



Well-being

A/C Privileged: the notes below reflect the advice of council

What Matters

- Bullying
- Negative Appearance Comparison
- Equity

Notes

Well-being research

 Map

 Sketchpad

- The work is working out how to make sure the research is translated into product.
- We need someone very senior who can look after the well-being of well-being.
- If we're going to stand up new products it makes more sense to centralize, if we're going to iterate on our current products it makes more sense to federate.

Problematic Use

2/8/23

Materials

Feature	Description	PU Heuristic Behavior (associated with perceived low control)	Goal Metric	Awareness Marketing Insights survey (n = 885 teens)	Adoption Teens
Daily Limit	User-set control indicating the maximum amount of time per day (cumulative across all sessions that day) they would like to spend on Instagram	Long time spent	<u>Adoption</u>	35%	1.1% Teens based on recommended age
Take a Break	User-set control indicating the maximum amount of time they would like to spend on Instagram at once (in a single session) (e.g. 15 minutes). Scheduled break reminders interrupt long sessions on IG, triggered by a full screen interstitial that's surface agnostic and shows up every x minutes (as set by the user, it could be 10/20/30)	Long time spent	<u>Ship/Adoption</u>	33%	2.0% Teens based on recommended age
Quiet Mode + Bedtime Reminder	Quiet Mode is a controls-based bundle that helps teens manage their relationship with Instagram at night via fewer engagement triggers to pull them into the app and a less stimulating experience when browsing the app. QM reminds teens to wind down before bedtime, mutes notifications during user-specified hours, displays a QM status indicator, auto-replies to anyone who messages the user during this time, and shares a digest of notifications missed after QM ends.	Late night time spent & frequent checking	LNTS reduction + Milestone goal for bedtime reminders	44% (Quiet Mode)	11% Teens based on recommended age
Nighttime Awareness Nudge	A nudge on Reels surface or in DMs for teens who don't have break reminders turned on, and who continuously spent more than 10 minutes in the app between 10PM - 4AM, suggesting they close Instagram for the night.	Late night time spent & chained content consumption	LNTS reduction	Not assessed	5% honor rate on Reels (i.e., leave app <= 1 min and return >= 10 mins) 8% honor rate on IGD (i.e., leave app <= 5 mins and return >= 30 mins)
Alternative Topic Nudge	The Alternative Topic nudge is a nudge that appears every 35 posts in an Explore chaining session in order to interrupt potential rabbit-holing sessions by prompting people to pivot to topics not associated with negative appearance comparison.	Chained content consumption	<u>Adoption</u>	10%	0.2% L7imps Teen WAU [x] 0.03% L7 ATN - click through Teen WAU [x]

Guardian Daily Limit and Blocking Hours are controls set by guardians on supervised accounts via Family Center. They are co-owned by the IG Supervision team (wiki).

Notes

- Simplify and consolidate around less concepts

Civic Recommendations - Account Transparency & Content Controls

1/4/23

Materials

We look forward to the discussion on a) Account Transparency experience for civic accounts filtered from suggested accounts and b) Civic content controls experience for users to have agency over content that is recommended to them in content recommendation surfaces.

Teen Safety Check in

1/4/23

Work-stream tracker

WIP scorecard

Tracker

The tracker covers our work-streams & Can't Fails. We propose to track eight work-streams with a number of Can't Fail initiatives and goals per work-stream. Our Can't Fail goals are all broken out in the associated tab, and this is where we'll be providing status updates and notes for our periodic check-ins.

