

Message

From: Francie [REDACTED] [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 9/18/2008 6:06:41 PM
To: Chamath Palihapitiya ([REDACTED]@fb.com)
CC: Lisa [REDACTED]@fb.com]
Subject: RE: WEEKLY DATA TEAM MEETING - Dial In: 866-503-7933p7817471757
Attachments: Facebook_us_chamath.zip

Hi Chamath – here's the same .PPT I walked you through in case you want to follow along during the call. Will anyone else besides yourself be dialing in?

Thanks,
Francie



Facebook_us_ch...

-----Original Appointment-----

From: Lisa [REDACTED] **On Behalf Of** Chamath Palihapitiya
Sent: Friday, September 05, 2008 3:50 PM
To: Cameron [REDACTED]; Itamar [REDACTED]; Ding [REDACTED]; Roddy [REDACTED]; Rupen [REDACTED]; Danny [REDACTED]; Venky [REDACTED]; Ravi [REDACTED]; Zheng [REDACTED]; Alex [REDACTED]; Thomas [REDACTED]; Francie [REDACTED]; Jonathan [REDACTED]; Vaishnavi [REDACTED]; Chamath Palihapitiya
Subject: WEEKLY DATA TEAM MEETING - Dial In: 866-503-7933p7817471757
When: Thursday, September 18, 2008 11:30 AM-12:30 PM (GMT-08:00) Pacific Time (US & Canada).
Where: 285 - 4th Fl Green - Dial in below

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Where: 285 - 4th Fl Green - Dial in below

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Dial In: 866-503-7933
Internat'l: 480-366-1682
Passcode: 7817471757
Chamath is host

Francie to present

Chamath will be dialing in due to a speaking engagement.

CONFIDENTIAL
CONFIDENTIAL

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METANMAG-011-01396186
PLTF EX-01664_0001

PLTF EX
PLTF EX-01664

facebook

What is Market Research?

Francie [REDACTED]
September 2008

Internal report

Market Research defined

Market Research is the systematic gathering, recording, and analyzing of data with respect to a particular market, where market refers to a specific customer group in a specific geographic area.

- American Marketing Association

Market research is the process of designing, gathering, analyzing and reporting information that may be used to solve a specific marketing problem.

facebook

Facebook Evolutionaries

Growth recommendations

Francie [REDACTED] & CMI
September 2008

Internal report

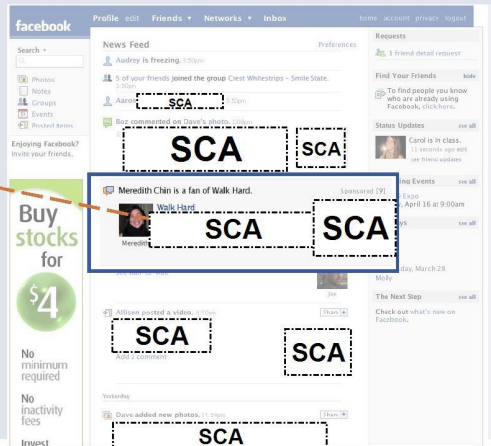
Agenda

- 1 Study objectives and methodology
- 2 Acquisition: the Facebook brand
- 3 Activation: user motivations
- 4 Engagement: usage
- 5 Virality: social currency

Study objectives

Bring our Facebook audience to life for our marketers

- Create engaging marketing campaigns
- Create a better experience for our users



Marketing 101: It's really all about understand the users mindset and hitting them with the right message at the right time

Approach defined

This is a three phased research project:

- Phase I – understanding behavior, interests, activities
- Phase II – understanding attitudes, influence, satisfaction
- Phase III – getting at the heart of users mindsets, life stages

Qualitative + Quantitative

US

Phase I Methodology

Mix of behavioral and self-reported data

- Internal data = 10% random sample of active US IP users
- External data = comScore US behavioral panel; Nielsen's US survey panel
- Segmented users based on advertising standards of age and gender

facebook

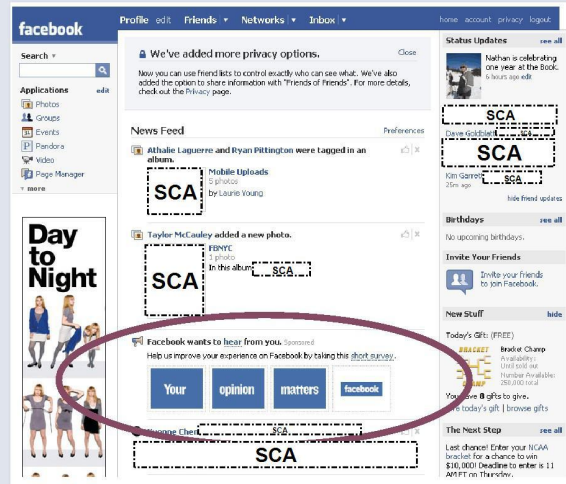
comScore
Media Metrix

Nielsen//NetRatings @Plan

Phase II Methodology

Solicited users feedback
via branded sponsored ad

- U.S. only responses
- Fielded 3/19 - 3/25/08
- 3.4% CTR, n = 3,169
- Survey took 6 - 8 minutes to complete
- Caveats with survey methodology



The survey was conducted on Facebook via a branded sponsored story that appeared in a users newsfeed on their homepage. The survey ran for a period of a week during March 08. We received tremendous response to our survey receiving well over 18,000 global completes and a clickthrough rate of 3.4%.

As with any survey there are certain caveats that should be reiterated when reviewing results:

- Attitudinal surveys only show what users think they think and what they feel in the moment – many different factors could be influencing their opinions at any given time.
- Certain 'types' of users are more inclined to take surveys than others. Users that are passionate about a topic are more likely to take a survey than those that are blasé.

Why are we only testing Facebook users? What about users of other products and non-Facebook users?

- The goal of this study was to get an in-depth look at our current Facebook users, their attitudes, behavior to help marketers get a better understanding of who they are talking to with their brand messaging.
- In this survey we are asking about other uses of competitive products and in Phase I we observed their behavior on 3rd party sites.
- As of March 08 – there is a 50% overlap of Facebook users on MySpace in the U.S. according to comScore.

The US survey data is weighted by gender to mirror male/female distribution by each age segment. The survey was hosted by Infopoll.

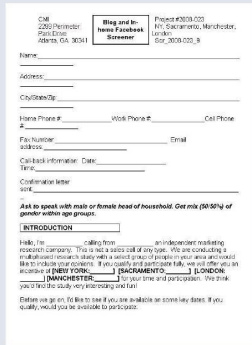
Phase III Methodology

CMI: Online journaling and in-home interviews

**Step 1:
32 Recruited
Nationwide**

**Step 2: Facebook
homework
assignments**

**Step 3:
12 In-home
interviews**



A recruitment screener form with fields for Name, Address, City/State/Zip, Home Phone #, Work Phone #, Cell Phone #, Fax Number, Email, and Date. It includes a section for 'Consent information' and a 'Confirmation letter' section. The form is titled 'Recruitment Screener' and includes a 'Blog and In-home Facebook' section.



Each respondent was recruited from a facility database and screened and qualified as:

Actively using Facebook

Ages 13-34: Visit Facebook at least three times a week

Ages 35+: Visit Facebook at least two times a week

Having been a Facebook member a minimum of two months

Having Internet access at home

Using the Internet for personal reasons a minimum of five hours a week

Being articulate and willing to participate

Meeting standard security screeners

2.5 weeks of homework assignments across all age groups and genders.

NOTE: qualitative research seeks to identify the range of opinions rather than the percent of people who have them and should not be considered statistically valid or projectable. It should be used to gather insight, provide direction, and clarify issues

Participants' personal Facebook profiles were visible to the moderator

All participants' study pages were saved as JPEGs

All in-home interviews were video- and audio-recorded and transcribed

All interviews were observed by Francie Soito of Facebook media research

Facebook Evolutionaries

Acquisition: the brand

Facebook users are loyal to the brand

Brand attributes

- Clean, not bombarded by ads
- Easy to navigate, user friendly
- Convenient, centralized contacts
- Less sleazy/skanky
- Secure
- Without Facebook they'd feel isolated
- Fun but not too serious
- Facebook is my gossiping friend
- Addicted – checking several times

Satisfaction, trust

- 75% - 90% satisfied with Facebook
- Younger audiences more satisfied
- More satisfied with YouTube
- Less satisfied with MySpace
- 80% have recommended Facebook and will in the future
- 45+ yr. more trusting with 50% providing their email compared to 25% for 13 – 17 yr.

Facebook vs. MySpace

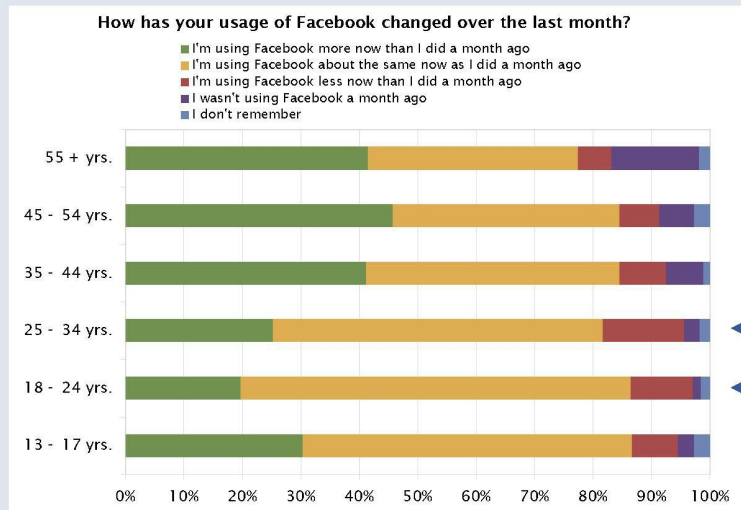
They describe its attributes in contrast to MySpace

Facebook.....	MySpace
...is about relationships	individuals
...facilitates social interaction	self-promotion
...looks clean	cluttered
...feels familiar and mainstream	edgy and exotic
...lets Users feel safe and secure	vulnerable
...Users are discreet	uninhibited
...sharing is selective	public and indiscriminate

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

18 – 34 decreasing their usage

Only 1 out of 5 18 – 24 yr. increased their usage



Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Risks: Brand not growing with audience

Danger of losing 18 – 24 as they transition to work



You mentioned that you're growing too old for Facebook – what could Facebook do to grow with you?

Work in the professional aspect... where I feel the time is justified...networking for jobs, looking at opportunities. I like having mentors on LinkedIn. I would be really interested if they migrated to Facebook. Probably not want one profile for both personal and professional – those worlds don't need to mix.

