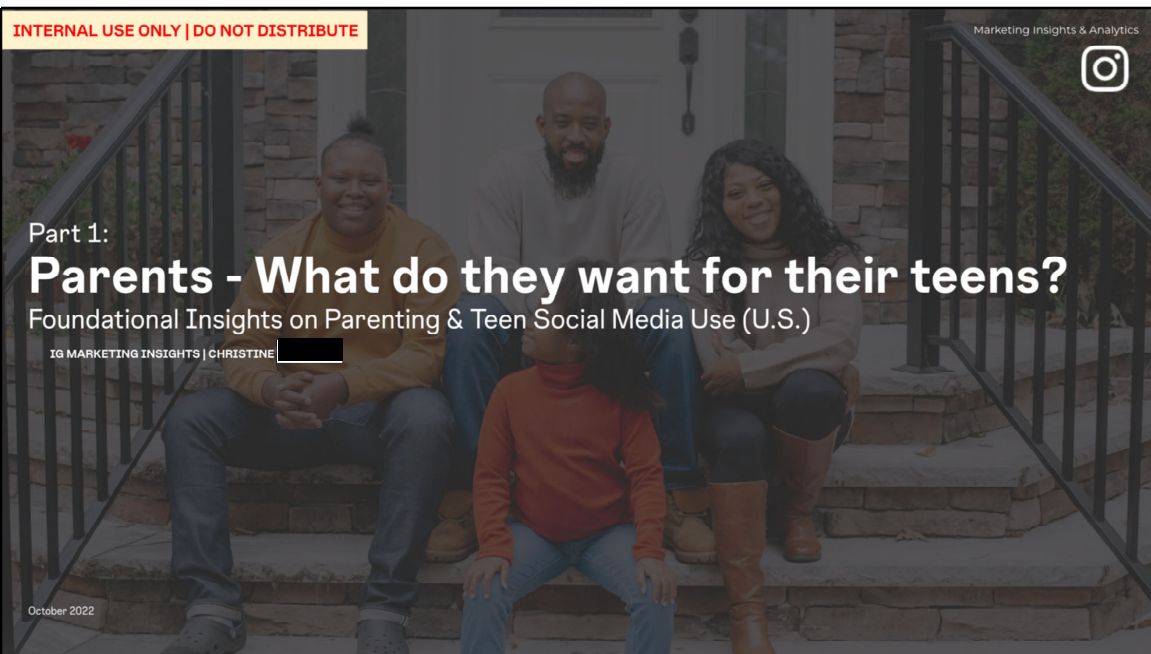


Document Provided in Native Format



Also available for reference - PART 2 of this research:

Part 2: What do parents want for their teens?
Foundational Insights on Parenting and Supervision Tools (U.S.)

2

What We Sought to Understand

- What are parents' priorities in their approaches to parenting?
- What are the perceived benefits and risks for teens to use social media?
- How are risks attributed to each brand?
- How do teen perceptions differ from parents?



tl;dr what we learned		INTERNAL USE ONLY DO NOT DISTRIBUTE	
	What	So what?	Now what?
Parent Priorities	Safety is paramount for US parents of teens but parents also view it as their job to raise their teen to be independent (dueling responsibilities.) A sizable number of parents find it hard to enforce their rules for their teen.	→ There is strong appetite among parents for tools to support their parenting needs.	→ Continue to build and promote Meta Family Center to drive awareness and usage of the product.
Parenting Approaches	Among attributes asked, parents' most frequent strategy for supervising their teens' social media use is discussing safety concerns with their teen. Less frequent are tactics in monitoring or supervising their teen's social media use, used more frequently by parents of early teens	→ Parents seek ways to have peace of mind while respecting their teens' growing autonomy. Parenting differs depending on age of teen.	→ Highlight Family Center tools that monitor teens social activity for parents of early teens; however, of greater appeal are product features that support parents' interest in engaging with their teens in discussion on healthy online behaviors.
Parent Perceived Benefits for Teens' Social Media Use	Among attributes asked, parents' top priority characteristics of a social media platform for their teens are to have positive perceptions of themselves, to explore interests, to connect teens with their friends and family, and to use it as an outlet for creative expression	→ Parents' positive perceptions of social media closely align with IG's brand strategy connection and everyday creativity.	→ Explore ways to better show parents the range of potential benefits social media apps can offer teens including serving as a creative outlet, exploring interests, and connecting with friends and family.
Parent Perceived Concerns for Teens' Social Media Use	Among attributes asked, parents' greatest concerns about social media for their teens includes the risk of their teen being contacted by adult strangers, inappropriate behavior from others, and making it too easy to share private information. These concerns are attributed more to other apps than to Instagram, with no unique concern attributed to Instagram.	→ Efforts to track IG parent sentiment may prove to be difficult since there aren't any unique concerns to anchor IG's strategy to set us apart. Caution should be taken for any measured sentiment shifts, as changes may be the result of category shifts, not unique to IG.	→ Parent sentiment tracking should involve both IG users, IG non-users, parents, non-parents and the general population in order to identify any changes that are unique to IG.

Slide 4

1

[REDACTED]@meta.com see slide 28 - there isn't much daylight between connection, creativity, and discovery

Two flags from qual work, though:

parents question the quality of connections that happen online (especially for online-first friendships)

AND

discovery is probably net positive but has the usual watch outs of age appropriate content (what are teens discovery)

Wendy Gross, 1/25/2024

2

qual

work: https://docs.google.com/presentation/d/12tzCTR4ZvCJ9S53em_BNWyrEsFwQhZbA0IYLLBXmos8/edit#sl

Wendy Gross, 1/25/2024

1

[REDACTED]@meta.com do we have any data that ranks the perceived benefits of social media for teens among parents? Trying to understand if connection and creativity outperform discovery...

Kyle [REDACTED] 1/30/2024

1

@ [REDACTED]@meta.com

What Wendy said :) Data on slides 28-32.

Christine [REDACTED], 1/30/2024

tl;dr | from → to

From**To**

Tools that allow parents to set rules and monitor their teens on social media



Resources to educate and tools that help parents with ways to support open-conversations and build trust with their teens

Tools that are assumed to be applicable to all teens



Recognizing teens are not a monolith and parents need tools and resources unique to the age of their teen

Information and tools that focus on addressing parent concerns for their teen on social media



Explore ways to better show parents the range of potential benefits social media apps can offer teens including serving as a creative outlet, exploring interests, and connecting with friends and family.

Uncover and address the concerns uniquely associated with IG to "fix" it



Thinking 'bigger' for solutions to address concerns associated with the social media category

Background & Objectives

Background and Objectives

Meta launched a new family-focused experience called Family Center that serves as a one-stop-shop for setting up supervision tools between parents and teens across Meta's xFOA, developing digital literacy / positive habits, and keeping families connected and safe. Family Center is currently available on Instagram, with plans to bring other apps and products into the experience.

Priority for a centralized guardian support tool is to first establish foundational understanding of parents, including understanding parents' usage, perceptions, and sentiment toward social media, and how these relate to parents' sentiment around appropriate use of social media for teens. Focus was set on social media, Meta xFOA, and competitive apps.

The objectives of the research were to establish foundational knowledge for parents of teens to impact the tools, features, and design/experience of Meta's Family Center. Priority for this research was to influence product and marketing strategies to meet parents' needs, address parents' concerns, and support the preferences in parenting approaches for their teens.

This research was conducted in two parts.

Part 1 addresses:

- What are parents' priorities in their approaches to parenting?
- What are the parent perceived benefits and risks for teens to use social media?
- How are risks attributed to each brand?
- How do teen perceptions differ from parents?

Part 2 addresses:

- Are parents interested and aware of guardian supervision tools?
- How do parents perceive Meta's Family Center?
- How do teens perceive guardian supervision tools and Family Center?

Important Considerations

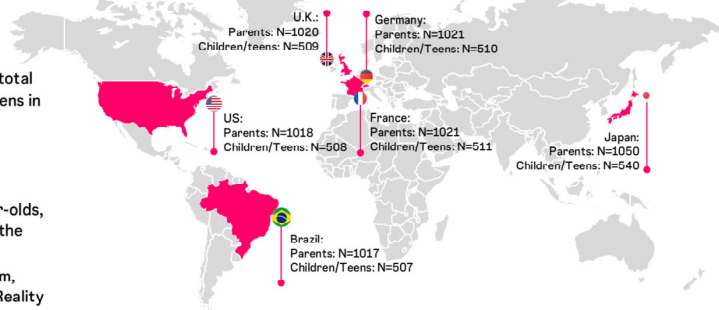
NOTE:

Samples are not intended to be representative of the general population of each country. Samples in all countries are from digitally-connected households; the survey was conducted with a sample drawn from online panels, and qualification for participating in the survey included that the parent has access to the Internet. As a result, the US sample is geographically and socio-economically diverse.

