EXHIBIT
EX. 00030

Youth Empathy Framing

What Success Looks Like

Long-term Success for the Empathy Team means Facebook becomes a place where teens give and receive social support and actively connect, engage, and invest in their communities.

Success for the Youth Empathy team will look like (Draft):

- Facebook and its family of apps are viewed as a value-add to teens lives; Support Product Market Fit
- Percent of teens out of teen population who use FB every day has increased (Baselines as of Dec'17: US: 50% and Global: 34%) because they *like* using FB and find the product additive to their lives. DAP/Population is growing instead of declining.
- Teen well-being, as tracked by the longitudinal study run by Compassion, trends positive over time
- The narrative about FB in the press and collective consciousness has shifted because we proactively demonstrating thoughtful, ethical design and empowerment of people (youth, parents, caregivers, child psychologists)
- Every Teen on FB is:
    - Weekly participation in small group conversations (silent disco / messenger) with at least one group of close friends
    - Engaged in a group (preferably online + off) that adds value to their life
    - Experiencing positive reinforcement
    - Can speak to how they deal with negative comments, bullying, harassment, and other negative experiences (which will prove we have empowered them with a sense of ownership over their experiences, teaching agency, problem solving and communications skills)

Mission

Our mission is to ensure that Facebook is a place that does no harm and intentionally promotes well-being in the lives of youth around the world.

Goals

Integrity:

- Limit the immediate and long-term harmful effects of Facebook on youth.

Wellbeing:

- Deepen Teen's sense of belonging through connection to communities where they can develop skills, add value, and gain social support.
- Support teens in the process of development and expressing their identity in a constructive and creative way.
- Promote a sense of agency and optimism by developing tools that empower young people to respond to life's challenges and opportunities (embarrassment, bullying, drama, etc.).

The People Problem / Need

[Our evolving understanding of what the primary needs are for youth, as it relates to preventing harm and promoting wellbeing]

Known Deterrents from Using Facebook

- Teens see no reason to use Facebook; We have lost product market fit [Biggest Barrier]
- Teens friends are not on Facebook
- Brand Tax: FB is associated with "old people"
- *Note: 49% of teens reported NO negative experiences on FB* in the last 6 months [Research Summary: post]
- When asked about why they don't use Facebook, in addition to their friends not on the platform, and their parents are, they also think FB is **a generally negative place:** drama, hateful comments, controversy and a general lack of positivity. [3]
    - Not always out of malice, but more so a lack of understanding for the consequences of their behavior and their effect on others.
- Teens today are growing up with their entire life on Social Media, often shared by their parents and relatives during their upbringing. This means baby pictures of their first bath. This content can be resurfaced or found by friends, creating potentially embarrassing or sensitive moments. **This is the first generation to deal with this problem** and one that adults cannot yet sympathize with.
- User research indicates **unwanted photos** (old photos, unflattering photos, photos from a different time) are a problem for teens - and there are no real tools to deal with this. [3b]
- Young teens (~13) don't feel safe using their real name, identity or any clues that could lead to strangers finding them due to privacy and safety concerns.
- PAC is keenly aware that **prevalence rates for bullying/harassment is higher in teens** than adults and that teens might require different forms of support. [5]

Known Negative Effects of FB and/or Social Media in General on Teens:

- Increased screen time, particularly before bed, is linked to **sleep issues**, which have long term negative effects on cognitive and physical development; **1/5 teens report waking up and checking social media in the middle of the night.** [Power, S. Taylor, C. Horton, K. 2017. Sleepless in school? The social dimensions of young people's bedtime rest and routines. Journal of Youth Studies. Link]
- Teens feel enormous **pressure** to portrait their **idealized self** on social media.
    - Teens take 20 selfies to get to the right one to post - as a result of apprehension on how they will be perceived and making sure they are represented in a positive light.
    - When old content is resurfaced or they are tagged in content that isn't representative of who they **want** to be, it creates apprehension and tension.
- **9/10 teen girls say they are unhappy with their bodies**; One study shows that girls express a heightened desire to change their appearance after spending time on FB. [Research: Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13. pp. 38-45. Link]
- **7/10 teens** say they have experienced **cyber bullying**
- FoMo
- There is an external narrative that increased screen time is **increasing depression** and senses of **isolation,** however there is other research that shows the impact as both positive and negative, based on the volume of use, with no use also sometimes being negative.
- Increase in **anxiety**

Areas where FB/Social Can Add Value to Teen's Lives:

- Connecting and making friends (balance with the pressures listed above)
- Access to mental health resources and other people accounts of similar experiences / support from others
- Emotional Support: 7/10 teens report receiving emotional support on social media during challenging times
- Positive re-enforcement and engagement is important to development, during a time when teen identity is being defined, our sense of self value and we are learning to interact in social environments, as adults.
- Exploration and access to new ideas
- News source

Our Work

1. Wellbeing: Encourage Community, Creativity, Agency & Wellbeing [product]

+Learning & Skills Development We Want to Promote through our products

Not included in the above: **Discovery** (part of learning / identity formation), **Learning**, **Mastery** (the need to feel a sense of accomplishment by achieving mastery of a particular skill), **Mental Health,** and **Physical Wellbeing** (resting, eating well, exercising, spending time in nature/outdoors, limiting stress).

+ **Age of Consent** [Separate Work Stream]
+ **Parent Portals-** Tools for encouraging healthy engagement with technology. **[talk to** [redacted]

2. Youth Integrity: Prevent Harm [Oversight]

We are working to identify which of these known harmful experiences are being addressed by other teams. We will remain in communication with them about any teen-specific needs as it relates to their work to ensure that the solutions developed do not unintentionally leave out or fail to address the situation for young people.

This will not be a primary "product" focus for the Empathy team, instead we will work as advocates and supporters of teen integrity issues.

Note by [redacted] Protect and Care and Teens [link] / Further research is needed into what these experiences look like for teens.
Post: Instagram PAC research [Link]

Note: Community Integrity is having some personnel changes; We should check back with them in late Dec/early Jan about who will be focused on 'Harmful Behaviors/Harmful Account's as [redacted] is moving on from this at the end of the year.

Q4 2017 + Q1 2018

As we spin up the Youth Empathy team, our focus will be identifying levers where we can add value to the overall team objective of regaining product/market fit. We will focus on understanding the teen experience on FB with an eye to product opportunities that will promote well-being for teens. As we continue to search for signal on which levels will drive the most impact, our H2 2017 and early H1 2018 work will focus on deepening our understanding of how teens connect with their communities, express their identity online, and deal with negative experiences.

Below is a long list of questions that we are considering, which we will aim to unpack through user experience research, third-party lit reviews (in partnership with Research), data analysis, and our own test/experiments.

Product: Discovery

Identify 2-3 levers that we can pull in H1 that map to the most pressing product/people needs identified. Levers That Look Strong Based on Research & Data:

Identify Levers (Things to Test by Area)

- **Driving Meaningful Interactions**
  - Test Care Cards with Teens [Link to Adult Findings]
  - Test Polls within Friend Groups
  - Digital Pen Pals: Learn Skills / Global Connect (test interest)
  - Prompts (TBH into Fox Mode) > We will use this to test teens interest in responsing to gratitude-like prompts.
- **Driving Group Participation**
  - Additional research to be done – on hold /High School work being done by Growth + Groups work done by Alex
- **Driving Expression of Identity**
  - Test Profile Frames just for Teens [Waiting on [redacted]'s research on common life milestones]
  - Test Skills Endorsement
  - Test Causes I Care About
  - Test Milestone Celebration
- **Driving Agency When Addressing Unwanted Experiences**
  - Conduct FB Tips targeting teens and their experiences
  - SEL QP
  - Test: Auto-turn on timeline approval (to be run)
- **Improved Tools & Tips**: Empowering Teens to Address Unwanted Behavior/ Experiences [Framing Doc]
  - Current Conducting a FBTips Test
    - Questions to Answer:
      - top 5-10 queries in the help center by teens
  - Additional Testing Options: Improving discovery of reporting tools, reworking reporting tools, ect.
  - Sentiment classifier test on:
    - Hidden Posts **[Not a Lever]**
      - Results = Not Useful; No sentiment linked to hidden posts
    - Newsfeed content overall for teens (% of positive or negative content, based on text) – approximation for how much negative content they may be seeing. Is it different than adults?
  - Negative Experience Flows:
    - Ask CI about adding 'Embarrassment' into categorization pop-up
    - Ask CI about teen-optimized flows for bullying and harassment ([redacted] said it was shelved due to the burden of additional complexity); FJ to followup

Product Ideas

- **Interest Endorsement**: [Framing Doc]
  - The ranking for how common PS/WAP actions are (Nov'17):
    - profile photo (by far the most common action) [2X more than adults]
    - cover photo [2X more than adults]
    - intro card bio [8X more than adults]
    - intro card photo [4X more than adults]
    - life event [2X more than adults]
- **Life Chapters,** Bundling Content w/Audience based on a Life Chapter [Draft Framing Doc]
  - *Test to be Designed*
- **Pause Prompt**
  - Pop-Up Warning of Excessive Use at 2 hour mark (usage known to lead to degraded mental health)
  - "Off" Mode setting one can enable to lock oneself out of FB at set times (like at school, work or at bedtime)
- **Action Groups** [Framing Doc Draft]

Age of Consent

- Timeline: Dec. 2017 - June 2018
    - First Regulator Review on General Concept: First week of Jan
    - Mark Review on Path: Jan 29th
    - First Roll-out: End of Feb
    - Full Roll-out: May 26th
- Resources / POC:
    - PM: [redacted]
    - Engineering: Wendy (EM), Aaron, [redacted]
    - Design: [redacted]
    - Data: [redacted]
    - Content: [redacted]
    - PMM: [redacted]
    - Research: [redacted]
    - Legal POC: [redacted]
- Overall GDPR Framing Doc: PRIV [A/C PRIV]
- AoC Working Doc: Age of Consent — Product Design Framing + Timeline

See Nov/Dec 2017 Roadmap

Research / Understand

Core Research Efforts Around Well-being: Sheet1: MSI & Well Being Cross Core App Research Project Tracker

December

	A	B	C	D	E
1	Learning Sprint to Inform Product Roadmap				
2	Who	What	Product Focus	Status	Due
3	Core Research	Evaluate FB Actions as it related to well-being	All	active	1/15/2017
4	[redacted]	Negative Experiences; Run survey in 4 other countries	Agency	in progress	2/1/2018
5	[redacted]	Lit Review: Agency (addressing negative experiences)	Agency		
6	[redacted]	Key Teen Life Milestons, Globally [redacted], lead)	Identity, Profile	active	12/22/2017
7	[redacted]	Lit Review: Identity	Identity		
8	[redacted]	Lit Review: Growing Up Online (teen life stages)	Identity		
9	[redacted]	Lit Review: Belonging	Belonging		
10	[redacted]	Lit Review: Drama	Agency		

January --

	A	B	C
1	**Research Team Roadmap for 2018**		
2		**H1**	**H2**
3	**Community and Belonging** ([redacted] & [redacted])	"Exploring teen communities" Literature Review 1:1 interviews Review small group posts ([redacted])	"Exploring teen belonging" ([redacted]) Civic Engagement (sync with [redacted])
4	**Expression of Identity** ([redacted])	"Teen Identity" Literature Review 1:1 interviews Survey/s	"Teen Voice" Literature Review 1:1 interviews Survey/s
5	**Handling Sensitive Moments** ([redacted])	Compile previous research 1:1 interviews	Test variations of report flows (or other "interventions" that might be discovered

		Survey/s	from H1)
6	*Topics placed into "Parking Lot":*		
7	Privacy (hacked accounts) — On hold due to prioritizing basic teen needs (belonging, identity, sensitive life moments)		
8	Do no harm (negative experiences) — On hold be many of the idenitfied negative experiences from Q3/4 have informed the research areas under "Sensitive Moments"		
9	Comparison/Perfection — On hold, be first let's understand teen's community and identity needs, and then turn our attention toward comparison/perfection		

Research Findings: Insight & Key Learnings

- **Understand Negative Experiences (Do No Harm)**
  - What is the *severity* and *reach* of "harmful" and "negative" experiences? [[redacted] Complete]
  - Run survey internally to check US results: December [Aggregated categorical results here]
    - Over half of teens reported seeing unwanted Ads, Scam, Politics or Drama on Facebook within the past 6 months. Just over 25% of teens reported being bullied or harassed.
    - Ads and scam were the most common and negative experiences across the teenage population sampled.
    - We see the most country variation for bullying/harassment (eg, Egypt, Thailand) and politics (eg, Argentina).
    - Like we found in our USA survey, the negativity cores were generally low, with the teens ranking their experience as only "slightly" or "somewhat" negative.

