Being a new, female user is not a great experience in most emerging markets

I recently published a note about how we do not survey new users in TRIPS but should since they appear to have more negative experiences. At the suggestion of Ravi Iyer I included a cut by country and, at ███████████████████s suggestion, I also included a gender cut. The results are stark.
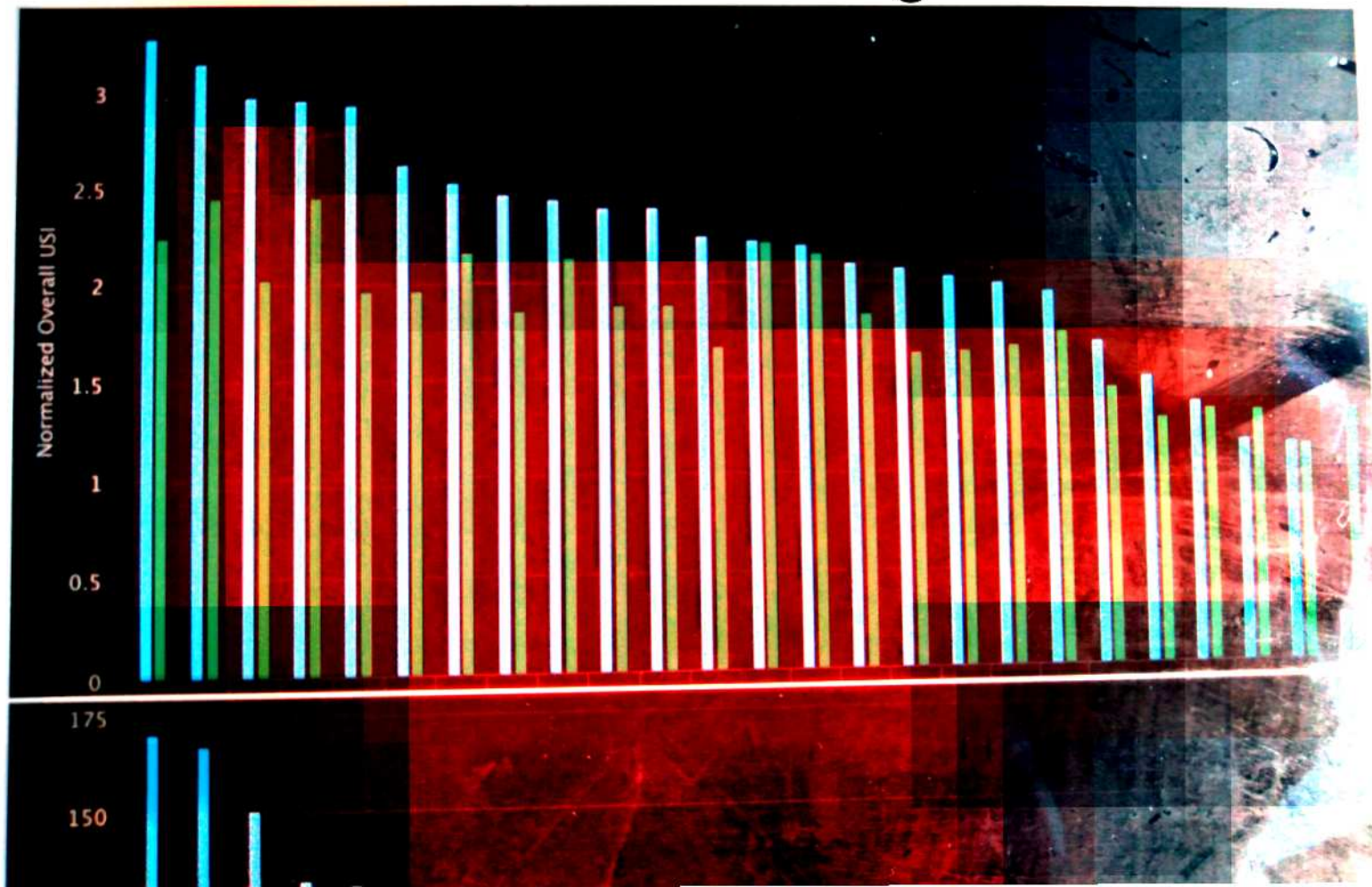
In the US, women with <30d tenure on platform give ~30% more USI than men. In most European countries the gap is closer to 10%. In ID the gap is 170%. IN, BR, AR, PH, NG and ZA also have gaps of over 100%.