- Parent sample in this report is defined as parents who have a child/teen ages 6-17 in the household.
- Any reference to 'early teen' means teens ages 13-14 and 'late teen' means teens ages 15-17.
- Parent's level of education in this report is used as a proxy indicator of socioeconomic status.
- Any reference in this report to 'parent' or 'teen' means 'parent respondents' and 'teen respondents.'
- Any reference in this report to 'child' means 'teen' for all social media-related questions.
- Any reference in this report to 'mental health' is in response to questions asking about parent and teen concerns for social media.

Methodology

- The online survey was conducted with a total sample of N=6,146 parents and 3,085 teens in six countries*.
- Respondent qualifications:
 - Parent of child ages 6-17 years
 - Among those with 13- to 17-year-olds, the teen completed a portion of the survey
 - Parent aware of either Instagram, Messenger Kids, or any Virtual Reality headset
- Field period: July 25 – August 17, 2022
- **The focus of this report is on US learnings**
- [Country Deep Dive Report](#)



*Notes: Important considerations

Flow of Insights

The findings encompass the following topic areas among families with teens:

Families with Teens: Parent & Teen Views

- [Parenting Priorities and Approaches](#)
- [Social Media for Teens: Priority Attributes](#)
- [Social Media for Teens: Concerns](#)
- [Social Media for Teens: Brand Landscape for Concerns](#)
- [Market Comparison](#)

Families with Teens: Parent and Teen Views (US)

Parenting Priorities and Approaches

Parenting Priorities & Approaches

Parents emphasize open discussion over restrictions in their approach to their teens' use of new apps

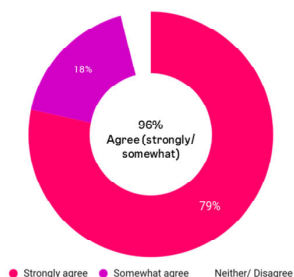




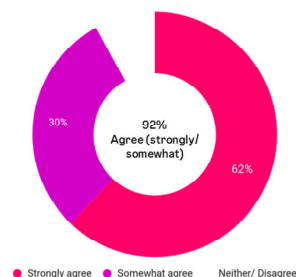
Parenting Priorities and Approaches (US)

Safety is paramount for US parents of teens. Parents also view it as their job to raise their teen to be independent.

My job as a parent is to keep my child safe



My job as a parent is to raise my child to be independent



Parents of early and late teens have similar views on these sentiments

Q72. How much do you agree or disagree with the following about your x-year-old child? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: US Parents of 13-17 year-olds (N=508)

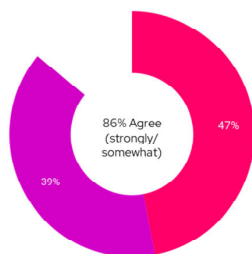
13



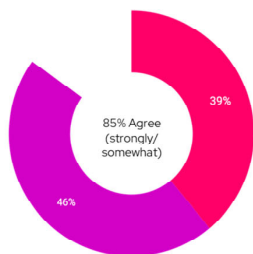
Parenting Priorities and Approaches (US)

US parents of teens also value trust, respect for privacy and open discussion in their relationship with their teen.

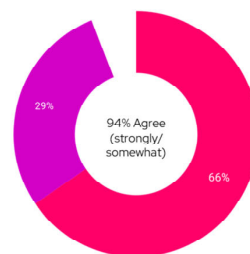
I need to trust my child because I can't always know what they are doing



I respect my child's privacy



I encourage my child to talk about their thoughts and feelings even if they disagree with me



● Strongly agree ● Somewhat agree ● Neither/Disagree

Parents of early and late teens have similar views on these sentiments

Q72. How much do you agree or disagree with the following about your x-year-old child? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: US Parents of 13-17 year-olds (N=508)

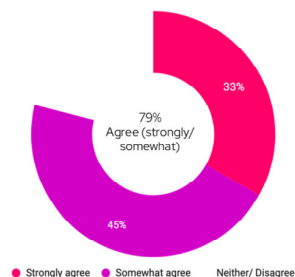
14



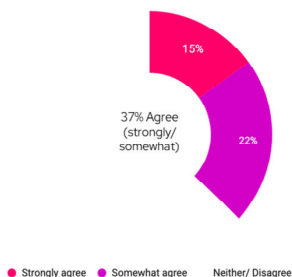
Parenting Priorities and Approaches (US)

Most parents of teens believe in the importance of strict rules with their teen and a sizable number find it hard to enforce their rules for their teen.

It's important for my child to have strict rules/boundaries



I find it hard to enforce the rules I set for my child



Parents of early teens (13- to 14-year-olds) are more likely than those of late teens to report they find it hard to enforce the rules they set for their teen (43% vs. 32%), but do not differ in the likelihood to have strict rules.

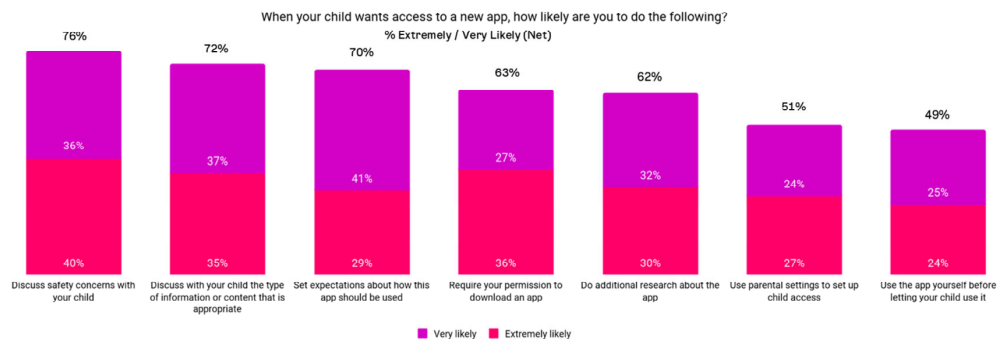
Q72. How much do you agree or disagree with the following about your x-year-old child? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: US Parents of 13-17 year-olds (N=508)

15



Parenting Priorities and Approaches (US)

When teens want access to a new app, parents are more likely to discuss concerns about new apps than to take actions to limit access.



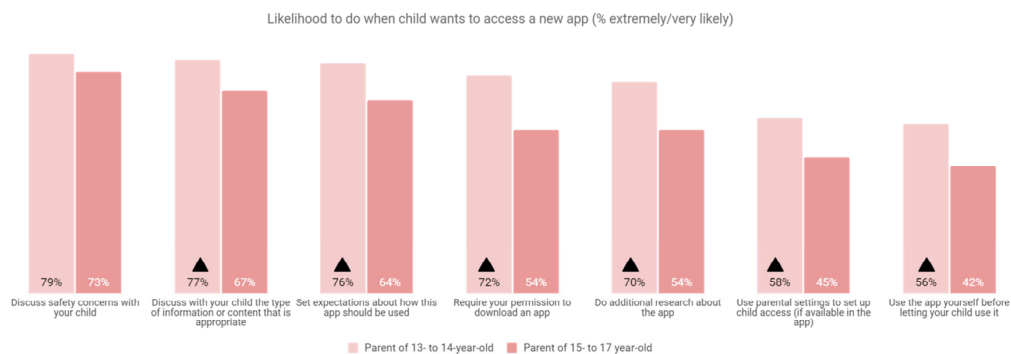
Q80. When your child wants access to a new app, how likely are you to do the following? 5 point scale: Extremely likely, very likely, somewhat likely, not too likely, not at all likely
Base: US Parents of 13-17 year-olds (N=508)

16



Parenting Priorities and Approaches (US)

Parents of early teens are more likely than parents of late teens to take a variety of actions when their teen wants to access a new app.



Q80. When your child wants access to a new app, how likely are you to do the following? 5 point scale: Extremely likely, very likely, somewhat likely, not too likely, not at all likely
 Base: US Parents of 13-17 year-olds (N=508)

▲ Indicates significantly higher than other age group

17



Parenting Priorities and Approaches (US)

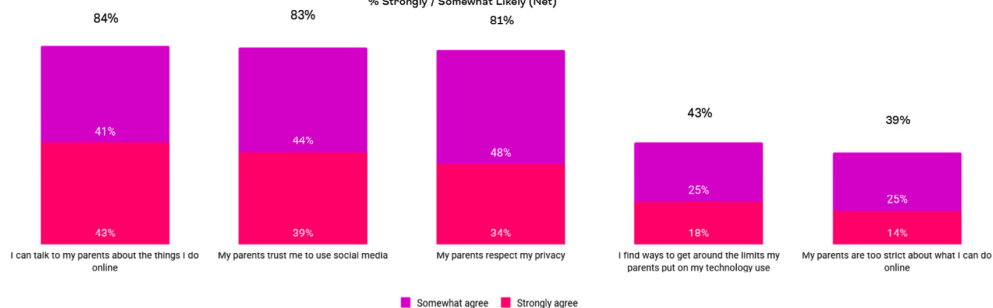
Teen Views

The majority of teens surveyed shared that they can talk to their parents, and parents trust and respect their privacy.

