Creating a Safe and Civil Metaverse

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Agenda

- What Is Roblox? Metaverse?
- Safety Principles on Roblox
- Future of Online Gaming
What is Roblox?

Our mission is to build a human co-experience platform that enables shared experiences among billions of users.
Roblox Metaverse

Identity

Variety

Friends

Anywhere

Immersive

Economy

Low Friction

Civility
Key Metrics*

- 43 Million daily active users
- 30+ Billion* hours engaged
- 8+ Million* active developers
- Developers to earn $500 Million in 2021

*as of Q2 2021
Families report using Roblox as a way to stay connected with each other and to provide social experiences for kids and teens.
Safety and Civility on Roblox
Behavior Pillar Highlights

- Automated Chat Filter, Rules and Al-based (NLP)
- Additional Privacy Chat Restrictions for Under 13 Users
- Reporting System for Players
- User Ability to Block Other Players
Content Pillar Highlights

- Multi-layered approach to content safety at both the asset-level (image, video, etc) and published experiences

- Automated review utilizes AI and rules-based labeling

- Human Moderator Review of Every Image, Video, Audio, 3D meshes at upload – over 3,000 trust & safety agents
Account Integrity Pillar Highlights

- Ensure that all actions taken are done by real, verified users
- Parental Controls
- Email and Phone Verification for accounts
- Safety measures to prevent unauthorized purchases (i.e. not storing billing info, warnings displayed)
Digital Civility Initiative

- Launched in 2019

- Led by a safety expert with over two decades of experience in online safety and safeguarding

- **Mission**: Empowering kids, teens, parents, and caregivers with the skills and confidence to create positive, healthy shared online experiences
Research: Demystifying Teens Online Interactions

● Today: New research shared in partnership with Internet Matters to help support parents and carers and ensure young people have a safe and fulfilling experience online.

● **Key Findings** (19 teens interviewed across several days this August)
  ○ The internet has allowed them to become ‘a completely new person’ and to create ‘strong friendships’ which ‘bring out the best’ in them
  ○ Teen gamers feel most confident and free to express themselves; they feel gaming communities provide a space for them ‘to be themselves’, as they could identify others with similar interests
  ○ Teens are reassuringly very cautious about unwanted contact and of people who don’t ‘appear genuine’
  ○ Want their parents to be more involved and understand their online lives
  ○ Fear of judgement can be a barrier to creativity
  ○ Challenge includes setting time limits and finding balance
Safety Partnerships

Compliance (Privacy)
kidSAFE - COPPA privacy auditing of how we work

Broad Based Organizations
Family Online Safety Institute (FOSI)¹
Fair Play Alliance (FPA) - Sharing our best practice esp. with young audiences
WePROTECT Global Alliance

Industry
Technology Coalition²
Internet Watch Foundation (IWF)

Safety
U.K. Safer Internet Centre
Net Aware / NSPCC - Coordinate Safety activity in the U.K
ConnectSafely.org - Digital safety, privacy, and security education
E-Enfance & Net Ecoute – France Safety Partner
Unterhaltungssoftware Selbstkontrolle (USK) – Germany Safety Partner

Government & Law Enforcement
Five Country Ministerial (FCM) Voluntary Safety principles (U.S., U.K, Canada, Australia, New Zealand)
Australian eSafety Commission - Registered as a Tier 1 vendor (48-hour SLA on abuse reports)
U.S. National Center for Missing and Exploited Children (NCMEC)
National Law Enforcement - DOJ, FBI, NCA
Reporting to safety agencies and law enforcement

¹ Tami Bhaumik – Board Member
² Remy Malan – Vice President 2019-2020, Chair of Board 2021-
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