One possible explanation is that women simply give more USI overall in these countries and it has nothing to do with tenure. The other plot below shows the *relative* USI ratio between the first month on the platform and months 9-12. That plot shows that, while there are overall gender effects, there is also a tenure-specific factor. For instance, women in ID give 3.3x more USI in their first month than in months 9-12, but for men the ratio is only 2.2x.
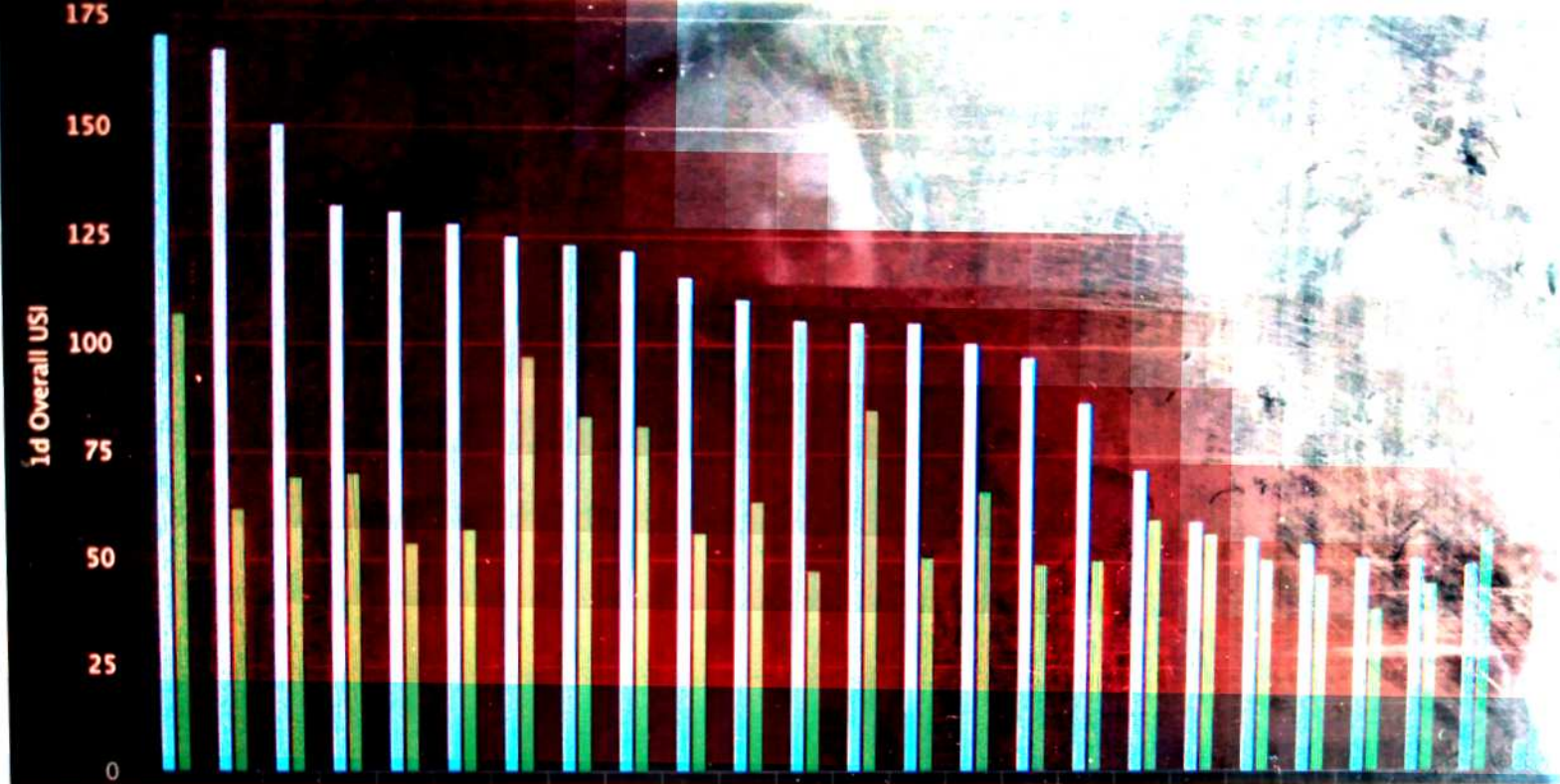
I have not performed this analysis on civic-specific content, but I suspect we will see a similar (or worse) trend. Especially since we already have evidence that women are participating less in civic discussions. I do not have specific remediation recommendations at this point, but would be interested in collaborating further.

