

AMENDED Exhibit 172

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

SSI Data

This document is a compilation of all the SSI data for IG Harmful Content.

Additional Documentation requests:

- Files (immediately below): Daiquery queries that generated these files
- Results/Time series ([Time Series](#)): Publish Jupyter notebook to ANP

Files

- SSI Demographics: [ssi_all_demographics_v2.xlsx](#)
- Co-occurrence (people from group X are also in group Y): [co-occurrence_matrix.xlsx](#)
- SSI producers of admissions in California (last 90 days): [California-ssi_self-harm_admissions-last90days.xlsx](#)
- All desired demographics: [Demo Summary Table](#)

Strategy deck

1. POLICY: Should high volume admission producers be treated as promoters?

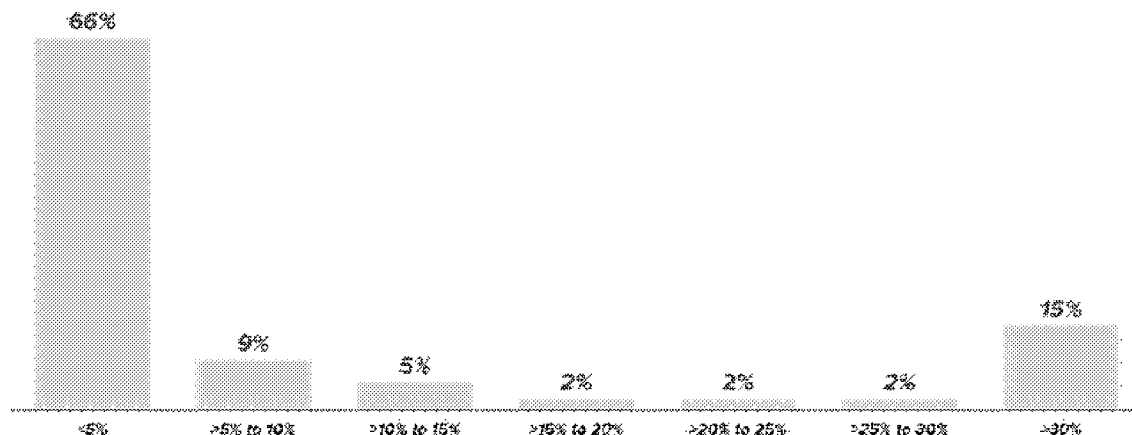
SSI admissions - Among SSI Admissions, what % of their media are admissions?

- 15% of accounts (4892 / 32920) with at least 1 SSI admission in the last 28 days have >30% of their 28d content as SSI admissions.
- These

Distribution of SSI Admissions as a Fraction of a User's 28d Content Production

All users who had an SSI admission in 28 days, how many admissions did they have in this period?

	bucket	cnt	percent
1	1: 0 - 0.05	21773	66%
2	2: 0.05 - 0.10	3008	9%
3	3: 0.10 - 0.15	1580	5%
4	4: 0.15 - 0.20	606	2%
5	5: 0.20 - 0.25	532	2%
6	6: 0.25 - 0.30	529	2%
7	7: >0.3	4892	15%
8		32920	100%

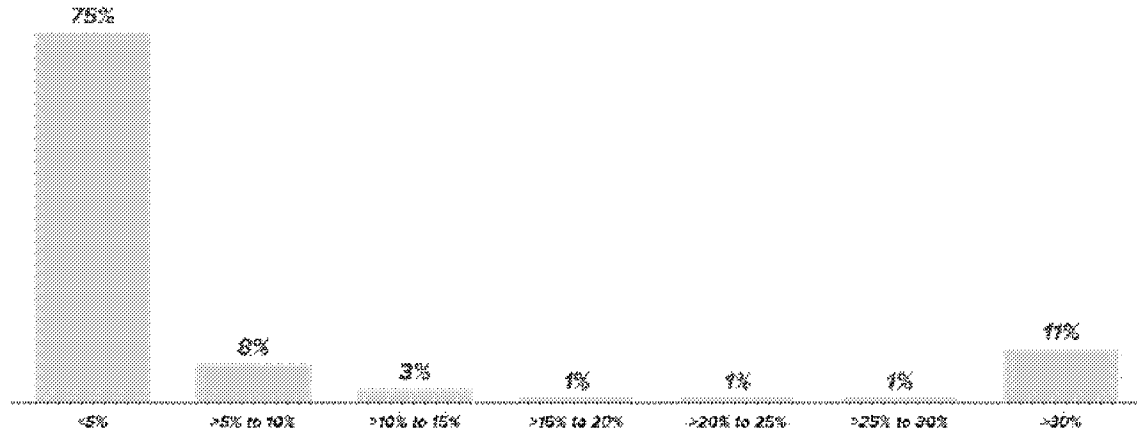


[query]

Distribution of SSI Promotions as a Fraction of User's 28d Content Production

All users who had an SSI promotion in 28 days, how many promotions did they have in this period?

	bucket	cnt	percent
1	1: 0 - 0.05	6356	75%
2	2: 0.05 - 0.10	642	8%
3	3: 0.10 - 0.15	261	3%
4	4: 0.15 - 0.20	96	1%
5	5: 0.20 - 0.25	108	1%
6	6: 0.25 - 0.30	80	1%
7	7: >0.3	930	11%
8	TOTAL	8473	100%



[query]

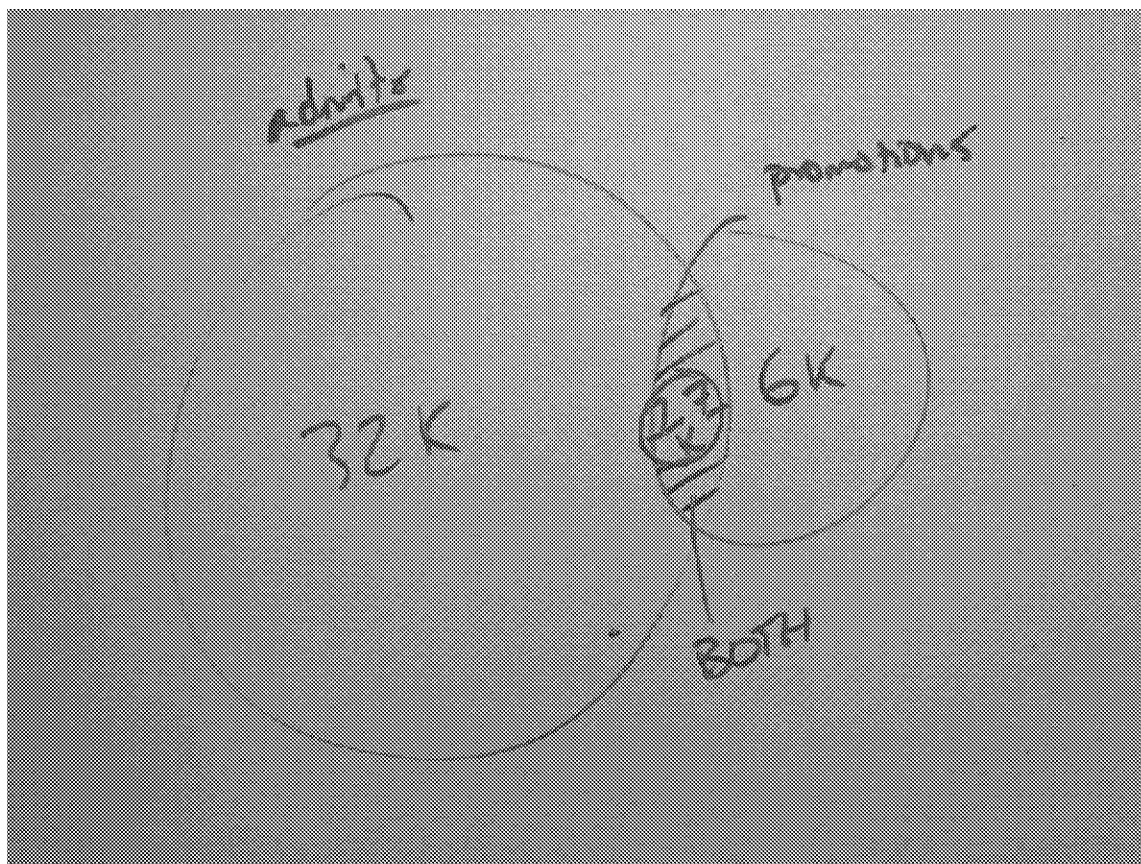
Additional query for more information: [source]

Are admits the same group of people as promoters?

6.7% of people who had a SSI admission OR promotion had both.

30% of people who had an SSI promotion also had an admission

	A	B	C	D
1	admit	promotion	cnt	fraction
2	1	0	32112	0.77912
3	1	1	2775	0.06733
4	0	1	6329	0.15356
5			41216	



Venn Diagram of Admissions and Promotions

[query source]

Is there a distinction between high and low producers (of admissions)?

