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EARLY TEEN QUALITATIVE RESEARCH

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Market Insights



@instagram.com

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3 Early Teens and Instagram

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

- It's a **small world** - activity and thinking are school and home-life centric
- Early teens progress thru **three phases**: 11-12yo are humor-hungry, 13yo indulge in the paradox and drama of life, and 14-15yo are on an identity quest.
- **Two major shifts at age 13**: 1) The door to the external world opens; 2) Self-led curiosity and discovery become driving forces
- **Top struggles**: 1) Developing confidence & feeling secure; 2) Non-familial relationships; 3) Creating self-identity; 4) Scheduling imbalance (11-12yo bored; 13-15-year-olds over-programmed)

EXECUTIVE SUMMARY CONT'D

- **Social media and IRL moments** are equal sources for understanding what's new/on-trend
- **NOW**= two things, both of which matter and IG only supports one. 1) NOW= external news and trends (IG owns); 2) NOW= what my friends/peers are doing at this very moment (SC/WA owns).
Friend/peer now-ness is IG Achilles' heel - IG significantly weakened by early teen judgment and unwritten rule of "less is more". IG now-ness propped up by top accounts
- #1 IG **barrier**, caused by #1 Teen tension— Confidence. Fighting thru hormones, peer judgment, a need to fit in and pressure to impress boys/girls— all while identity questing. IG production drawbacks : looking but not producing, and "less is more" as unwritten rule. IG consumption drawbacks: relevancy, easiness, and interations
- IG **opportunities**: 1) Keep the Attention— interactivity + relevance; 2) Be a place of comfort/acceptance— more teen stuff & less judgy comments; 3) YouTube product parity— relevant auto-video/content experience trends.

BACKGROUND AND METHODOLOGY

OBJECTIVE	Understand early teens and create illumination foundation. Foundation that will inspire high impact marketing messages and campaigns that drive Instagram platform production and engagement and bring in new users
Audience	Early teens ages 11-15, mix of gender and IG usage or interest
METHODOLOGY	= Ethnographies, in-home friends parties, focus groups, pre-session homework including deprivation exercise = Markets: US (LA and Chicago), UK (London), Brazil (Porto Alegre, Recife) = Total of 220 early teens *Learnings apply to all countries unless noted *No IG-specific questions asked among those under 13





EARLY TEEN LIFESTYLE



DAILY HIGHS AND WHAT'S COOL

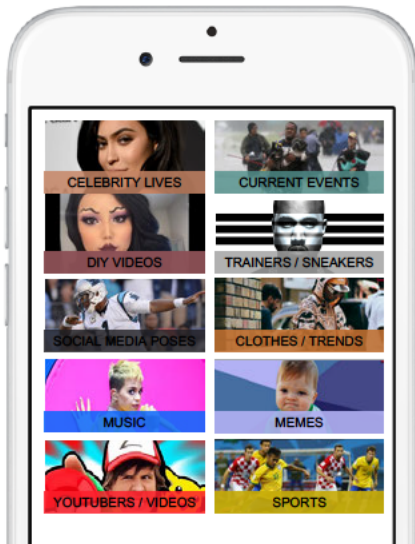
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HIGHS OF THE DAY



WHAT'S COOL

10 'HOT TOPIC' AREAS:



INFORMATION SOURCES: SURROUNDED BY SOURCES (360°)

Social Media Apps

- Instagram, Snapchat, YouTube (posts, comments, celebs)

IRL school and friends' houses

- Peer talk, observing in the halls

Other apps and sites

- Sky sports, BuzzFeed, CNN, Daily Mail, BBC News, ABC, TMZ

“

“

“The plug! The someone knows everything the person you go to the person that has connections, hooks you up with everything, knows what's going on - what's new, those guys are called the plug.”

- Danny, 13, Chicago

Memes are the love of our generation.

- Ben friend party, 15, Chicago



BRINGING 3 EARLY TEEN GENERATIONS TO LIFE

1



11 TO 12 YEAR OLDS



11-12 YEARS OLD



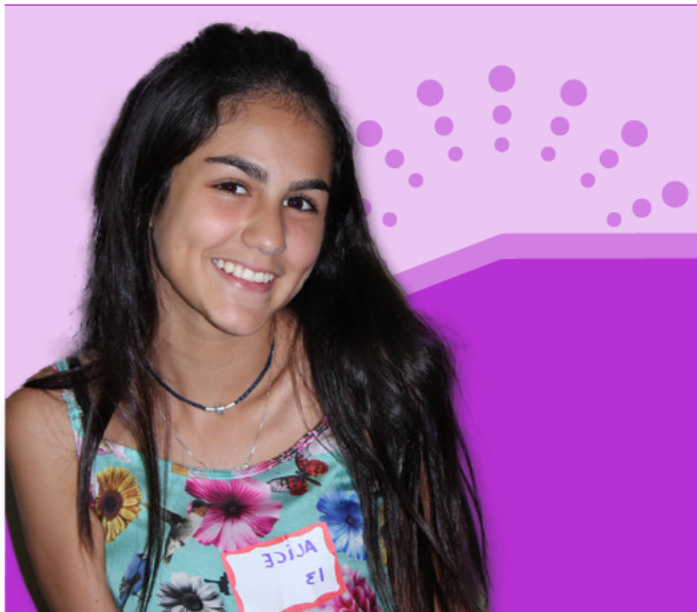
DAILY ACTIVITIES	School + home centric
DEFINING CHARACTERISTICS	Fun + Humor
SOCIAL AUDIENCE	1-2 BFFs in neighborhood
SOCIAL MEDIA BEHAVIOR	One way entertainment such as Netflix, You Tube Sharing/messaging with BFF Boredom Busters - playing games, filters, memes
ROLE MODEL	Older Sibling



