta stop using ICs for pet projects

Funda [redacted] (1/26/2024 13:50:33 PST):
>Anthea too I think.

Tom Wynter (1/26/2024 13:50:35 PST):
>they haven't even presented to FI PM

Funda [redacted] (1/26/2024 13:50:41 PST):
>they signed up themselves!

Tom Wynter (1/26/2024 13:50:49 PST):
>they see the incentives on the wall

Tom Wynter (1/26/2024 13:51:09 PST):
>it's crazy to me that they're not presenting to the team that is midflight in deciding how to treat this content

Funda [redacted] (1/26/2024 13:51:14 PST):
>to be fair, Kaushik and Diana read the deck end to end and it's getting traction

Tom Wynter (1/26/2024 13:51:17 PST):
>classic central team silo

Funda [redacted] (1/26/2024 13:51:23 PST):
>yeah, they should.

Funda [redacted] (1/26/2024 13:51:41 PST):
>before they talk to FI we need to make sure they are not misspeaking about the data though

Tom Wynter (1/26/2024 13:52:50 PST):
>ehh, FI would be fine because they're product people

Tom Wynter (1/26/2024 13:53:01 PST):
>Diana/Kaushik is harder, need to spoonfeed them

Tom Wynter (1/26/2024 13:53:22 PST):
>FI PM would be like "do you mean this or this" until it's absolutely clear

Tom Wynter (1/26/2024 13:53:43 PST):
>every time I present to them they grill me on specifics, it's great

Tom Wynter (1/26/2024 13:54:19 PST):
>half the time that's where my next couple weeks go following up on useful stuff, whereas you see the SI-X leads comments on Ali's deck and it's like... randomizing nonsense

Tom Wynter (1/26/2024 13:56:04 PST):
>the FI collab on youth is going very strongly, need to get YWB to align with what our org is actually doing that is impactful

Tom Wynter (1/26/2024 13:56:04 PST):

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Funda [redacted] (1/26/2024 13:56:30 PST):

>yeah, of course a more analytically literal xfn group would be fine-r but we still need to be very accurate in presenting data.

Funda [redacted] (1/26/2024 13:56:33 PST):
>and concise

Funda [redacted] (1/26/2024 13:56:38 PST):
>no room for misinterpretation

Tom Wynter (1/26/2024 13:56:53 PST):
>I would rather land impact than take no risks

Funda [redacted] (1/26/2024 13:56:57 PST):
>FI PM would grill and understand.
>Carmen would go and tell Ronan I'm incompetent

Tom Wynter (1/26/2024 13:57:02 PST):
>I know Chad disagrees because he said it to me directly

Tom Wynter (1/26/2024 13:57:12 PST):
>Carmen is gone because nobody cares what she thinks

Tom Wynter (1/26/2024 13:57:18 PST):
>Joanna is the lead now, and is a close ally

Funda [redacted] (1/26/2024 13:57:37 PST):
>I want to take smart risks.
>So i rather coach them on conciseness

Funda [redacted] (1/26/2024 13:57:43 PST):
>also because it's my job

Tom Wynter (1/26/2024 13:57:59 PST):
>It is much less important that they land impact

Tom Wynter (1/26/2024 13:58:14 PST):
>it is much more important that they orient themselves to land impact

Tom Wynter (1/26/2024 13:58:24 PST):
>these niggly little things and giant caveat slides are just background noise

Funda [redacted] (1/26/2024 13:58:46 PST):
>just depried crisis for UXR. tooth and nail.

Tom Wynter (1/26/2024 13:59:16 PST):
>(Y) it's a start, we need to de-pri it for SI-X, but it's part of Henry's portfolio and he cares more about that than what makes sense as org strategy

Funda [redacted] (1/26/2024 13:59:31 PST):
>I really don't care that team is super passionate about this. i'm not allocating half of natasha's time on something where there is 1 engineer.