- **Understand Community & Belonging**
  - **(Data):**
    - Where do teens spend their time? (Content types) (Page Types) (Group Types)
    - Number of teens in support groups or large fan groups?
  - **(Research)**
    - ***H1: EXPLORING TEEN COMMUNITIES***
      - How do teens currently connect with community online and off?
      - What are people currently doing, in regards to groups?
    - ***H2: EXPLORING 'BELONGING'***
      - What creates a sense of belonging?
      - How do those dynamics vary in different types of groups (e.g., family, school, clubs, etc)?
      - How do teens use FB (or other resources) for activism, community service, or charity work?
      - What influences a teens connections and/or sense of ownership to a group or cause? NOTE: See Compassion, PAC, research on belonging ([redacted])

- **Understand Expression of Identity**
  - **(Research)**
    - **H1:** ***EXPLORING TEEN IDENTITY [w/ early teens, late teen, and college teens]***
      - What are the major teen milestones? How do they use social media to celebrate it?
      - How do teens create/display their identity on social media? In real life?
        - What does developmental psychology say about the types of experiences that are important for teens to develop identity?
      - In what ways are teens hindered from displaying their identity?

- How often do teens feel their identity changes/changed/will change?
- How do the multiple facets of identity come together on FB? (family, friends, acquaintances, classmates, teammates)
- How are meaningful interactions different with parents, family, close friends, acquaintances?
- How do relationships with family members change over time?
- How do preferences change over time? What gives me joy or makes me cringe at 13 is not the same at 17. Same with questions like What's important to me? What do I like to share? What do I like to receive?
- How do teens view their past and their futures? What parts of those identities are private vs public?

- **H2:** ***HOW TO PROVIDE TEENS WITH A 'VOICE'***
- Why do teens not use FB to share about their lives/identity?
  - What do teens want to say that FB can help facilitate?
  - What would teens share more if it were easier?
  - What real life events would be made better with FB? In what ways do they already use FB to complement real life events?
  - What is one part of a teens week that they would want to highlight/share with others?

- **(Data)**
  - How often do teens "change" their identity? How are they currently managing this? (deleting content? hide content, etc) [[redacted] + Research on Identity]
  - Known data on Profile: https://fb.facebook.com/groups/142333399845065/permalink/159945828083822/
    - What part of profile changes the most for teens? [Results]
    - How much content on your profile is from someone else posting about you?
    - How often do teens look at their profile? What do they look at and what are they doing? How about for others' profiles? How often do teens change their profile picture? Do they use frames? Effects? [Results]
    - Data around profile cards (non- friends?)
    - How often do teens use life events?
    - How often are teens in groups?
    - How often do Teens use the Bio and Featured Photos on Profile?
    - Do they use Fun Facts?

- Analyze data from bulk curation and profile permanence tests done by the Profile team
- Photo deletion for teens vs adults. Is there a time threshold? Is there a feeling like "I didn't get enough likes"?

- **Understand Handling Sensitive Moments:**
  - How are teens currently handling these issues?
    - Embarrassment
      - Talk to Profile Team about 'Bulk Edit' test / results for teens [En
      - Photos: Which happens more: Resurfacing of old photos that are embarrassing when friends or parents find them and reshare them; Or in the moment when someone tags you and it's a bad photo and you're embarrassed.
    - Drama
    - Bullying
    - Harassment
  - Do they use the NFX flows? [Results = Not more than adults; not stat sig for teens globally]
  - % with "timeline review" for photos turned on? [redacted]

- **Understand Comparison / Pressure for Perfection**
  - [redacted]: Do we have any research complete related to pressure to be perfect/presentation online?

- **Understand Account 'Hacks':** Is this due to teens sharing phones or giving out their info? Is there an educational component needed to help with this, or is the 'hacking' being done by malicious actors?

Levers

Eliminated

- Current negative experiences flows [link]
- 'Hide' as a vehicle for identifying negative content [link]
- Building a classifier for "drama" posts
-

Show Promise

- Profile 'about me', bio, intro card, intro photo used frequent by teens (2x-8x more) [Link]
-

In testing / In The Pipeline to be tested

- FB Tips as a way to educate teens on dealing with negative experiences
- Updated lightweight entry point for embarrassing photo management. Framing: Lightweight Teen Negative Feedback
- Positive prompts to drive positivity and engagement (in Fox mode)

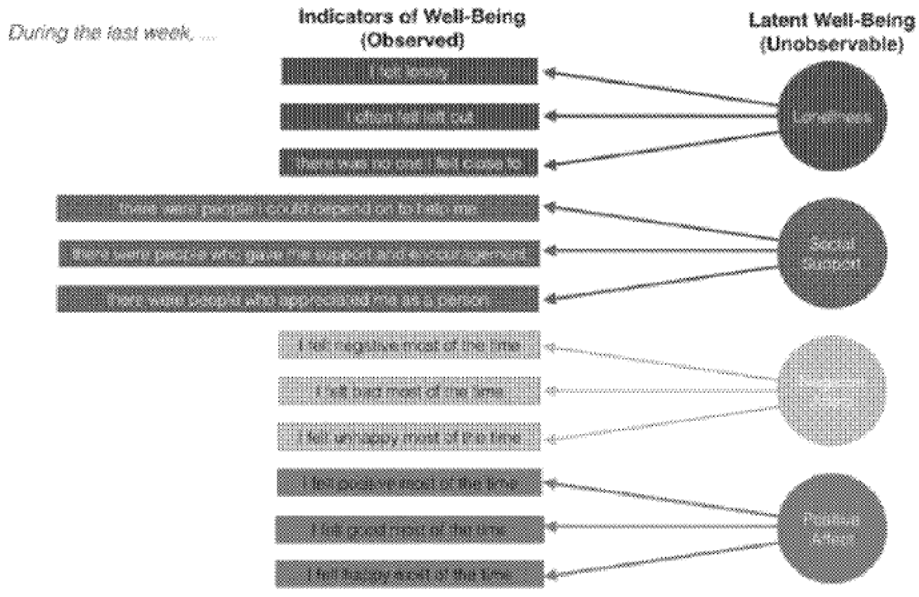
Measurement

Northstar Measurement: wellbeing survey metric

- Track Overall Wellbeing Metric through Compassion Survey [Currently under development by Compassion research team]
    - https://fb.facebook.com/notes/[redacted]measuring-dimensions-of-well-being-on-facebook/152059733799884/
    - https://fb.facebook.com/notes/moira-burke/well-being-and-core-company-metrics-measuring-meaningful-connections/10154756097778453/
    - https://fb.facebook.com/notes/[redacted]measuring-dimensions-of-well-being-across-groups-an-examination-of-measurement-i/138241393588694/

Facebook Well-Being Measurement Framework

We created a four factor model of well-being that includes loneliness, social support, positive affect, and negative affect, as these dimensions are ones that we feel Facebook is best leveraged to impact (other dimensions like belonging are also under consideration but not included here). Here is a basic representation of our model:



Four factor model of well-being.

How Can We Measure Teen Well-Being?

How We Will Get There: We will run the same research that the Compassion research team did, to determine which FB actions are positive, negative, and neutral on teens, and will then decide which metric is best for measuring well-being for teens.

Well-Being (longitudinal): What we know about well-being with FB data

- Decreased prevalence of negative experiences
  - Either perceived (reported via survey) or labeled by us (sampled prevalence)
- Increase in specific Engagement-based metrics that we believe are positive for teen well-being: What We Know About Well-Being on FB, by type of engagement: https://fb.quip.com/IGnpAb2bie85
  - Survey-based metric
  - Automatic sentiment analysis
  - Interactions with close friends and relatives
- CIT = Comprehensive Inventory of Thriving: https://internal.psychology.illinois.edu/~ediener/CIT_BIT.html
- Research Framework: [redacted] > [Link to [redacted] note on the topic]

Note: Don't use CAU; not unique for youth + not linked to actual value add or wellbeing (only focused on sentiment)

Understanding Youth Wellbeing

Looking across the social science academic literature as a whole, seven core theoretical dimensions of positive psychological functioning have emerged (Su, Tay, & Diener, 2014). [From Note by [redacted] / This is the basis for how well-being will be measured across the company, starting in 2018.

> Subjective well-being (SWB) in the form of high life satisfaction and positive feelings,
>
> Supportive and enriching relationships,

Interest and engagement in daily activities,

Meaning and purpose in life

A sense of mastery and accomplishment

Feelings of control and autonomy,

Optimism

Concerns Related to Wellbeing

Product features that are designed to exploit insecurity, or provide a dopamine rush (likes, notification, the pull-down-to-see, the infinite scroll, etc), to increase time spent, are inherently at odds with well-being and take away from people's ability to consciously focusing on activities that add value to their lives.

Because our product exploits weaknesses in the human psychology to promote product engagement and time spent [and that because of our reliance on AI, we cannot currently control for when content is being strategically leveraged to manipulate the opinions and moods of individual people] if we are committed to the wellbeing of individuals, we need to **a) to alert people to the effect that the product has on their brain** (for example: your view of yourself is affected by other people's highlight reel, etc) and **b) provide them with tools to have more control over their own experience.**

Research [fay to find links] has shown that the following things are REALLY good for you, and our increased reliance on technology *can* reduce these things:

- Time out in nature
- Not looking at a screen
- Eye contact while talking to other people
- Hugs and other consensual forms of affection
- Hearing the voice of a loved one [reduces blood pressure / internal calm]
- Getting 8 hours of sleep [young people need more sleep]
- Low levels of daily stress

Stages in ADOLESCENT Development

There are four basic categories for developmental milestones:

Physical milestones involve both large-motor skills and fine-motor skills. The large-motor skills are usually the first to develop and include sitting up, standing, crawling, and walking. Fine-motor skills involve precise movements such as grasping a spoon, holding a crayon, drawing shapes, and picking up small objects.