13 YEARS OLD



13 YEARS OLD



DAILY ACTIVITIES	Yogurt shop or mall after school
DEFINING CHARACTERISTICS	Paradoxes + drama Freedom vs. responsibility, Insecurity vs. confidence
SOCIAL AUDIENCE	Friend circle Soccer buddies or dance friends I feel comfortable around
SOCIAL MEDIA BEHAVIOR	Group and video chat "Dear diary" insta/spam sharing Escape into exploration and discovery
ROLE MODEL	YouTuber or Celebrity



14 TO 15 YEAR OLDS



14-15 YEARS OLD



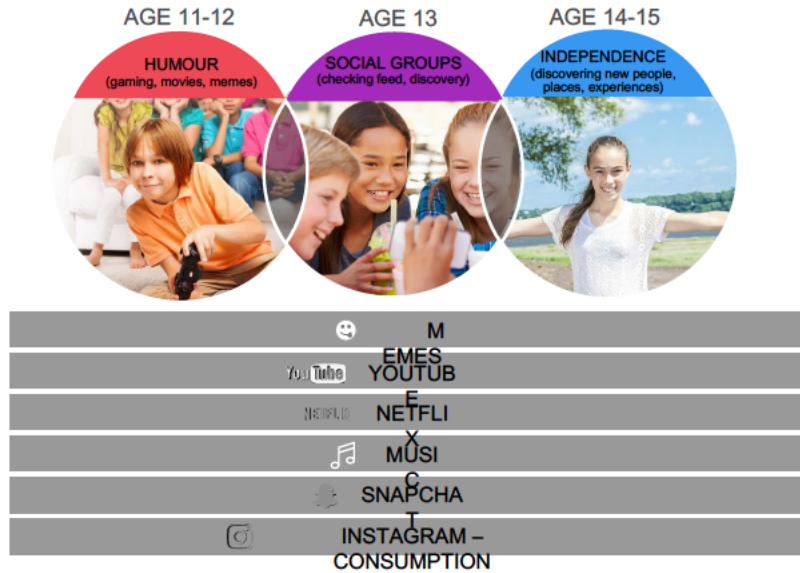
DAILY ACTIVITIES	Weekend day trips in nearby cities without parents
DEFINING CHARACTERISTICS	Self discovery + individuality
SOCIAL AUDIENCE	Finding my tribe Many friend circles IRL and common interest friends to find what feels right
SOCIAL MEDIA BEHAVIOR	Exploration and discovery to escape Exploration and discovery for self identity Networking connections + new friends with common interests
ROLE MODEL	Expert in interest area

3 GENERATIONS OF EARLY TEEN – ONE PAGER

Name	Full of Fun-sense (11-12 year olds)	Licensed to Socialize (13 year olds)	Identity Quest (14-15 year olds)
Analogy	Cocoon	Turtle peeking head out	Butterfly spreading wings
Daily activities	School + home centric	Yogurt shop or mall after school	Weekend day trips in nearby cities without parents
Defining characteristics	Fun + Humor	Paradoxes + Drama Freedom vs. responsibility Insecurity vs. confidence	Self discovery + individuality
Social Audience	1-2 BFFs in neighborhood	Friends circle (Soccer buddies or dance friends) I feel comfortable around	Finding my tribe Many friend circles IRL and common interest friends to find what feels right
Social Media Behavior	One way entertainment such as Netflix, You Tube Sharing/messaging with BFF Boredom Busters - playing games, filters, memes	Group and video chat "Dear diary" spam/insta sharing Escape into exploration and discovery	Exploration and discovery to escape Exploration and discovery for self identity Networking connections + new friends with common interests
Role model	Older Sibling	YouTuber or Celebrity	Expert/professional in interest area

REMINDER : OVERLAP EXISTS

There are many things that all age groups enjoy, the difference is time dedicated to each





SOCIAL MEDIA LIFESTYLE

2
0

SOCIAL MEDIA JOURNEY

High
 Medium
 Low

				11-12 YEAR OLDS HUMOR	13 YEAR OLDS DRAMA	14-15 YEAR OLDS IDENTITY
ALONE, 1:1	 WATCHING/ GAMING  MOVIES FUNNY VIDEOS GAMING WITH FRIENDS					
	 CHECKING FEED  CHECKING FEED TRACKING CELEBS/YOUTUBERS					
INNER CIRCLE	 MESSAGING  TEXTING MEMES BFF CHAT FILTERS FINSTA					
	 GROUPS / GROUP CHAT  COORDINATING MEET-UPS GROUP SHARING GROUP CHAT GROUP VIDEO CALLS					
BROAD- CASTING	 DISCOVERING PASSIONS / INTERESTS EXPLORING / NETWORKING	 EXPLORER TAB HASHTAG FINDING NEW/INTERESTING PEOPLE				
	 POSTING (MAIN ACCT)  STORIES LIVE FILTERS PICTURES MEMES					

