

Exhibit 25

Facebook's Measurement Strategy for Pro...

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Facebook's Measurement Strategy for Problematic Use [Well-Being]: Survey & First Results [October 2019]

PoC: ██████████, ██████████, ██████████

Definition: We define problematic use as experiencing **both** of the following issues “very often” or “all the time”:

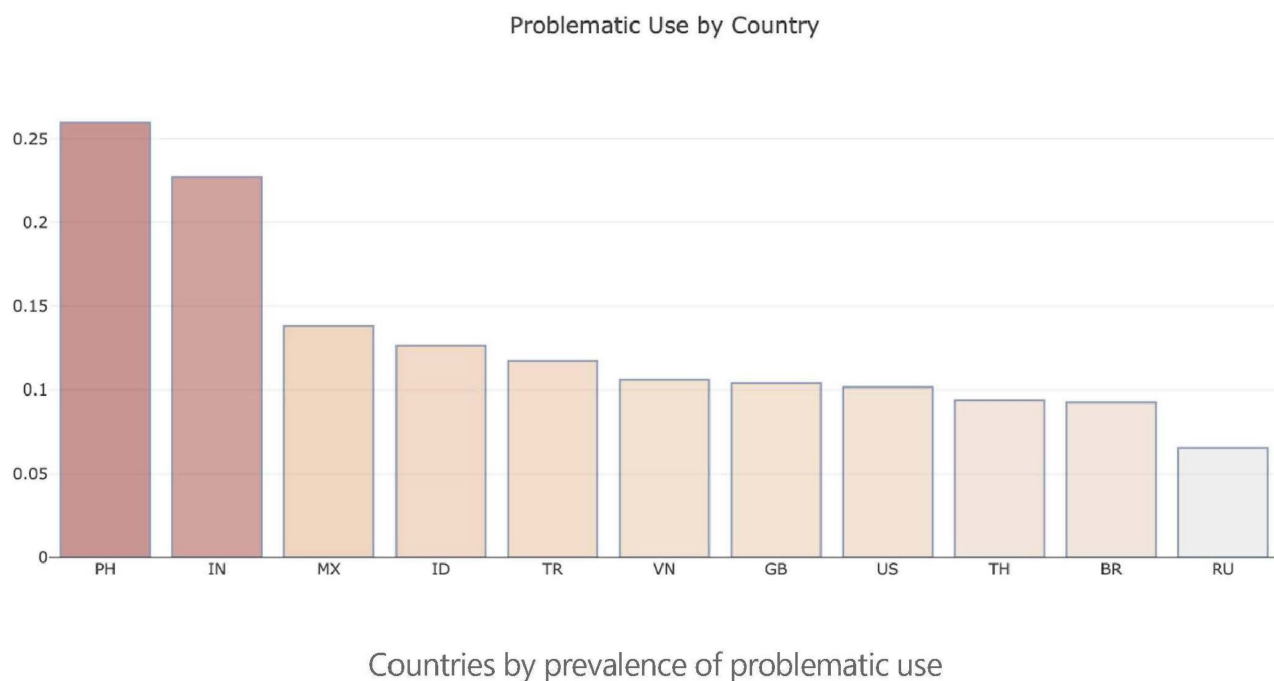
1. Lack of control or feelings of guilt over Facebook use.
2. Negative impact in at least one of the following areas: sleep, parenting, social relationships, or productivity.

By: ██████████ & ██████████ [Internal definition]

Executive Summary: We have made significant headway in our measurement strategy:

- We have a survey to detect problematic use that is deeply rooted in external academic as well as internal quantitative and qualitative user experience research.

- Under the extended measurement framework, problematic use appears to affect 12.5% of people. Another 11% of people report negative life impact 'very often' but only 'sometimes' lacking control.
- Problematic use is highest in PH (~25%), IN (~23%), and MX (~14%) → this suggests we may need a global approach to the problem. The US falls in middle of the pack (~10%)
Note that we see quite a bit of between-country variability. We may need to prioritize certain countries and might even have to consider whether different solutions are needed to address problematic use in different countries.



- Different domains of problematic use are correlated (~0.4- 0.5 range of correlation) but sufficiently distinct.
- Most negatively impactful concerns:
 - (1) **sleep issues due to losing track of time** (15%)
 - (2) **difficulty managing time on FB** (14%)
 - (3) **parents concerns that their FB use could neg. affect their kids** (8% - lower prevalence because it only affects parents, but a possible opportunity area for us [Around 20 % of parents affected])