

Katie Harbath WisPolitics remarks
Machine generated transcript
November 8, 2018. Madison, WI USA
Sponsored by Amuz and WI Counties Assn.

So I started (at) Facebook back in 2011 worked mainly with Republicans (prior) to the 2012 campaign. And then I. Said to my boss and to the companies that, cause in 2012, Google was really the main, and YouTube was the main tech company that was being seen as influential in elections. And I told my boss, I really think 2016 needs to be the Facebook election, and I think you should let me run that.

Um, as you said, I hit that like that one a little bit hard. Um, and I think though it was a, it was a consequence. This has been such a learning experience for me. Um, if the company as a whole, as we look at all of these different things happening coming together. So I started building out the full team in 2013.

And using some of those building our election, you remind your, especially Katie mentioned, mentions me having a real digital life and learn and do Dreamworks and build out a website. All of that came in really handy for my jobs. Um, but after 2016 obviously there was things, everyone been so optimistic about the internet.

Up until 2016 everyone thought it was a great leveler is going to be a great way for democracy. And you saw the Arab spring happened, everything like that. Everyone thought everything was great. And now we were like, and then everyone's all back. And so we've had some dramatically over, not over code.

We've had a dramatic, we pivot to start to think about how to mitigate the bad, and I'm not seeing something so cross company focused since we've made a big shift to mobile in 2012. So there's been five main things that we've been working on. I've been a part of my work, all of which I have no doubt in a few years, are going to be THD thesis topics for people here at the universities of Katie.

I have a lot of ideas. Um, the thirst is. Well, I mean, what does he add with that actors are doing on the platform and how people were trying to get the platform, whether foreign or domestic? What's the first commonality between them all? They're using fake accounts, so on Facebook we were she's your field name.

You can only have one of him. And for the most part afters are not going to be using their real account because whether you're hearing us or you're in Russian, hi, don't want your friends and family to know that you're a troll. And you're in control, you're doing this step, um, or you create multiple accounts and mission trying to invade our various detection systems.

So we were already pretty good at getting the automated accounts and people writing scripts and creating automated accounts. What was hard? Is there a room full of people like this? Creating accounts, trying to make him seem like real people. And they started making them many years back. If you look at some of the Mueller reports already in indictments, they started this in 2014 the IRA, um, in terms of creating some of these accounts to try to make them seem like real people.

So we had gotten better at using machine learning to be able to detect the difference between are you are real new user on Facebook or maybe you just pray this account or try to spread information. I use my dad as an example. So my dad, Miro lives in green Bay still. I finally got him on Facebook last Friday.

My mom, my brother, my sister and I, yeah, you can do the math homework and work there and still texted to him. He didn't post a lot. It was kind of just learning how this whole Facebook thing worked. Whereas if you look at people who create accounts to spread misinformation or spread things, they're funding a hundreds of people right away.

They don't want it connections to one another. And you're joining a lot of groups or like in a lot of pages because they're trying to ensure these links in all of these different spots. So by using machine learning, you get better at detecting that and potentially taking them down. The second thing was that if you look at what IRA's doing our platform, so there, there were two main things that when you think about Brennan for 2016 the topic was about foreign interference.

The topic was false news. Then it became an, the topic was what did the Trump campaign do on Facebook and what did they do online? How do they best the best Obama brains who had been working for Hillary. And they were looking at Facebook and they were looking at the advertising that the Canfield was doing, and then people had a lot of questions about the advertising that the IRA had been doing on our platform.

So the second thing we've been working a lot on and I've been working a ton on, is bringing out transparency to Facebook ads. Um, we took, you are far from perfect this time in terms of doing it. It's an, I don't say this as an excuse, it's just the truth. Like it's really complicated. Like you have both the FTC and you have over 8,000 different electoral, but regulatory bodies just in the States.

In terms that people can register with different rules at all different levels around it. Um, but we ended up to tiering. We saw with some of the take downs that we did where we found the interference, particularly from a ran, or they tried to run ads on our platform after we launched this. And then they didn't because they would pitch for it by having provided ID and having to make your ads transparent and say who was paying for them.