COUNTRY DIFFERENCES



US

YOUNGER FOR LONGER
NO DOWNTIME
MORE TRAVEL
STARBUCKS HANGS
THE TBH EFFECT
NEIGHBORHOOD NEST



BRAZIL

EXTENDED FAMILY = NUCLEAR FAMILY
MORALISTIC
KINDNESS CULTURE
MORE DOWNTIME
HIGHER BEAUTY STANDARDS
SCHOOL RELAXED
TOLERANT / WORLDLY
STREET NEST



UK

URBAN VIBE
MCDONALDS HANGS
PARTIES
TOWN NEST

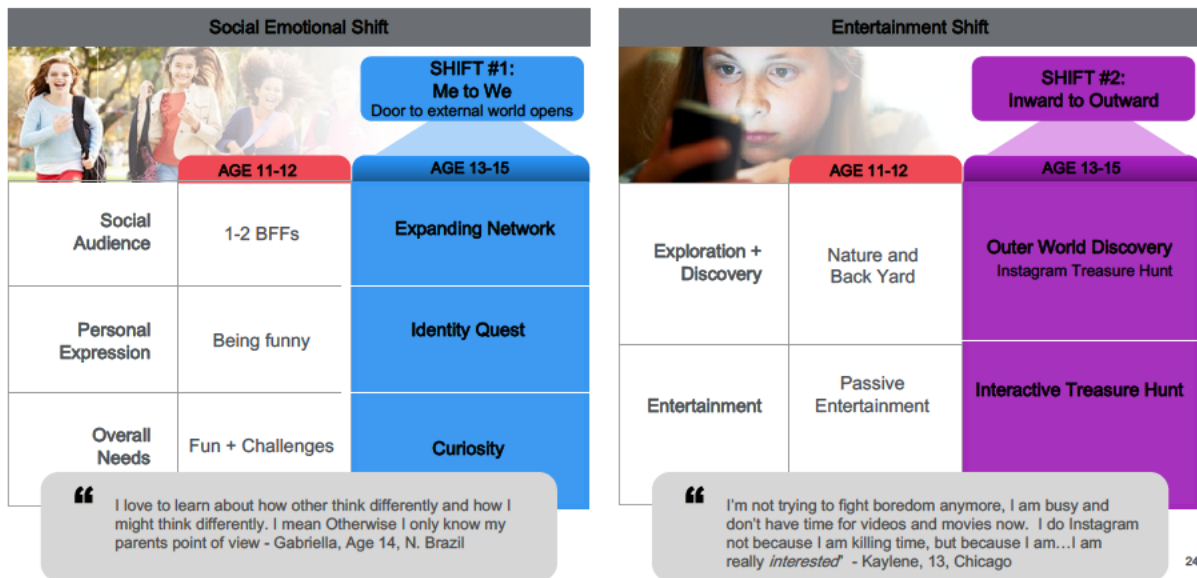


DEVELOPMENTAL SHIFTS AT AGE 13

2
3

AGE 13 SHIFT SUMMARY

TWO SHIFTS AT AGE 13:



24

- In the US, the shift occurs 2 years after entry to 6th grade and middle school (middle school + first phone at 11, shift at 13)
- In the UK, the shift also occurs 2 years after they enter secondary school at age at 13. Interestingly, teens in the UK take the GCSE exam at age 13 (a marker of maturity and independence from parents) which also coincides with these shifts
- In Brazil, the shift occurs much earlier (2 years earlier+). Elementary school in Brazil includes ages 7-14



EARLY TEENS AND INSTAGRAM

JOINING INSTAGRAM

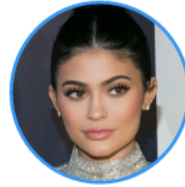


INSTAGRAM SELLS ITSELF:

When teens get first phone and are “invited” in one of two ways...



BFF



TOP ACCOUNTS

INSTAGRAM DRIVERS



	LIFELINE	DISCOVERY AS ENTERTAINMENT
EMOTIONAL BENEFITS	IN CONTROL OF LIFE • I'm not alone • FOMO – not missing out • On trend	• Developmental need – scan word to find self • Curiosity peaked at age 13 • Rewarding treasure hunt. Each layer leads to another • Escape after homework and before bed • I am more interesting "I have more to talk to friends about"
DRIVING BEHAVIORS	My lifeline – Constant feed checking "We check our feed like every couple hours. We know what everyone is up to. Makes us feel like we are not alone" - George's friend group, 14-15 yo, Brazil 	Endless Treasure Hunt "I go to bed at 9:30. I look at my clock and it's 1am!" -Sophia, 13, Chicago 

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INSTAGRAM DRAWBACKS



PRODUCTION

CONSUMPTION

UNDERLYING EMOTIONS

EMOTIONAL BARRIER: CONFIDENCE "PERFECT STORM"

- Who am I?
- Hormones, drama, judgement
- Need to impress boy/girl crush
- Need to be cool and fit in

UNDERLYING TEEN NEEDS:

RELEVANT
(show me stuff I love)

EASY
(serve it up to me, fewer clicks)

INTERACTIVE
(make it fun)

DRAWBACKS

Looking, not producing

"Less is more" unwritten rule

“

I am a professional stalker.

