

# Exhibit 71

# Well-Being 10x

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**facebook**

HIGHLY CONFIDENTIAL (COMPETITOR)

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## **AGENDA**

- 1. What We Know**
- 2. Vision**
- 3. Framing & Priorities**
- 4. Communications Opportunity**
- 5. Resourcing**

## Executive Summary

**FB is slightly negative for well-being (WB) and we have a phased plan to turn this around.**

- 1. What we know:** Despite positives, average net effect is slightly negative. Science is still early, primarily US based, and relies on self report.
- 2. Vision:** 2019: FB “best-in-class” amongst social media apps.  
2020 & beyond: FB/IG net positive to well-being.
- 3. Framing:** Using an integrity-like framework to drive progress on sub-areas: **Problematic Use**, **Social Comparison** and **Loneliness** (plus more to be defined). Prioritizing Problematic Use for product work, investing in substantial understand/research work.
- 4. Communications Opportunity:** Seize the opportunity for Facebook Inc. to lead the industry on well-being.

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# What We Know

1 What we know

## What is well-being?

No standard definition of well-being.

We are focusing on **subjective well-being**: how a person evaluates their own life, including life satisfaction, positive and negative affect.

Well-being has multiple facets: supportive relationships, control/autonomy, learning, and more.

1 What we know

## Overall impact of Facebook on well-being

Overall impact of Facebook on well-being is **negative but small**.

The science is still early, primarily US based, and relies on self report.

**We don't yet fully understand** reasons why Facebook may be net negative.

Primary areas that are good for well-being:

- **Active interactions** → Led to MSI.
- Feeling in **control** of tech use → Led to “Your Time on Facebook/ Instagram” tools.

1 What we know

## Overall impact of Facebook/Instagram on well-being

### Youth

- Overall net impact on well-being is negative but small (similar to adults).
- Moderate use of digital technology has benefits.
- Depends on the individual.
- Most vulnerable teens offline are most vulnerable teens online.

### Instagram

- Limited understanding, though initial work suggests similar to FB - slightly net negative.
- IG teens worse than IG adults on general well-being, negative affect, loneliness, and depression.

## 1 What we know

### What we need to learn more about

- What's driving net negative impact
- International effects
- Individual differences
- Expectation effects/effects of press
- Longitudinal and causal impact
- Comparative/competitive understanding
- Impact of positive aspects of platform

## 1 What we know

### Current areas of focus

**Problematic Use:** Serious, negative impact on sleep, relationships, work, or lives, combined with lack of control over FB use.

**Prevalence:** 3.1% severe (US), 55% mild (global). More common for younger people.

**Social Comparison:** Evaluating yourself negatively to others whom you perceive as better off. Happens online and offline, though amplified on FB.

**Prevalence:** 5% chronic (global), 40% mild (global). More common in people under 30 and women.

**Loneliness:** Difference between quality of friendships person has and wants. People who are already feeling lonely turn to FB to feel better, and reducing FB use can improve loneliness.

**Prevalence:** 7% chronic (global), 36% mild (global). Higher in younger adults (age 18-24), veterans, and LGBTQ.