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EXHIBIT 44

Age Verification and Safety Defaults (Concepts only) - US and IN Rolling Research findings (May 2021)

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Posted to: IGWE Teen Safety (Private group)

Overview

This report summarizes findings from two rolling research sessions, in the United States and India, that aimed to gather feedback on age verification and safety defaults on IG.

- United States (MarketCast): 10, 90-minute sessions with Instagram users that ranged from 13-35 years old.
- India: 12 interviews (50% 13-17 and 50% 18-24) in 2 cities (Mumbai, Jaipur).

Below is a summary of key findings. Note that we only presented these concepts at a very high level and did not show detailed designs. Stay tuned for more research where I will walk users through specific designs for Age verification and Safety defaults.

TL;DR:

Age Verification

- **Participants are accustomed to apps asking for their age.** Participants understood it as a way to know if the user was eligible to use the apps and/or to restrict access. Teens are aware of apps that restrict access due to age (e.g. TikTok, YouTube, Twitter and Tinder). **Instagram is known as a social media app with no age restrictions.** When asked for their birthday when starting a new account they have learned that this is to prevent kids <13 from having an account. Users did not expect this to impact their experience.
- **They did NOT want this to impact their experience. If it did, users in the US would not hesitate to lie.** Young users in the US were clearly suspicious and worried their access might be restricted and did not want IG to use age verification to restrict access. If it did, almost all participants <18 years old said they would lie about their age.

Opportunity

- Provide users with details on why we are verifying their age and what happens next.
- Explain how age verification does and does NOT impact their experience on Instagram.

- **Identifying the benefits of age verification didn't come easily.** After discussing potential uses of age verification, users were interested in verification in the context of protecting users from bad actors. Among those who were concerned that age verification would be used to restrict their access to content, users didn't immediately identifying benefits. Once the conversation moved to the topic of safety, teen users were fine if IG asked everyone their age if that meant that older people, who are not connected to them in anyway, cannot start following them without them knowing.

Opportunities

- Explore benefits that we can provide users within this experience so we can up-sell these benefits from the start. This can be a fun game, stickers, contents etc.
- Within the age verification process, communicate and focus on benefits related to safety (e.g., by saying it's to protect them and not to limit them).
- Consider developing and highlighting more ways for teens to shut out "creepy adults" (e.g., limiting visibility of content, requiring approval of follow etc.). Let teens know that having a teen account automatically protects them from these people.
- Explore surfacing age verification contextually (e.g., when having a negative experience) and embedding in education on safety tools.

- **Users were ok with age restrictions for younger users (and not themselves).** For example, those over 18 spoke about restrictions for those <18, and those 13-18 spoke about restrictions for those <13. In general all the teenagers thought they were mature enough but felt that others (i.e., younger users and teenagers) were not.
- **What did users think about the methods for verification: Photo ID, social vouching, video selfie?** None of the options was a clear winner but **users preferred methods that appeared to be easy and non-intrusive** (i.e., did not