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1 presentation

1.1 Good moring everyone

I’m luca and I’m here t talk to you about an innovation at Meta. First of all, what is meta? Meta Platforms Inc., also referred to in this paper as Meta and formerly known as Facebook Inc., is an American transnational holding company, which owns a technological conglomerate, based in Menlo Park, California. It is a parent organization of Facebook, Instagram, WhatsApp and Oculus. Being one of the most valuable companies in the world, it is also one of the Big Tech companies in U.S. information technology, alongside Amazon, Google, Apple and Microsoft.

1.2 What im going to talk about

is first of all Meta business model. We’ll introduce it and we’ll se what are the core aspects of it, and how Hate speech might be a problem.

Secondly, we’ll talk about what Meta is doing to contrast HS and the specific case of a new AI model they developed and why they developed it.

Finally, we’ll see how this innovation in AI they are carrying out interacts with their business model, and how it can bring new value to it.

1.3 Ok, we've talked about Meta's business model

What I'll present to you however is not the complete business model. The report I wrote focused on Meta's social media platforms, since they are the primary source of revenues for meta, and left out other secondary products, like for example oculus and novi, wich are still in their experimental phase. So from now on we'll concentrate on these two products of Meta: Facebook and Instagram, the two famous social media platforms.

1.4 Here's an elaboration of the nusness model of these two platforms.

Unfortunately during this research I found no articles going in depth of the business model fo Meta, so I had to relay on the specialized press for it. Luckily, most of the articles seemd to agree on what was the core structure of Meta's business on social platforms.

key partners are mostly content creators (individuals or firms) and ad agencies, meta works with them to assure constant new content inside of the platforms and acquire data on demographics.

key activities are mainly the development and mantainance of its plat-forms and of new products (R&D)

key resources are bothe the platforms themselves, AND the social graph thwy bilt in these years, that is to say the series of connections between one person and its friends and relatives. This is paart of what the information business is about.

channels are the mobile and web applications that the companies develop and mantain.

customers relationships widh same side we mean that they are based on the platforms themselves, primarely for the users, but more and more also for the advertisers. With cross side, instead, we mean that some relationships go trough an international sales organization, for this reason cross side (perpendicular to the platforms).

customers there are three main categories of customers integrated in Meta's business model: internet users (users), advertisers and developers. Each of them generates an highlighted revenue stream:

revenue streams free for the users

ad revenues are the revenues that the advertisers pay to let users see their ads (obv)

payment revenues happen when users pay for some features inside of something developed with meta's development platform.

What should come out from this model is that users, customers, are also a resource for Meta, since the value they propose to advertisers is the presence of users themselves on their platform, and therefore an install base to show their products.

1.5 Therefore

The relationship between the company and the customers is a key component in meta business model, along with factors that keep the users *inside* of Meta's platforms. Factors, instead, that create a sense of distrust between the company and the customers puts the system in danger in a way, because, if we look again at the business model, if the users leave the platform one of the value propositions goes away, and this means less revenue for the company.

1.6 What are these factors?

One is for sure hate speech. Even though in the short term this might seem profitable, since it engages the users, on the long run becomes a problem, since because of the toxic environment it creates both users and investors are incentivized to leave the platform. In fact users don't want to spend their time arguing with other people and investors don't want their products associated to controversial topics that might hurt their image.

1.7 What to do then?

Meta started a journey in 2016, it aimed to build efficient and trustful AI models that could predict whether a content was or not harmful. This way they would be able to remove such content from their platforms. Since then more and more sophisticated models have emerged from Meta's AI research groups, and in the last years the results became more and more reliable. One problem though that they kept facing was that content, since is a human product of language and culture, evolves **very** rapidly, and up now the systems they used could intercept such changes in a matter of months.

1.8 A new fast shot learner is a step in the right direction

A recent new approach came out to Meta AI R&D, a new few shot learner could help in this case, since is able to learn from a smaller set of data, and therefore *learn* in less time

1.9 Once they put this in production

the results begin to be seen: from 10 violent content each 10000 seen by the users, the company was able to lower this number to 3 each 10000, which is an increment of circa 3 times on the efficiency of the model.

1.10 This however is not a radical innovation

Is not something nobody has ever seen, but it surely is an incremental innovation since builds upon other results from academia and the same company.

Ok, but how does this affects the company business model?

1.11 Certainly

Since we saw that harmful content could be a problem in the original model, we can already see that it tackles users and advertisers. What we argue is that it also adds a value to the business model, since a system like that incentivises the creation of a healthy and peaceful environment for users and assures advertisers not to be associated with harmful content!

1.12 Thanks for the attention

here there are the references