Discussion Topics



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3. **Parental sentiment by problem - concern vs reach.** We have two options for survey approach: 1/ DSS OFP, which measures % of respondents where problem [X] is a concern when using IG, for teens and parents. 2/ TRIPs/C-TRIPs, which measures % of respondents who have experienced problem [X] on IG. Option 1 is readily available for teens & parents, while option 2 is only directly available for teens, and for parents we would need to use adults as a proxy. **UXR current recommended default is option 1, but we can change pending alignment on our measurement objective/need. What are Leads' preference?**
4. **B&H Target vs Witness.** Our standard B&H policy violating prev metrics don't distinguish target from witness and are likely over indexed towards witness views. There is no current clear path towards target only metrics. **Are we ok with the current metric construction despite this limitation?**
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Recommending Politics • 12/5/23

Materials

Politics: content (1) about formal, institutionalized elements of government and the political process, (2) that may cover national, international, or subnational topics, and (3) can include politicians, legislation, other intervention by the government, or commentary... may not necessarily include social issues, current events, and other national discussions. → content about elections, laws and legislation, public policy, and judicial decisions.

Social issues and commentary: topics that (1) celebrate, defend or challenges existing social norms/rules, (2) where these social norms may be different across countries; or (3) there is a division in opinion among groups/the topic is

controversial. → content that makes a claim about a problem that impacts a large group of people and/or society at large.

Decisions

1. Do we demote or filter politics and social issues content from recommendations surfaces?
 2. Do we offer an opt out for people who want more of this content?
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Age Bands and Supervision • 12/4/23

Materials

We talked about pivoting, and using the bands/bundles as the defaults and then building parental controls on top, instead of the bands being primarily a parent control, which I think will simplify the system and help better communicate the work we already do do.

Well-being Research • 2/4/22

- Their proposal is to do one major canonical well-being study that is industry wide.
- Alex's take is we might be able to get Twitter, and that YouTube will never do it.
- The cost will be ~\$50M over 5 to 10 years (~\$10M per year of data collection)

Arturo • 10/26/21

- People's negative experiences go many times beyond community guidelines
- Idea: let people mark things as problematic, then use that signal to nudge repeat offenders or add friction carefully.

- Idea: create a place for creators to establish the rules of engagement
- The big thing is he wants us to get away from relying on policy and enforcement to be the only lever we have.

Negative Appearance Comparison • 8/30/21

- We've run a fair amount of research, some quantitative and other qualitative.
- What data do we have about prevalence and severity? → We have run a number of surveys. We have a study across multiple countries, and the data varies, but for negative appearance issues one in four say they often see posts that make them feel worse on Instagram, and 58% say they never see.

