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EXHIBIT 5

Product Foundation

Problematic Use of Facebook: User Journey, Personas & Opportunity Mapping

[REDACTED], UXR, Well-being | March 2020

In partnership with Insitum and Convo

Personas created in collaboration with Sean Ryan



Facebook App Research

Artwork by Noma Bar

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TL;DR

In Q4 2019 we conducted 24 in-person 1:1 interviews with ‘problematic’ Facebook users in the US, Brazil and India to determine which opportunities the team should pursue around excessive/problematic use of Facebook in 2020.

We tested 13 concepts crafted to address various problematic use (PU) sub-areas: sleep, productivity, relationships, parenting, loss of control, guilt.

Our Findings

- 01 **Over 10 triggers contribute to the potential for problematic use (PU) but only 3 user attitudes associated with PU:** Lack of guilt, low self-control, and high pressure for giving timely replies.
- 02 **We removed 2 PU impact areas and added 2 more. This research uncovered 2 new PU impact areas, Safety Risks and Regretful Spending,** to add to Productivity, Sleep, Relationships, and Parenting. Fear of Missing Out (FOMO) and Loss of Control Over Time Spent (LCOTS) are not impacts. FOMO is one of the 10 triggers. LCOTS is PU, not a trigger nor an impact.
- 03 **Most selected Productivity as their top PU priority area for FB to pursue. A loss of productivity (delayed work/chores, being late to appointments) affects sleep and relationships.** Sleep and Parenting were the next most voted areas.
- 04 **6 of 13 concepts were highly rated for reducing PU across multiple impact areas. Two concepts (Time-to-Complete, You’re All Caught Up) posed a risk of exacerbating PU for those with FOMO.** Highly rated concepts provided situational awareness, sense of control, customization, transparency and a sense of completion.

Our Recommendations

Focus product opportunities around mitigating these user attitudes: increasing self-control and awareness and reducing pressure to respond. Use 3 identified PU personas for follow-up sprint or brainstorm.

Ideate on solutions for Safety and Regretful Spending impacts. Eliminate Loss of Control Over Time Spent and FOMO as sub-topics to focus on for development.

Focus on Productivity as the main PU sub-area for future development because fixing it will benefit most other impact areas. Also consider a follow-up study with the updated list of impact areas and re-assess priority.

Recommend pursuing the top 6 concepts and brainstorming around the 6 identified opportunity areas: Increase PU awareness, Increase focused sessions, communicating Availability, encouraging restfulness, supporting healthy commitments, and removing time sensitivity.

Overview

- 01 **Context**
- 02 **Goals & Methods**
- 03 **Understanding the Current
PU Experience**
- 04 **PU Personas**
- 05 **PU Concept Feedback**
- 06 **PU Opportunity Areas**

Source: "WB 2020 H1 Plan", Chandra Mohan Janakiraman

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01

Context

- Facebook Well-being strategy
- Definition of Problematic Use
- Problematic Use prevalence
- Why should we care?



Definition

Problematic Use

We define Problematic Use (PU) as experiencing **both** of the following issues “very often” or “all the time”:

- **Lack of control** or **feelings of guilt** over Facebook use.
- **Negative impact** in at least one of the following areas: productivity, sleep, parenting, or relationships.

This is sometimes referred to as “social media addiction” externally.

Source: “WB 2020 H1 Plan”, [REDACTED]

