

Use of articles

adapted by D.Potter - 20170511

practice based on an internet press release

Complete the text with either a zero article (-), a definite or an indefinite article

1 Building Global Community MARK ZUCKERBERG·16 ФЕВРАЛЯ 2017 Г.
2
3 To our community
4
5 On our journey to connect [] world, we often discuss products we're building
6 and updates on our business. Today I want to focus on [] most important
7 question of all: are we building [] world we all want? History is [] story
8 of how we've learned to come together in ever greater numbers -- from tribes to
9 cities to nations. At each step, we built social infrastructure like
10 communities, media and governments to empower us to achieve things we couldn't
11 on our own. Today we are close to taking our next step. Our greatest
12 opportunities are now global -- like spreading prosperity and freedom,
13 promoting peace and understanding, lifting people out of poverty, and
14 accelerating science. Our greatest challenges also need global responses --
15 like ending terrorism, fighting climate change, and preventing pandemics.
16 Progress now requires humanity coming together not just as cities or nations,
17 but also as [] global community. This is especially important right now.
18 Facebook stands for bringing us closer together and building [] global
19 community. When we began, this idea was not controversial. Every year, []
20 world got more connected and this was seen as [] positive trend. Yet now, across
21 [] world there are people left behind by globalization, and movements for
22 withdrawing from global connection. There are questions about whether we can
23 make [] global community that works for everyone, and whether [] path ahead is
24 to connect more or reverse course. This is [] time when many of us around []
25 world are reflecting on how we can have [] most positive impact. I am reminded
26 of my favorite saying about technology: "We always overestimate what we can do
27 in two years, and we underestimate what we can do in ten years." We may not
28 have [] power to create [] world we want immediately, but we can all start
29 working on [] long term today. In times like these, [] most important thing
30 we at Facebook can do is develop [] social infrastructure to give people []
31 power to build [] global community that works for all of us. For [] past
32 decade, Facebook has focused on connecting friends and families. With that
33 foundation, our next focus will be developing [] social infrastructure for
34 community -- for supporting us, for keeping us safe, for informing us, for
35 civic engagement, and for inclusion of all. Bringing us all together as []
36 global community is [] project bigger than any one organization or company, but
37 Facebook can help contribute to answering these five important questions: How
38 do we help people build supportive communities that strengthen traditional
39 institutions in [] world where membership in these institutions is declining?
40 How do we help people build [] safe community that prevents harm, helps during
41 crises and rebuilds afterwards in [] world where anyone across [] world can
42 affect us? How do we help people build [] informed community that exposes us
43 to new ideas and builds common understanding in [] world where every person has
44 [] voice? How do we help people build [] civically-engaged community in [] world
45 where participation in voting sometimes includes less than half our population?
46 How do we help people build [] inclusive community that reflects our collective
47 values and common humanity from local to global levels, spanning cultures,
48 nations and regions in [] world with few examples of global communities? My
49 hope is that more of us will commit our energy to building [] long term social
50 infrastructure to bring humanity together. [] answers to these questions won't
51 all come from Facebook, but I believe we can play [] role. Our job at Facebook
52 is to help people make [] greatest positive impact while mitigating areas
53 where technology and social media can contribute to divisiveness and isolation.
54 Facebook is [] work in progress, and we are dedicated to learning and improving.
55 We take our responsibility seriously, and today I want to talk about how we
56 plan to do our part to build this global community.
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59 Supportive Communities

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61 Building [] global community that works for everyone
62 starts with [] millions of smaller communities and intimate social structures
63 we turn to for our personal, emotional and spiritual needs. Whether they're
64 churches, sports teams, unions or other local groups, they all share important
65 roles as social infrastructure for our communities. They provide all of us with
66 [] sense of purpose and hope; moral validation that we are needed and part of
67 something bigger than ourselves; comfort that we are not alone and [] community
68 is looking out for us; mentorship, guidance and personal development; [] safety
69 net; values, cultural norms and accountability; social gatherings, rituals and
70 [] way to meet new people; and [] way to pass time. In our society, we have
71 personal relationships with friends and family, and then we have institutional
72 relationships with [] governments that set [] rules. [] healthy society also
73 has many layers of communities between us and government that take care of our
74 needs. When we refer to our "social fabric", we usually mean [] many mediating
75 groups that bring us together and reinforce our values. However, there has
76 been [] striking decline in [] important social infrastructure of local
77 communities over [] past few decades. Since [] 1970s, membership in some
78 local groups has declined by as much as one-quarter, cutting across all
79 segments of [] population. [] decline raises deeper questions alongside
80 surveys showing large percentages of our population lack [] sense of hope for
81 [] future. It is possible many of our challenges are at least as much social
82 as they are economic -- related to [] lack of community and connection to
83 something greater than ourselves. As one pastor told me: "People feel
84 unsettled. [] lot of what was settling in [] past doesn't exist anymore."
85 Online communities are [] bright spot, and we can strengthen existing physical
86 communities by helping people come together online as well as offline. In []
87 same way connecting with friends online strengthens real relationships,
88 developing this infrastructure will strengthen these communities, as well as
89 enable completely new ones to form. [] woman named Christina was diagnosed with
90 [] rare disorder called Epidermolysis Bullosa -- and now she's [] member of []
91 group that connects 2,400 people around [] world so none of them have to
92 suffer alone. [] man named Matt was raising his two sons by himself and he
93 started [] Black Fathers group to help men share advice and encouragement as
94 they raise their families. In San Diego, more than 4,000 military family
95 members are part of [] group that helps them make friends with other spouses.
96 These communities don't just interact online. They hold get-togethers, organize
97 dinners, and support each other in their daily lives. We recently found that
98 more than 100 million people on Facebook are members of what we call "very
99 meaningful" groups. These are groups that upon joining, quickly become [] most
100 important part of our social network experience and [] important part of our
101 physical support structure. For example, many new parents tell us that joining
102 [] parenting group after having [] child fits this purpose. There is [] real
103 opportunity to connect more of us with groups that will be meaningful social
104 infrastructure in our lives. More than one billion people are active members of
105 Facebook groups, but most don't seek out groups on their own -- friends send
106 invites or Facebook suggests them. If we can improve our suggestions and help
107 connect one billion people with meaningful communities, that can strengthen our
108 social fabric. Going forward, we will measure Facebook's progress with groups
109 based on meaningful groups, not groups overall. This will require not only
110 helping people connect with existing meaningful groups, but also enabling
111 community leaders to create more meaningful groups for people to connect with.
112 [] most successful physical communities have engaged leaders, and we've seen
113 [] same with online groups as well. In Berlin, [] man named Monis Bukhari runs
114 [] group where he personally helps refugees find homes and jobs. Today,
115 Facebook's tools for group admins are relatively simple. We plan to build more
116 tools to empower community leaders like Monis to run and grow their groups []
117 way they'd like, similar to what we've done with Pages. Most communities are
118 made of many sub-communities, and this is another clear area for developing new
119 tools. [] school, for example, is not [] single community, but many smaller
120 groups among its classes, dorms and student groups. Just as [] social fabric
121 of society is made up of many communities, each community is made of many
122 groups of personal connections. We plan to expand groups to support
123 sub-communities. We can look at many activities through [] lens of building
124 community. Watching video of our favorite sports team or TV show, reading our
125 favorite newspaper, or playing our favorite game are not just entertainment or

