

**facebook**

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# 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



The image is a screenshot of the Facebook homepage as it appeared in 2008. The layout is divided into several sections. At the top left, there is a login box with fields for 'Email:' and 'Password:', a 'Remember me' checkbox, a 'Login' button, and a 'Forgot Password?' link. To the right of the login box is a large blue box with the 'facebook' logo. Further right, a text block states: 'Facebook is a **social utility** that connects you with the people around you.' Below the login box, there is a section titled 'Use Facebook to...' with four items: 'Keep up with friends and family' (with a person icon), 'Share photos and videos' (with a photo icon), 'Control privacy online' (with a lock icon), and 'Reconnect with old classmates' (with a person icon). Below this is a section titled 'Find your Friends on Facebook' with a search bar labeled 'Search by Name' and a magnifying glass icon, followed by the text 'or Use the Friend Finder ►'. On the right side, there is a 'Sign up for Facebook' section with the text 'It's free and anyone can join.' and fields for 'Full Name:', 'Your Email:', and 'New Password:'. Below these are dropdown menus for 'I am:' (labeled 'Select Sex:'), 'Birthday:' (with 'Month:', 'Day:', and 'Year:' dropdowns), and a link 'Why do I need to provide this?'. A green 'Sign Up' button is at the bottom of this section. At the very bottom of the page, there is a footer with 'Facebook © 2008 | English ▼' on the left and a row of links: 'About', 'Find Friends', 'Advertising', 'Developers', 'Terms', 'Privacy', and 'Help' on the right.

facebook

Email:

Password:

☐ Remember me

Login

[Forgot Password?](#)

facebook

Facebook is a **social utility** that connects you with the people around you.

**Use Facebook to...**

-  Keep up with friends and family
-  Share photos and videos
-  Control privacy online
-  Reconnect with old classmates

**Find your Friends on Facebook**

Search by Name  

or [Use the Friend Finder ►](#)

**Sign up for Facebook**  
It's free and anyone can join.

Full Name:

Your Email:

New Password:

I am:

Birthday:

[Why do I need to provide this?](#)

[Sign Up](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

Facebook © 2008 | English ▼

[About](#) [Find Friends](#) [Advertising](#) [Developers](#) [Terms](#) [Privacy](#) [Help](#)