Source: https://fburl.com/daiquery/48unx5te
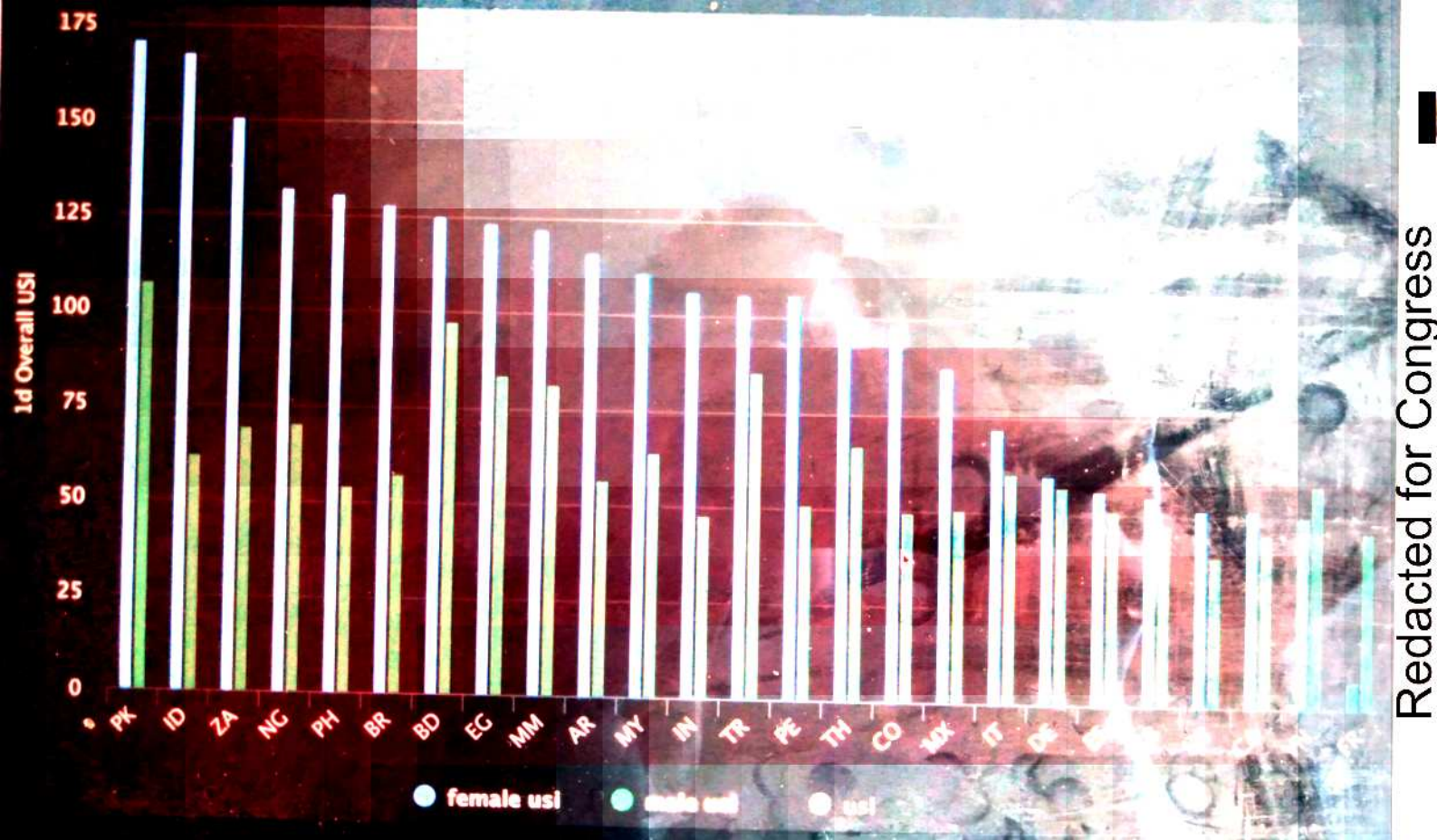
Redacted for Congress

