

Message

From: Adam Mosseri [REDACTED]
Sent: 2/9/2021 11:26:54 PM
To: Adam Mosseri [REDACTED]@fb.com]; Kristin Hendrix [REDACTED]@fb.com]; Max Eulenstein [REDACTED]@fb.com]
Subject: Message summary [REDACTED]
Attachments: 147310385_244115367189450_3357186839031743972_n.png; 148286336_406309550462566_3986873650038377375_n.png; 148789299_1131122410681936_4315762490660456431_n.png; 148320311_789328794991620_2442904122587681438_n.png

Dr. Kristin Shay Hendrix (2/09/2021 14:52:38 PST):

>Quick heads up on the WB stuff - Lori was looped into this by virtue of her collabs w/ central. I'm working through it w/ Pratiti and have only asked Lori to share some prior research we've done at IG that has led us to focus on social comparison, bullying, etc.

Dr. Kristin Shay Hendrix (2/09/2021 14:53:10 PST):

>Pratiti's concern is that IG is focusing on WB areas that are not ones that came out of the central WB researchers' survey (which Lori was looped in on).

Dr. Kristin Shay Hendrix (2/09/2021 14:53:58 PST):

>I'm working through it w/ Pratiti, but the bigger issue I'm seeing is that there may have been expectations not communicated with us in IG that we would shift our focus areas to align with whatever came out of that survey. That's the piece I'm keeping Lori out of so she's not having to navigate that.

Dr. Kristin Shay Hendrix (2/09/2021 14:54:31 PST):

>In other words, Pratiti is surprised IG continues to work on WB issues that her team's survey didn't find to be as high-pri and is asking us to justify that.

Max Christian Eulenstein (2/09/2021 14:58:42 PST):

>Do you know what their preferred focus areas are? I.e. what would want our Social Comparison team to shift towards?

Adam S. Mosseri (2/09/2021 14:59:49 PST):

>that seems somewhat presumptuous to me

Adam S. Mosseri (2/09/2021 14:59:54 PST):

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Dr. Kristin Shay Hendrix (2/09/2021 15:00:23 PST):

>I agree, so that's why I was surprised when Pratiti mentioned this in our 1:1.

Adam S. Mosseri (2/09/2021 15:00:33 PST):

>I will admit I'm surprised body image and social comparison are as low as they are for internal leadership, US Policy insiders, and Gen Pop

Adam S. Mosseri (2/09/2021 15:00:43 PST):

>what is "Information access?"

Dr. Kristin Shay Hendrix (2/09/2021 15:00:59 PST):

>Agreed. These came out a bit more when we surveyed youth directly, but still didn't break the top 10.

Dr. Kristin Shay Hendrix (2/09/2021 15:01:26 PST):

>I told Pratiti that our decision to focus on social comparison / body image related topics was due to 1) our IG research and 2) discussions we've had with external experts in this space.

Dr. Kristin Shay Hendrix (2/09/2021 15:02:59 PST):

>It's like how easy it is to get information or the type of information people have access to (eg, through News Feed). I'm tracking down the original survey wording and will share more here.

Dr. Kristin Shay Hendrix (2/09/2021 15:03:09 PST):
>Jumping into mtgs but will fo/up soon.

Adam S. Mosseri (2/09/2021 15:03:52 PST):
>where we lead should be based on where there's a problem, what people expect of us, what we think might become a weak point over time, and where we think we have a unique opportunity to lead

Dr. Kristin Shay Hendrix (2/09/2021 15:05:03 PST):
>Here are the 4 focus areas they identified:

>
>Bullying & Harassment
>Connections
>Emotional impact
>Problematic use (formerly referred to as, "Addictive use")

Dr. Kristin Shay Hendrix (2/09/2021 15:05:25 PST):
>A table that describes these areas a bit more and what would be needed.

Dr. Kristin Shay Hendrix (2/09/2021 15:05:26 PST):

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Dr. Kristin Shay Hendrix (2/09/2021 15:05:53 PST):
>Social comparison is an area where we have unique opportunity to lead especially.