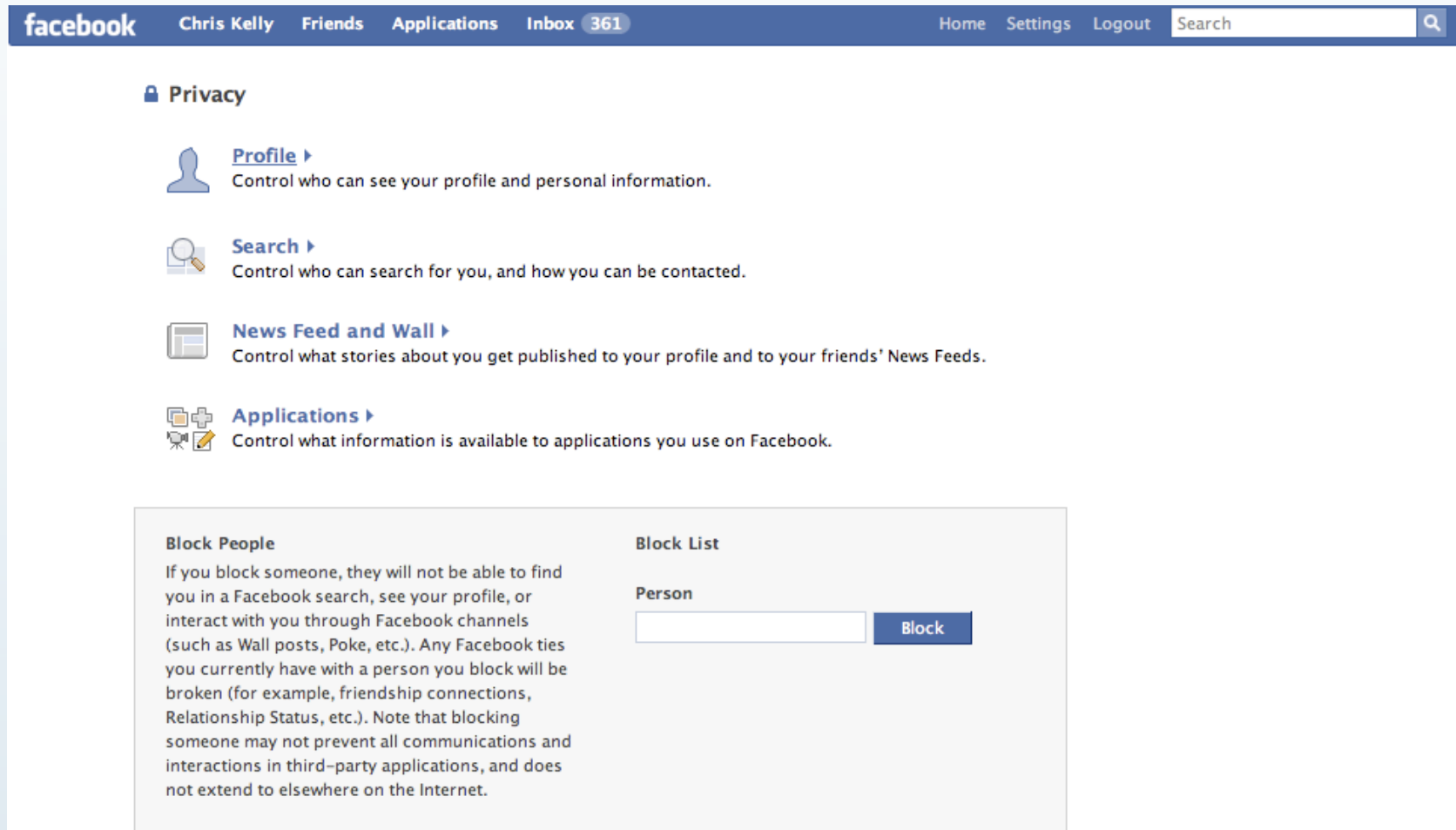
# Privacy Principles

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



The screenshot shows the Facebook interface for a user named Chris Kelly. The top navigation bar includes links for Home, Settings, Logout, and a search bar. Below the navigation bar, the 'Privacy' section is highlighted, showing options for Profile, Search, News Feed and Wall, and Applications. Each option has a brief description of what it controls. At the bottom, there is a 'Block People' section with a detailed explanation of what blocking does and a 'Block List' section with a search bar and a 'Block' button.

