

MEANINGFUL USAGE

Strategy, Approach, Next Steps

CONFIDENTIAL - PROTECTED BY CONFIDENTIALITY AGREEMENT
HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S EYES ONLY)

MT-IG-AG-00335023
META3047MDL-037-00068841
METANMAG-003-00079595
PLTF EX-01139_0001

PLTF EX

PLTF EX-01139

**"WHAT INDEPENDENT RESEARCH, AS WELL
AS OUR OWN RESEARCH, HAS TOLD US IS
THAT WHAT REALLY MATTERS, MORE THAN
THE AMOUNT OF TIME YOU'RE SPENDING, IS
HOW YOU'RE SPENDING THAT TIME."**

David Ginsberg, Facebook VP, Research from [https://www.irisht Examiner.com/
breakingnews/ireland/facebook-can-be-good-for-wellbeing-866761.html](https://www.irisht Examiner.com/breakingnews/ireland/facebook-can-be-good-for-wellbeing-866761.html)



PROBLEM DEFINITIONS

Problem/opportunity space

PROBLEMS WE COULD SOLVE

- 1 **Quantity of Time (aka "time spent")**
 - Compel users who use IG "too much" to reduce their time spent (success: reduction in TS)
-

- 2 **Time Well Spent**

Agency & Control

- Make IG an intentional and safe experience (success: increase in perception of control)

Meaningful Usage

- Make IG a valuable/meaningful experience when you do use it (success: increase in well-being on IG)
 - Supportive communities
 - Social comparison
 - Charitable causes
 - Learning & discovery
 - Relevancy

Appropriate online/offline tradeoffs + valuable IG experience = optimal IG well-being

QUANTITY OF TIME (TIME SPENT)

1 Opportunity size is quite small (no more than 1% of users, teens and some geos disproportionately represented):

of users over 28 days who averaged:

- 4-6 hours on IG / day: ~799K users
- 6-8 hours on IG / day: ~64K users
- 8+ hours on IG / day: ~6K users daily

2 Research insights are extremely expensive - we have been unable to recruit any users at 4+ hrs/day.

3 We can't be sure that reducing TS will improve IG well-being for high TS users.** Also, we may shift them to equally or more damaging platforms/outlets.

4 Features most likely to successfully reduce usage are also likely to be poor user experiences, especially for false positives.

If we make the features opt-in to reduce this risk, habitual users seem least likely to adopt these features (they have similar options at their disposal now and don't effectively use them).***

* Analysis of high usage users

** <https://fb.facebook.com/photo.php?fbid=612532042442438&set=a.612531495775826&type=3&theater>

*** 73% of high TS users who take a break reactivate their account within 28 days, and once they do, their time spent patterns return to their pre-break usage. See analysis [here](#)

TIME WELL SPENT (AGENCY & CONTROL)

- 1 Scalable to 100% of users
 - 39% of random IG users felt they spent too much time on IG
 - 23% report feeling out of control

- 2 Help users be more purposeful in their usage of the app, minimizing use when it's disruptive to offline commitments

- 3 Opportunity for a qualitatively better IG experience for all

TIME WELL SPENT (MEANINGFUL USAGE)

- 1 Scalable to 100% of users

- 2 Help users have a more valuable, meaningful experience when they use IG

- 3 Opportunity for a qualitatively better IG experience for all

STRATEGIC AND EXECUTION PLAN

	Time Spent (P0)	Time Well Spent: Agency & Control (P1)	Time Well Spent: Meaningful Usage (P2)
User Size	Approximately top 1%	Scalable to 100% of users (23% of med to high TS users reporting feeling out of control)	Scalable to 100%
Primary Impact	• Small decrease in TS	* Increased perception of control	* Increased IG well-being
Example Features	• Hard stop after "x" minutes/day or week • Maxing out number of sessions (sessions correlate with higher TS on IG) • Disabling IG at night	Features that support using IG (or not) when it's best for you (provide usage insights and better time controls): • Your Activity: Usage dashboard, Reminder, Mute Notifications • Modes: Night	Features that support personal enrichment and real world meaning
Execution	N/A - we aren't doing this	Q4: Launch and measure "Your Activity" feature Q4: Design and begin building night mode Q1: Dogfood & launch night mode on at least one surface Q1-Q2: Learn, measure, continue investment in other modes (e.g. focus)	Q1: Begin understand for meaningful usage feature



TIME WELL SPENT

Research, Jobs To Be Done, and Features

FOR MOST USERS IT'S NOT ABOUT TIME SPENT

People want **connection, intention, utility, and meaning.**

However, users who come to IG **don't always find these.**

Not finding connection, intention, utility and meaning is a **less positive/negative well-being experience.**



AGENCY & CONTROL (P1)

MEDIUM TO HIGH TIME SPENT USERS' PERCEPTION OF TIME ON IG

- 1 Do you spend more or less time on IG than you would have liked?
 - 38% report "more" or "much more"

- 2 How much do you feel in control of your time on IG?
 - 23% "a little" or "not at all"

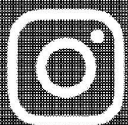
- 3 How interested are you in receiving help managing your time spent on IG?
 - 18% report "very" or "extremely"

- 4 Reasons people took a break from IG:
 - #1 reason (37%) "I had something at work or school that I needed to focus on"

- 5 More high TS users report that the break made them feel worse than before than low time spent users