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Strategy

Facebook Well-being

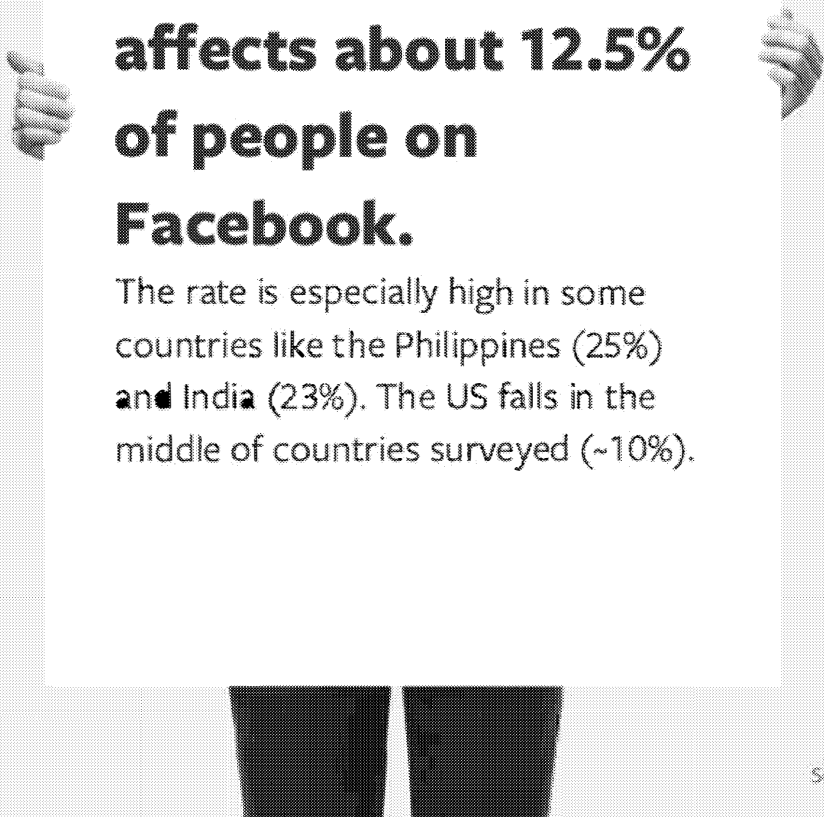
- **The best external research indicates that Facebook's impact on people's well-being* is negative.** FB can have a negative effect when people feel a lack of control over the experience or when use undermines other aspects of life.
- We've identified **3 drivers** that might be contributing to negative well-being**: Problematic Use, Loneliness, and Social Comparison
- In H2 2019, we conducted foundational research to unpack **Problematic Use** (PU). This report presents our findings on PU, specifically.

** Well-Being Wiki: https://our.internmc.facebook.com/intern/wiki/Well-Being_Wiki/
Source: "WB 2020 H1 Plan", [REDACTED]

“

I spend too much time on social networks and Facebook. I could study more, I could read a book, I could exercise. Because I spend too much time on Facebook, I waste my time and I don't do useful things...

~ P3, 22 (f) Brazil

A person's hands and legs are visible, holding a large white sign. The person is wearing dark pants. The background is a light gray grid.

Problematic use affects about 12.5% of people on Facebook.

The rate is especially high in some countries like the Philippines (25%) and India (23%). The US falls in the middle of countries surveyed (~10%).

Source: "Facebook's Measurement Strategy for Problematic Use [Well-Being]: Survey & First Results" [REDACTED]

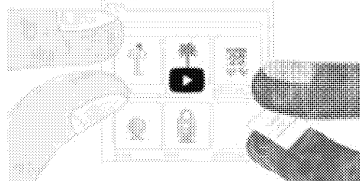
Why should we care? Problematic Use

- **People perceive the impact.** In a comparative survey with competitors, people perceived lower well-being and higher problematic use on Facebook compared to any other service. (Twitter, YouTube, IG, WA, Snapchat, Reddit, World of Warcraft) ⁽¹⁾
- **There is increasing industry activity in this space.** Apple and Google continue to invest in this space, generating a steady series of announcements. Pinterest and Instagram also have well-being offerings. See our *Competitive Audit* ⁽²⁾.
- **Tightening of standards and regulations.** The World Health Organization (WHO) is revising its internet disease standards/definitions, potentially considering inclusion of problematic/excessive use. In Aug 2019, US lawmakers announced the first potential legislation banning addictive features on social media apps: *The Social Media Addiction Reduction Technology (SMART) Act* ⁽³⁾.
- **Concerns over deactivation/deletion.** A PU survey found that problematic users were **4x more likely** to consider D&D compared to those without PU (20% vs. 5%). ⁽³⁾

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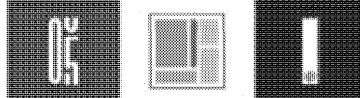
G Digital Wellbeing Experiments

A quarter of users who have used the app have reported a decrease in screen time.