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

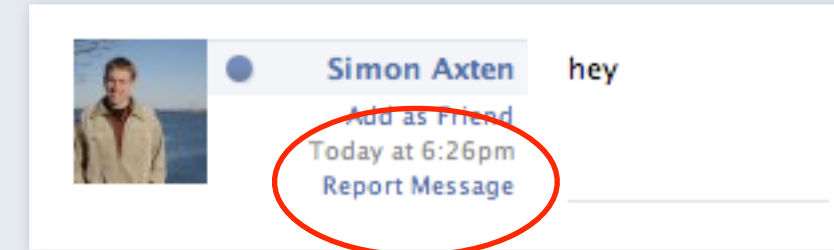
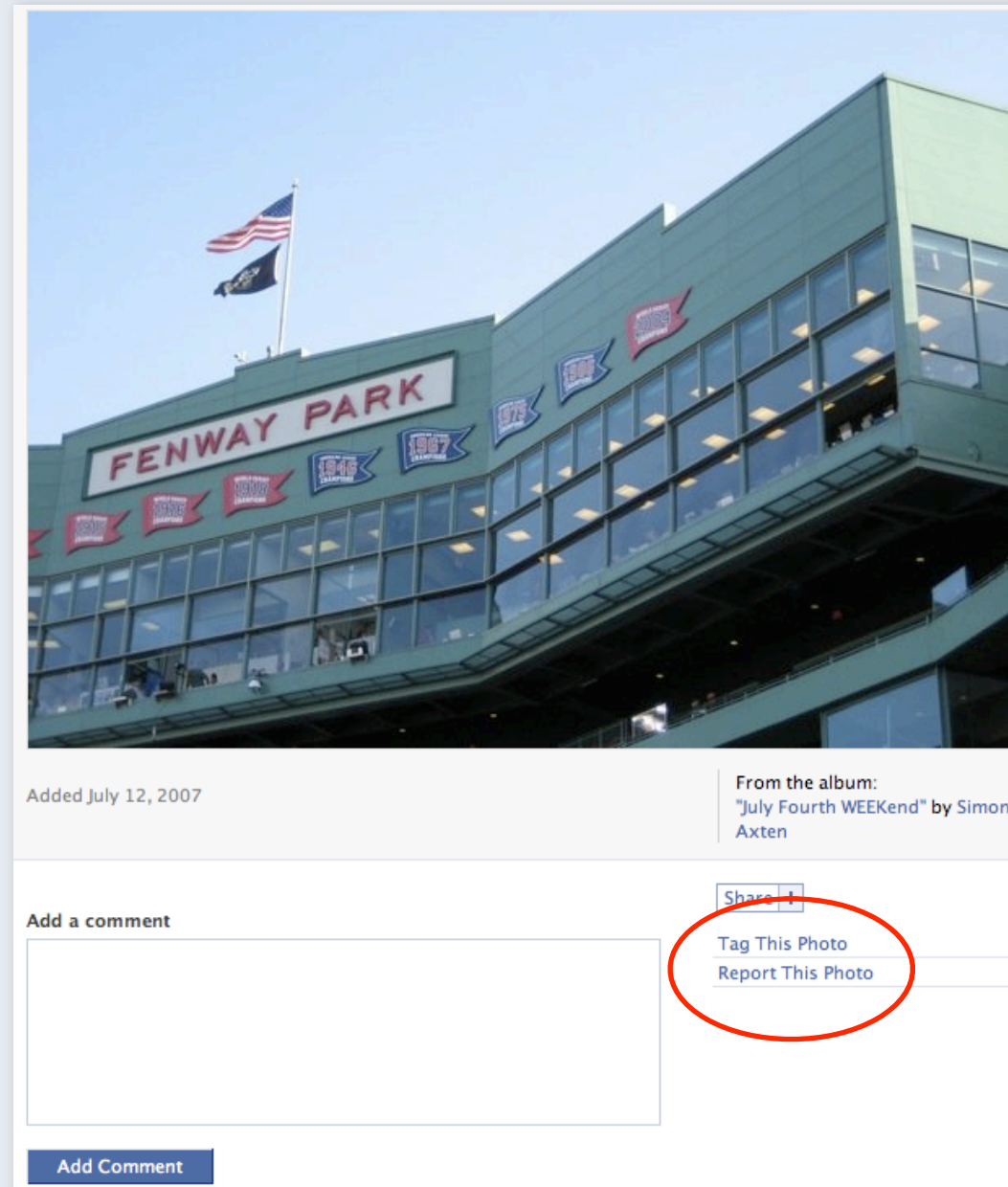
# Segmented Communities

- 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



**Report Simon Axten (San Francisco, CA)**

You are about to report a violation of our [Terms of Use](#). All reports are strictly confidential.

If you're reporting someone for an inappropriate group, message, post, etc., please do so through the report link on the page where you see that content.

☐ **Block this person**

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.

☐ **Report this person**

**Reason:** (required)

**Additional Comments:** (required)

**Choose one...**

- Choose one...
- Nudity or pornography
- Attacks individual or group
- Fake profile
- Obscene profile content

Details are possible, including the violation appears.

Is this your copyrighted content?

