

Metadata

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Safety Trends and Insights

Sexual assault and sexual misconduct incidents

Current Data Challenges

Challenges Classifying Sexual Violence Incidents

Challenges in data and classification

No current standard exists

Based on our research and work with advocates, there is no uniform industry standard for categorizing this data for public release.

In a 2016 report, the Government Accountability Office found that there are 23 different terms to describe sexual violence across four federal agencies.*

Reports often lack detail and are underreported

Vague or incomplete reports such as "I was harassed" do not lend themselves to easy or consistent classification. Attempts at follow up are not always answered.

Furthermore, we know that sexual violence is a vastly underreported crime.

Classification must be intuitive to be consistent

There is a need to balance the granularity of incident classification with the accessibility of the system for staff implementation.

More granularity makes it difficult for humans to accurately and consistently classify and thus track reports.

*<https://www.gao.gov/assets/680/678510.pdf>

We are committed to
being part of the solution

Expert-developed taxonomy to
categorize incidents and improve
precision

Open-source this methodology to
encourage others in the industry to
be transparent

Publish a transparency report on
sexual assaults that occur on the
Uber platform



Current Data Trends

Top Safety Concerns / Reports from Riders and Drivers in the US:

1. Dangerous Driving
2. Verbal Altercation
3. Vehicle Crash
4. Substance Abuse
- 5. Sexual Misconduct**
6. Physical Altercation
- 7. Sexual Assault**
8. Theft or Robbery

Data Source: <https://qb.uberinternal.com/querybuilder/builder/kCcaUCKNtO>

Focusing on trends to guide our discussion

We do not want to let a lack of precision stop us from discussing prevention strategies.

For the purposes of our discussion we are bucketing any report of unwanted sexual behavior no matter how minor under the umbrella of “Sexual Assault”.

We’ve discussed how we will work on improving our precision and accuracy of data

In the meantime, I’ve asked my team to pull some analysis of high level trends based on what we currently have to guide our discussions today

In this analysis we bucket any report of unwanted sexual behavior together. No matter how minor

Data Source: <https://qb.uberinternal.com/querybuilder/builder/kCcaUCKNtO>

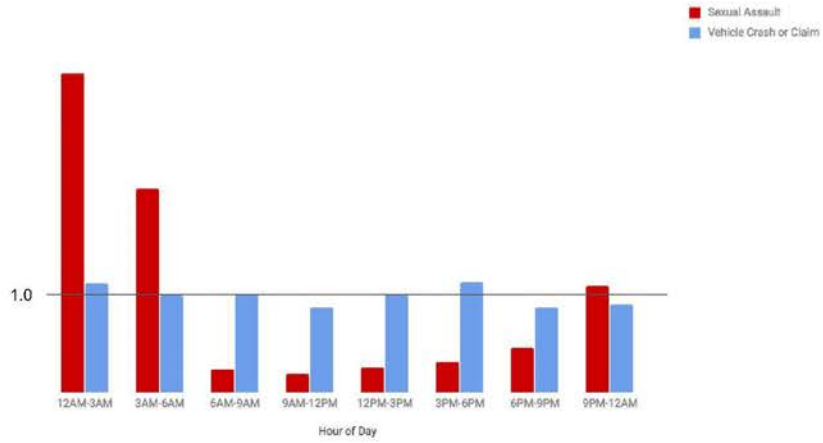
We see incidents occurring in areas of high traffic and usage



If we look at LA we see that the count of SA incidents are densest in those areas with the greatest number of trips.