But we have a long way to go in terms of trying to make sure that what people quit. So they're actually experiencing your tobacco. Sorry. We require people now, whoever on political or is she has on Facebook or Instagram, you have the first authorize. Give gimme show us a copy of your ID, last four digits of your social and maybe snail and all this, and you do a postcard to your home to make sure you live here in the States.

Then we were praying and put in a display, and we just, right now we just look for that display banner to make sure that it doesn't say things like Mickey mouse. But then over the last couple of weeks, we've been trying to get you to instruct her on that. Um, and then we're going to be adding even more going into 20, 20, but that's where it gets really difficult because there's not a single database for us to hang up.

I guess. To make sure that this organization is legit, and then those ads go into an archive, or they will be there for seven years. And then you can go and look at these ads right now. Um, and you can see the amount of number range and the number of impressions that had that range with a budget that was spent.

And then the age, gender, and location by state of who saw that. And so this is probably seen a ton of really interesting reporting, particularly in the primaries of looking at the different media, um, strategies that campaigns have done. And a lot of the folks that won their primaries, you, you saw big differences where one campaign was really mostly digital and one campaign was doing mostly traditional TV, print, et cetera.

Uh, both of us, so us who go into it are all have these added transparency tools. Now they can go look at those ads. The third thing that we've been doing a lot of work on is around fighting misinformation. Now, art show principle that we follow is we try to root it into free speech as much as possible.

So Katie has a right to say the sun rises in the West. She does not have a right for us to amplify. No, that's a controversial position to it because I seen that a lot of rooms and people are like, well, why don't you just delete? Like that is clearly false. Why are you not speeding it up? Which is completely fair to make for this society to have, and I think we need to keep having it before you come to a commonality of what people are allowed to say when it comes to, to free speech.

But when we look at false abuse, we will get in a couple of ways. So first of all, and finally to the community standards is coming down that violence hate speech is voter fraud. You're looking at, people were saying, Republicans vote Tuesday down and PepsiCo can stay. That stuff was coming now.

Then in turn, your farm is where there's some truths and a lie in a story. Um, when you look at the stories that were coming out of the 2016 election, initially it was a bunch of Macedonian teenagers who were running websites to get clips on Facebook to make money. And you see this phenomenon, not just international, but a lot domestically as well in different countries.

And so we began using machine learning and as much as we could, we can find it. If a website, if a link on Facebook goes to a website that's mostly ads, we call them ad farms. And we can immediately downrange and reduce the reach of that content. Same thing. That's a clipping headline like woman Johnson pool.

You won't believe what happens next. Those things between now we've got a pretty good at learning and we can immediately reduce the reach for those that aren't sure. We send her our fact checkers and as the fax workers, we were with third party actors, so they're not employed for Facebook. And what with the point?

Or are there international factor consortium. And so these are folks that can associated press, Politifacts snows, et cetera. And what they do is they get access to national board and we share with them, here's the links that are being shared on Facebook. And if you want to Mark them false or not, you can.

So may more about blink has false and no, actually we do photos and videos too. Uh, we send a notification to anybody to share that content so they know what's been marked calls. We also show if people have been to CA. So again, if you share sunrises in the last, if I go to her profile and I see that I would assume related articles underneath being like, no, this has been fact checked, the prices and the beast.

Um, and then if I try to share that, I'm also going to notification. No. It wasn't fascinating about this is when we initially launched this, we put a big red disputed flight on the content, like just glaring at people that it's false. No. What we found. Many people believe in the more, this has been a huge, this is a challenge.

I was just on Facebook, but I think there's something that we're facing overall is about people wanting to see views that reinforces their preconceived beliefs. And even if it's not as simple as showing them the other side to get them to consider it. And there's something really interesting there where we're with a lot of researchers, psychologists and other sociologists, political scientists.

I'm trying to think about what is the best user? What is the best user interface in design to really get people to consider other viewpoints, um, when they're looking at some of these stories. So that's the. Thursday. Yeah. Thursday. The fourth thing is just disrupting factors overall. So we set up a lot of different, um, dashboards and things with our engineers and data scientists to look at, try to find ways so that we can be alerted if contents might be being spread on Facebook that might not be from that country.