- # PRIV

Legal are both concerned

PRIV

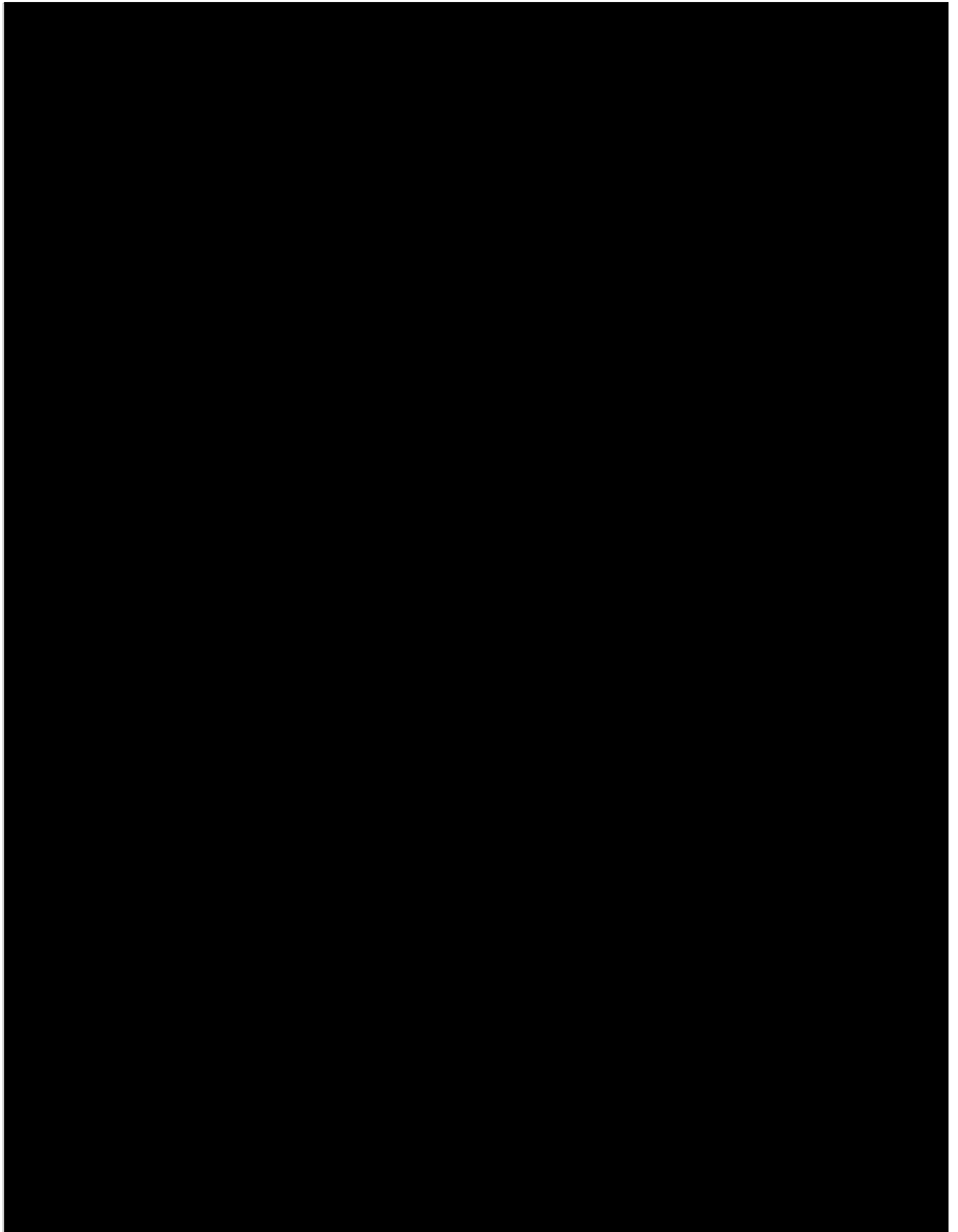
PRIV

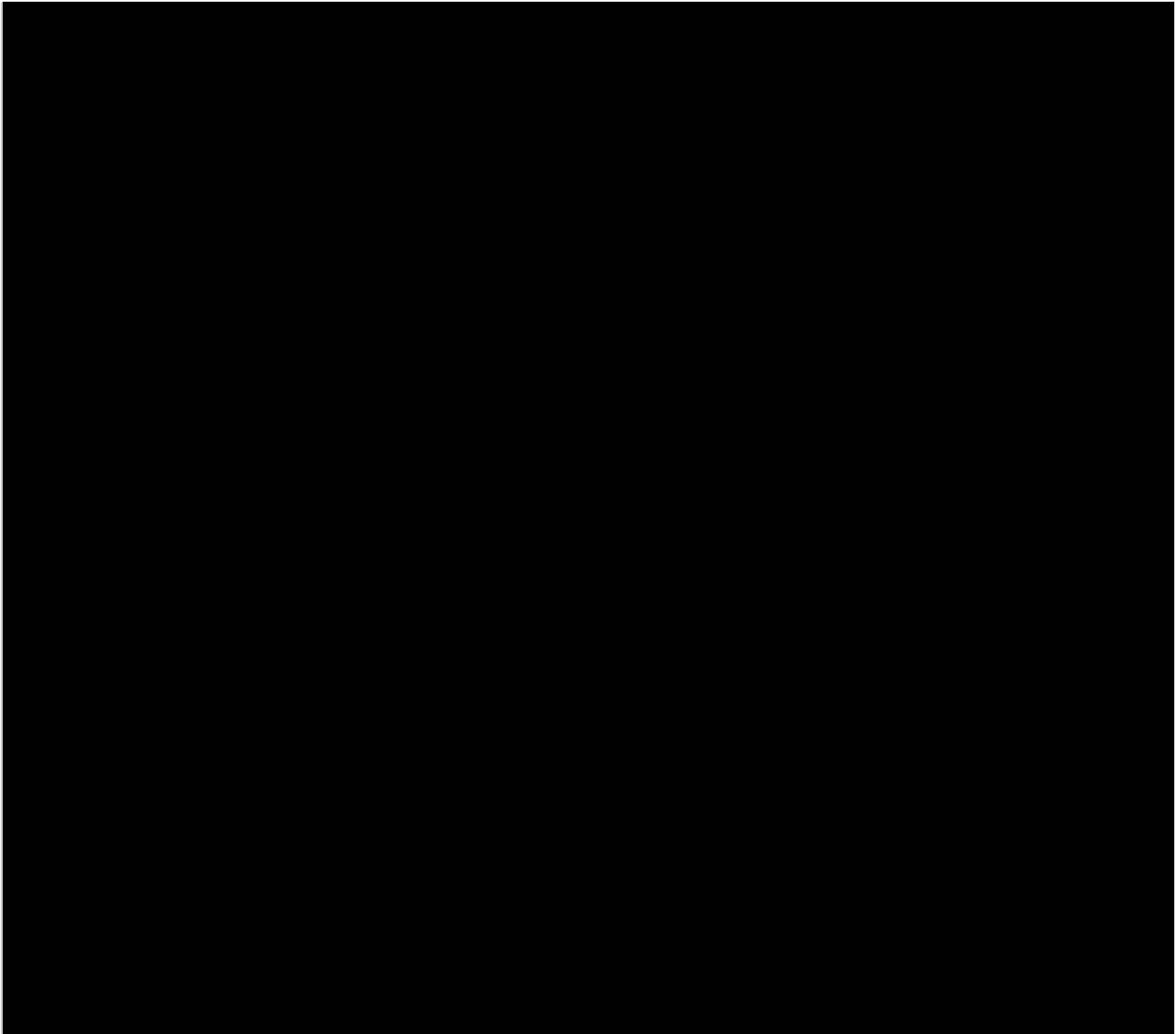
- We could share the research off record with Jeffrey and the WSJ.
- We're going to do an interview with me on Thursday, another with researchers, previewing nudges, and third party interviews.

