



Hello thank you everyone for joining this research shareout on teen fundamentals. I'm Shayli Jimenez and I just joined IG from FB to lean into what teens need on IG. This review I'm sharing with you today incorporates adolescent development concepts, neuroscience as well as nearly 80 studies of our own product research so we have a lot to go through

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but, I promise it will be fun :)

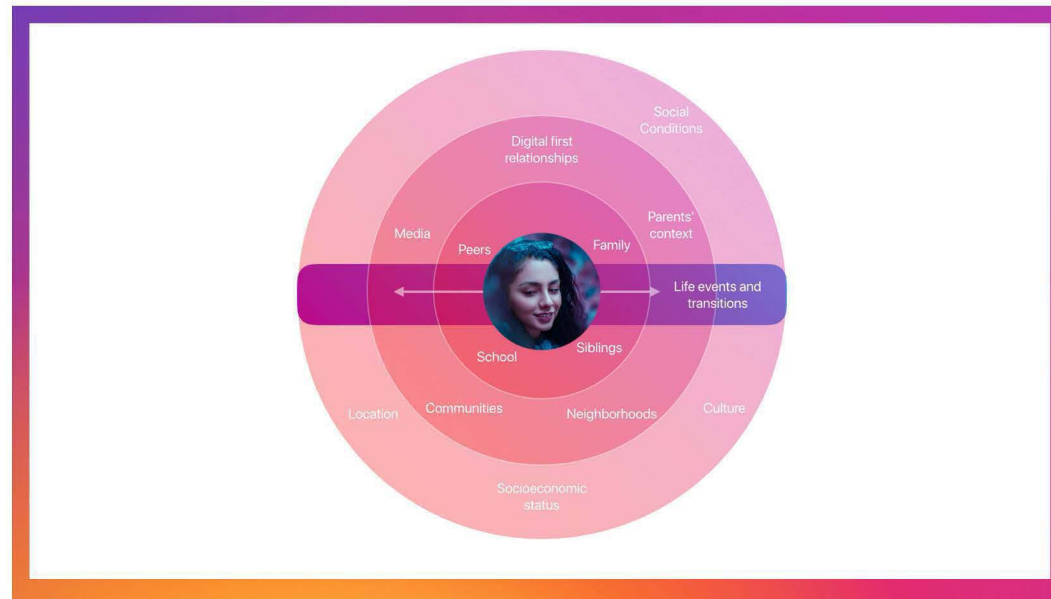


Remembering what it's like...

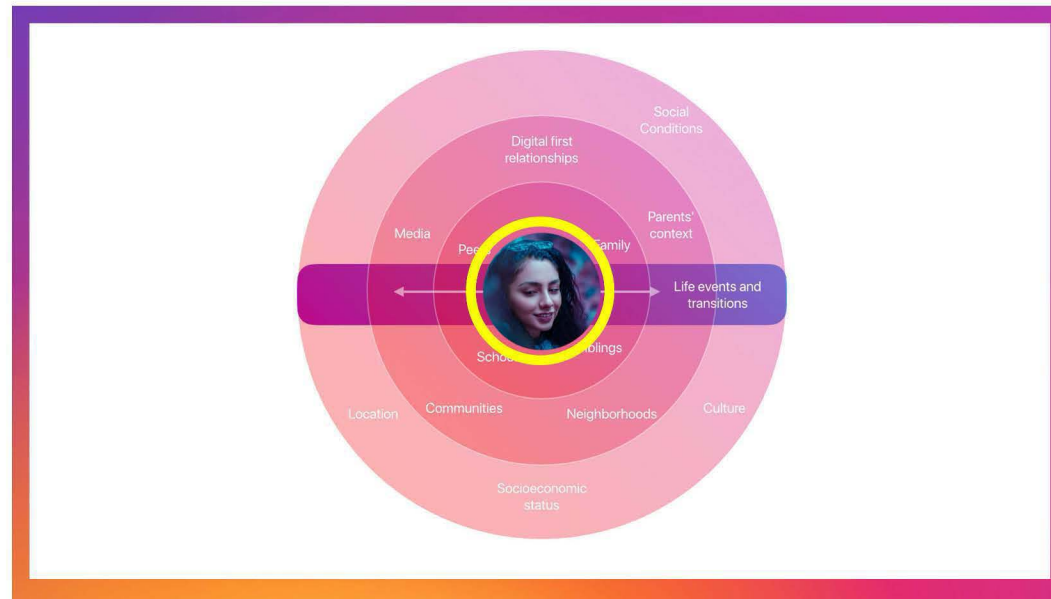
First, I want you to think back to the time when you were a teenager...