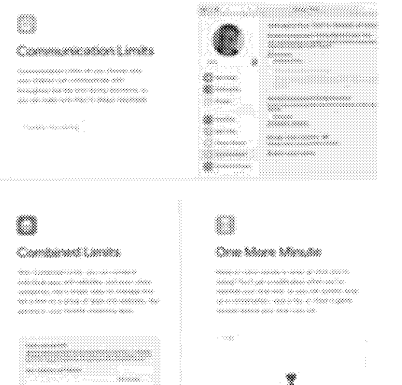


Over 11 million users have reported a decrease in screen time since using the app. This is a significant finding, as it suggests that the app is helping users to manage their screen time and reduce their dependence on mobile devices.

CONTRAST



Apple Screen Time.



Communication Limits

Combined Limits

One More Minute

NATIONAL

Lawmaker Aims To Curb Social Media Addiction With New Bill

August 3, 2019 10:00 AM ET

ABIGAIL CLUEY



Sen. Josh Hawley has made it a point to challenge the major tech companies since his election, and his latest legislation aims to curb social media addiction.

Source: ⁽¹⁾ "WB 2020 H1 Plan", ⁽²⁾ Competitive Audit, ⁽³⁾ "Facebook's Measurement Strategy for Problematic Use [Well-Being] Survey & First Results",

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02

Goals & Methods



Goals

PU Strategic Research

Identify new opportunities to minimize problematic use.



1. UNDERSTAND THE CURRENT PU EXPERIENCE

Understand people's current issues related to problematic use with FB and any steps they have taken to assert control



2. PU PERSONA DEVELOPMENT

Understand who is experiencing problematic use and how it is manifesting in their lives.



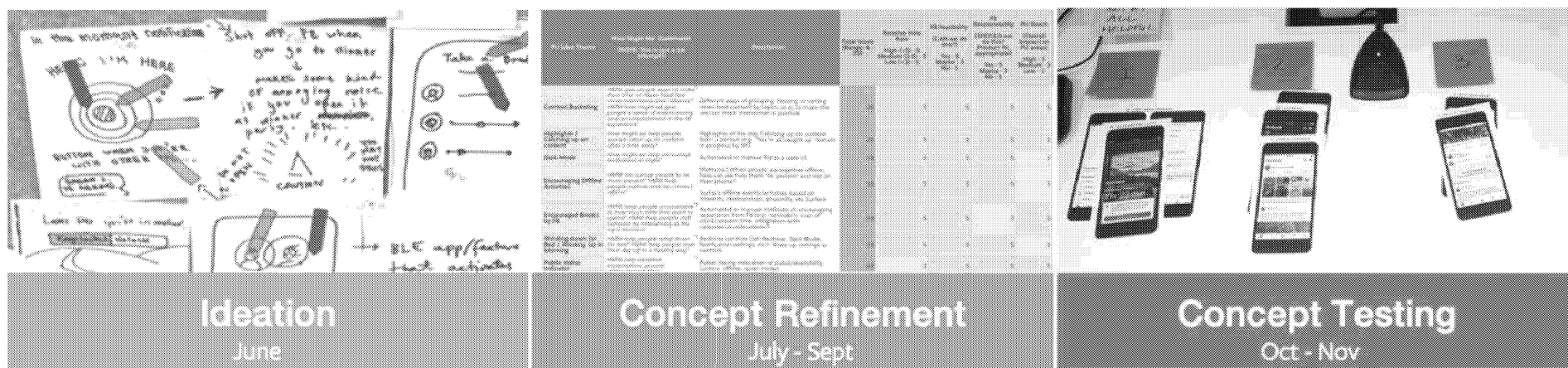
3. PU OPPORTUNITY MAPPING

Gather feedback on PU-related concepts. Identify opportunities to mitigate the negative effects of Facebook on problematic use.

Methods

PU Strategic Research

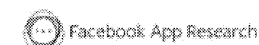
PU strategic research was conducted in parallel with tactical work from June to November 2019.



- Held a **1-day design workshop** to ideate around 4 subcategories of **Problematic Use**: Sleep disruption, fear of missing out (FOMO), relationship impacts, and loss of productivity.
- Conducted a **“Competitive Scavenger Hunt”** to spur more ideation
- **Generated 100+ ideas!**

- **Grouped the ideas into 16 themes**
- **Rated each “theme”** across 3 key dimensions: FB feasibility, FB responsibility, and Impact on PU.
- **Identified top concepts** for each theme.