██████ 25 – 34 yr.
Sacramento (CA)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Banned at work

Stigmatized as younger

Less time for socializing

Other priorities demand time/attention

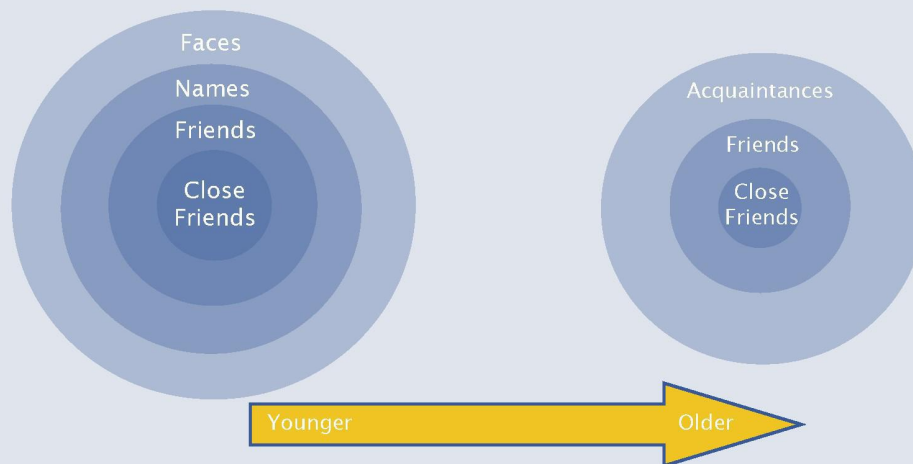
The more friends you have on FB – you lose track of who's on there you feel less comfortable sharing stuff

Stigma against being misconstrued as a 'teenager' by 18 – 24 – really look down on the 'high school' crowd. Younger audiences changing the atmosphere: He doesn't like that younger people are on FB – it's changed the level – types/nature of discussions changed. – ██████, 18 – 24 yr.

When ██████ was younger it was about popularity – being part of a group, having a lot of friends was a social status for some – a sign that they were popular. Easier to meet someone in real life.

Risks: Too many friends too soon

The more friends, the less you share



Data source: Facebook Phase III, self-reported homework assignments US only, April 08

As you get older – the quality of friendships become more important vs. quantity and popularity

Recommendations for acquisition

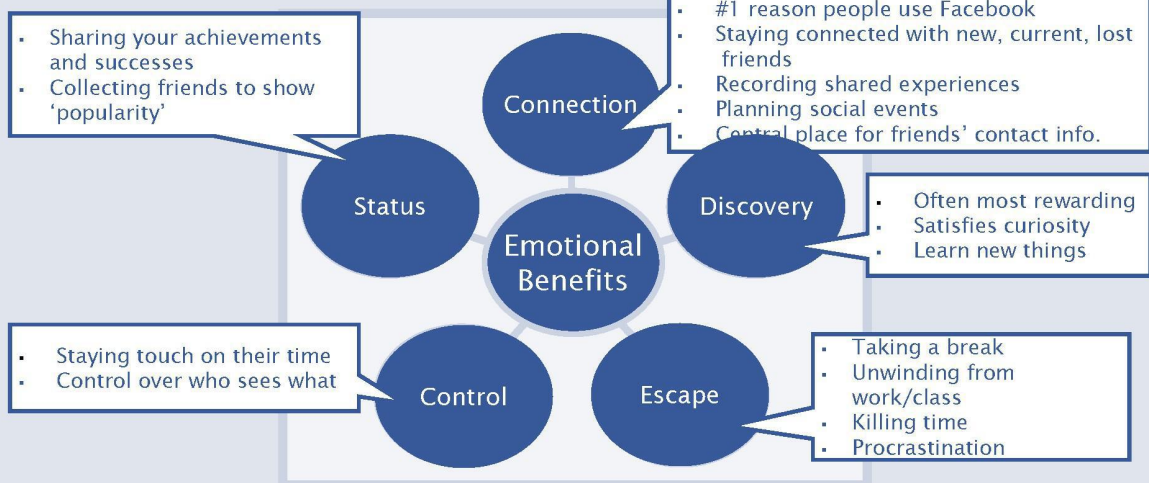
- Dispel 'college/high school' only stigma
- Allow for multiple distinct personas – one for personal, one for work
- Allow for segmentation of friends
- Partnerships with LinkedIn to import connections
- Facebook to create work-related applications, i.e., networking, keeping contacts updated, who's changing jobs, etc.
- Utilize brand attributes to appeal to older audience, i.e., convenient, easy, organize, quick, secure, on their time
- Leverage social network to let users share what they think of Facebook with each other

Facebook Evolutionaries

Activation: motivations

Facebook usage is emotionally-driven

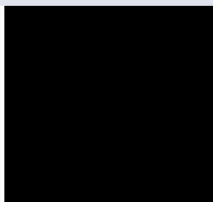
Five benefits underlie the many reasons users log in



Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Risks: Applications, user-education

Many users were confused about privacy settings

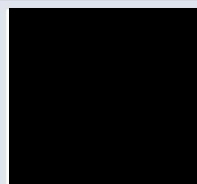


I am so anti-applications. I dislike the non-Facebook apps even more. They take up so much space and time. It's not original Facebook. Original Facebook is the photo albums, events, initial applications – once the Graffiti and Advanced stuff came up it got to be too much. Was originally using poke to add friends cuz I didn't know how to add friends initially.

██████, 18 – 24
New York (NY)

I *think* my profile is public to anybody.
They can see everything.

██████, 35 – 44
Sacramento (CA)



Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Most were unaware that they could show certain groups of people only certain aspects of their profile.

Recommendations for activation

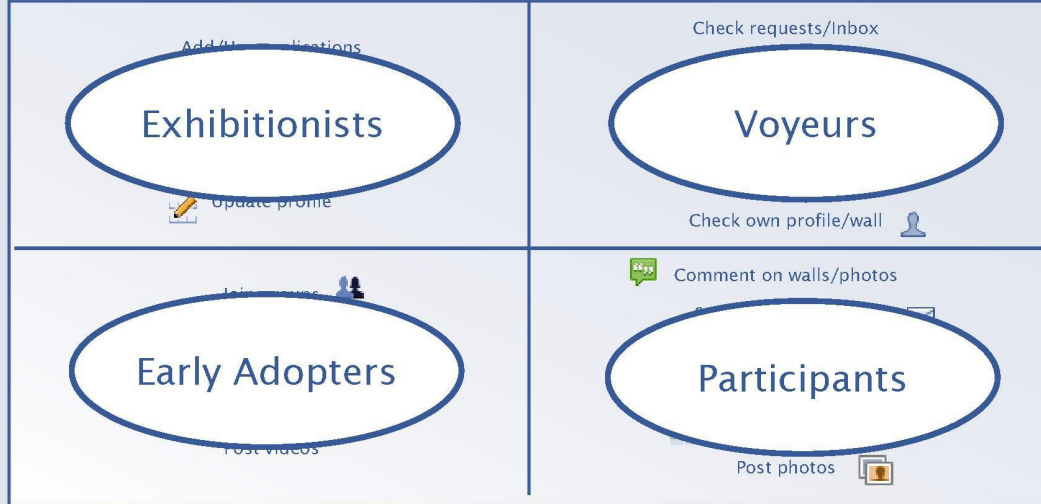
- Leverage social network: Build a Facebook application that allows users to highlight tips and tricks on how to use Facebook – written by users for users, “How to get the most out of Facebook”
- Make privacy settings more prominent on profiles – not just in options
- Help foster the 5 emotional motivations in marketing messages

Facebook Evolutionaries

Engagement: usage

Activities can indicate a user type

Four segments emerged based on user actions



Data source: Facebook Phase III self-reported homework assignments and survey US only, April 08

Comments on wall posts/photos - > 70% posted a message on someone's wall post in the past week

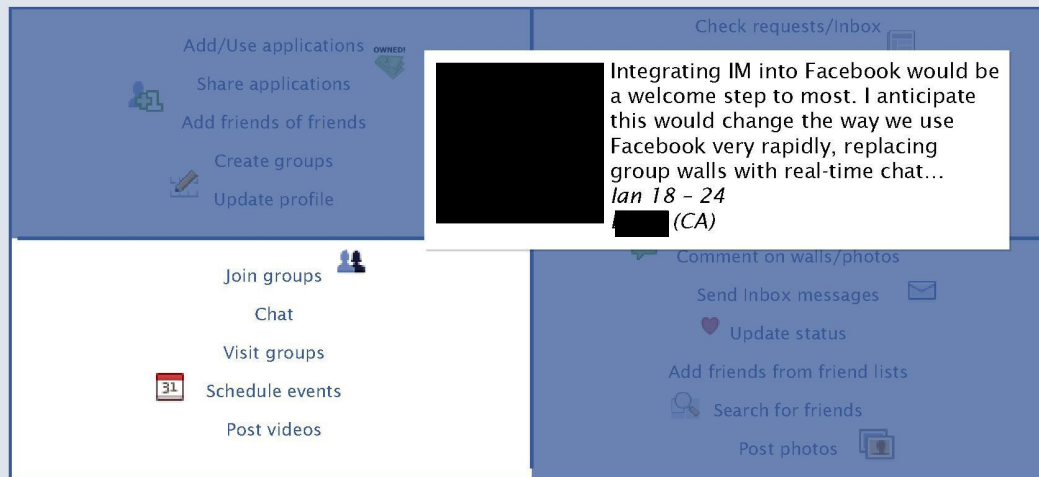
At least 1 out of 4 uploaded a photo on Facebook in the past week

2 out of 5 added an application to their profile in the past week

~ half updated their profile in the past week

Early adopters are receptive to new things

Potential group to tap into for beta tests

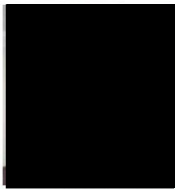


Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Voyeurs only *look*

All users frequently browse, but Voyeurs *only* look

Add/Use applications



I check to see if I have any messages or wall posts, then I generally check the feed to see if *anything "juicy" has gone on with any of my friends*. I usually check out pictures or new people that have been added on friends' accounts. I also tend to use it for *nosy purposes* with my boyfriend and best friends... just to see what they have been up to and such. I look at the profiles of close friends and those who tend to have tons of stuff going on.

 18 - 24
Folsom (CA)

Check requests/inbox

Read News Feed

View friends' profiles/friends

View photos/videos

Read walls

Check own profile/wall

Comment on walls/photos

Send inbox messages

Update status

Add friends from friend lists

Search for friends

Post photos

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Participants are selective in what they share

Participants are selective in how they extend selves



I like to share information with my friends on Facebook that is not very personal and just general knowledge about me and my life. It is *not a place that I like to brag about myself* and make somebody else feel bad about themselves.

 18 - 24
New York (NY)

- Check requests/Inbox
- Read News Feed
- View friends' profiles/friends
- View photos/videos
- Read walls
- Check own profile/wall
- Comment on walls/photos
- Send Inbox messages
- Update status
- Add friends from friend lists
- Search for friends
- Post photos

- Visit groups
- Schedule events
- Post videos

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Exhibitionists love to share themselves

Few admit they're Exhibitionists

OWNED!

- Add/Use applications
- Share applications
- Add friends of friends
- Create groups
- Update profile

Check requests/Inbox

Read News Feed

It's kind of embarrassing to admit, but I also use Facebook to be a *bit narcissistic*. Love *posting new photos of myself* and seeing what people think of them!

25 - 34
Toledo (OH)

I know people who use Facebook to live in glass houses so to speak. It seems like they particularly enjoy expressing themselves "publicly" (on the wall).

