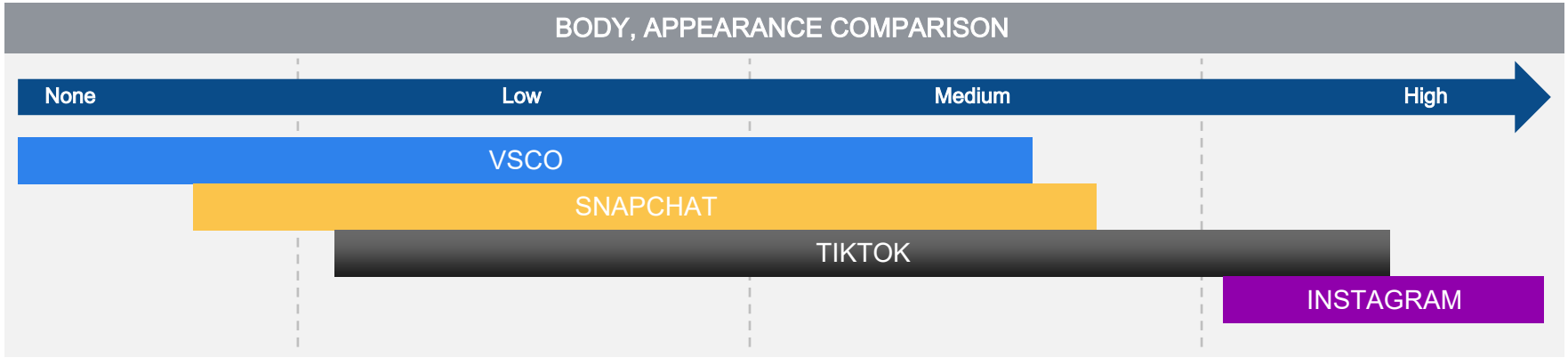
Exhibit 101

Social Comparison Exploratory Research

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Instagram is seen as having the highest impact, although TikTok and Snapchat aren't far behind



Dream, Not Reality

VSCO

- Unachievable
- Removed from reality

F4 Layers

Snapchat

- Friends, but..
  - Fun
  - Filter
  - Face (vs. body)

Shifting, Increased Usage, Talent to Aesthetic

TikTok

- Just like me
- Fun, joking, dancing
- Talent over aesthetic, but switching
- Popular influencers are thin/ attractive
- Spend 4+ hr/day

Celebrity Standards of "Reality"

Instagram

- Forget it's a highlight, reel vs. real
- Product mechanics (addicting)
- Explore, discover, stalk (down the rabbit hole)
- Sport – 1 hour to edit image/caption, then monitor "likes"

Apps' contributions to social comparison lie on two axes -- perceived reality and formality



On Instagram, Explore, Feed, and Stories contribute to social comparison but in different ways

IMPACT

EXPLORE

- Tons of body image triggers
- Intimidating

FEED + PROFILES

- Standards, aesthetic, game
- Hours for perfect post
- Sport – game of likes
- Best of best "to be seen"
- One upping
- Rabbit hole of discovery, stalking
- Friends closer to home but infrequent have high impact
- Celebs also have impact, high frequency compounding

STORIES

See celebs 1st, but…
Less Body …

- Reposts
- Boomerang
- Places

Formal to be seen
Broadcast
Face, body, celebrities!

Fun, social entertain
Closest friends. comfort
Face only, no bodies
No celebs