It could have been in the 80s, 90s or 00s and in any case, each generation is marked by different trends in entertainment, style and technology...And while many of these of these things happened before our eyes, there are many aspects of teenage life that evolve behind the scenes.



The teenage experience consists of complex layers of circumstances that play a part in who they will become. And while there is immense variability in these factors...



We can first look inward to biological factors that are relatively consistent across adolescent development and gain valuable ***unchanging*** insights to inform product strategy today. And that is what I am going to be sharing with you now.

Biology



What is happening to in the teenage mind and body?

Behavior



How is their behavior influenced by these factors?

Implications



As a teen product, what should we do to promote healthy development and a positive relationship with our underage audience?

6

We will dive into:

The teenage mind, how it effects their behavior and what we need to do to promote a healthy relationship with our underage audience.

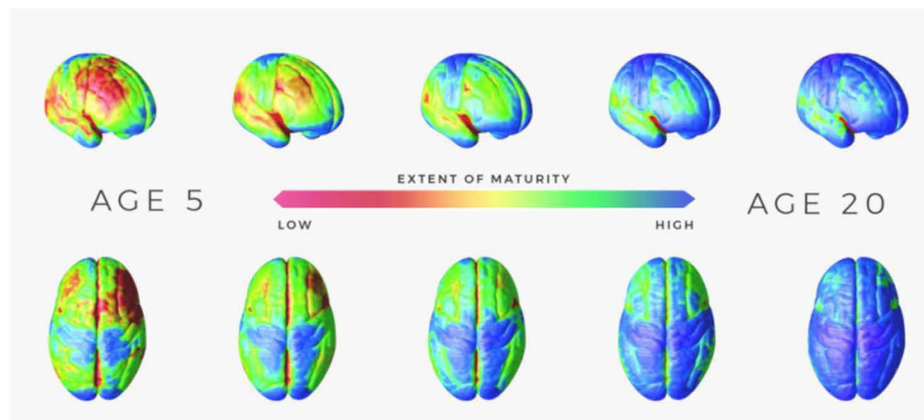


Biology



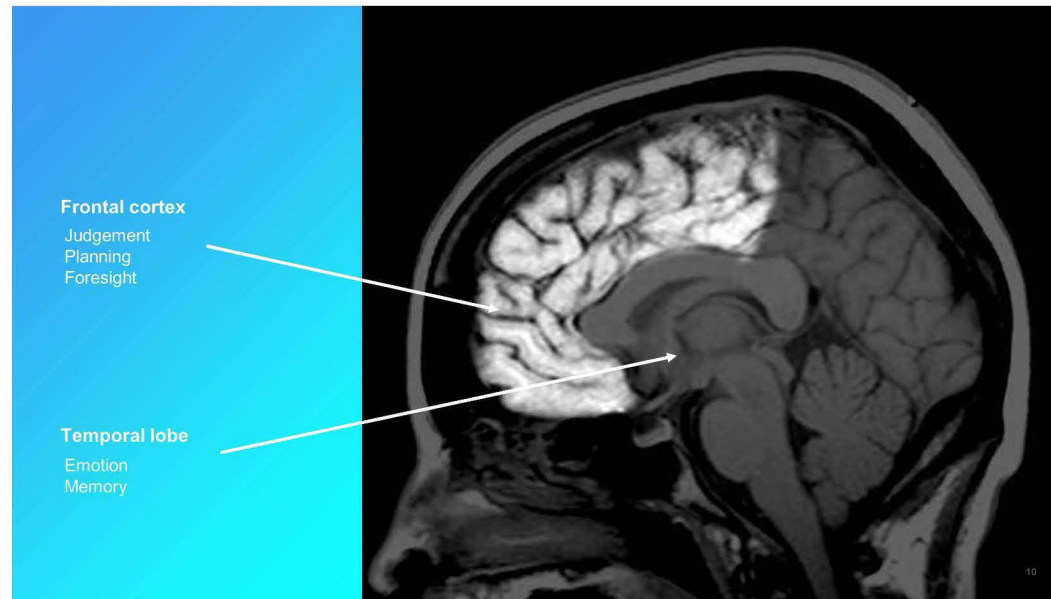
We are all aware of what happens during
adolescence = puberty

There is increased hormone production and new
environmental effects and cognitive changes that
cause an abundance of confusion for youth at all
stages.

