

Exhibit 72



SOCIAL COMPARISON ON INSTAGRAM

Wellbeing Research
Nov, 2018

AS THE FIRST STUDY ON SOCIAL COMPARISON AT IG, THIS RESEARCH AIMS TO...

- 1 Quantify social comparison's **prevalence**, and identify **who's most susceptible**
- 2 Pinpoint **triggers** for social comparison
- 3 Evaluate social comparison's relationship with **authentic** expression
- 4 Assess **impact** of social comparison on **engagement with IG, wellbeing, and emotions**

WHAT WE DID

Quantitative



SURVEY

- 7 key markets
- 5,793 completes
- Conducted in Oct 2018



LOG DATA

- Matched with survey data
- Time spent
- Engagement level
- Tenure on IG

Qualitative



INTERVIEW

- 14 pair interviews of daily active users and habitual users
- 13 females and 15 males; 15-24 years old
- Conducted face-to-face in MPK and LA in September 2018

Note: for interview findings, please see [here](https://fb.facebook.com/notes/keeping-up-with-the-joneses-in-the-digital-age-interview-findings-from-instagram/147143206237714/) for details: <https://fb.facebook.com/notes/keeping-up-with-the-joneses-in-the-digital-age-interview-findings-from-instagram/147143206237714/>

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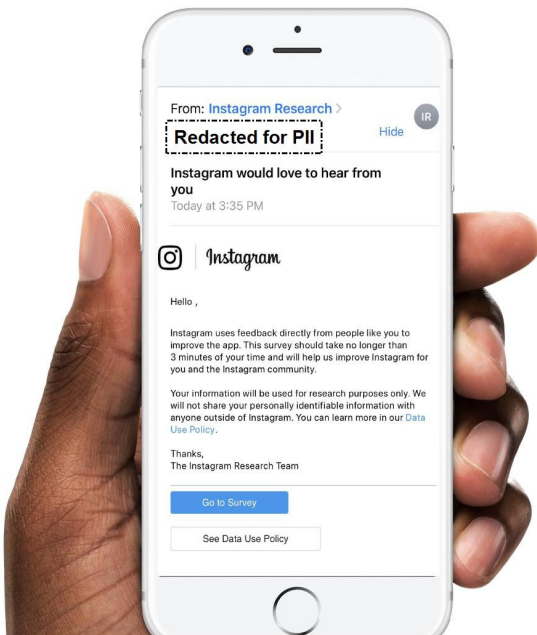
SURVEY

- A branded **email survey** of a randomly selected sample of monthly active users (L28>1)
- Stratified sampling in 7 key markets; Sample is then **weighted** based on country

Country	Male	Female	NA	Total
BR	167	301	110	578
CA	167	372	167	706
FR	278	683	229	1,190
GB	231	482	188	901
JA	258	445	191	894
MX	204	265	112	581
US	230	544	169	943
Total	1,535	3,092	1,166	5,793

Age	Male	Female	NA	Total
13-17	134	510	38	682
18-24	260	737	26	1,023
25-34	279	631	26	936
35-44	320	494	22	836
45-54	290	400	21	711
55 +	246	311	21	578
missing	6	9	1012	1,027
Total	1,535	3,092	1,166	5,793

Note: "NA" includes selection of "other" to gender, "prefer not to tell", and missing values



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TL;DR WHAT WE FOUND

1. PREVALENCE

- Social comparison is **common** on IG. **51%** of people experience social comparison on IG. They either **compare their accomplishments** to others or **observe other people** to decide how they should act “sometimes” or more often.
- **Women and teens** are more prone to social comparison, especially **negative** social comparison.

2. TRIGGERS

Negative social comparison is triggered mostly by **photo/video**, in particular regarding **beauty, fitness, fashion, travel, and romantic relationships**, posted by **weak ties** such as celebrities, strangers, and acquaintances.

3. AUTHENTICITY

Social comparison is associated with **pressure to be perfect** and **less freedom to express true-self**.

4. IMPACT

- Negative social comparison **reduces engagement** with IG.
- Negative social comparison **lowers well-being** (loneliness, life satisfaction, self worth, and self efficacy), and people with lower well-being may be more prone to negative social comparison.
- Most people (38%) report that the **upsetting feeling** caused by negative social comparison only lasted for “less than a few minutes” **when it happened last time**, however the **cumulative duration** is substantial: 33% of people have been feeling worse about themselves on IG for “several months to a year”.

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