- Ava, 13, Chicago

“

Not cool to post any more than once a week and need to keep caption short and sweet.

- Val party, 14, LA

Teen relevant content needed in explorer tab

“

Stuff for parents or kids not teens, and there's porn that's really weird.

- Danny, 13, Chicago

YouTube Product Parity

“

FB and YT play videos I like streamlined, I don't press a button,

- Thales, 14, UK

Explorer content + tab awareness

“

I didn't even know Instagram had all this stuff! I only use explorer tab to find people.

Giselle, 14, S. Brazil

Feed check-in is necessity

“

I check my feed all day long, but it only takes 8 minutes, and I wish it were more interactive and fun.

- Dylan party, 15, UK

INSTAGRAM ACCOUNT TYPES



MAIN

“

The main one is what everyone looks at. Okay, like 700 followers for cool things like pictures when you're in Europe. It's like a different outlet.

– Mattea, 15, LA



INTEREST ACCT

“

When you're younger you might make a slime account. You, like, try to be famous, but now you make like a proper make up account...and tell people what they can wear to different parties and stuff.

– Elisse friend party, 14, UK



FINSTA/SPAM

“

Spam accounts are just 100 followers, like a side account more personal. It's sick, like a diary you can put it out there to a small group. Like when you hate someone and you want to vent it's private. Some people want a pat on the back. It's a place to tell secrets.

– Mattea, 15, LA



TERRITORIES

20



TERRITORIES JOURNEY AND MAP

3
1

5 IMPORTANT TERRITORIES SURFACED

FUN, HAPPY

NEW, ON-TREND

CLOSE TO
OTHERS

ENTERTAINING

SHOW YOUR
PERSONALITY

BEING A TEEN

KINDER WORLD

CHALLENGE SELF

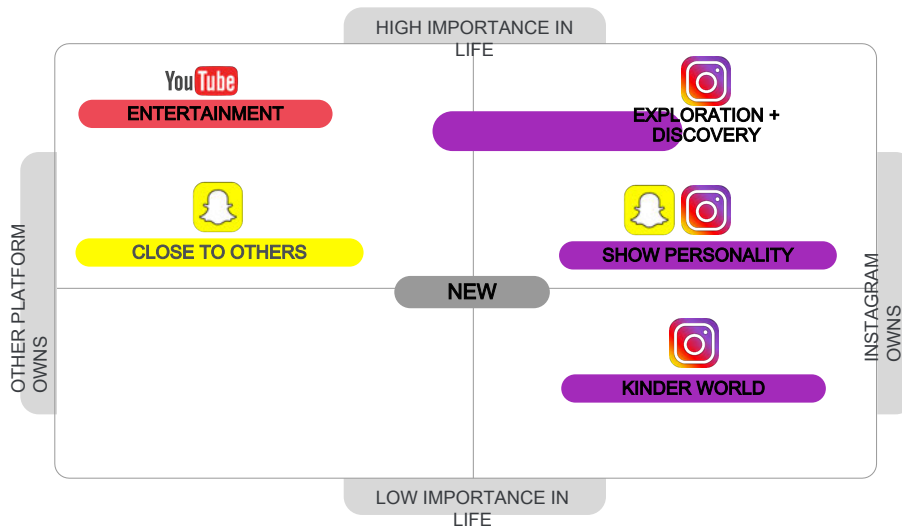
EXPLORATION
+ DISCOVERY

TEEN TERRITORIES DEFINED

	AS DEFINED BY TEENS
ENTERTAINING	gaming, memes, videos, other content and experiences that are humorous/delightful, interactive or informative
EXPLORATION & DISCOVERY	learning about or experiencing new places, food, music or content
SHOW YOUR PERSONALITY	show others my teams, school achievements or personal interests. Confidence struggle.
KINDER WORLD	being nice to others that are different, giving to charity, helping others, getting or giving nice comments on social media, making someone's day

US AND UK TERRITORIES MAP

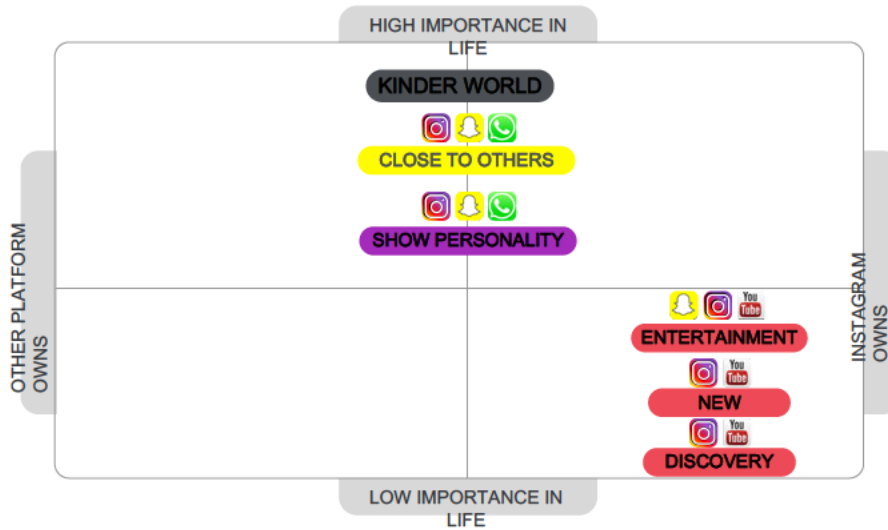
Instagram owns discovery, show my personality and kinder world



NOTE: TOTAL LIFESTYLE, NOT SOCIAL MEDIA FOCUSED

TERRITORIES MAP – HOW IS BRAZIL DIFFERENT?