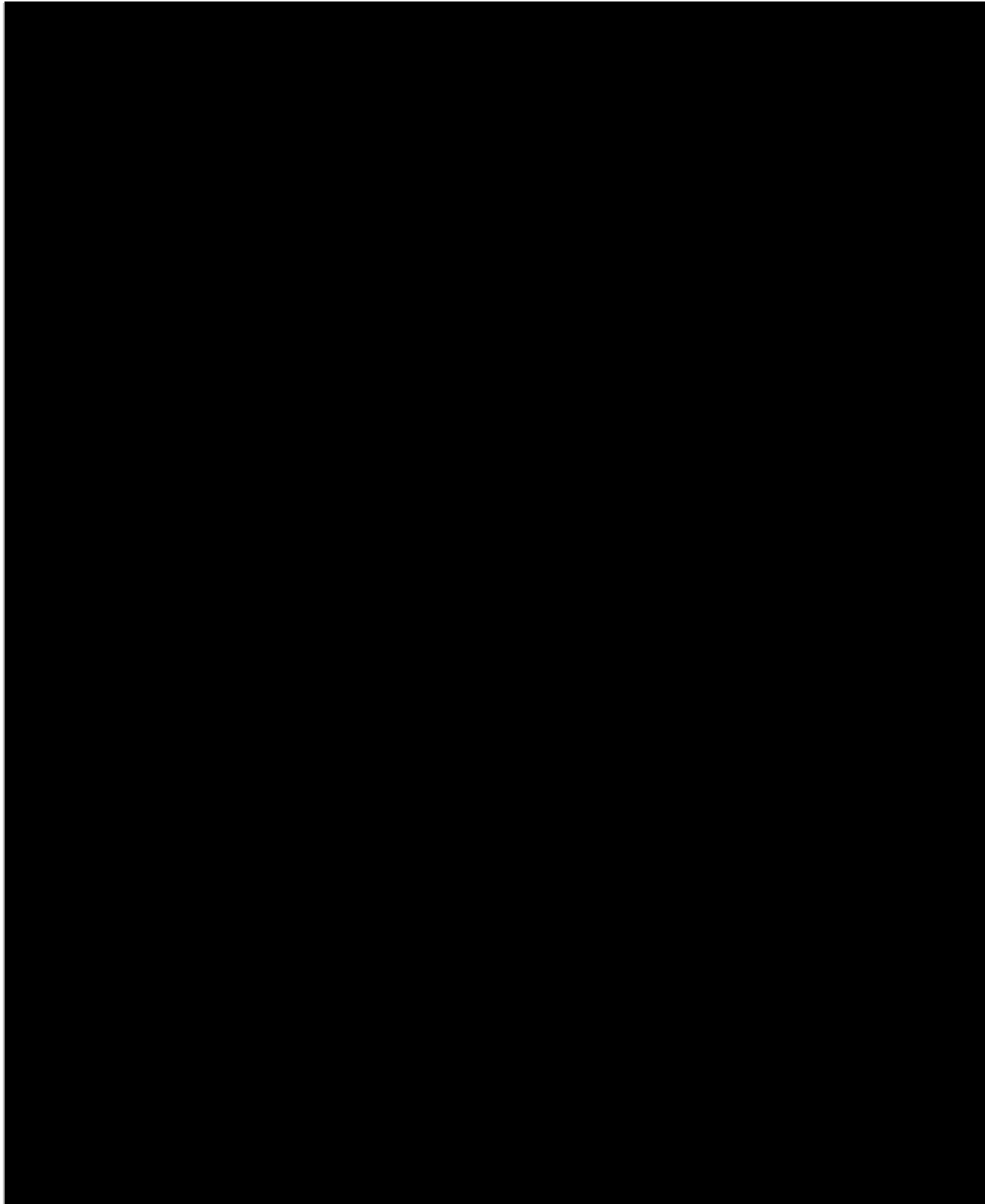
Fundraiser Growth • 5/6/21

- Overall a lot of progress, starting to see momentum
- The team is tiny, four engineers
- What's the blocker for i18n donations? → in some countries we have policy concerns, specifically that we don't have non-profits in those countries, and in other countries we don't have local non-profits and we don't have payment integrations.

Yaba Blay and [REDACTED] • 1/29/21



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- There is also a task force that is approaching collecting race data, currently looking at five different methods. We're doing testing of two of them on Instagram. We are looking if we can do gender in a privacy preserving way this half.
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Come to Jesus • 09/16/20

The team is recommending we wind down the project. "Given that Pure Daisy is not a viable shipping candidate, we do not believe other variants are worth the tradeoffs."

Since the Q1 review, we found new evidence that **the long term effects of Pure Daisy support the hypotheses** of reducing feed pressure and reducing social comparison:

1. **Pure Daisy increases feed creation by +2%.** For teens, this came at a large cost of 1 feed post per 4 Stories. For non-teens, the feed creation was entirely incremental to original sharing, with a small cost to Stories reshares.
2. **We have directional evidence that Pure Daisy helps alleviate negative social comparison.** These effects are only seen at very high like counts, nullifying the benefits of Popular Daisy.