Those who get had at least 1 admission and 1 promotion had 337% more admissions than those who only had at least one admission.

	admit	promotion	sum_admit_a vg	sum_admit_p 50	sum_promotion_ avg	sum_promotion_ p50
1	0	1	0	0	1.26734	1
2	1	1	12.87207	3	2.49586	1
3	1	0	2.94102	1	0	0

2. PRODUCT: Which people need help?**Supportive Hashtags**

13 hashtags were identified as potential support communities where people search for help or post supportive media. I looked at: 1) the total number of media with the hashtag, 2) the number of followers of each hashtag, 3) the number of followers who are DAP, and 4) the ratio of media to unique followers.

These individuals represent our current best estimate of people who would be interested in receiving or giving help.

An additional analysis may be to conduct a fanout from these hashtags to additional related hashtags to see how large of a community we could detect.

	hashtag_name	media with this hashtag	unique users following hashtag	unique DAP following hashtag	media with hashtag / unique users following hashtag
1	recoveryisworthit	800600	2035	1442	393.41523
2	itsokaytotalk	16631	54	45	307.98148
3	selfloveclub	186869	893	738	209.2598

4	anxietywarrior	64961	281	224	231.17794
5	mentalhealthwarrior	136483	1085	798	125.79078
6	mentalhealthmatters	536261	3313	2573	161.86568
7	endthestigma	420133	1847	1436	227.46779
8	edwarrior	1317708	1276	940	1032.68652
9	ptsdwarrior	23489	114	91	206.04386
10	sadgirlschub	107053	604	449	177.24007
11	itsokaynottogetcokay	118299	792	627	149.36742
12	anxiousbutcourageous	937	10	8	93.7
13	recoveryispossible	584280	1639	1153	356.48566
14	TOTAL		13943	10524	

[query]

[query source]

Reach: DAP Exposed to SSI Content

How many DAP were exposed to known Suicide and Self-injury media?

NOTE: all data in this Reach section is ONLY for Suicide and Self-Injury (ED is excluded).

D10500775: all queries on SSI content

Topline

- **5.1M** DAP are exposed to suicide or self-harm admission or promotion content. That's 0.75% of DAP. That's using data from October so far. <https://fburl.com/daiquery/xr2woc99>

Daily Rates

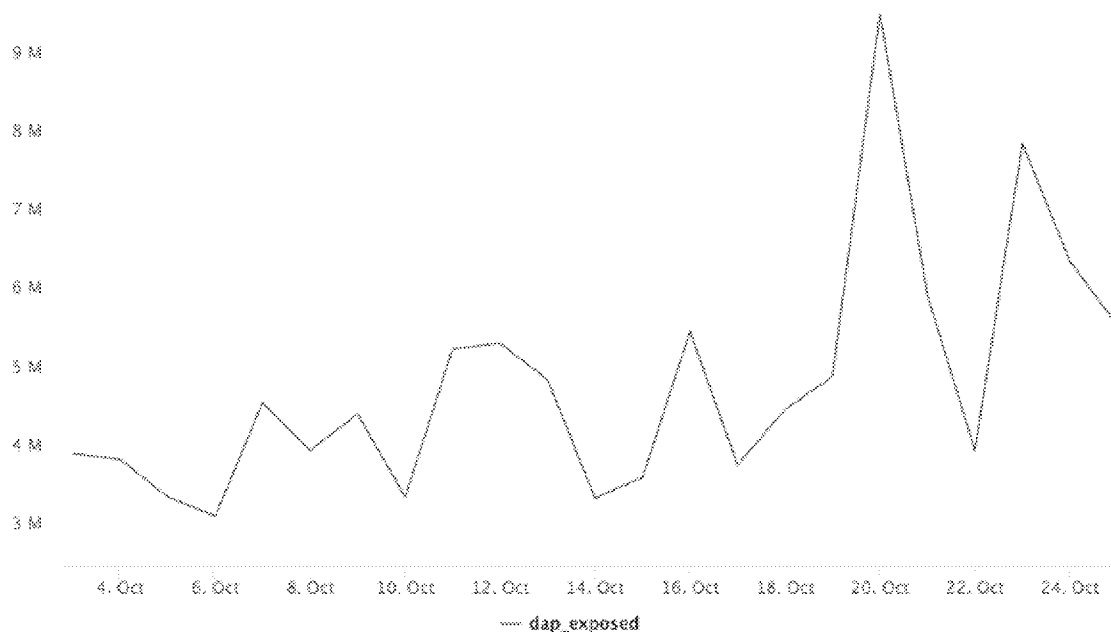


Figure | DAP Exposed to SSI Content. Daily rate over time. There are some pronounced daily spikes. Most of these spikes are from very viral content (meme-like in quality) that have SSI content. <https://fburl.com/daiquery/425mnxi5>

By Content Type

- Most of the exposures and impressions are on Admission content. Admissions account for ~3/4 of impressions.

category	DAP Exposed	Percent of Impressions /d
----------	-------------	---------------------------

1	admission	4,061,145	9,775,978	73.59%
2	other	1,600,881	1,712,147	12.89%
3	promotion	1,679,647	1,795,867	13.52%
4	TOTAL		13,283,993	100.00%

Table | DAP Exposed and Impressions by Type of Suicide and Self-injury Content (promotion, admission, other = suicide videos). <https://fburl.com/daiquery/yp2py738>

By Content Type

- Viewers of SSI content are mostly seeing admission content for suicide (60%) and self-harm (13%).

	category	grp	DAP Exposed	Impressions /d	(%)
1	admission	suicide_admission	3,140,403	8,027,328	60.43%
2	admission	self_harm_admission	1,015,394	1,748,650	13.16%
3	other	other	988,609	1,033,166	7.78%
4	promotion	self_harm_promotion	897,018	945,178	7.12%
5	promotion	suicide_promotion	801,893	850,689	6.40%
6	other	suicide_video	619,113	678,982	5.11%
7	TOTAL			13,283,993	100.00%

<https://fburl.com/daiquery/zzmg9zr5>

By Surface and Content Type

- most of the impressions are happening on Home and Explore (not surprising), and most of these are SSI admissions.
- On Home, we would have to do more to understand if this is content coming from a connected person (the viewer is following that user) vs. from a connected hashtag (the viewer is following a hashtag that spreads this content to Home).

	surface_tag	category	DAP Exposed	Impressions/d
1	home	admission	1,872,009	4,480,932
2	explore	admission	1,009,828	1,744,696
3	home	other	920,546	989,215
4	home	promotion	756,991	879,765
5	explore	promotion	403,464	420,275
6	explore	other	279,776	302,502
7	profile	admission	152,561	381,049
8	hashtags	admission	101,769	362,220
9	profile	other	59,437	63,920
10	profile	promotion	56,414	62,006
11	hashtags	promotion	28,785	34,358
12		admission	17,182	35,265
13	saved	admission	11,961	23,114
14	hashtags	other	10,886	11,935

CO Actioned/Labelled Content

BY Admission/Promotion and by SSI Type (S, S-I, ED)

- Most content is self-harm admission (44.5%) or suicide admission (28%), and most of the responsible users are for this same type of content (37.7% and 29.2%, respectively).
- Table below is the 28d totals CO labelled content for SSI (from Oct 1 - Oct 28).
- This content is DISTINCT (meaning duplicates are only counted 1 time)

	violation_type	Group	Distinct Content	(%)	Distinct Responsible Users	(%)
1	SELFINJURY	self_harm_admission	38,159	44.50%	18,630	37.72%
2	SUICIDE	suicide_admission	24,027	28.02%	14,431	29.22%

3	SELFINJURY	suicide_promotion	6,109	7.12%	5,151	10.43%
4	EATINGDISORDER	eating_disorder_admission	5,118	5.97%	923	1.87%
5	SUICIDE	suicide_video	4,786	5.58%	4,106	8.31%
6	SELFINJURY	self_harm_promotion	4,746	5.53%	3,735	7.56%
7	EATINGDISORDER		1,606	1.87%	1,606	3.25%
8	EATINGDISORDER	eating_disorder_promotion	1,175	1.37%	778	1.58%
9	SUICIDE		22	0.03%	21	0.04%
10	SELFINJURY		3	0.00%	3	0.01%
11	TOTAL		85,751	100.00%	49,384	100.00%

Table | Content Labelled by CO for SSI (28-d total)

query: <https://fburl.com/daiquery/vdp58xk7>

Escalations

There are 2 tiers of escalations (OS --> HYD (2 review queues) --> LERT).

