



META3047MDL-014-00255268-META3047MDL-014-00255273

PLTF EX-07356_0001



Message

From: Catherine Wertz [Catherine@PeerlessInsights.com]
Sent: 3/14/2019 1:07:35 AM
To: Wendy Gross [REDACTED]@instagram.com]; Jennie Pearson [Jennie@peerlessinsights.com]; Susan [REDACTED]@instagram.com]
CC: Young Ko [young@peerlessinsights.com]
Subject: RE: Teen Well-Being Survey (FBK-042)
Attachments: FBK-042 Detailed Findings Japan v1.3.pptx; FBK-042 Detailed Findings US v2.3.pptx; FBK-042 Detailed Findings UK v1.3.pptx

Hi Again – attached are the updated US, UK, and Japan reports with correlation scores on slide 33.

Have a good night!

Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Catherine Wertz
Sent: Wednesday, March 13, 2019 5:49 PM
To: 'Wendy Gross' [REDACTED]@instagram.com>; Jennie Pearson <jennie@peerlessinsights.com>; Susan [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>
Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy and Susan,

Attached are the detailed findings reports for France and Germany (with the correlation matrix you requested).

Please take a look and let us know if you have questions!

I will be following up in a separate email with the updated US, Japan, and UK reports.

Thanks,
Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Wendy Gross [REDACTED]@instagram.com>
Sent: Tuesday, March 12, 2019 8:06 AM
To: Jennie Pearson <Jennie@peerlessinsights.com>; Catherine Wertz <Catherine@PeerlessInsights.com>; Susan [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>
Subject: Re: Teen Well-Being Survey (FBK-042)

Aweomse! Thanks for sending these over.

On the slide for cooccurences (slide 31), can I also get a correlation matrix? Thanks!

From: Jennie Pearson <Jennie@peerlessinsights.com>

Date: Friday, March 8, 2019 at 6:24 PM

To: Wendy Gross [REDACTED]@instagram.com>, Catherine Wertz <Catherine@PeerlessInsights.com>, Susan [REDACTED]@instagram.com>

Cc: Young Ko <young@peerlessinsights.com>

Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy,

Please find attached the detailed reports for Japan and UK.

Please let us know if you would like to schedule time to review the findings together.

Thanks and hope you have a great weekend,

Jennie

Jennie Pearson | Group Research Director | Peerless Insights
415.656.6886 | jennie@peerlessinsights.com | www.peerlessinsights.com

From: Wendy Gross [REDACTED]@instagram.com>

Sent: Thursday, March 7, 2019 4:17 PM

To: Catherine Wertz <Catherine@PeerlessInsights.com>; Susan [REDACTED]@instagram.com>

Cc: Young Ko <young@peerlessinsights.com>; Jennie Pearson <Jennie@peerlessinsights.com>

Subject: Re: Teen Well-Being Survey (FBK-042)

Hi Catherine,

Thanks for letting me know!

Best,
Wendy

From: Catherine Wertz <Catherine@PeerlessInsights.com>

Date: Thursday, March 7, 2019 at 3:25 PM

To: Wendy Gross [REDACTED]@instagram.com>, Susan [REDACTED]@instagram.com>

Cc: Young Ko <young@peerlessinsights.com>, Jennie Pearson <Jennie@peerlessinsights.com>

Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy,

We tweaked the statistical testing on slide 33 in the attached US report where we look at the overlap of negative experiences on Instagram.

In the previous version of the report we sent you, the stat testing excluded any overlapping sample, so the actual values that were being stat tested may have been different than the column percentages being displayed. Since this chart is essentially a crosstab of itself, the amount of overlap made the stat testing look a bit wonky.

In this version attached, we treated overlapping sample as independent. The percentages are still exactly the same, but the stat testing letters (we think) will be clearer.

We also added stat testing to the age and gender distributions on slides 35 through 41 to give an even better idea of where these issues skew.

Let us know if you have any questions!

-Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Catherine Wertz
Sent: Wednesday, March 6, 2019 9:09 AM
To: 'Wendy Gross' [REDACTED]@instagram.com>; Susan [REDACTED] [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>; Jennie Pearson <jennie@peerlessinsights.com>
Subject: RE: Teen Well-Being Survey (FBK-042)

Great! Thanks for the fast response. We will get started now on the other remaining countries.

-Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Wendy Gross [REDACTED]@instagram.com>
Sent: Wednesday, March 6, 2019 9:05 AM
To: Catherine Wertz <Catherine@PeerlessInsights.com>; Susan [REDACTED] [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>; Jennie Pearson <jennie@peerlessinsights.com>
Subject: Re: Teen Well-Being Survey (FBK-042)

Hi Catherine,

I've taken a quick look through it, and it looks great! I love, love, love the infographics (starting on slide 35) about the various negative experiences.