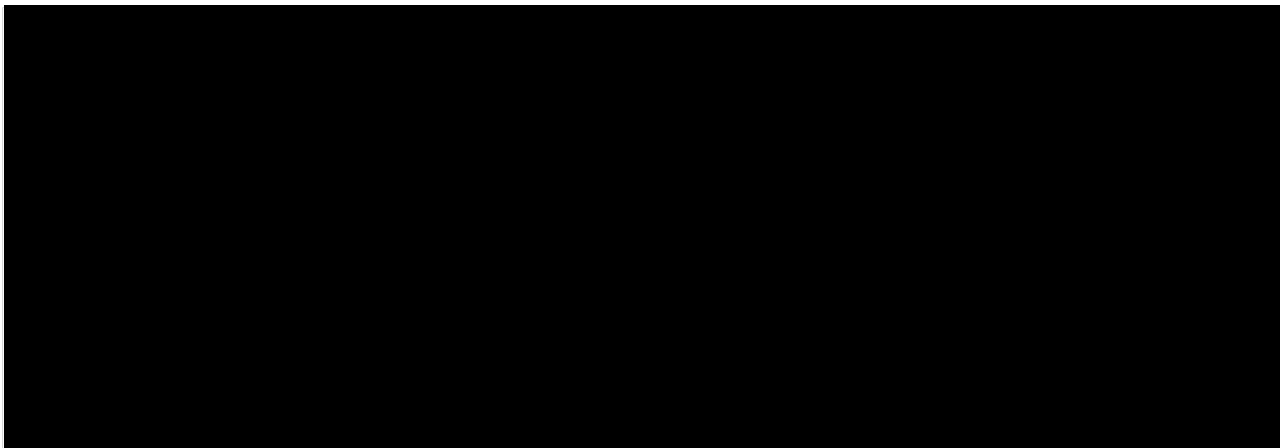
A graceful defeat might be making it an option on the consumer side.

Action Items

- Is there a viable cross-app strategy?
- How practical is it to roll back?

Fundraisers • 08/24/20

- The team is looking to add an entry point to Feed posts, which makes sense. The main question, I believe, is the system design.
- How do you share to Feed?



Social Comparison • 06/15/20

- The team considered self care and loneliness as other options to focus on within mental health, but settled on social comparison given the urgency of the issue, looking at what problems that Instagram makes worse, and people expect us to support them on this issue. We also considered our ability to land impact this year.
- It's not that clear where they are going to play without rethinking some of the core of how Instagram works. It's not super clear where they are going to have room.

Personal Fundraisers • 04/30/20

- Let's think through the feed format
- We should enable links to help with distribution
- Decoupling from Feed might make sense
- Glad we're trying to move fast
- Why not use a profile button?

Guides • 04/21/20

- **They asked if it's okay not to support creation on Android or consumption on the web?** → the former is okay but we should keep web consumption on the table given it might be important for distribution.
- The team is going to go model out how many people they think they can reach
- Partnerships team is going to bias big
- Team is going to think about how to do more on distribution

Mental Health Ideas • 04/01/20

- It's not clear to me that 'Learn-in-place' is meaningful as way to combat the mental health challenges coming people's way, plus it'll likely require a lot of curation work.

- The 'Wellness Center' feels more to the point, but I worry it won't get any meaningful traffic. ← encourage them to pursue this direction, look for ways of making it dynamic through creator lists and hashtags, and to think through how links might to the space might be woven throughout the experience
- Deprioritizing the learn-in-place, dropping Private Live, and go after virtual celebrations, supportive information, ad credits for non-profits, and possibly expert q&a.
- Three levels, top level positivity, mid-level wellness center, bottom of the funnel support

ADAA and Jed • 03/31/20

Attendees

- Susan Gurley, ED of AMAA
- Charlie Nemer, Chair of the Psychiatry at the University of Texas, and CMO of ADAA
- John MacPhee, ED of Jed Foundation
- Kama Mody, Director of Program Evaluation at Jed
- Victor Schwartz, CMO of Jed
- Janis Witlack, senior advisor for the Jed Foundation

Risks

- There is a vulnerable population out there, people who already have mood and anxiety disorders. People have a threshold which, if they reach, they get sick. There are genetic and environment components to that risk.
- Isolation, fear of the disease, losing a loved one, losing a job, all these take a toll. They think we're going to see increases in suicide, domestic violence, child abuse and neglect.
- The silver lining is that we'll become very good at telemedicine and remote delivery of psychotherapy and even medication.