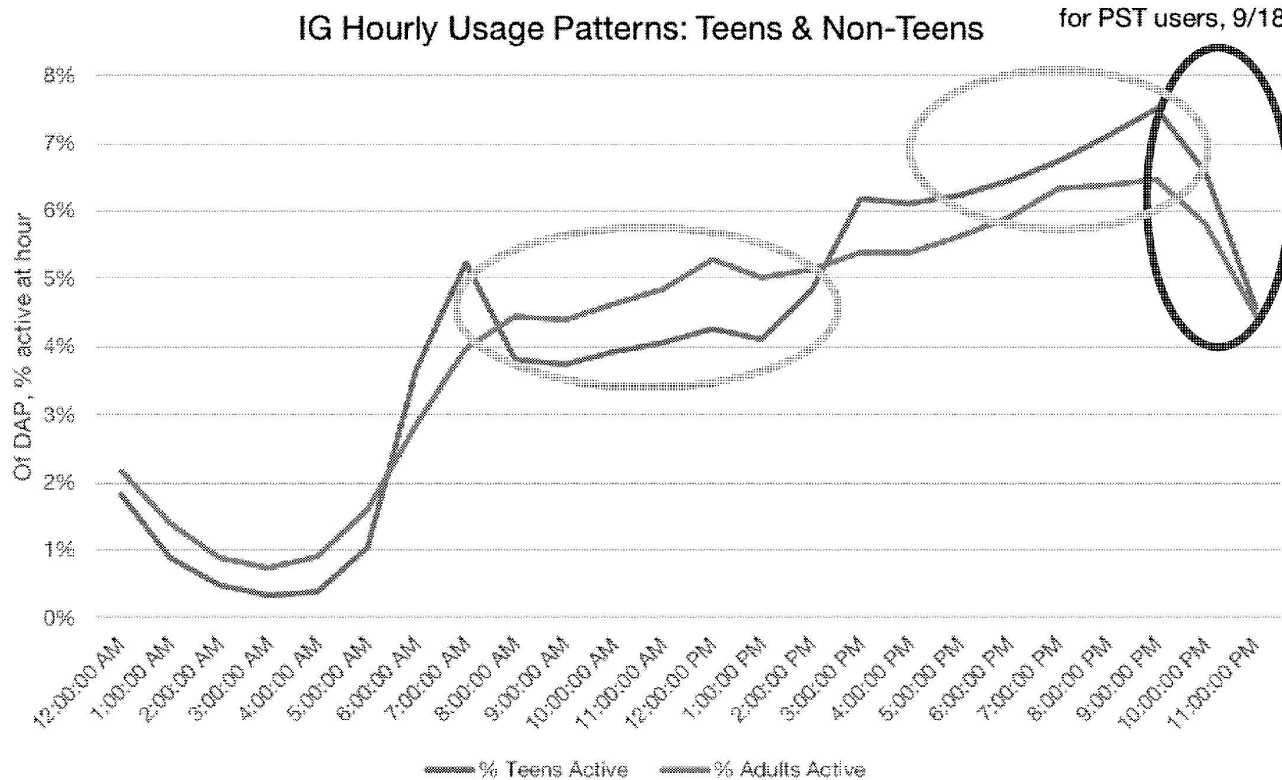
From May 2018 research: <https://fb.facebook.com/media/set/?set=a.612531495775826&type=3>

12



MODES

USAGE BY TIME OF DAY



OPPORTUNITY #1:
IN SCHOOL

OPPORTUNITY #2:
HOMEWORK,
DINNER WITH
FAMILY

OPPORTUNITY #3:
WINDING DOWN,
BEDTIME

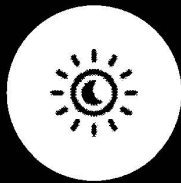
JTBD

When I'm trying to achieve goals in real life, but I use IG in parallel, help me make my IG experience more contextual so that IG doesn't become disruptive to what I'm trying to do.

NIGHT MODE

When I use IG at night, but my eyes hurt/I can't rest/I get anxiety and headache, help me make my IG experience more relaxing so that I can ease myself into sleep, switching my mindset from active to rested.

Notifications · Videos · Status · Dark UI



Redacted for PII



Redacted for PII



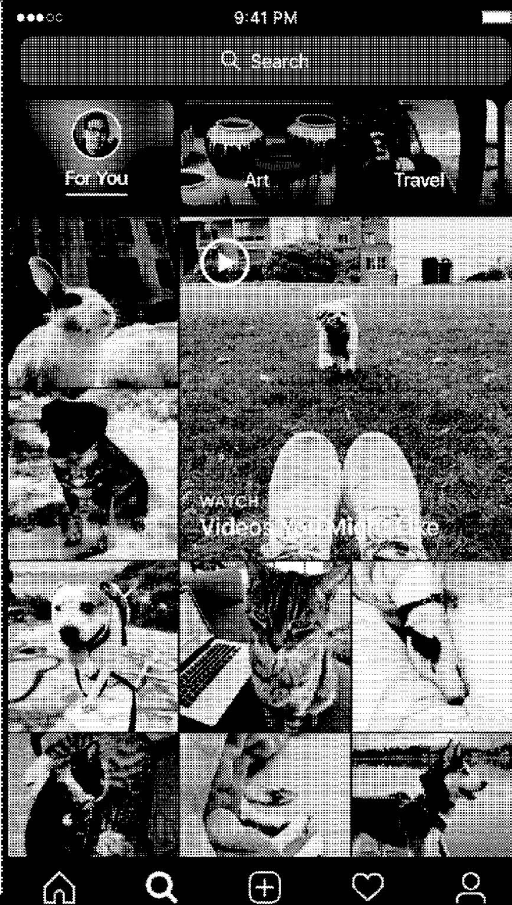
CONFIDENTIAL - PROTECTED BY CONFIDENTIALITY AGREEMENT
HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S EYES ONLY)