**Submit** **Cancel**

# Response times and commitments

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



# User Operations and Investigations

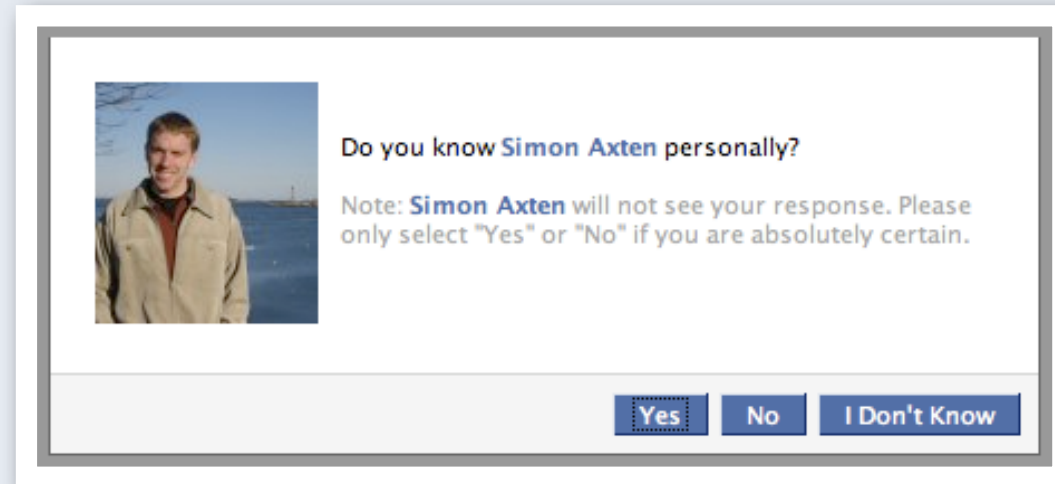
- 1 Further line of defense behind privacy architecture and technical protections
- 2 Team handles hundreds of thousands of user contacts per week
- 3 Team works extensively in the site and has cleanup tools to deploy on spam and other attacks
- 4 Investigations team addresses serious abuse, including interface with law enforcement

Community verification in action

# Peer verification

Group A: New users age 13-17 who sign up with no network

- Friend requests accompanied by a verification question
  - “Do you know [user] personally?”
  - Recipient must be verified and also 13-17 years old



# Peer verification

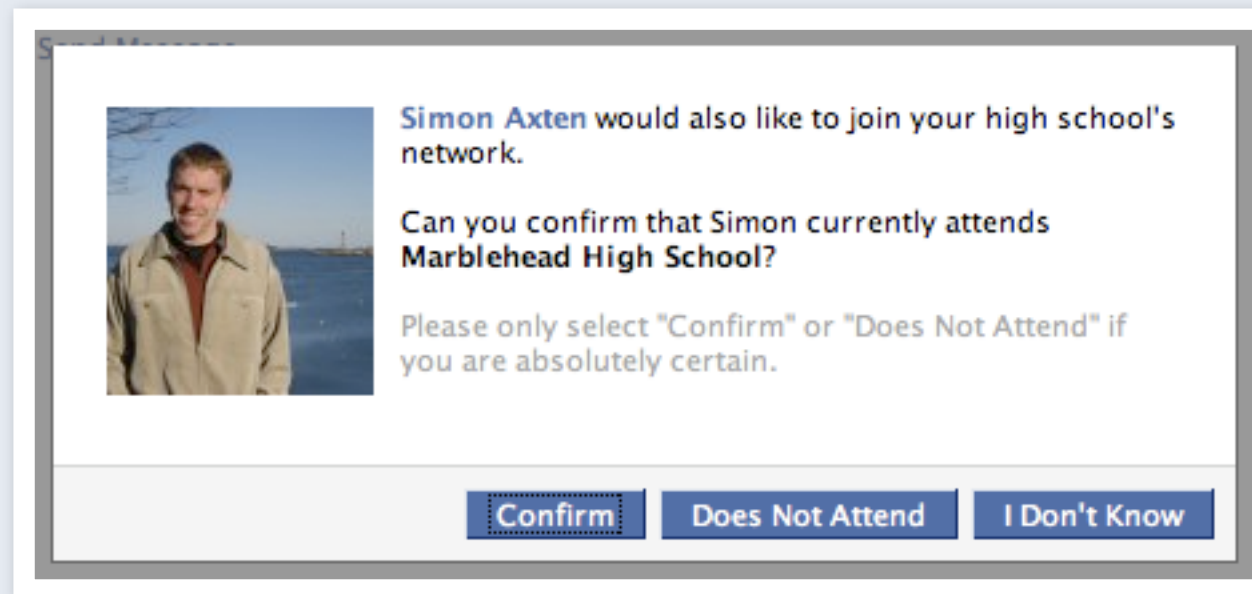
Group A: New users age 13-17 who sign up with no network

- 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

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

- 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)