45+
Franklin (TN)

Comment on walls/photos

Box messages

ate status

from friend lists

for friends

Post photos

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Risks: One size fits all mentality

- Incorrectly labeling a user as unengaged based on passive vs. active activities
- Voyeurs are just as engaged, but their actions don't show it
- Exhibitionists turning Facebook into MySpace



MySpace is for a younger crowd who like to take pictures of themselves from weird angles. MySpace is more about yourself.
Facebook is for catching up, more grown up, college scene, *it's about you but it's also about networking with people that are in your life.*
[REDACTED] 18 - 24
Folsom (CA)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Exhibitionists, "it's all about me"

Recommendations for engagement

- Define standard way of measuring engagement that includes all 4 distinct user segments
- Need to look at timespent and sessions as a measure of engagement - not just actions
- Test ways to identify 4 segments based on usage
- Adjust newsfeed algorithm based on 4 segments needs
- Consider early adopters as beta testers, research panel
- Allow users to control 'exhibitionist' activity

Facebook Evolutionaries

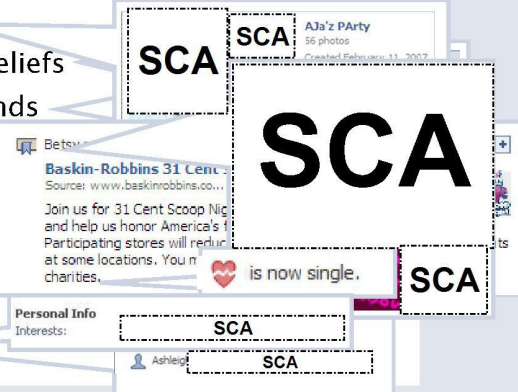
Virality: social currency

Facebook fosters *social currency*

Social currency are shared experiences or values

Social Currency

- Reminders of a shared experience
- Symbols for shared memberships or beliefs
- Ways to compete or compare with friends
- Anything funny—particularly inside jokes
- Information about social events
- Simple affirmations
- Gossip on common friends/acquaintances
- Status updates
- Interests



Data source: Facebook Phase III, self-reported homework assignments US only, April 08

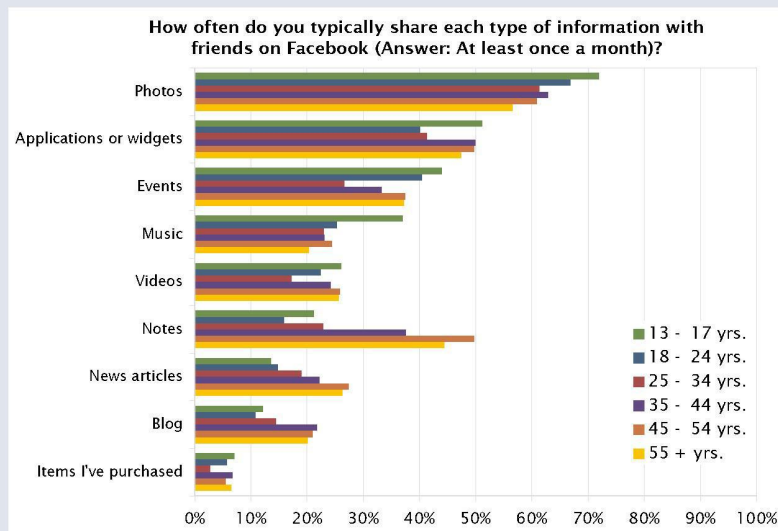
Facebook allows you to share and communicate things about yourself that you wouldn't otherwise have the ability to. Social currency is the common ground with which you make a connection. If you have similar interests, if you have the same values or if you think the same things are funny = these are all social currencies exchanged in the open market that Facebook provides.

It's really what they feel they want to share and talk about and Facebook provides that medium with which to do it

MARKETERS: develop content that serves as a form of social currency – this is the stuff they're sharing, these are the means by which they're sharing it, leverage this

Photos are the most popular social currency

Applications and events are the next most popular



Data source: Facebook Phase II, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Users can also influence through what they choose to share with their friends.
The younger audiences tend to share more music than the older audiences who tend to share more notes, news articles and blogs.
Marketers can leverage these mediums to pass along their content

Social currency enhances connections

By distributing what's relevant within their connections



I like to share information with *my friends on Facebook that is relevant to their lives in some way*. I often will come across something that I know pertains to an aspect in a certain friend's life in Facebook and always make sure to forward it over or jot them a note to let them know.

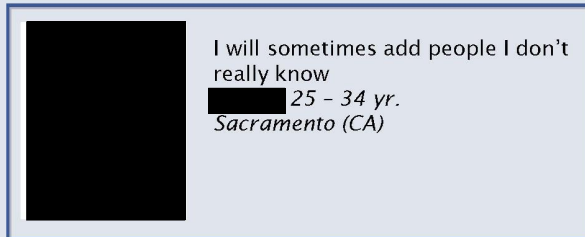
25-34
Toledo (OH)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

In exchanging 'social currency' users make stronger connections. The more you know about someone the closer you are going to feel to that person.

Risks: Overwhelming them with information

- Delicate balance between 'sharing' and 'spam'
- Don't really know all their connections



Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Impersonalness of applications that make them 'spam'.

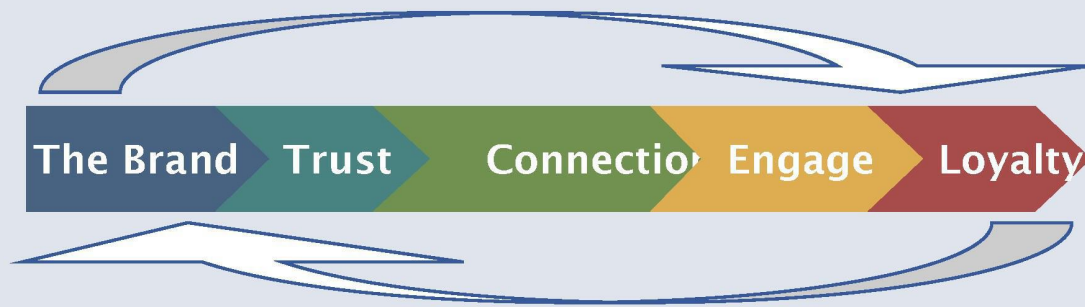
Recommendations for virality

- Provide more tools to help them share seamlessly
- Test out new iterations of the 'share' button
- Help them manage what is shared



- Improve engagement, satisfaction and loyalty & they'll continue to recommend Facebook to friends

The Facebook Ecosystem



Strong **brand** gets them in the door

Trust lets them share

The more they share the **stronger their connections** become

The stronger the connections **the more engaged**

The more engaged, the more they'll **recommend Facebook**

Market research

Market research center of excellence

- Develop center of excellence for entire company
- Drive company path and strategy
- Measure impact towards goal
- Ensure that every department gets *quality* research
- Minimize duplication of effort
- Provide career growth and mentoring
- Advocate the user
- Demonstrate the power of market research

How it could work



Each of these teams would fund a head into the centralized market research department to guarantee: 1) continued support when growth priorities change 2) growth team not responsible for headcount

Appendix

Phase III Methodology (cont'd)

- Participants represented a mix of age segments and gender.

	Sacramento (Blogs and In-Home)	New York (Blogs and In-Home)	US National (Blogs Only)	TOTAL
Ages 13-17	0	0	3	3
Ages 18-24	2	2	4	8
Ages 25-34	2	3	5	10
Ages 35-44	2	1	3	6
Ages 45+	0	0	5	5
TOTAL	6	6	20	32

Male/female in notes==mix of male and female

Sacramento	New York	U.S. National	TOTAL
Ages 13-17	0 0	3 (1M/2F)	3 (1M/2F)
Ages 18-24	2 (1M/1F)	2 (1M/1F)	4 (2M/2F) 8 (4M/4F)
Ages 25-34	2 (1M/1F)	3 (1M/2F)	5 (2M/3F) 10 (4M/6F)
Ages 35-44	2 (1M/1F)	1 (0M/1F)	3 (1M/2F) 6 (2M/4F)
Ages 45+	0 0	5 (2M/3F)	5 (2M/3F)
TOTAL	6 (3M/3F)	6 (2M/4F)	20 (8M/12F) 32 (13M/19F)

Phase III Assignments

Study Overview

Thank you very much for agreeing to participate in this study. Your thoughts, opinions and creative exercises will help me better understand who you are and what matters to you.

You'll be getting a total of four assignments to complete on a Facebook study page the next few weeks. The first two assignments are due before the second two so you won't have to complete all the assignments at once.

Read through each assignment, think it over, and then spend some time completing it over the next few days. Imagine that I'll never be able to sit down and talk to you in person, and that your responses will be the only means of helping me truly understand who you are. So, please be as thorough and as creative as you can to help bring your responses to life.

I encourage you to write or post as much as you want for each assignment. As long as you're addressing the topic and answering the questions, feel free to make the study page your own, and have it reflect your tastes and personality. I also encourage you to respond in writing or by using other creative expressions, like posting photos, images, videos, or links.

Keep in mind there are no right or wrong answers—just base your responses on your own opinions, thoughts, feelings, and observations.

I can't wait to get to know you, so good luck and have fun!

Best regards,

Ellen

Do's and Don'ts

While you are welcome to use any of your prior experience using Facebook to personalize your Facebook study page, please only use Advanced Wall or features or applications you are familiar with so that you do not accidentally delete or damage your posts or corrupt your study page.

The thought you put into your responses and the images you select are more important than whether or not your study page looks good. Don't worry about making it look perfect. Rather, focus on creating entries that accurately and descriptively convey who you are and your thoughts related to each assignment.

Do's

Please feel free to modify the following elements on your study page to better suit your own tastes or express who you are.

You may:

- Select new text colors and fonts for your Advanced Wall
- Include links to other Web sites
- Link to other sites and images on the Internet
- Upload your own photos or video
- Add or arrange applications

Don'ts

Modifying some page elements will interfere with my ability to review what you've written or could cause technical difficulties. Doing so may disqualify you from the study, keep you from receiving payment, or be in violation of your confidentiality agreement.

Please **do not**:

- Remove [REDACTED] from your friends list until the study is completed
- Remove the Advanced Wall application
- Publish your Facebook study page to the Internet

Phase III Assignments (cont'd)

- Modify *any* settings on your Facebook study page, including removing yourself as an administrator or inviting someone else to be a friend or administrator
- Share the assignments or responses with anyone outside the study

Before You Get Started

As a reminder, please be sure to:

- Upload a picture of yourself onto your study page by:
 1. Clicking on **Page Manager** in your applications list
 2. Clicking on **Pages** at the top of the light blue box
 3. Clicking on **View Page** underneath the name of your Facebook Study Page
 4. Clicking **Upload a picture** underneath the box with the question mark
 5. Clicking **Browse** to select an image or photo from its location on your computer
 6. Checking the box agreeing to the **Terms of Use**
 7. Clicking **Upload Picture**
 8. To view your changes, click on the name of your Facebook study page
- Complete your paragraph on how your friends would describe you by:
 1. Clicking on **Page Manager** in your applications list
 2. Clicking on **Pages** at the top of the light blue box
 3. Clicking on **View Page** underneath the name of your Facebook Study Page
 4. Clicking **edit** in the **Information** bar

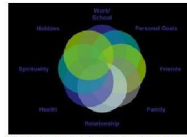
Phase III Assignments (cont'd)

5. Writing in the **box** labeled **Public Transit**

6. Clicking **Save Changes** To view your changes, click on the name of your Facebook study page.

Assignment 1: The Spheres in Your Life

Please tell (or show) me what things have been on your mind lately related to different spheres in your life.



Your responses for this assignment don't have to be long. I just want to get an idea of the different topics—both serious and not-so-serious—that tend to occupy your thoughts. Thinking about the following questions may help you complete the assignment.

