facebook

# facebook

# Facebook safety
## Community verification

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# Agenda

| | |
|---|---|
| **1** | Principles and 4 Levels of Community Verification |
| **2** | Community Verification in Operation |
| **3** | Polling of Teen Facebook users |
| **4** | Questions |

# Facebook Facts

# About Facebook

We are a technology company

A social utility to
communicate
and share information

Over 100 million active users
worldwide

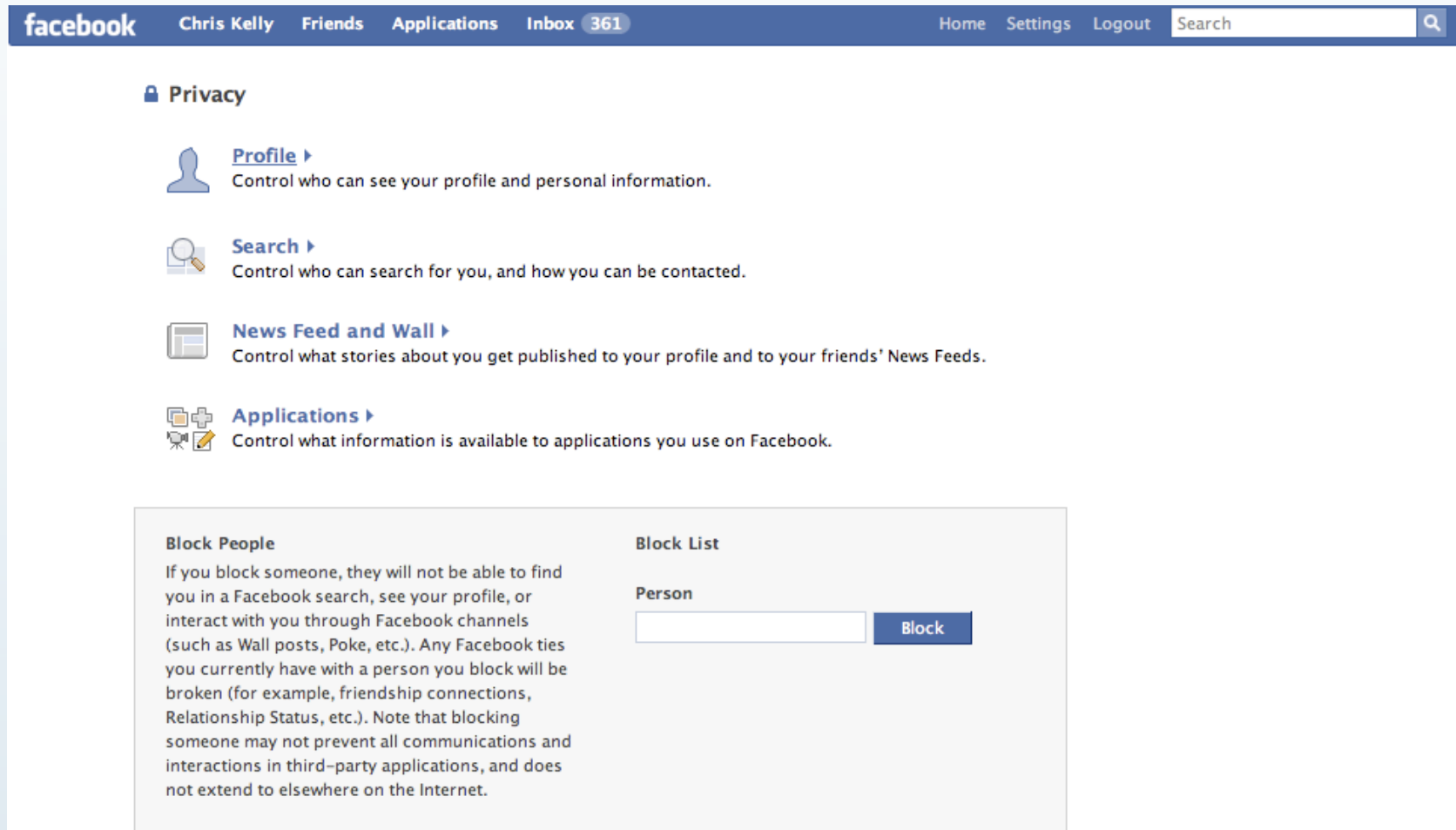More than 50 million people
on the site every day