Cognitive milestones are centered on a child's ability to think, learn, and solve problems. An infant learning how to respond to facial expressions and a preschooler learning the alphabet are both examples of cognitive milestones.

Social and emotional milestones are centered on children gaining a better understanding of their own emotions and the emotions of others. These milestones also involve learning how to interact and play with other people.

Communication milestones involve both language and nonverbal communication. A one-year-old learning how to say his first words and a five-year-old learning some of the basic rules of grammar are examples of important communication milestones.

Supporting Healthy cognitive development in ADOLESCENce

[Stanford Children's Hospital: Link, 3 stages of adolescence, 12-18 years]
The following suggestions will help to encourage positive and healthy cognitive development in the adolescent:

- Include adolescents in discussions about a variety of topics, issues, and current events.
- Encourage adolescents to share ideas and thoughts with you.
- Encourage adolescents to think independently and develop their own ideas.
- Assist adolescents in setting their own goals.
- Stimulate adolescents to think about possibilities for the future.
- Compliment and praise adolescents for well-thought-out decisions.
- Assist adolescents in re-evaluating poorly made decisions for themselves.

Increased Screen Time Linked To:

- Sleep problems – Sleep deprivation can lead to impulsive behavior and reduced emotional regulation.
- **Social problems** – Difficulty recognizing other people's emotions and trouble communicating face-to-face can lead to increased conflict.
- **Increased aggression** – Some studies have linked aggressive media to aggressive behavior in children.

Research:

- Improving Teen Mental Health [Article] link
- How Technology is Highjacking Your Mind [Article]

What traits do people need to possess to succeed in the future

- Research, the "democratic mind" – theory from the 1940's that outlines a theory of skills needed to operate within a democracy, including the ability to understand and change a perspective when presented with a compelling argument or facts. [..
- Morals – Ethical engagements and participation in a society or community
- Dialog: Discourse... have the ability to discuss and find common ground

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Integrity Efforts Overview

Measuring Prevalence of specific problems (terrorism, spam, hate speech, etc) and violation types, which need to be labeled to match a CI category.

- *to be flushed out as* [redacted] *uncovers more*

Resources

- Original Youth Framing Doc: Framing Doc: Youth Empathy
- Initial Q4 Planning Doc: 2017 Q4 Youth Empathy Roadmap
- Insights Captured: Sheet1: Insight & Key Learnings
- Product Decision Framework: Sheet1: Empathy Product Decision Framework

Research

Sheet1: MSI & Well Being Cross Core App Research Project Tracker

Segmentation [Attitudinal]: https://fb.facebook.com/permalink.php?story_fbid=1973304482993500&id=100009419015289

The Woke Teen

The Superfan

The Religious Teen

The Tumblr Nerd

The Shy Teen

The Contrarian

Segmentation: Get from [redacted]

Negative Experiences

Teen Negative Experiences:

https://fb.facebook.com/groups/1155234014572238/permalink/1402605473168423/

https://fb.facebook.com/groups/1155234014572238/permalink/1423906137705023/

https://fb.facebook.com/groups/1155234014572238/permalink/1431986890230281/

Unwanted photos: https://fb.facebook.com/groups/1155234014572238/permalink/1424510604311243/

Relatives / Growing up Online

Teen Emotional Reactions: https://fb.facebook.com/notes/youth-core-team/teens-interactions-with-and-emotional-reactions-to-their-adult-relatives-on-face/1431196646975972/

Friending Adults: https://fb.facebook.com/groups/1155234014572238/permalink/1426543997441237/

Parental Sharing: https://fb.facebook.com/groups/1155234014572238/permalink/1402605473168423/

Attending to Teen's Needs: https://fb.facebook.com/notes/elizabeth-ahern/protect-and-care-attending-to-teen-population-needs/125107284740125/

Teen Bullying: https://our.intern.facebook.com/intern/research/p/fahs63d63r/

Teen Wellbeing (Instagram): https://fb.facebook.com/groups/igpac/permalink/1915352238696489/

Teen Perception (Instagram): https://fb.facebook.com/groups/ResearchInsights/permalink/1544393298942613/

Top Lists of issues for teens

Countdown of teen issues

Negative Experience Reporting Flows: DS [redacted]), tl:dr Teens don't use reporting flows more than adults

Drama on FB associated with Gender and Friend Count (Girls + Having more than 315 friends = more drama): https://fb.facebook.com/groups/142333399845065/permalink/174370349974703/

Severity vs. Reach of Negative Experiences (Initial US survey): https://fb.facebook.com/groups/142333399845065/171041513640920/

Pulse Survey Results 2017:

The results highlighted many things we know, but put a light on certain aspects:

Teens are using direct communication more than millennials, they prefer constant connection with people to keep others informed and to stay in the know

Messenger is one of the most often mentioned uses of Facebook

A big focus on relationships came through the open ends; and using social media/messaging to help build or strengthen their relationships

Feeds are used to stay up to date, receive updates in the moment

Facebook can do too many things, there is a need for more control and more easy pathways to interact with people who matter

Pulse Survey Results: Social Causes Engagement, Biggest Barriers : Lack of interest (link)

Recent Articles

- https://www.nytimes.com/2017/10/11/magazine/why-are-more-american-teenagers-than-ever-suffering-from-severe-anxiety.html?_r=0
- https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/
- https://www.ft.com/content/7c972e2e-a88f-11e7-ab55-27219df83e97
- https://newsroom.fb.com/news/2017/12/hard-questions-is-spending-time-on-social-media-bad-for-us/ (blog)

Contact Support

Conversation History

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Quipbot#01 added Quipbot#01 to the thread *Aug 23 at 4:11 pm*

Quipbot#01 added you to a document *Aug 23 at 4:06 pm*

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted] , Kenzie Snyder, [redacted] , Wendy Gross, [redacted] *Jun 30, 2020 at 5:00 pm*

[redacted] edited *Aug 21, 2018 at 8:52 pm*

[redacted] edited *Aug 2, 2018 at 6:40 pm*

- How do teens currently connect with community online and off? [redacted]

[redacted] opened your conversation with [redacted] Sean Xiao, [redacted]

Shayli Jimenez,

, Jennifer Guadagno,

Robert Chen (PM),

, Kenzie Snyder,

, Wendy Gross,

ul 27, 2018 at 12:27 am

---

opened your conversation with

, Shayli Jimenez,

, Jennifer Guadagno,

, Robert Chen (PM),

, Kenzie Snyder,

W

Wendy Gross,

[redacted] *Jul 26, 2018 at 6:26 pm*

[redacted] , Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted] , Kenzie Snyder, [redacted] , Wendy Gross, [redacted] *Jun 8, 2018 at 4:57 pm*

[redacted] edited *Jun 7, 2018 at 9:40 pm*

Current Focus:Q4 2017 + Q1 2018

Team Building

- [redacted] Full-stack/Backend (starting Oct)
- [redacted] Full-stack/www (starting in Jan)
- (iOS)
- (Android)

- ~~Hire DS~~
- Support [redacted] in Hiring Designers
- Support Eng Team primarily on understand/edge-case testing eng tasks

- Hearing the voice of a loved one [reduces blood pressure / internal calm]

[redacted] opened your conversation with [redacted]

Shayli Jimenez,

Jennifer Guadagno

, Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

May 23, 2018 at 12:38 am

---

opened your conversation with

Sean

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

, Wendy Gross,

[redacted] *May 1, 2018 at 4:45 am*

[redacted] edited *Apr 27, 2018 at 7:43 pm*

- Increased There is an external narrative that increased screen time is **increasing depression** and senses of **isolation** [link to research] , however there is other research that shows the impact as both positive and negative, based on the volume of use, with no use also sometimes being negative.

[redacted] *Apr 27, 2018 at 7:42 pm*

Thanks [redacted]!

[redacted] *Apr 27, 2018 at 4:54 pm*

Yes: The link is here:

https://www.unicef.org/publicat... -- check out pages 105-110.

"While the evidence is mixed, recent research

shows that children's use of digital tech

has a mostly positive effect. The evidence

summarized here looks at screen time and

its impact on mental well-being, social

relationships and physical activity, considers

the debate over digital dependency

and, finally, examines the effects digital

experiences have on children's brains"

url[1] *1.1KB*

[redacted] *Apr 25, 2018 at 11:29 pm*

Thanks for the additional insight [redacted] Do we have links to any of this research, internal or external? I pulled this from another sources which may not have had a peer reviewed study (hence no link)

[redacted] *Apr 25, 2018 at 12:27 am*

I think we are missing coming out / resources for supporting sexual orientation and gender identity exploration which are unique to youth, and we know that LGBTQ youth get harrassed at much higher levels with much more harmful consequences.

[redacted] *Apr 25, 2018 at 12:24 am*

[redacted] this link is a U-curve, not a linear relationship. Those not spending time on screens are as likely to be depressed as those

spending too much time. There is such a thing as too little time on screens.

Jennifer Guadagno opened your conversation with , Shayli Jimenez, , Robert Chen (PM), , Kenzie Snyder, , Wendy Gross,

Apr 3, 2018 at 7:28 pm

---

opened your conversation with , Shayli Jimenez, , Jennifer Guadagno, , Robert Chen (PM), , Kenzie Snyder , Wendy Gross,

a phone *Mar 22, 2018 at 4:20 am*

---

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

Mar 21, 2018 at 7:04 pm

Mar 21, 2018 at 7:01 pm

> check this section out.

---

edited *Mar 21, 2018 at 7:03 pm*

- Updated lightweight entry point for embarrassing photo management.

---

opened your conversation with

Shayli Jimenez,

, Jennifer Guadagno,

Robert Chen (PM)

Kenzie Snyder,

Wendy Gross,

Mar 19, 2018 at 10:26 pm

---

edited *Mar 7, 2018 at 8:32 pm*

---

opened your conversation with

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

[redacted] El-

[redacted] *Mar 7, 2018 at 8:23 pm*

[redacted] edited *Mar 5, 2018 at 10:22 pm*

Not included in the above: **Discovery** (part of learning / identity formation), **Learning**, **Mastery** (the need to feel a sense of accomplishment… by achieving mastery of a particular skill), **Mental Health,** and **Physical Wellbeing** (resting, eating well, exercising, spending time in nature/outdoors, limitxing limiting stress).

[redacted] edited *Mar 5, 2018 at 9:51 pm*

Not included in the above: **Discovery** (part of learning / identity formation), **Learning**, **Mastery** (the need to feel a sense of accomplishment… by achieving mastery of a particular skill), **Mental Health,** and **Physical Wellbeing** (resting, eating well, exercising, spending time in nature/outdoors, limiting limitxing stress).

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] N [redacted] , Jennifer Guadagno, [redacted] H [redacted] , Robert Chen (PM), [redacted] Kenzie Snyder, [redacted] Wendy Gross [redacted] *Mar 3, 2018 at 12:06 am*

[redacted] opened your conversation with [redacted] , Sean Xiao [redacted]

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

, Wendy Gross,

Feb 24, 2018 at 7:31 pm

edited *Feb 14, 2018 at 1:14 am*

opened your conversation with

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Erin

, Wendy Gross,

eb 12, 2018 at 6:00 am

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opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

Feb 12, 2018 at 4:07 am

Feb 11, 2018 at 8:12 pm

The National High School Survey by the CDC puts the incidence of cyberbullying at lower levels than IRL school bullying. Cyberbullying has slightly decreased in recent years.