Less than half report they get around parental limits or that their parents are too strict. Late teens are more likely to report they their parents trust them and they respect their privacy.

Thinking about your parents' involvement in your technology, how much do you agree or disagree with the following?

% Strongly / Somewhat Likely (Net)



Q572. Thinking about your parents' involvement in your technology use, how much do you agree or disagree with the following? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: 13-17 year-olds (N=508)

18

Parenting Priorities and Approaches (US)

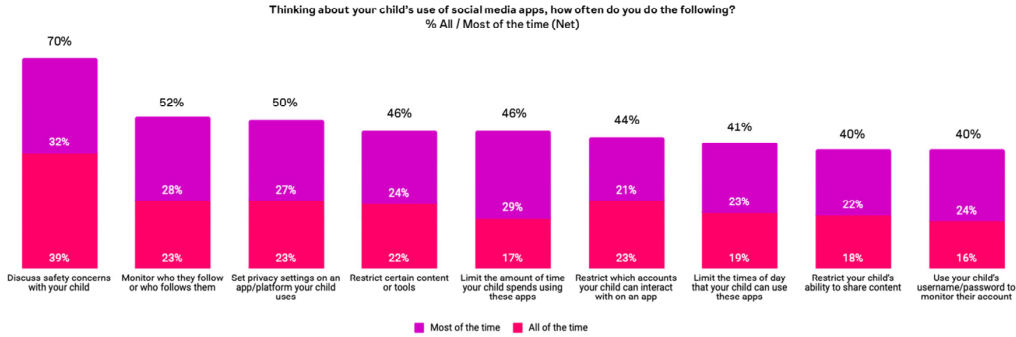
Discussing safety concerns is the most frequent strategy for supervising teens' social media use; the majority of parents of early teens also use privacy settings, restrict content and monitor followers.





Parenting Priorities and Approaches (US)

Among attributes asked, parents’ most frequent strategy for supervising their teens’ social media use is discussing safety concerns with their teen; less frequent tactics are monitoring, using privacy settings, or other restrictions.

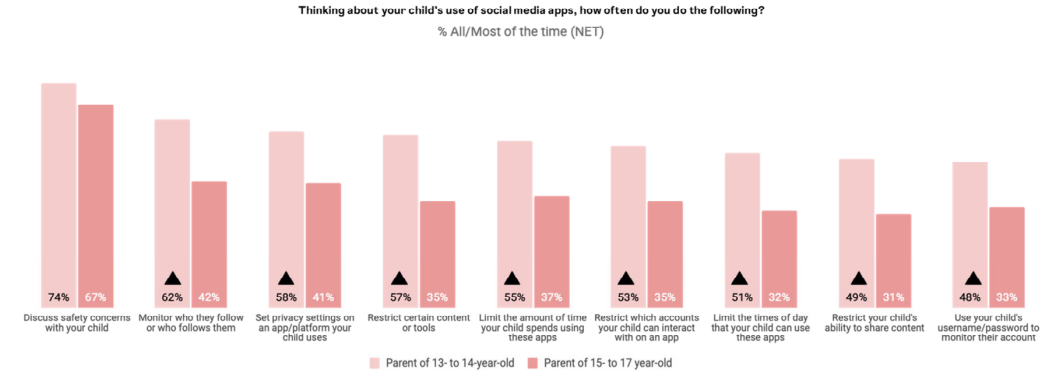


Q86. Thinking about your child's use of social media apps, how often do you do the following? 5 point scale: All of the time, most of the time, some of the time, rarely, never
Base: US Parents of 13-17 year-olds who have used social media in the past 30 days (N=498)



Parenting Priorities and Approaches (US)

Parents of early teens are much more likely to take actions to limit their teen’s social media use, but discussion is still their most frequent strategy.



Q86. Thinking about your child's use of social media apps, how often do you do the following? 5 point scale: All of the time, most of the time, some of the time, rarely, never
Base: US Parents of 13-17 year-olds who have used social media in the past 30 days (N=408)



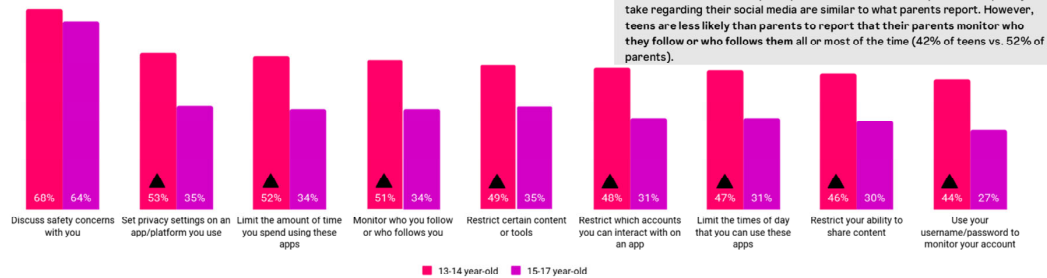
Parenting Priorities and Approaches (US)

Teen Views

Teens agree with parents that discussion around safety is the most common action to supervise social media use.

While early and late teens do not differ in the frequency they report their parents discuss safety concerns, early teens are more likely than late teens to report that their parents frequently use other strategies to supervise their social media use.

Thinking about your use of social media apps, how often do your parents do the following?
% All/Most of the time (NET)



Q586. Thinking about your use of social media apps such as Instagram, TikTok, or Snapchat, how often do your parents do the following? 5 point scale: All of the time, most of the time, some of the time, rarely, never
Base: US 13-17 year-olds who have used social media in the past 30 days (N=500)

▲ Indicates significantly higher than other age group

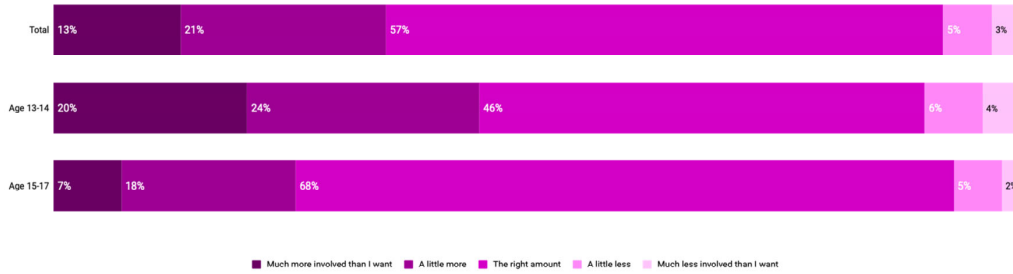
22



Parenting Priorities and Approaches (US)

More than half of teens report their parents have the right amount of involvement in their use of social media.

Late teens are more likely to report their parent has the right amount of involvement; early teens are more likely than late teens to report their parent is more involved than they want.



Q588. Thinking about your parents' involvement in your use of social media. Are they much more involved than you want, a little more involved than you want, about the right amount of involvement, a little less involved than you want, or much less involved than you want?
Base: 13-17 year-olds (N=508)

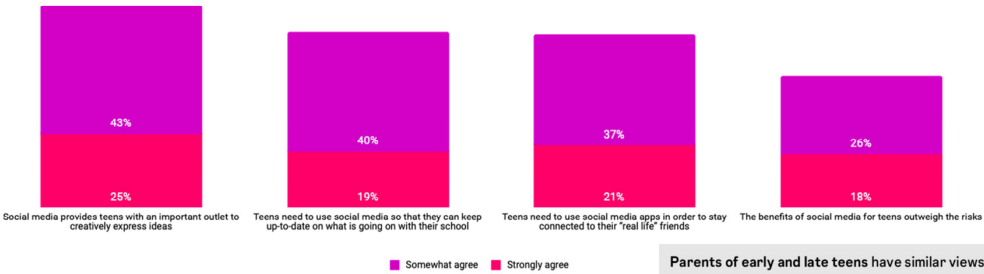


Parenting Priorities and Approaches (US)

Parents see benefits in social media use, especially as an outlet for creatively expressing ideas.

However, fewer than half of parents of teens think that the benefits of social media outweigh the risks.

Attitudes about Teens' Use of Social Media
% Strongly / Somewhat agree (Net)



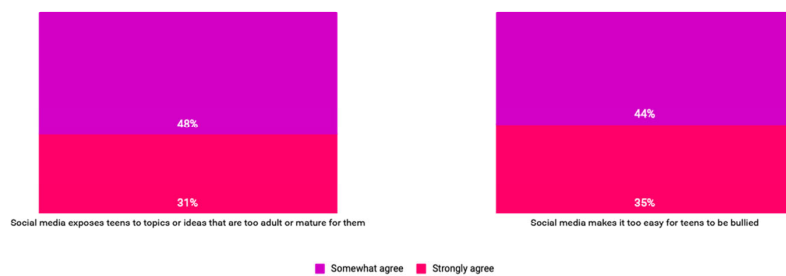
Q76 (1-6). How much do you agree or disagree with each of the following statements about teens' use of social media? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: Parents of 13-17 year-olds (N=508)



Parenting Priorities and Approaches (US)

Majority of parents surveyed said that they believed social media exposes teens to topics that are too adult for them, and that social media makes it too easy for teens to be bullied.

