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EXHIBIT L

Facebook & Well-Being: Broader Framing & Strategy

Where is the interest in well-being coming from?

- Time-well spent movement, Attention disruptions & Addiction from advertising based system
 - Tristan Harris: <http://www.timewellspent.io/>
 - Attention/Addiction: <https://www.theguardian.com/technology/2017/oct/05/smartphone-addiction-silicon-valley-dystopia>
- Mental health concerns for teens
 - NYT: https://www.nytimes.com/2017/10/11/magazine/why-are-more-american-teenagers-than-ever-suffering-from-severe-anxiety.html?_r=0
 - Jean Twenge: <https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>
 - (counter article: <https://www.psychologytoday.com/blog/once-more-feeling/201708/no-smartphones-are-not-destroying-generation>)
- fbh recap: <http://www.wired.co.uk/article/fbh-app-facebook-buys-teenage-mental-health-claims>
- Compassion's longstanding efforts - supporting sensitive moments, mental health, and enhancing positive connection

WHAT IS THIS REALLY ABOUT

What's the core of this "problem" (media/external)?

What is the potential for FB to uplift the well-being of humanity?

- we've been approaching this as what's the problem, what can we do to solve the (media) problem and quickly get a message out here
- but haven't adequately stepped back to pinpoint what this is really about, what's underlying this "problem", and more importantly how we can really truly address it

what's at the core of this "problem"?

- People are using FB more than that ideally want to and can't easily stop
 - It's become an ingrained habit
 - People are aware they want to stop but don't have the self control to help themselves do that
 - FB features enable mindless usage/ignite urge for people to come back (endless scrolling, push notifications, likes)

Ways FB can impact well-being (according to press and research)

- Intentional manipulation to form habits (not a big press focus and not something that isn't happening)
- Unintentional consequences of
 - Advertising model (claims from media)
 - need to maximize attention to make money → hijack attention thru push notifs, reward based clicking, idle scrolling → more time spent that is not meaningful and interrupts real life → lower well-being

- Features (claims from media, possibly some research support)
 - certain features or attributes about FB may enhance social comparison, loneliness, depression, anxiety which may low well-being, especially if engaged with passively
 - (active engagement may buffer these effects and increase social connection leading to higher well-being)
- People predisposed who are turning to FB (some research support)
 - People who are struggling already (lonely, anxious, depressed) turn to FB to spend idle time
- Intentional product changes and developments to aid connection and support

Well-being & Facebook

I presume much of the interest and requests have come in response to the external narrative, reports, and studies that FB is 'bad for well-being' - which I've seen described as loneliness, social comparison, mental health, depression, etc. Also, as a response to the internal focus on time spent - are people actually finding meaning and creating meaningful connections while on FB or is the FB structure set up to incentivize distraction and 'empty' passive time spent (ala Tristan Harris). These critiques get rolled into 'Facebook is bad for well-being' and we need to understand and improve it. Good, fair enough. But let's unpack well-being a bit more ...

Defining what is meant by well-being

Well-being is a spectrum. There's the severe end of well-being (e.g., suicide, deep distress), the middle part of well-being (e.g., mental health concerns, loneliness, social comparison), and the "additive/positive affect" side of well-being (e.g., gratitude, learning, meaningful connections). The common mistake here is just thinking about well-being as the "additive/positive affect" side - it's the whole spectrum. This spectrum, calling out loneliness and mental health, is captured well in the video that compliments the Hard Questions blog post. Facebook can and does have a role to play across this spectrum.

Main ways FB impacts well-being

Thinking about well-being as a spectrum, I see FB's role/impact falling into 3 buckets:

Facebook actively makes well-being worse: We amplify intense experiences which can cause physical harm (e.g., suicide deaths on Live going viral) or emotional harm (e.g., insensitively being reminded of your dead friend's birthday). Well-being is simply not possible with this present, and FB may be making it worse. We need to reduce this.