Feb 11, 2018 at 8:10 pm

This link is not scientifically supported

Feb 11, 2018 at 8:10 pm

This link is not scientifically supported

Feb 11, 2018 at 8:10 pm

This is not scientifically supported.

[redacted] *Feb 11, 2018 at 8:10 pm*

This is not scientifically supported.

[redacted] edited *Feb 11, 2018 at 8:11 pm*

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] *Feb 5, 2018 at 11:25 pm*

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted]

Kenzie Snyder,

, Wendy Gross,

W

Feb 2, 2018 at 4:44 pm

---

edited *Feb 2, 2018 at 8:38 am*

Long-term Success for the Empathy Team means Facebook shifts from being a place defined by drama and passive consumption to becomes a place where teens give and receive social support and actively connect, engage, and invest in their communities.

---

opened your conversation with

Shayli Jimenez,

N

Jennifer Guadagno,

, Robert

Chen (PM),

Kenzie Snyder,

M

Ilyin,

W

n Jan 26, 2018 at 6:24 pm

---

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

N

, Kenzie Snyder,

M

Wendy Gross,

22, 2018 at 11:59 pm

---

opened your conversation with

, Shayli Jimenez

Jennifer Guadagno,

Robert Chen (PM),

N

, Kenzie Snyder,

M

Wendy Gross,

[redacted] El- [redacted] *Jan 19, 2018 at 5:04 pm*

[redacted] edited *Jan 19, 2018 at 4:54 pm*

[redacted] opened your conversation with [redacted] Shayli Jimenez, [redacted] N [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] *Jan 19, 2018 at 3:20 pm*

[redacted] edited *Jan 12, 2018 at 7:30 pm*

- Run survey internally to check US results: December [Aggregated categorical results here]
  - Over half of teens reported seeing unwanted Ads, Scam, Politics or Drama on Facebook within the past 6 months. Just over 25% of teens reported being bullied or harassed.
  - Ads and scam were the most common and negative experiences across the teenage population sampled.
  - We see the most country variation for bullying/harassment (eg, Egypt, Thailand) and politics (eg, Argentina).
  - Like we found in our USA survey, the negativity cores were generally low, with the teens ranking their experience as only "slightly" or "somewhat" negative.

[redacted] opened your conversation with [redacted] Shayli Jimenez, [redacted], Jennifer Guadagno, [redacted], Robert Chen (PM), [redacted], Kenzie Snyder, [redacted] W [redacted] Wendy Gross, [redacted] *Jan 12, 2018 at 6:49 am*

[redacted] edited *Jan 12, 2018 at 3:18 am*

- Prompts (TBH into FB Proper) Fox Mode) > We will use this to test teens interest in responsing to gratitude-like prompts.

Core Research Efforts Around Well-being:

Northstar Measurement: wellbeing survey metric

- *to be flushed out as Fay uncovers more*

[redacted] edited *Jan 11, 2018 at 7:05 pm*
Bullying [Support CI]

Integrity Efforts Overview

Measuring Prevalence of specific problems (terrorism, spam, hate speech, etc) and violation types, which need to be labeled to match a CI category.

- [redacted]

[redacted] opened your conversation with [redacted],

Shayli Jimenez,

ennifer Guadagno,

Robert Chen

Kenzie Snyder,

W

Wendy Gross,

n 8, 2018 at 11:04 pm

---

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

W

Wendy Gross,

M

Jan 8, 2018 at 7:19 pm

---

edited *Jan 8, 2018 at 7:21 pm*

---

opened your conversation with

, Sean Xiao,

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM

Kenzie Snyder,

W

Wendy Gross,

M

Jan 5, 2018 at 7:22 pm

Jan 2, 2018 at 11:44 pm

we could pull this under our 'MSI' / "do you feel emotionally supported" work

---

edited *Jan 3, 2018 at 1:31 am*

- Test Care Cards with Teens [Link to Adult Findings]
- etc Prompts (TBH into FB Proper)

- **Pause Prompt**
- **to Pause**
-
  - Pop-Up Warning of Excessive Use at 2 hour mark (usage known to lead to degraded mental health)
  - "Off" Mode setting one can enable to lock oneself out of FB at set times (like at school, work or at bedtime)

- **Action Groups** [Framing Doc Draft]

[redacted] edited *Jan 2, 2018 at 6:35 pm*

- The % of teens reporting that social media affects their self-worth / increases pressure to perform or be perfect, drops to less than 20%

- Increased screen time (seems to be?) , particularly before bed, is linked to **sleep issues**, which have long term negative effects on cognitive and physical development; **1/5 teens report waking up and checking social media in the middle of the night.** [Power, S. Taylor, C. Horton, K. 2017. Sleepless in school? The social dimensions of young people's bedtime rest and routines. Journal of Youth Studies. Link]

- **9/10 teen girls say they are unhappy with their bodies**; One study shows that girls express a heightened desire to change their appearance after spending time on FB. [Research: Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body Image, 13. pp. 38-45. Link]
- **7/10 teens** say they have experienced **cyber bullying**
- FoMo

- Access to mental health resources and other people accounts of similar experiences / support from others
- Emotional Support: 7/10 teens report receiving emotional support on social media during challenging times

- **Action Groups**

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] , Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] *Dec 27, 2017 at 11:13 pm*

[redacted] added Jennifer Guadagno and [redacted] to the thread *Dec 19, 2017 at 6:08 pm*

[redacted] added you to a document *Dec 19, 2017 at 6:01 pm*

[redacted] added you to a document *Dec 19, 2017 at 6:01 pm*

[redacted] edited *Dec 19, 2017 at 8:02 pm*

Areas where FB/Social Can Add Value to Teen's Lives:

- Connecting and making friends (balance with the pressures listed above)
- Positive re-enforcement and engagement is important to development, during a time when teen identity is being defined, our sense of self value and we are learning to interact in social environments, as adults.
- Exploration and access to new ideas
- News source
    - Test Profile Frames just for Teens [Waiting on Beth's research on common life milestones]

December

A	B	C	D	E
1				
Learning Sprint to Inform Product Roadmap				
2				
Who				
What				
Product Focus				
Status				
Due				
3				
Core Research				
Evaluate FB Actions as it related to well-being				
All				
active				
1/15/2017				
4				
[redacted]				

Negative Experiences; Run survey in 4 other countries		
Agency		
in progress		
2/1/2018		
5		
[redacted]		
Lit Review: Agency (addressing negative experiences)		
Agency		
6		
[redacted]		
Key Teen Life Milestons, Globally (Beth, lead)		
Identity, Profile		
active		
12/22/2017		
7		
[redacted]		
Lit Review: Identity		
Identity		

January --

Research Findings:

- Run survey internally to check US results: December

- **Understand Community & Belonging**
  - **(Data):**
    - Where do teens spend their time? (Content types) (Page Types) (Group Types)
    - Number of teens in support groups or large fan groups?
  - **(Research)**
    - ***H1: EXPLORING TEEN COMMUNITIES***
      - How do teens currently connect with community online and off? ([redacted])
      - What are people currently doing, in regards to groups?
    - ***H2: EXPLORING 'BELONGING'***
      - What creates a sense of belonging?
      - How do those dynamics vary in different types of groups (e.g., family, school, clubs, etc)?

- How do teens use FB (or other resources) for activism, community service, or charity work?
- What influences a teens connections and/or sense of ownership to a group or cause? NOTE: See Compassion, PAC, research on belonging [redacted]

- Current negative experiences flows [link]
- Profile 'about me', bio, intro card, intro photo used frequent by teens (2x-8x more) [Link]

[redacted] opened your conversation with [redacted], Shayli Jimenez, [redacted], Jennifer Guadagno, [redacted], Robert Chen (PM), [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] El- [redacted] *Dec 19, 2017 at 1:19 am*

[redacted] edited *Dec 19, 2017 at 1:47 am*

- Embarrassment
  - Talk to Profile Team about 'Bulk Edit' test / results for teens [En
  - Photos: Which happens more: Resurfacing of old photos that are embarrassing when friends or parents find them and reshare them; Or in the moment when someone tags you and it's a bad photo and you're embarrassed.

- Do they use the NFX flows? [Results = No Not more than adults; not stat sig result for teens globally]

In testing / In The Pipeline to be tested

-

edited *Dec 19, 2017 at 12:48 am*

- Building a classifier for "drama" posts
-

In testing / to be tested

- FB Tips as a way to educate teens on dealing with negative experiences
- Positive prompts to drive positivity and engagement (in Fox mode)
-

Dec 18, 2017 at 10:43 pm

o we have a firm number on what this is now? I have the UK report, but do we have an internal number?

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

Dec 18, 2017 at 7:22 pm

added to the thread *Dec 18, 2017 at 7:15 pm*

[redacted] added you to a document *Dec 18, 2017 at 7:08 pm*

[redacted] opened your conversation with [redacted]

[redacted], Sean Xiao, [redacted], Shayli Jimenez, [redacted]

[redacted] Jennifer Guadagno, [redacted]

Robert Chen (PM), [redacted]

[redacted] Kenzie Snyder, [redacted]

[redacted], Wendy Gross, [redacted]

[redacted] El- [redacted]

Dec 18, 2017 at 7:08 pm

[redacted] edited *Dec 19, 2017 at 12:46 am*

What Success Looks Like: A 3 Year Vision

Long-term Success for the Empathy Team means Facebook shifts from being a place defined by drama and passive consumption to a place where teens give and receive social support and actively connect, engage, and invest in their communities.