MT-IG-AG-00335042
META3047MDL-037-00068860
METANMAG-003-00079614
PLTF EX-01139_0020

Surfaces

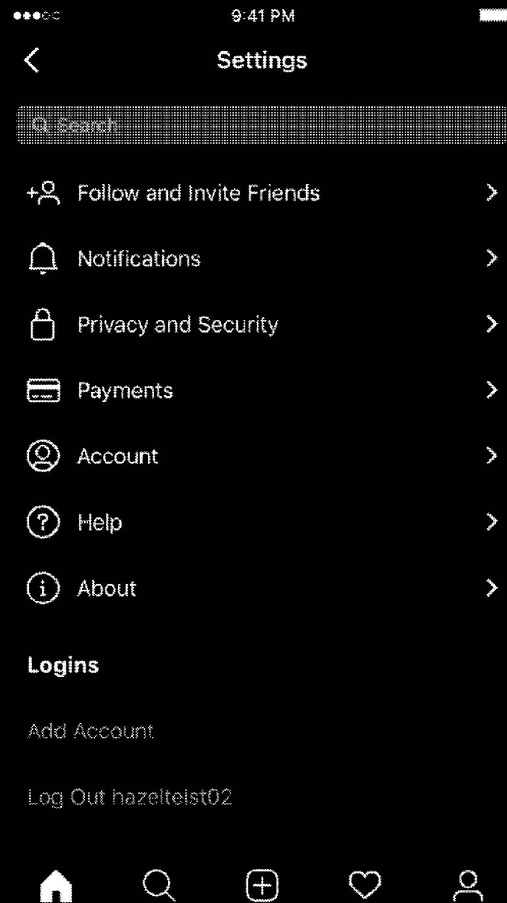
Primary + Secondary

Redacted for PII

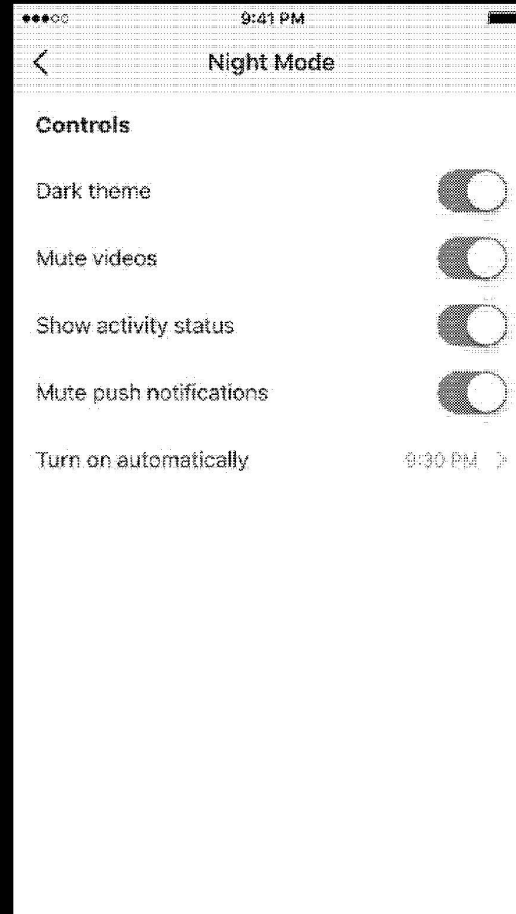


Redacted for PII

Redacted for PII



Redacted for PII





SUCCESS METRICS

SUCCESS METRICS: WELL-BEING AND FEEL IN CONTROL

- L1 **General well-being:** I felt positive most of the time. / I felt negative most of time. / I felt that I was in control of my life.

- L2 **Instagram well-being:** I felt positive most of the time on Instagram. / I felt negative most of the time on Instagram.

- L3 **Feature sentiment:** I feel in control of my experience on Instagram. / Instagram has the tools I need to manage my experience on the app.

We expect L3 questions to be most sensitive to product changes, whereas L2 and L1 questions measures foundational well-being and may be more difficult to change.

26

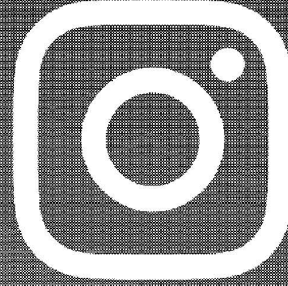
OPERATIONAL METRICS WE WILL MEASURE INTERNALLY VIA HOLDOUT

- 1 Product adoption and usage

- 2 MAP/WAP/DAP

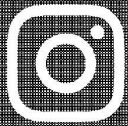
- 3 Time spent before/after use of features

- 4 Changes in Inactivations ("Take a Break", in particular)



CONFIDENTIAL - PROTECTED BY CONFIDENTIALITY AGREEMENT
HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL (ATTORNEY'S EYES ONLY)

MT-IG-AG-00335050
META3047MDL-037-00068868
METANMAG-003-00079622
PLTF EX-01139_0028



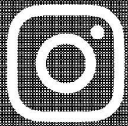
APPENDIX

Entrypoint Explorations

Redacted for PII

FOCUS MODE - JTBD

When I'm studying/working/focusing on a task, but Instagram keeps distracting me, help me make my IG experience less distracting so that I focus on achieving my task.



MEANINGFUL USAGE (P2)

**11% OF MEDIUM TO HIGH TIME SPENT
USERS TOOK A BREAK FROM IG BECAUSE
"I DIDN'T GET ENOUGH VALUE OUT OF IG"**

**MORE HIGH TIME SPENT USERS REPORT
THAT THE BREAK MADE THEM FEEL WORSE
THAN BEFORE THAN LOW TIME SPENT
USERS**

From May 2018 research: <https://fb.facebook.com/media/set/?set=a.612531495775826&type=3>

GOAL OF USING INSTAGRAM

Using Instagram for Utility, Information, and Connection is positively correlated with higher well-being. However, a large number of people still hire us for entertainment purposes.

How might we encourage people to hire Instagram for more meaningful jobs, beyond entertainment, that contribute to their well-being?

How might we make entertainment more meaningful so that when they hire us for entertainment it contributes to their well-being?



PRODUCT CONCEPTS

SPACES - JTBD

When I want to share experiences with a small group of friends, but this content is not relevant to others outside the group, help me share/plan/reminisce so we can strengthen our relationships and feel connected now and in the future.

SPACES

Expand utility

Strengthen connections

Connect people

Promote authentic sharing
(interest, causes, etc.)

Redacted for PII

Redacted for PII

AROUND ME - JTBD

When I'm somewhere and, I'm bored and don't know what to do, help me discover things to do, and places to visit so I can experience new things alone or with friends.