126 information but [] shared experience and opportunity to bring together people
127 who care about [] same things. We can design these experiences not for passive
128 consumption but for strengthening social connections. Our goal is to
129 strengthen existing communities by helping us come together online as well as
130 offline, as well as enabling us to form completely new communities,
131 transcending physical location. When we do this, beyond connecting online, we
132 reinforce our physical communities by bringing us together in person to support
133 each other. [] healthy society needs these communities to support our personal,
134 emotional and spiritual needs. In [] world where this physical social
135 infrastructure has been declining, we have [] real opportunity to help
136 strengthen these communities and [] social fabric of our society.

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139 Safe Community

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141 As we build [] global community, this is [] moment of truth. Our
142 success isn't just based on whether we can capture videos and share them with
143 friends. It's about whether we're building [] community that helps keep us safe
144 -- that prevents harm, helps during crises, and rebuilds afterwards. Today's
145 threats are increasingly global, but [] infrastructure to protect us is not.
146 Problems like terrorism, natural disasters, disease, refugee crises, and
147 climate change need coordinated responses from [] worldwide vantage point. No
148 nation can solve them alone. [] virus in one nation can quickly spread to
149 others. [] conflict in one country can create [] refugee crisis across
150 continents. Pollution in one place can affect [] environment around [] world.
151 Humanity's current systems are insufficient to address these issues. Many
152 dedicated people join global non-profit organizations to help, but [] market
153 often fails to fund or incentivize building [] necessary infrastructure. I
154 have long expected more organizations and startups to build health and safety
155 tools using technology, and I have been surprised by how little of what must be
156 built has even been attempted. There is [] real opportunity to build global
157 safety infrastructure, and I have directed Facebook to invest more and more
158 resources into serving this need. For some of these problems, [] Facebook
159 community is in [] unique position to help prevent harm, assist during [] crisis,
160 or come together to rebuild afterwards. This is because of [] amount of
161 communication across our network, our ability to quickly reach people worldwide
162 in [] emergency, and [] vast scale of people's intrinsic goodness aggregated
163 across our community. To prevent harm, we can build social infrastructure to
164 help our community identify problems before they happen. When someone is
165 thinking of suicide or hurting themselves, we've built infrastructure to give
166 their friends and community tools that could save their life. When [] child goes
167 missing, we've built infrastructure to show Amber Alerts -- and multiple
168 children have been rescued without harm. And we've built infrastructure to work
169 with public safety organizations around [] world when we become aware of these
170 issues. Going forward, there are even more cases where our community should be
171 able to identify risks related to mental health, disease or crime. To help
172 during [] crisis, we've built infrastructure like Safety Check so we can all let
173 our friends know we're safe and check on friends who might be affected by []
174 attack or natural disaster. Safety Check has been activated almost 500 times in
175 two years and has already notified people that their families and friends are
176 safe more than [] billion times. When there is [] disaster, governments often
177 call us to make sure Safety Check has been activated in their countries. But
178 there is more to build. We recently added tools to find and offer shelter, food
179 and other resources during emergencies. Over time, our community should be able
180 to help during wars and ongoing issues that are not limited to [] single event.
181 To rebuild after [] crisis, we've built [] world's largest social
182 infrastructure for collective action. [] few years ago, after [] earthquake in
183 Nepal, [] Facebook community raised \$15 million to help people recover and
184 rebuild -- which was [] largest crowdfunded relief effort in history. We saw []
185 similar effort after [] shooting at [] Pulse nightclub in Orlando when people
186 across [] country organized blood donations to help victims they had never
187 met. Similarly, we built tools so millions of people could commit to becoming
188 organ donors to save others after accidents, and registries reported larger
189 boosts in sign ups than ever before. Looking ahead, one of our greatest
190 opportunities to keep people safe is building artificial intelligence to
191 understand more quickly and accurately what is happening across our community.

192 There are billions of posts, comments and messages across our services each
193 day, and since it's impossible to review all of them, we review content once it
194 is reported to us. There have been terribly tragic events -- like suicides,
195 some live streamed -- that perhaps could have been prevented if someone had
196 realized what was happening and reported them sooner. There are cases of
197 bullying and harassment every day, that our team must be alerted to before we
198 can help out. These stories show we must find [] way to do more. Artificial
199 intelligence can help provide [] better approach. We are researching systems
200 that can look at photos and videos to flag content our team should review. This
201 is still very early in development, but we have started to have it look at some
202 content, and it already generates about one-third of all reports to [] team
203 that reviews content for our community. It will take many years to fully
204 develop these systems. Right now, we're starting to explore ways to use AI to
205 tell [] difference between news stories about terrorism and actual terrorist
206 propaganda so we can quickly remove anyone trying to use our services to
207 recruit for [] terrorist organization. This is technically difficult as it
208 requires building AI that can read and understand news, but we need to work on
209 this to help fight terrorism worldwide. As we discuss keeping our community
210 safe, it is important to emphasize that part of keeping people safe is
211 protecting individual security and liberty. We are strong advocates of
212 encryption and have built it into [] largest messaging platforms in [] world
213 -- WhatsApp and Messenger. Keeping our community safe does not require
214 compromising privacy. Since building end-to-end encryption into WhatsApp, we
215 have reduced spam and malicious content by more than 75%. [] path forward is
216 to recognize that [] global community needs social infrastructure to keep us
217 safe from threats around [] world, and that our community is uniquely
218 positioned to prevent disasters, help during crises, and rebuild afterwards.
219 Keeping [] global community safe is [] important part of our mission -- and []
220 important part of how we'll measure our progress going forward.