- Teens see no reason to use Facebook; We have lost product market fit [Biggest Barrier]
- Teens friends are not on Facebook
- Brand Tax: FB is associated with "old people"
- Teens find
- Note: 49% of teens reported NO negative experiences on FB in the last 6 months [Research Summary: post]
- When asked about why they don't use Facebook, in addition to their friends not on the platform, and Social Media to be their parents are, they also think FB is **a generally negative place:** drama, hateful comments, controversy and a general lack of positivity. [1] [3]
    - Not always out of malice, but more so a lack of understanding for the consequences of their behavior and their effect on others…
- , unflattering photos, photos from a different time) are a problem for teens - and there are no real tools to deal with this. [1b] [3b]

- Young teens (~13) don't feel safe using their real name, identity or any clues that could lead to strangers finding them due to…
- PAC is keenly aware that **prevalence rates for bullying/harassment is higher in teens** than adults and that teens might require different forms of support. [4] [5]

Known Negative Effects of FB and/or Social Media in General on Teens:

- Increased screen time is **increasing depression** and senses of **isolation** [link to research]
- Increase in **anxiety**
- Increased screen time (seems to be?) linked to **sleep issues**, which have long term negative effects on cognitive and physical development
  …
    - content is resurfaced or they are tagged in content that isn't representative of who they **want** to be, it creates apprehension and tension.
- 7/10 teens say they have experienced **cyber bullying**

+ **Age of Consent** [Chat with CK] [Separate Work Stream]

Current Focus: Q4 2017 + Q1 2018

Identify Levers (Things to Test by Area)

    - Digital Pen Pals: Learn Skills / Global Connect (test interest)
    - _ Additional research to be done – on hold /High School work being done by Growth + Groups work done by Alex
- **Driving Expression of Identity**
    - Test Profile Frames just for Teens
    - Test Skills Endorsement
    - Test Causes I Care About
    - Test Milestone Celebration
- **Driving Agency When Addressing Unwanted Experiences**
    - Conduct FB Tips targeting teens and their experiences
    - SEL QP
    - Test: Auto-turn on timeline approval (to be run)
- **Improved Tools & Tips**: Empowering Teens to Address Unwanted Behavior/ Experiences [Framing Doc]
    - Current Conducting a FBTips Test
        - Questions to Answer…
        -
    - Additional Testing Options: Improving discovery of reporting tools, reworking reporting tools, ect.
    - Sentiment classifier test on:
        - Hidden Posts **[Not a Lever]**
            - Results = Not Useful; No sentiment linked to hidden posts
        - Newsfeed content overall for teens (% of positive or negative content, based on text) – approximation for how much negative content they may be seeing. Is it different than adults?
    - _____
    - _____
    -
    - Negative Experience Flows:
        - Ask CI about adding 'Embarrassment' into categorization pop-up
        - Ask CI about teen-optimized flows for bullying and harassment ([redacted] said it was shelved due to the burden of additional complexity); FJ to followup
- **Prompt to Pause**
    - First Regulator Review on General Concept: First week of Jan
    - Mark Review on Path: Jan 29th
    - First Roll-out: End of Feb
    - Full Roll-out: May 26th
- Resources / POC:

    - PM: Fay
    - Engineering: [redacted] (EM), [redacted] [redacted]
    - Design: [redacted]
    - Data: [redacted]
    - Content: [redacted] + [redacted]
    - PMM: [redacted]
    - Research: [redacted]
    - Legal POC: [redacted]
- Hire
- 4
- 3 Engineers [iOS, Android, ~~Full~~
- Stack]
- ~~Stack~~]
    - [redacted] Full-stack/Backend (starting Oct)
    - [redacted] Full-stack/www (starting in Jan)
    - (iOS)
    - (Android)
- Hire DS
- Support [redacted] in Hiring Designers
- Support Eng Team primarily on understand/edge-case testing eng tasks

    - Do they use the NFX flows? [Note by [redacted] [Results] = No stat sig result for teens globally]
    - % with "timeline review" for photos turned on? [redacted]

Levers

Eliminated

- Current negative experiences flows
- 'Hide' as a vehicle for identifying negative content [link]
-

Show Promise

- Profile 'about me', bio, intro card, intro photo used frequent by teens (2x-8x more)
-

    - https://fb.facebook.com/notes[redacted]/measuring-dimensions-of-well-being-across-groups-an-examination-of-measurement-r/138241393588694/

Facebook Well-Being Measurement Framework

Image

How Can We Measure Teen Well-Being?
How We Will Get There: We will run the same research that the Compassion research team did, to determine which FB actions are positive, negative, and neutral on teens, and will then decide which metric is best for measuring well-being for teens.

- Decreased prevalence of negative experiences
    - Either perceived (reported via survey) or labeled by us (sampled prevalence)
- Increase in specific Engagement-based metrics that we believe are positive for teen well-being: What We Know About Well-Being on FB, by type of engagement: https://fb.quip.com/IGnpAb2bie85
    - Survey-based metric
    - Automatic sentiment analysis
    - Interactions with close friends and relatives
-

Looking across the social science academic literature as a whole, seven core theoretical dimensions of positive psychological functioning have emerged (Su, Tay, & Diener, 2014). [From Note by [redacted] / This is the basis for how well-being will be measured across the company, starting in 2018.

Segmentation [Attitudinal]: https://fb.facebook.com/permalink.php?story_fbid=1973304482993500&id=100009419015289

The Woke Teen

The Superfan

The…

.facebook.com/groups/igpac/permalink/1915352238696489/

Teen Perception (Instagram): https://fb.facebook.com/groups/ResearchInsights/permalink/1544393298942613/

of issues for teens

of teen issues

Negative Experience Reporting Flows: DS (Gaby), tl:dr Teens don't use reporting flows more than adults

Drama on FB associated with Gender and Friend Count (Girls + Having more than 315 friends = more drama): https://fb.facebook.com/groups/142333399845065/permalink/174370349974703/

Severity vs. Reach of Negative Experiences (Initial US survey): https://fb.facebook.com/groups/142333399845065/171041513640920/

Pulse Survey Results 2017:

The results highlighted many things we know, but put a light on certain aspects:

Teens are using direct communication more than millennials, they prefer constant connection with people to keep others informed and to stay in the know

Messenger is one of the most often mentioned uses of Facebook

A big focus on relationships came through the open ends; and using social media/messaging to help build or strengthen their relationships

Feeds are used to stay up to date, receive updates in the moment

Facebook can do too many things, there is a need for more control and more easy pathways to interact with people who matter

Pulse Survey Results: Social Causes Engagement, Biggest Barriers : Lack of interest (link)

- https://newsroom.fb.com/news/2017/12/hard-questions-is-spending-time-on-social-media-bad-for-us/ (blog)

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] , Jennifer [redacted] , Robert Chen (PM) [redacted]

Kenzie Snyder,

Wendy Gross,

Al

Dec 15, 2017 at 9:53 pm

---

edited *Dec 16, 2017 at 1:33 am*

- __ Digital Pen Pals: Learn Skills / Global Connect
- ____
- ____ etc

- Conduct FB Tips targeting teens and their experiences
- SEL QP
-

- **Improved Tools & Tips**: Empowering Teens to Address Unwanted Behavior/ Experiences [Framing Doc]
  - Current Conducting a FBTips Test
    - Questions to Answer:
      - top 5-10 queries in the help center by teens
  - Additional Testing Options: Improving discovery of reporting tools, reworking reporting tools, ect.
  - Sentiment classifier test on:
    - Hidden Posts
    - Newsfeed content overall for teens (% of positive or negative content, based on text) – approximation for how much negative content they may be seeing. Is it different than adults?

---

edited *Dec 15, 2017 at 7:27 pm*

---

added the document to the folder Youth Empathy Lit Reviews *Dec 14, 2017 at 6:42 pm*

---

edited *Dec 12, 2017 at 4:41 pm*

We are working to identify which of these known harmful experiences are being addressed by other teens teams. We will remain in communication with them about any teen-specific needs as it relates to their work to ensure that the solutions developed do not unintentionally leave out or fail to address the situation for young people.

---

opened your conversation with

Ji , Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

Dec 12, 2017 at 3:41 pm

---

edited *Dec 12, 2017 at 5:58 am*

- % of teens using FB has more than doubled (25% > 60%) because they *like* using FB and find the product additive to their lives
- Percent of teens out of teen population who use FB every day has increased (Baselines as of Dec'17: US: 50% and Global: 34%) because they *like* using FB and find the product additive to their lives. DAP/Population is growing instead of declining.

---

opened your conversation with

Shayli Jimenez

Jennifer Guadagno,

Robert Chen (PM)

Kenzie Snyder,

Wendy Gross,

Dec 11, 2017 at 6:52 pm

Dec 11, 2017 at 5:39 pm

---

edited *Dec 10, 2017 at 12:30 am*

- Increase the number of teens in engaged weekly with a few close friends + adults
- Teen well-being, as tracked by the longitudinal study run by Compassion, trends positive over time
- % of teens reporting FB as a place full of 'drama' has dropped to less than 10%

Identity & Self Expression Purpose
Identity & Self Expression Purpose

Identify Levers

- **Driving Meaningful Interactions**
  - Test Care Cards with Teens
  - Test Polls within Friend Groups
  - ___
  - _____
  - _____
- **Driving Group Participation**
  - _
  - _____
  - _____
- **Driving Expression of Identity**
  - Test Profile Frames just for Teens
  - Test Skills Endorsement
  - Test Causes I Care About
  - Test Milestone Celebration
- **Driving Agency When Addressing Unwanted Experiences**
  - Conduct FB Tips targeting teens and their experiences

- **Improved Tools & Tips**: Empowering Teens to Address Unwanted Behavior/ Experiences [Framing Doc]
  - Current Conducting a FBTips Test
  - Additional Testing Options: Improving discovery of reporting tools, reworking reporting tools, ect.

Product Ideas

[redacted] edited *Dec 9, 2017 at 9:43 pm*
(ideas)

- Track Overall Wellbeing Metric through Compassion Survey [Currently under development by Compassion research team]
- https://fb.facebook.com/notes/ryan-s-ritter/measuring-dimensions-of-well-being-on-facebook/1520597337998884/
-
    - https://fb.facebook.com/notes/ryan-s-ritter/measuring-dimensions-of-well-being-on-facebook/1520597337998884/
    - https://fb.facebook.com/notes/moira-burke/well-being-and-core-company-metrics-measuring-meaningful-connections/10154756097778453/
- Decreased prevalence of negative experiences
    - Either perceived (reported via survey) or labeled by us (sampled prevalence)
- Increase in specific Engagement-based metrics that we believe are positive for teen well-being: What We Know About Well-Being on FB, by type of engagement: https://fb.quip.com/IGnpAb2bie85

[redacted] edited *Dec 9, 2017 at 1:45 am*

- **H2: *HOW TO PROVIDE TEENS WITH A 'VOICE'***
- Why do teens not use FB to share about their lives/identity?
    - What do teens want to say that FB can help facilitate?
    - What would teens share more if it were easier?
    - What real life events would be made better with FB? In what ways do they already use FB to complement real life events?
    - What is one part of a teens week that they would want to highlight/share with others?

[redacted] *Dec 9, 2017 at 12:55 am*

Sounds great. We figured there would be some shifting or re-organization once we can dive into what's actually known already.

[redacted] *Dec 9, 2017 at 12:54 am*

I totally agree, we wanted to get an organization out to you now. But also, what Allan has will just be quant and we need to augment that still with qual research.

[redacted] edited *Dec 9, 2017 at 12:45 am*

- Facebook and it's its family of apps are viewed as a value-add to teens lives; Support Product Market Fit

---

[redacted] opened your conversation with [redacted]

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen

Kenzie Snyder,

Wendy Gross,

Dec 9, 2017 at 12:45 am

Dec 9, 2017 at 12:19 am

Depending on what we determine we already know about Communities, I might suggest we flip flop these H1/H2 question to really dive into what gets teens 'hooked' / engaged in a particular group/what drives that sense of belonging.

Dec 9, 2017 at 12:17 am

Dec 9, 2017 at 12:17 am

Let's make sure we flush out what questions or hypothesis we want to answer before we start this work. I believe that Allan Kaku and others have done a fair amount of research about groups (from schools to interest groups) and I would want to make sure we come away from some new solid information.

---

edited *Dec 9, 2017 at 12:18 am*

---

edited *Dec 8, 2017 at 9:36 pm*

Dec 8, 2017 at 9:04 pm

This is awesome! Thanks [redacted]! Thanks [redacted]!

