

## Big Levers Ranking Experiment

### TL;DR

- This experiment tests the effect of three ranking big-levers: Reshare Speed Limit, Reshare Depth, and Deprecate Downstream Share MSI Deprecation so that we know which is most effective at reducing inflammatory content. These are scoped for crisis situations.
- 4% experiment (3% across 3 test conditions, 1% in control) to most of top-tier At-Risk countries excluding the US
- Will run for 1 month

The CVI Cohesion pod (Societal Violence team) is developing high-recall levers for reducing inflammatory content and misinformation in At-Risk Countries during times of heightened tension. The goal of the proposed experiment is to inform us as to which lever or combination of levers is most effective against these integrity harms. Here, we focus on content-agnostic levers, as they can fill in many of the gaps we have in third-party fact checking and classifier coverage in At-Risk Countries. We also believe content-agnostic levers to be more defensible, as they make fundamental changes to the mechanisms of virality instead of making judgement calls on individual pieces of content. Empirically, we have found these content-agnostic levers to be the highest recall against content that could potentially lead to violence in crisis situations like [Sri Lanka](#) and [Ethiopia](#).

We are testing three ranking levers for reducing harmful virality:

- Reshare Speed Limit - slow down content that is moving quickly down the reshare chain. Proven effects on misinformation and viral inflammatory content. See more here (<https://fburl.com/ne4c6e9g>).
- Reshare Depth Demotion - reduce the distribution of depth 2+ reshares. Proven effects on misinformation and inflammatory content. See more here (<https://fburl.com/oxgsfa2x>).
- Deprecate Downstream Share MSI on all content - Remove the value of this model in ranking for all content. We would be expanding the existing launch that targets only civic- and health-classified content to all content because we know that the civic classifier does not have high coverage in many At-Risk countries. Proven effects on misinformation. See more here (<https://fburl.com/zvj8uzs1>) for civic and health content.

We will be evaluating effects on Inflammatory Content, Misinformation, Essential Content, and core growth metrics like MSI and Sessions.

- Reshare Depth Demotion - reduce the distribution of depth 2+ reshares. Proven effects on misinformation and inflammatory content. See more here (<https://fburl.com/oxgsfa2x>).
- Deprecate Downstream Share MSI on all content - Remove the value of this model in ranking for all content. We would be expanding the existing launch that targets only civic- and health-classified content to all content because we know that the civic classifier does not have high coverage in many At-Risk countries. Proven effects on misinformation. See more here (<https://fburl.com/zvj8uzs1>) for civic and health content.

We will be evaluating effects on Inflammatory Content, Misinformation, Essential Content, and core growth metrics like MSI and Sessions.

See more in the experiment plan [here](#). The experiment is [here](#).


— with [REDACTED] and [REDACTED]


FB.WORKPLACE.COM

fb.workplace.com

  10

3 Comments 1 Share Seen by 13


 Like

 Comment

 Share

[REDACTED] [REDACTED]  
The [reshare depth](#) - misinfo and inflammatory relationship link shows data in the US only, is there ARC-specific data you could point to or should we expect to see the same information dynamics there?

Like · Reply · 41w

[REDACTED]   
This chart shows the [depth](#) <-> inflammatory connection:  
<https://fburl.com/5v5vg6sy>. I will talk more about that in an upcoming note. We have also launched [reshare depth](#) demotions in Sri Lanka and Ethiopia and seen them to be effective at reducing inflammatory content.

On misinformation, [REDACTED] has some analysis here for India and Indonesia:  
<https://fburl.com/ck2b1woq>

This experiment will give us more robust data on all these fronts.

Like · Reply · 41w

REDACTED FOR CONGRESS