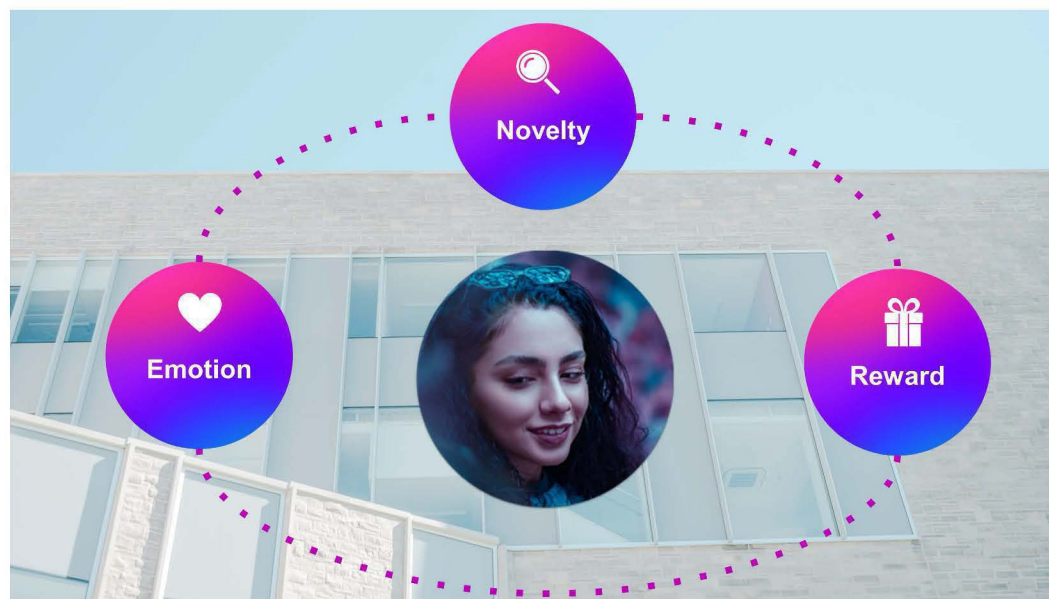


Even more interesting is teenage brain development...as you would expect this also matures over time - **but not** at the same speed as the body. You will also notice the pattern of maturity is from the back to front and gray matter density (which drives connections in the brain) increases over time. Unlike the body which functions wholly

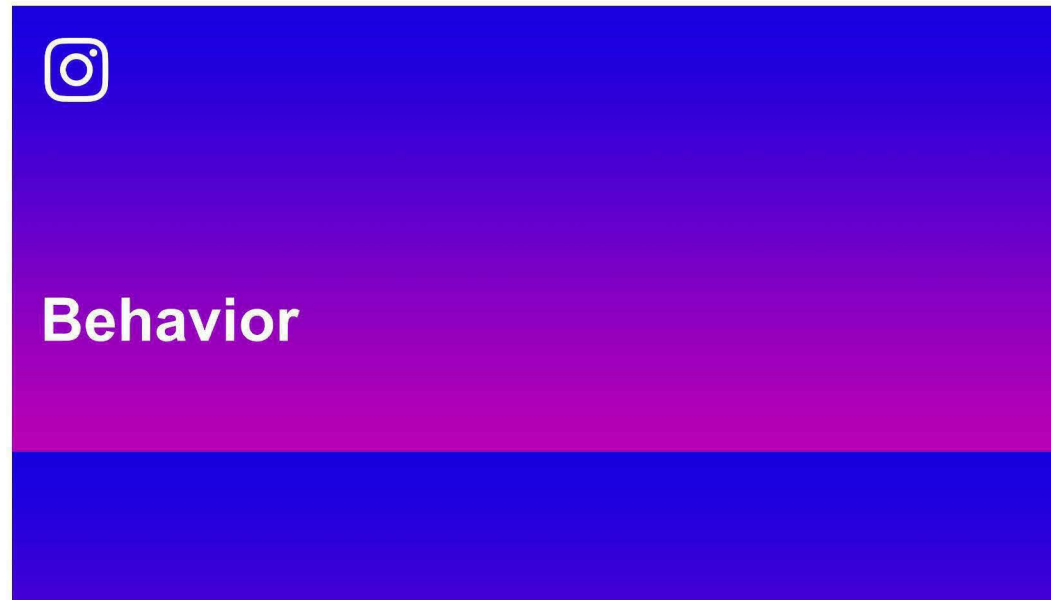
from day one, the brain essential spot trains certain areas and functions at a partial capacity before it is wholly developed which in some cases doesn't happen until age 30.