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223 Informed Community

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225 [] purpose of any community is to bring people together to
226 do things we couldn't do on our own. To do this, we need ways to share new
227 ideas and share enough common understanding to actually work together. Giving
228 everyone [] voice has historically been [] very positive force for public
229 discourse because it increases [] diversity of ideas shared. But [] past year
230 has also shown it may fragment our shared sense of reality. It is our
231 responsibility to amplify [] good effects and mitigate [] bad -- to continue
232 increasing diversity while strengthening our common understanding so our
233 community can create [] greatest positive impact on [] world. [] two most
234 discussed concerns this past year were about diversity of viewpoints we see
235 (filter bubbles) and accuracy of information (fake news). I worry about these
236 and we have studied them extensively, but I also worry there are even more
237 powerful effects we must mitigate around sensationalism and polarization
238 leading to [] loss of common understanding. Social media already provides more
239 diverse viewpoints than traditional media ever has. Even if most of our friends
240 are like us, we all know people with different interests, beliefs and
241 backgrounds who expose us to different perspectives. Compared with getting our
242 news from [] same two or three TV networks or reading [] same newspapers with
243 their consistent editorial views, our networks on Facebook show us more diverse
244 content. But our goal must be to help people see [] more complete picture, not
245 just alternate perspectives. We must be careful how we do this. Research shows
246 that some of [] most obvious ideas, like showing people [] article from []
247 opposite perspective, actually deepen polarization by framing other
248 perspectives as foreign. [] more effective approach is to show [] range of
249 perspectives, let people see where their views are on [] spectrum and come to []
250 conclusion on what they think is right. Over time, our community will identify
251 which sources provide [] complete range of perspectives so that content will
252 naturally surface more. Accuracy of information is very important. We know
253 there is misinformation and even outright hoax content on Facebook, and we take
254 this very seriously. We've made progress fighting hoaxes [] way we fight spam,
255 but we have more work to do. We are proceeding carefully because there is not
256 always [] clear line between hoaxes, satire and opinion. In [] free society, it's
257 important that people have [] power to share their opinion, even if others

258 think they're wrong. Our approach will focus less on banning misinformation,
259 and more on surfacing additional perspectives and information, including that
260 fact checkers dispute [] item's accuracy. While we have more work to do on
261 information diversity and misinformation, I am even more focused on [] impact
262 of sensationalism and polarization, and [] idea of building common
263 understanding. Social media is [] short-form medium where resonant messages get
264 amplified many times. This rewards simplicity and discourages nuance. At its
265 best, this focuses messages and exposes people to different ideas. At its
266 worst, it oversimplifies important topics and pushes us towards extremes.
267 Polarization exists in all areas of discourse, not just social media. It occurs
268 in all groups and communities, including companies, classrooms and juries, and
269 it's usually unrelated to politics. In [] tech community, for example,
270 discussion around AI has been oversimplified to existential fear-mongering. []
271 harm is that sensationalism moves people away from balanced nuanced opinions
272 towards polarized extremes. If this continues and we lose common
273 understanding, then even if we eliminated all misinformation, people would just
274 emphasize different sets of facts to fit their polarized opinions. That's why
275 I'm so worried about sensationalism in media. Fortunately, there are clear
276 steps we can take to correct these effects. For example, we noticed some people
277 share stories based on sensational headlines without ever reading [] story. In
278 general, if you become less likely to share [] story after reading it, that's []
279 good sign [] headline was sensational. If you're more likely to share [] story
280 after reading it, that's often [] sign of good in-depth content. We recently
281 started reducing sensationalism in News Feed by taking this into account for
282 pieces of content, and going forward signals like this will identify
283 sensational publishers as well. There are many steps like this we have taken
284 and will keep taking to reduce sensationalism and help build [] more informed
285 community. Research suggests [] best solutions for improving discourse may
286 come from getting to know each other as whole people instead of just opinions
287 -- something Facebook may be uniquely suited to do. If we connect with people
288 about what we have in common -- sports teams, TV shows, interests -- it is
289 easier to have dialogue about what we disagree on. When we do this well, we
290 give billions of people [] ability to share new perspectives while mitigating
291 [] unwanted effects that come with any new medium. [] strong news industry is
292 also critical to building [] informed community. Giving people [] voice is not
293 enough without having people dedicated to uncovering new information and
294 analyzing it. There is more we must do to support [] news industry to make
295 sure this vital social function is sustainable -- from growing local news, to
296 developing formats best suited to mobile devices, to improving [] range of
297 business models news organizations rely on. Connecting everyone to []
298 internet is also necessary for building [] informed community. For [] majority
299 of people around [] world, [] debate is not about [] quality of public
300 discourse but whether they have access to basic information they need at all,
301 often related to health, education and jobs. Finally, I want to emphasize that
302 [] vast majority of conversations on Facebook are social, not ideological.
303 They're friends sharing jokes and families staying in touch across cities.
304 They're people finding groups, whether they're new parents raising kids or
305 newly diagnosed patients suffering from [] disease together. Sometimes it's for
306 joy, coming together around religion or sports. And sometimes it's for
307 survival, like refugees communicating to find shelter. Whatever your situation
308 when you enter our community, our commitment is to continue improving our tools
309 to give you [] power to share your experience. By increasing [] diversity of
310 our ideas and strengthening our common understanding, our community can have
311 [] greatest positive impact on [] world.

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315 Civically-Engaged Community

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317 Our society will reflect our collective values only
318 if we engage in [] civic process and participate in self-governance. There are
319 two distinct types of social infrastructure that must be built: [] first
320 encourages engagement in existing political processes: voting, engaging with
321 issues and representatives, speaking out, and sometimes organizing. Only
322 through dramatically greater engagement can we ensure these political processes
323 reflect our values. [] second is establishing [] new process for citizens