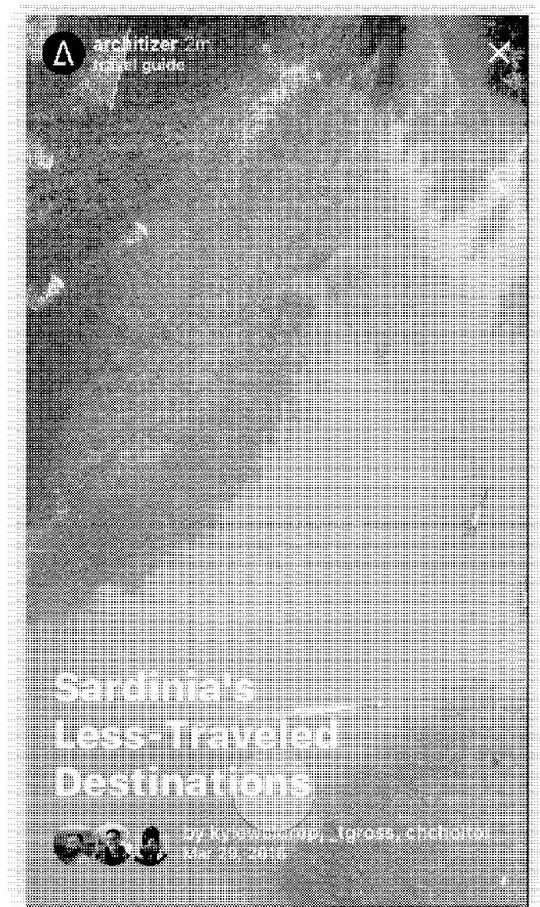
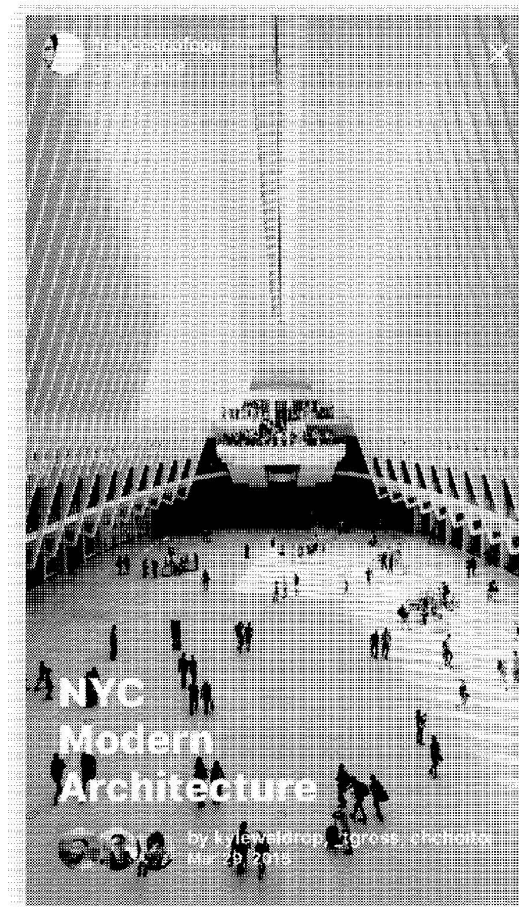
AROUND ME

Utility tool

Enable experiences

Connect people and places

Increase knowledge and education



HOW DO WE MEASURE SUCCESS (WIP)

	Time Spent	Time Well Spent
Survey Measure	General WB: During last week, I felt positive most of the time. During the last week, I felt negative most of the time.	
	IG WB: During the last week, I felt positive most of the time on Instagram. During the last week, I felt negative most of the time on Instagram. There were people on Instagram who gave me support and encouragement.	
	Feature level measures: - I felt in control of my time on Instagram. - Did you spend more or less time than you have wanted on Instagram?	Meaningful usage [connection, content, value]: - Instagram helps me build meaningful connections with people. - Instagram shows me interesting and relevant content. - Instagram helps me accomplish things in real life. / creates value for me in real life. - Instagram allows me to express my self authentically.
Log Measure	Feature adoption metrics	TBD
	Core company metrics (e.g. decrease deactivation)	

WHAT WE KNOW: HABITUAL USERS

WHEN DO PEOPLE THINK SPEND TOO MUCH TIME ON INSTAGRAM?

- 1. They use Instagram more than other apps or other people around them.**
- 2. They get lost or distracted and lose control in app.**
- 3. They develop a habitual (or addictive) behavior.**
- 4. Using Instagram has a negative effect on their real life.**

Data shows that High TS users have more short sessions, spend more time in Video, Explore, Profile, and Stories than Feed than mid-range TS users (Karen).

WHAT WE KNOW: HABITUAL USERS RESEARCH

WHEN DO PEOPLE THINK SPEND TOO MUCH TIME ON INSTAGRAM?

2. They get lost or distracted, and lose control in app.

"Infinite Rabbit Hole"

I just was going to see what Kylian Mbappé is doing. I don't care about everyone else. He posts something and he tags a photographer, and all of a sudden I'm going to that photographer's account. And then that photographer tags a place, and I'm trying to find out more information about that place. So it brings up a cycle. **I go on there for one reason, and I could have just spent one minute, and by the time I'm done, I've been on there for 15 minutes.**

Look at the clock and realize too much time

I'll lay in bed and I'll be on Instagram and it'll end up being three hours later. Like, **"Oh my god, it's three A.M. Why am I still on Instagram?"** Cause I usually check all of my social media before I go to sleep, but usually I'd say Instagram probably the most.

Keep checking message notifications

Browse content they are not interested in

I follow too many people. So, to go through a number of postings takes too much time to scroll down. I think the cause of that is there are sometimes, there may be somebody you think might be an interesting person to follow, but maybe it was just one image or something like that. Then they're posting a bunch of pictures about their dinner, then **you're not seeing what you really wanna see.**

WHAT WE KNOW: HABITUAL USERS RESEARCH

WHEN DO PEOPLE THINK SPEND TOO MUCH TIME ON INSTAGRAM?

3. They develop a habitual (or addictive) behavior.

Can't put phone down

Whenever I get a free moment, I'm usually on my phone checking ... **it's almost like cigarettes, the phone is.** If I'm out, I just go into my pocket and **grab my phone every 10 minutes** or so, and look and not knowing what you're looking for and not even caring what you looking for, and you just wanna look.