[redacted] opened your conversation with [redacted]

[redacted], Shayli Jimenez, [redacted]

[redacted] N [redacted]

[redacted], Jennifer Guadagno, [redacted]

[redacted], Robert Chen (PM), [redacted]

[redacted], Kenzie Snyder, [redacted]

[redacted], Wendy Gross, [redacted]

[redacted] *ec 8, 2017 at 8:21 pm*

[redacted] *Dec 8, 2017 at 7:08 pm*

Hi [redacted] Here is how [redacted] nd I envision tackling and prioritizing these important questions for 2018

[redacted] edited *Dec 8, 2017 at 7:07 pm*

A	B	C
1		
Research Team Roadmap for 2018		
2		
H1		
H2		
3		
Community and Belonging ([redacted])		

"Exploring teen communities" Literature Review 1:1 interviews Review small group posts [redacted]	"Exploring teen belonging" [redacted] Civic Engagement (sync with [redacted])
4	

Expression of Identity ([redacted])

"Teen Identity" Literature Review 1:1 interviews Survey/s	"Teen Voice" Literature Review 1:1 interviews Survey/s
5	

Handling Sensitive Moments [redacted]

Compile previous research

1:1 interviews Survey/s	Test variations of report flows (or other "interventions" that might be discovered from H1)
6	

Topics placed into "Parking Lot":		
7		
Privacy (hacked accounts) — On hold due to prioritizing basic teen needs (belonging, identity, sensitive life moments)		
8		
Do no harm (negative experiences) — On hold bc many of the idenitfied negative experiences from Q3/4 have informed the research areas under "Sensitive Moments"		
9		
Comparison/Perfection — On hold, bc first let's understand teen's community and identity needs, and then turn our attention toward comparison/perfection		

- **Understand Community & Belonging**
  - **(Data):**
    - Where do teens spend their time? (Content types) (Page Types) (Group Types)
    - Number of teens in support groups or large fan groups?
  - **(Research)**
    - ***H1: EXPLORING TEEN COMMUNITIES***
      - How do teens currently connect with community online and off? (Allen Kaku)
      - What are people currently doing, in regards to groups?
    - ***H2: EXPLORING 'BELONGING'***
      - What creates a sense of belonging?
      - How do those dynamics vary in different types of groups (e.g., family, school, clubs, etc)?
      - How do teens use FB (or other resources) for activism, community service, or

charity work?

- What influences a teens connections and/or sense of ownership to a group or cause? NOTE: See Compassion, PAC, research on belonging [redacted]

[redacted] edited *Dec 8, 2017 at 6:29 pm*

- **Understand**
- **Harm**: Severity and Reach of "harmful" and "negative" experiences [redacted] Complete]
- **Negative Experiences (Do No Harm)**
  - What is the *severity* and *reach* of "harmful" and "negative" experiences? [redacted] Complete]
  - What milestones do teens post about?
  - In what ways do they use FB to do this?
  - What do teens want to do in the future?

- **Understand Community & Belonging**
  - **(Data):**
    - Where do teens spend their time? (Content types) (Page Types) (Group Types)
    - Number of teens in support groups or large fan groups?
  - **(Research)**
    - ***H1: EXPLORING TEEN COMMUNITIES***
      - How do teens currently connect with community online and off? ([redacted])
      - What are people currently doing, in regards to groups?
    - ***H2: EXPLORING 'BELONGING'***
      - What creates a sense of belonging?
      - How do those dynamics vary in different types of groups (e.g., family, school, clubs, etc)?
      - How do teens use FB (or other resources) for activism, community service, or charity work?
      - What influences a teens connections and/or sense of ownership to a group or cause? NOTE: See Compassion, PAC, research on belonging ([redacted])

- **Understand Expression of Identity**
  - **(Research)**
    - **H1:** ***EXPLORING TEEN IDENTITY [w/ early teens, late teen, and college teens]***
      - What are the major teen milestones? How do they use social media to celebrate it?
      - How do teens create/display their identity on social media? In real life?
        - What does developmental psychology say about the types of experiences that are important for teens to develop identity?
      - In what ways are teens hindered from displaying their identity?
      - How often do teens feel their identity changes/changed/will change?
      - How do the multiple facets of identity come together on FB? (family, friends, acquaintances, classmates, teammates)
      - How are meaningful interactions different with parents, family, close friends, acquaintances?
      - How do relationships with family members change over time?
      - How do preferences change over time? What gives me joy or makes me cringe at 13 is not the same at 17. Same with questions like What's important to me? What do I like to share? What do I like to receive?
      - How do teens view their past and their futures? What parts of those identities are private vs public?

- **H2:** ***HOW TO PROVIDE TEENS WITH A 'VOICE'***
- Why do teens not use FB to share about their lives/identity?
  - What do teens want to say that FB can help facilitate?
  - What would teens share more if it were easier?
  - What real life events would be made better with FB? In what ways do they already use FB to complement real life events?
  - What is one part of a teens week that they would want to highlight/share with others?

- **(Data)**
  - How often do teens "change" their identity? How are they currently managing this? (deleting content? hide content, etc) [redacted] + Research on Identity]
  - Known data on Profile: [redacted]
    - What part of profile changes the most for teens? [Results]
    - How much content on your profile is from someone else posting about you?
    - How often do teens look at their profile? What do they look at and what are they doing? How about for others' profiles? How often do teens change their profile picture? Do they use frames? Effects? [Results]
    - Data around profile cards (non- friends?)
    - How often do teens use life events?
    - How often are teens in groups?
    - How often do Teens use the Bio and Featured Photos on Profile?
    - Do they use Fun Facts?

- Analyze data from bulk curation and profile permanence tests done by the Profile team
- Photo deletion for teens vs adults. Is there a time threshold? Is there a feeling like "I didn't get enough likes"?

- **Understand Handling Sensitive Moments:**
  - How are teens currently handling these issues?
    - Embarrassment
    - Drama
    - Bullying
    - Harassment
  - Do they use the NFX flows? [Note by [redacted] Results]

- **Understand Comparison / Pressure for Perfection**
  - [redacted]: Do we have any research complete related to pressure to be perfect/presentation online?

- **Understand Account 'Hacks':** Is this due to teens sharing phones or giving out their info? Is there an educational component needed to help with this, or is the 'hacking' being done by malicious actors?

[redacted] added [redacted] to the thread *Dec 7, 2017 at 11:58 pm*

[redacted] added you to a document *Dec 7, 2017 at 11:52 pm*

[redacted] *Dec 7, 2017 at 7:20 pm*

[redacted] & [redacted] Let's fill in the numbers we know and then choose which company-wide metrics we want to track also

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[redacted] edited *Dec 7, 2017 at 7:25 pm*

[redacted] edited *Dec 7, 2017 at 6:19 am*

[redacted] opened your conversation with [redacted] Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM), [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] *Dec 7, 2017 at 5:04 am*

Robert Chen (PM) opened your conversation with [redacted] Shayli Jimenez, [redacted]

Jennifer Guadagno,

Kenzie Snyder,

Wendy Gross,

Dec 7, 2017 at 1:49 am

edited *Dec 7, 2017 at 1:27 am*

edited *Dec 7, 2017 at 12:26 am*

Dec 6, 2017 at 9:36 pm

We're on the same page! and I will go through it on Friday morning and update you after.

Dec 6, 2017 at 9:27 pm

Thanks . This is brain-dump list. Please don't try and answer all of them! You'll see themes. I'd love help pulling out the right questions to address to answer our questions around the three areas (community and belonging + identity and expression + agency when addressing hard things). We want to rapidly learn what is currently happening and not happening as it relates to these areas. Feel free to delete irrelevant questions :)

Dec 6, 2017 at 9:21 pm

Wonderful! If and I can find some time this week we can go through it together and have a better understanding of the scope.

Dec 6, 2017 at 7:03 pm

I pulled all the questions I could find in other youth empathy brainstorming or framing docs and put them here. I tried to separate them based on our three pillars (above) and then divide them into questions for research vs Data Science. Feel free to move them around or merge duplicates etc. :)

edited *Dec 6, 2017 at 9:42 pm*

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opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

, Robert Chen

(PM),

, Kenzie Snyder,

M

W

, Wendy Gross,

M

Dec 5, 2017 at 11:26 pm

Dec 5, 2017 at 8:22 pm

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renamed The Youth Empathy Framing (Latest) to Youth Empathy Framing *Dec 5, 2017 at 7:57 pm*

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edited *Dec 5, 2017 at 8:52 pm*

---

opened your conversation with

Shayli Jimenez,

N

Jennifer Guadagno,

Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

Dec 3, 2017 at 1:25 am

Dec 5, 2017 at 1:17 am

ife-stage question

---

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

[redacted] *Dec 5, 2017 at 1:08 am*

[redacted] edited *Dec 5, 2017 at 1:31 am*

[redacted] *Dec 4, 2017 at 10:57 pm*

Somewhat related, I also have this quip from a couple months ago that looks at small groups and how they evolve over time (do they die, hold on, or thrive). This was to help determine what a meaningful amount of content production would be necessary to both aim for in our current casual group country test as well as baseline for next half's goaling. Small Group Evolution

---

[redacted] *Dec 4, 2017 at 10:56 pm*

Happy to help! Here is a quip I did a while ago (May) on how teens use small groups (< 20 members). This was meant as a way to get an initial understanding of the opportunity size in casual groups (which I'm also happy to discuss and/or share way more information if you're interested). Teens in Small Groups

---

[redacted] opened your conversation with [redacted]

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross

Dec 4, 2017 at 10:33 pm

[redacted] *Dec 4, 2017 at 10:33 pm*

[redacted] I hear you have insight into how teens are finding and using groups. I'd love to learn more about what % of teens are actively involved in a community or interest group in real life (like a boy scout troop, etc), and how teens map this social engagement

back to FB.

---

opened your conversation with

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

Kenzie Snyder,

Wendy Gross,

4, 2017 at 9:26 pm

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edited *Dec 4, 2017 at 8:50 pm*

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017 at 8:43 pm

Hey Would love to continue to chat about what CE is planning for this space, as it's one of the topics we're more interested in for H1

---

edited *Dec 1, 2017 at 11:14 pm*

Dec 1, 2017 at 10:17 pm

Simplified answer: Brand perceptions, friends aren't there. For heavy users, it's more about audience controls (e.g., parents) and permanence. Whether or not friends are on the platform is the biggest driver.

Dec 1, 2017 at 10:15 pm

Here are the barriers to sharing: https://our.intern.facebook.com/intern...

[redacted] *Dec 1, 2017 at 10:13 pm*

Here's a quick summary of what we have on this: We now know much more about teen communities than we did at the beginning of the half. Across all social time spent with communities, 74% is spent in affinity groups like family and friends while another 18% is spent in interest groups that are focused on shared interests. Affinity groups tend to be using a single dominant app to meet their electronic communications needs while interest groups have a much more fragmented competitive landscape. (Source (https://our.intern.facebook.com/intern...))

High schools interest communities often have multiple online groups with a complex overlap of memberships—for example, the soccer club, soccer rookies, soccer team captains, etc (Source (https://our.intern.facebook.com/intern...)).