1. Kind world is king. Importance for Kinder World is high and Entertainment low, the opposite of the US/UK
2. Entertainment + discovery not as important in life, but when applied to Instagram it becomes high!
 - *"Discovery in life overall is history class.....BUT.....within Instagram, its not discovery anymore its fun, its entertainment!"*



NOTE: TOTAL LIFESTYLE, NOT SOCIAL MEDIA FOCUSED



MOST IMPORTANT TERRITORIES LEARNING

ENTERTAINMENT: ONE-WAY VS. INTERACTIVE

	HUMOR	SOCIAL GROUPS AND DISCOVERY	
	Age 11-12	Age 13	Age 14-15
Common across all ages:	Music Friends + Family		
WHAT DOES ENTERTAINMENT LOOK LIKE?	One-way entertainment (YouTube, Netflix) Neighborhood meet-ups	Interactive Entertainment: Group chat and video Instagram Exploration + Discovery After school playdates Weekend outings	
EMOTIONAL BENEFITS	Fighting boredom Having fun	End of day escape Friendship therapy Self-discovery and finding my tribe	
BARRIERS	Not serving 11- to 12-year-old entertainment needs		
			

EXPLORATION AND DISCOVERY: DISCOVERY BECOMES ENTERTAINMENT

	HOME CENTRIC	OPEN TO WORLD	
	Age 11-12	Age 13	Age 14-15
WHAT DOES ENTERTAINMENT LOOK LIKE?	NATURE Nature Backyard	CURIOSITY Vacation with family New restaurants + foods Instagram Treasure Hunt (top accounts, DIY, networking, sports, current events, trends)	EXPANSION
EMOTIONAL BENEFITS	Fun Challenge	Feeds curiosity Rewarding – each discovery leads to another (a chain effect) I become more interesting to friends Before-bed escape	
BARRIERS	11- to 12-year-olds not ready for discovery as entertainment	EXPLORER TAB: 1. Mag. glass symbol "find someone" signals search more than entertainment 2. Awareness of explorer tab CONTENT: 3. Teen relevance 4. Awareness of content depth	
			

3
8

SHOWING PERSONALITY: DEFINING YOURSELF MEETS JUDGEMENT

	Age 11-12	Age 13	Age 14-15
WHAT DOES SHOWING PERSONALITY LOOK LIKE?	Humor façade	Being yourself	Defining yourself
EMOTIONAL BENEFITS	Fun, easy way to connect with others	Being me = connection and friendships	
CONSUMER EMOTIONAL BARRIERS	Confidence – “Perfect Storm” Who am I? Hormones, judgment, drama, need to impress boy/girl crush, need to be cool and fit in Desire to be self over-rides desire to show personality • Overshadowing tension of self-emergence. All about wanting to be me amidst scrutiny • Showing uniqueness (talents, interests) never mentioned		



“

You realize after the first year of secondary school (middle school), that you make more friends just being yourself

- Kate, London

KINDER WORLD: BASIS FOR EXPRESSION

	Age 11-12	Age 13	Age 14-15
WHAT DOES KINDER WORLD LOOK LIKE?	INCLUSION Everyone knows someone who's different. Mean comments to others taken personally STRENGTH TO BE YOURSELF		
EMOTIONAL BENEFITS	TOLERANCE AND ACCEPTANCE INSPIRATION AND STRENGTH - Inspired by stories of strength and encouraging comments POSITIVE SPIRAL – "Starting with a smile makes everyone around you happier"		
BARRIERS	Want to be kind, but it can be difficult • Don't know how to be kind – need tools, inspiration, school bandwagon • Not always cool to be kind (this is changing slowly)		



When I see mean comments written to someone else, it really bothers me, like it actually hurts me
- Veronica, Los Angeles



2018 RECOMMENDATION

4
1

OUTREACH RECOMMENDATIONS

1 MAKE DISCOVERY ENTERTAINING

ENDLESS
TREASURE
HUNT

THEY NEED IT

Formative part of development, scanning world to create individual (finding their tribe)

THEY CRAVE IT

Endless escape. Rewarding. Each discovery leads to another "I look at my clock and it's midnight"

CURIOSITY DRIVEN

DRIVERS

IG BARRIERS

2018 IMPACT

- Awareness of explore tab & content depth
- Icon signals search more than entertainment
- Continuous teen relevant content first & frontloaded

- Consumption
- Retention
- Real value for teen users

2 HELP TEENS BELIEVE IG IS NOT JUDGY

A KIND
PLACE
TO
EXPRESS
MYSELF

SENSITIVE LIFESTAGE

Teens are forming themselves while being judged by everybody

PARENTAL PERCEPTION

Want to protect kids and believe social media is unsafe and not kind

- Audience size and lack of awareness of audience control
- Increasing scrutiny of social media and teen use

