

PRODUCT POLICY FORUM

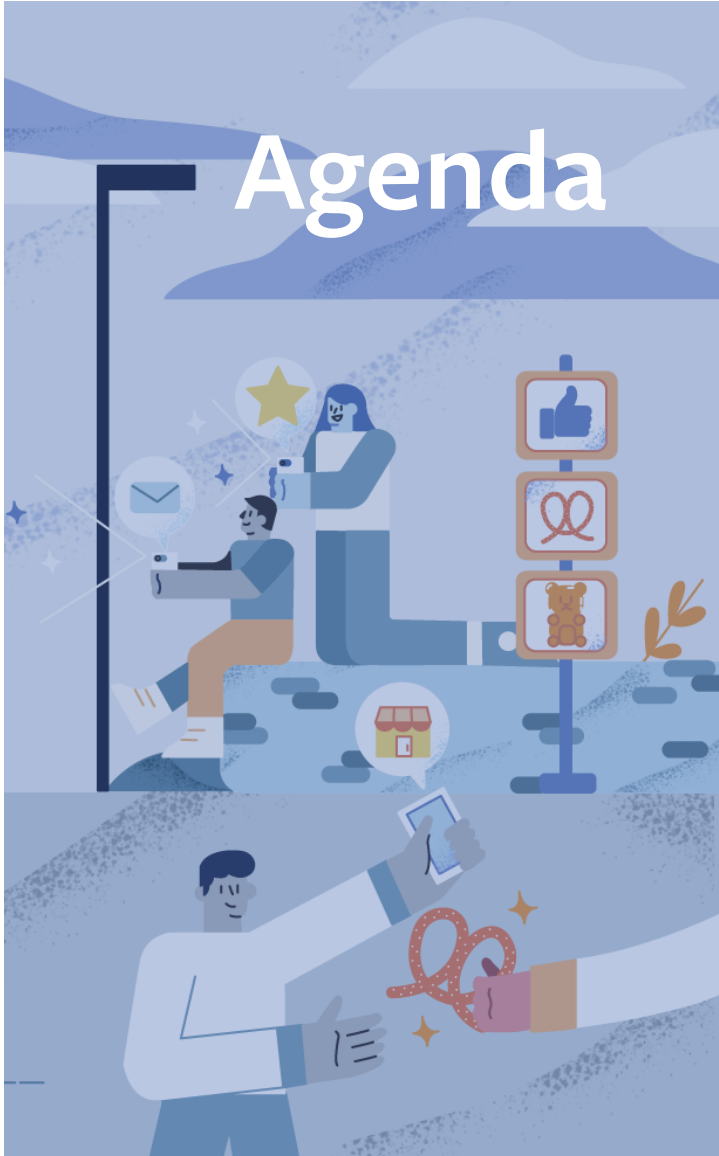
facebook

JUNE 18, 2019

Agenda

- HEADS UP: Misgendering and Deadnaming

- HEADS UP: Inflammatory Speech in Ads



Heads Up: Misgendering and Deadnaming

Content Policy

Issue

We currently do not remove content that refers to people using a gender they do not identify with (misgendering) or a name they no longer identify with (dead-naming). These statements can feel like attacks on a person's identity. We want people to feel safe and respected on Facebook. However, we also do not want to prohibit debate around gender identity.

Misgendering and Deadnaming

Status quo

- We remove claims about gender identity when targeting private individuals and reported by the target themselves under our Bullying and Harassment policies
- We remove content that calls transgender people “it” as dehumanizing speech under our Hate Speech policies
- We don’t have policy language around purposefully misgendering or deliberately referring to people using an old (“dead”) name

Misgendering and Deadnaming

Examples



Whether you are tucked or untucked you're still a man

5d 12 likes Reply



No disrespect, but "her" blood test will always show Y chromosomes. No matter all the hormones and surgeries. Feeling like a woman is cute, really being one is something else. Feels very unfair watching trans women collecting all the gold in sports competitions.. "She" belongs to the male bathroom.

5d 4 likes Reply



Yep, you're a dude.

4d 8 likes Reply



Misgendering and Deadnaming


Examples

 [Redacted] 3 May at 19:41 · 🌐


"As the South African government we have always maintained that these regulations trample on the human rights and dignity of Caster Semenya and other women athletes."



THEGUARDIAN.COM
Caster Semenya to race final 800m before testosterone rule change

 [Redacted] Should be an easy win for him. 🤔👍😂 9

Like · Reply · 5d

 [Redacted] And she(he) will win ofcourse. Ever wonder why she(he) never dresses the same as the other female athletes? 0

Like · Reply · 5d

 [Redacted] Man, oh man. 👍🤔😂 5

Like · Reply · 5d

Misgendering and Deadnaming

Examples



Content in Review

  5 July 2018 am 8:10 AM

"Trans women are women."

Years & Years lead singer Olly Alexander says the government's decision to make it easier for **transgender** people to register their new identity won't undermine women's rights.

Reactions Comments

 Trans women are not real women, they are just **men**  who've mutilated themselves

5 July 2018 am 9:31 AM




Men claiming they're women*



reactions comments



 Transwomen are men

0y 17d 4h 25m



Next Steps

Working Groups



First round of working groups

Data insights / CO



Work with the Bullying & Harassment Process team to understand operational challenges/limitations

External Stakeholders



Begin conversations with academics, LGBTQ and free speech and religious freedom advocates

Definitions



Define categories/buckets of speech in this space: clear attacks, legitimate discussion, accidental missteps, grey area, etc

Heads Up: Inflammatory Speech in Ads

Business Product Policy

Issue

Last year, we adopted a policy against inflammatory ads on grounds that they are divisive and discriminatory. We don't want to push these divisive messages to users. We want to explore an expansion to the existing policy to further minimize borderline hate speech in ads.

Inflammatory Speech in Ads

Status quo – This ad is not allowed under our existing policies



A screenshot of a Facebook advertisement. The ad is sponsored by a blue profile picture and a blue name bar. The text of the ad is inflammatory, discussing Islamic people, Evangelical Zionism, and the Islamic republic of Iran. The ad includes engagement metrics: 336 likes, 4 comments, and 9 shares. At the bottom, there are buttons for 'Like', 'Comment', and 'Share'.

Sponsored · 

Internal Muslim Cancer Empowers Islam's Enemies:

The world does not want to see Islamic people in the forefront of research, invention and discovery, culture and success. It is because the world as we know it is dominated by Evangelical Zionism in alliance with liberal secularists. The reason why Islamic republic of Iran is under sanctions or Islamist government of Morsi was removed while world watched proves the claim I made. Whoever will head knowledge creating and wealth m...

[See More](#)

  336 4 Comments 9 Shares

 Like  Comment  Share

- We do not allow ads that attack people on the basis of protected characteristics, including quasi protected characteristics such as immigrant status
- We do not allow ads that attack groups of people because of their position on social and political issues
- We consider an attack to include insulting slang and frightening and exaggerated rumors of an impending danger

Inflammatory Speech in Ads

Examples



Next Steps

Working Groups



Conduct further working groups to understand if we should expand this proposal

Data insights



Review current exceptions to policy to determine whether we should make any changes

External Stakeholders



Continue with testing and understanding impact of policy

Definitions



Define categories of speech so we can create policies directed at specific categories of speech

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