# Privacy Principles

Only network members and confirmed friends can see full profile

Network/friend restrictions replicate real world connections

Less than 0.1% of profiles viewable to average user

Accountability for posts and interactions online

facebook          **Chris Kelly    Friends    Applications    Inbox 361**                    Home    Settings    Logout    Search

🔒 **Privacy**

**Profile ▸**
Control who can see your profile and personal information.

**Search ▸**
Control who can search for you, and how you can be contacted.

**News Feed and Wall ▸**
Control what stories about you get published to your profile and to your friends' News Feeds.

**Applications ▸**
Control what information is available to applications you use on Facebook.

**Block People**

If you block someone, they will not be able to find you in a Facebook search, see your profile, or interact with you through Facebook channels (such as Wall posts, Poke, etc.). Any Facebook ties you currently have with a person you block will be broken (for example, friendship connections, Relationship Status, etc.). Note that blocking someone may not prevent all communications and interactions in third-party applications, and does not extend to elsewhere on the Internet.

**Block List**

**Person**

[                    ]   [ Block ]

# 4 Levels of Community Verification

| | |
|---|---|
| **1** | Authentication |
| **2** | Segmented Communities |
| **3** | Innovative Privacy Controls and Technical Protection |
| **4** | User Operations and Investigations |

# Authentication

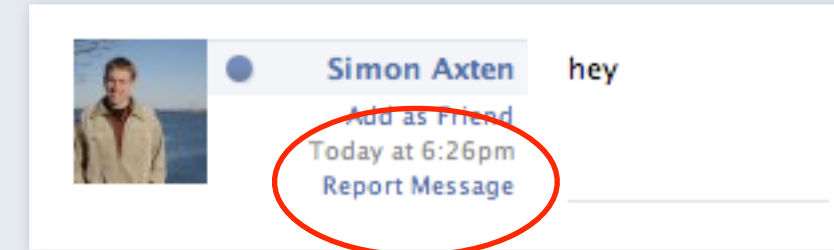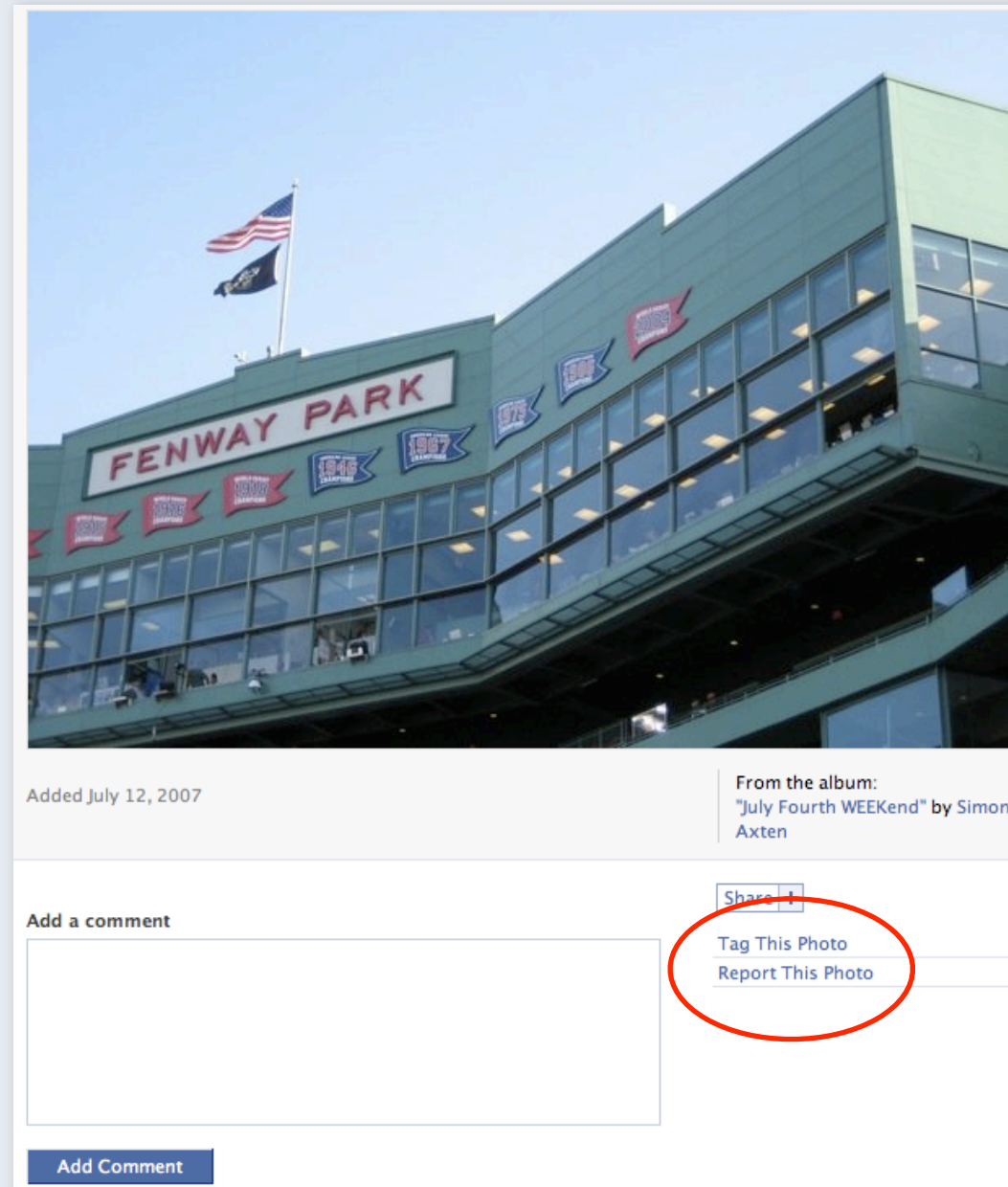| | |
|---|---|
| **1** | Real name culture |
| **2** | Deployment of social and technical checks at signup |
| **3** | Use of tokens and technological verification for access to networks |
| **4** | Ongoing technical and community verification, including identity and age |