- There is concern that we need to be careful about how we thread the needle. We clearly have people who are more at risk, but at the same time we need to balance messaging to the general world that we don't want to suggest to everyone that there's an expectation that they're going to fall apart
- There's concern that there are huge swaths of immigrants in the US who aren't getting all the good information that they should.
- A lot of people are going to be experiencing grief and loss
- There are going to be a large number of therapists, social workers, etc. to donate a percentage of their time
- They're not sure we need to make a choice between upstream and downstream interventions. The thought exercise should be what can we do to approach mental health in a community.
- **Biggest concerns: loneliness, acute distress, grief, substance abuse, domestic abuse, self injury, suicide**
- We're well positioned to do promotion, the concern is provision
- Organizations: ADAA, American Psychiatric Association (bigger), American Psychological Association. There is a global mental health program out of Columbia.
- AMAA has a free online community, and there are more around the world
- Idea: train regular people on how to help

Age Collection • 9/17/19

Questions

- Why not standardize on a cool-off period and deletion grace periods?
- Have we tried to think of more value propositions?
- What signals would we use to set the default as private?

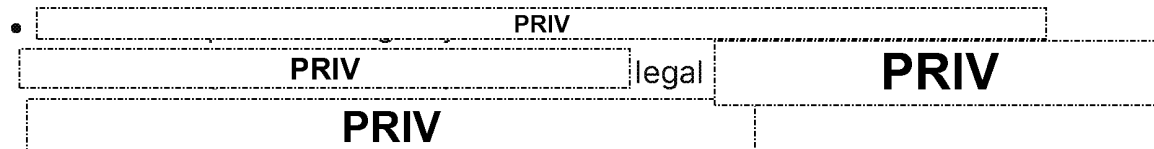
Thoughts

- Proactive in the UK and the US makes sense

- If we're going to go with default private we should make it more clear
- I'm nervous about fixing forward private defaults
- 26 people

Changes

- We added more in-app messaging to educate hard-matched users around cross-platform age syncing and checkpoints.



Action Items

- Iterate on the "Default to Private" design for new under 18s on the platform. It's too subtle that you're defaulted to private. Make it feel like more of a choice, but still default to Private. Make it clearer. I'm worried they won't understand there is a choice and therefore not understand what it means to be private.
- Instead of failing forward, can we proactively mitigate the expected hits from defaulting to private? Share some proactive mitigation ideas before we decide to fail forward. Think of rough edges/high impact work to temporarily mitigate the impact. How would you most responsibly do this and still get it out this year?
 - I want it bundled but I'm not committing to it until I see the mitigations
 - If we can't do it responsibly, we will unbundle
 - What is the most responsible thing we can launch in October?
- Where should we launch? US? US + EMEA? Karina prefers US but there's flexibility on it.
- There's a Mark review about Age Collection in early Oct. The more we can be on the same page about our plan so that Adam can plug it in that review is helpful.

Meeting with Experts • 02/04/19

- Question about how transparent we can be about our training and the size of the moderator team
- One idea was to let people put on filters
- One idea was to let people know that we're supportive and acknowledge they may be in recovery when we remove content
- One bigger concern is normalizing the behavior, particularly if someone sees the content over and over and from many people
- Some think that images are not helpful at all

11/26/19

Revenue — Supply

- Follows are down, are split across chaining, suggested users, and search — looking to make social context shorter and more compelling. On follows we don't have a lot of ideas, but the Home team is looking at this area broadly.
- DAP loss is probably about 0.3%. They're confident this is not due to notifications and is probably not a lot driver of revenue concern as it looks like it's low value users
- Ads performance, ads clicks are down ~2%, which is likely more than impressions. This could be a halo effect from people liking organic posts less. It also might be driven by less trust signals on ads.
- Demand, we saw that monthly active advertisers dropped a bit, looks like it might be that people are boosting posts less as they're less interested in getting more likes.