Tom Wynter (1/26/2024 13:59:39 PST):
>(Y)

Tom Wynter (1/26/2024 13:59:46 PST):
>Natasha needs a focus area

Tom Wynter (1/26/2024 13:59:48 PST):
>misinfo is free

Tom Wynter (1/26/2024 14:00:00 PST):
>she is too horizontal atm, no path to 6 that way

Funda [redacted] (1/26/2024 14:00:06 PST):
>I'm thinking 50% misinfo, 50% judy backfill

Tom Wynter (1/26/2024 14:00:15 PST):
>ehh judy was doing fairly random stuff

Funda [redacted] (1/26/2024 14:00:40 PST):
>There is a neat product efficacy measurement project natasha should do. and maybe also help anya with floor of protections

Tom Wynter (1/26/2024 14:00:54 PST):
>floor of protections is random enough as it is

Funda [redacted] (1/26/2024 14:01:01 PST):

>maybe also look at problematic use thresholds

Tom Wynter (1/26/2024 14:01:03 PST):
>what is product efficacy measurement, just evaluating things?

Tom Wynter (1/26/2024 14:01:10 PST):
>PU is pretty dead in the water

Tom Wynter (1/26/2024 14:01:15 PST):
>isn't Elena already on it?

Funda [redacted] (1/26/2024 14:01:26 PST):
>elena needs to be out of it she is burnt

Tom Wynter (1/26/2024 14:01:36 PST):
>fair

Funda [redacted] (1/26/2024 14:01:39 PST):
>for PU the question is when / if it is effective and how we trigger

Tom Wynter (1/26/2024 14:01:47 PST):
>it's not effective, it's not meant to be

Tom Wynter (1/26/2024 14:01:55 PST):
>it's a PR product and that's fine but shouldn't be staffed

Funda [redacted] (1/26/2024 14:01:58 PST):
>efficacy: does anything we do help... in anything.

Tom Wynter (1/26/2024 14:02:06 PST):
>too broad

Funda [redacted] (1/26/2024 14:02:06 PST):
>I'm starting to think the same tbh

Funda [redacted] (1/26/2024 14:02:44 PST):
>I'm over problematic use, just that it's in every single legislation

Tom Wynter (1/26/2024 14:02:49 PST):
>start with the outcome we want to move, evaluating products only makes sense if there's an actual implicit goal

Tom Wynter (1/26/2024 14:02:59 PST):
>the legislation says stop optimizing for vpvs

Funda [redacted] (1/26/2024 14:03:07 PST):
>yah

Tom Wynter (1/26/2024 14:03:08 PST):
>that's where the juicy work is

Tom Wynter (1/26/2024 14:03:13 PST):
>what is an alternative to our current toplines

Funda [redacted] (1/26/2024 14:04:00 PST):
>in a review we were in last week Diana said she needed research to see what features are optimizing for time spent. i wanted to bury myself somewhere.

Funda [redacted] (1/26/2024 14:04:05 PST):
>it's like.... yes.

Tom Wynter (1/26/2024 14:04:20 PST):
>collating org goals is a good project

Funda [redacted] (1/26/2024 14:04:27 PST):
>what do you mean?

Funda [redacted] (1/26/2024 14:04:28 PST):
>tell me more

Tom Wynter (1/26/2024 14:04:35 PST):
>get each surface team's goal outcome that they're optimizing for, put in doc

Tom Wynter (1/26/2024 14:04:55 PST):
>like GYSJ optimizes for group joins, feed relevance optimizes for vpvs, IG feed optimizes for sessions

Funda [redacted] (1/26/2024 14:05:00 PST):
>gotta meet john now. but is that not a patrick project?

Tom Wynter (1/26/2024 14:05:03 PST):
>to my knowledge this is not consolidated

Tom Wynter (1/26/2024 14:05:09 PST):
>does patrick do projects?

Funda [redacted] (1/26/2024 14:05:15 PST):
>idk does he not?