- Perception Shift from Judgy to Supportive and Kind
- Parental support
- Positive media coverage
- Long-term impact to product adoption and increased production

STRATEGY GRID

	BEHAVIOR (MOVING THE DIAL)		BENEFIT	BARRIERS
	BEHAVIOR TO CHANGE	EASE OF CHANGE	IMPORTANCE	GAPS
#1 Discovery is Entertainment	Consumption/ Engagement	High	High	Tab awareness Teen relevant content
#2 Expression + Kinder World	Production	Low	Medium	Insecurity Bullying Mean Comments

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ADDITIONAL INSPIRATIONS

Insight:

It's a small world for early teens — their activities and everyday thoughts are centered around two places: school and home. The few everyday "highs" they do experience include mini-breaks from school and eating/hanging out with friends after school (often at local fast food/coffee chains and shops). These daily highs and predictable weekday school schedules present an opportunity to get teens to share during specific times of day, e.g. during mini-breaks, after school and homework, and before bed.

Opportunity: Provide tools for them to make specific times of day sharable moments and IG being the best app to do so

- How might we make teens' everyday environment more interesting to share? How could we make their selfie backdrops (bedroom / living room) interesting?
- How might we encourage sharing during key moments of their day (mini-breaks with friends, after school and homework, before bed)?
- How might we make eating and hanging out with friends in a local shop, which usually is the same place over and over, a sharable moment?

ADDITIONAL INSPIRATIONS CONT'D

Insight:

Early teens" is not a monolithic category. In fact, it is comprised of three distinct phases: 11-12 yo (fun and humor, looking for boredom buster), 13 yo (paradox and the drama of life, doing "dear diary"), and 14-15 yo (identity quest). Each of these stages has different defining characteristics, social audiences, online behaviors, and role models.

The middle stage -- 13 yo -- is a pivotal moment when two major shifts happen: 1) the door to the external world opens and 2) self-led curiosity and discovery become driving forces.

Opportunity: Make Instagram relevant and offer unique features that speak to their lives at ages 11-12, 13, and 14-15

*Insights and opportunities for each phase are in the following slides

ADDITIONAL INSPIRATIONS CONT'D

Insight [A11-12]

Defining characteristics are fun and humor; their online behavior has a lot to do with boredom buster

Opportunity [A11-12]

How might we develop other features that specifically address the boredom?

What if we make certain functions of memes generator available on main app and early teens hire us as the boredom buster?

ADDITIONAL INSPIRATIONS

CONT'D

Insight [A13]

Defining characteristics are paradoxes and dramas, and this is also the age that they face a lot of judgment while trying to figure out who they are. Social media behavior includes "dear diary" sharing that speaks to their needs of having people understanding what they're going through, and they have started escape into exploration and discovery

Opportunity [A13]

- How might we create product that amplifies the thrill of knowing or waiting for someone, especially their romantic interests and ability to share their 'dramas'?
- How might we make it easier for teens to express themselves and raw feelings in their "dear diary" accounts?
- What if we have features to help them create support groups?

ADDITIONAL INSPIRATIONS

CONT'D

Insight [A14-15]

Defining characteristics are self-discovery and individuality. At this age, they try to find their identity and find their tribe IRL/online, and see experts in interest areas as their role models. Early teen also see themselves as the ones discovering or starting new trends ("I am the trend setter, not a follower"; "I am the one discovering what's new and now.")

Opportunity [A14-15]

- How might we make it easier to make teens the "heros"? Easier to set, share, and discover new trends?
- How might we have more features to help them find new people with similar interest and getting closer to friends of friend? How might we reinforce and help start conversations to draw them closer?

Insight [Across all three phases]

- FOMO is one of the IG drivers across all three phases. They love knowing what others in the same grade are doing.
- They grow up being 'served' with entertainment and product parity is YouTube ad its recommended, continuous videos

Opportunity [Across all three phases]

- How might we create product or outreach opportunities to 'connect or unite grades/classes'? So they can emulate and facility unity or kindness?
- How might we make Explore even more relevant for teens? (e.g. continuous-play features of videos teens like)

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ADDITIONAL INSPIRATIONS CONT'D

Insight:

Social media and IRL moments are equally important sources for understanding what's new and what's on trend. Schools are also the epicenter of their life.

Opportunity:

- How might we get involved in schools and on campus IRL? How might we bring the Growth team's high school profile ideas to life for teens in person and/or through partnerships, sponsorships, or programs at school?
- How might we build features that help middle schoolers or high schoolers find classmates with shared interests (clubs, sports, class schedule, lunch) or declare their affiliations (cheerleader, drum major, yearbook editor, etc.)?

ADDITIONAL INSPIRATIONS CONT'D

Insight:

The concept of “the now” is very important to teens. They think of “the now” as two things:

- External news and trends
- What my friends are doing at this very moment

IG supports both of these use cases but currently teens are hiring SC and WA more for #2.

Opportunity:

- How might we better surface topics trending among teens in a way that feels even more real-time?
- How might we surface when friends' stories have interactive elements (polling sticker, prompts, etc.) so teens don't accidentally miss out on the fun?
- How might we build prompts that also reflect the cultural zeitgeist and feed into viral challenges, so friends can use them with friends and top accounts can use them with fans?