SSI Data Primer [REDACTED]

Demographics

Groups

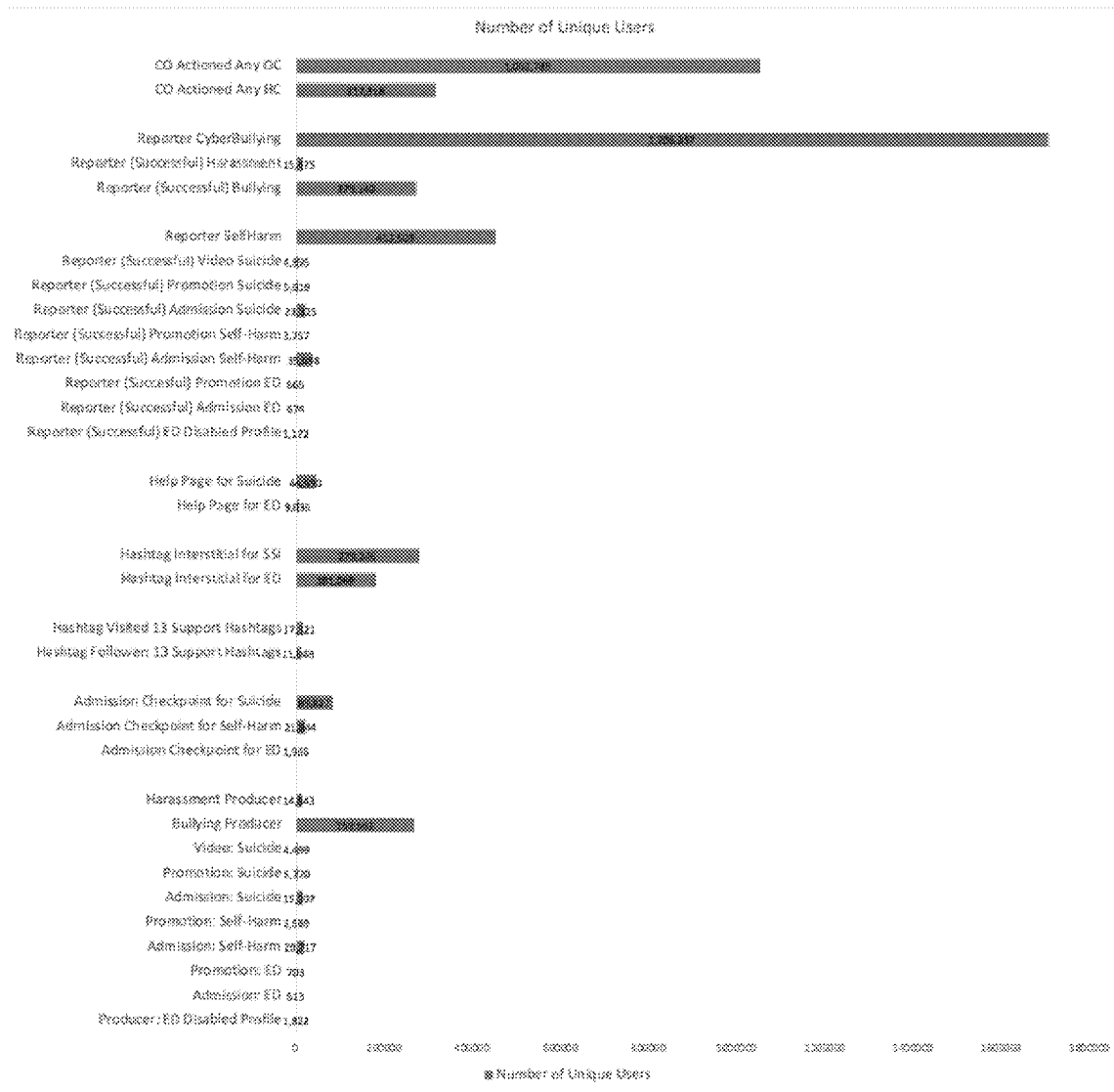
The demographics come from users who fall into each group in the **last 30 days**. The only exception to this is 1) Hashtag Follower: 13 Support Hashtags (these are user who followed the hashtag at ANY time); 2) DAP (1-day); and 3) MAP (1-day).

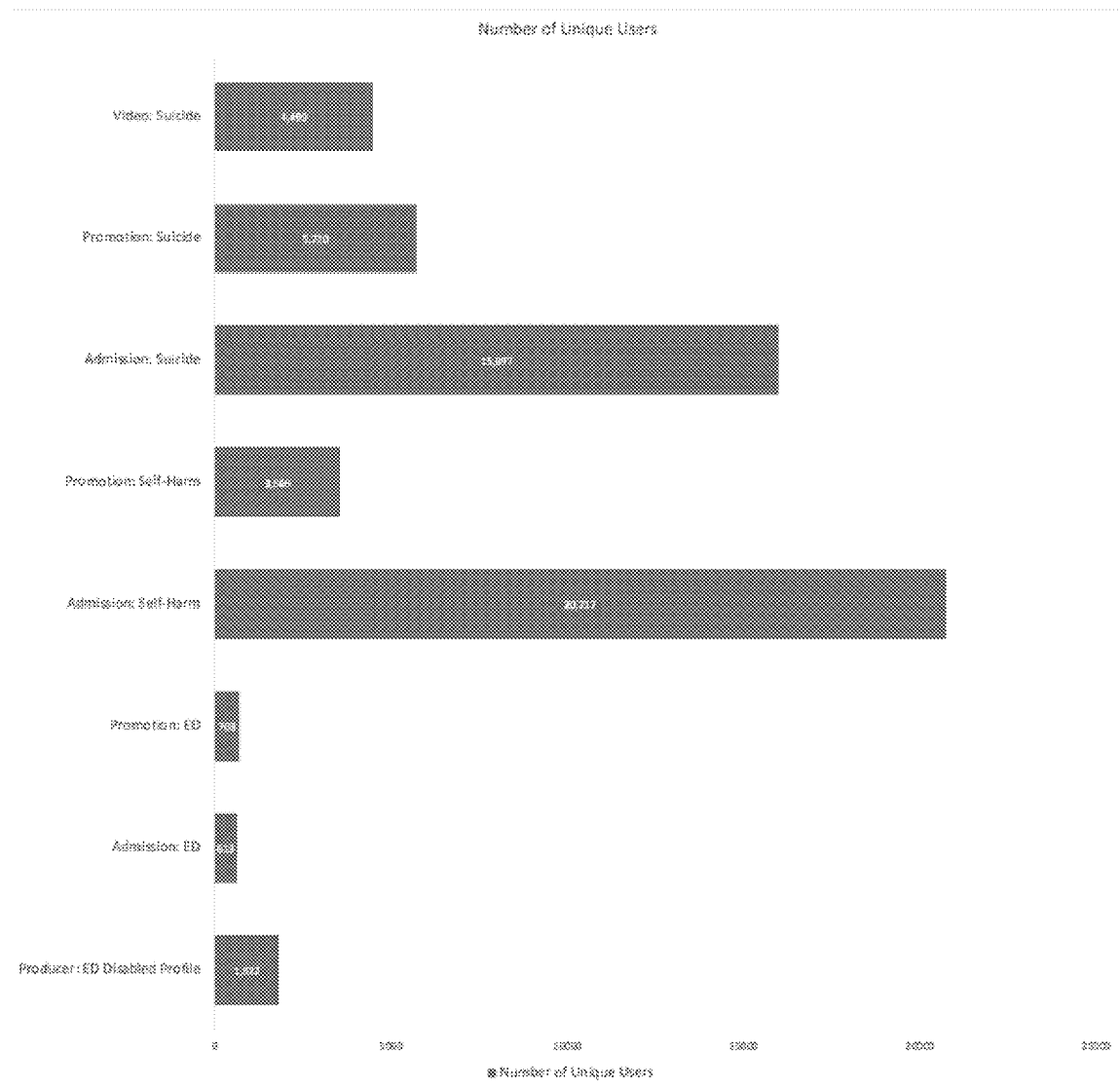
	CATEGORY	GROUP	DEFINITION
1	PRODUCERS	Producer: ED Disabled Profile	Produced ED content that led CO to remove the user's profile
2		Admission: ED	Produced ED content that CO marked as an admission (and left on the sit
3		Promotion: ED	Produced ED content that CO marked as promotion (and deleted from th
4		Admission: Self-Harm	Produced self-harm content that CO marked as an admission (and left on
5		Promotion: Self-Harm	Produced self-harm content that CO marked as promotion (and deleted fr
6		Admission: Suicide	Produced suicide content that CO marked as an admission (and left on th
7		Promotion: Suicide	Produced suicide content that CO marked as promotion (and deleted fro
8		Video: Suicide	Produced a suicide video that CO deleted
9		Bullying Producer	Produced Bullying content that CO deleted
10		Harassment Producer	Produced Harassment content that CO deleted
11			
12	CHECKPOINT	Admission Checkpoint for ED	Placed in the ED Admission Checkpoing
13		Admission Checkpoint for Self-Harm	Placed in the Self-Harm Admission Checkpoing
14		Admission Checkpoint for Suicide	Placed in the Suicide Admission Checkpoing
15			
16	SUPPORT HASHTAGS	Hashtag Follower: 13 Support Hashtags	Follows 1 of the 13 hashtags identified as a support community (this follo
17		Hashtag Visited 13 Support Hashtags	Visited 1 of the 13 hashtags identified as a support community
18			
19	SENSITIVE HASHTAGS	Hashtag Interstitial for ED	Visited one of the Sensitive ED Hashtags that have an Interstitial page
20		Hashtag Interstitial for SSI	Visited one of the Sensitive SSI Hashtags that have an Interstitial page
21			
22	HELP PAGE	Help Page for ED	Visited the Help Page for ED
23		Help Page for Suicide	Visited the Help Page for Suicide
24			
25	REPORTERS OF SSI AND		

