

FILED UNDER SEAL

EXHIBIT 26

>There's an article today out in the WSJ about kids' use of social media and IG, and this particular

<https://twitter.com/ceciliakang/status/1437784144034029582>

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>Morning team, I am wondering if there is a WIP debrief/notes doc from the groups so far? Would be very

>We don't have a WIP debrief notes doc but I consolidated some parent verbatims from the last week and

>quite a change from 9-10 to 11-12 yos. Kids at 11-12 sound like more aspiring to be one of the teens and

>yes! that's something we have also observed in previous research studies.

>We finished our first group with parents of 11-12 yo. And it was so interesting ! My take from the last

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>This second group (11-12yo non MK users) sounds much more naïve and trusting in their kids. Most of them

>I don't necessarily consider it naive. All the child development and parenting research evidence

>Soooo interesting. Hearing the same thing again here. At 12, they are already using lots of social media

>In our recent study, majority of 12 yr olds and about half were already on IG (we couldn't ask if they

experience - either through creating new account or aging down existing account (but keeping contacts, content).

[REDACTED] (9/14/2021 10:59:21 PDT):
>(about half of 11 yr olds)

[REDACTED] (9/14/2021 10:59:40 PDT):
>especially girls

[REDACTED] (9/14/2021 11:01:45 PDT):
>These parents are basically saying, there is no way their 12 year old would agree to a monitored account (even if the parents want it)

[REDACTED] (9/14/2021 11:02:38 PDT):
>That's not what we have heard across several large scale studies - there is a subset who would not but most kids were open if their friends were on it. At least at this age.

[REDACTED] (9/14/2021 11:02:48 PDT):
>and the main reason for it that they are already using free social media. I'm sure if we ask this to parents of 12 yo who is still not allowed to use social media - then the situation would be different

[REDACTED] (9/14/2021 11:02:54 PDT):
>But you are right in general, parents want things more closed and kids want things more open.

[REDACTED] (9/14/2021 11:03:12 PDT):
>Oh yes, to clarify - they are saying, my kid is already on it with unfettered access, can't go back.

[REDACTED] (9/14/2021 11:03:34 PDT):
>Vs., would your child want this if this were the way to get access - in which case, what we heard from 9-10 year old groups was definitely yet

[REDACTED] (9/14/2021 11:03:36 PDT):
>*yes

[REDACTED] (9/14/2021 11:03:54 PDT):
>I'll have to look at the responses I have - that wasn't necessarily what we were hearing among IG users.

[REDACTED] (9/14/2021 11:04:12 PDT):
>It was about 25% where they said they would continue what currently do.

[REDACTED] (9/14/2021 11:05:26 PDT):
>But this does have implications for measures of success. If so many are on IG already and no easy way to convert, initially your numbers of 11-12 yr olds on IGY will be low because they haven't aged out.

[REDACTED] (9/14/2021 11:05:39 PDT):
>So just number of accounts created might not be only measure of success you want to use.

[REDACTED] (9/14/2021 11:07:07 PDT):
>Yeah, i would imagine this will be the case at first

[REDACTED] (9/14/2021 11:09:16 PDT):
>One thing that's been interesting to me in the interviews/studies we've been doing is that how you can have two kids from the same parents and entirely different monitoring needs. So you'll hear things like "That's my kid who never gets into trouble - I don't really need to monitor because I know that s/he will reach out, etc." but "That's my other kid who is extremely social and tries to push the limits and I have to watch him/her like a hawk." pointing to importance of defaults but customization as parents know best the child.

[REDACTED] (9/14/2021 11:09:16 PDT):
>And TBD in the future? There may still be informal practices between tweens and parents to 'graduate' them sooner than 13. Not sure how age verification solutions may play into this

[REDACTED] (9/14/2021 11:09:43 PDT):
>100

[REDACTED] (9/14/2021 11:10:09 PDT):
>We talk about age differences and parenting styles but not enough about interaction between parent and child. Children play a role often in how they are parented.

[REDACTED] (9/14/2021 11:10:37 PDT):
>So one child needs more monitoring, another one not so much.

[REDACTED] (9/14/2021 11:12:06 PDT):
>It also speaks to the developmental variability within the 10-12 age range.

[REDACTED] (9/14/2021 11:12:43 PDT):
>Yes, that too. Some kids more like tweens, some not yet there in the same age range. Also first born or not makes a huge difference (we knew that from toys).

[REDACTED] (9/14/2021 11:17:39 PDT):

>I think the bigger issue is that many parents aren't going to want to graduate at 13 rather than wanting to graduate early. This is where the research findings are completely opposite from what privacy is proposing. Almost all parents want to make the decision to graduate child - either by self or with child. No one said child alone should decide and only a very small number (less than 5%) indicated it should automatically happen at 13. That said, we also know as the child becomes a teen, parent monitoring desires change - less restrictive, more sensitive to privacy. So it's not necessarily just keeping it as is but just allowing SOME level of parental supervision and insights. Which is why we need an age-up strategy and other companies are doing so for 13+ like TikTok.

[REDACTED] (9/14/2021 11:56:21 PDT):

>Did we tell these parents that a child can just go and create an IG or FB account without their supervision anyway at 13?

[REDACTED] (9/14/2021 11:56:49 PDT):

>I think some level of parental supervision is a great idea beyond 13, but I think that should be open to all IG users, not just those that are under 13.

[REDACTED] (9/14/2021 11:56:59 PDT):

>sorry under 13, and graduate to over 13

[REDACTED] (9/14/2021 11:59:21 PDT):

>that's a good point ! we assumed that they would know if but we can probe on it. My only concern would be that it might open tangential topic - if 13 is the right age for kids to use social media (FB)

[REDACTED] (9/14/2021 13:21:29 PDT):

>Insta > SC or TikTok

[REDACTED] (9/14/2021 13:22:32 PDT):

>(context: in this group we asked would you have your kids use IG, SC or TT)

[REDACTED] (9/14/2021 17:31:07 PDT):

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