Mindlessly scrolling

I guess I'm kind of addicted a little bit, I mean I **mindlessly go to Instagram all the time**, just kind of just do it without even thinking.

Keep opening the app

Sometimes I do feel an addiction sometimes with app usage, and especially social media stuff. **Checking notifications, and seeing likes over and over again**, more so than just posting and checking back six or seven hours later, which I think would be a more healthier way to do it.

WHAT WE KNOW: HABITUAL USERS RESEARCH

WHEN DO PEOPLE THINK SPEND TOO MUCH TIME ON INSTAGRAM?

4. Using Instagram has a negative effect on their real life.

Disrupt in-person interaction

Sometimes I feel like I'm spend way too much on it and I get carried away, and I don't even realize how much time I spend on it. So my fiance is like, "**Can you put down your phone?**"

Affect work, school, sleep

I was supposed to be studying for my exam. My life was so stressed out, so I just laid down and I scrolled on Instagram like the entire time, just looking at other people's profiles and everything, before I knew it, it was night time and I'm like, "**I barely studied.**"

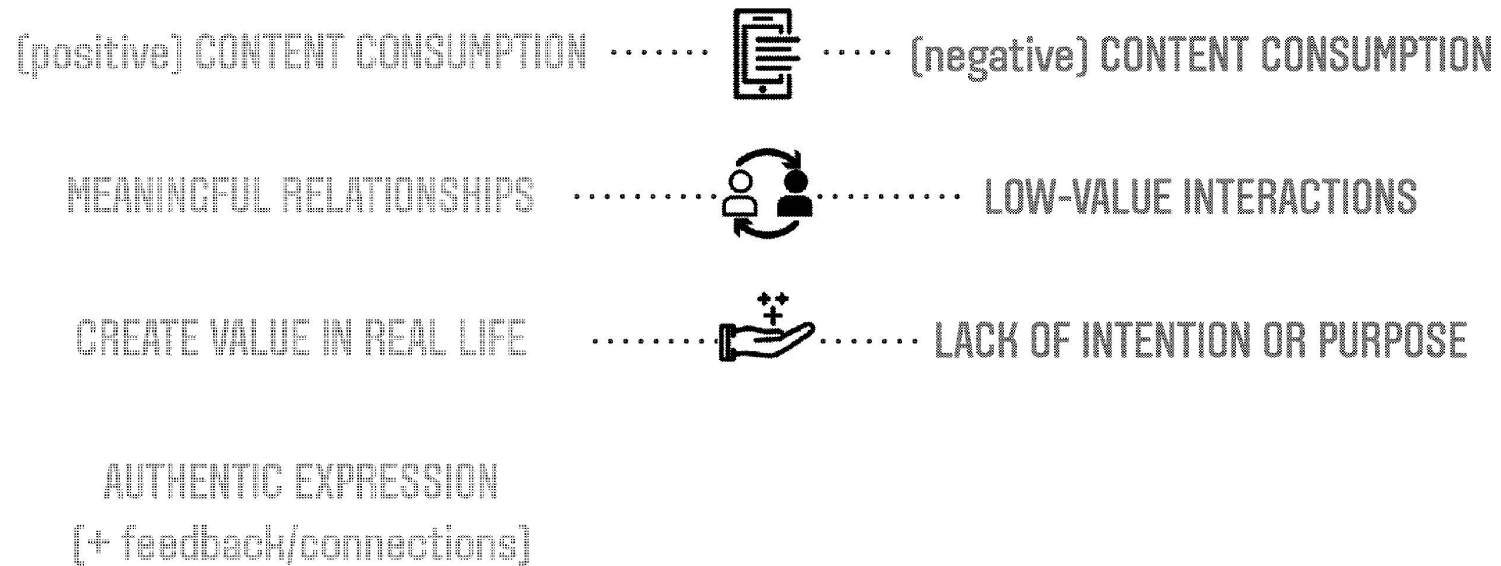
Result in negative mood/WB

I felt like there was a good chance that I might be addicted to social media. I found myself comparing myself to a lot of people on Instagram and Twitter, but mostly Instagram, definitely unfavorably. It was starting to **affect things like self esteem**, and just general, mental health.

There is a fine line between frequent, non-problematic habitual use and problematic and possibly "addictive" use of social networking sites (Kuss & Griffiths, 2017)

	EARLY STAGE	MIDDLE STAGE	LATE STAGE	ACCEPTANCE
DEFINITIONS	becomes part of a regular routine; there is a repeated pattern of behavior	early realization that usage is having a negative effect on life, but no help needed	usage is explained as a way to cope with stress and emotions, as a means of escape; limits are applied but rarely followed	a growing awareness that there is a problem, and transition to actual acknowledgement to make a change
USER STATEMENTS	"I would get on Instagram, close Instagram after I was finished looking through the feed and then re open Instagram within the next thirty seconds just because it was such a habit of getting on social media" - 19yo male	"I'll be on Instagram and it'll end up being three hours later. Like, 'Oh my god, it's three A.M. Why am I still on Instagram? ... It's all in my hands, so I just need to put my damn phone down. I don't have anyone to say, 'Get off your phone and go to sleep,' in the evening." - 46yo female	"But I guess it's kind of like one of those things that kind of distract you from, you know - also stress, when I'm stressed I get on it, that's another kind of distraction. I'm trying to get better about it, but - ... sometimes I get kind of lost in it, I guess you'd say, kind of carried away." - 23yo female	"It was just like dullness, indifference. I got to a point where I felt like I was doing this but I wasn't getting what I wanted from it ... I had other things that I knew I had to be addressing that I wasn't. So it just got, maybe just numbness to it or something. So I'm like, 'Okay, I need to stop it.'" - 28yo male

WHAT WE KNOW: MEANINGFUL TIME ON INSTAGRAM



USER BEHAVIOR

Habitual use

Time spent

Get lost or distracted in app

Negative effect on real life

Content consumption

- social comparison (-)
- objectionable/offensive content (-)
- learn knowledge/information (+)
- be entertained, inspired (+)

Time well
spent

Meaningful relationships & interactions

- connect with friends and family, "people who are like me"
- receive positive interactions
- develop offline relationships

Achieve value in real life (+)

Lack of intention or purpose (-)

OPPORTUNITIES

Provide transparency

- inform users of their time spent

Help people break the habit

- investigate deactivation/ take a break
-

Provide better, more relevant content

- improve classifier
- collect user feedback

Build meaningful connections

- encourage meaningful on-platform interactions
- more ways to connect "people who are alike"
- foster online to offline relationships

Create value in the real world

- amplify learning/information collection
- explore utilitarian jobs

FOCUS MODE

Auto-detected (location + time)

Decreased notifications frequency

Optional public status (Direct)

Redacted for PII

DRIVING MODE - JTBD

When I'm trying to DRIVE, but I am tempted use IG at the same time, help me avoid using IG so that I can focus on safely operating my car.