324 worldwide to participate in collective decision-making. Our world is more
325 connected than ever, and we face global problems that span national boundaries.
326 As [] largest global community, Facebook can explore examples of how community
327 governance might work at scale. [] starting point for civic engagement in []
328 existing political process is to support voting across [] world. It is
329 striking that only about half of Americans eligible to vote participate in
330 elections. This is low compared to other countries, but democracy is receding
331 in many countries and there is [] large opportunity across [] world to
332 encourage civic participation. In [] United States election last year, we
333 helped more than 2 million people register to vote and then go vote. This was
334 among [] largest voter turnout efforts in history, and larger than those of
335 both major parties combined. In every election around [] world, we keep
336 improving our tools to help more people register and vote, and we hope to
337 eventually enable hundreds of millions of more people to vote in elections than
338 do today, in every democratic country around [] world. Local civic engagement
339 is [] big opportunity as well as national. Today, most of us do not even know
340 who our local representatives are, but many policies impacting our lives are
341 local, and this is where our participation has [] greatest influence. Research
342 suggests reading local news is directly correlated with local civic engagement.
343 This shows how building [] informed community, supportive local communities,
344 and [] civically-engaged community are all related. Beyond voting, [] greatest
345 opportunity is helping people stay engaged with [] issues that matter to them
346 every day, not just every few years at [] ballot box. We can help establish
347 direct dialogue and accountability between people and our elected leaders. In
348 India, Prime Minister Modi has asked his ministers to share their meetings and
349 information on Facebook so they can hear direct feedback from citizens. In
350 Kenya, whole villages are in WhatsApp groups together, including their
351 representatives. In recent campaigns around [] world -- from India and
352 Indonesia across Europe to [] United States -- we've seen [] candidate with
353 [] largest and most engaged following on Facebook usually wins. Just as TV
354 became [] primary medium for civic communication in [] 1960s, social media is
355 becoming this in [] 21st century. This creates [] opportunity for us to
356 connect with our representatives at all levels. In [] last few months, we have
357 already helped our community double [] number of connections between people
358 and our representatives by making it easier to connect with all our
359 representatives in one click. When we connect, we can engage directly in
360 comments and messages. For example, in Iceland, it's common to tag politicians
361 in group discussions so they can take community issues to parliament.
362 Sometimes people must speak out and demonstrate for what they believe is right.
363 From Tahrir Square to [] Tea Party -- our community organizes these
364 demonstrations using our infrastructure for events and groups. On [] daily
365 basis, people use their voices to share their views in ways that can spread
366 around [] world and grow into movements. [] Women's March is [] example of
367 this, where [] grandmother with [] internet connection wrote [] post that led her
368 friends to start [] Facebook event that eventually turned into millions of
369 people marching in cities around [] world. Giving people [] voice is []
370 principle our community has been committed to since we began. As we look ahead
371 to building [] social infrastructure for [] global community, we will work on
372 building new tools that encourage thoughtful civic engagement. Empowering us to
373 use our voices will only become more important.

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376 Inclusive Community

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378 Building [] inclusive global community requires

379 establishing [] new process for citizens worldwide to participate in community

380 governance. I hope that we can explore examples of how collective

381 decision-making might work at scale. Facebook is not just technology or media,

382 but [] community of people. That means we need Community Standards that reflect

383 our collective values for what should and should not be allowed. In [] last

384 year, [] complexity of [] issues we've seen has outstripped our existing

385 processes for governing [] community. We saw this in errors taking down

386 newsworthy videos related to Black Lives Matter and police violence, and in

387 removing [] historical Terror of War photo from Vietnam. We've seen this in

388 misclassifying hate speech in political debates in both directions -- taking

389 down accounts and content that should be left up and leaving up content that

390 was hateful and should be taken down. Both [] number of issues and their
391 cultural importance has increased recently. This has been painful for me
392 because I often agree with those criticizing us that we're making mistakes.
393 These mistakes are almost never because we hold ideological positions at odds
394 with [] community, but instead are operational scaling issues. Our guiding
395 philosophy for [] Community Standards is to try to reflect [] cultural norms
396 of our community. When in doubt, we always favor giving people [] power to
397 share more. There are [] few reasons for [] increase in issues we've seen:
398 cultural norms are shifting, cultures are different around [] world, and
399 people are sensitive to different things. First, our community is evolving
400 from its origin connecting us with family and friends to now becoming [] source
401 of news and public discourse as well. With this cultural shift, our Community
402 Standards must adapt to permit more newsworthy and historical content, even if
403 some is objectionable. For example, [] extremely violent video of someone dying
404 would have been marked as disturbing and taken down. However, now that we use
405 Live to capture [] news and we post videos to protest violence, our standards
406 must adapt. Similarly, [] photo depicting any child nudity would have always
407 been taken down -- and for good reason -- but we've now adapted our standards
408 to allow historically important content like [] Terror of War photo. These
409 issues reflect [] need to update our standards to meet evolving expectations
410 from our community. Second, our community spans many countries and cultures,
411 and [] norms are different in each region. It's not surprising that Europeans
412 more frequently find fault with taking down images depicting nudity, since some
413 European cultures are more accepting of nudity than, for example, many
414 communities in [] Middle East or Asia. With [] community of almost two billion
415 people, it is less feasible to have [] single set of standards to govern []
416 entire community so we need to evolve towards [] system of more local
417 governance. Third, even within [] given culture, we have different opinions on
418 what we want to see and what is objectionable. I may be okay with more
419 politically charged speech but not want to see anything sexually suggestive,
420 while you may be okay with nudity but not want to see offensive speech.
421 Similarly, you may want to share [] violent video in [] protest without worrying
422 that you're going to bother friends who don't want to see it. And just as it's
423 [] bad experience to see objectionable content, it's also [] terrible experience
424 to be told we can't share something we feel is important. This suggests we need
425 to evolve towards [] system of personal control over our experience. Fourth,
426 we're operating at such [] large scale that even [] small percent of errors
427 causes [] large number of bad experiences. We review over one hundred million
428 pieces of content every month, and even if our reviewers get 99% of [] calls
429 right, that's still millions of errors over time. Any system will always have
430 some mistakes, but I believe we can do better than we are today. I've spent []
431 lot of time over [] past year reflecting on how we can improve our community
432 governance. Sitting here in California, we're not best positioned to identify
433 [] cultural norms around [] world. Instead, we need [] system where we can all
434 contribute to setting [] standards. Although this system is not fully
435 developed, I want to share [] idea of how this might work. [] guiding
436 principles are that [] Community Standards should reflect [] cultural norms
437 of our community, that each person should see as little objectionable content
438 as possible, and each person should be able to share what they want while being
439 told they cannot share something as little as possible. [] approach is to
440 combine creating [] large-scale democratic process to determine standards with
441 AI to help enforce them. [] idea is to give everyone in [] community options
442 for how they would like to set [] content policy for themselves. Where is your
443 line on nudity? On violence? On graphic content? On profanity? What you decide
444 will be your personal settings. We will periodically ask you these questions to
445 increase participation and so you don't need to dig around to find them. For
446 those who don't make [] decision, [] default will be whatever [] majority of
447 people in your region selected, like [] referendum. Of course you will always be
448 free to update your personal settings anytime. With [] broader range of
449 controls, content will only be taken down if it is more objectionable than []
450 most permissive options allow. Within that range, content should simply not be
451 shown to anyone whose personal controls suggest they would not want to see it,
452 or at least they should see [] warning first. Although we will still block
453 content based on standards and local laws, our hope is that this system of
454 personal controls and democratic referenda should minimize restrictions on what
455 we can share. It's worth noting that major advances in AI are required to