	ED	Reporter (Successful) ED Disabled Profile	Successfully reported a user that led CO to remove the user's profile
26		Reporter (Successful) Admission ED	Successfully reported a user that led CO to mark as an ED admission
27		Reporter (Successful) Promotion ED	Successfully reported a user that led CO to mark as an ED promotion
28		Reporter (Successful) Admission Self-Harm	Successfully reported a user that led CO to mark as a self-harm admission
29		Reporter (Successful) Promotion Self-Harm	Successfully reported a user that led CO to mark as a self-harm promotion
30		Reporter (Successful) Admission Suicide	Successfully reported a user that led CO to mark as a suicide admission
31		Reporter (Successful) Promotion Suicide	Successfully reported a user that led CO to mark as a suicide promotion
32		Reporter (Successful) Video Suicide	Successfully reported a user that led CO delete a suicide video
33		Reporter SelfHarm	Reported a user for Self-Harm (includes both successful and unsuccessful
34			
35	REPORTERS OF BULLYING AND HARASSMENT		
		Reporter (Successful) Bullying	Successfully reported a user that CO actioned for bullying
36		Reporter (Successful) Harassment	Successfully reported a user that CO actioned for harassment
37		Reporter CyberBullying	Reported a user for CyberBullying (includes both successful and unsuccessful
38			
39	REFERENCE	CO Actioned Any HC	Produced content that CO actioned for any HC violation (30 days)
40		CO Actioned Any OC	Produced content that CO actioned for any OC violation (30 days)
41		DAP (1-day)	DAP on 1 day
42		MAP (1-day)	MAP on 1 day

Population Overview

- There are 30% as many users responsible for HC as compared to OC in a month (30 days).
- There are 26% as many Reporters of SelfHarm as there are of Cyberbullying in a month (30 days).
- There are 20% as many users implicated in any production of SSI + ED content versus those implicated in Cyberbullying production.
- 279K unique users interact with the interstitial for SSI Hashtag pages in a month (30 days), and 181K interact with the interstitial for ED pages.
- More people have Admissions than Promotions
 - Admissions for Suicide are 2.8 X higher than Promotions for Suicide
 - Admissions for Self-Injury are 5.8 X higher than Promotions for Self-Injury
 - ED admissions and promotions are very similar in size; there are actually more promotion users (703) than admissions (613).

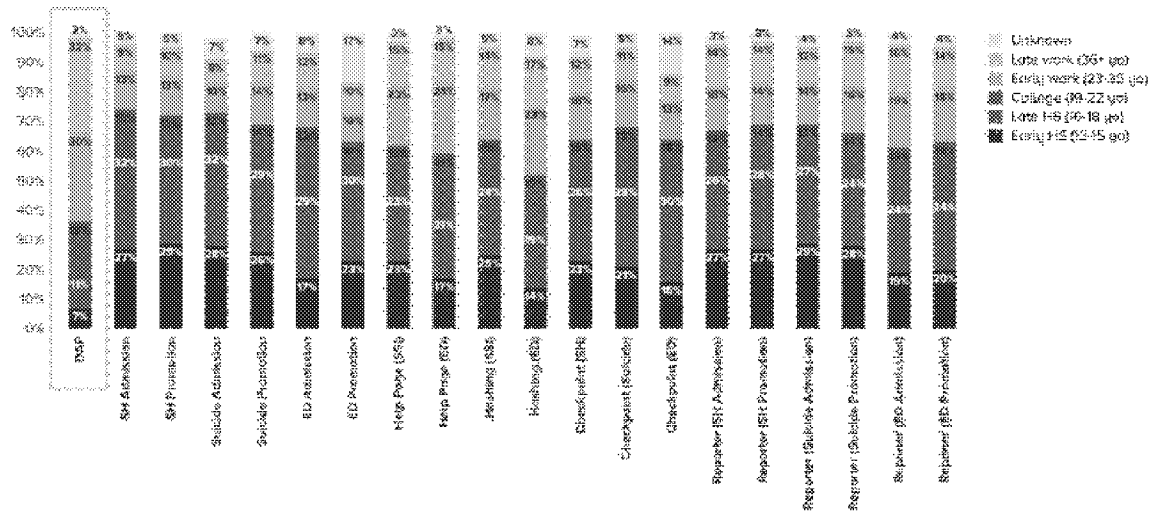
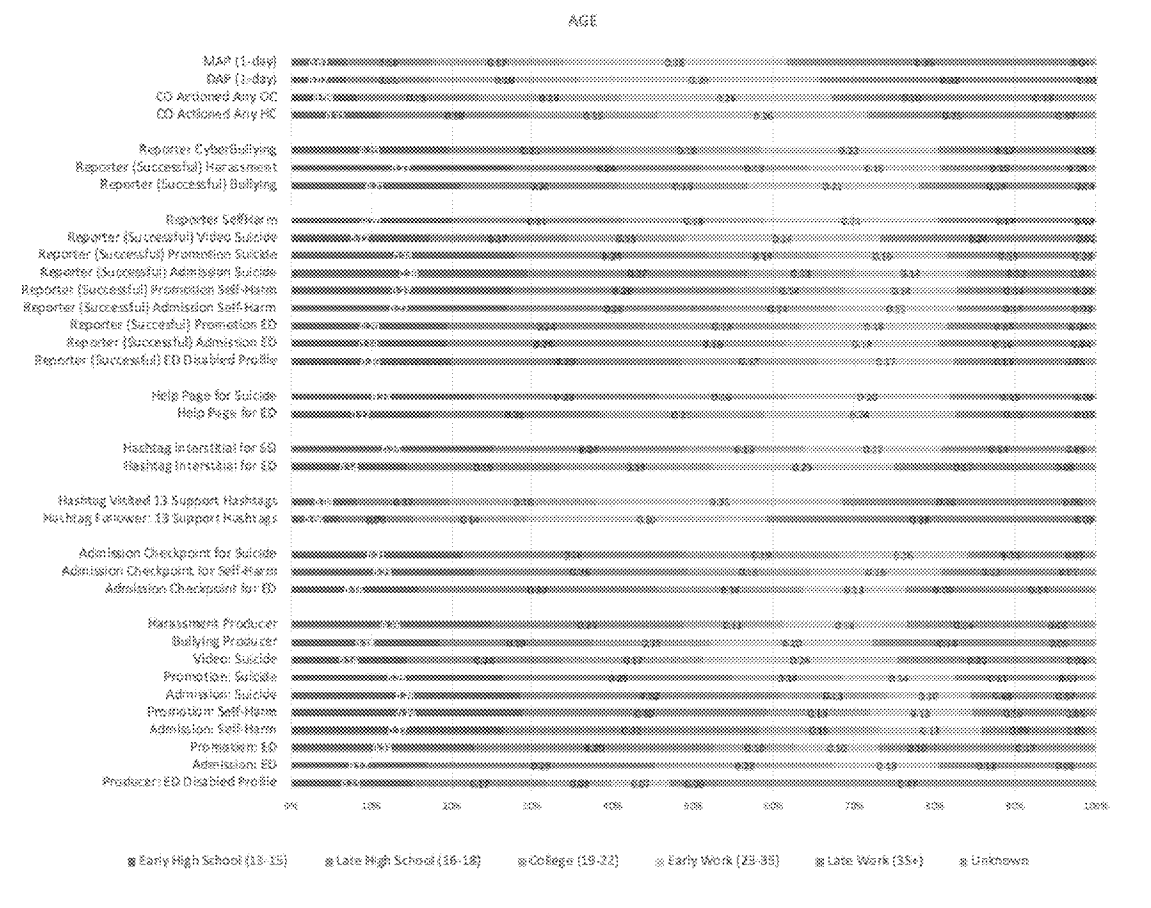