# Segmented Communities

| | |
|---|---|
| **1** | Not one social site, but over 100 million social networks |
| **2** | Connections verified based on real-world social factors |
| **3** | Special rules for over-18s and under-18s who join regional networks |
| **4** | Built-in Neighborhood Watch program |

# Innovative Privacy Controls and Technical Protections

**1** Users have control how information is available, after application of protective defaults

**2** Multiple options to allow users to make reasonable personal choices

**3** "Karma," robust reporting, and other systems working to detect anomalous behavior

**4** More sites duplicating Facebook controls

# Reporting infrastructure

# Response times and commitments

- Nudity, pornography, and harassing messages
    - 100% of reports reviewed within 24 hours
    - 100% of emails sent to abuse@facebook.com resolved within 72 hours
- Thousands of accounts disabled per week from automated systems and user reports

# User Operations and Investigations

**1** Further line of defense behind privacy architecture and technical protections

**2** Team handles hundreds of thousands of user contacts per week

**3** Team works extensively in the site and has cleanup tools to deploy on spam and other attacks

**4** Investigations team addresses serious abuse, including interface with law enforcement

# Community verification in action

# Peer verification

- Friend requests accompanied by a verification question

  - "Do you know [user] personally?"

  - Recipient must be verified and also 13-17 years old

# Peer verification

- If users answer "Yes"…
  - Account is considered peer verified
- If users answer "No"…
  - Account is disabled
- If enough time passes without sufficient answers…
  - Account is disabled