Sexual assaults occur during late night hours

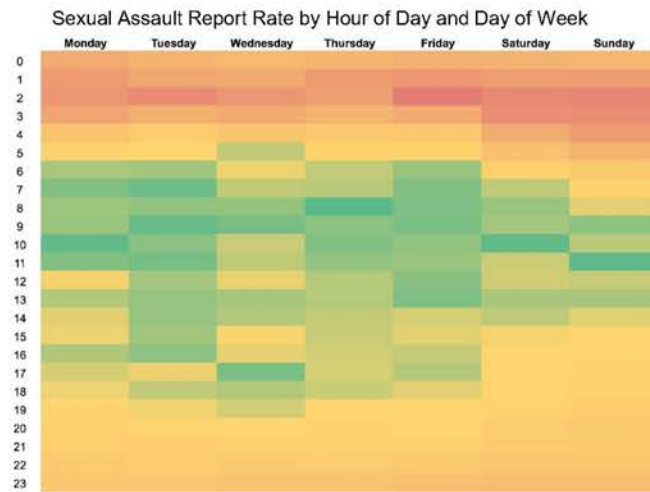
Relative incident Rate by Hour of Day: Sexual Assaults and Vehicle Crashes



Data Source:

https://docs.google.com/spreadsheets/d/1Yx8Z_yWwUzTF2EsFaRzEZYbU0Kq1ubHOnUB8_e1lEng/edit#gid=1764012053

Reports of sexual assaults are also more common on the weekends



This reinforces that alcohol is a huge issue.

The trends in the evening and on the weekends show that closing time at bars and the end of parties are the most likely times that we will receive a report.

Data Source:

https://docs.google.com/spreadsheets/d/1Yx8Z_yWwUzTF2EsFaRzEZYbU0Kq1ubHOnUB8_e1Eng/edit#gid=1764012053

A report of sexual assault is

4X more likely if the trip occurred between 12am - 3 am

3X more likely if most of the rider's or driver's previous trips occurred between 12am - 5am

2.5X more likely if rider had less than 5% battery power left on their phone

2.5X more likely if the trip was surged at least 2x

2X more likely if the pick up location is within 150 feet of a bar

1.5X more likely if the rider's phone was not connected to WIFI at the time of request

1.2X more likely if rider or driver had fewer than 20 lifetime trips

Note: These are correlations, not causations and are not controlled for other factors

Most reports of sexual assault occur between female rider / male driver...

... However, female drivers matched with male riders stand out...

Distribution of Reports of Sexual Assault by Inferred Rider and Driver Gender

		<i>Driver</i>	
		Male	Female
<i>Rider</i>	Male	29%	24%
	Female	43%	4%

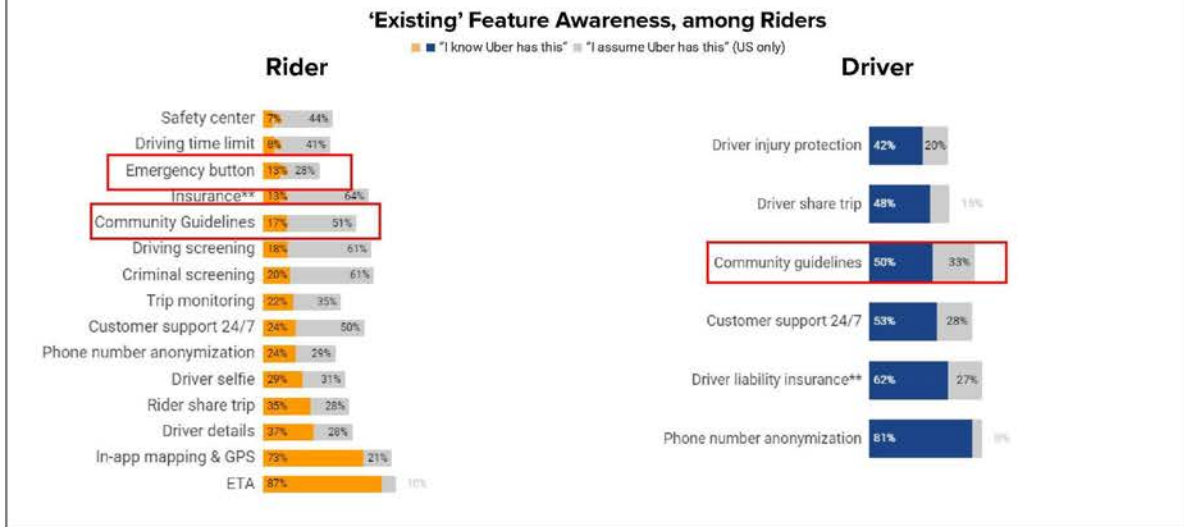
Relative frequency of report of sexual assault between inferred genders