SSI by Age

Main takeaways

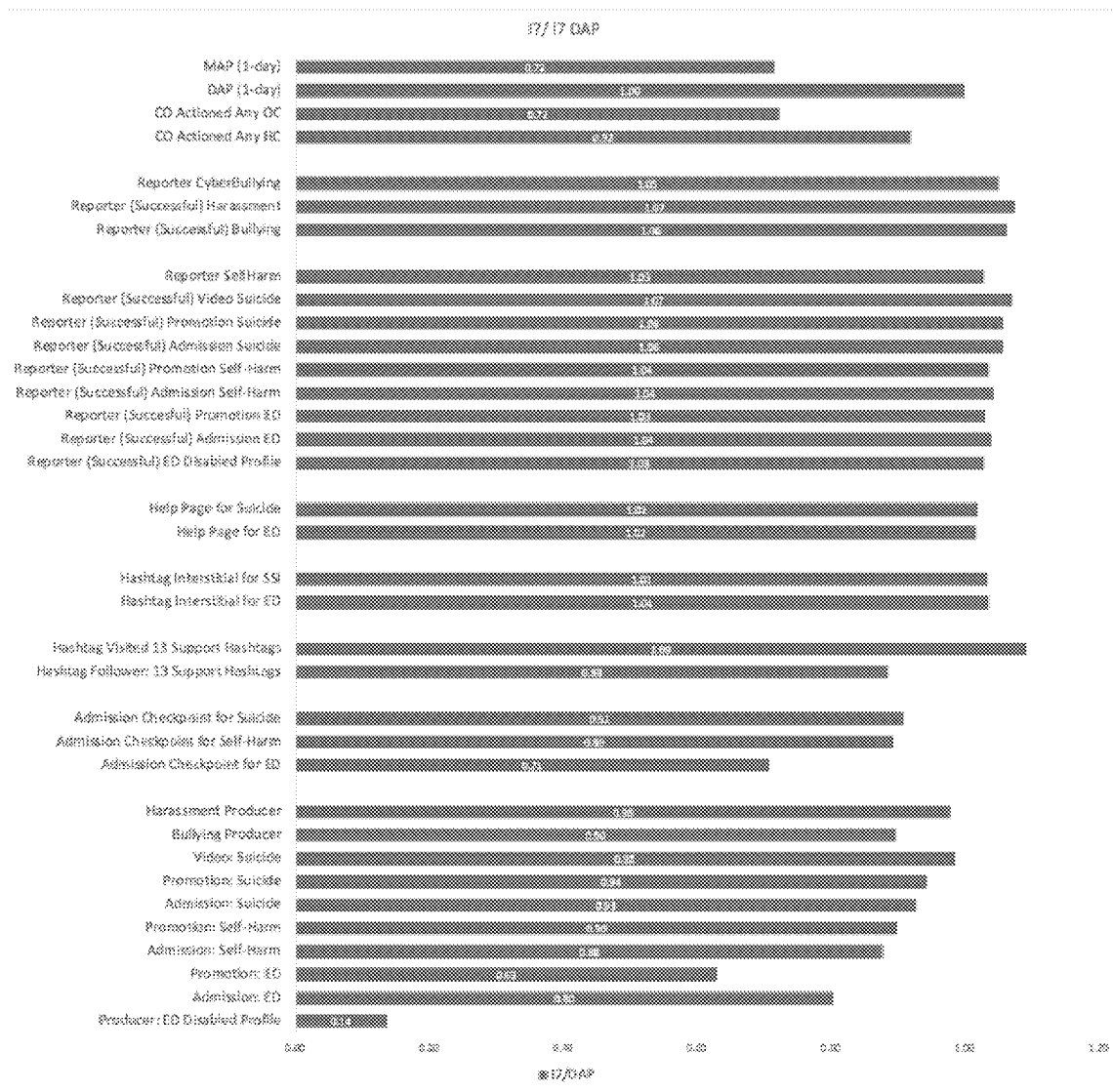
- While teens only make up 18% of DAP, the vast majority of users who admit and promote self-harm and suicide are teens (45%-60%).
- The visitors to the SSI Help Page are similar: only 46% are teens.
- Reporters of self-harm and suicide are also disproportionately represented by teens (52%-56%)
- The visitors and followers of the 13 supportive hashtag pages looked more like DAP and MAP users: 18% of the visitors to these pages and 15% of the hashtag followers were teens. This suggests that this list of hashtags may be skewing toward older people, though it may also indicate that older people are best able to seek out support communities online.



Gender

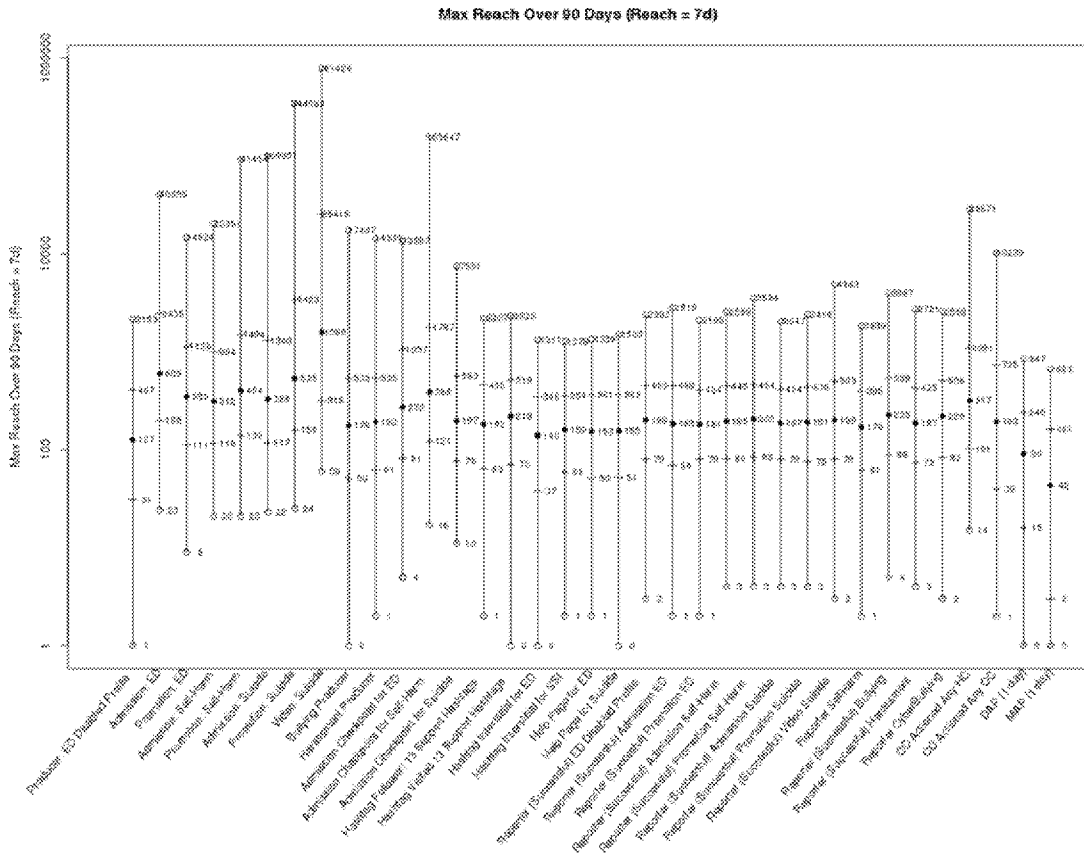
Main takeaways (All results should consider that there are a large number of people with unknown genders)

- SH and suicide admission, and suicide promotion is more common among females; however, suicide promotion is more common among males.
- Proportionally more females, compared to males, seek help for SSI (41% versus 16%).