456 understand text, photos and videos to judge whether they contain hate speech,
457 graphic violence, sexually explicit content, and more. At our current pace of
458 research, we hope to begin handling some of these cases in 2017, but others
459 will not be possible for many years. Overall, it is important that []
460 governance of our community scales with [] complexity and demands of its
461 people. We are committed to always doing better, even if that involves building
462 [] worldwide voting system to give you more voice and control. Our hope is that
463 this model provides examples of how collective decision-making may work in
464 other aspects of [] global community.

-- original text --

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23 make a global community that works for everyone, and whether the path ahead is
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25 world are reflecting on how we can have the most positive impact. I am reminded
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27 in two years, and we underestimate what we can do in ten years." We may not
28 have the power to create the world we want immediately, but we can all start
29 working on the long term today. In times like these, the most important thing
30 we at Facebook can do is develop the social infrastructure to give people the
31 power to build a global community that works for all of us. For the past
32 decade, Facebook has focused on connecting friends and families. With that
33 foundation, our next focus will be developing the social infrastructure for
34 community -- for supporting us, for keeping us safe, for informing us, for
35 civic engagement, and for inclusion of all. Bringing us all together as a
36 global community is a project bigger than any one organization or company, but
37 Facebook can help contribute to answering these five important questions: How
38 do we help people build supportive communities that strengthen traditional
39 institutions in a world where membership in these institutions is declining?
40 How do we help people build a safe community that prevents harm, helps during
41 crises and rebuilds afterwards in a world where anyone across the world can
42 affect us? How do we help people build an informed community that exposes us
43 to new ideas and builds common understanding in a world where every person has
44 a voice? How do we help people build a civically-engaged community in a world
45 where participation in voting sometimes includes less than half our population?
46 How do we help people build an inclusive community that reflects our collective
47 values and common humanity from local to global levels, spanning cultures,
48 nations and regions in a world with few examples of global communities? My
49 hope is that more of us will commit our energy to building the long term social
50 infrastructure to bring humanity together. The answers to these questions won't
51 all come from Facebook, but I believe we can play a role. Our job at Facebook
52 is to help people make the greatest positive impact while mitigating areas
53 where technology and social media can contribute to divisiveness and isolation.
54 Facebook is a work in progress, and we are dedicated to learning and improving.
55 We take our responsibility seriously, and today I want to talk about how we
56 plan to do our part to build this global community.

57

58

59 Supportive Communities

60

61 Building a global community that works for everyone

62 starts with the millions of smaller communities and intimate social structures

63 we turn to for our personal, emotional and spiritual needs. Whether they're

64 churches, sports teams, unions or other local groups, they all share important
65 roles as social infrastructure for our communities. They provide all of us with
66 a sense of purpose and hope; moral validation that we are needed and part of
67 something bigger than ourselves; comfort that we are not alone and a community
68 is looking out for us; mentorship, guidance and personal development; a safety
69 net; values, cultural norms and accountability; social gatherings, rituals and
70 a way to meet new people; and a way to pass time. In our society, we have
71 personal relationships with friends and family, and then we have institutional
72 relationships with the governments that set the rules. A healthy society also
73 has many layers of communities between us and government that take care of our
74 needs. When we refer to our "social fabric", we usually mean the many mediating
75 groups that bring us together and reinforce our values. However, there has
76 been a striking decline in the important social infrastructure of local
77 communities over the past few decades. Since the 1970s, membership in some
78 local groups has declined by as much as one-quarter, cutting across all
79 segments of the population. The decline raises deeper questions alongside
80 surveys showing large percentages of our population lack a sense of hope for
81 the future. It is possible many of our challenges are at least as much social
82 as they are economic -- related to a lack of community and connection to
83 something greater than ourselves. As one pastor told me: "People feel
84 unsettled. A lot of what was settling in the past doesn't exist anymore."
85 Online communities are a bright spot, and we can strengthen existing physical
86 communities by helping people come together online as well as offline. In the
87 same way connecting with friends online strengthens real relationships,
88 developing this infrastructure will strengthen these communities, as well as
89 enable completely new ones to form. A woman named Christina was diagnosed with
90 a rare disorder called Epidermolysis Bullosa -- and now she's a member of a
91 group that connects 2,400 people around the world so none of them have to
92 suffer alone. A man named Matt was raising his two sons by himself and he
93 started the Black Fathers group to help men share advice and encouragement as
94 they raise their families. In San Diego, more than 4,000 military family
95 members are part of a group that helps them make friends with other spouses.
96 These communities don't just interact online. They hold get-togethers, organize
97 dinners, and support each other in their daily lives. We recently found that
98 more than 100 million people on Facebook are members of what we call "very
99 meaningful" groups. These are groups that upon joining, quickly become the most
100 important part of our social network experience and an important part of our
101 physical support structure. For example, many new parents tell us that joining
102 a parenting group after having a child fits this purpose. There is a real
103 opportunity to connect more of us with groups that will be meaningful social
104 infrastructure in our lives. More than one billion people are active members of
105 Facebook groups, but most don't seek out groups on their own -- friends send
106 invites or Facebook suggests them. If we can improve our suggestions and help
107 connect one billion people with meaningful communities, that can strengthen our
108 social fabric. Going forward, we will measure Facebook's progress with groups
109 based on meaningful groups, not groups overall. This will require not only
110 helping people connect with existing meaningful groups, but also enabling
111 community leaders to create more meaningful groups for people to connect with.
112 The most successful physical communities have engaged leaders, and we've seen
113 the same with online groups as well. In Berlin, a man named Monis Bukhari runs
114 a group where he personally helps refugees find homes and jobs. Today,
115 Facebook's tools for group admins are relatively simple. We plan to build more
116 tools to empower community leaders like Monis to run and grow their groups the
117 way they'd like, similar to what we've done with Pages. Most communities are
118 made of many sub-communities, and this is another clear area for developing new
119 tools. A school, for example, is not a single community, but many smaller
120 groups among its classes, dorms and student groups. Just as the social fabric
121 of society is made up of many communities, each community is made of many
122 groups of personal connections. We plan to expand groups to support
123 sub-communities. We can look at many activities through the lens of building
124 community. Watching video of our favorite sports team or TV show, reading our
125 favorite newspaper, or playing our favorite game are not just entertainment or
126 information but a shared experience and opportunity to bring together people
127 who care about the same things. We can design these experiences not for passive
128 consumption but for strengthening social connections. Our goal is to
129 strengthen existing communities by helping us come together online as well as