Max Christian Eulenstein (2/09/2021 15:08:27 PST):

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Max Christian Eulenstein (2/09/2021 15:08:30 PST):
>It's interesting how different the conclusions are between IG research and central research. Pretty different methodology, but social comparison popped a lot more clearly for us.
>
>deck: https://docs.google.com/presentation/d/1WzvtSDxH1pDMXITMH8ueNpkVduH3Js7eGpVbd0VFIdQ/edit?ts=5ee2b03d#slide=id.g89b1490876_7_33

Dr. Kristin Shay Hendrix (2/09/2021 15:09:26 PST):
>A lot of this can be explained by methods differences, IMO, and sampling approaches.

Dr. Kristin Shay Hendrix (2/09/2021 15:10:59 PST):
>IMO, our focus areas aren't necessarily at odds with the 4 key areas Pratiti's team's survey called out.
>
>Social comparison and body image ladder up into "emotional impact" inasmuch as it relates to anxiety, stress, and other moods.

Max Christian Eulenstein (2/09/2021 15:11:16 PST):
>yeah, that makes sense

Max Christian Eulenstein (2/09/2021 15:13:24 PST):
>we considered a more direct approach for self-care/support, but an important factor was that it seemed like stakeholders and gen pop were holding us more directly accountable for social comparison/body image issues.

Max Christian Eulenstein (2/09/2021 15:13:26 PST):

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Adam S. Mosseri (2/09/2021 15:19:47 PST):
>emotional impact feels like a misc bucket

Adam S. Mosseri (2/09/2021 15:19:57 PST):
>or at least a broad set of issues

Adam S. Mosseri (2/09/2021 15:20:16 PST):
>what does "Connections" mean in this context?

Dr. Kristin Shay Hendrix (2/09/2021 15:21:32 PST):
>It's basically like creating social value through helping people keep in touch with others that they care about through building and strengthening relationships.

Dr. Kristin Shay Hendrix (2/09/2021 15:21:47 PST):
>I agree that emotional impact is a misc bucket and the connections bucket feels that way to me, too.

Dr. Kristin Shay Hendrix (2/09/2021 15:22:21 PST):
>problematic use (addictiveness of our platforms) and bullying are clearer-cut, IMO.

Max Christian Eulenstein (2/09/2021 15:26:54 PST):
>Personally, I think problematic use is a valuable area to invest understand time in. But I'm not a big believer in having a well-being/integrity product team approach. I think it'll require more fundamental changes to our goals, what type of work they incentive, and therefore how core mechanics work (feed design, ranking, sharing, notifs).

DOCUMENT SLIPSHEET

Bates Number: META3047MDL-003-00161817-META3047MDL-003-00161819

BEGATTACH: META3047MDL-003-00161817

ENDATTACH: META3047MDL-003-00161823

Attachment Count: 4

PRODVOL: META3047MDL_RVOL003

Custodian: HENDRIX_KRISTIN; MOSSERI_ADAM

File Path: /MOSSERI_ADAM/TOP OF PERSONAL FOLDERS/INBOX; /HENDRIX_KRISTIN/TOP OF PERSONAL FOLDERS/INBOX; /HENDRIX_KRISTIN/TOP OF OUTLOOK DATA FILE/INBOX

Confidentiality Designation: HIGHLY CONFIDENTIAL (COMPETITOR)

HASHVALUE: 476E014986A2DE2B9E6939B7D384B0E8

Author:

Family Date: 2/9/2021 3:26 PM

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

Last Modified Date: 2/9/2021 6:26 PM

LAST MODIFIED BY:

TRACK CHANGES:

COMMENTS:

HASHIDDENATA:

Filename: MESSAGE SUMMARY [{REDACTED}]

Title:

DOCEXT:

Email From: [REDACTED]@FB.COM>

Email To: ADAM MOSSERI <[REDACTED]@FB.COM>; KRISTIN HENDRIX <[REDACTED]@FB.COM>; MAX EULENSTEIN <[REDACTED]@FB.COM>

Email CC:

Email BCC:

Received Date: 2/9/2021 6:26 PM

Sent Date: 2/9/2021 3:26 PM

EX. 00385.00004

Subject: MESSAGE SUMMARY [{"OTHERUSERFBID":NULL,"THREADFBID":2641815452610089}]

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REDACTION TYPE:

REDACTIONS: NO