

Exhibit 83

Messenger Kids: What's in a Name?



September 2020



...This could be because Moms do the majority of the worrying and thinking about these issues. This tends to be more heavily skewed towards their daughters, for whom they are particularly concerned about people they shouldn't be in contact with, negative influences, inappropriate ads, and in-app privacy.

Things parents worry or think about in relation to safety, according to parents of MK users

As reported by parents
(MK users, parents)

		Dad	Mom	Boy	Girl	6 - 7	8-9	10 - 11	12-13	Child (6-9)	Tween (10-13)
Inappropriate content (i.e. content intended for adults)	60%	46%	73%	57%	63%	64%	65%	61%	53%	64%	57%
People that they shouldn't be in contact with	56%	45%	66%	50%	62%	59%	59%	56%	53%	59%	54%
Negative influences (e.g. bad language, racism, cruelty)	55%	41%	67%	51%	59%	60%	60%	56%	46%	60%	51%
Inappropriate advertising (i.e. ads intended for adults)	55%	43%	65%	51%	59%	60%	59%	54%	48%	60%	51%
Online bullying or unfriendly activity	55%	45%	64%	53%	57%	56%	60%	54%	49%	58%	52%
Too much time spent on apps can be unhealthy or addictive	55%	48%	61%	52%	57%	59%	59%	51%	50%	59%	51%
Protecting your child's privacy inside apps	51%	41%	60%	46%	56%	54%	51%	50%	49%	52%	50%
Protecting your child's privacy outside the apps	49%	38%	58%	47%	51%	54%	49%	49%	44%	52%	46%
Less time for real-life activities, play, sports or school work	42%	35%	47%	41%	43%	44%	44%	40%	39%	44%	39%
Potential damage to emotional health and wellbeing	41%	39%	43%	40%	43%	45%	42%	40%	38%	44%	39%
Growing up too fast, not being a child for long enough	40%	33%	45%	38%	42%	40%	40%	41%	39%	40%	40%
Less time for real-life friendship and interpersonal skills	38%	34%	42%	39%	38%	40%	44%	38%	32%	42%	35%
None of these	3%	4%	2%	3%	3%	2%	3%	3%	4%	2%	4%

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D3a. Which of the following, if any, do you worry or think about in relation to your child's use of apps?
n= 1200 parents of MK user kids aged 6-13

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