130 offline, as well as enabling us to form completely new communities,
131 transcending physical location. When we do this, beyond connecting online, we
132 reinforce our physical communities by bringing us together in person to support
133 each other. A healthy society needs these communities to support our personal,
134 emotional and spiritual needs. In a world where this physical social
135 infrastructure has been declining, we have a real opportunity to help
136 strengthen these communities and the social fabric of our society.

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138

139 Safe Community

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141 As we build a global community, this is a moment of truth. Our
142 success isn't just based on whether we can capture videos and share them with
143 friends. It's about whether we're building a community that helps keep us safe
144 -- that prevents harm, helps during crises, and rebuilds afterwards. Today's
145 threats are increasingly global, but the infrastructure to protect us is not.
146 Problems like terrorism, natural disasters, disease, refugee crises, and
147 climate change need coordinated responses from a worldwide vantage point. No
148 nation can solve them alone. A virus in one nation can quickly spread to
149 others. A conflict in one country can create a refugee crisis across
150 continents. Pollution in one place can affect the environment around the world.
151 Humanity's current systems are insufficient to address these issues. Many
152 dedicated people join global non-profit organizations to help, but the market
153 often fails to fund or incentivize building the necessary infrastructure. I
154 have long expected more organizations and startups to build health and safety
155 tools using technology, and I have been surprised by how little of what must be
156 built has even been attempted. There is a real opportunity to build global
157 safety infrastructure, and I have directed Facebook to invest more and more
158 resources into serving this need. For some of these problems, the Facebook
159 community is in a unique position to help prevent harm, assist during a crisis,
160 or come together to rebuild afterwards. This is because of the amount of
161 communication across our network, our ability to quickly reach people worldwide
162 in an emergency, and the vast scale of people's intrinsic goodness aggregated
163 across our community. To prevent harm, we can build social infrastructure to
164 help our community identify problems before they happen. When someone is
165 thinking of suicide or hurting themselves, we've built infrastructure to give
166 their friends and community tools that could save their life. When a child goes
167 missing, we've built infrastructure to show Amber Alerts -- and multiple
168 children have been rescued without harm. And we've built infrastructure to work
169 with public safety organizations around the world when we become aware of these
170 issues. Going forward, there are even more cases where our community should be
171 able to identify risks related to mental health, disease or crime. To help
172 during a crisis, we've built infrastructure like Safety Check so we can all let
173 our friends know we're safe and check on friends who might be affected by an
174 attack or natural disaster. Safety Check has been activated almost 500 times in
175 two years and has already notified people that their families and friends are
176 safe more than a billion times. When there is a disaster, governments often
177 call us to make sure Safety Check has been activated in their countries. But
178 there is more to build. We recently added tools to find and offer shelter, food
179 and other resources during emergencies. Over time, our community should be able
180 to help during wars and ongoing issues that are not limited to a single event.
181 To rebuild after a crisis, we've built the world's largest social
182 infrastructure for collective action. A few years ago, after an earthquake in
183 Nepal, the Facebook community raised \$15 million to help people recover and
184 rebuild -- which was the largest crowdfunded relief effort in history. We saw a
185 similar effort after the shooting at the Pulse nightclub in Orlando when people
186 across the country organized blood donations to help victims they had never
187 met. Similarly, we built tools so millions of people could commit to becoming
188 organ donors to save others after accidents, and registries reported larger
189 boosts in sign ups than ever before. Looking ahead, one of our greatest
190 opportunities to keep people safe is building artificial intelligence to
191 understand more quickly and accurately what is happening across our community.
192 There are billions of posts, comments and messages across our services each
193 day, and since it's impossible to review all of them, we review content once it
194 is reported to us. There have been terribly tragic events -- like suicides,
195 some live streamed -- that perhaps could have been prevented if someone had

196 realized what was happening and reported them sooner. There are cases of
197 bullying and harassment every day, that our team must be alerted to before we
198 can help out. These stories show we must find a way to do more. Artificial
199 intelligence can help provide a better approach. We are researching systems
200 that can look at photos and videos to flag content our team should review. This
201 is still very early in development, but we have started to have it look at some
202 content, and it already generates about one-third of all reports to the team
203 that reviews content for our community. It will take many years to fully
204 develop these systems. Right now, we're starting to explore ways to use AI to
205 tell the difference between news stories about terrorism and actual terrorist
206 propaganda so we can quickly remove anyone trying to use our services to
207 recruit for a terrorist organization. This is technically difficult as it
208 requires building AI that can read and understand news, but we need to work on
209 this to help fight terrorism worldwide. As we discuss keeping our community
210 safe, it is important to emphasize that part of keeping people safe is
211 protecting individual security and liberty. We are strong advocates of
212 encryption and have built it into the largest messaging platforms in the world
213 -- WhatsApp and Messenger. Keeping our community safe does not require
214 compromising privacy. Since building end-to-end encryption into WhatsApp, we
215 have reduced spam and malicious content by more than 75%. The path forward is
216 to recognize that a global community needs social infrastructure to keep us
217 safe from threats around the world, and that our community is uniquely
218 positioned to prevent disasters, help during crises, and rebuild afterwards.
219 Keeping the global community safe is an important part of our mission -- and an
220 important part of how we'll measure our progress going forward.