[redacted] edited *Dec 1, 2017 at 10:15 pm*

[redacted] *Dec 1, 2017 at 8:45 pm*

[redacted] < My currently high level questions. I am sure a lot of this is already covered in work that is complete, but I am working to capture key learnings in these buckets... and then put them in our Insight & Key Learnings doc.

[redacted] edited *Dec 1, 2017 at 8:44 pm*

[redacted] added Alice Ely to the thread *Dec 1, 2017 at 7:42 pm*

[redacted] added you to a document *Dec 1, 2017 at 7:36 pm*

[redacted] opened your conversation with [redacted] Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Robert Chen (PM) [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted]

Dec 1, 2017 at 7:08 pm

---

opened your conversation with

, Shayli Jimenez

N

Jennifer Guadagno,

, Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

M

Dec 1, 2017 at 6:30 pm

---

opened your conversation

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

N

, Kenzie Snyder,

W

Wendy Gross,

Dec 1, 2017 at 6:10 am

---

opened your conversation with

, Shayli Jimenez,

, Jennifer Guadagno,

Robert Chen (PM)

, Kenzie Snyder,

W

Wendy Gross,

M

Dec 1, 2017 at 4:49 am

Dec 1, 2017 at 2:20 am

cc

[redacted] *Dec 1, 2017 at 2:20 am*

[redacted] Thanks for the FBTips summary! Do you think it would be valuable to add in any tips (i'll look to see if I can find them) around some of these topics too? I also see that Social Good has a tab... at some point we can check engagement in tips related to supporting causes/groups...

[redacted] edited *Dec 1, 2017 at 2:41 am*

[redacted] opened your conversation with [redacted] Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] Kenzie Snyder, [redacted] Wendy Gross, [redacted] *30, 2017 at 11:21 pm*

[redacted] *Nov 30, 2017 at 10:58 pm*

[redacted] has ideas about this, based on her work in PAC on eating disorders... and how they don't always identify as 'having' an issue with their body/perception, and when FB labeled them as someone with an issue it prevented them from getting help... Look at insight for how we might handle perfectionism

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[redacted] *Nov 30, 2017 at 10:54 pm*

[redacted] / Look at how bullying can be coded as "lies" or "misinformation"

[redacted] *Nov 30, 2017 at 10:54 pm*

[redacted] / Look at how bullying can be coded as "lies" or "misinformation"

[redacted] edited *Nov 30, 2017 at 10:40 pm*

[redacted] opened your conversation with [redacted]

[redacted]

, Shayli Jimenez,

[redacted]

Jennifer Guadagno

, Robert Chen (PM)

[redacted]

Kenzie Snyder,

[redacted]

Wendy Gross,

[redacted]

Nov 30, 2017 at 10:40 pm

[redacted] *Nov 30, 2017 at 10:31 pm*

Look at [redacted]s College Communities 2017 Q1 Test Analysis + [redacted]s high school work.

[redacted] *Nov 30, 2017 at 10:04 pm*

[redacted] added you to a document *Nov 30, 2017 at 10:04 pm*

[redacted] added you to a document *Nov 30, 2017 at 10:04 pm*

[redacted] added you to a document *Nov 30, 2017 at 10:04 pm*

added you to a document *Nov 30, 2017 at 10:04 pm*

Nov 30, 2017 at 9:12 pm

Talk to Maybe we can use the switch-identity from Fox mode to help with identity fluidity

opened your conversation with

Shayli Jimenez,

, Jennifer Guadagno

Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

Nov 30, 2017 at 8:58 pm

Nov 30, 2017 at 8:25 pm

Space to grow up into your young-adult identity

Nov 30, 2017 at 8:19 pm

App Smash / Creating is part of this generation's experience of social/online engagement. We should look for ways to continue to support creativity as a form of expression. This is related to our goal to avoid 'passivity' or 'apathy' as we know passive engagement with social media increases depression in teen girls.

Idea: Create filters or tools that are only available to teens, so that they don't see their parents or adults doing the same thing as they are, which would make it 'uncool'

[redacted] *Nov 30, 2017 at 6:59 pm*

Generally speaking, it's not about deterrents. The problem is that we don't really give teens a good reason to be on the platform. So, it's not that negative issues are getting in the way. It's that they have less motivation to sign up for Facebook at all given the competitive landscape.

[redacted] *Nov 30, 2017 at 6:21 pm*

Need to meet with the folks who worked on NFX under PAC/CI to see what has been tried on reporting/addressing issues.

[redacted] edited *Nov 30, 2017 at 7:05 pm*

[redacted] *Nov 30, 2017 at 5:56 pm*

Right now, this section focuses on the negatives, but there is a case that social media can promote well-being—validation, approval, affirmation are all good things. I'd suggest making that case as well in this section.

[redacted] *Nov 30, 2017 at 5:53 pm*

Thanks [redacted] Do we know what the primarily deterrents are? Did we ask a separate question about "why are you not on or not active on FB?" < I assume this is where we started our research?

[redacted] *Nov 30, 2017 at 5:51 pm*

I'd suggest changing the wording here to something like "when asked about negative experiences, teens often cited...". The current wording suggests that negative experiences are top of mind concerns when teens think about social media, and I wouldn't feel confident making that claim.

[redacted] *Nov 30, 2017 at 5:51 pm*

Awesome [redacted]. Since [redacted] is working on the negative experiences categorization and sizing, can you two chat and summarize the how LARGE the problem really is? If we're talking about some bad things that happen 20% of the time, etc... that will influence what we do.

[redacted] *Nov 30, 2017 at 5:50 pm*

I would love to get a solid, validated measure. Jim can you help here?

[redacted] *Nov 30, 2017 at 5:50 pm*

We should get more clarity here. This consistently comes up as a detractor (the quality and relevance of content) in research studies (here's another https://fb.facebook.com/photo...)

opened your conversation with

A

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen

Kenzie Snyder,

W

Wendy Gross,

M

Nov 30, 2017 at 5:48 pm

Nov 30, 2017 at 5:47 pm

I'm not sure that the data warrants this claim. Even in the US survey (1b), 49% said they had no negative experiences when we specifically prompted them to talk about negativity. If you said this about Twitter, it would probably be accurate, but I'm not sure we can make the claim about Fb or social media generally.

---

edited *Nov 30, 2017 at 5:54 pm*

---

opened your conversation with

Shayli Jimenez,

, Jennifer Guadagno,

, Robert Chen (PM),

H

Kenzie Snyder,

W

Wendy Gross,

t *Nov 30, 2017 at 5:38 pm*

Nov 30, 2017 at 5:25 pm

[Attempted to re-order it, and then it reads weird...]

Nov 30, 2017 at 5:23 pm

What do you think about reordering it instead? I think one of the reasons we exist is to ensure that other teams in youth and elsewhere don't 'do harm' (and unfortunately, I think a lot of the company does do harmful things without meaning to), so I am hoping over time we can be the advocate for 'do no harm' even if it's not our product area...

Nov 30, 2017 at 5:23 pm

What do you think about reordering it instead? I think one of the reasons we exist is to ensure that other teams in youth and elsewhere don't 'do harm' (and unfortunately, I think a lot of the company does do harmful things without meaning to), so I am hoping over time we can be the advocate for 'do no harm' even if it's not our product area...

---

opened your conversation with

Shayli Jimenez

N

Jennifer Guadagno,

, Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

Nov 30, 2017 at 5:23 pm

Nov 30, 2017 at 5:20 pm

Well-being is affected by having a sense of purpose and passions. I think FB is well positioned to help teens in this area

---

Nov 30, 2017 at 5:19 pm

Hmm, yeah, it could totally go in either column. I put it here be I thought of it as a trait of how teens want to see/experience their identity = as autonomous. Will look for quotes/info when I get to my desk.

---

edited *Nov 30, 2017 at 10:54 pm*

---

edited *Nov 30, 2017 at 4:59 am*

Nov 30, 2017 at 12:20 am

Yes, so far the only 'uncovered' things are embarassment and drama/polarization, which I hope we can proactively address in the "Agency and Optimism" section in Wellness. Per our conversation on Monday , I think we should review Compassion and CI's new ongoing surveys so that we can ensure teen needs are being captured as well as a tracking mechanism.

Nov 30, 2017 at 12:20 am

Yes, so far the only 'uncovered' things are embarassment and drama/polarizati proactively address in the "Agency and Optimism" section in Wellness. Per our conversation on Monday I think we should review Compassion and CI's new ongoing surveys so that we can ensure teen needs are being captured as well as a tracking mechanism.

Nov 30, 2017 at 12:19 am

I've been thinking about this. What do you think about removing this part? My thinking is that I want the team to be more focused on the positive/well-being area, and that doing no harm is encompassed in that

---

Nov 30, 2017 at 12:19 am

I've been thinking about this. What do you think about removing this part? My thinking is that I want the team to be more focused

on the positive/well-being area, and that doing no harm is encompassed in that

---

[redacted] *Nov 30, 2017 at 12:17 am*

agree! I think we should track how big the issues are for teens, though. But actually tackling them is another thing.

[redacted] *Nov 30, 2017 at 12:17 am*

agree! I think we should track how big the issues are for teens, though. But actually tackling them is another thing.

[redacted] edited *Nov 30, 2017 at 1:10 am*

[redacted] opened your conversation with [redacted]

Shayli Jimenez,

Jennifer Guadagno,

Robert Chen [redacted]

Kenzie Snyder,

Wendy Gross,

Nov 30, 2017 at 12:05 am

[redacted] *Nov 29, 2017 at 11:51 pm*

"Action Civics" / [redacted] SEL.

[redacted] *Nov 29, 2017 at 11:10 pm*

we'll need to map this to a measurable outcome. For example, if we decide that Identity is a big focus, we would expect large participation rates for the products we build to curate your profile.

[redacted] *Nov 29, 2017 at 11:10 pm*

we'll need to map this to a measurable outcome. For example, if we decide that Identity is a big focus, we would expect large participation rates for the products we build to curate your profile.

[redacted] edited *Nov 30, 2017 at 2:14 am*

[redacted] *Nov 29, 2017 at 10:46 pm*

I strongly suggest that we only focus on some of the yellow items from this section, the ones that aren't covered by other teams. We can track "Integrity" work and ask them to run experiments and/or look at metrics for teens in their dashboards, but I don't think we should spend time on this work unless it's explicitly missing on their side.

[redacted] *Nov 29, 2017 at 10:46 pm*

I strongly suggest that we only focus on some of the yellow items from this section, the ones that aren't covered by other teams. We can track "Integrity" work and ask them to run experiments and/or look at metrics for teens in their dashboards, but I don't think we should spend time on this work unless it's explicitly missing on their side.