Which three spheres are most important to you right now?

What is on your mind within each of those three spheres?

- Who or what matters to you in the sphere?
- What are you looking forward to?
- What's bothering you?
- What have you been enjoying?
- What changes or decisions are on the horizon in the sphere?
- What would you like to change within that sphere?
- What topics have you been looking into?

Phase III Assignments (cont'd)

Please post your responses using the Advanced Wall on your Facebook study page.

This assignment is due on Monday, April 7 at 11:30 PM.

Assignment 2: Communicating

I'd like to understand what methods of communication you choose to use for sending certain types of messages.



Please follow the directions from Part A, then answer the questions in Part B.

Part A: My Communications Journal

In any given day, you probably communicate with many different people many different ways to send many different types of messages.

For two days—starting from when you get up to when you go to bed each day, **please keep a journal of all the different ways you communicate with various people**—friends, family members, coworkers, classmates, etc. For each of those occasions, please record when, how, with whom you communicated and what you communicated, regardless of whether you reached out to them or they reached out to you. Please record details like:

- The approximate time of day
- The method of communication: e.g., instant message, phone call, voice mail, e-mail, text, Facebook wall post, blog post, a "poke," face-to-face, etc.
- The specific device you used (if applicable): e.g. home laptop computer, cell phone, etc.
- The person or people you communicated with and their relationship to you
- Where you were at the time

Phase III Assignments (cont'd)

- Reason for communicating

You will have many more journal entries, but some of them might look something like this:

- 8:30 AM Sent a text from my cell phone to my friend Jane to let her know I would be late without having to waste time explaining myself
- 5:00 PM Read my friend John's Facebook page and looked at his pictures from my laptop at home to see if he's been hanging out with my friend Jennifer since they met last week
- 6:30 PM Found a video on YouTube and e-mailed a link to my two best friends from my laptop at home because I knew they could relate to it and be entertained.

Please post your journal entries on the Advanced Wall on your Facebook study page. You can choose to create a separate wall post for each one, or list all your journal entries in a single wall post.

Part B: How and Why I Communicate the Way I Do

Whether you're very aware of it or not, you probably choose certain methods of communication for certain reasons or to communicate with certain people. For example, you may typically stay in touch with relatives who are not very good with computers by writing letters and sending them in the mail, but you may keep in touch with other relatives who use the Internet regularly via e-mail so you don't have to go to the trouble of writing and mailing a letter and can get messages to each other sooner.

Please look back at all your journal entries and try to get a sense of how and why you use different methods of communication, then **answer the questions below**. Please keep in mind all the communication methods you use, in addition to Facebook.

You can list your responses to each question, or you can write several paragraphs that address the questions out of order. You can also choose to use some other creative ways to convey your responses. You don't have to answer each question, as long as your responses give me a good

understanding of **how and why you use certain methods to communicate with certain people**.

Methods of Communication You Use

- What are all the different methods you use to communicate?
- What are the advantages and disadvantages of each?
- What communication methods do you seem to use most frequently? Least frequently?
- Why do you prefer some methods over others?

Who You Communicate With

- Who are all the different types of people you communicate with? How would you classify them?
- What methods of communication do you use for which type of people and why?
- How do you tend to communicate with people who...
 - ...are closest to you? (Who are the people closest to you?)
 - ...you're not as close to?
 - ...you see fairly regularly?
 - ...you don't see very often?
 - ...you have only met a few times?
 - ...you know through someone else but have never met in person?
 - ...you share an interest with but have never met in person?

Reasons for Communicating

- What are all the different reasons you communicate with people? E.g., Catch up with an old friend, share something interesting or funny, etc.
- What communication methods are most appropriate for each reason?
- What reasons for communicating do you enjoy the most?
- What do you enjoy about each of those reasons?
- How do you feel when you communicate with someone else for each of those reasons?

Phase III Assignments (cont'd)

Please post your thoughts on the Advanced Wall on your Facebook study page. You can choose to create a separate wall post for each question, or put all your responses in a single post.

This assignment is due on Thursday, April 10 at 11:30 PM.

Assignment 3: My Facebook Routine

I've seen a lot of terrific assignments, so thank you so much for all your thought and effort so far.

I want to get a good sense of how you usually use Facebook. Please think of all the different activities you do while on Facebook, then **describe your typical Facebook routine** in a few paragraphs or some other creative way. Please include things like:

- When and how often you go to Facebook
- How you access it and from where
- What you usually do when you're on Facebook—
- Where you go on Facebook
 - What you look at on your Facebook home page or profile
 - Whose profiles you look at and whose you don't
 - What you look at on your friends' profiles—Do you look at certain things on some friends' profiles and not others?
- What you do on Facebook
 - What you do on your Facebook home page or profile
 - How you interact with other people on Facebook
 - Who you interact with most on Facebook
 - What, if any, applications you use and how you use them
 - What changes, if any, you make on your Facebook profile
- Whether you use Facebook differently depending on the situation

Please post your response on the Advanced Wall on your Facebook study page.

This assignment is due on Tuesday, April 15 at 11:30 PM.

Assignment 4: My Relationship With Facebook

This last and final assignment is one of the most important, so please make your responses as thoughtful and as detailed as possible. Remember, there are no right or wrong answers.

Phase III Assignments (cont'd)

Please complete all of the following statements to help me understand the role Facebook plays in your life.

1. I would describe my relationship to Facebook as...
2. Using Facebook makes me feel...
3. If I couldn't use Facebook for a long time, I would feel...
4. Facebook is a good way for me to...
5. I primarily use Facebook to...
6. I also use Facebook to...
7. It's kind of embarrassing to admit, but I also use Facebook to...
8. I know people who use Facebook to...
9. Facebook is useful for finding out...
10. I most enjoy using Facebook to find out...
11. I like to share information with my friends on Facebook that is...
12. Facebook is useful for letting others know...
13. I post information and pictures on my Facebook profile that show that I am...
14. I think of my Facebook friends as people who...
15. I would say the different types of Facebook friends I have are...
16. I tend to send private messages to my Facebook friends that are...
17. I tend to post messages on my friends' Facebook profiles that are...
18. I tend to use applications on Facebook that...
19. I tend to ignore applications on Facebook that...
20. I tend to send my friends Facebook applications that...
21. I don't send my friends Facebook applications that...
22. I would describe the ads on Facebook as...
23. Compared to ads on other sites, the ads on Facebook are...
24. I started using Facebook because...
25. Compared to when I first started using Facebook, I now...
26. I often use Facebook instead of...
27. Before I used Facebook, I...

28. Facebook has changed the way I...

29. Compared to other methods of communication, Facebook is...
30. Compared to other Web sites similar to Facebook, Facebook...

Please post your responses on the Advanced Wall on your Facebook study page. You may want to copy and paste the text onto your Advanced Wall rather than typing it from scratch.

This assignment is due on Sunday, April 20 at 11:30 PM.

Phase III Assignments (cont'd)

Hi there,

I'm excited to meet you in person next week! You don't need to do anything to prepare ahead of time. My colleague, Francie, and I will just be asking you questions similar to some of the questions in the assignments so far.

If possible, it would be great for you to be able to log on to Facebook during our discussion so you could reference some of the things on your Facebook profile and study page. Also, we can interview wherever you want in your house, but we'll need to set up somewhere that's pretty well-lit and has an electrical outlet since we'll be videotaping the interview.

Thanks and I'll see you soon!

Hi everyone,

I've really enjoyed getting to know you through your assignments and appreciate all your time and effort.

As a reminder, please do not remove my profile from your Friends list until April 30 since I'll be in the process of writing my report. Even if you forget to remove me as a friend, my profile will disappear from your Friends list shortly after the end of the study so I will no longer be able to view your personal profile.

Since you've spent so much time on the assignments and have written a lot about yourselves, you may want to "keep" what you've written on your Study Page so you can look back on it in a few months or years.

If you DO want to hold onto your Study Page, you'll need to keep me in your friends list until I'm through writing my report, sometime in July. At that point, I will remove myself as an admin from your study page so the page is visible only to you. I'll send you a message at that time letting you know that I'm no longer an admin and that the page is all yours.

If you DO NOT want to hold onto your Study Page, just remove me from your Friends list AFTER April 30. If you remove me from your Friends list, I'll automatically delete your Study Page from Facebook.

I'm always disappointed to end a study after getting to know people from all over. Thanks for sharing so much about yourselves and your lives with me. It's been a pleasure and I hope you found the study to be as fun and interesting as I did!

Take care,



On the brand

Users connect with the brand

They distinguish it from other social networking sites



I love the layout. I think that Facebook is a lot *easier to navigate* and more *user-friendly* than other social networking sites. I like the amount of *white space* and *not being bombarded with stimuli and advertisements* to win free ring tones by beating up Mike Tyson or identifying celebrities.

██████, 25 - 34
Nashville (TN)



Compared to other Web sites similar to Facebook, Facebook is *fairly clean and safe*. I like the safety factor a lot. It has a lot of *fun applications* that I haven't seen elsewhere, plus some pretty *nice groups*.

██████, 45+
Amelia (OH)



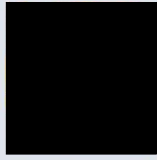
Compared to other Web sites similar to Facebook, Facebook is *less sleazy/skanky*, I think. I don't have a MySpace, and I never got one because I have seen my friends' and my husband's pages. I don't like the ads, I don't like the apparent sleaziness of it. It seems like a hook-up space—"hi, I'm naked, come see me!" Ew, gross.

██████, 35 - 44
Sacramento (CA)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

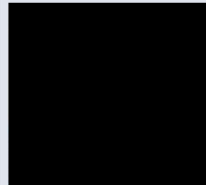
User affinity for Facebook is high

Users react strongly to the idea of not using it



If I couldn't use Facebook for a long time, I would feel like *I've lost a friend* that I talk to daily.

13 - 17
Louisville (KY)



If I couldn't use Facebook for a long time, I would feel bereft! I would feel *solitary and isolated*. I'm afraid I might even feel a bit rejected - although to write that out feels pretty unbalanced.

45+
Columbus (OH)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Users value more than the site's utility

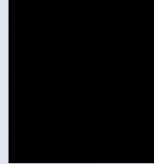
They enjoy the unique atmosphere and experience



My relationship with Facebook is *fun but not too serious*. Using Facebook makes me feel a bit *younger* than I am.
[REDACTED], 35 – 44
East Brunswick (NJ)



I would describe my relationship to Facebook as a relationship between *gossiping friends* :) We don't always talk—but when we do I'm bound to find out something interesting.
[REDACTED], 25 – 34
Roanoke (VA)

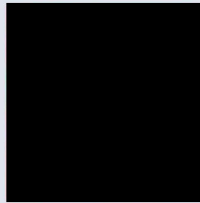


I would describe my relationship to Facebook as *adventurous, educational, relaxing* and plain ole *exciting* at times.
[REDACTED], 35 – 44
Greenville (KY)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Users are addicted to Facebook

Facebook is an integral part of their everyday lives



I am kind of addicted to checking my Facebook account. I usually check it 3, 4, 5 to 10 times per day. I find myself *feeling an urge to check my account every hour* at work to see what is going on or if someone has written me, accepted my friend request, etc. *I hate the feeling of not knowing what is going on or missing out on something.*

██████, 25 - 34
Nashville (TN)



Facebook is literally the *first thing I do* when I get on my computer in the morning and the *last thing I look at before I go to bed*. I also check Facebook at least three other times during the day.