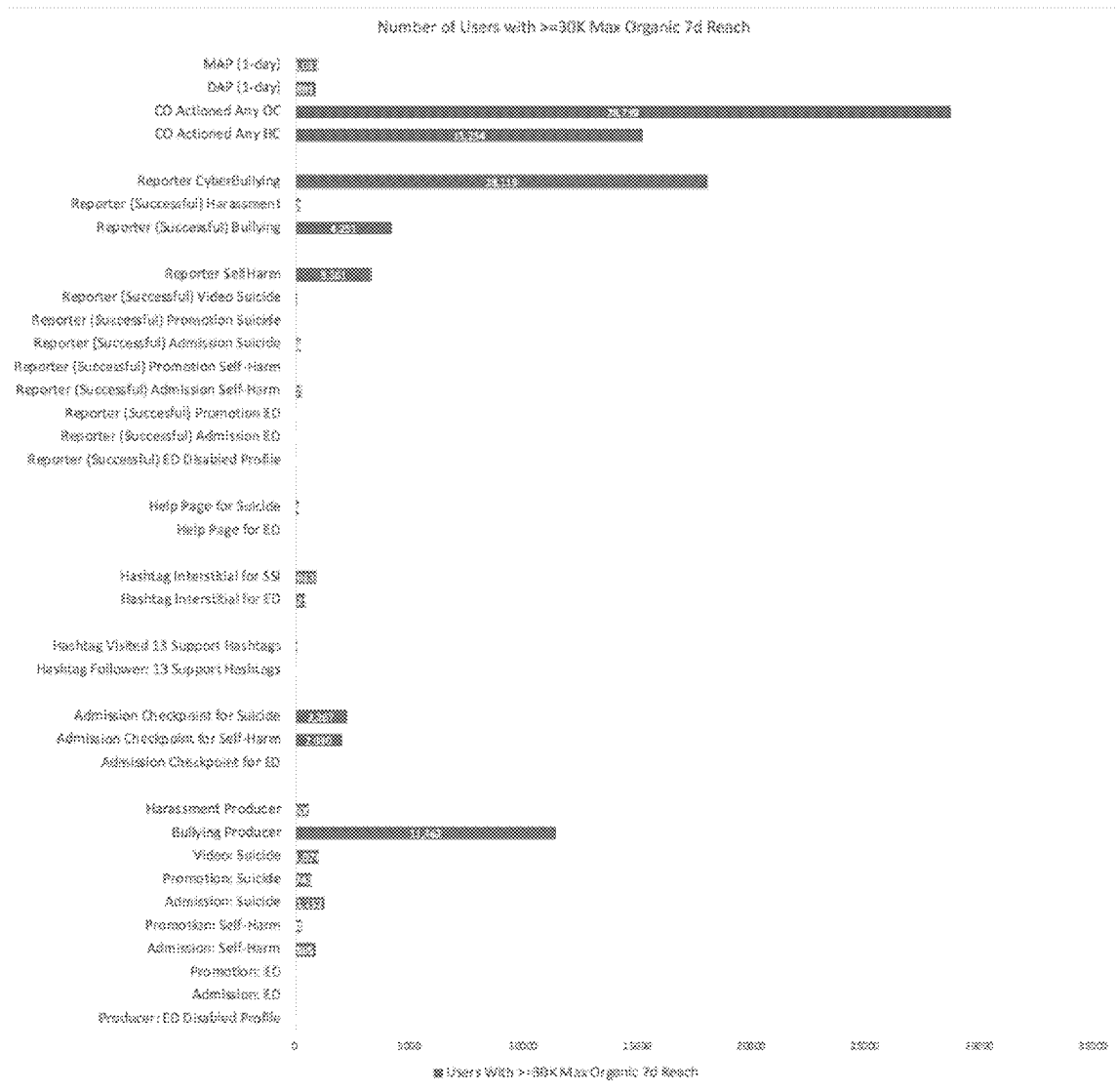


Account Reach

- Account reach is the number of distinct accounts that a user reach in 7 days. We take the max over 90 days to determine their maximum reach over this time period. NOTE: the y-axis is on the log scale, so subtle differences in this chart can mean A LOT.
- Suicide Video Producers and Suicide Promoters have some very high reach accounts: the 95th percentile has a maximum reach of more than 780K and 344K, respectively.
 - this is significantly higher than the 95th percentile for Bullying (17k) and Harassment (14k).
- There are more **high reach accounts** (defined as having a max 7d reach of $\geq 30K$) than DAP among Suicide Admissions (40% higher vs. DAP) and Suicide Videos (20% higher vs. DAP).
 - Promotion accounts (for Suicide and Self-Harm) are in line with DAP in terms of the number of high reach accounts
 - there are very few high-reach ED accounts (promotion, admission, disable profile)
- Reporters have higher reach than DAP, but the median is not substantively different (a 2X difference, but only a difference of ~100 users reached).
-

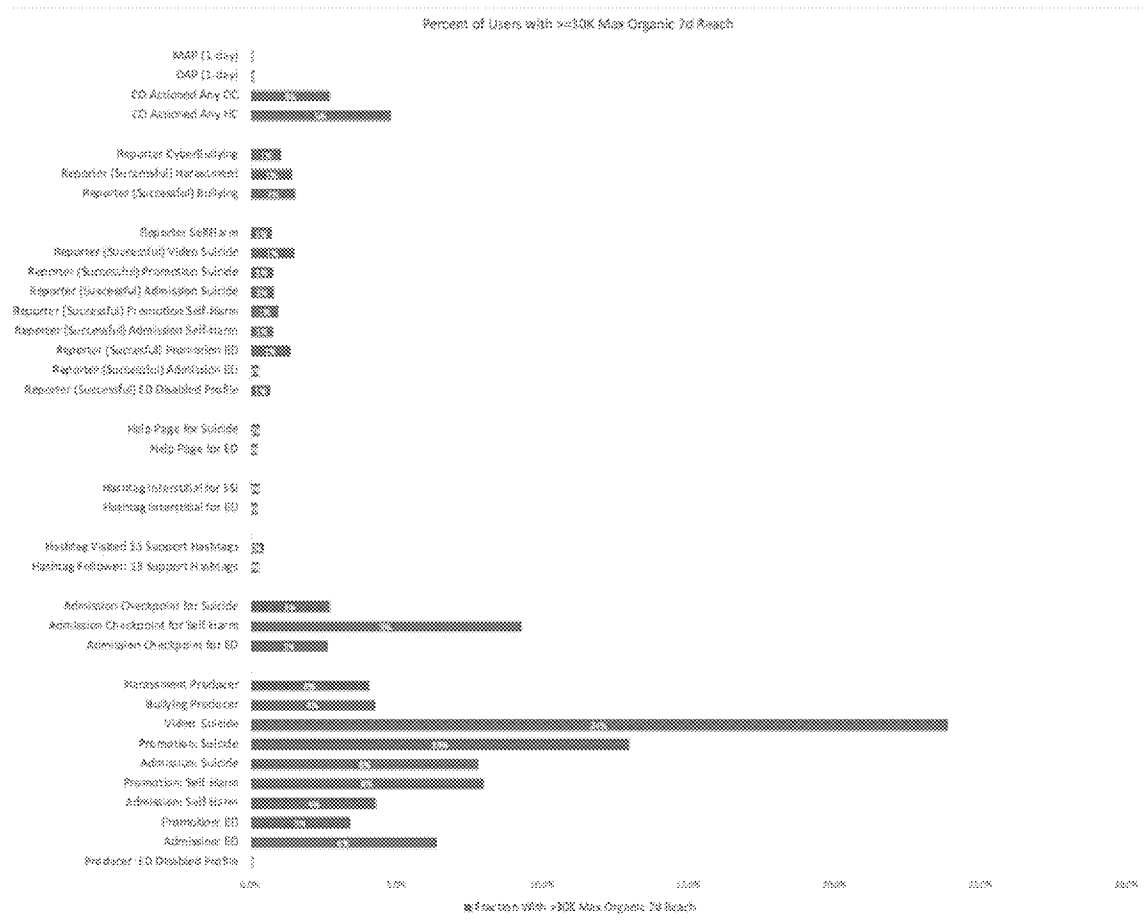


Having a maximum 7d reach of more than 30K users (over a 90d period) qualifies someone as a *high reach account* (Election Integrity uses this definition b/c it corresponds to the p9995).



This chart scales the number of high reach accounts by the number of people in each group.

- As a fraction of group size, the producers have many more high reach accounts as compared to DAP.
 - 24% of Video Suicide accounts are high reach accounts
 - 13% of Suicide Promotion accounts are high reach



FB Connected

- Those involved with SSI are about 1/4 to 1/2 as likely to be FB connected vs. IG DAP
- Visitors and Followers of the 13 Support Hashtags are again in line with DAP and MAP
- Among producers, ED producers are the least likely to be FB connected

involves taking down all the associated media with an account. Our actions actually affect more unique users for self-injury and suicide (each, separately) than eating disorder.

- o Entities actioned: 13 ED :: 2 self-injury :: 1 suicide
- o Unique users: 4 self-injury :: 2 suicide :: 1 ED

Daily average - data from last 30 days

	violation_type	entity_type_name	entities_actioned_avg	unique_users_avg
1	EATINGDISORDER	IG_LIVE_VIDEO_BROADCAST	2.5	1
2	EATINGDISORDER	INSTAGRAM_COMMENT_V2	3.9	3.2
3	EATINGDISORDER	INSTAGRAM_MEDIA_V2	3789.6	82.1
4	EATINGDISORDER	INSTAGRAM_USER_V2	53.3	53.3
5	SELFINJURY	IG_LIVE_VIDEO_BROADCAST	2	1
6	SELFINJURY	INSTAGRAM_COMMENT_V2	34.2	32.2
7	SELFINJURY	INSTAGRAM_MEDIA_V2	615	344.8
8	SELFINJURY	INSTAGRAM_USER_V2	2	2
9	SUICIDE	IG_LIVE_VIDEO_BROADCAST	1.4	1.4
10	SUICIDE	INSTAGRAM_COMMENT_V2	1	1
11	SUICIDE	INSTAGRAM_MEDIA_V2	275	181.3

People

All in the last 30 days (except for DAP AND MAP, which are in the last day)

- Producers are less likely to have private accounts than reporters, DAP, MAP, users checkpointed for SSI or eating disorders, sensitive hashtag page visitors, and help page visitors.
- Everyone involved with SSI and eating disorders (producers, reporters, help page, hashtag, checkpoint) are more likely to be in early high school or late high school than DAP, MAP, and producers of other OC/HC
- Producers of suicide content are more male; producers of ED much less likely to be male
- Reporters of suicide, selfinjury, and ED are more female than DAP, MAP
- Visitors to sensitive hashtags and help pages are more female than DAP, MAP
- the US or DE are good places to start b/c of the ratio of those involved with SSI and ED vs. DAP/MAP

