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EXHIBIT K

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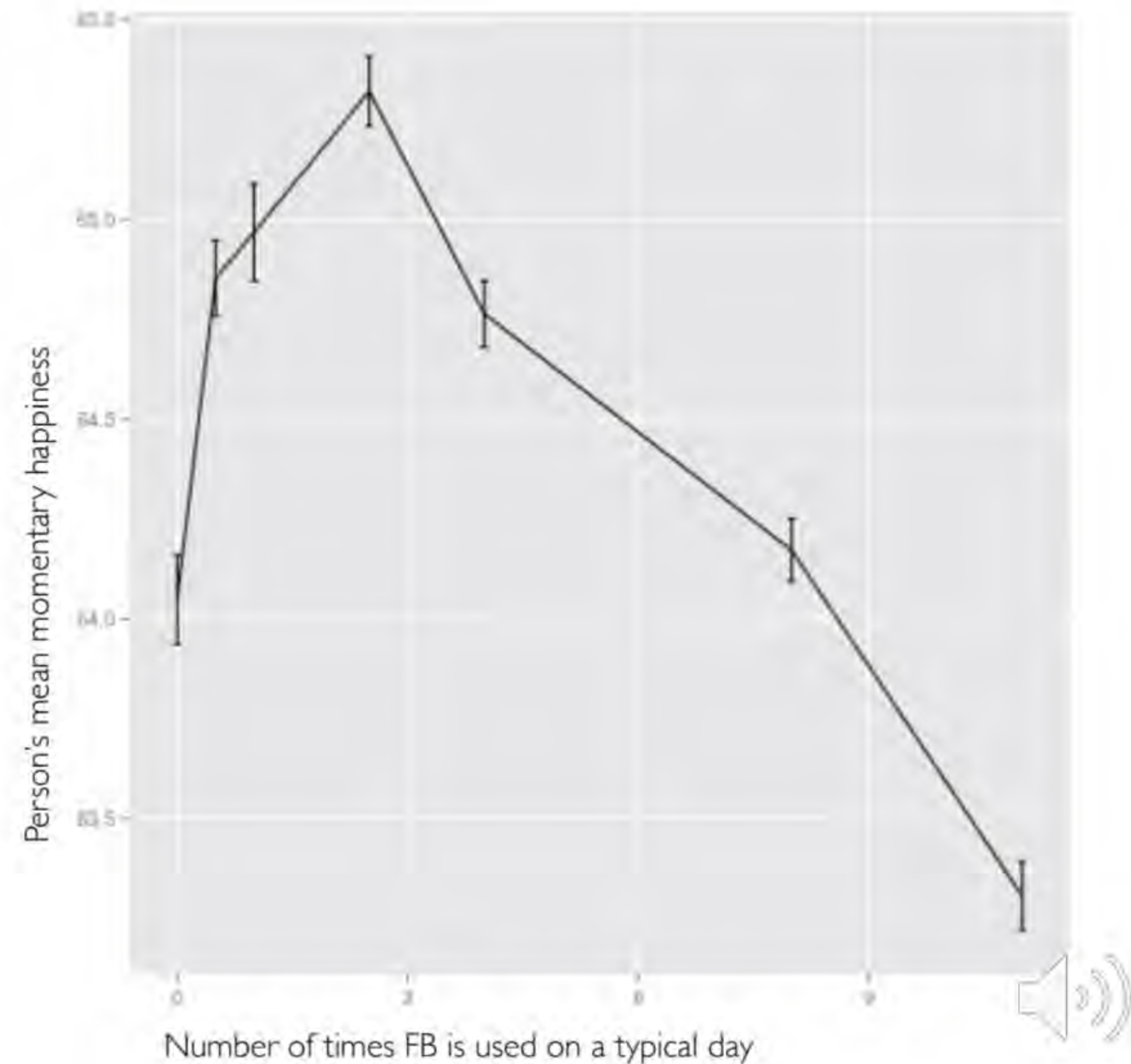
INSTAGRAM WELL- BEING STRATEGY DOCUMENT

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SOCIAL MEDIA ADDICTION: HEAVY USAGE OF FACEBOOK CORRELATES WITH LOWER HAPPIN



- A person's momentary happiness increases with low/ moderate Facebook usage
- However, these gains are reversed and decline below baseline with heavy use