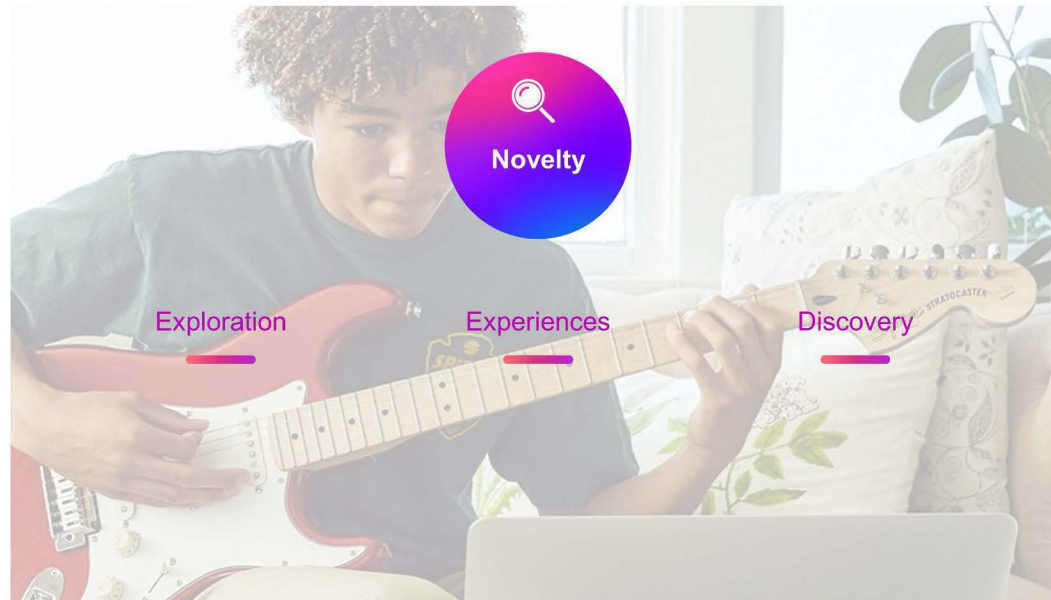
The teenage brain is usually about 80% mature. The remaining 20% rests in the frontal cortex - the area of the brain responsible for...At this time teens are highly dependent on their temporal lobe where emotions, memory and learning, and the reward system reign supreme.



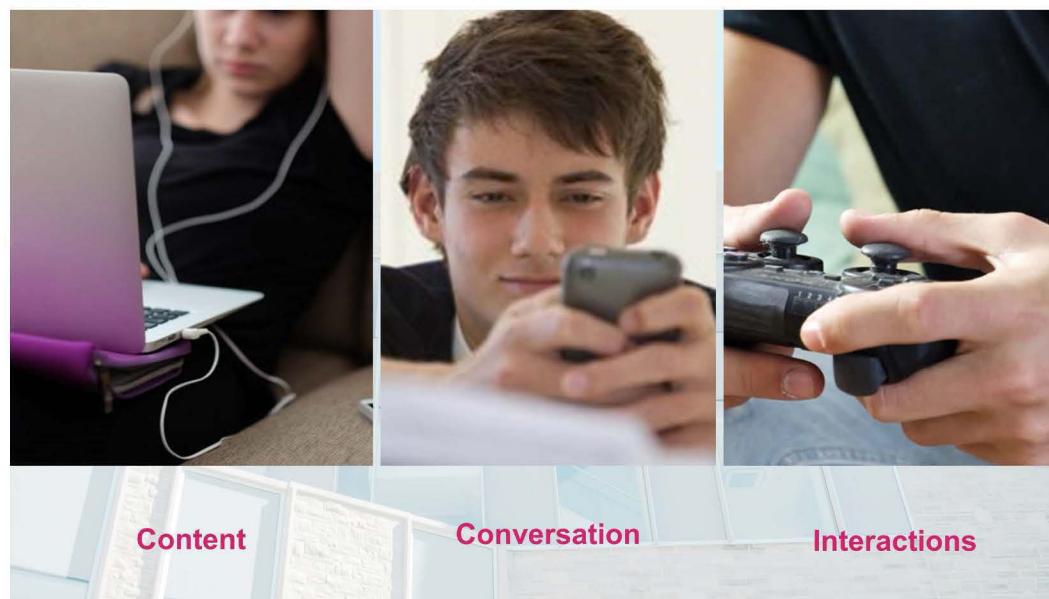
Teens' decisions and behavior are mainly driven by emotion, the intrigue of novelty and reward... While these all seem positive, they make teens very vulnerable at the elevated levels they operate on. Especially in the absence of a mature frontal cortex to help impose limits on the indulgence in these.