# Peer verification

- Friend requests accompanied by a verification question
  - "Can you confirm that [user] currently attends [school]?"
  - Recipient must be confirmed in that school's network
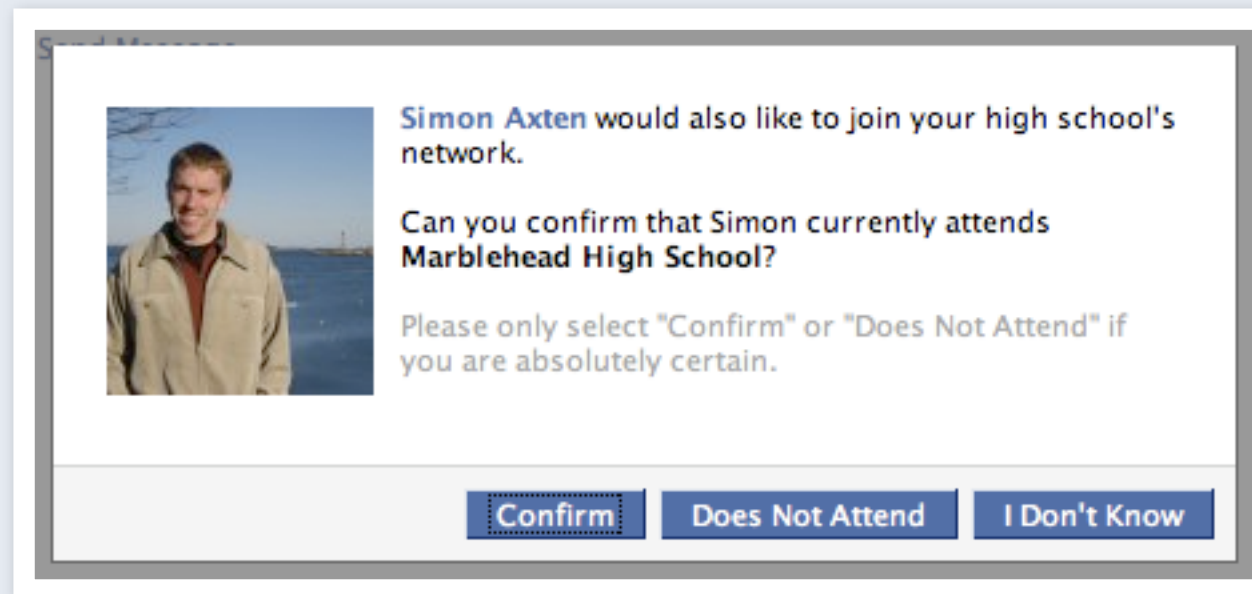
# Peer verification

Group B: New users age 13-17 who sign up with a high school network

- If users answer "Confirm"…
  - Account is considered peer verified
- If users answer "Does not attend"…
  - Account is disabled
- If enough time passes without sufficient answers…
  - Network is stripped and user is placed in Group A
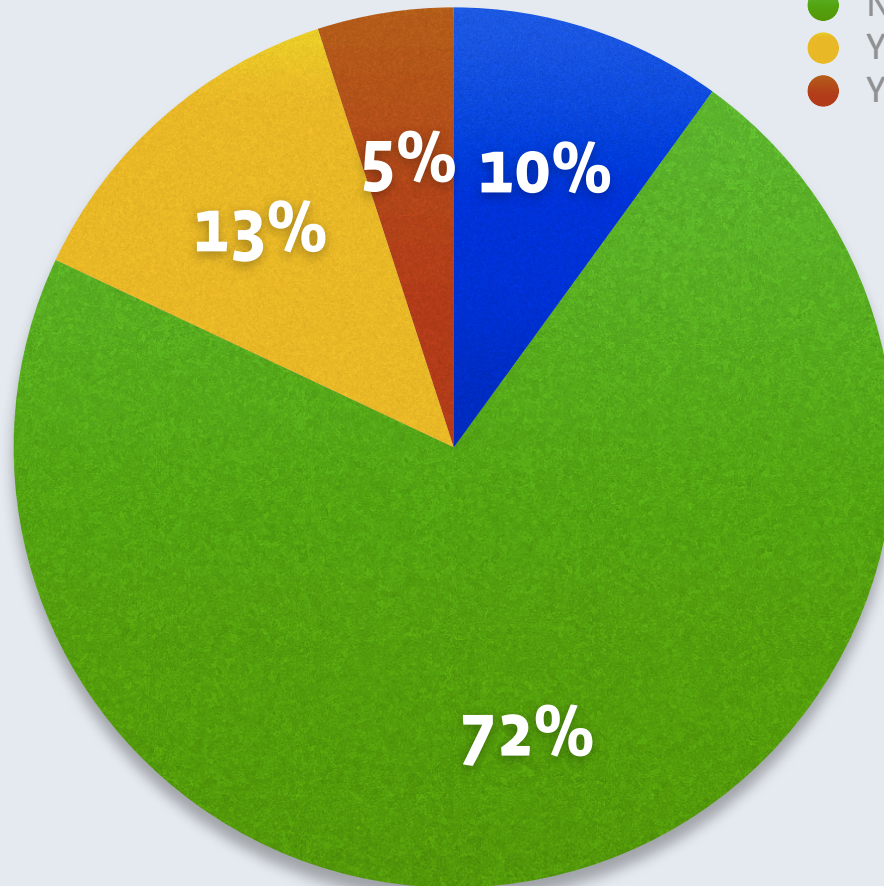
# Other forms of verification (reprise)