So for instance, we can first classify as the content civic or on that, and then we look at there a civic content. For instance, spreading it to us on Facebook that is coming from pages with foreign admins. Now, that could be a BBC article. Their atoms are those or alone. That's pretty normal.

That's, that's okay. Or it can be something else, but it gives us a signal for threat intelligence and information operations teams in order to take into this a little bit more and then potentially find your networks of pages and accounts that these folks are running. Um, we've announced a variety of takedowns, um, both in Mexico and Brazil.

We found numbers that we call fake civic engagement. So they weren't necessarily spreading URLs, but there were going to actual politician pages and others and liking the content right away and sharing it to try and make it seem more popular than what it was. And so these you often are called light farms.

But they're not just going and becoming fans in these pages that are engaging with the content overall. We also just found, um, and obviously we know it's been taken from Iran and they were targeting a wide variety of countries. Um, uh, here around the globe. There was over 500 pages. And then the other big thing too is we really increased our partnerships.

Not just with government, but also with organizations like the Atlantic council's digital forensics research lab, and also our fellow from the knees. And so we had been given, it's hit here right before the election about some additional accounts, um, that the IRA was running that could actually, most of them were even started.

So we're seeing the move to other platforms. Um, because of some of the work that we're doing on. And so at Facebook we own Facebook, Instagram, WhatsApp. So for us, we're trying to do more and what we can do cross platform as well. But, um, this is going to be something that like, these are going to be regular announcements that we're making.

Um, and what we're trying to do, use fan out and find. These networks as much as we can, because the minute you take action and they know you've been caught, which is a really interesting, I've learned a ton about threat intelligence and information operations for the last two years that I never thought I would it.

Um, but these folks are sophisticated and what they're doing. And then the other thing that is probably the hardest decision I've ever had to make at the company was when we made the decision to take down some domestic actors. So when we look at this, we look at behavior. Are you having multiple finger counts?

Are you spamming groups with a bunch of URLs? Have you been warned multiple times that you're violating the rules and you continue to do so? And when we ran this same sort of, I don't want to call it bell run, but when we took those principles were Americans, domestic actors. We found pages in both left and the right there.

They were doing those types of things. And you took them down in October, which if you want to go look at the Twitter and be done with Eve was not a popular thing. And I knew a lot of

these folks that had been doing it, and I've been trying to tell them the rules of the road about us, but it wasn't really typical decision and is a really interesting conversation to have about free speech on the internet because again, this is about their behavior, not about what they were saying.

But what they were saying to you is also something that a lot of fact-checkers would say was false or is at least skirting skirting the lines, which comes up to like just so many interesting questions. The final thing, and then I'll take your questions, is all of the positive friends. We also do a lot of work in civic engagement.

We till election day reminders for people. We do something where we show everyone's going to be other ballot. I don't know about you even being on political junkie or Roland's in the ballot, and I don't know who's running for school board. What's this referendum? I allow those loans, Arlington, Virginia, to accept this debt for this thing, and the first time you're seeing it is on the ballot, right?

When you walk into the booth. So we're trying to give people an opportunity to do that study ahead of time and talk to friends at a time before they go into the go into the polls. And then yesterday, yeah, yesterday was Wednesday. We launched her town. We launched our town hall feature, which is where people can go see their newly elected representatives.

Falling my face out. And then we have a whole code governance team that then works to connect to people with those that, those that represent them. Um, but tomorrow the numbers are still being French, but right now it's like, I'll be doing a press call tomorrow, we'll be announcing some of those numbers of what we see in meals and when people register to vote.

And in 20. 16 we estimate the helps about 2 million people registered to vote across the company or from the country. Sorry, can you saying who makes that company in country? It's a lot of stuff. I'm happy to take any questions. I'll answer the best I can. I assume Jeff will. Internal lottery. Oh, sorry.

Internet research agency.

Internet research agency. what about that? What do you think was the biggest lesson from this election here that's going to guide you to the 2020 which took me a hundred times. Isn't a hundred times worse, please actually set up the physical war room that we weren't sure. So we've been doing this work virtually, meaning that we have teams from across below that are working in this.