Attitudes about Teens' Use of Social Media
%Strongly / Somewhat agree (Net)



Parents of early and late teens have similar views on these sentiments

Q76 (1-6). How much do you agree or disagree with each of the following statements about teens' use of social media? 5 point scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree
Base: Parents of 13-17 year-olds (N=508)

25

Families with Teens: Parent & Teen Views (US)

Social Media for Teens: Priority Attributes

Priority Attributes for Social Media Apps

Parents want social media apps to enable their teen to feel good about themselves, while teens prioritize entertainment value

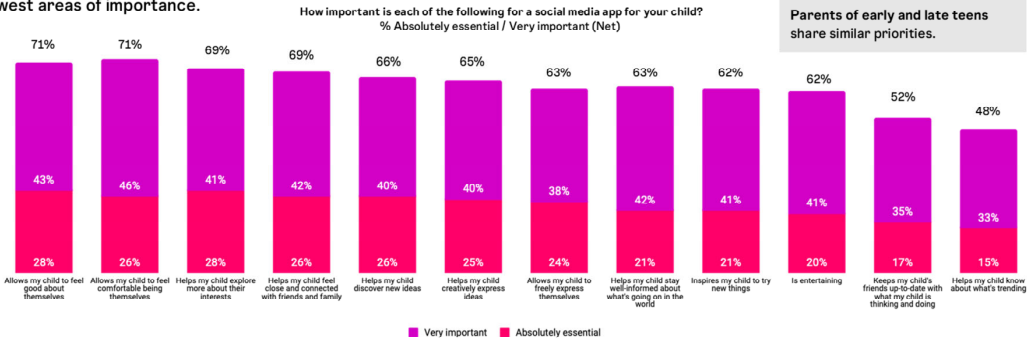




Social Media for Teens: Priority Attributes (US)

Among attributes asked, parents' top priorities for characteristics of a social media platform are for teens to feel good about themselves and to feel comfortable about themselves.

Helping a teen to know what's trending and keeping their teen's friends up-to-date on their teen's thinking and activities are the lowest areas of importance.

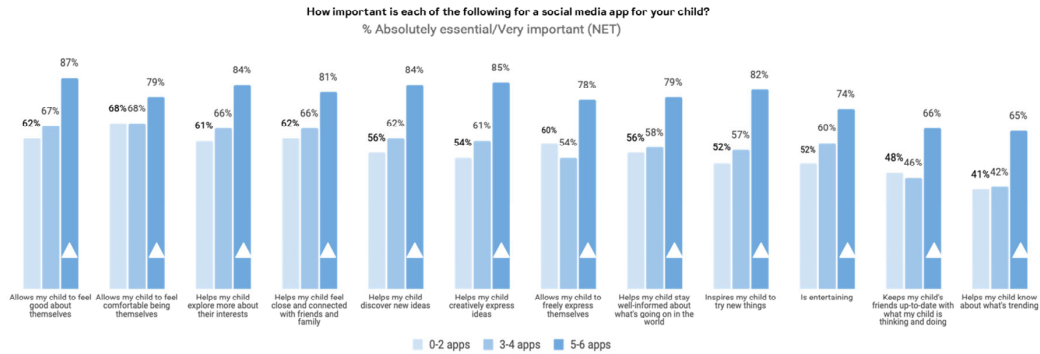


Full list of attributes shown to parents
Q90. How important is each of the following for a social media app for your child? 5 point scale: Absolutely essential, very important, somewhat important, not too important, not at all important
Base: US Parents of 13-17 year-olds who use social media (N=498)



Social Media for Teens: Priority Attributes (US)

Parents' experience using social media apps is associated with viewing these benefits as more important for a social media app for their teen; those who use 5-6 apps are more likely to value the benefits of social media than parents who use fewer apps.



Full list of attributes shown to parents

Q90. How important is each of the following for a social media app for your child? 5 point scale: Absolutely essential, very important, somewhat important, not too important, not at all. ▲ indicates significantly higher than both other groups

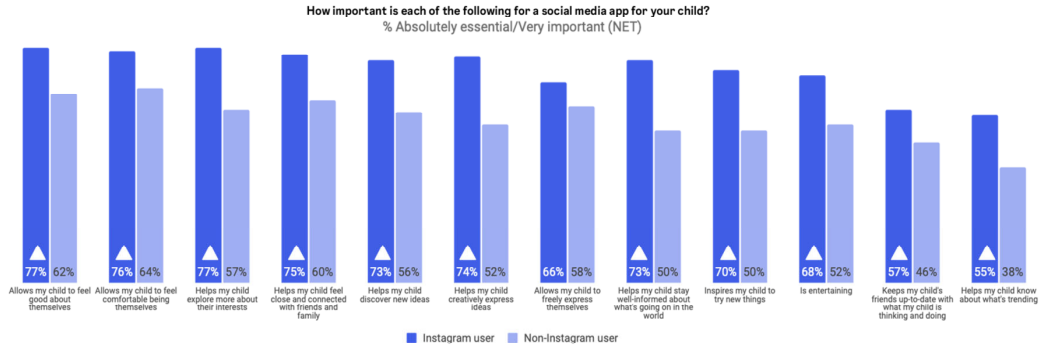
Base: US Parents of 13-17 year-olds who use social media (N=498); teen parent uses 0-2 apps (N=163), teen parent uses 3-4 apps (199), teen parent uses 5-6 apps (N=136)

29



Social Media for Teens: Priority Attributes (US)

Parents who use Instagram value each of the potential benefits more than parents who do not use Instagram.



Full list of attributes shown to parents
Q90. How important is each of the following for a social media app for your child? 5 point scale: Absolutely essential, very important, somewhat important, not too important, not at all
Base: US Parents of 13-17 year-olds who use social media (N=498), Teen Parent Instagram User (N=296), Teen Parent non-Instagram User (N=202)



Indicates significantly higher than other group

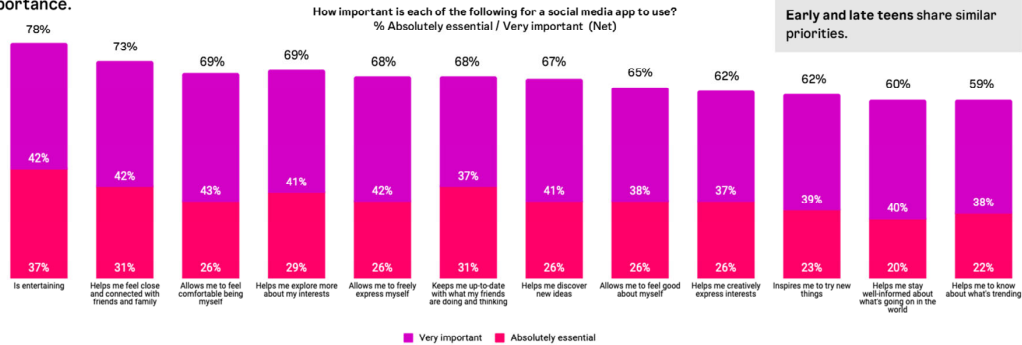


Social Media for Teens: Priority Attributes (US)

Teen Views

Among attributes asked, teens' top priority for characteristics of a social media platform are for it to be entertaining.

Helping them to stay well-informed about what's going on in the world and to know what's trending are the lowest areas of importance.



Early and late teens share similar priorities.

Full list of attributes shown to parents

Q090. How important is each of the following for a social media app to use? 5 point scale: Absolutely essential, very important, somewhat important, not too important, not at all important

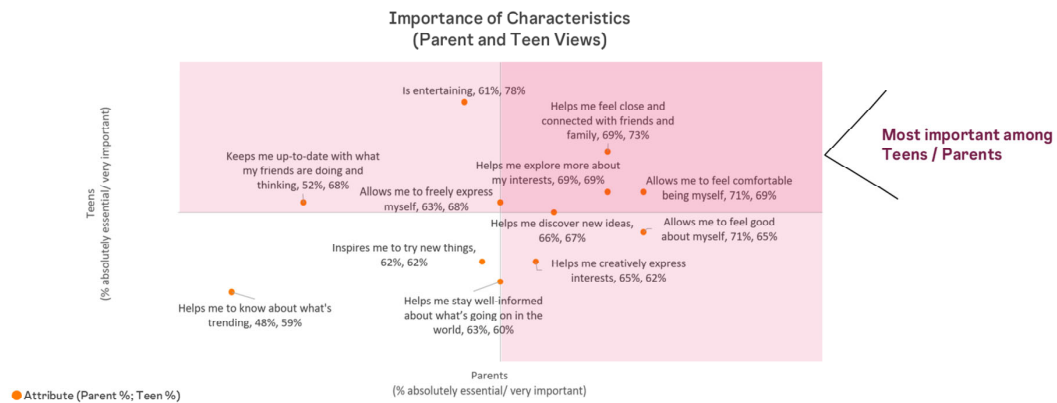
Base: US 13-17 year-olds (N=508)

31



Social Media for Teens: Priority Attributes (US)

It is important to both parents and teens that a social media app help teens feel close and connected with friends and family. Teens and parents identify 'knowing what's trending' as less important.