Facebook, by the nature of the platform/audience/features, can negatively or positively impact well-being: by being an engaging site where people spend time, FB interacts with people's life. This can be negative when a teen sees photos of friends going on vacation, prompting social comparison and loneliness. This can be positive when someone who is contemplating suicide posts about their distress and receives support from friends. We can do more to build features that support people and can do more to re-think features/incentives that may be detrimental.

Facebook has the opportunity to promote well-being: through the unique features and connections on the site FB can do more to actively promote and enhance well-being through meaningful connections (eg, gratitude prompts, building community, newsfeed changes to promote meaningful interactions)

Related Internal Links

- Facebook & Well-being Executive Summary - [Well-being and Facebook Executive Summary](#)
- HQ Well Being Post - [DRAFT] [Hard Questions: Well-being & Facebook](#)
- FB & Addiction
- FB & Well being research summary from Matt
- Moira Comm's well-being thoughts: <https://www.facebook.com/groups/1678094142436104/permalink/1687343341511184/>
- Project Brief: [Controlling Your Time on FB](#)
- Core App Research Level
 - For the board
 - Long - <https://fb.quip.com/4em1AqKAnBpK>
 - Short - <https://fb.quip.com/YL2nA6cPAMEM>

- o For Sheryl conversation — [Sandberg, \[REDACTED\] Conversation](#)
- o Industry Email - Youth
- o Research Approach to Well-Being - [Research Approach to Well-Being](#)

Related External Links

- Building Organic Software in Fast Food Nation (Justin Rosenstein) - <https://journal.thriveglobal.com/building-organic-software-in-a-fast-food-nation-34a8197b1e2e>
- Mindfulness in America (interview about tech addiction - <https://www.eventbrite.com/e/mindfulness-in-america-digital-ticket-online-access-only-tickets-34050793841>
- Social media in times of distress - https://www.huffingtonpost.com/entry/social-media-in-times-of-distress_us_57fb1511e4b029a9a466ecb6
- Slate article about time well spent in Marks financial report - http://www.slate.com/articles/technology/technology/2017/11/could_emphasizing_time_well_spent_fix_facebook_s_russia_proble
- T Harris - time well spent is about lasting choices we cherish, meaningful connections, no regrets, upholding pillars of society- VERY LITTLE of which occurs on screens.
<https://twitter.com/tristanharris/status/925988238237380608>

Contact Support

Conversation History

Jennifer Guadagno edited Feb 26, 2018 at 11:10 pm

WHAT IS THIS REALLY ABOUT

What's the core of this "problem" (media/external)?

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Jennifer Guadagno edited Feb 23, 2018 at 1:18 am

- - o
 - o Research Approach to Well-Being -
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Jennifer Guadagno edited Feb 20, 2018 at 8:37 pm

- Core App Research Level
 - For the board
 - Long - <https://fb.quip.com/4em1AqKAnBpK>
 - Short - <https://fb.quip.com/YL2nA6cPAMEM>
 - For Sheryl conversation –

Jennifer Guadagno edited Nov 6, 2017 at 1:49 am

jg Facebook & Well-Being: Broader Framing & Strategy

- Slate article about time well spent in Marks financial report -
http://www.slate.com/articles/technology/technology/2017/11/could_emphasizing_time_well_spent_fix_facebook_s_russia_proble
- T Harris - time well spent is about lasting choices we cherish, meaningful connections, no regrets, upholding pillars of society- VERY LITTLE of which occurs on screens.
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Jennifer Guadagno renamed Facebook & Well-Being: Broader Framing & Strategy to jg Facebook & Well-Being: Broader Framing & Strategy Nov 6, 2017 at 1:49 am

Jennifer Guadagno edited Oct 20, 2017 at 11:34 pm

- tbh recap: <http://www.wired.co.uk/article/tbh-app-facebook-buys-teenage-mental-health-claims>

Jennifer Guadagno edited Oct 14, 2017 at 1:06 am

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- Social media in times of distress - https://www.huffingtonpost.com/entry/social-media-in-times-of-distress_us_57bb1511e4b029a9a466ecb6

Jennifer Guadagno created the document Oct 14, 2017 at 12:32 am