- Created **13 paper mocks** of the top concepts for global qualitative testing.
- Ran the first study in **NYC (US)** Oct 17-18th
- **Iterated** on the discussion guide and concepts; resubmitted translations.
- Conducted research in Sao Paulo (BR) Nov 4-6th and **Mumbai (IN)** Nov 12-14th.



Methods

PU Concept Testing

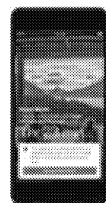
- Conducted twenty-four **60-minute 1:1 interviews with problematic FB users** in New York City (US), São Paulo (Brazil), and Mumbai, (India)
- Gathered feedback on 12-13* problematic use concepts:** 5 concepts that centered around Quiet Mode + 8 others



Q. Quiet Mode



Q1. Post Quiet Mode Digest



Q2. Facebook-free Events



Q3. Family Quiet Mode



Q4. Accountability Buddies



R. Encouraging Breaks (Time Alert)



S. Choose Your Circle



T. You're all caught up



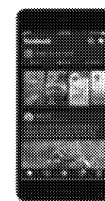
U. Grouped Notifications



V. Public Status Indicator (OOO)



W. Wind-down mode



X. Dark mode



Y. Time to complete

* One concept, Accountability Buddies, was split into 2 (Accountability Buddies, Family Quiet Mode) after NYC.

Methods

PU Concept Testing (1 of 2)

During the interview, participants:

1. **Rated each concept on a scale of 1-5 helpfulness scale** (1 = not at all helpful and 5 = very helpful)
2. **Determined a limit line** for ideas they considered helpful/not.

* One concept, Accountability Buddies, was split into 2 after NYC.

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Methods

PU Concept Testing (2 of 2)

3. **Ranked their top 5 ideas** (less > more helpful for PU)
4. **Selected which ideas** (above the limit line) **might help each PU area** (e.g. sleep)
5. **Ranked top 3 PU areas** they'd like Facebook to focus on.

* One concept, Accountability Buddies, was split into 2 after NYC.