Full list of attributes shown to parents
Axis cross at the origin. Upper right quadrant shows the benefits that parents AND teens say are most important.
Q90/Q90. How important is each of the following for a social media app [for your child]?
Base: Parents of 13-17 year-olds (N=508); 13-17 year-olds (N=508)

32

Families with Teens: Parent & Teen Views (US)

Social Media for Teens: Concerns

Concerns about Social Media

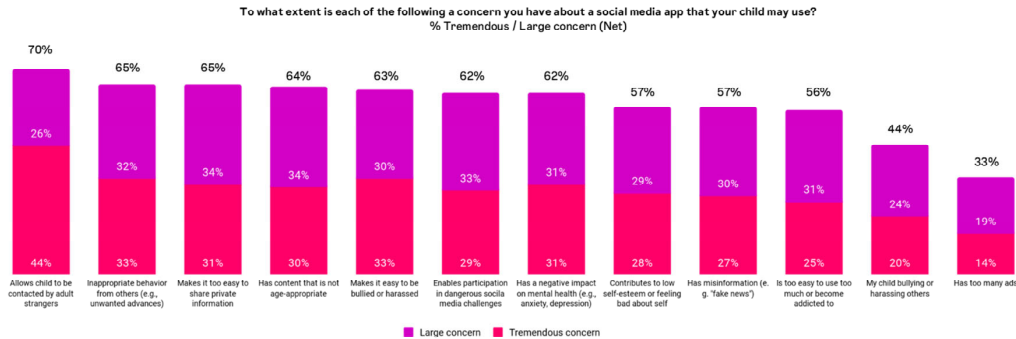
Among attributes asked, parents' and teens' top concern about social media apps is the potential to be contacted by adult strangers





Social Media for Teens: Concerns (US)

Among attributes asked, parents’ greatest concerns about a social media app that their teen may use is that it allows their teen to be contacted by adult strangers, inappropriate behavior from others, and the potential of making it easy to share private information.



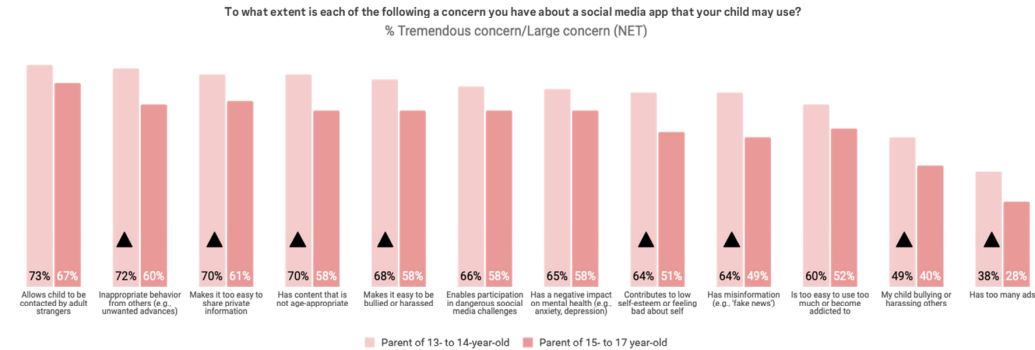
Full list of attributes shown to parents
Q92. To what extent is each of the following a concern you have about a social media app that your child may use?
Base: US Parents of 13-17 year-old (N=508)



Social Media for Teens: Concerns (US)

Parents of early teens are more concerned than parents of late teens.

Parents of early teens are more concerned than parents of late teens, particularly about inappropriate behavior from others, sharing private information, content that is not age-appropriate, bullying, self-esteem, mis-information, and ads



Full list of attributes shown to parents
Q92. To what extent is each of the following a concern you have about a social media app that your child may use?
Base: US Parents of 13-14 year-old (N=253), Parent of 15-17 year-old (N=255)

▲ Indicates significantly higher than other age group

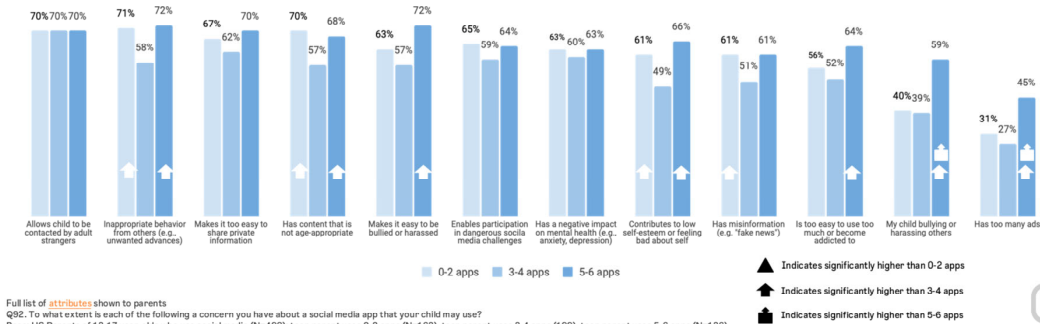


Social Media for Teens: Concerns (US)

Parents of teens who use few apps and those who use 5+ apps have greater concerns than those who use 3-4 apps.

Parents of teens who do not use Instagram themselves are notably more concerned than Instagram users about dangerous social media challenges and misinformation, and less concerned about having too many ads

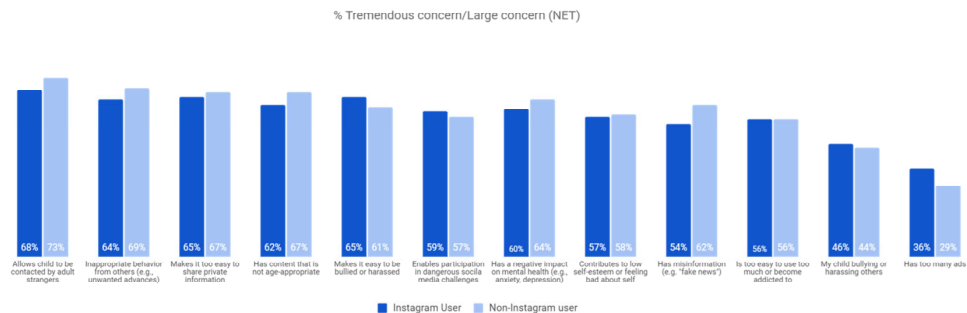
To what extent is each of the following a concern you have about a social media app that your child may use?
% Tremendous concern/Large concern (NET)





Social Media for Teens: Concerns (US)

There is no difference in the level of concern between parents who use Instagram and parents who do not use Instagram.



▲ Indicates significantly higher than other group

Full list of attributes shown to parents
Q92. To what extent is each of the following a concern you have about a social media app that your child may use?
Base: US Parents of 13-17 year-olds who use social media (N=498); teen parent Instagram user (N=299); teen parent Non-Instagram user (N=209)

38



Social Media for Teens: Concerns (US)

Parents and teens are both concerned that a social media app may allow teens to be contacted by adult strangers, and are both less concerned about ads.

Level of Concern
(Parent and Teen Views)



Full list of attributes shown to parents
Axis cross at the mean. Upper right quadrant shows the benefits that parents AND teens say are most important
Q52/Q592. To what extent is each of the following a concern you have about a social media app that [your child/you] may use?
Base: Parents of 13-17 year-olds (N=508), 13-17 year-olds (N=508)

39

Families with Teens: Parent & Teen Views (US)

Social Media for Teens: Brand Landscape for Concerns



Social Media for Teens: Brand Landscape for Concerns (US) - Analysis of Raw Scores

Parents' association of Instagram with social media concerns is similar to their views of other apps in this sector.

- Each app is uniquely associated with a different concern, while YouTube is the least likely to be associated with most concerns listed.
- Non-users of Instagram are more likely than users to associate it with dangerous social media challenges (45% vs. 25% of users).

Concerns (% describes perfectly/very well)	Average Association	Instagram	Facebook	TikTok	Snapchat	Twitter	YouTube
Allows child to be contacted by adult strangers	46%	44%	51%	51%	52%	55%	25% ▼
Inappropriate behavior from others (e.g., unwanted advances)	44%	35%	48%	54%	52%	49%	24% ▼
Makes it too easy to share private information	46%	46%	50%	51%	56%	49%	26% ▼
Has content that is not age-appropriate	45%	37%	43%	54%	54%	50%	34%
Makes it easy to be bullied or harassed	44%	41%	44%	51%	55%	46%	28% ▼
Enables participation in dangerous social media challenges	42%	34%	40%	59% ▲	49%	43%	29% ▼
Has a negative impact on mental health (e.g., anxiety, depression)*	40%	32%	40%	46%	49%	48%	27% ▼
Contributes to low self-esteem or feeling bad about self	39%	31%	40%	48%	49%	43%	25%
Has misinformation (e.g., "fake news")	44%	35%	55%	47%	45%	52%	31%
Is too easy to use too much or become addicted to	47%	42%	46%	63% ▲	49%	46%	35%
My child bullying or harassing others	30%	25%	27%	39%	38%	35%	19% ▼
Has too many ads	35%	31%	40%	35%	39%	29%	35%

*Note: Important considerations

Methodology Explained: Analysis of raw scores

Q100105 In your opinion, how well does each of the following describe [BRAND]?