	A	B	C	D	E	F	G	
1	violation_type	STATUS	cnt	is_private	is_business_profile	is_employee	early_high_school	late_of
2	eating_disorder	checkpoint	2023	42%	11%	0%	17%	29
3	self_harm	checkpoint	18118	33%	24%	0%	25%	28
4	suicide	checkpoint	47652	39%	18%	0%	27%	31
5	eating_disorder	hashtag_page	171441	46%	10%	0%	14%	18
6	ssi	hashtag_page	282137	51%	13%	0%	25%	24
7	eating_disorders_visitor	help_page	9592	46%	14%	0%	18%	22
8	suicide_prevention_visitor	help_page	57878	47%	14%	0%	24%	25
9	EATINGDISORDER	producer	2461	25%	8%	0%	15%	20
10	SELFINJURY	producer	10202	33%	26%	0%	26%	28
11	SUICIDE	producer	5127	28%	28%	0%	17%	23
12	EATINGDISORDER	reporter	2695	51%	13%	0%	19%	25
13	SELFINJURY	reporter	47394	48%	19%	0%	28%	27
14	SUICIDE	reporter	31082	53%	16%	0%	28%	27
15	REFERENCE	any_actioned	6482349	21%	5%	0%	4%	7%
16	REFERENCE	dap	640313	50%	6%	0%	7%	11
17	REFERENCE	map	1030421	41%	5%	0%	7%	11

1. Producers

2. Viewers

3. Reporters

2 kinds of reporters: all reports vs. actioned reports
@

Interstitial:

The interstitial appears as a pop-up over top of hashtags that have been marked as violating from 2 separate sources:

- hard-coded list of hashtags from CO: <https://admin.instagram.com/admin/tags/safety/>, and into the "overwritten list" option, choose the "sensitive" tier and it would be all tags under ssi and eating disorders
- daily-changing list of hashtags: <https://fburl.com/jldvzjt8> NEED TO GET THIS

Note: the interstitial does not prevent users from visiting the hashtag page; it simply prompts them to be redirected to a separate help page for suicide, self-injury, or eating disorders (NEED TO GET INTERSTITIAL FOR EACH OF THESE 3 HELP PAGES)

- e.g., search for #suicide

Link: and then click "Overwritten List" and select "sensitive" from the tier dropdown

Overview

Details

Overwritten List

Overwritten Tags Browser

Choose a tier

sensitive

Filter by tag prefix

input prefix (e.g. tag)

Tag Name	Tier	Category
cut4bieber	sensitive	ssi
cutoffbieber	sensitive	ssi
cutler	sensitive	ssi
cuttingforbieber	sensitive	ssi

4. Impressions on Hashtag Page

Number of unique people who hit interstitials for each category on 1 day (<https://fburl.com/daiquery/0ovxr2v7>)

	A	B
1	Row Labels	average distinct users/d
2	eating_disorder	8413.92857
3	ssi	13498

[daiquery_258190988295729](https://fburl.com/daiquery/258190988295729)

Number of hashtags that re-route to the interstitial (<https://fburl.com/daiquery/qld624io>):

	category	hashtags
1	regulated_firearms	14
2	eating_disorder	162

<

4

ssi

2

>

	A	B
1		
2		
3		

4

5. Interstitial Interaction

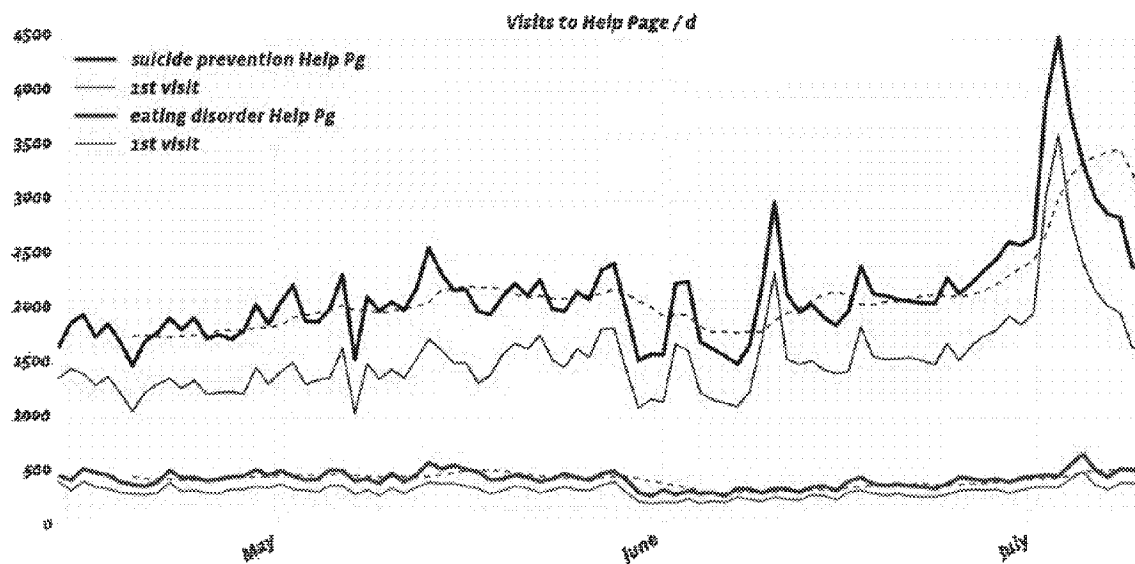
NOT LOGGED: the actual interstitial is not logged (pending [REDACTED] creating logger config) BLOCK; Meeting with [REDACTED] on Th 7/11

6. Visits to the Help Center

The interstitial is actually logged in two places:

- "Can we help?": [REDACTED] needs to set up a logger config - T31145197
- help.instagram.com [REDACTED] -
 - compassion_resource_events
 - need to make sure that ig_source is set, then since that param probably isn't whitelisted, need to join datr_cookies from first query to all other events from the rest of the table

<https://help.instagram.com/resources/63617265/viewer>



In the last month (2018-06-11 through 2018-07-10):

	resource_type	num_visitors	first_visit	percent 1st visit
1	eating_disorders_visitor	411	308	75
2	suicide_prevention_visitor	2491	1831	73

1st visit = we didn't see a visit to the Help Page for this person and for this particular Help Pg (within eating disorder or suicide) in the last 90 days.

Repeat Visits

How many users had a repeat visit to the Help Page in 30 days? (2018-08-06 through DS-30)

[query]

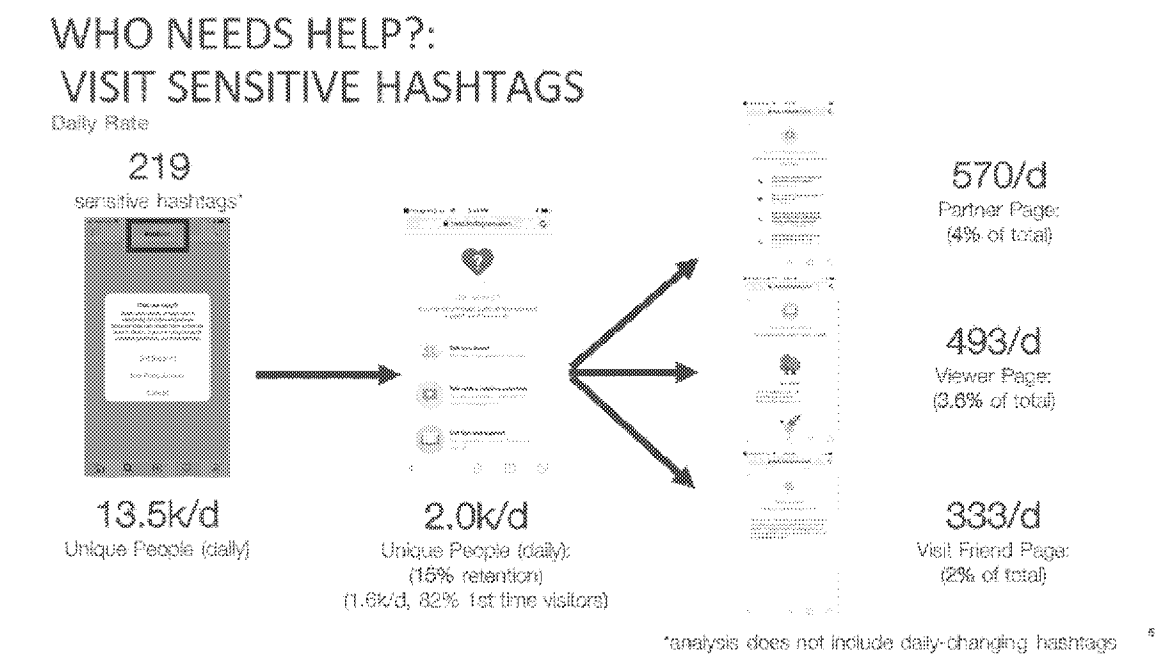
	num_visits	number	num_visit*number
1	1	2464	2464
2	2	192	384
3	3	17	51
4	4	9	36
5	5	2	10
6	6	2	12
7	8	3	24

8	10	3	30
9	15	1	15
10	Total	2693	3026

Help Page Funnel

query for sensitive hashtag visits: just count the number of impressions on the 219 sensitive screen hashtag pages. That query is listed above.

query for Help Page Visits: <https://fburl.com/daiquery/pfi5ycl4>



Checkpoints:

- suicide checkpoint (does not come from user reports)
- deleted content checkpoint (relies on user reports)

DATA SOURCE: [instagram_checkpoint](#)