We work a lot in email and messenger. We don't necessarily all need to be in one physical spot. But we created that for the U S election in the neck of Brazil, and it worked quite well. Um, I think though, what we're going to see, and we saw it with president Trump's caravan app, then CNN rejected, and then we did NBC and Fox and everyone, um, I have a feeling they're going to be, appreciate our community standards quite hard.

And if we're going to be forced to be making even more difficult decisions that only had to be 2018 so we've got to make sure we've got a really good set of principles that we're rooted in so that we don't look like we're making bias decisions. And instead they're in rootedness sets principles that we believe in.

Libertarian point, Katie. So 2007 then Senator Barack Obama meets with The Silicon Valley and oligarchs, right? You know, Eric Schmidt and Mark Zuckerberg and all that, and 2008 the Obama campaign makes extensive use of Facebook and, and also 2012 so what changed from

that time to 2016 obviously we know Facebook's data access policies for third parties changed big time, right?

We pretty much closed that off after 26 more or less. But early on, if you had access to the platform, you could pull the data out. I mean, I saw the reports from the democratic party, for example.

Exactly. So. Describe the evolution of that a bit at where we are today, because that was early days. This often is the answer. As I thought about this one, I'm coming at this more from a Republican operative standpoint, so when I left, I graduated w in Oh three and I went on and worked for the RNC in 2003 president Bush is really watching the campaign map.

Then the Republicans were being touted as the real innovators for using my fraternity. Um, 2002 and then 2004 and the Democrats were the ones who were like, Oh my God, are we going to catch up? Like, are we doing this well enough? And that came from, that came from the top and who the campaign managers aren't for.

They came from co-wrote that came from Ken Mehlman that came from in the last feat. The people who were running the phrase and the campaigns were willing to take the rest. And being innovative in understanding that that might be, may lose. And then they were told their strategies were wrong, but then what happens when you've been is you're like, this is a pretty good strategy.

I can't change your thing. I'm going to keep doing the same thing I did. And then 2008 president Obama's campaign came around, and that was actually on exhibit seven and if you remember what that was and you're wrong, and Hillary And I of get it. They were like, you can't go to Facebook. What does that mean?

He says a bad comment. What if somebody does cause we had paid targets on their back. And we were able to lead, and you had people there that can be read, president Bush's reelection 2004 we know what we're doing. Just go sit in your corner and go law or do whatever it is, the things you do. And, but president Obama's campaign started from an underdog position.

He had people like David Pluff and Jim Messina who were willing to change, take those risks. And other campaigns. Can you try them on the pre campaign too? Some of our strategies of, you remember the vaulted Florida strategy was getting by by New Hampshire, done with that high risk, high reward.

And your mom had a team that was willing to both in 2008 and 2012 willing to be innovative. And then you look at 2016 and you had a Trump campaign that nobody thought would do anything. Laughing them off. You don't have traditional with consultants. You're not doing this in the normal way. You have Jeb Bush running with \$100 million with the television ads and not doing anything online.

You have the truck team say, all right, everyone come or you're just in the market place. You're going to have to compete. I'm going to test the crap out of this stuff and see what works. I was just talking about digital, but because they are the underdog. They had that underdog position and they were willing to do things differently than traditionally done in politics.

Whereas the Clinton campaign to help you, Obama was really, we want to know, wait, you wanted 12 we know how this goes, and you were there. I remember we would go to both campaigns and be like, Hey, we know this is kind of crazy, but we just like, this is something new. It's a couple of weeks for the election.

You want to try out the trumps. You can make sure that's figuring out. And the Clemson team would be like, no, we already have our processes in place. We already know what we want it to work. Good. So I'm not saying is there's a lot that goes into this, but to me it's not about the Facebook data and what was available, et cetera, et cetera.

For me, it's about the culture of the campaigns and the willingness to adapt quickly. What kombucha has changed. Again, I work at a company that didn't exist when I graduated. So, but, but it's true. But beginning of to me told me to have mobile ads at the end of 2012 we did campaigns. Really, we can tout that fast to what you guys are doing.