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1d Overall USI

175
150
125
100
75
50
25
0

PK ID ZA NG PH BR BD EG MM AR MY IN TR PE TH CO MX IT DE

● female usi   ● male usi   ● usi

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Ravi Iyer

██ - this was the other finding I mentioned in our 1:1 today. Also perhaps of interest to ████████████████████████████████████ Christopher ████████ - I'd love to consider a workstream toward improving the onboarding experience of women in lower literacy countries with a goal of reducing the disparities in the above graphs, perhaps by creating better initial sources to follow.

Unlike many workstreams, we have a readily made metric already, though some have pointed out that a part of the above could be due to people signing up fake accounts to report others. Still, this converges with other findings (e.g. ████ note on how phone shops connect people to sources or ████ work on gendered harassment or ████████ notes on how easy it is to rabbit hole in recommendations) such that I'm inclined to believe at least some of this is due to actually bad onboarding experiences for women in these markets. And there is an easy growth argument to be made for doing something about this as well as allowing bad experiences for new users seems like a poor long term growth tactic.

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I think ████ work is highly relevant here, since she actually looked at gender disparities in literacy around the world (https://fb.workplace.com/notes████/measuring-online-language-literacy-in-12-language/274339023863105/), as well as other work on gender differences in participation! (https://fb.workplace.com/notes/████/gender-bias-in-civic-interaction-part-1/147581176538891)

👍 6

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Better onboarding experience of women inlower literacy countries sounds wise, and the Women in Emerging Markets team may have already done some onboarding work (cc ████

👍 3

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Ravi Iyer
████ Thanks! I'd be happy to learn that someone else is already doing this and perhaps we can contribute research/data to that effort.

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You should also check out ████████ research with the WEM team on reducing gender gaps in civic participation through the locked profile: https://fb.workplace.com/notes/jack-blundell/enhanced-privacy-features-narrow-the-gender-gap-in-civic-engagement/2856060487833191

👍 2

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Thanks ████ **Ravi** would be great to connect. We have 2 teams in Growth focused on a) women (primarily Safety) and b) easier onboarding for recent internet adopters, so happy to connect about either/both. ████ is our Research Lead who has a wealth of great information too

👍 2

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I'm wondering if there's been work around Friending that can inform here? cc:

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The friending team is investing in more work on women in emerging markets cc:

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Friending is working on labeling/understanding uncomfortable/unwanted friend requests (especially in IN) and difficult ties.

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Could this be a helpful way to approach the B&H issues in MM

Like · Reply · 34w

Ravi Iyer

▮▮▮▮▮▮ Maybe something you're already doing, but gender specific B&H can sometimes be caught better by the sexually suggestive classifier vs. B&H. e.g. https://fb.workplace.com/groups/655489201588520/permalink/9164725 48823516/. Perhaps you could try to bootstrap such a classifier leveraging comments reported for B&H by women that are non-violating but have certain words? Or maybe there is a way to leverage green lantern/CIRD in this direction?