Base: US Parents of 13-17 year-old (N=508) / Note: while exact question wording states "child", social media-related questions were only asked among parents of teens ages 13-17 and teens ages 13-17

Over/Under-index created by averaging across the brands. (+/- 14) percentage indicates meaningful above or below average (+/- 14) used because it is a conservative confidence interval for this sample size.



Over-indexed compared to average



Under-indexed compared to average

41

Slide 41

- 2 The addition data is really interesting and something we can lean into.
Joshua [REDACTED] 12/12/2022
- 1 Do we have an overall rating for each app? In some places I've seen IG as rated higher on concerns for parents, but this data suggests otherwise.
- @ccayanan@fb.com
Joshua [REDACTED] 12/13/2022
- 2 Brand Love/Like added (Slide 56). Data shows that IG brand affinity higher than TT, Snap, and Twitter.
Christine [REDACTED] 12/13/2022



Social Media for Teens: Brand Landscape for Concerns (US) - Analysis of Raw Scores

Teen Views

Teens' associations of social media concerns are similar for each of the brands.

Teens are less likely than parents to associate concerns with specific brands. Teens are most likely to associate Instagram with allows teens to be contacted by adult strangers and bullying.

Concerns (% describes perfectly/very well)	Average Association	Instagram	Facebook	TikTok	Snapchat	Twitter	YouTube
Allows people my age to be contacted by adult strangers	38%	39%	48%	35%	41%	38%	24% ▼
Inappropriate behavior from others (e.g., unwanted advances)	37%	34%	43%	34%	40%	40%	28%
Makes it too easy to share private information	36%	32%	46%	33%	38%	39%	26%
Has content that is not age-appropriate	37%	31%	46%	39%	38%	37%	30%
Makes it easy to be bullied or harassed	35%	29%	43%	30%	43%	42%	22%
Enables participation in dangerous social media challenges	35%	28%	38%	41%	33%	39%	31%
Has a negative impact on mental health (e.g., anxiety, depression)*	30%	23%	38%	26%	36%	36%	23%
Contributes to low self-esteem or feeling bad about self	32%	32%	40%	27%	35%	32%	23%
Has misinformation (e.g., "fake news")	37%	30%	49%	35%	32%	39%	34%
Is too easy to use too much or become addicted to	38%	32%	42%	37%	43%	40%	35%
People my age bullying or harassing others	34%	27%	43%	32%	37%	40%	27%
Has too many ads	36%	31%	43%	30%	36%	37%	39%

*Note: Important considerations

Methodology Explained: Analysis of raw scores

Q100. In your opinion, how well does each of the following describe [Brand]?

Base: US 13-17 year-olds (N=508) / Note: while exact question wording states "child", social media-related questions were only asked among parents of teens ages 13-17 and teens ages 13-17

Over/Under-index created by averaging across the brands. (+/-14) percentage indicates meaningful above or below average (±1/-14) used because it is a conservative confidence interval for this sample size.



Over-indexed compared to average



Under-indexed compared to average

42



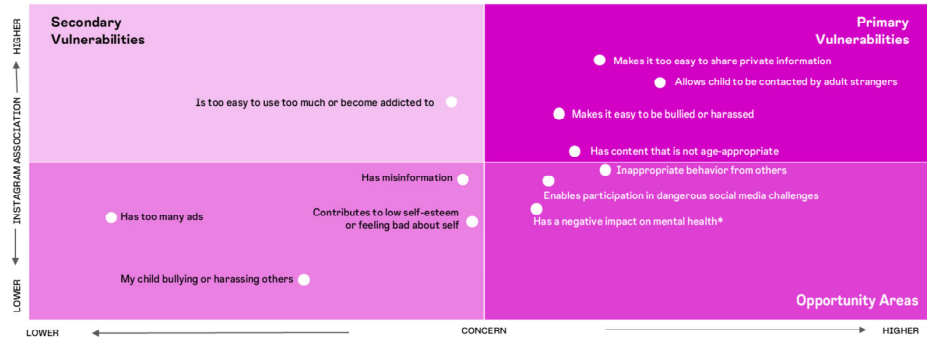
Social Media for Teens: Brand Landscape for Concerns (US) - Quadrant Analysis

Instagram: US Parents of Teens

Instagram's primary vulnerabilities among parents – areas of higher concern and higher association with Instagram – include the following:

- Too easy to share private information
- Allows teen to be contacted by adult strangers
- Makes it easy to be bullied or harassed
- Has content that is not age-appropriate

Areas of higher concern that have a lower association with Instagram include "has a negative impact on mental health* (e.g., anxiety, depression)" and "enables participation in dangerous social media challenges."



*Note: Important considerations
Methodology Explained: [Quadrant Analysis](#)

43



Social Media for Teens: Brand Landscape for Concerns (US) - Quadrant Analysis

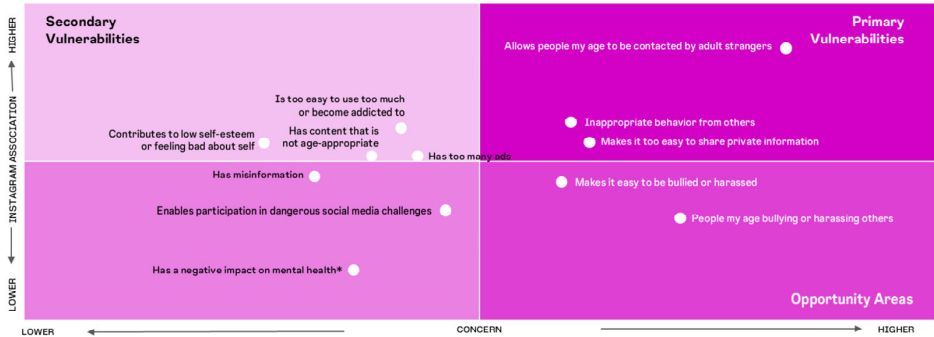
Teen Views

Instagram: US Teens

Similar to parent perceptions, Instagram's primary vulnerabilities among teens – areas of higher concern and higher association with Instagram – include “too easy to share private information” and “allows people their age to be contacted by adult strangers”.

- Another primary vulnerability of Instagram among teens is “inappropriate behavior from others.”

Areas of higher concern that have a lower association with Instagram are those related to bullying and harassment.



*Note: Important considerations
Methodology Explained: [Quadrant Analysis](#)

3

[REDACTED]@fb.com

I can add this slide to the CMLT deck for added context on why teens are not joining IG - but the content of this slide is only shared with a limited/approved audience per PXFN guidelines.

Given the CMLT audience, please let me know if we're good to include.

Assigned to [REDACTED]@fb.com

Christine [REDACTED] 6/28/2023



Social Media for Teens: Brand Landscape for Concerns (US) - Correspondence Analysis

US Parents of Teens

Instagram is perceived by parents as being like the sector overall, with no unique deficits.

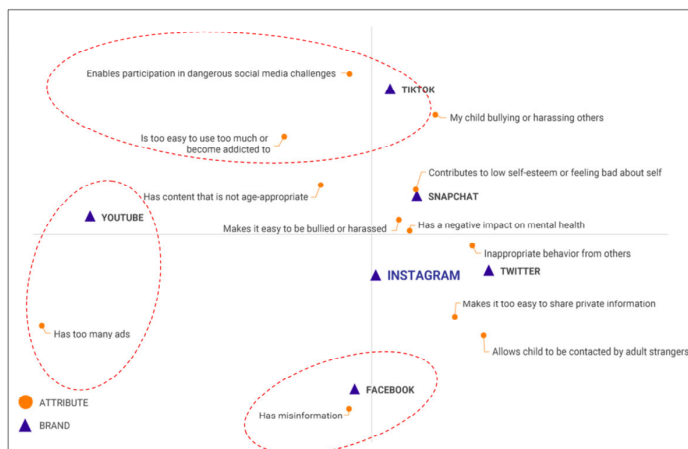
- Instagram's position is near the center of the map, in the middle of the brands evaluated.
- Similar to other brands in this sector (with the exception of YouTube), Instagram is somewhat associated with having a negative impact on mental health (e.g., anxiety, depression), makes it easy to be bullied or harassed, and inappropriate behavior from others.

Snapchat and Twitter are also perceived like the sector average, similar to Instagram.

Other brands in the sector are perceived as having unique areas of concern.

- Facebook's greatest weakness is its association with misinformation.
- TikTok is uniquely associated with enabling participation in dangerous social media challenges.
- YouTube's greatest vulnerability is its association with too many ads.