So that's, that's my theory. And I think that you. You should not underestimate Trump campaign again for the real action. I know that's not a good thing to say, but it's, I would highly recommend that you don't like, they know how to adapt really well. I know. Take business practices and try and adapt it to and how to adapt it to politics.

Any look for me to really make a clock not real. But one of them in that got calls of 2016 was the third debate I was in Vegas. And um, the first, the Trump team was the first campaign ever to buy the rights to stream the debate themselves. And so they did their own programming and look like you were watching Fox and they did their own programming, other Facebook page, and then switched over to this debate.

You could watch the debate and then it shipped back over to their own program. They have more people watching your live stream. That ABC news, who has to Facebook, we're driving everyone to from our home page. That an insane, like the joke rat line that they have two foes. Um, it is something that, um, needs to be considered when we're thinking about all this.

Sorry. There was a very long sorry. Supervisor calling. So, um. The question. So I was really strong. I mean, I'm significantly older than you, and I remember back after, um, you know, Bush deep or, and the news networks. Calling the election too fast and getting all in front of Congress. And we were talking about CEOs of every network sitting in front of congressional hearings there was really strong in 2016.

Um, when we think about, uh, Russian votes in the election. There were no CEO in front of those congressional hearings. There was like a C, Oh, Whoa. You know? But then, you know, fast forward in front of or behind Cambridge Analytica, there was Mark Zuckerberg look pretty nervous and drinking a lot of water.

So can you, Oh, so could you just. Off the record of the course tomorrow though. What was the, what was the difference? What was the change internally that took us from, this isn't something you really have to have our leader, why don't we have to, we are now having Mark Zuckerberg in front of Congress and making all of these geniuses.

What was the internal shift. So the talk of changes really. So I don't want to say the day of the election, 2016 the day after. I will always say that it was before that election. Now, after that election, just because, and I think that is for a lot of us, for many different reasons. I do see some of this as an evolution of seeing what's been happening, happening on the platform.

I think in all honesty. A lot of this is coming to grips with just the pure responsibility that he had with some of this and the ability to make change quickly in a way that governments and regulators and others can't, or what. Or might make the wrong decisions or might make ones that have to the consequences.

Not saying that we are smart, but like even look at the law in Germany and on hate speech. A lot of you know that, a lot of questions around that, but I think that it was a culmination of, I think with Cambridge Analytica, it was finally this sort of, this thing that he'd built in his dorm room.

He now feels this responsibility to make sure there's free, fair elections around the world, and nobody else is stepping up to do it. So it's a very idealistic viewpoint that's sort of Silicon Valley and our company in terms of the mission, the mission facing. Um, and I think part of that was pressure.

And part of that is just like. Really coming to grips with what the platform was possible for and the fact that people weren't using it for the number of people using it for bad. Is Brian so much better?

Can you hear me. I wanted to take you back to the earlier section about fact checking content, because today, like none of myself looking at the video of something, I actually watched why yesterday, which was, you know, where I'm going, Jim Acosta and what looks to somebody who's seen in Hungary's, if not thousands of those press things.

Um, like set up like a set up. And then I told entrepreneur that has stopped that, that Sarah procedures three down to Docker versions and I can't tell the difference. And I realized, wow, people who were actually able to edit these, these videos to do things to them, they're so sophisticated.

That's all they do with the point to be able to affect politics. I can't believe why on earth I saw a video can Facebook do because I know that those videos are actually really shared. It. Yeah. No, you're totally right. And it's something that we've been trying to build it out. Machine learning is, we're worried office about that, but then as many of you probably heard the term, do you faith?

So if you thought to be able to create videos that make it seem like president Trump, he's standing there speaking to you and he's saying something, he's never said, um, Oh yeah, so and so if he could like. And so, and then imagine with somebody like him or other, any other politician, if a video comes out, they're just going to say, that's not me.

I never send that. That's a deep fake. And all they need to do is so a little bit of misdirection and confusion into it to potentially just help them save. The, you know, themselves as part of the entire story. We're trying to think about those in terms of artificial intelligence and machine learning and all that.