10/8/19

Action Items

- Let's all live with Option 6 and give feedback

- Let's update the Quant survey
- Let's explore the notifs thing and see if can help on the revenue impact

9/17/19

Questions

- What is a global network test? → Cluster users based on how they respond to each other. ~5% exposed
- What do we believe is driving the decrease in interactions?
- Do we need a regular deep dive to get this over the finish line?

Thoughts

- Well framed
- I'm very wary of re-introducing counts in any way
- The room is probably too big at 25 people

Action Items

1. Next round of tests are approved.
 - Need to figure out the impact on DAP and get better sense of an impact on ads ecosystem/revenue. Would be good to have cuts on teens and creators.
2. What is the impact on embeds (since they don't have social context)
3. Come back with more research signal on the trending design options
4. Keep iterating on the designs to figure out what the thresholds there should be.
5. Come back with a week by week map that shows what we need to launch with a goal of maintaining momentum.
6. Come back to Adam with what you need to move faster? More people join the team to help? Regular deep dives?

9/4/19

Justin Antony Feedback from Creators

- Amanda Cerny - Daisy for Creators with some tweaks could work. Doesn't love Daisy in general.
- Many of the top creators are worried about Daisy, specifically the audience growth mechanics.

GTM Themes:

- This is not just a product launch — it sets the tone for who IG wants to be in the world.

Discussion:

- Adam: You want to tell this story through the people they're following? Confirmed by team. I don't want to lean into well-being too much since we don't have any research that shows it does that.
- I like leaning into expression. I like leaning into creators, which will be tricky but we'll find the right ones.
- Robby: can we go off-platform? Adam: Sure if it makes sense.
- Katie: high volume makes it hard to walk back. Adam: I think we should just figure out the roadblocks and solve for them, not worry about walking back. That's why I like not leaning too much into well-being and focusing on expression. I worry about the word "addiction" or other well-being language.
- Vishal: We will take metrics impact for this — and let's figure out how to talk about that.
- Adam: To answer your question, I want to go big. And I'm okay with putting that pressure on this. We knew this since we first announced the test. It's always been the case that we would have to explain that.
- [REDACTED] Suggested that we use marketing to prop up likes
- Adam: Yeah, but we did this to improve the qualitative experience on Instagram.
- Robby: What's interesting about the Canada qual is Did you feel less or more anxious about posting? And that moved.

- [REDACTED] There's another audience here with businesses and creators. We need to get support on the product experience and we'll need to help shape the narrative.
- Andrew Stinger: We'll lean on "We're listening and you matter. You are an important part of Instagram."
- Katie: We're on it and helping to turbocharge this with creators and partners.
- Adam: Let's avoid "This is good for people's mental health." Let's avoid saying that unless we do the hard work to ensure it is.
- Adam: On partners, is there anyone that it would be helpful for me to reach out to? Katie: Katie. Yes, will get you the list.
- [REDACTED] The initial reaction is often neutral to negative when you first see it. But when you live with it a few days, you move to positive.
- [REDACTED] We'll create contingency plan.

♥ Equity

DOCUMENT SLIPSHEET

Bates Number: META3047MDL-091-00067262-META3047MDL-091-00067280

BEGATTACH: META3047MDL-091-00067262

ENDATTACH: META3047MDL-091-00067280

Attachment Count: 0

PRODVOL: META3047MDL_VOL091

Custodian: MOSSERI_ADAM

File Path: /MOSSERI_ADAM

Confidentiality Designation: HIGHLY CONFIDENTIAL (COMPETITOR)

HASHVALUE: E566B2B9B3FA6E40990B8F17D7E3F07A

Author:

Family Date: 12/31/9999 6:59 AM

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

Last Modified Date: 12/31/9999 7:00 PM

LAST MODIFIED BY:

TRACK CHANGES: N

COMMENTS: N

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