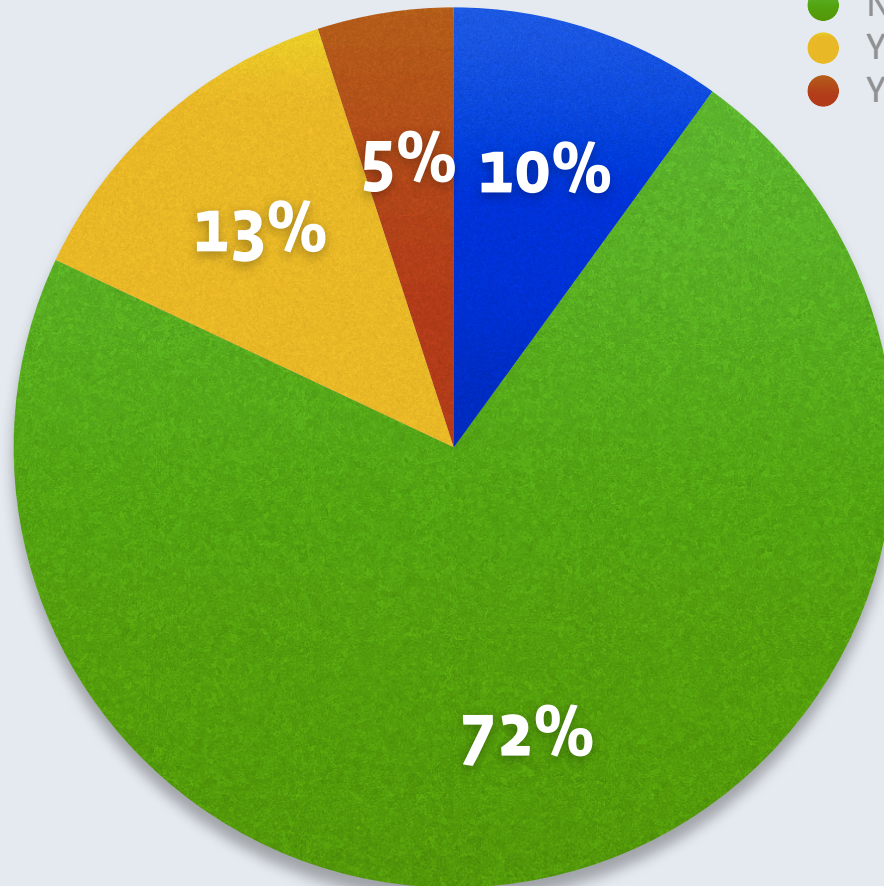
- Reporting infrastructure
  - “Fake profile” and “Doesn’t belong in network” options
- Automated rate limiting system
  - High percentage of ignored friend requests results in a disable
- Captchas for users with no confirmed school email or phone number