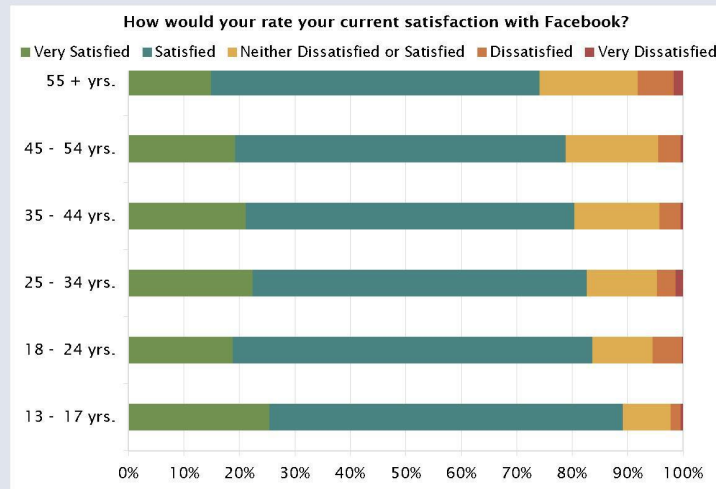
██████, 18 - 24
Fort Collins (CO)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Users are also very loyal to Facebook. From our Phase II study, over 80% have recommended Facebook in the past and over 80% will continue to recommend Facebook in the future.

75% - 90% are satisfied with Facebook

Younger audiences slightly more satisfied with Facebook



facebook

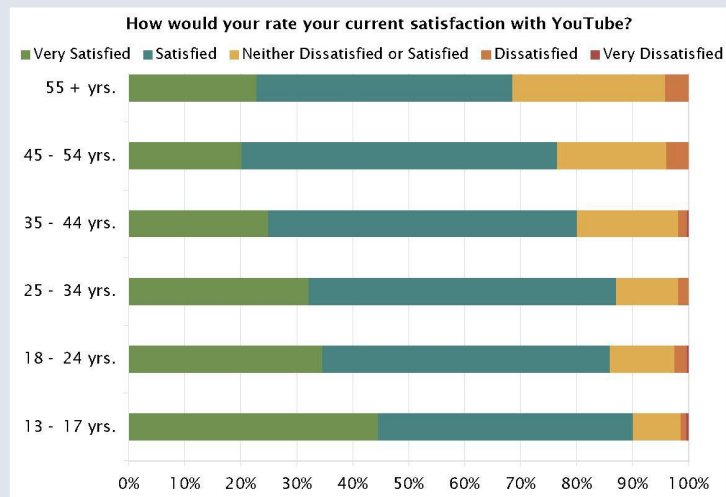
Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

These numbers are almost identical to YouTube with the exception of a larger 'dissatisfied' audience on Facebook than on YouTube.

Compared to MySpace, Facebook has more overall satisfaction..

Users are very satisfied with YouTube

The younger audiences are more satisfied with YouTube



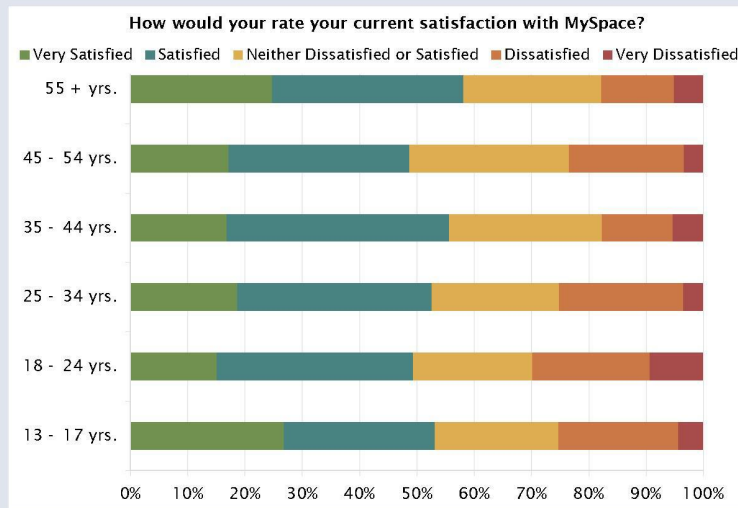
Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

The younger audiences are slightly more satisfied with YouTube than the older audiences.

Note: Only users who stated that they have used YouTube in the last week were shown this question.

About half are satisfied with MySpace

18 - 24 yr. slightly less satisfied than other segments



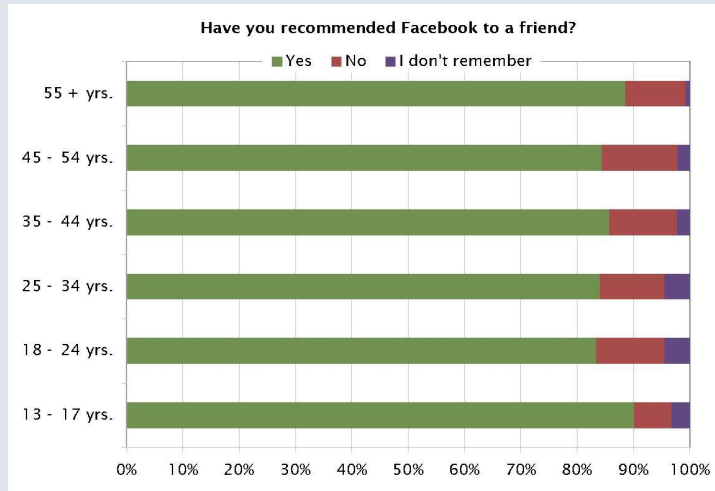
Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

The level of satisfaction with MySpace doesn't vary greatly across the different age segments. A slightly higher proportion of 55+ yr. are satisfied than the younger audience segments. The 18 - 24 yr. segment are slightly less satisfied and more dissatisfied with MySpace than the remaining segments.

Note: Only users who stated that they have used MySpace in the last week were shown this question.

More than 80% recommend Facebook

> 4 out of 5 have recommended Facebook to a friend

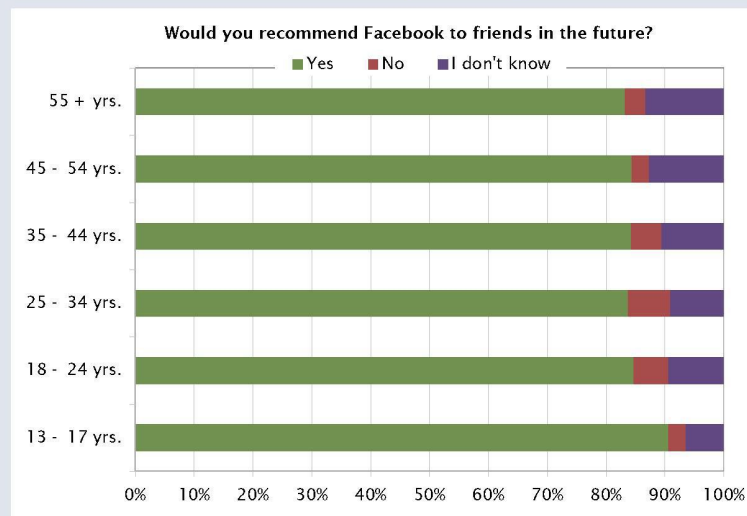


Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Recommending a product or service to a friend is a sign of loyalty and satisfaction with the brand. The fact that over 80% of have recommended Facebook to a friend shows that 1) the Facebook brand resonates with 2) have influence over which social networks their friends should join.

Majority would recommend in future

Slightly higher for 13 - 17 yr. segment

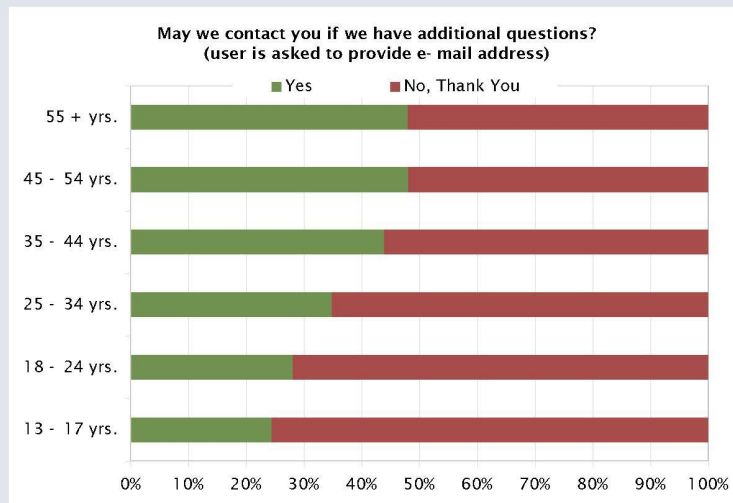


Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Not only have they already recommended friends to Facebook, but they will continue to recommend Facebook in the future.

Older audiences more trusting

50% of 45+ yr. trusted Facebook enough to provide e-mail



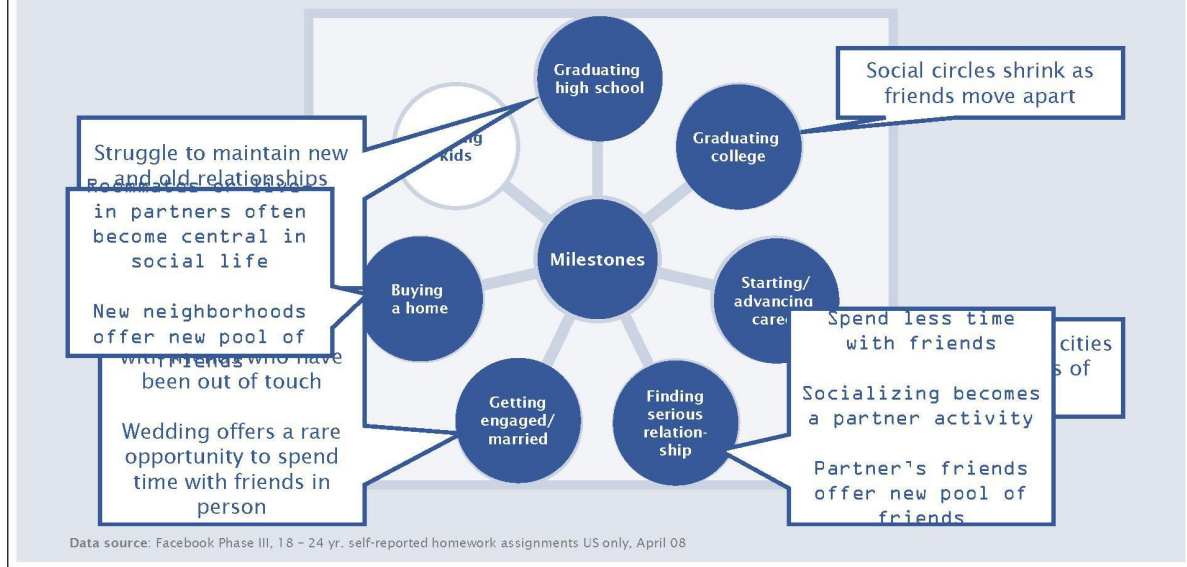
Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Asking users for their e-mail as part of their survey is a way to measure their trust with Facebook. About 50% of the 45+ yr.segment agreed to provide us with this information compared to a third or less for the 13 – 34 yr. segments.