Methodology: Correspondence Analysis



45



Social Media for Teens: Brand Landscape for Concerns (US) - Correspondence Analysis

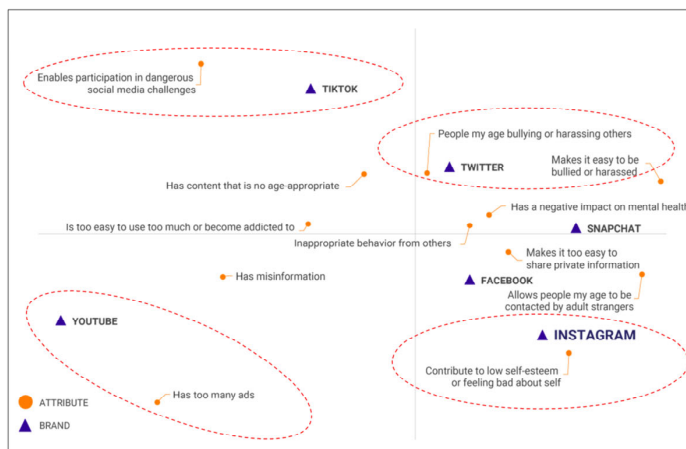
US Teens

Instagram is perceived by teens as being most similar to Facebook and Snapchat.

- Instagram's greatest weakness among teens is its association with contributing to low self-esteem or feeling bad about self.
- Similar to Facebook and Snapchat, Instagram is somewhat associated with makes it too easy to share private information and allows teens to be contacted by adult strangers.

Other brands in the sector are also perceived as having unique areas of concern.

- TikTok is uniquely associated with enabling participation in dangerous social media challenges.
- Twitter's greatest weakness is its association with bullying.
- YouTube's greatest vulnerability is its association with too many ads and misinformation.





Social Media for Teens: Brand Landscape for Concerns (US)

Parents of early teens have heightened concerns about Instagram and TikTok, compared to parents of late teens.

There are few differences by age for other social media apps

Compared to parents of late teens, parents of early teens are more likely to associate Instagram with:

- Has content that is not age-appropriate (45% vs. 29%)
- Contributes to low self-esteem or feeling bad about self (42% vs. 20%)
- Makes it easy to be bullied or harassed (54% vs. 28%)
- Inappropriate behavior from others (43% vs. 28%)
- Has a negative impact on mental health (40% vs. 23%)
- Enables participation in dangerous social media challenges (43% vs. 25%)

There are also differences in perceptions of TikTok between parents of early teens and parents of late teens:

- Has content that is not age-appropriate (65% vs. 42%)
- Has misinformation (55% vs. 40%)
- Contributes to low self-esteem or feeling bad about self (57% vs. 38%)
- Makes it easy to be bullied or harassed (61% vs. 42%)
- My child bullying or harassing others (46% vs. 31%)
- Makes it too easy to share private information (60% vs. 42%)
- Inappropriate behavior from others (62% vs. 45%)
- Has a negative impact on mental health (54% vs. 37%)
- Enables participation in dangerous social media challenges (68% vs. 50%)

Q92. To what extent is each of the following a concern you have about a social media app that your child may use?

Base: US Parents of 13-14 year-olds who evaluated Instagram (N=84), parents of 15-17 year-olds who evaluated Instagram (N=83), parents of 13-14 year-olds who evaluated TikTok (N=84), parents of 15-17 year-olds who evaluated TikTok (N=86)

47



Social Media for Teens: Brand Landscape for Concerns (US)

Teen Views

Early teens are more likely than late teens to associate several concerns with Facebook and Instagram.

There are few differences by age for other social media apps

Early teens (13- to 14-year-olds) are more likely to associate Facebook with:

- Has misinformation (59% vs. 39% of 15- to 17-year-olds)
- Has content that is not age-appropriate (57% vs. 34%)
- Makes it too easy to share private information (57% vs. 35%)
- People my age bullying or harassing others (52% vs. 33%)
- Inappropriate behavior from others (52% vs. 33%)
- Makes it easy to be bullied or harassed (52% vs. 33%)
- Enables participation in dangerous social media challenges (51% vs. 26%)
- Has a negative impact on mental health (e.g., anxiety, depression) (50% vs. 27%)
- Contributes to low self-esteem or feeling bad about self (48% vs. 32%)
- Inappropriate behavior from others (43% vs. 28%)

Early teens (13- to 14-year-olds) are more likely to associate Instagram with:

- Allows people my age to be contacted by adult strangers (47% vs. 31% of 15- to 17-year-olds)
- Has too many ads (40% vs. 23%)
- Makes it too easy to share private information (40% vs. 25%)
- People my age bullying or harassing others (37% vs. 17%)

Q692. To what extent is each of the following a concern you have about a social media app that your child may use?

Base: US 13-14 year-olds who evaluated Facebook2 (N=83), 15-17 year-olds who evaluated Facebook (N=85), 13-14 year-olds who evaluated Instagram (N=83), 15-17 year-olds who evaluated Instagram (N=84)

48



tl;dr | Gender Differences

Methodology

- Phase 1 survey was conducted in the US among 1018 parents and 506 teens, including 266 boys and 240 girls.
- Phase 2 survey was conducted in the US among 1020 parents and 507 teens, including 285 boys and 219 girls.

Parenting Priorities & Approaches

- In most instances, there were no differences in attitudes about parenting teens based on the gender of the child. The one exception is that parents of teen boys are more likely than parents of teen girls to say they find it hard to enforce the rules they set for their child (45% vs. 30% agree).

Views on Social Media

Some differences based on child's gender do emerge regarding parents' views on social media and parenting strategies regarding social media and other apps. Parents of teen boys are more likely than parents of teen girls to:

- Agree that the benefits of social media for teens outweigh the risks (50% parents of teen boys vs. 38% parents of teen girls)
- Be highly likely to use the app themselves before letting their child use a new app (55% vs. 43%)
- Frequently (all/most of the time) use the following strategies regarding their child's use of social media apps:
- Limit the times of day their child can use these apps (46% vs. 37%)
- Restrict certain content or tools (51% vs. 41%)
- Set privacy settings (56% vs. 43%)
- Use their child's username/password to monitor their account (45% vs. 36%)

Of note given these findings, teen boys are more likely than teen girls to say they find ways to get around the limits their parents put on their technology use (48% of boys vs. 38% of girls).

tl;dr | Gender Differences

Social Media: Benefits and Concerns

- Parents of boys are more likely than parents of girls to say that the following describe Instagram perfectly/very well: "inappropriate behavior from others" (44% vs. 28%) and "too easy to become addicted to" (51% vs. 34%).

Social Media Brand Affinity and Trust

- Trust for Instagram and competitive apps as a brand for their teen is higher among parents of boys than among parents of girls.
- In most instances, teens' affinity for these brands do not differ by gender, with the following exceptions:
 - TikTok: Girls are more likely than boys to say they like/love Tik Tok (85% vs. 76%).
 - YouTube: Boys are more likely than girls to say they like/love YouTube (93% vs. 86%)
- Trust in several brands does vary by teens' gender. Boys are more likely than girls to trust the following brands:
 - YouTube (78% vs. 59%), Snapchat (57% vs. 45%), Facebook (53% vs. 41%), Twitter (49% vs. 35%)

Online Supervision Tools and Family Center

- Parents of teen boys are more likely than parents of teen girls to say that online tools designed to help parents monitor their child's online experiences are essential parenting aids (68% vs. 55%).
- Parents' affinity for and likelihood to use Family Center do not differ based on their child's gender.
- Teens' affinity for Family Center does not differ based on the child's gender. However, boys are more likely than girls to say that their family is highly likely to use Family Center (40% vs. 29%).
- Although teens are much less likely than parents to view potential features for an online tool as helpful, more boys than girls say that the following features would be extremely/very helpful:
 - Enables parent to create settings related to receiving direct messaging (43% vs. 29%)
 - Allows parent to see who follows you/which accounts you follow (42% vs. 32%),
 - Allows parent to set privacy settings (41% vs. 29%)
 - Gives parent the ability to block certain accounts (38% vs. 29%)

51

Note: while exact question wording states "child", social media-related questions were only asked among parents of teens ages 13-17 and teens ages 13-17

Less Concerned	Teens	vs.	Parents of teens	More Concerned
	Parents who are Instagram users	vs.	Parents who do not use Instagram themselves	
	Parents of teens who use more (5+) apps	vs.	Parents of teens who use less apps	
	Late Teens	vs.	Early Teens	
Just the right amount of parent involvement	Early Teens	vs.	Late Teens	Parents more involved than they want
More trust and respect for privacy from parents	Late Teens	vs.	Early Teens	Less trust and respect for privacy from parents
Value benefits of social media more	Parents of teens who use more apps	vs.	Parents of teens who use less apps	Value benefits of social media less
	Parents of teens who do not use Instagram themselves	vs.	Parents of teens who are Instagram users	



Social Media for Teens: Priority Attributes

Priority attributes for social media apps for teens

Parents of teens rated 12 attributes on their importance for a social media app for their teen. Teens also evaluated the importance of these attributes for a social media app for themselves. The 12 attributes included a range of potential benefit areas, including self-perception, social connection, self-expression, entertainment and information, and creativity and discovery.