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What if we offer exclusive content (new makeup launch, exclusive behind-the-scene videos, etc.) on our platform and features for top accounts share those content more easily? [Hot topics for teens that can be the focus for exclusive content: celebrity lives, current events, DIY videos, trainer/sneakers, social media poses, clothes/trends, music, memes, YouTubers and videos, sports]

What if we start viral 'challenges' and develop features that are easier to start challenges? can be opportunities with top accounts as well. [teens are into challenges and social media poses. for example, mannequin challenge]

ALT:

ADDITIONAL INSPIRATIONS CONT'D

Insight:

The #1 tension in early teens' lives is confidence. They're combatting changing hormones as well as peer judgment and fear of peer judgment. They're driven by a strong need to fit in and feel pressure to impress romantic interests. They do all of this while also trying to figure out who they are and what they like ("identity quest").

Opportunity:

- How might we help boost teen confidence and make them feel comfortable sharing even when they're feeling vulnerable?
- How might we make it easy for teens to drop hints to their romantic interests and feel validated, without introducing additional pressure?

51

What if we offer exclusive content (new makeup launch, exclusive behind-the-scene videos, etc.) on our platform and features for top accounts share those content more easily? [Hot topics for teens that can be the focus for exclusive content: celebrity lives, current events, DIY videos, trainer/sneakers, social media poses, clothes/trends, music, memes, YouTubers and videos, sports]

What if we start viral 'challenges' and develop features that are easier to start challenges? can be opportunities with top accounts as well. [teens are into challenges and social media poses. for example, mannequin challenge]

ALT:

ADDITIONAL INSPIRATIONS CONT'D

Insight:

Confidence is an emotional barrier to producing content on Instagram. Behavioral rawbacks include unwritten rules like "looking but not producing" and "less is more." Relevancy, easiness, and interactivity are underlying emotions for why they consume content. Early teens want more relevant content (YouTube is their product parity), awareness of what content they can find in Explore, and feed check-in to be more interactive and fun ("I check my feed all day long but it only takes 8 minutes, and I wish it were more interactive and fun").

Opportunity:

- How might we lift the unwritten rules that make it uncool for teens to post frequently?
- How might we use Explore to deliver teen-frie3ndly content to teens?
- How might we make feed (or beyond) more interactive?
- What if we develop campaigns to address the perception of "IG is for special moments" head-on?

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What if we offer exclusive content (new makeup launch, exclusive behind-the-scene videos, etc.) on our platform and features for top accounts share those content more easily? [Hot topics for teens that can be the focus for exclusive content: celebrity lives, current events, DIY videos, trainer/sneakers, social media poses, clothes/trends, music, memes, YouTubers and videos, sports]

What if we start viral 'challenges' and develop features that are easier to start challenges? can be opportunities with top accounts as well. [teens are into challenges and social media poses. for example, mannequin challenge]

ALT:



QUOTES



QUOTES

How IG makes me feel

How I use IG

How IG Connects me to others

What's good about how IG works?

HOW IG MAKES ME FEEL



“

My day was fun and exciting when you were around and now I feel as though part of me is missing. You used to let me explore new aspects of life I didn't even know existed and keep up to date with new trends. Remember when we used to cook my favorite meals and you would show me the new ways of how to do so. Come back Instagram. You brought laughter, excitement and shock to my life.

- Unaiza, 14, UK

“

We watch the explorer pages and I will be like I didn't know this happened or will go On Kylie cosmetics and like see that she's dropping a new make up item and I'll be happy because she's dropping it but then I'll be sad because I don't want to spend the money.

- Kaylene friend party, 12-13, Chicago



HOW IG MAKES ME FEEL



“

The explore pages inspire me and educate me to like take better pictures... make up trends, definitely trends, clothing trends, like slime like I have a sketchbook and I put nothing in it and I go on Instagram and I say I could totally do this. Inspires you. I follow people like this Instagram model is so pretty, and this really good make-up artist name Toili...and like you end up being like an actual fan.

– Kaylene friend party,
12-13, Chicago

“

Ah, there is nothing to do without you. Ah, I literally just lay down and listen to music or that's pretty much it. I even had to read a book.

– Mia, 14, LA



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HOW I USE IG



“

It's not really like something that you just do because you're bored. I feel like I do it because I am actually interested in it. I create new Instagram every, like every couple of months because I like to have a different type of Instagram. I'll be like "Here's my artsy one! Here's my like make-up one! Here's this one! Here's that one!" And I just really like that. I like, I like the difference because you don't have to be just one person on it. You can be, you can be anything and anybody on Instagram and that's literally I think what Instagram was made for. no matter what you are doing, where you're at go onto Instagram and I feel like my either my friends posting will cheer me up. So watching kittens like doing backflips and all that makes me get cheered up, all that like. It gets me in a great mood and I fell like that's why I love Instagram because Instagram, there is no boundaries.