Tom Wynter (1/26/2024 14:05:23 PST):
>he could do it, but someone has to

Tom Wynter (1/26/2024 14:05:30 PST):
>it's not hard, but it is important

Tom Wynter (1/26/2024 14:05:51 PST):
>good starting point for "what do we optimize for; is it defensible to do so for teens; what should we optimize for"

Tom Wynter (1/26/2024 14:06:14 PST):
>came up in the product policy VP / XI discussion around youth, Ryan is probably the one pushing it to diana

Tom Wynter (1/26/2024 16:10:35 PST):
>seems more promising than whatever Eugene's roadmap is... they simply cannot do another half of finding themselves

Tom Wynter (1/26/2024 16:10:42 PST):
>this would be the what, 4th in a row?

Funda [redacted] (1/26/2024 16:29:31 PST):
>4th year

Tom Wynter (1/26/2024 16:37:47 PST):
>They should audit every surface team's goal across the company, think about whether we would be comfortable telling the world that we are optimizing for x for their kid, and when the answer is no, come up with a defensible alternative.

Tom Wynter (1/26/2024 16:37:54 PST):
>Do they still have too many PD?

Funda [redacted] (1/26/2024 16:38:18 PST):
>Too many and they can't work with ig without fighting

Tom Wynter (1/26/2024 16:38:37 PST):
>that's fine, keep them busy fighting IG while they audit the company's goals

Tom Wynter (1/26/2024 16:38:53 PST):
>imagine going out in public and telling people we rank their kid's facebook by what makes them consume the most content IDs lol

Tom Wynter (1/26/2024 16:39:01 PST):
>this will be a public conversation and we are not ready for it

Tom Wynter (1/26/2024 16:39:35 PST):
>and then when they hear what things keep their kid consuming the most content IDs -- sorting their feed by controversial, eye-popping filth -- we're off to the races on a really fun conversation

Tom Wynter (1/26/2024 16:40:06 PST):
>if diana is on paper supportive of this, we should seize the day and fund it

Funda [redacted] (1/26/2024 16:40:29 PST):
>She is
>But she is also quite uninformed

Funda [redacted] (1/26/2024 16:40:42 PST):
>I'm not ready for the weekend Tom ☺

Tom Wynter (1/26/2024 16:40:54 PST):
>then a click deeper, do the same with each value model term... like should we rank your kid's feed by.... p(like)-yes; p(most comments read)-no

Tom Wynter (1/26/2024 16:41:09 PST):
>this would be a really cool research project

Funda [redacted] (1/26/2024 16:41:27 PST):
>Welll... Maybe yes on p most comments read if the comments are decent

Tom Wynter (1/26/2024 16:41:40 PST):
>they never are

Tom Wynter (1/26/2024 16:41:47 PST):
>comments are the worst part of facebook and everyone knows it

Tom Wynter (1/26/2024 16:42:04 PST):
>yet that's what we're optimizing for because people can't help but watch people fighting

Funda [redacted] (1/26/2024 16:42:10 PST):
>IG?

Tom Wynter (1/26/2024 16:42:13 PST):
>it's the same thing with the car crash videos kids are seeing, humans naturally look

Tom Wynter (1/26/2024 16:42:17 PST):
>IG comments are also awful

Tom Wynter (1/26/2024 16:42:23 PST):
>because their UI is asymmetrical

Tom Wynter (1/26/2024 16:42:46 PST):
>the negative feedback option on IG comments is genuinely invisible

Funda [redacted] (1/26/2024 16:42:57 PST):
>Yeah

Tom Wynter (1/26/2024 16:45:13 PST):
>^^ this is a much stronger path to impact than anything else on chad's roadmap

Tom Wynter (1/26/2024 16:45:15 PST):
>make someone do it

Funda [redacted] (1/26/2024 16:45:42 PST):
>Anneke?

Tom Wynter (1/26/2024 16:45:50 PST):
>she could do it

Tom Wynter (1/26/2024 16:46:01 PST):
>depends if there are serious measurement needs or not

Funda [redacted] (1/26/2024 16:46:02 PST):
>Ok I'm brain dead