Polling data among teen users

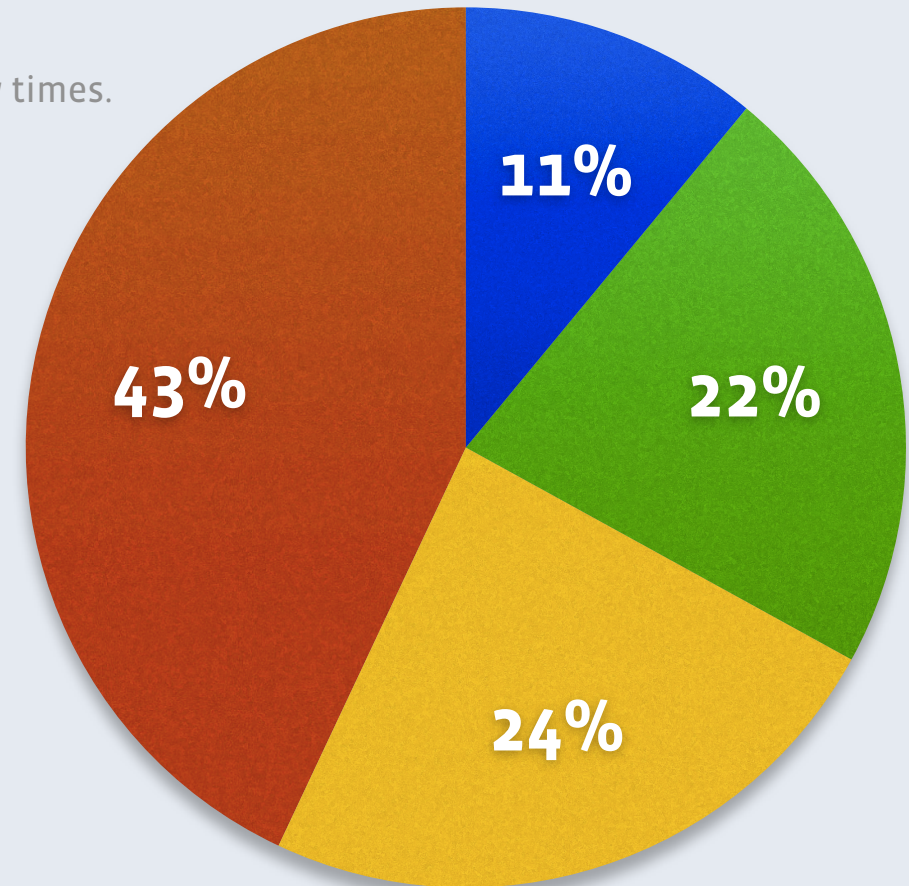


# Have you ever seen nudity...

...on Facebook?



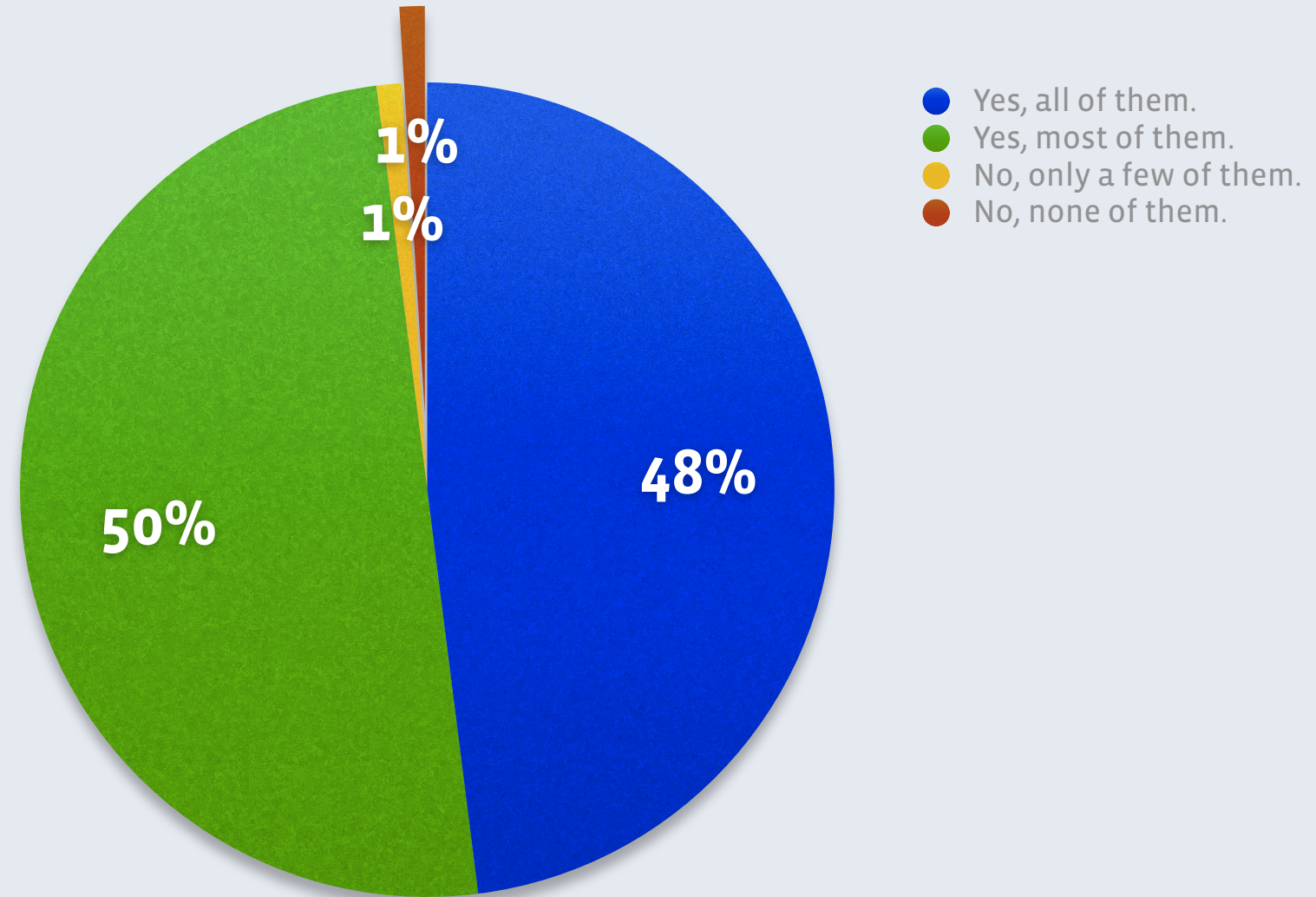
...on a website other than Facebook?