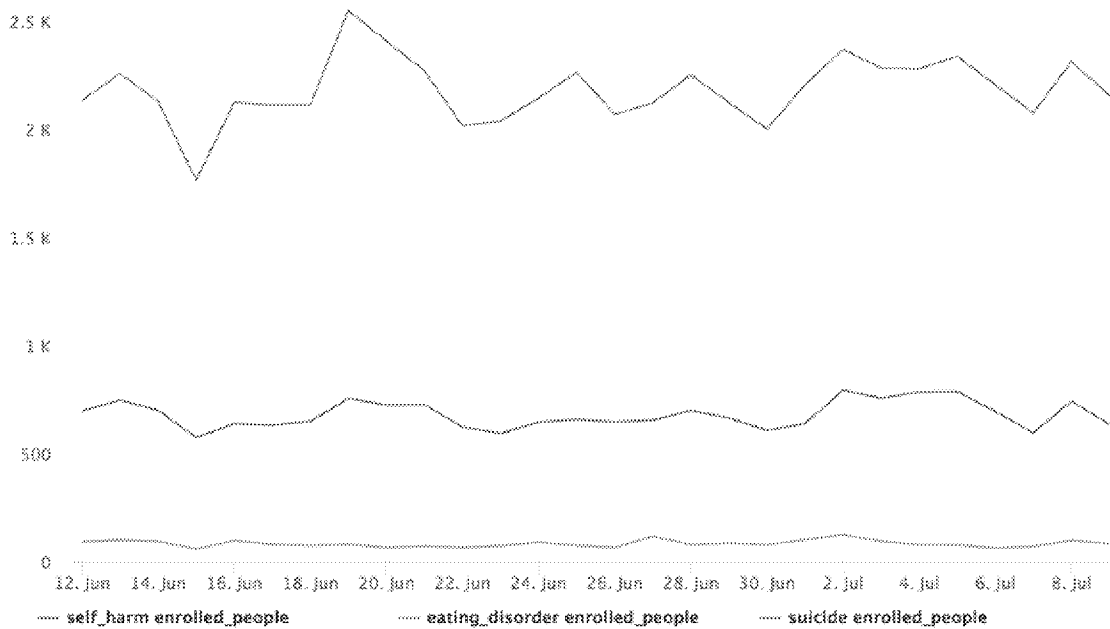
Admission Checkpoint

This is distinct users.

	checkpoint_type	median_enrolled_people	mean_enrolled_people	median_cleared_people	mean_cleared_people
1	eating_disorder	81	83.96429	80	78.82143
2	suicide	2157	2184.32143	2107	2122.14286
3	self_harm	665	681.57143	649	655.32143

<https://fburl.com/daiquery/3t3volmu>

For checkpoints, there are more enrollments for suicide than for self-harm and eating disorders.



<https://our.intern.facebook.com/intern/datainsights/1877389722562853/>

<https://fburl.com/daiquery/w5x6vgbv>

Stages of Checkpoint

<https://fburl.com/daiquery/n4krsdio>

This is NOT distinct users.

	ACTION	step_name	checkpoint_type	avg_cnt
1	enroll		eating_disorder	93.78571
2	clear	eating_disorder_get_tips	eating_disorder	2.27273
3	proceed	eating_disorder_get_tips	eating_disorder	2.36364
4	reset	eating_disorder_get_tips	eating_disorder	1.35714
5	clear	eating_disorder_offer_help	eating_disorder	76.78571
6	proceed	eating_disorder_offer_help	eating_disorder	103.03571
7	select	eating_disorder_offer_help	eating_disorder	98
8	start	eating_disorder_offer_help	eating_disorder	98
9	clear	eating_disorder_select_help_method	eating_disorder	7.60714
10	proceed	eating_disorder_select_help_method	eating_disorder	13.25
11	reset	eating_disorder_select_help_method	eating_disorder	1.82609
12	clear	eating_disorder_talk_with_friend	eating_disorder	1.47059
13	proceed	eating_disorder_talk_with_friend	eating_disorder	1.47059
14	reset	eating_disorder_talk_with_friend	eating_disorder	1.18182
15	clear	eating_disorder_talk_with_volunteer	eating_disorder	1.7
16	proceed	eating_disorder_talk_with_volunteer	eating_disorder	1.9
17	reset	eating_disorder_talk_with_volunteer	eating_disorder	1.27273
18	enroll		self_harm	735.39286
19	clear	self_harm_get_tips	self_harm	9.39286
20	proceed	self_harm_get_tips	self_harm	9.42857
21	reset	self_harm_get_tips	self_harm	6.78571
22	clear	self_harm_offer_help	self_harm	560.28571
23	proceed	self_harm_offer_help	self_harm	1026.96429
24	reset	self_harm_offer_help	self_harm	1.5
25	select	self_harm_offer_help	self_harm	835.53571
26	start	self_harm_offer_help	self_harm	835.53571
27	clear	self_harm_select_help_method	self_harm	111.92857
28	proceed	self_harm_select_help_method	self_harm	197.03571

29	reset	self_harm_select_help_method	self_harm	23.5
30	clear	self_harm_talk_with_friend	self_harm	13.46429
31	proceed	self_harm_talk_with_friend	self_harm	13.57143
32	reset	self_harm_talk_with_friend	self_harm	4.96429
33	clear	self_harm_talk_with_volunteer	self_harm	13.25
34	proceed	self_harm_talk_with_volunteer	self_harm	13.39286
35	reset	self_harm_talk_with_volunteer	self_harm	7.85714
36	enroll		suicide	2689.46429
37	clear	suicide_get_tips	suicide	44.89286
38	proceed	suicide_get_tips	suicide	45.75
39	reset	suicide_get_tips	suicide	35.39286
40	clear	suicide_offer_help	suicide	2160.82143
41	proceed	suicide_offer_help	suicide	3512.42857
42	reset	suicide_offer_help	suicide	3.41667
43	select	suicide_offer_help	suicide	3281.03571
44	start	suicide_offer_help	suicide	3281.03571
45	clear	suicide_select_help_method	suicide	307.78571
46	proceed	suicide_select_help_method	suicide	633.60714
47	reset	suicide_select_help_method	suicide	58.35714
48	clear	suicide_talk_with_friend	suicide	58.71429
49	proceed	suicide_talk_with_friend	suicide	59.39286
50	reset	suicide_talk_with_friend	suicide	29.35714
51	clear	suicide_talk_with_volunteer	suicide	46.5
52	proceed	suicide_talk_with_volunteer	suicide	48
53	reset	suicide_talk_with_volunteer	suicide	35.64286

Promotion Checkpoint

This is the deleted content checkpoint and should be no different than the number of actioned media (distinct by user__id) from above.
SKIP FOR NOW B/C SHOULD NOT PROVIDE NEW INFORMATION.

Finstas and Rinstas

Finstas are fake Instagram accounts and Rinstas are real Instagram accounts.

To Do

- distribution of SSI admission (histogram of number of SSI admissions vs. users)
- for users marked as SSI admission, what % of their content is SSI admission?
 - look for 30% threshold of admissions to make policy argument
 - is the account dedicated to SSI? or regular person going through some stuff?
- for high volume SSI admits, do they visit the Help Page? vs. other users?
- for high volume SSI admits, what is their pattern over time?
 - time until second repeat (among those with 2+ SSI admissions, what is the time until second SSI admission post?)
 - are they more likely to be actioned for other bad content? (e.g., bullying)
- finstas vs. rinstas
 - shared device ID
 - is the finsta promoting or does it need help?
- XX% of people marked as having a Self Injury admission also have a Self Injury Promotion.
- XX% with a Self-Injury admission also have a Suicide Admission
- PRODUCT: Should low volume producers to be supported? (targets for help and a new product)
- finsta vs. rinsta
- low volume producers also viewing this content?
- distributional argument
- what does the population of low volume producers look like?

- are they mixed topics account?
- do they get engagement on their admission content?
- what's their DM behavior?
- profile and activity and time spent information
- engaging with posts
- is bullying the real problem?
- growth over time
- are there helpers?
 - "DM me for support" in the bio
- consumers
 - are there high volume consumers vs. low volume?
 - are they commenting and helping?
 - are they reporting? are they posting anew?
 - are they also abusers (admission, promotion)?
 - consume posts of followers (friend) vs. active searching for content
 - am I helping? reporting?
 - connected vs. not
 - actions once they see the content
 - reporting
 - viewing more
 - posting
 - are there candidates for helping in this pool of users?
- Post about a trigger warning (Jess)
- Building a community
- Tools / Ops
 - time spent reviewing content
 - number who are repeat offenders
 - volume , action rate, time to resolution
 - all compared to other areas
 - can we use the FF dashboard for this?

Definition of Finsta vs. Rinsta

- device ID (use as the first crack for directional)
- shared FB login
- shared cookie pool

definition of high volume

- power users: people responsible for most deletions (number of deletions/reviews)
- number of reviews vs. number of actions
 - wasting review time
- impressions on their content
- reach of these accounts
- high searchers—are they also high volume producers?
- do they DM with posters?

Leftovers

If the goal is to help people, xxx affects the most.

If the goal is to remove bad content and minimize harmful impressions, then xxx affects the most

Ideas