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222

223 Informed Community

224

225 The purpose of any community is to bring people together to
226 do things we couldn't do on our own. To do this, we need ways to share new
227 ideas and share enough common understanding to actually work together. Giving
228 everyone a voice has historically been a very positive force for public
229 discourse because it increases the diversity of ideas shared. But the past year
230 has also shown it may fragment our shared sense of reality. It is our
231 responsibility to amplify the good effects and mitigate the bad -- to continue
232 increasing diversity while strengthening our common understanding so our
233 community can create the greatest positive impact on the world. The two most
234 discussed concerns this past year were about diversity of viewpoints we see
235 (filter bubbles) and accuracy of information (fake news). I worry about these
236 and we have studied them extensively, but I also worry there are even more
237 powerful effects we must mitigate around sensationalism and polarization
238 leading to a loss of common understanding. Social media already provides more
239 diverse viewpoints than traditional media ever has. Even if most of our friends
240 are like us, we all know people with different interests, beliefs and
241 backgrounds who expose us to different perspectives. Compared with getting our
242 news from the same two or three TV networks or reading the same newspapers with
243 their consistent editorial views, our networks on Facebook show us more diverse
244 content. But our goal must be to help people see a more complete picture, not
245 just alternate perspectives. We must be careful how we do this. Research shows
246 that some of the most obvious ideas, like showing people an article from the
247 opposite perspective, actually deepen polarization by framing other
248 perspectives as foreign. A more effective approach is to show a range of
249 perspectives, let people see where their views are on a spectrum and come to a
250 conclusion on what they think is right. Over time, our community will identify
251 which sources provide a complete range of perspectives so that content will
252 naturally surface more. Accuracy of information is very important. We know
253 there is misinformation and even outright hoax content on Facebook, and we take
254 this very seriously. We've made progress fighting hoaxes the way we fight spam,
255 but we have more work to do. We are proceeding carefully because there is not
256 always a clear line between hoaxes, satire and opinion. In a free society, it's
257 important that people have the power to share their opinion, even if others
258 think they're wrong. Our approach will focus less on banning misinformation,
259 and more on surfacing additional perspectives and information, including that
260 fact checkers dispute an item's accuracy. While we have more work to do on
261 information diversity and misinformation, I am even more focused on the impact

262 of sensationalism and polarization, and the idea of building common
263 understanding. Social media is a short-form medium where resonant messages get
264 amplified many times. This rewards simplicity and discourages nuance. At its
265 best, this focuses messages and exposes people to different ideas. At its
266 worst, it oversimplifies important topics and pushes us towards extremes.
267 Polarization exists in all areas of discourse, not just social media. It occurs
268 in all groups and communities, including companies, classrooms and juries, and
269 it's usually unrelated to politics. In the tech community, for example,
270 discussion around AI has been oversimplified to existential fear-mongering. The
271 harm is that sensationalism moves people away from balanced nuanced opinions
272 towards polarized extremes. If this continues and we lose common
273 understanding, then even if we eliminated all misinformation, people would just
274 emphasize different sets of facts to fit their polarized opinions. That's why
275 I'm so worried about sensationalism in media. Fortunately, there are clear
276 steps we can take to correct these effects. For example, we noticed some people
277 share stories based on sensational headlines without ever reading the story. In
278 general, if you become less likely to share a story after reading it, that's a
279 good sign the headline was sensational. If you're more likely to share a story
280 after reading it, that's often a sign of good in-depth content. We recently
281 started reducing sensationalism in News Feed by taking this into account for
282 pieces of content, and going forward signals like this will identify
283 sensational publishers as well. There are many steps like this we have taken
284 and will keep taking to reduce sensationalism and help build a more informed
285 community. Research suggests the best solutions for improving discourse may
286 come from getting to know each other as whole people instead of just opinions
287 -- something Facebook may be uniquely suited to do. If we connect with people
288 about what we have in common -- sports teams, TV shows, interests -- it is
289 easier to have dialogue about what we disagree on. When we do this well, we
290 give billions of people the ability to share new perspectives while mitigating
291 the unwanted effects that come with any new medium. A strong news industry is
292 also critical to building an informed community. Giving people a voice is not
293 enough without having people dedicated to uncovering new information and
294 analyzing it. There is more we must do to support the news industry to make
295 sure this vital social function is sustainable -- from growing local news, to
296 developing formats best suited to mobile devices, to improving the range of
297 business models news organizations rely on. Connecting everyone to the
298 internet is also necessary for building an informed community. For the majority
299 of people around the world, the debate is not about the quality of public
300 discourse but whether they have access to basic information they need at all,
301 often related to health, education and jobs. Finally, I want to emphasize that
302 the vast majority of conversations on Facebook are social, not ideological.
303 They're friends sharing jokes and families staying in touch across cities.
304 They're people finding groups, whether they're new parents raising kids or
305 newly diagnosed patients suffering from a disease together. Sometimes it's for
306 joy, coming together around religion or sports. And sometimes it's for
307 survival, like refugees communicating to find shelter. Whatever your situation
308 when you enter our community, our commitment is to continue improving our tools
309 to give you the power to share your experience. By increasing the diversity of
310 our ideas and strengthening our common understanding, our community can have
311 the greatest positive impact on the world.

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315 Civically-Engaged Community

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317 Our society will reflect our collective values only

318 if we engage in the civic process and participate in self-governance. There are

319 two distinct types of social infrastructure that must be built: The first

320 encourages engagement in existing political processes: voting, engaging with

321 issues and representatives, speaking out, and sometimes organizing. Only

322 through dramatically greater engagement can we ensure these political processes

323 reflect our values. The second is establishing a new process for citizens

324 worldwide to participate in collective decision-making. Our world is more

325 connected than ever, and we face global problems that span national boundaries.

326 As the largest global community, Facebook can explore examples of how community

327 governance might work at scale. The starting point for civic engagement in the

