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
# 4 Levels of Community Verification

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<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Authentication</td>
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<tr>
<td>2</td>
<td>Segmented Communities</td>
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<tr>
<td>3</td>
<td>Innovative Privacy Controls and Technical Protection</td>
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<td>4</td>
<td>User Operations and Investigations</td>
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<tr>
<td>1</td>
<td>Real name culture</td>
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<td>2</td>
<td>Deployment of social and technical checks at signup</td>
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<td>3</td>
<td>Use of tokens and technological verification for access to networks</td>
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<td>4</td>
<td>Ongoing technical and community verification, including identity and age</td>
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## Segmented Communities

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<tbody>
<tr>
<td>1</td>
<td>Not one social site, but over 100 million social networks</td>
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<td>2</td>
<td>Connections verified based on real-world social factors</td>
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<td>3</td>
<td>Special rules for over-18s and under-18s who join regional networks</td>
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<tr>
<td>4</td>
<td>Built-in Neighborhood Watch program</td>
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Innovative Privacy Controls and Technical Protections

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<tr>
<td>1</td>
<td>Users have control how information is available, after application of protective defaults</td>
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<tr>
<td>2</td>
<td>Multiple options to allow users to make reasonable personal choices</td>
</tr>
<tr>
<td>3</td>
<td>“Karma,” robust reporting, and other systems working to detect anomalous behavior</td>
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<tr>
<td>4</td>
<td>More sites duplicating Facebook controls</td>
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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
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<tbody>
<tr>
<td>1</td>
<td>Further line of defense behind privacy architecture and technical protections</td>
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<tr>
<td>2</td>
<td>Team handles hundreds of thousands of user contacts per week</td>
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<td>3</td>
<td>Team works extensively in the site and has cleanup tools to deploy on spam and other attacks</td>
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<tr>
<td>4</td>
<td>Investigations team addresses serious abuse, including interface with law enforcement</td>
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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?

- I don't know: 13%
- No, never: 72%
- Yes, a few times: 5%
- Yes, more than a few times: 10%

...on a website other than Facebook?

- I don't know: 43%
- No, never: 22%
- Yes, a few times: 24%
- Yes, more than a few times: 11%

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

- Yes, all of them: 48%
- Yes, most of them: 50%
- No, only a few of them: 1%
- No, none of them: 1%
Have you ever used Facebook’s privacy settings to limit access to your information?

Overall 63% Yes, 37% No.

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