[LAUNCH] Replacing share downstream value for Civic and Health — Phase 3

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MOTIVATION

This is the third and final phase in our workstream from last half on removing value on the share downstream events for Civic and Health content, and replacing it with a basket of models that we think better capture the content in these topics that viewers want and expect to see: Meaningful Page, Worth Your Time, P(Like), Outbound Click, and Web View Duration. In the first two phases, we reduced the value of the share downstream MSI event by 66.5% for Civic and Health; this downweighting was also preserved on the new share downstream num comments event. In this phase, we remove the final third of share downstream value for both share downstream msi and share downstream num comments. This launch features improved Social Issues coverage using Civic Single Static Threshold targeting, and replaces the old Broad Trust New Civic feature with Politics High Recall, which is better maintained. Together, these represent a slight reduction in overall VPVs covered by this work, using more efficient targeting.

This launch also highlights our standardization of downstream misinfo measurement into Deltoid, based on the same given and received methodology used in Deltoid for MSI. You can read more about these metrics here, and see an example how to properly interpret them in our launch doc.

Civic content surveys suggest that viewers find page original content more trustworthy, informative, and good for their communities than reshares, and that our deprecation and replacement strategy could boost these measures. Feedback and UX research with news publishers and political actors also suggests that share downstream MSI led them to post more divisive and sensationalist content in order to gain distribution.

launch doc.

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PHASE 3 RESULTS

Civic: Link Misinfo -8.4%, Photo Misinfo −12.4%, Links Overall + 3.8%, Photos Overall -1.8%
Health: Link Misinfo -6.7%, Photo Misinfo -9.9%, Links Overall +3.6%, Photos Overall -1.1%
Relevance: Sessions neutral, MSI -0.11%

For detailed Integrity and publisher impact analyses, please see the full launch doc in https://fb.quip.com/mT66ADDGqaZo.

For previous results, see our Phase 1 and 2 launch docs.

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Launch time: 2020-06-29 14:00:41
Launch method: [ranking_config] production
Pretest
Test Framework: qe
Test Interfaces:
Deltoid URL: https://fburl.com/deltoid3/veq9l1xb
Exp Name: d_share_num_cmt_replace_civic_health_replace_launch_2
Test Group: share_d_num_cmt_phase_3_cand_5
Control Group: control

Backtest
Test Framework: qe
Test Interfaces:
Deltoid URL: https://fburl.com/deltoid/y9519r5j
Exp Name: civic_health_share_downstream_replacement_backtests_suvm_4
Test Group: phase3_backtest
Control Group: control

Canary URL: https://our.intern.facebook.com/.../427739968387263887

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