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♥ 2
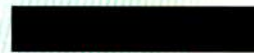
Ravi Iyer this is super helpful thank you!

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Ravi Iyer I wonder if looking at USI w/o filtering further would actually be informative. It's possible that negative interactions actually are not caught very well but our current classifiers. Probably depends on how overt the harassment is.

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👍 2

▮▮▮▮▮▮ yes Rxactly - a lot of perceived harassment is explicitly non-violating per our current intervention standards. So it's very likely that people are seeing harassment which is decreasing their experience quality and potentially driving them off the platform that our classifiers do not identify as actionable or even borderline. This only goes double for markets and languages that we have poor or no coverage in for those classifieds.

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██████████████ let's chat about this thread later today

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█ Write a reply... [BOT] </> 🖇 ☺

██████████████ Some kind of concerted approach to Gender Rights or Experience
on Facebook would be amazing.

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██████████████

Thank you for sharing! You should also reach out and share this with the WEM
team in Growth which focuses on women in emerging markets, with safety being a
primary barrier to participation: **https://fb.workplace.com/groups/indiapac/**

growth SAFETY FYI Special Cohorts: Safety FYI (fka FYI WEM)

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██████████████ 1

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█ Alicia Huang
Do we know what % of USI comes from friending?

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Another question: do we have data on whether these new users are dropping off the platform at higher levels by gender or in proportion to perceived harassment/USI?

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I'm preparing another analysis of the churn/retention aspect, but it will probably be a few weeks before that is done. tl;dr is that yes, users who give more USI do have worse retention on the platform.

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██████████ and ████████████ I wonder whether Core growth has done some analysis to evaluate the impact of Integrity experiences (e.g.: as indicated by USI) on retention. I wonder whether tightening some of the controls (e.g.: Group preview feature that shows content to the user before they accept the invitation from the group) could improve retention for women in emerging countries (and some other demographics)

👍❤ 2

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we've definitely looked for India, looking into unwanted friending, comments, messaging etc for women. There's lot of correlative and some experimental evidence I believe between some of the work on locked profile and maybe even some live friending tests. ████████ are there any tests we can share?

👍 1

There are quite a lot of correlational analysis linking integrity to retention. In terms of causational evidence, 2 things I think of is (1) locked profiles led to DAP win, and (2) positive retention gain in our friending integrity holdout (**link**).

Friending integrity for India female is one of the major areas in our India strategy. We are testing different integrity filters on male to female friending requests. We are also building a survey-based "uncomfortable friending classifier" to demote sketchy friending. But these are all still WIP, and we will have something to share later this quarter.

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Write a reply...   BOT </> 🔗
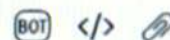
Can we have the gap by USI breakdown? So that we know where is the problem really coming from.

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as it came up in our thread around win-wins for Integrity and CG

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I wonder how we an rethink the experience for new users, particularly women in developing countries, to ensure they can end up with higher quality feed. Would be good to experiment with how that improves retention for the users. ████████

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Probably a sad novelty effect in play here - people would stop giving feedback once they've tried to do so without getting much in return. The difference of 3.3x on female vs 2.2x on male could be saying that females are more likely to be discouraged from taking actions on negative experiences over time.

👍

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that's a really interesting point and one that would probably be best answered via a survey. **Ravi,** ████ - is this something that Digital Illiteracy / CVI research might investigate? Seems very much relevant to the lightweight negative feedback work.

👍

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I have done the breakdown analysis, just haven't written it up yet. I'll try to post something later this week and link it here + tag you two. tl;dr is that friending is the biggest component, followed by starting FRX reports. L...

See More

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FYI: follow up w/ USI breakdown - **https://fb.workplace.com/notes/**████
████**/deleted-friend-requests-and-frx-reports-drive-higher-usi-for-new-users/1053858258397082**