- Victoria, 15, Chicago

“

Ahh! Deleting Instagram has honestly been tragic as I haven't been able to keep up to date on my favorite celebrities, stalk my friends, check my followers, check my DMs, post pictures and so much more. Instagram is a way in which I keep up to date with trends. Check new outfits, check new music, check celebrities

- Denise, 14, UK



HOW I USE IG



“

You know, you don't know how awful it is bro, bro, bro. Oh my God. It's so isolating and just kind of terrible feeling not knowing what's going on. **You helped me know what was going on** when people didn't tell me stuff because, nobody tells me stuff. But you know, that ain't none of my business. Ah, you're the bomb.com my dude. Um, um, spam, **spam is a real thing** but it's fun to go through it all. I miss going through all your spam (laughing). **I miss going through your discover feed and finding new artists** to look at and follow and all the stands man. All the stands; going through all those edits. Man, all those **music accounts**. I wish I was that talented. Ya, I just miss you. I miss you boo. imma go in detail because that's, that's, that's; I'm extra man. Oh my God! People's extraness when you post with a selfie and stuff. I miss that!

- Felicity, 14, LA



HOW I USE IG



“

I love, on Instagram I love to look at what my friends have posted and I love to like photos and comment. I just like to see what they have been doing in the past week on my explore page I have like a lot of like different stuff. Like there is **funniest** home videos on there that I like to watch. There is like these **slime videos** that are like so satisfying that you are just like "Oh my gosh I need more!" And there is also like I love **fashion** and I follow a lot of like fashion people like GG Hadid, Bell Hadid, Kendall Jenner and I love looking at what they wear and how they like pair jeans with a shirt and how they would style it. I love that

- Stefany, 15, LA

“

The thing we like most about Instagram is following celebrities and athletes to see if you can **mirror them yourself**, checking out You Tubers like Ronaldo Anderson, stories of friends and watching stories for girls I like

- 11/12 group, S. Brazil



HOW I USE IG



“

I go on Instagram like about five hours a day and like just **check my feed**. Check everyone; like the new memes, my friends and of course celebrities because I like, I am obsessed with like Justin Bieber you know. And then also I have like a bunch of ocean pictures and videos and like I love editing. So, like **Instagram is where I get all my inspiration**.

- Sophia, 14, LA

“

Look at my friends pictures for **inspiration** and bloggers pictures, good recipes, slime videos, funny videos. I check out my YouTubers every time. Oh and **who's-dating-who** and **tutorials**, 30 second videos when I type in "make up," I love five minute craft tricks [life hacks] those are so **addicting** and I don't know why!

- Alice, 13, N. Brazil



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HOW I USE IG



I miss seeing what other people are doing with their lives and what experiences they're sharing. I miss seeing what cool artsy photos that my friends have created. Um, I really miss watching memes a lot with my friends. Sending me memes, I really liked that because you know it puts a smile on my face every day. I miss seeing new products that are on your feed every single day. Ah, new surf products that's I'd like to buy, new brands, new album covers, new different things...seeing like cool photos of people surfing or videos makes you want to go out and surf.

- Christian, 14, LA



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HOW IG CONNECTS ME TO OTHERS



Happens to me as I check the profile of someone who has commented on a friends photo this leads to a different friend which leads to a different friend which leads to different friend. I like finding new people, and finding boys that are cute!

- Gabriella,
14, N. Brazil



Instagram is socializing and Snapchat is communicating

- Danny, 13, Chicago



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HOW IG CONNECTS ME TO OTHERS



We like to learn about new YouTube videos, new YouTubers, and learning about their lives on Instagram.

- Luiza, 11, S. Brazil



When I am on Instagram, my favorite things are following friends, messaging friends, I love to and following you tubers. And I like to find out about new YouTubers on my friends' columns, and meeting friends of friends

- Luiza friend party, 11, S. Brazil



I miss seeing memes. I miss seeing funny videos of people falling, people singing; just memes in general because I love memes. And I miss seeing like pictures of my friends, pictures of like famous people. I like watching like hair tutorials on there, definitely missing those. Now I don't know what to do with my hair. I miss how I was able to see what my friends like, that way I could see what they were up to and like see what they see so maybe it was like something I would be interested in. Definitely missing people's life stories cause like when a celebrity I like goes live, I definitely want to watch it. Um, definitely miss spending hours on There is music videos, tutorials, everything, everything. I love tutorials because I always get inspirational on what to write. There are so much things on there that I miss scrolling through and connecting with other people on the world.

- Kimberly, 14, Chicago



HOW IG CONNECTS ME TO OTHERS



The thing I probably miss most about you is the fact that I **couldn't speak to my friends**. It felt as if all my friends were like speaking online and I was kind of just missing out. Like I mostly go on; I literally go on you for like ten hours a day. Like as soon as I get back from school or whatever, you are literally the first thing I do

- Louise, 13, UK



WHAT'S GOOD ABOUT HOW IG WORKS?



“

Living without you is like living without oxygen. I have been deprived of **pictures** of cute animals, models, **videos** of people doing stupid things and much more. I always **loved the way you knew me**. You recommended me products based on my searches. You showed me posts I never would have seen and made sure I was always up to date. **I feel so behind.** .

- Hershey, 15, LA

“

I feel like I can **see new places** through Instagram, and **see peoples' real lives** through Instagram.

- George, 14, N. Brazil



WHAT'S GOOD ABOUT HOW IG WORKS?



“

I keep my feed nice and I keep my bio exciting,
all for my followers.

- Mattea, 15, LA

“

I like learning new things makes me feel smarter
and I become a more exciting person.

- George, 14, N. Brazil





THANK YOU



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