[redacted] *Nov 29, 2017 at 10:43 pm*

This is likely under Site Integrity. I don't know what the team is called anymore, but there's a team that deals with Fake Accounts and Hacking

---

[redacted] *Nov 29, 2017 at 10:43 pm*

This is likely under Site Integrity. I don't know what the team is called anymore, but there's a team that deals with Fake Accounts and Hacking

---

[redacted] opened your conversation with [redacted] , Shayli Jimenez, [redacted] Jennifer Guadagno, [redacted] , Robert Chen (PM), [redacted]

, Kenzie Snyder,

Wendy Gross,

El-

Nov 29, 2017 at 10:42 pm

edited *Nov 29, 2017 at 11:09 pm*

Nov 29, 2017 at 9:38 pm

added you to a document *Nov 29, 2017 at 9:38 pm*

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[redacted] added you to a document *Nov 29, 2017 at 9:38 pm*

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added the document to the folder Empathy *Nov 29, 2017 at 9:38 pm*

enabled link sharing · View/Edit *Nov 29, 2017 at 7:22 pm*

Nov 29, 2017 at 6:44 pm

oh, yes! Totally!

edited *Nov 29, 2017 at 7:15 pm*

opened your conversation with

, Shayli Jimenez,

Jennifer Guadagno,

Robert Chen (PM),

, Kenzie Snyder,

Wendy Gross,

[redacted] *Nov 29, 2017 at 2:00 am*

[redacted] *Nov 28, 2017 at 11:45 pm*

yeah, I think we should have a suite of metrics for sure. But what I mean is it might be nice to have not just sentiment/survey metrics but also some engagement metrics

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[redacted] added [redacted] and [redacted] to the thread *Nov 28, 2017 at 9:04 pm*

[redacted] added you to a document *Nov 28, 2017 at 8:58 pm*

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[redacted] Youth Empathy Framing (FJ) to The Youth Empathy Framing (Latest) *Nov 28, 2017 at 8:36 pm*

[redacted] *Nov 28, 2017 at 8:26 pm*

Right. OK. Does it make sense to set one or two metrics that are based on overall views of FB (like the interviews that indicated that it's just drama or doesn't ad value) and some that focus on moving the needle on agency and expression?

[redacted] *Nov 28, 2017 at 6:08 pm*

Idea: Create filters or tools that are only available to teens, so that they don't see their parents or adults doing the same thing as they are, which would make it 'uncool'

[redacted] *Nov 28, 2017 at 6:07 pm*

[redacted] / Creating is part of this generation's experience of social/online engagement. We should look for ways to continue to support creativity as a form of expression. This is related to our goal to avoid 'passivity' or 'apathy' as we know passive engagement with social media increases depression in teen girls.

[redacted] edited *Nov 28, 2017 at 10:47 pm*

[redacted] *Nov 28, 2017 at 7:02 am*

makes sense! I think some of these seem like survey metrics ("% of teens reporting that social media affects their self-worth", etc) while some might things that we can easily grab from data (engaged in a group on fb). I think metrics that are based off of actions on FB are easier to move in general than sentiment- or survey-based metrics

---

[redacted] *Nov 28, 2017 at 2:15 am*

[redacted] these may be longer term /a stretches, but let me know if you think we can use these as a jumping off point for brainstorming some measurements, if these are the right things to aim at...

[redacted] *Nov 28, 2017 at 2:09 am*

PM Lead on CI: [redacted]

Fay Johnson *Nov 28, 2017 at 2:09 am*

PM Lead on CI: [redacted]

[redacted] *Nov 28, 2017 at 2:07 am*

[redacted], PM on CI focused on Objectionable Content + Harmful Content

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[redacted] *Nov 28, 2017 at 2:07 am*

[redacted], PM on CI focused on Objectionable Content + Harmful Content

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[redacted] *Nov 28, 2017 at 2:03 am*

CI Issue, "Account Integrity" PM is [redacted]

[redacted] *Nov 28, 2017 at 2:03 am*

CI Issue, "Account Integrity" PM is [redacted]

[redacted] edited *Nov 28, 2017 at 2:19 am*

[redacted] *Nov 28, 2017 at 1:50 am*

CI Work, now and in 2018: Sheet1: Policy & CO Comprehensive Violations

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[redacted] *Nov 28, 2017 at 1:50 am*

CI Work, now and in 2018: Sheet1: Policy & CO Comprehensive Violations

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[redacted] *Nov 28, 2017 at 1:40 am*

I have some thoughts on this in my doc: Empathy mission thoughts

But we should definitely chat with [redacted] as well

[redacted] *Nov 28, 2017 at 1:38 am*

to me this feels more like it belongs under "optimism & agency"

[redacted] *Nov 28, 2017 at 1:33 am*

This is also CI (Care ML)

[redacted] *Nov 28, 2017 at 1:33 am*

This is also CI (Care ML)

[redacted] edited *Nov 28, 2017 at 1:50 am*

[redacted] edited *Nov 27, 2017 at 8:35 pm*

[redacted] *Nov 27, 2017 at 8:29 pm*

Talk to CI / Team in London: Sexual Abuse of Minors, pedophilia, 'grooming', trafficking, and recruitment by terrorist orgs

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[redacted] *Nov 27, 2017 at 8:29 pm*

Talk to CI / Team in London: Sexual Abuse of Minors, pedophilia, 'grooming', trafficking, and recruitment by terrorist orgs

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[redacted] *Nov 27, 2017 at 7:29 pm*

[redacted]' team / Newsfeed

[redacted] *Nov 27, 2017 at 7:29 pm*

[redacted]s' team / Newsfeed

[redacted] *Nov 27, 2017 at 7:29 pm*

Compassion not focused on this; Need to talk to CI.

[redacted] *Nov 27, 2017 at 7:29 pm*

Compassion not focused on this; Need to talk to CI.

[redacted] opened your conversation with [redacted], Shayli Jimenez, [redacted], Jennifer Guadagno, [redacted], Robert Chen (PM), [redacted] N [redacted] Kenzie Snyder, [redacted] M [redacted] Wendy Gross, [redacted] *Nov 27, 2017 at 7:28 pm*

[redacted] added [redacted] to the thread *Nov 27, 2017 at 7:34 pm*

[redacted] added you to a document *Nov 27, 2017 at 7:28 pm*

[redacted] *Nov 27, 2017 at 7:25 pm*

CI may be doing this

[redacted] *Nov 27, 2017 at 7:25 pm*

CI may be doing this

[redacted] *Nov 27, 2017 at 7:25 pm*

Community Integrity Project

[redacted] *Nov 27, 2017 at 7:25 pm*

Community Integrity Project

[redacted] *Nov 27, 2017 at 7:25 pm*

Compassion Project

[redacted] *Nov 27, 2017 at 7:25 pm*

Compassion Project

[redacted] renamed Youth Empathy Framing to Youth Empathy Framing (FJ) *Nov 27, 2017 at 5:52 pm*

[redacted] edited *Nov 28, 2017 at 12:43 am*

[redacted] added [redacted] to the thread *Nov 27, 2017 at 5:08 pm*

[redacted] added you to a document *Nov 27, 2017 at 5:01 pm*

[redacted] edited *Nov 27, 2017 at 4:33 am*

[redacted] edited *Nov 26, 2017 at 6:44 pm*

[redacted] enabled the outline for the document *Nov 26, 2017 at 7:47 am*

[redacted] edited *Nov 26, 2017 at 7:51 am*

[redacted] edited *Nov 25, 2017 at 8:04 pm*

[redacted] created the document *Nov 25, 2017 at 8:03 pm*

[redacted] *Nov 21, 2017 at 7:42 pm*

I don't think I've seen anything about Bio/Featured Photos/ Fun Facts. We'd have to get that. I recall some data about life events from Growth (need to check with them), and Silent Disco has data for groups

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[redacted] *Nov 21, 2017 at 7:42 pm*

I don't think I've seen anything about Bio/Featured Photos/ Fun Facts. We'd have to get that. I recall some data about life events from Growth (need to check with them), and Silent Disco has data for groups

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[redacted] *Nov 20, 2017 at 11:15 pm*

Hey [redacted] - [redacted] and I were brainstorming a few more questions related to identity presentation on Profile and what featured teens currently use/don't use. Let me know if you have data on these or if you can pull it out for us. thumbsup Thanks!

[redacted]

Hey [redacted] - [redacted] and I were brainstorming a few more questions related to identity presentation on Profile and what featured teens currently use/don't use. Let me know if you have data on these or if you can pull it out for us. thumbsup Thanks!

[redacted] *Oct 30, 2017 at 4:30 pm*

IIRC [redacted] has some thoughts on this too - might be worth checking with her

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[redacted] *Oct 30, 2017 at 4:30 pm*

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[redacted] *Oct 30, 2017 at 4:29 pm*

Interesting. I dont know abt young teens specifically and their concerns about privacy -- I will keep an eye out for that. We do see that, yes, teens do care about their privacy (eg, http://www.pewinternet.org/2007...) but also that teens may care less abt their privacy than their parents may care (eg, https://s3.amazonaws.com/academia...).

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[redacted] *Oct 25, 2017 at 10:59 pm*

O rly? Kk will grab it

[redacted] *Oct 25, 2017 at 10:59 pm*

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[redacted] *Oct 25, 2017 at 10:59 pm*

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[redacted] *Oct 25, 2017 at 10:32 pm*

[redacted]is the text of that available somewhere? i have to subscribe to read :(

[redacted] *Oct 25, 2017 at 10:32 pm*

[redacted]s the text of that available somewhere? i have to subscribe to read :(

[redacted] *Oct 25, 2017 at 10:32 pm*

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[redacted] *Oct 25, 2017 at 10:32 pm*

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[redacted] *Oct 25, 2017 at 6:42 pm*

(long read)

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(long read)

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(long read)

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Example: https://www.ft.com/content...

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[redacted] *Oct 25, 2017 at 6:42 pm*

Example: https://www.ft.com/content...

[redacted] *Oct 25, 2017 at 6:41 pm*

There are qual studies where this came up, as well as some articles I've read. We should get crisper, agreed.

[redacted] *Oct 25, 2017 at 6:41 pm*

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[redacted] *Oct 25, 2017 at 6:41 pm*

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[redacted] *Oct 23, 2017 at 11:18 pm*

is there research here? cc [redacted]

[redacted] *Oct 23, 2017 at 11:18 pm*

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[redacted] [redacted] *Oct 23, 2017 at 11:18 pm*

is there research here? cc [redacted]

[redacted] *Oct 23, 2017 at 9:20 pm*

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[redacted] *Oct 23, 2017 at 9:20 pm*

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[redacted] *Oct 23, 2017 at 9:20 pm*

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DOCUMENT SLIPSHEET

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BEGATTACH: META3047MDL-044-00026817

ENDATTACH: META3047MDL-044-00026905

Attachment Count: 0

PRODVOL: META3047MDL_VOL044

Custodian: [redacted]; GROSS_WENDY; GUADAGNO_JENNIFER; JIMENEZ_SHAYLI; SNYDER_KENZIE; [redacted]

File Path: /JIMENEZ_SHAYLI; /SNYDER_KENZIE; /GUADAGNO_JENNIFER; /[redacted]; /[redacted]; /GROSS_WENDY

Confidentiality Designation: HIGHLY CONFIDENTIAL (COMPETITOR)

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Author: [redacted]

Family Date: 12/20/2023 12:00 AM

Create Date: 11/25/2017 12:00 AM

Last Modified Date: 12/20/2023 12:00 AM

LAST MODIFIED BY:

TRACK CHANGES: N

COMMENTS: N

HASHIDDENDATA: N

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Title: YOUTH EMPATHY FRAMING

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Email To:

Email CC:

Email BCC:

Received Date: 12/31/9999 7:00 PM

Sent Date: 12/31/9999 7:00 PM

Subject:

THREADID:

REDACTION TYPE: PRIV

REDACTIONS: Y