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

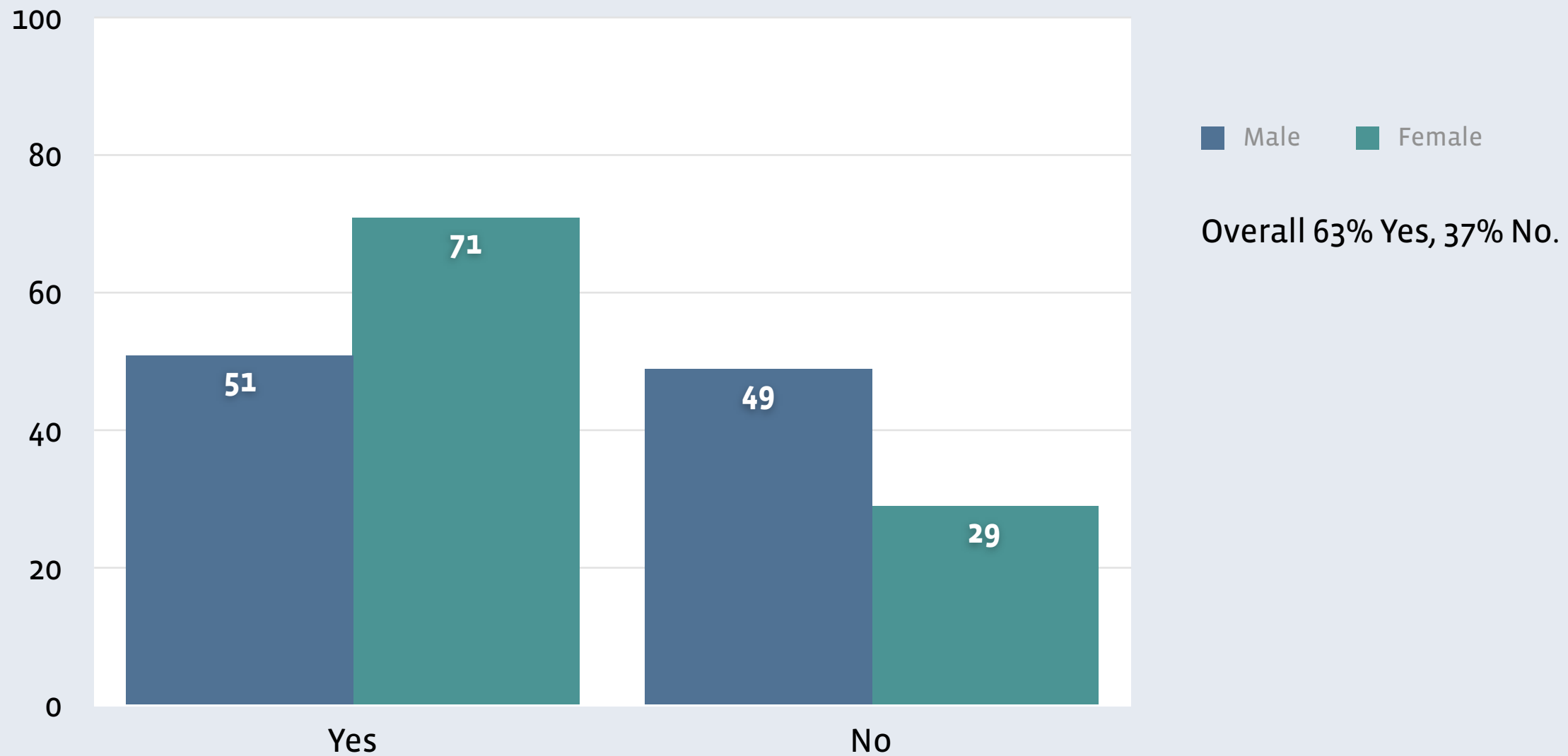
Facebook Polling data for 500 users in the US age 13-17, August 2008

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



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?



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

# Questions

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