Step 3: Rank top 5 ideas

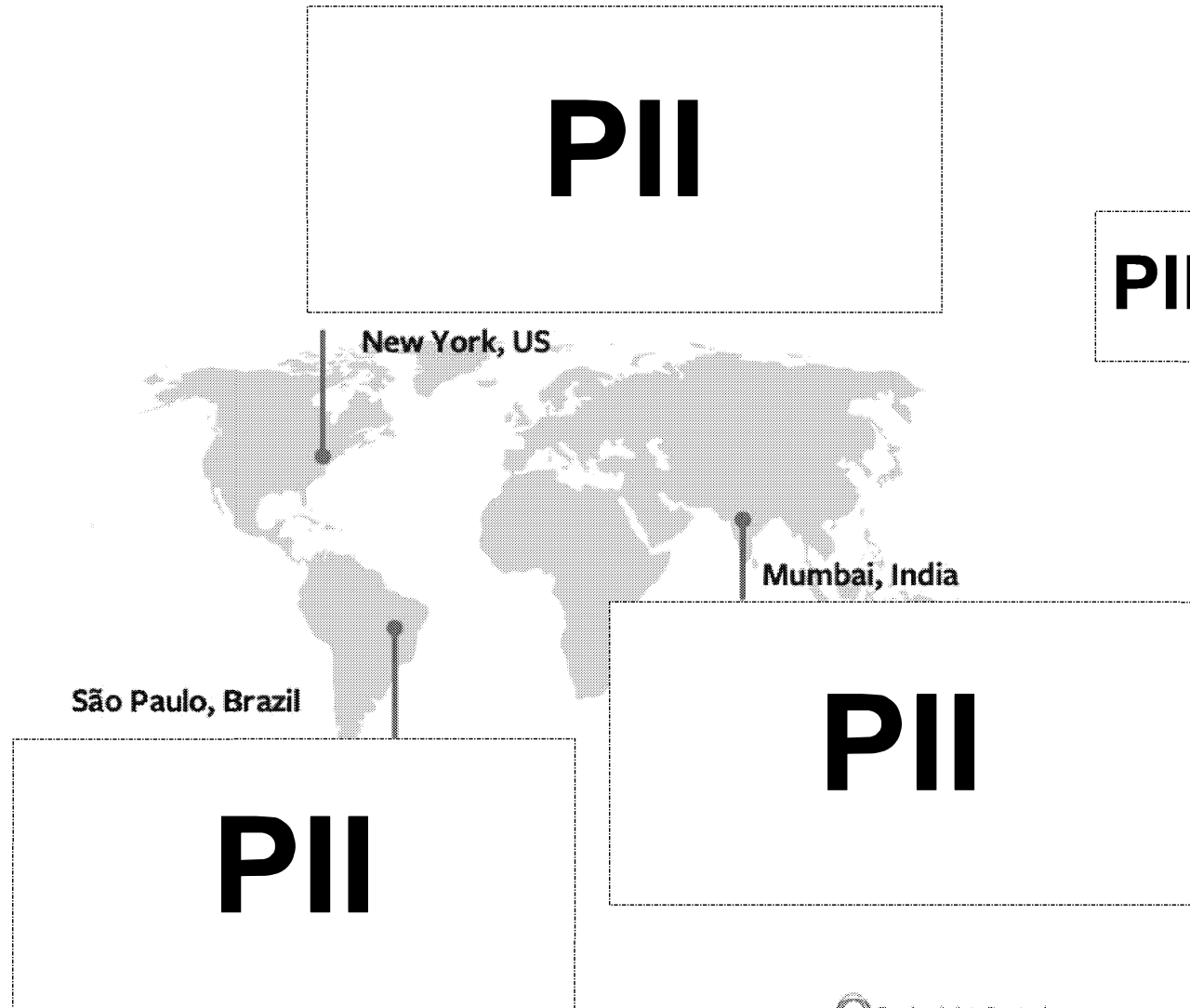


Step 4: Select ideas that fit each PU area

Participants

PU Concept Testing

- **Daily Facebook users**
- **50% parents** of children under 18
- **Ages 19-54**
- Self-reported having at least **2 of 7 identified PU issues**
 - Lack of control over time spent
 - Sleep disruption
 - Fear of missing out (FOMO)
 - Interference with close relationships
 - Lack of productivity
 - Feeling guilty or ashamed over time spent
 - Parents' negative impact on their children
- **Open to interventions**

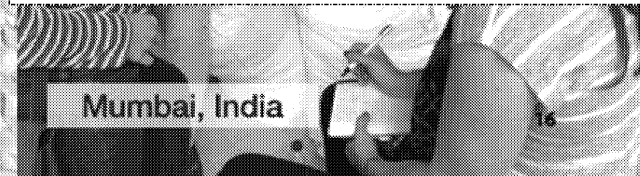
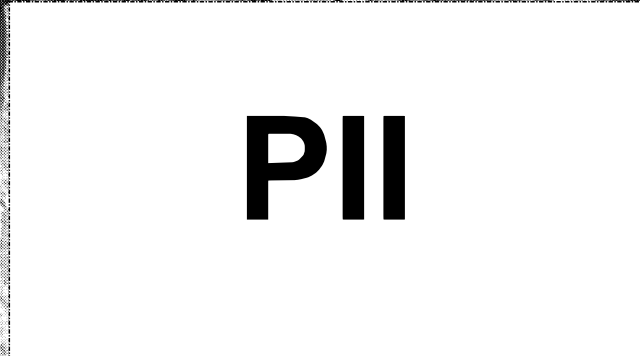
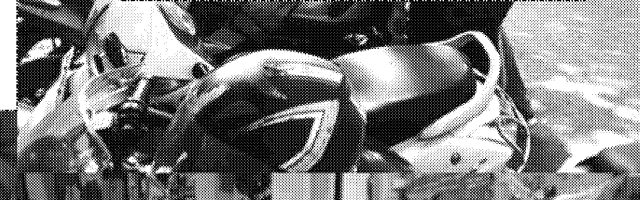
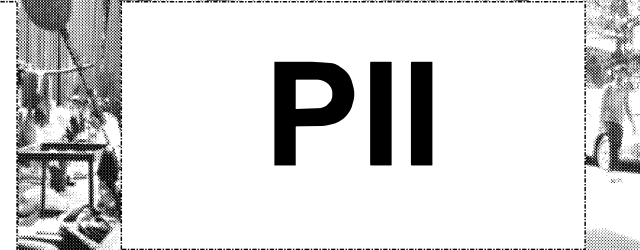
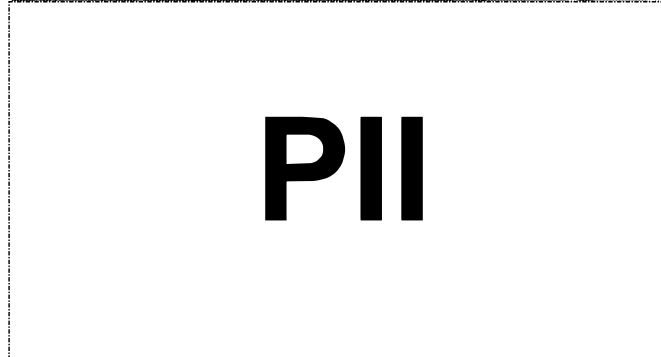