Self-perception

Allows my child to feel good about themselves

Allows my child to feel comfortable being themselves

Social Connection

Helps my child feel close and connected with friends and family

Keeps my child's friends up-to-date with what my child is thinking and doing

Self-expression

Allows my child to freely express themselves

Helps my child creatively express ideas

Entertainment and Information

Is entertaining

Helps my child stay well-informed about what's going on in the world

Helps my child know about what's trending

Creativity and Discovery

Inspires my child to try new things

Helps my child explore more about their interests

Helps my child discover new ideas

53

Note: while exact question wording states "child", social media-related questions were only asked among parents of teens ages 13-17 and teens ages 13-17



Social Media for Teens: Concerns (US)

Concerns about Social Media Apps

Parents of teens indicated to what extent each of the following is a concern they have about social media app their teen may use. Teens also evaluated the extent of each concern for a social media app for themselves. For each, they indicated if this characteristic is a tremendous concern, a large concern, some concern, hardly any concern, or not a concern at all.

Too public/Contact with strangers

Allows child to be contacted by adult strangers

Inappropriate behavior from others (e.g., unwanted advances)

Makes it too easy to share private information

Self-image and mental health (e.g., anxiety, depression)

Contributes to low self-esteem or feeling bad about self

Has a negative impact on mental health (e.g., anxiety, depression)

Bullying

My child bullying or harassing others

Makes it easy to be bullied or harassed

Undesirable content

Has content that is not age-appropriate

Enables participation in dangerous social media challenges

Is too easy to use too much or become addicted to

Has misinformation (e.g., "fake news")

Has too many ads

54

Note: while exact question wording states "child", social media-related questions were only asked among parents of teens ages 13-17 and teens ages 13-17



Social Media for Teens: Brand Landscape for Concerns

Brand Landscape Analysis: Three Approaches

Three types of analyses were used to examine the brand landscape for social media concerns:

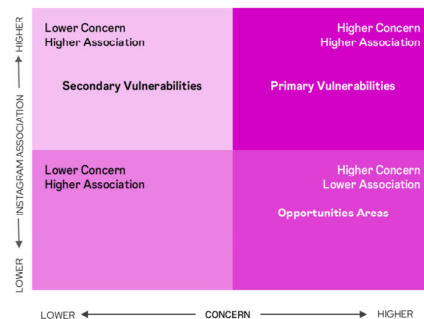
1. **Analysis of raw scores.** This approach provides an examination, in absolute terms, of the association of each brand with each concern (e.g., Association of Instagram with each concern.)
1. **Quadrant analysis.** This approach examines the **magnitude of each concern** and the **relative association of Instagram** with each concern.
 - a. This analysis provides insight into which attributes have a higher-than-average association with Instagram and a higher-than-average level of concern.
1. **Correspondence analysis.** This approach measures a brand's association with different concerns and similarities among brands (i.e., Association of concerns for differences/similarities across brands.)
 - a. Note that **the map is an abstraction**. It does not indicate which brands have the attribute; it shows which brands are most associated with the attribute. In some cases, a brand's position relative to a given attribute may not reflect the simple association as measured in the raw scores.



Social Media for Teens: Brand Landscape for Concerns

Identifying Instagram

- Parents' and teens' ratings of the magnitude of concern of the 12 attributes and their association of Instagram with each concern can be used to help identify which areas may represent primary vulnerabilities for Instagram.
- While parents, and to a lesser extent teens, rated each attribute as a concern, an examination of areas perceived by parents and teens as having higher concern as well as higher association are primary vulnerability areas for Instagram to address.
- Note that "higher" and "lower" are relative designations based on the average rating across the 12 attributes for that dimension.





Social Media for Teens: Brand Landscape for Concerns

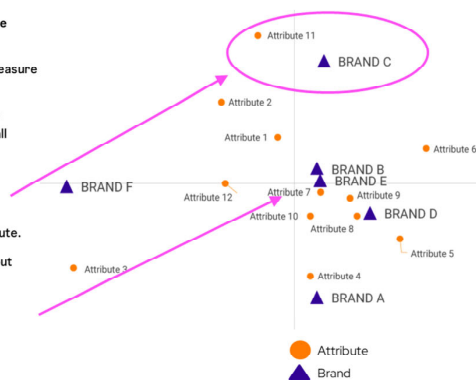
Correspondence Analysis: Introduction

Purpose and method:

- A correspondence analysis was conducted to better understand which social media concerns are each brand's greatest perceived weaknesses.
- Correspondence analysis helps measure a brand's association with different concerns and to measure similarities among brands.
- Correspondence maps show how attributes (i.e., concerns) are associated with each brand after controlling for a) average ratings of all other brands on this attribute, and b) average ratings of all other attributes for this brand.

How to interpret the maps:

1. An attribute's position near a brand indicates it is one of the **most-endorsed attributes of this brand**. However, it does not necessarily mean the brand is worse than other brands on this attribute.
2. A brand's position on the map indicates which attributes are its **areas of greatest vulnerability**, but not whether it is better or worse of in absolute terms.
3. The **central point of each map** (i.e., the intersection of the axes) reflects the **average across all brands and attributes**. Any attribute near this point is viewed similarly across brands; any brand near that point is typical of the sector overall.
4. Note that the map is an **abstraction**, an attempt to lay out all attributes of all brands in two dimensions. A given brand's position is defined by its association (or lack thereof) with **all attributes** on the map, not just the one closest attribute. Therefore, in some cases, a brand's position relative to a given attribute may not reflect the simple association as measured in the raw scores.

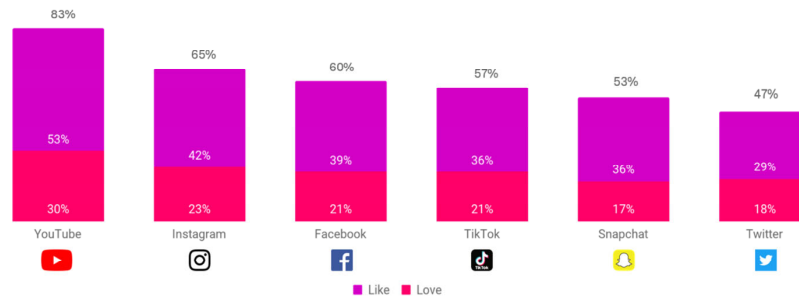


 Brand Perceptions (US)

Two-thirds of parents of teens like or love Instagram as a service for their child – a higher brand affinity than for TikTok, Snapchat and Twitter

Parents of younger and late teens share similar affinity levels for the social media brands presented.

How much do you like or dislike each of the following as a product or service for your child? (Among those familiar with brand)
% Love/Like (NET)

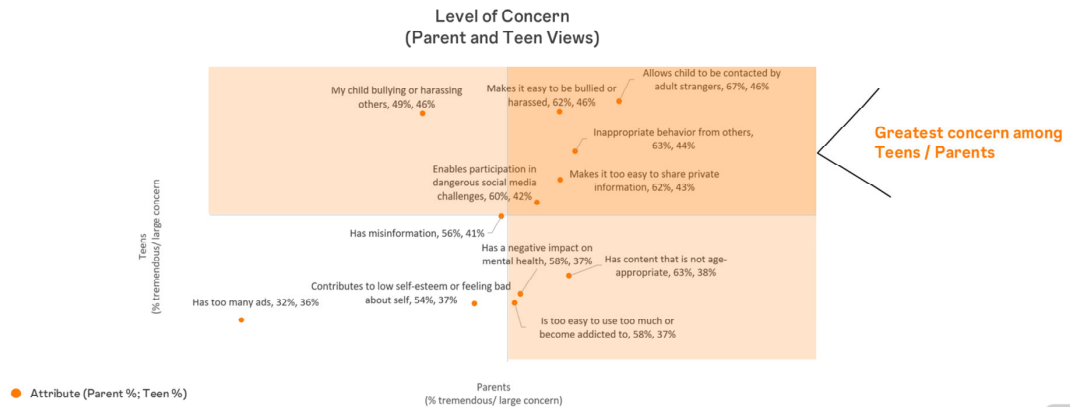


Q108. How much do you like or dislike each of the following as a product or service for your child? 5 point scale: Brand I love, like, don't have strong feelings about, dislike, hate
Base: Parents of 13-17 year-olds who are at least somewhat familiar with each brand; Instagram (N=441), Facebook (N=492), TikTok (N=433), Snapchat (N=407), Twitter (N=418), YouTube (N=499)

58

Social Media for Teens: Concerns (Global Average)

Parents and teens are both concerned that a social media app may allow teens to be contacted by adult strangers, and are both less concerned about ads.



59