

Exhibit 24

IG Mental Well-being

Problematic Use Strategy Review

[A/C Priv] • IG Leads • 28 Sep 2023

Problematic Use: Definition & Impact

(Theory of change)

Problem statement

Occurs when people feel they lack control over their usage of technology and this leads to negative life impact (e.g., on sleep, productivity, parenting)

Importance to key stakeholders

Experts: Problematic use is a top cited problem by expert advisories, including the [American Psychological Association](#) and [Surgeon General](#), as it "can impair [adolescents'] ability to engage in daily roles and routines, and may present risk for more serious psychological harms over time".

Parents: 58% of parents felt concerned that social media apps are "too easy to use too much" (Marketing [Insights](#), n= 6,146).

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Teens:

- 37% of teens (13-17) felt concerned that social media apps are "too easy to use too much" (Marketing [Insights](#), n= 3,085).
- 38% of teens (13-17) [report low attentiveness](#) around IG use (<=2 on 5-pt scale), and these users report 20-25% higher life interference from app use (i.e., perceiving that IG use prevents the fulfillment of other responsibilities)
- Higher sense of control is associated with [app retention](#) and [perceived IG value](#).

Teens reporting low attention (aspect of low control) report 25% higher life interference (Davis & [REDACTED], 2023)