- Reporting infrastructure
  - "Fake profile" and "Doesn't belong in network" options
- Automated rate limiting system
  - High percentage of ignored friend requests results in a disable
- Captchas for users with no confirmed school email or phone number
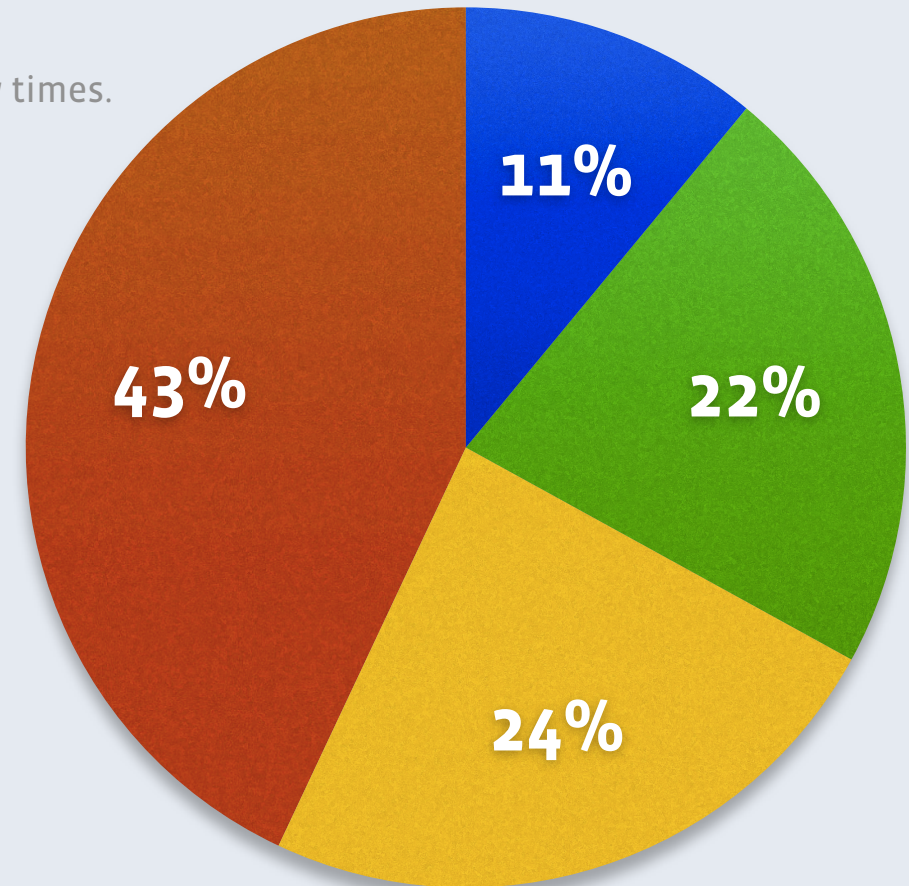
# Polling data among teen users