Please move forward with the other countries.

Thanks,
Wendy

From: Catherine Wertz <Catherine@PeerlessInsights.com>
Date: Wednesday, March 6, 2019 at 8:28 AM
To: Wendy Gross [REDACTED]@instagram.com>, Susan [REDACTED] [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>, Jennie Pearson <jennie@peerlessinsights.com>
Subject: Re: Teen Well-Being Survey (FBK-042)

Hi Wendy and Susan,

Have you had a chance to review the detailed findings report for the US? We would love your feedback so we can move forward with the detailed analysis for the remaining countries.

Thanks!

Catherine

Get [Outlook for iOS](#)

From: Catherine Wertz <catherine@peerlessinsights.com>

Sent: Monday, March 4, 2019 9:26 PM

To: Wendy Gross; Susan [REDACTED]

Cc: Young Ko; Jennie Pearson

Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy,

Attached is the updated detailed findings US report which includes the additional analyses we discussed on Wednesday.

The report is split up into multiple sections, each with a TL;DR slide which summarizes the following questions:

- What does well-being mean at a holistic level? (Added stepwise regressions for those who use SM 2+ hour a day vs. not)
- Is there a relationship between well-being and social media usage behaviors? (New)
- How does Instagram impact teens' well-being?
- Deep-dive into the negative experiences teens' face on Instagram (New)

Other analyses include:

- How do different apps impact teens' well-being?
- Well-Being by age and gender

I also added a net for "Nothing" at Q14 on slide 28.

Please take a look and let us know what your thoughts are on the findings. We would like to create a high level executive summary at the beginning, so please let us know what the most valuable key takeaways are to you and your team.

Thanks!

Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Wendy Gross [REDACTED]@instagram.com>

Sent: Monday, March 4, 2019 1:17 PM

To: Catherine Wertz <Catherine@PeerlessInsights.com>; Susan [REDACTED] [REDACTED]@instagram.com>

Cc: Young Ko <young@peerlessinsights.com>; Jennie Pearson <Jennie@peerlessinsights.com>

Subject: Re: Teen Well-Being Survey (FBK-042)

Thanks, Catherine!

Quick question for you. On Q14 (Q14. Which of the following have you done in response to these instances?) can we add a row for "Nothing" (i.e., the teen never did anything in response to negative experiences?)

Thanks!
Wendy

From: Catherine Wertz <Catherine@PeerlessInsights.com>
Date: Friday, March 1, 2019 at 4:03 PM
To: Wendy Gross [REDACTED]@instagram.com>, Susan [REDACTED] [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>, Jennie Pearson <Jennie@peerlessinsights.com>
Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy and Susan,

Attached is the UK topline report ready for your review. (We took a picture of the correspondence map on slide 18 so you could read it without the formatting going crazy 😊).

Please take a look and let us know if you have any questions. Overall, there are quite a few similarities to the US findings.

Thanks,

Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

From: Wendy Gross [REDACTED]@instagram.com>
Sent: Thursday, February 28, 2019 8:01 AM
To: Catherine Wertz <Catherine@PeerlessInsights.com>; Susan [REDACTED] [REDACTED]@instagram.com>
Cc: Young Ko <young@peerlessinsights.com>; Jennie Pearson <Jennie@peerlessinsights.com>
Subject: Re: Teen Well-Being Survey (FBK-042)

Hi Catherine,

Thanks! I'll take a look at the Japan deck now.

I think the timing should work, but sooner is always appreciated (even if it's the topline results I get earlier).

Thanks,
Wendy

From: Catherine Wertz <Catherine@PeerlessInsights.com>
Date: Wednesday, February 27, 2019 at 4:17 PM
To: Wendy Gross [REDACTED]@instagram.com>, Susan [REDACTED] [REDACTED]@instagram.com>

Cc: Young Ko <young@peerlessinsights.com>, Jennie Pearson <Jennie@peerlessinsights.com>
Subject: RE: Teen Well-Being Survey (FBK-042)

Hi Wendy,

Assuming no major changes, we can deliver the Japan and UK reports on Friday, March 8th and the France and Germany reports on Wednesday, March 13th.

We also have the topline results for Japan here ready for you to review. Please take a look and let us know if you have any questions!

Thanks,
Catherine

Catherine Wertz | Research Analyst | Peerless Insights
412.605.9922 | catherine@peerlessinsights.com | www.peerlessinsights.com