Methods

PU Street Intercepts

- Conducted 25 15-minute interviews with **general Facebook users** in Sao Paulo (12) and Mumbai (13). [No intercepts in NYC]
- Discussed participants' **experience with PU factors** (control over time spent, FOMO) and sub-areas (parenting, sleep, relationships, productivity, safety).
- Asked about any **actions** they've taken, **ideas** about possible solutions from Facebook and who they think is **responsible** for PU resolution.

Goal: Contextualize the 1:1 interview feedback. Get a sense of how our screened PU participants compared to a broader population.

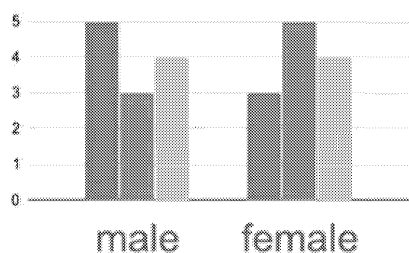


Participants

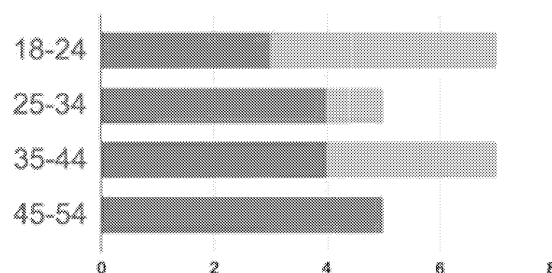
PU Concept Testing 1:1s

US Brazil India

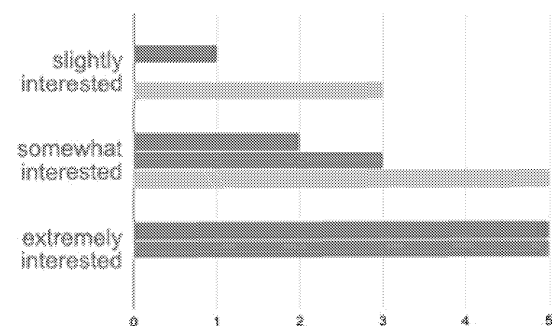
Gender



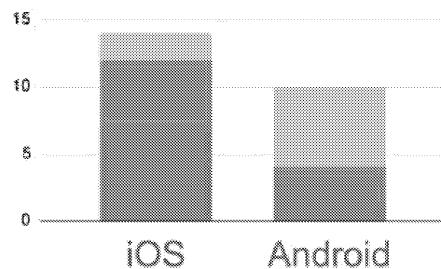
Age



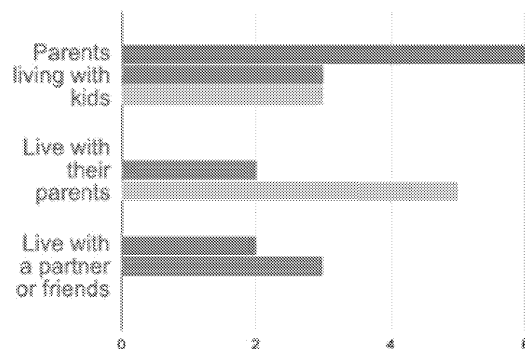
Interest in Solutions



Phone



Household



Facebook Use