# Have you ever seen nudity...
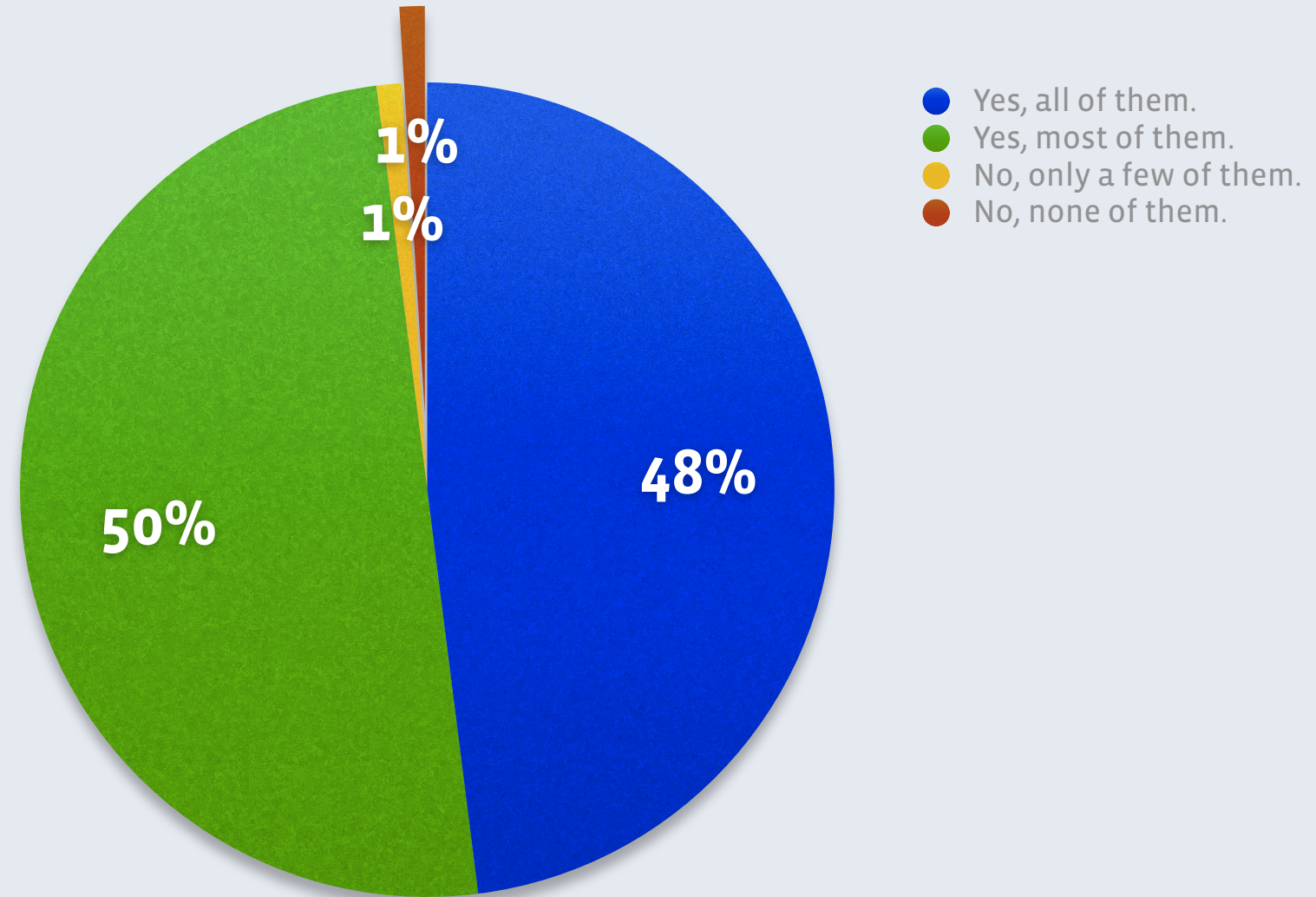
## ...on Facebook?

## ...on a website other than Facebook?

- 🔵 I don't know.
- 🟢 No, never.
- 🟡 Yes, a few times.
- 🔴 Yes, more than a few times.