I'm saying a lot of fancy words, you know, a journalism, Holly, Santa's major, I don't know what I'm talking about when it comes to that, but I do know that like when they're trying to do is use that to be able to, because if that video you should be able to distinguish between may cause there were so many other cameras in their room.

You should be able to distinguish, did somebody actually speed up in the arm or not to, you know, in terms of that. But then it's going to get harder. And then in terms of whether or not the politician actually said something or not, and then warranty phase, I'm actually more worried about, well, making it seem like a politician or somebody said something in the, actually they actually haven't, um, that's going to be a lot harder to, they're trying to work with.

And so they're trying to like literally make these videos. And then you have the real like real speech in front of him and try and see how can we do. We do this with facial recognition and stuff too, around being able to see, okay, this is the true digital footprint of this video. Here's

where it's cultured, here's my many fate, but then also trying to work with the factory owners on that and stuff to you.

But that is, that is an absolutely honor, not just set on horizon. It's here now and I've tried to think about, as we look towards. 2020 does that video fall? Did that video likely, I don't know. But actually I wasn't following it super closely on the platform today to know whether or not that Thank you.

Well, know that. Yeah, there's a lot. Right. Okay. Well that's the other interesting thing. She has my last name is protesters. Went to Tucker, post his house and videotape that and rang the doorbell and posted that up and we ended up taking that down too for you. For showing the next house. Yeah.

Who does the doctoring or video and like, so if the white house wasn't factoring a video or a house of representatives or Senator, so and so do you go, Oh, and we can send that to the actors. Oh, well, when we was just being honest with you, I think it's a really tricky one because people are wanting to want to discuss in sharing down what the white cross is doing, but you also don't want to allow the spread of that information necessarily either.

My own personal belief is that we should factor the politicians and we should show those related articles, but we shouldn't necessarily demote. The reach of that content, but it's a very much ongoing open debate then. And if I asked him all of his spirit, we would have Jeremy's fans. Um, it also seems like an impossible task.

I'm dominating this because I'd be interested, but I mean, it seems like an impossible task. And then if you're doing it in the U S are you gonna do it in Brazil? Are you going to do it again? It seems like it's possible. Test how many users you have. 2.6 billion. Okay. So that just seems like an impossible task because it originally wasn't meant to be a, uh, a magazine.

It was just a sharing platform. Now it's, you're turning it into them for publication.

It's not like your traditional press in terms of how you define, there's a lot of things. I feel like we're in the middle of reunification right now in redefining what they are. There's a lot of people that want us to say we're a publisher, but we're not like a traditional publisher, but there are elements where a little lift, traditional publishers, when it comes to said ad transparency, we're reading the world is redefining what it means to be influencing the political discourse.

Um, and whether or not we're shooting news organizations and then, and how do you even define what a news organization is? Um, pretty much sets the standard for that. politics here. Where does everybody else. Raleigh. The other question, the last question we ended the last panel where the stay of the people will have to be able to have the discernment to tell whether it's bad and are those who manage truth.

And in the eighties and seventies so much research was done on paradigms and people reading things to the parents. And like you said, Facebook is this movement. People will read more, even if they think it's false, because it bellows what they believe. And do you know, I don't know if there's a way to digitally marketed.

But I think we're at an age of that so strongly. It doesn't matter whether it's true or not. Does it reinforce or what? I think some of the other things that we're trying to do as well is we ran, we'd done the school of leaving, hearing the new us, the partner. We partner with the Newseum on pushing out ticks for people of trying to be able to spot.

False news and things for them to think about when they're reading things online. Um, with that, we're also looking at what are different digital literacy campaigns we can do with schools. Cause you really need to start this education much younger in terms of helping people to be good digital citizens, both giving resources to kids and to parents.

Um, about that because there's such a gap oftentimes between what they, what they understand. But it's a, it's a real challenge. And it's another thing too, where we're trying to do a lot of the partnerships with different folks on it. Um, but I think we're just very much, I know it's not uplifting, but I just feel like we're very much in the DNA trying to figure out what that's.

Ways are for dealing with all of this. It feels like it's come at us in just such a short period of time and then it hasn't been that long period of time and after that for us to really even know if what we're doing is working or not. From grade three perhaps