Motivations

Life stage affects priorities

Maintaining relationships becomes increasingly difficult



18 - 24 yr. spheres are graduating high school - starting/advancing in career
25 - 34 yr. are finding relationships - buying a home

Friends compete against school, work, family

What's important to 18 – 34 yr.				
	Friends	School/Work	Relationship	Family
	• Spending as much time with friends as possible • Figuring out who real friends are • Making new friends • Maintaining <u>quality</u> friendships • Finding time for friends between career and relationship • Weighing career moves with nearby friendships	• Getting good grades and graduating • Finding the ideal major/job/career • Figuring out next step to take in life • Finding happiness • Becoming financially secure	• Dating • Enjoying new and serious relationships • Dealing with relationship stress • Making long-term plans • Getting married	• Not losing touch with family • Health of family • Growing closer to family
				Health
				• Getting fit, or staying active • Achieving healthy body, mind, spirit

Data source: Facebook Phase III, 18 – 24 yr. self-reported homework assignments US only, April 08

Connection is a key benefit to many

Users value connecting despite distance or time



35-44, New York (NY)

I read friends' mini feeds to see what's going on in their lives, I look at their photos, I check out any party invitations that they may have. This allows me to feel more connected to my friends and our community.



25-34, Toledo (OH)

Using Facebook makes me feel connected. I love knowing that at any time I can check in with people that I, under other circumstances, may not contact by other means. It can be a bit strange and awkward to call an old friend out of the blue that you haven't spoken to in some time, but it is so easy to just pop on to their personal Facebook page and see what they have been up to, leave a comment or message on their wall and let them know that I have been thinking about them.



Discovery is often the most rewarding

Users love finding out things they otherwise couldn't



25-34, New York (NY)

I also use Facebook to sometimes checkout girls' profiles who I've just met to find out a little bit more about them.



18-24, New York (NY)

Facebook is useful for finding out what people ended making out of themselves after middle school and high school. I use [it] to look for girls I use to have crushes on and see if they got fat or ugly.

Escape is a key benefit at certain times

Some use Facebook to relieve stress and boredom



18-24, Folsom (CA)

Facebook...is great when I'm bored. I often use Facebook instead of doing homework or other assignments. It makes me procrastinate like NOTHING else.



25-34, St. Louis (MO)

I use Facebook as a means to kill time and casually see what other people are up to. Using Facebook makes me feel relaxed.

Control is a critical, unique benefit

It is why many choose Facebook over competitors



18-24, Fort Collins (CO)

I love that it has security features so not everyone can view my profile.

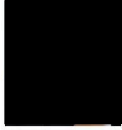


18-24, Dallas (TX)

I can post pictures from a trip on my profile page and people can look at them if they want or not. It's a no-pressure way to stay in touch with people as much or as little as you like.

Status is a benefit few admit seeking

Users say it drives some of their friends



18-24, Dallas (TX)

It's amazing how some people post some things just to fulfill that need to be known. I think this whole on-line blogging and posting and self-revealment [sic] just shows how people need other people in their lives and how we all need to have that feeling of being fully known by another human being.



35-44, East Brunswick (NJ)

I post information and pictures on my Facebook profile that shows I am an educated and interesting person who has a lot of friends.

Users value more than its utility

The Facebook mood differs from those of other sites

While on Facebook, the user mindset is...

...lighthearted  serious

...mischievous  mean or nasty

...relaxed  productive

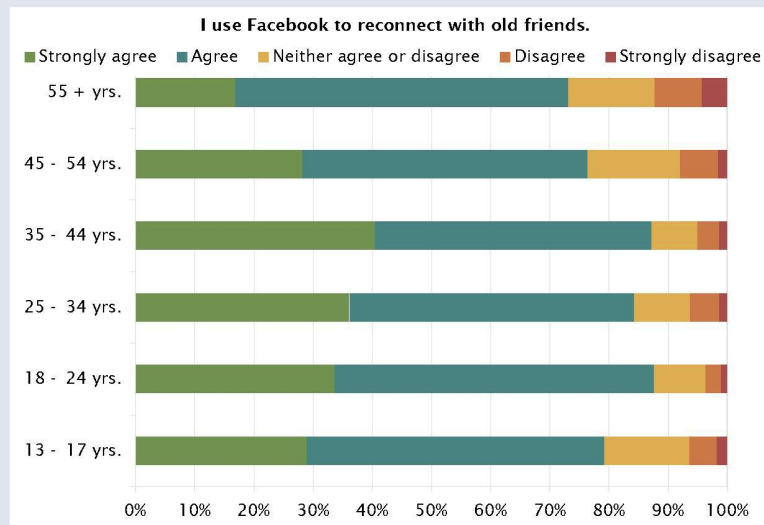
...convivial  pretentious or exclusive

...modest  exhibitionistic

...silly and nosy  sophisticated or mature

Facebook helps reconnect old friends

~ 80% of use Facebook to reconnect with old friends

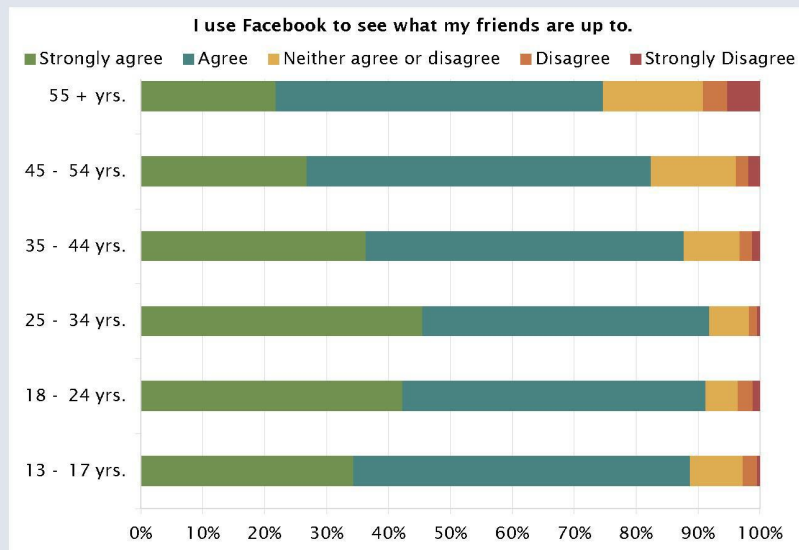


Data source: Facebook Phase II, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

are using Facebook to reconnect with old friends – more so than meeting new friends.

Facebook helps users keep track of friends

> 90% use Facebook to see what their friends are up to

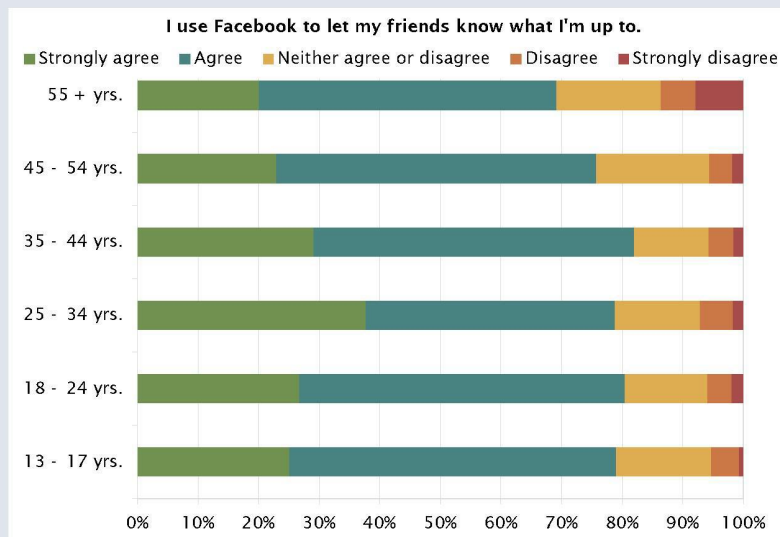


Data source: Facebook Phase II, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Facebook is about staying connected and seeing what friends are doing. This is especially true for the < 45 yr. segments.

and let friends know what they're up to

80% use Facebook to let their friends know what they're up to

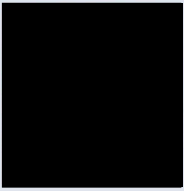


Data source: Facebook Phase II, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

..as well as letting your friends know what you're up to. Approximately 80% of 13 - 44 yr. segment and 70% - 75% of the 45+ audience use Facebook to stay connected with their friends.

They depend on Facebook to socialize

It is often a tool for managing their social life



I love the Group and Events applications. I think that they are a good way to meet people that you don't know who have the similar interests. The Events applications is phenomenal. I like the RSVP features. I send out a monthly invitation for a wine tasting to all of my friends. I am also able to look at what events my friends are attending or hosting so that I can invite myself to them.

Facebook is definitely a one-stop-shop for socializing online.

██████, 25-34
Nashville (TN)



I use Facebook to meet new friends and for trying new ideas. [It] is useful for letting others know what projects I'm working on or what ones I've completed...and for finding out information on health conditions and connecting to groups and organizations on line. I most enjoy using Facebook to find out what other quilters are doing. You can even use it to help donate to organizations like the American Heart and Lung Association.

██████, 35 - 44
Greenville (KY)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

'Check out what events my friends are hosting and invite myself'

This guy might not have as active as a social life if it weren't for Facebook

Many use Facebook for entertainment

It is more personally relevant than other forms



It's kind of embarrassing to admit, but I also use Facebook to *play silly games* sometimes like Oregon Trail. It makes me think of my childhood and how I used to be.

██████, 18 - 24
Fort Collins (CO)



██████ 35-44, Greenville (KY)

I not only use it to communicate with friends I also use it watch items on eBay that I'm currently bidding on or waiting to bid on.... Facebook is a good way for me to meet people, read about crafts that interest me, play puzzles and work with my pictures in new and interesting ways.

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

How I use Facebook

18 - 24

Question: What is your Facebook routine?

Answer: A typical Facebook login for me consists of checking my wall for updates, reading messages that friends have sent me and responding, checking friend's recent albums, updating my own albums, and just randomly clicking on friend's profiles as the time ticks away and I do not even realize how much time I am spending getting lost in this *virtual yearbook*. The people I generally look at are my best friends. If I went out with a friend the weekend before I would be more inclined to look at her profile to see if she added the pictures that we took over the weekend and maybe to write on her wall saying how much fun we had...

Question: If I couldn't use Facebook for a long time, I would feel ...

Answer: disconnected and uninformed. I like to stay informed about what's going on in my friends lives and see if any positive changes worth congratulating are posted. i.e. a new relationship, grad school, a new job

Question: Facebook is useful for letting others know ...

Answer: ... information about all of their friends, new applications, new products, new movies/TV shows, new music, new groups, etc.

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Q&A with user blue question, black answer text – no boxes

How I use Facebook

[REDACTED], 25 - 34

Question: What is your Facebook routine?

Answer: My Facebook account is strictly for staying in contact with old college friends...I see my interaction increasing as more friends join and I am more comfortable with the site.

Question: I think of my Facebook friends as people who...

Answer: know me from friends or classes but have met me in real life... I would say the different types of Facebook friends I have are ex's, classmates.

Question: I post information and pictures on my Facebook profile that show that I am ...