DRIVING MODE

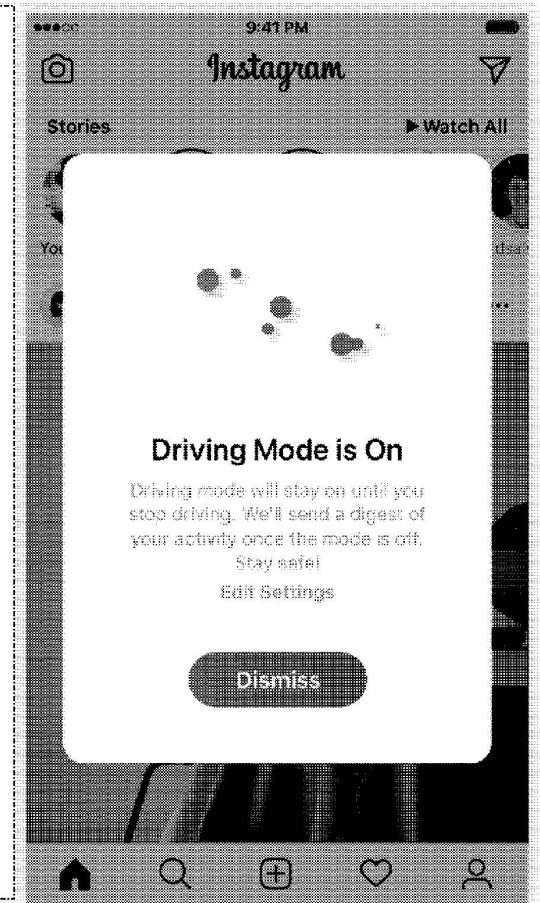
Auto-detected (speed)

Decreased notifications frequency

Road-blocker

Optional public status (Direct)

Redacted for PII



ENTRY POINT

Each mode comes with recommended controls that can be fully customized.

Redacted for PII

PRIMARY REASONS PEOPLE HIRE IG FOR

	Main purpose on Instagram	% who use instagram for this purpose	General WB (life satisfaction, positive, negative)	IG WB (positive, negative affect)	IG support
Utility/ information	Getting information about business or Managing business	4.90%	3.87	3.85	3.28
	Learning new knowledge or skills	4.05%	3.76	3.88	3.28
Information/ connection	Keeping up with my interests	11.45%	3.78	3.97	3.23
Information	Catching up with what's going on in the world	7.70%	3.69	3.89	3.24
Connection	Keeping in touch with friends and family	18.09%	3.80	3.88	3.34
	Connecting with new people	5.60%	3.62	3.89	3.49
	Finding supportive communities	1.50%	3.45	3.63	3.52
Entertainment	Being entertained or passing time	26.80%	3.62	3.84	3.00
	Following celebrities or other public figures	5.40%	3.49	3.85	2.87
n/a	Storing or sharing photos or videos	14.60%	3.68	3.86	3.19

High WB

Low WB

Instagram Well-being survey, Feb 2018

54

PUBLIC SENTIMENT THAT IG IS HARMFUL ("SENTIMENT")

- 1 Criticisms of IG (Unclear what the point of this slide is. RSPH's recommendations*)
 - 2 The features that are harmful to users' well-being (and could be harmful**).
- Our focus should be on features that are harmful to users' well-being (and could be harmful**). Our focus should be on features that are harmful to users' well-being (and could be harmful**). Our focus should be on features that are harmful to users' well-being (and could be harmful**).
- Our focus should be on features that are harmful to users' well-being (and could be harmful**). Our focus should be on features that are harmful to users' well-being (and could be harmful**). Our focus should be on features that are harmful to users' well-being (and could be harmful**).

Of course, if we have a feature that's also a sentiment win that's a bonus.

* <https://www.rsph.org.uk/uploads/assets/uploaded/62be270a-a55f-4719-ad668c2ec7a74c2a.pdf>

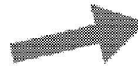
** <https://econsultancy.com/why-is-facebook-focusing-on-time-well-spent/>

"Those are days when I'm scrolling aimlessly. It's like **my time is not purposeful**. I'm not learning anything. I'm not encouraged in any way. I'm not necessarily being significantly entertained. So there are those days when I get annoyed with myself because I'm not getting anything out of it, but I'm still opening the app. **It's like an automatic action.** My brain has been programmed to Instagram."

GARIEKA, FEMALE, 28

Redacted for PII

"Those are days when I'm scrolling aimlessly. It's like **my time is not purposeful**. I'm not learning anything, I'm not encouraged in any way, I'm not necessarily being significantly entertained. So there are those days when I get annoyed with myself, because I'm not getting anything out of it, but I'm still opening the app. **It's like an automatic action.** My brain has been programmed to Instagram."



"It's meaningful as a way to **stay in touch with my friends** that I don't get to see often. And in those ways we stay in touch, it's not only by seeing each other's post and updates but also messaging each other photos and things that made us think of each other in a certain way. Meaningful is like does this **bring me something useful to my life** that contributes to it in a positive way."