		<i>Driver</i>	
		Male	Female
<i>Rider</i>	Male	1x	4x
	Female	1.5x	1x*

*1x equals female - female report frequency

Areas of Opportunity

We see a big opportunity for greater awareness of Uber's features and policies

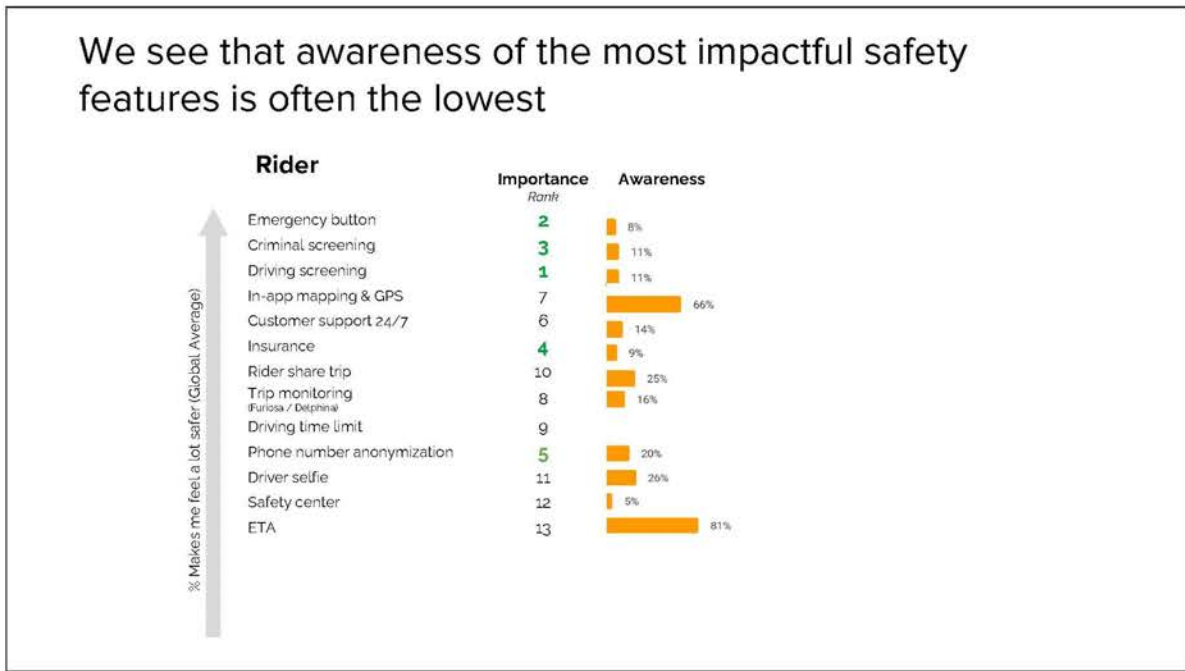


There is tremendous opportunity for greater awareness of Uber's safety features and guidelines

Only 17% of US riders and 50% of US Riders are aware of the Community Guidelines. We've heard that this is consistent with what you have seen in your investigations as well. Most users don't know that Uber has a no tolerance policy for any sexual activity on the platform even if it is consensual.

And only 13% of riders and 10% of drivers in the US know that Uber has an emergency button in the app to connect them with 911

We see that awareness of the most impactful safety features is often the lowest



Furthermore, the most impactful features on sentiments of safety often have the lowest awareness.

We believe that greater feature awareness empowers users to act if they feel unsafe or contact emergency services if needed.

Moving Forward

We've come a long ways, but we have further to go.

We are looking forward to moving forward with advocates, law enforcement, and our communities to identify solutions.

We value your insight and expertise as we work to achieve this.



Q&A

We have 10 mins or so to answer specific questions.
Keep in mind we have an entire section of the brainstorm to discuss trends and solutions so we can dive deep there

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