Answer: healthy and happy.

Question: I like to share information with my friends on Facebook that is...

Answer: relevant to keep them informed about my life.

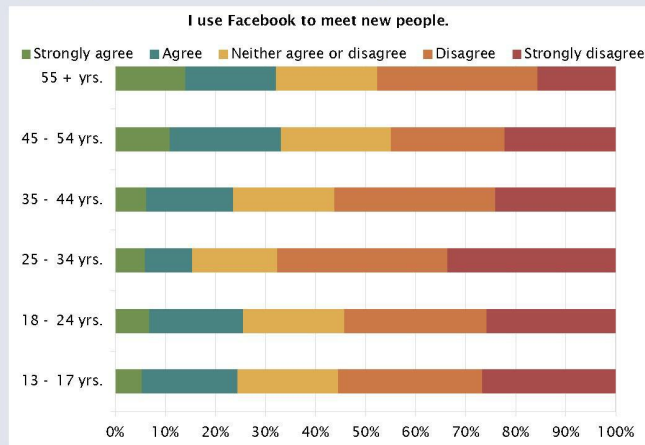
Data source: Facebook Phase III, self-reported homework assignments US only, April 08



Q&A with user blue question, black answer text – no boxes

Older segment use Facebook to meet new people

A larger proportion of 45+ yr. use Facebook to meet new people

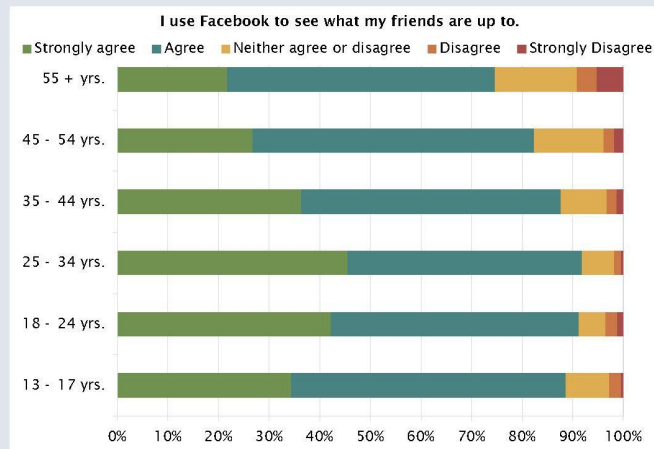


Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

About 1 out of 3 45+ yr. segment state that they use Facebook to meet new people compared to 1 out of 4 13 - 24 yr. and 35 - 44 yr. segments. Less than 20% of the 25 - 34 yr. segment use Facebook to meet new people.

Facebook helps users keep track of friends

~ 85% use Facebook to see what their friends are up to

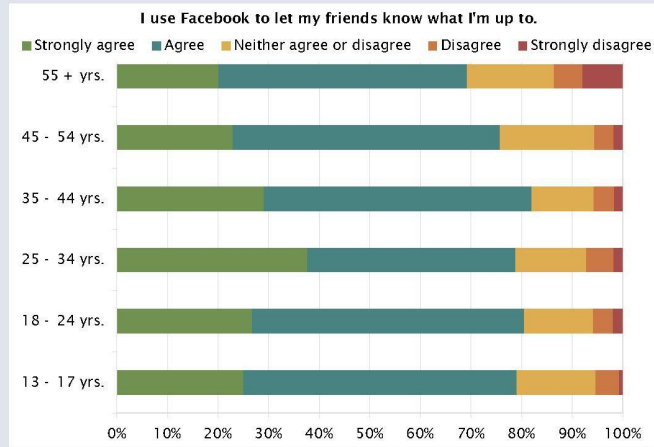


Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

Facebook is about staying connected and seeing what friends are doing. This is especially true for the < 45 yr. segments.

and let friends know what they're up to

~ 75% use Facebook to let their friends know what they're up to

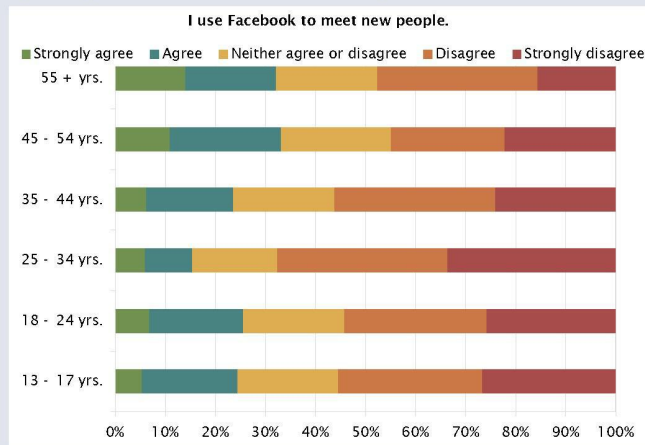


Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

..as well as letting your friends know what you're up to. Approximately 80% of 13 - 44 yr. segment and 70% - 75% of the 45+ audience use Facebook to stay connected with their friends.

Older segment use Facebook to meet new people

A larger proportion of 45+ yr. use Facebook to meet new people



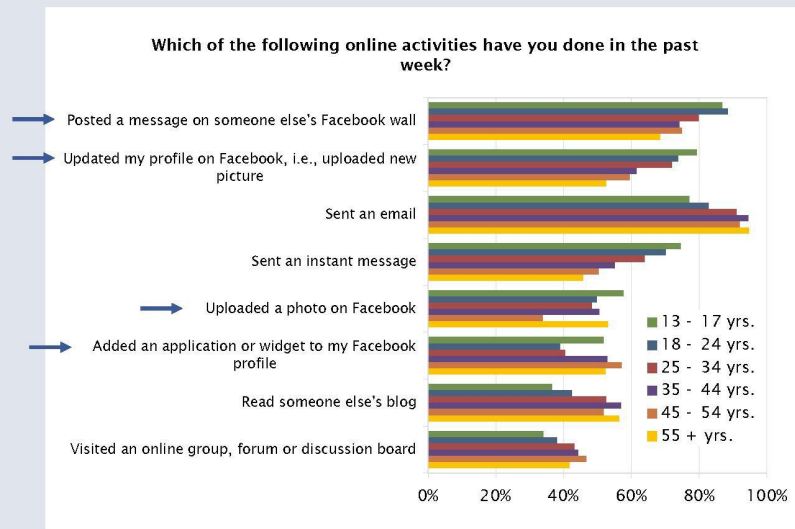
Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

About 1 out of 3 45+ yr. segment state that they use Facebook to meet new people compared to 1 out of 4 13 - 24 yr. and 35 - 44 yr. segments. Less than 20% of the 25 - 34 yr. segment use Facebook to meet new people.

Usage

Facebook users are heavy communicators

More than half wrote on someone's wall last week



Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

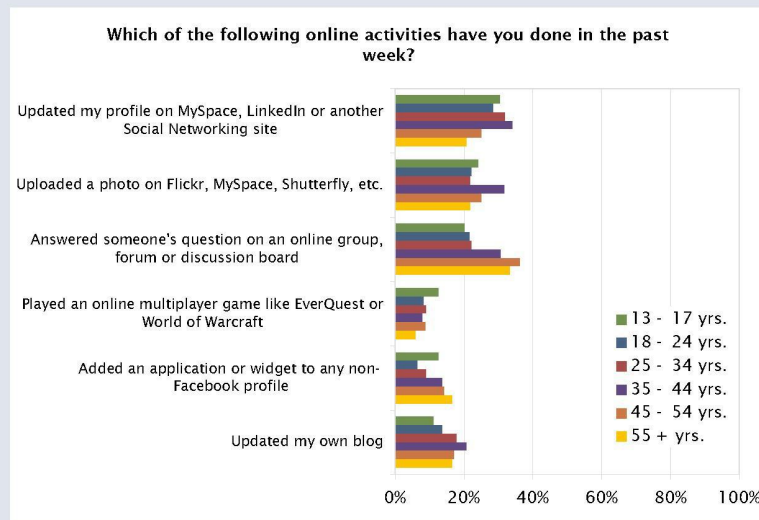
The younger audiences (< 35 yr.) tend to post messages and update their Facebook profiles more so than the older audiences (35+ yr.).

The older audiences tend to send more email than the younger audiences - ~ 90% of 55+ yr. compared to ~ 75% of the 13 - 17 yr. segment. And the younger audiences use Instant Messaging more so than the older audience.

What's interesting is to see how active the 55+ yr. segment is in comparison to the younger segments. Just as many 55+ yr. are uploading a photo on Facebook as 18 - 35 yr. More 55+ yr. are reading someone else's blogs and visiting online groups than the < 24 yr. segment. This could be an indication that the 55+ yr. crowd are early adopters.

They are active on other social networks

1 out of 3 13 - 44 yr. updated profile on another network



Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

The younger audiences 13 - 44 yr. are more active on other social networks than the 45+ yr. segment. About 1 out of 3 13 - 44 yr. updated their profile on another social network in the past week compared to 1 out of 4.5 for the 45+ yr. segment.

More than 30% of 35+ yr. answered someone else's question on an online group in the last week. This is significant because it illustrates a few key points: 1) they are active contributors to content in a social network 2) they feel knowledgeable and comfortable sharing their opinions on a given topic 3) by providing their opinions/answers they are also influencing the readers of that content.

Users usually have a Facebook routine



25-34, Toledo (OH)

Once I get on Facebook, I find myself checking the status lines of my friends to see how their days are going, looking at any new uploaded photos they may have, reading blogs and responding to new messages. If I have spare time for the day and am a bit on the bored side, I often browse through the pages of my friends to see if I know anyone that they have added that I didn't know had a page. I also browse through the local people to see if anyone peaks my interest.

On my homepage I check to see if there is any new requests that I should take care of, however I usually ignore the applications ones such as the plants and other things. I find them to just be annoying so I usually do not pay them any attention.

I look at the friends that I am closest to most often, but am sure to check in with all of my friends at least once every two weeks or so. Some friends I know don't get on their Facebook daily so I may not check them as often as I normally would.

I like to change my profile photo regularly and update my status everyday. I try to put something funny on my status if nothing important is going on in my life. At least I may make someone else laugh for a moment. I like to send messages to friends on my Facebook as well to let them know if I noticed something on their page or got a kick out of something they may have added to mine.

Routines and activities vary

Use depends on the individual and the situation



35-44, Greenville (KY)



Lord help us if my husband ever sees this study. I have him convinced that I hardly ever come up here except to check my email in the mornings. Okay I confess, I do check my email in the mornings but then I click on my favorites and stroll the mouse key down to Facebook. My morning coffee just wouldn't taste right without playing a morning puzzle game on Facebook.



18-24, Folsom (CA)

Depending on what is going on in life determines, most definitely, how I use Facebook. When I broke up with someone, I didn't want to log on and be up to date on their activities. Or when I am having a great social life I love to log on and talk to tons of people and upload all of my new pictures. It depends on what is going on in my life and how personal I feel like getting, and how much I want to know about others/have them know about me. It is definitely a very attached part of my social life and reflects that.





Impacting communication

What things do you do on Facebook that you wouldn't do elsewhere?

18 - 24 yr.