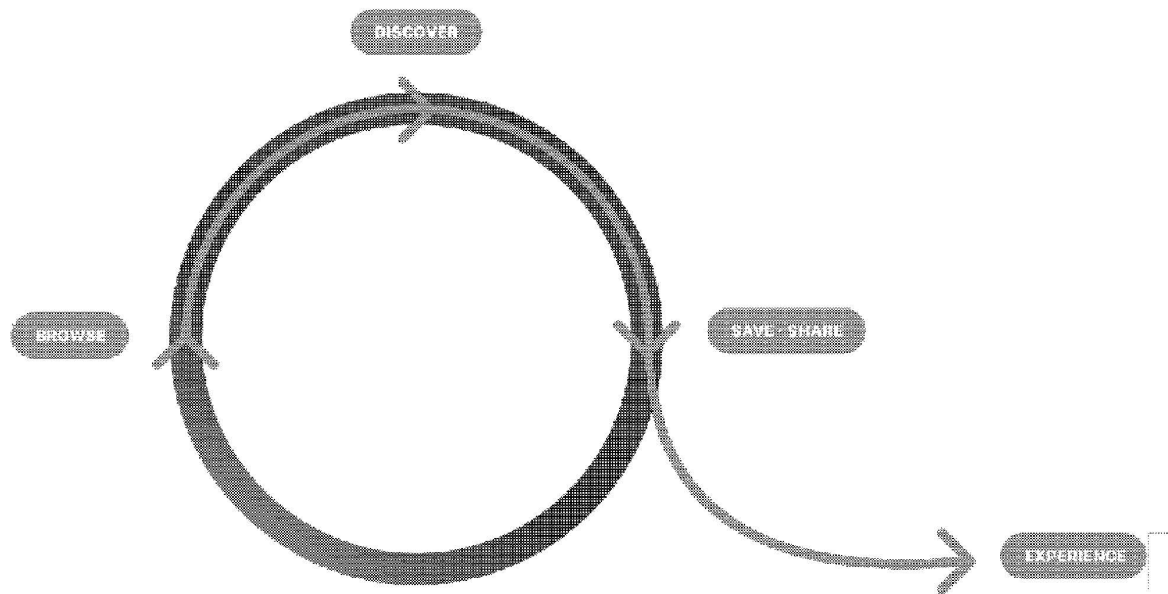


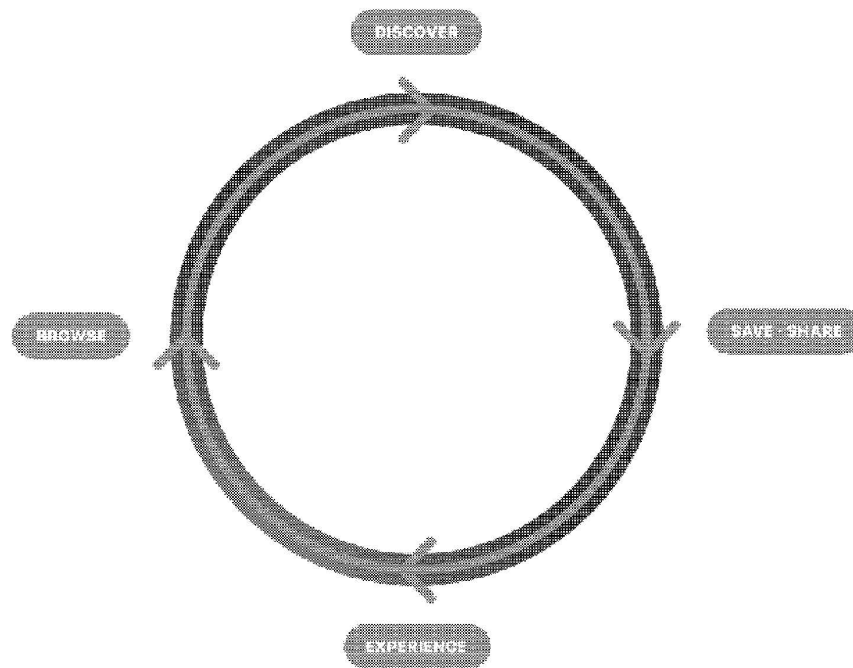
"Maybe **making me a better person**, helping me **achieve certain goals**. [Now] It kind of feels like purely entertainment or instant gratification. There are cases where it's useful like if I'm planning a photo shoot I can use it to **research different locations** and what they look like at different times of day or seasons."

JOBS TO BE DONE

	When...	But ...	Help me...	So that...
Share Memories	After I had a great time with my friend and family in real life,	I am now away from them,	save our memories and allow us to interact again online,	so we can strengthen our relationships and feel connected.
Mastery & Self-improvement	I come to instagram for inspiration or things I'm interested in	run into irrelevant or objectionable content,	help me see only useful things that create value in real life	I feel my time is well spent.
Connect	When I feel lonely and want to connect to others,	my comments and likes are buried and fail to make connections	help me make meaningful connections,	I feel supported and connected.
Customized IG Experience	When I have tasks to accomplish in real life (e.g., sleeping, studying),	I need to use Instagram to catch up with my friends,	make Instagram more relevant and useful,	I can feel in control and accomplish my tasks.
Offline Together	When I find fun things to explore in real life on Instagram,	don't want to do it alone,	help me invite friends to explore these experiences together,	so we can spend quality time together doing meaningful activities instead of feeling isolated on our phones.