**...on Facebook?**

- 10%
- 5%
- 13%
- 72%

**...on a website other than Facebook?**

- 11%
- 22%
- 24%
- 43%

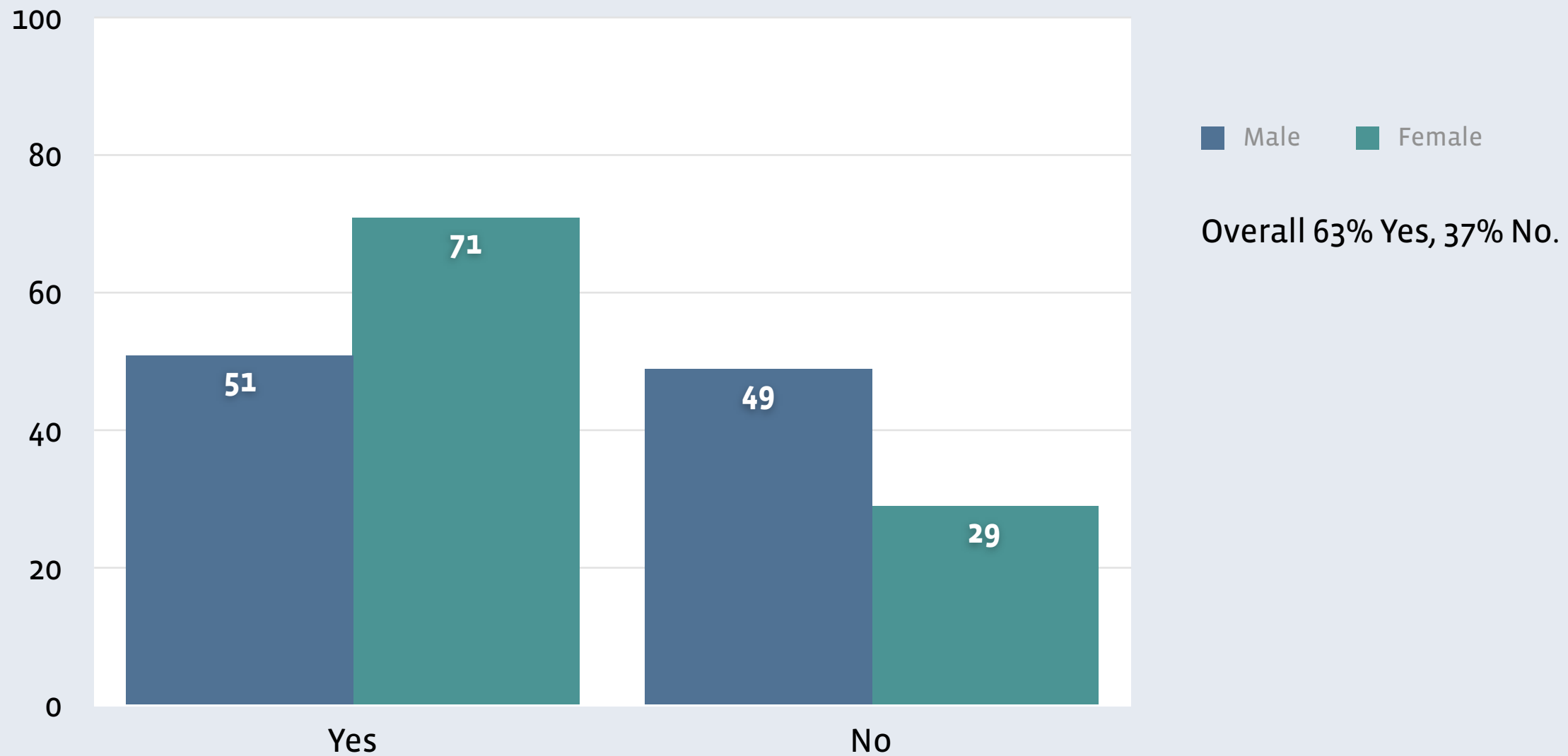Facebook Polling data for 500 users in the US age 13-17, August 2008

# Do you know the people you interact with on Facebook in real life?



- Yes, all of them.
- Yes, most of them.
- No, only a few of them.
- No, none of them.

1%
1%
50%
48%

Facebook Polling data for 500 users in the US age 13-17, August 2008

# Have you ever used Facebook's privacy settings to limit access to your information?

**Male** **Female**

Overall 63% Yes, 37% No.

71

51

49

29

100

80

60

40

20

0

Yes

No

Facebook Polling data for 500 users in the US age 13-17, August 2008

# Questions

# facebook