328 existing political process is to support voting across the world. It is
329 striking that only about half of Americans eligible to vote participate in
330 elections. This is low compared to other countries, but democracy is receding
331 in many countries and there is a large opportunity across the world to
332 encourage civic participation. In the United States election last year, we
333 helped more than 2 million people register to vote and then go vote. This was
334 among the largest voter turnout efforts in history, and larger than those of
335 both major parties combined. In every election around the world, we keep
336 improving our tools to help more people register and vote, and we hope to
337 eventually enable hundreds of millions of more people to vote in elections than
338 do today, in every democratic country around the world. Local civic engagement
339 is a big opportunity as well as national. Today, most of us do not even know
340 who our local representatives are, but many policies impacting our lives are
341 local, and this is where our participation has the greatest influence. Research
342 suggests reading local news is directly correlated with local civic engagement.
343 This shows how building an informed community, supportive local communities,
344 and a civically-engaged community are all related. Beyond voting, the greatest
345 opportunity is helping people stay engaged with the issues that matter to them
346 every day, not just every few years at the ballot box. We can help establish
347 direct dialogue and accountability between people and our elected leaders. In
348 India, Prime Minister Modi has asked his ministers to share their meetings and
349 information on Facebook so they can hear direct feedback from citizens. In
350 Kenya, whole villages are in WhatsApp groups together, including their
351 representatives. In recent campaigns around the world -- from India and
352 Indonesia across Europe to the United States -- we've seen the candidate with
353 the largest and most engaged following on Facebook usually wins. Just as TV
354 became the primary medium for civic communication in the 1960s, social media is
355 becoming this in the 21st century. This creates an opportunity for us to
356 connect with our representatives at all levels. In the last few months, we have
357 already helped our community double the number of connections between people
358 and our representatives by making it easier to connect with all our
359 representatives in one click. When we connect, we can engage directly in
360 comments and messages. For example, in Iceland, it's common to tag politicians
361 in group discussions so they can take community issues to parliament.
362 Sometimes people must speak out and demonstrate for what they believe is right.
363 From Tahrir Square to the Tea Party -- our community organizes these
364 demonstrations using our infrastructure for events and groups. On a daily
365 basis, people use their voices to share their views in ways that can spread
366 around the world and grow into movements. The Women's March is an example of
367 this, where a grandmother with an internet connection wrote a post that led her
368 friends to start a Facebook event that eventually turned into millions of
369 people marching in cities around the world. Giving people a voice is a
370 principle our community has been committed to since we began. As we look ahead
371 to building the social infrastructure for a global community, we will work on
372 building new tools that encourage thoughtful civic engagement. Empowering us to
373 use our voices will only become more important.

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376 Inclusive Community

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378 Building an inclusive global community requires
379 establishing a new process for citizens worldwide to participate in community
380 governance. I hope that we can explore examples of how collective
381 decision-making might work at scale. Facebook is not just technology or media,
382 but a community of people. That means we need Community Standards that reflect
383 our collective values for what should and should not be allowed. In the last
384 year, the complexity of the issues we've seen has outstripped our existing
385 processes for governing the community. We saw this in errors taking down
386 newsworthy videos related to Black Lives Matter and police violence, and in
387 removing the historical Terror of War photo from Vietnam. We've seen this in
388 misclassifying hate speech in political debates in both directions -- taking
389 down accounts and content that should be left up and leaving up content that
390 was hateful and should be taken down. Both the number of issues and their
391 cultural importance has increased recently. This has been painful for me
392 because I often agree with those criticizing us that we're making mistakes.
393 These mistakes are almost never because we hold ideological positions at odds

394 with the community, but instead are operational scaling issues. Our guiding
395 philosophy for the Community Standards is to try to reflect the cultural norms
396 of our community. When in doubt, we always favor giving people the power to
397 share more. There are a few reasons for the increase in issues we've seen:
398 cultural norms are shifting, cultures are different around the world, and
399 people are sensitive to different things. First, our community is evolving
400 from its origin connecting us with family and friends to now becoming a source
401 of news and public discourse as well. With this cultural shift, our Community
402 Standards must adapt to permit more newsworthy and historical content, even if
403 some is objectionable. For example, an extremely violent video of someone dying
404 would have been marked as disturbing and taken down. However, now that we use
405 Live to capture the news and we post videos to protest violence, our standards
406 must adapt. Similarly, a photo depicting any child nudity would have always
407 been taken down -- and for good reason -- but we've now adapted our standards
408 to allow historically important content like the Terror of War photo. These
409 issues reflect a need to update our standards to meet evolving expectations
410 from our community. Second, our community spans many countries and cultures,
411 and the norms are different in each region. It's not surprising that Europeans
412 more frequently find fault with taking down images depicting nudity, since some
413 European cultures are more accepting of nudity than, for example, many
414 communities in the Middle East or Asia. With a community of almost two billion
415 people, it is less feasible to have a single set of standards to govern the
416 entire community so we need to evolve towards a system of more local
417 governance. Third, even within a given culture, we have different opinions on
418 what we want to see and what is objectionable. I may be okay with more
419 politically charged speech but not want to see anything sexually suggestive,
420 while you may be okay with nudity but not want to see offensive speech.
421 Similarly, you may want to share a violent video in a protest without worrying
422 that you're going to bother friends who don't want to see it. And just as it's
423 a bad experience to see objectionable content, it's also a terrible experience
424 to be told we can't share something we feel is important. This suggests we need
425 to evolve towards a system of personal control over our experience. Fourth,
426 we're operating at such a large scale that even a small percent of errors
427 causes a large number of bad experiences. We review over one hundred million
428 pieces of content every month, and even if our reviewers get 99% of the calls
429 right, that's still millions of errors over time. Any system will always have
430 some mistakes, but I believe we can do better than we are today. I've spent a
431 lot of time over the past year reflecting on how we can improve our community
432 governance. Sitting here in California, we're not best positioned to identify
433 the cultural norms around the world. Instead, we need a system where we can all
434 contribute to setting the standards. Although this system is not fully
435 developed, I want to share an idea of how this might work. The guiding
436 principles are that the Community Standards should reflect the cultural norms
437 of our community, that each person should see as little objectionable content
438 as possible, and each person should be able to share what they want while being
439 told they cannot share something as little as possible. The approach is to
440 combine creating a large-scale democratic process to determine standards with
441 AI to help enforce them. The idea is to give everyone in the community options
442 for how they would like to set the content policy for themselves. Where is your
443 line on nudity? On violence? On graphic content? On profanity? What you decide
444 will be your personal settings. We will periodically ask you these questions to
445 increase participation and so you don't need to dig around to find them. For
446 those who don't make a decision, the default will be whatever the majority of
447 people in your region selected, like a referendum. Of course you will always be
448 free to update your personal settings anytime. With a broader range of
449 controls, content will only be taken down if it is more objectionable than the
450 most permissive options allow. Within that range, content should simply not be
451 shown to anyone whose personal controls suggest they would not want to see it,
452 or at least they should see a warning first. Although we will still block
453 content based on standards and local laws, our hope is that this system of
454 personal controls and democratic referenda should minimize restrictions on what
455 we can share. It's worth noting that major advances in AI are required to
456 understand text, photos and videos to judge whether they contain hate speech,
457 graphic violence, sexually explicit content, and more. At our current pace of
458 research, we hope to begin handling some of these cases in 2017, but others
459 will not be possible for many years. Overall, it is important that the

460 governance of our community scales with the complexity and demands of its
461 people. We are committed to always doing better, even if that involves building
462 a worldwide voting system to give you more voice and control. Our hope is that
463 this model provides examples of how collective decision-making may work in
464 other aspects of the global community.