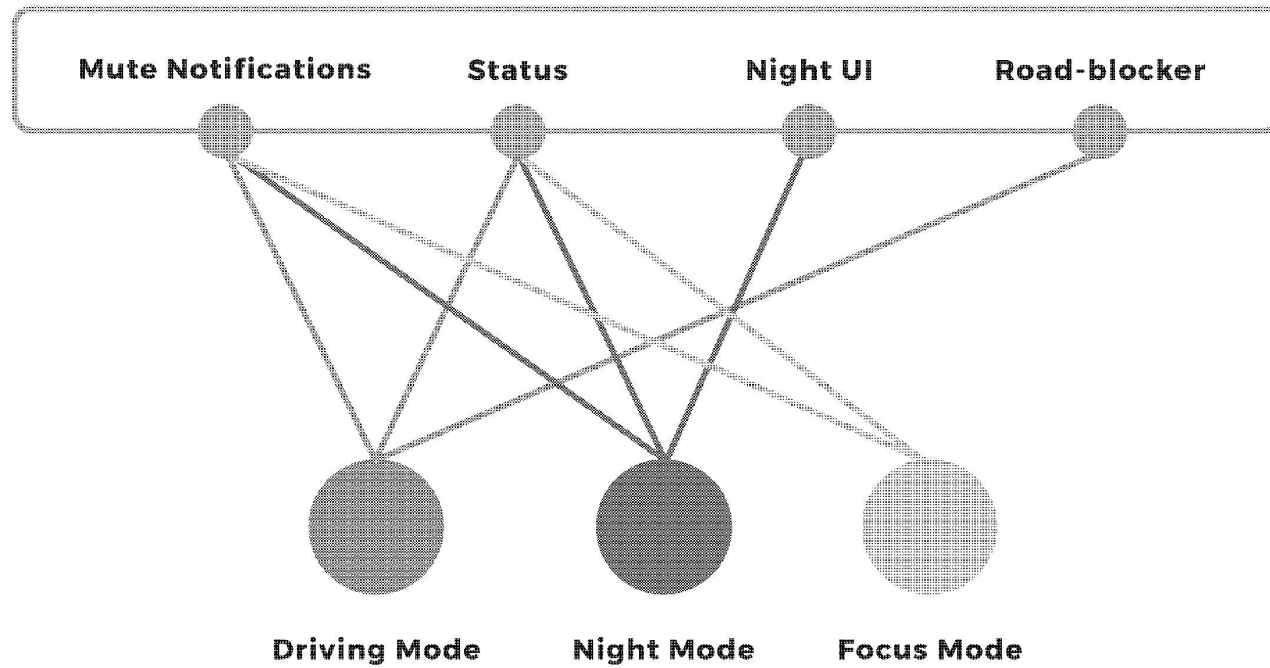
HOW MIGHT WE SOLVE THESE PROBLEMS?





JOBS TO BE DONE

	When...	But ...	Help me...	So that...
Driving	I am driving	my friends/connections are avoid using IG doing things on IG		I can focus on safely operating my car.
Night	...	...	...	...
Focus	...	...	...	...
Creative	...	...	...	...



CREATIVE MODE

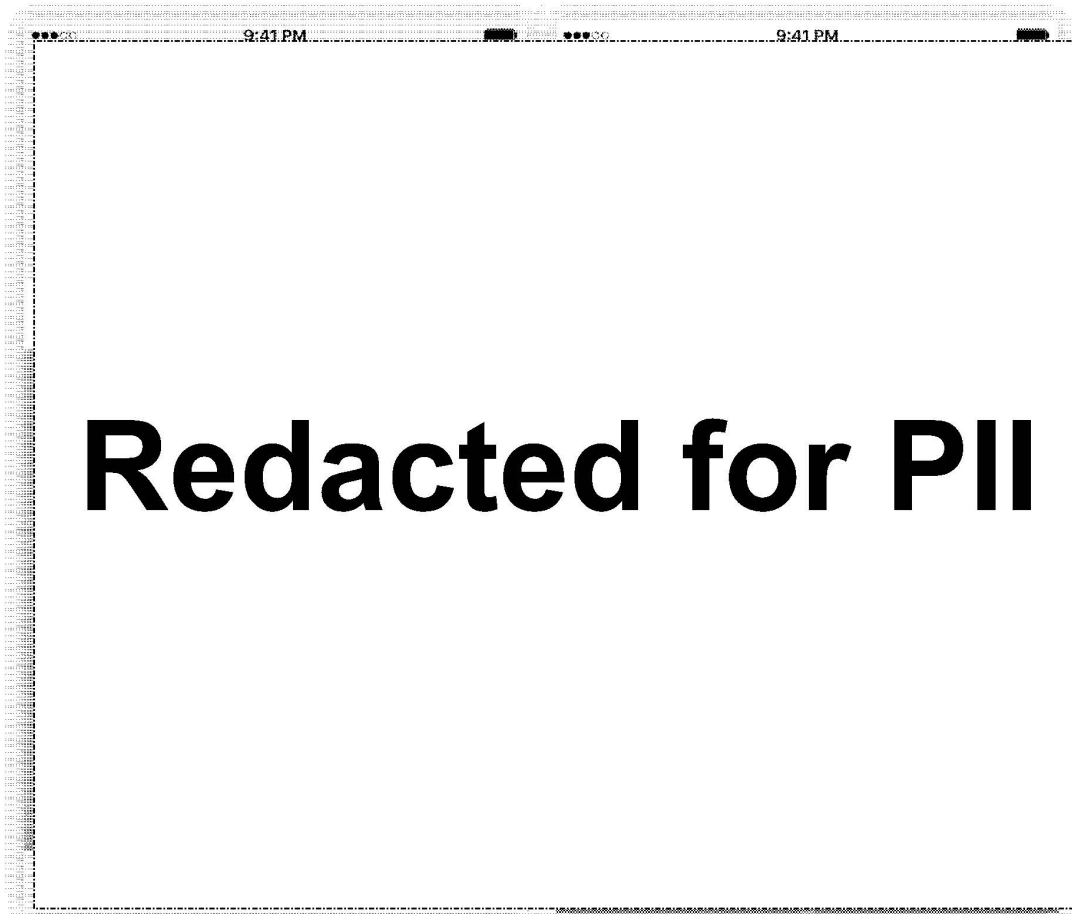
Self-initiated

Camera-first

Optional public status (Direct)

Redacted for PII

EASY ENTRY-POINT



Redacted for PII

HEALTHY TIPS

Increase control

Awareness

Redacted for PII



TL;DR: TIME SPENT VS. TIME WELL-SPENT

If we **reduce time spent**, we **may reduce both positive and negative feelings on Instagram**. We may or may not impact general well-being, depending on what people do when they are not using Instagram.

If we **increase time well spent**, we will likely **increase IG well-being**, and may increase general well-being.