"It's kind of like finding out how you've been without having to ask them" - [REDACTED]

Facebook replaces other communication methods

For some, it replaces MySpace, e-mail, phone, snail-mail



I often use Facebook instead of MySpace, which I used for a short time but ultimately appeared too cluttered and lame. Also, instead of another photo-sharing or video-sharing site. Also...the phone. *Facebook has changed the way I organize parties, view photos/videos, keep in touch...*

█, 18-24
Davis (CA)



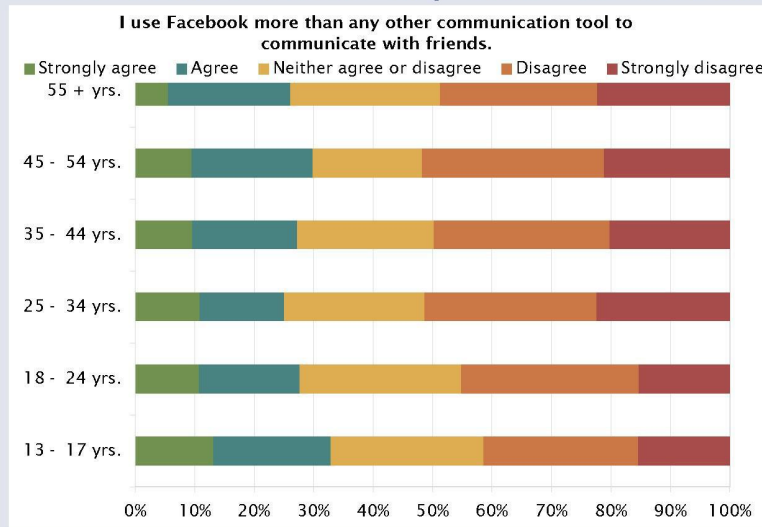
I often use Facebook instead of calling or writing a letter. Love how easy and manageable it is, and it is such a fast way to communicate as well. Before I used Facebook, I would use MySpace or have to send emails to a lot of people repeating the same things over and over again. That was a major misuse of my time to have to contact people individually.

█, 25-34
Toledo (OH)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

1 out of 4 use Facebook more than anything

25% use Facebook more than any other communication tool



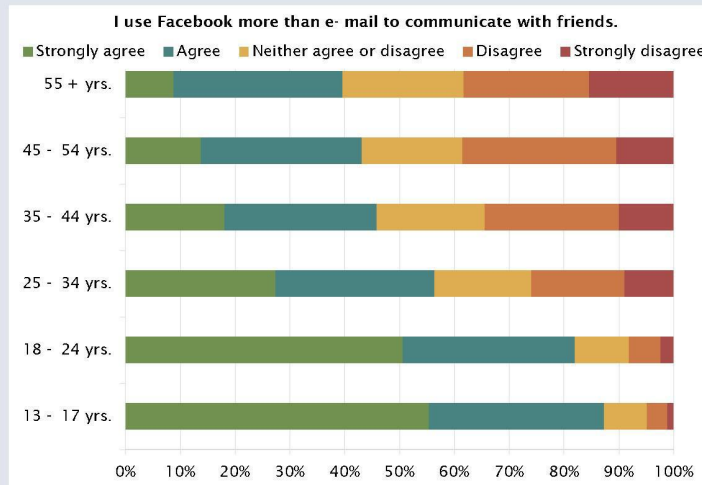
Data source: Facebook Phase II, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

1 out of 3 stated that they use Facebook to communicate with friends more than any other communication device.

The 34 and under audience segments use Facebook more than e-mail to communicate with friends and over a third of the entire US population uses Facebook even more than their cell phones to communicate with friends

Younger segment use Facebook more than e-mail

>80% of 18-24 yrs. use Facebook more than e-mail to communicate



Data source: Facebook segment, self-reported survey data conducted on Facebook, Mar.08, US only, n = 3,169

13 - 34 yr. segments use Facebook more than e-mail to communicate with friends.

What would you do if you couldn't use Facebook?

18 - 24 yr.

Before video plays: We asked [REDACTED] – what would your life be like if you didn't have Facebook – this was what he said:
Facebook enables Ian to get all of his information, news from his friends, pictures, events, playing scrabble all in one place.

Easy and quick method to get news out

Learning about things they wouldn't know otherwise



That is actually how I found out that one of my friends was pregnant. I heard about it on Facebook. Sometimes me and my friends get onto each other when we find something important about each other's lives through Facebook saying, "I had to find out you were engaged on Facebook! Why didn't you call me!?" *But i guess it's an easier method of getting the news out.* That way you don't have to call all your friends, you *just post it on Facebook and then everyone eventually finds out.*

██████, 18-24
Dallas (TX)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

Broadens their social circles

Allows users to keep tabs on outer circle of friends



Using Facebook makes me feel connected. I love knowing that at any time I can check in with people that I, under other circumstances, *may not contact by other means*. It can be a bit strange and awkward to call an old friend out of the blue that you haven't spoken to in some time, but it is so easy to just pop on to their personal Facebook page and see what they have been up to, leave a comment or message on their wall and let them know that I have been thinking about them.

25-34
Toledo (OH)



For my good friends it's another way to connect, but *for my acquaintances, it's the best because it's an intimate glimpse into their lives without feeling intrusive* or having to call them all the time when we're just not that close and don't need to be. But [it is] much more personal than say, reunion.com, and a much younger crowd!

25-34
New Haven (CT)

Data source: Facebook Phase III, self-reported homework assignments US only, April 08

These are people that they'd LIKE to have a relationship with but can't through traditional means because it takes up too much of their time and energy. Facebook provides them with an opportunity to not lose touch with these circle of friends.

On community

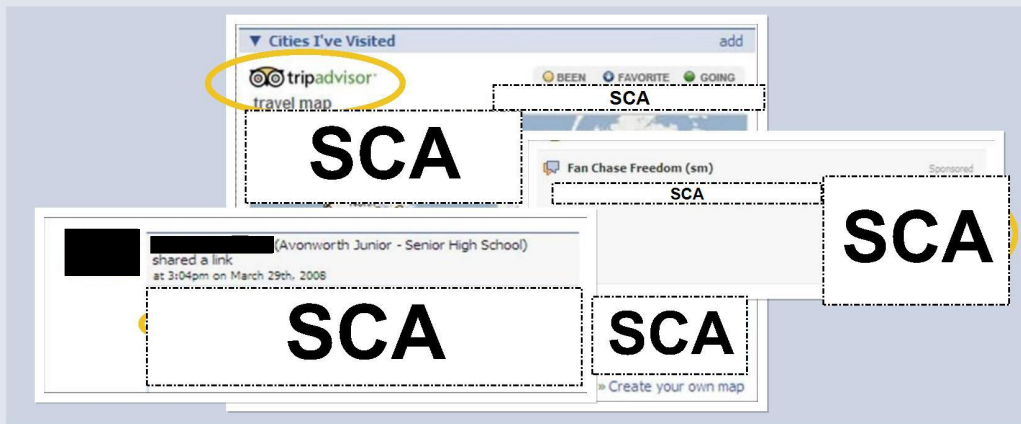
25 – 34 yr.

Facebook has enabled [REDACTED] to create a 'community' of her friends and people she knows and trusts which allows her to communicate in ways that she wouldn't have been able to or wouldn't feel comfortable doing otherwise.

On advertising

Commercial content spreads unawares

Many don't realize viral ads are on their own profile



Users do recall some ads as turn-offs

Poor ads are too dissonant, disruptive, or irrelevant



18-24, Davis (CA)

The ads on Facebook are mostly pretty good and non-intrusive, characteristic of the welcome visual cleanliness of the site. Well-placed and sometimes interesting enough for a click. However, I don't like the internet dating ads, they're kind of annoying and I see them all the time.



25-34, Nashville (TN)

I don't like the advertisement section. A lot of the advertisements are cheesy and seem like get quick rich schemes or a waste of time.



35-44, New York (NY)

I would describe the ads on Facebook as beneath my notice. [They] are geared towards people in their 20s.

However Users welcome ads on Facebook

They want to learn about new products on the site

 **25-34, Toledo (OH)**
I would describe the ads on Facebook as unintrusive. I don't really mind the ads at all. They do catch my eye and I pay attention to them, however I rarely find that they are interfering with anything that I am trying to do. I much appreciate that.

 **18-24 Los Angeles, (CA)**
I would describe the ads on Facebook as pointed and very strategically placed. I was impressed with the site's ability to intertwine marketing into the fabric of the Facebook experience.



They want integrated, custom ads

The ideal ad would fit Facebook and who they are

Qualities of Users' Ideal Facebook Ad

- Compatible with Facebook's brand attributes
- Resonant with the User Mindset while on Facebook
- Seamless alignment with User's activities on Facebook
- Personalized according to interests, geography

Summary and recommendations

Tone, Look, and Feel

- Develop a tone, look, and feel that aligns with Facebook's brand attributes and the User Mindset

Brand Attributes	User Mindset
Facebook...	While on Facebook, the User Mindset is...
...is about relationships	...lighthearted
...facilitates social interaction	...mischievous
...looks clean	...relaxed
...feels familiar and mainstream	...convivial
...lets Users feel safe and secure	...modest
...Users are discreet	...silly and nosy
...sharing is selective	

Putting it into practice

The ideal ad fits Facebook and who they are

- Compatible with Facebook's brand attributes
- Resonate with the user mindset while on Facebook
- Seamless alignment with user's activities on Facebook
- Personalized according to interests, geography
- Prompt users to interact with ads by minimizing disruptions to their typical activities
- Develop content that serves as a form of social currency

Summary and recommendations

Content

- Tailor messages to each segment's preoccupations and each individual's local networks and interests to capture attention and increase relevance

What's On Their Minds									
	Family	Friends	School	Work	Hobbies	Relation-ship	Goals	Health	Spiritual-ity
13-17									
18-24									
25-34									
35-44									
45+									

Recommendations

Content (cont'd)

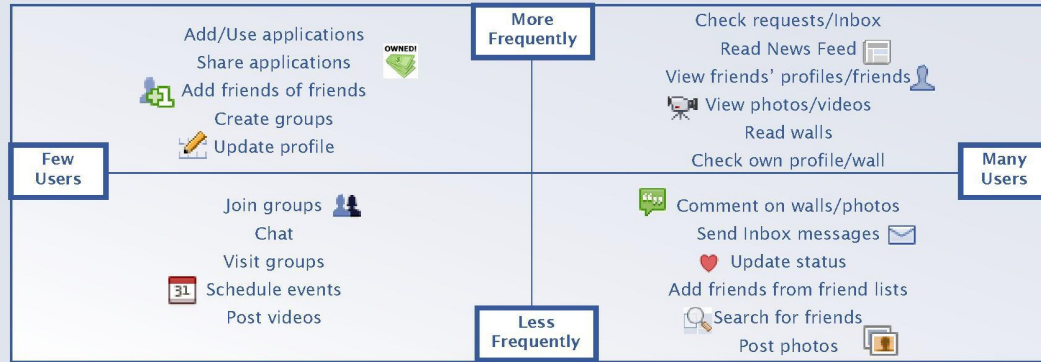
- Develop content that serves as a form of social currency

Social Currency	
• Anything funny—particularly inside jokes • Gossip on common friends/acquaintances • Reminders of a shared experience • Symbols for shared memberships or beliefs • Ways to compete or compare with friends • Information about social events • Simple affirmations • Updates on progress toward a goal	

Recommendations

Content (cont'd)

- Prompt Users to interact with ads by minimizing disruptions to their typical activities



facebook

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