So, now that we know this - what is the effect of teen's biology on their behavior? and how does this manifest itself in product usage?



Teens are hungry to learn and therefore seek new experiences and exposure and the teenage brain happens to be pretty easy to stimulate. Novelty seeking further manifests itself in three behaviors that especially lend themselves to social media - exploration, discovery and experiences.



Exploration is an invaluable tool for the teenage mind. Teens explore interests through content, they develop moral reasoning skills through conversation and share experiences together through interactions.



We know IG has traditionally been quite strong on the entertainment front, but we are beginning to get signal the relevance of content on IG may be waning among teens. Why is that? Well for a novelty seeking mind - slow or repetitive content is a buzzkill. More frequently we are hearing that content has become redundant in Stories and other surfaces

- especially in comparison to hyper discovery apps like Tik
Tok and Youtube.

Slide 15

1

What do you mean by time sensitive? Like you get news/info later than other apps?

Shayli Jimenez, 5/26/2020

1

We've also heard a lot how IG is feeling less time sensitive compared to other apps e.g. snap (in the US)

Kenzie Snyder, 5/26/2020

2

Most didn't consider information from IG time-sensitive, but rather a place to see content like recipes or memes that they could look at any time — s they kept most of their notifications off - we heard that even Direct didn't feel time urgent like it did on snap (I believe Cat has found similar findings re Direct)

Kenzie Snyder, 5/26/2020



On the topic of conversation, psychosocial research tells us that moral reasoning is achieved through a process called mutual perspective taking - put more plainly it is the exchange of interactions with peers where adolescents confront one another with differing perspectives and engage each other with in-depth discussions.

Furthermore, adolescents who report having more close friendships in which they engage in deep conversations tend to show advanced moral reasoning than do teens with little social contact.

What does this mean for us?



Communicating with peers is not just a boredom buster, it is an important part of adolescent development and one they rely on to feel connected. It seems that teens are naturally chatty and this provides some insight around why messaging apps are so popular among this age group.

Slide 17

3

Love that you're thinking about this! In the Household study teens sometimes were uncertain about how to start and maintain conversations, relying on online presence cues and their friends' responsiveness. Many relied on memes from Instagram and TikTok for this purpose. They struggled to move from light socializing to conversations that were more authentic and rewarding.

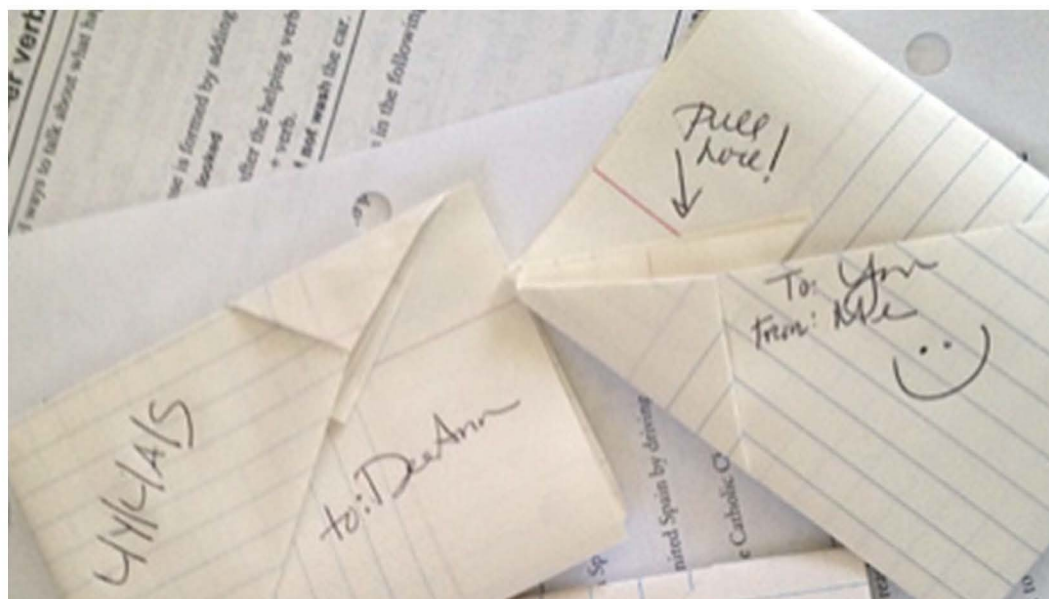
Kenzie Snyder, 5/26/2020

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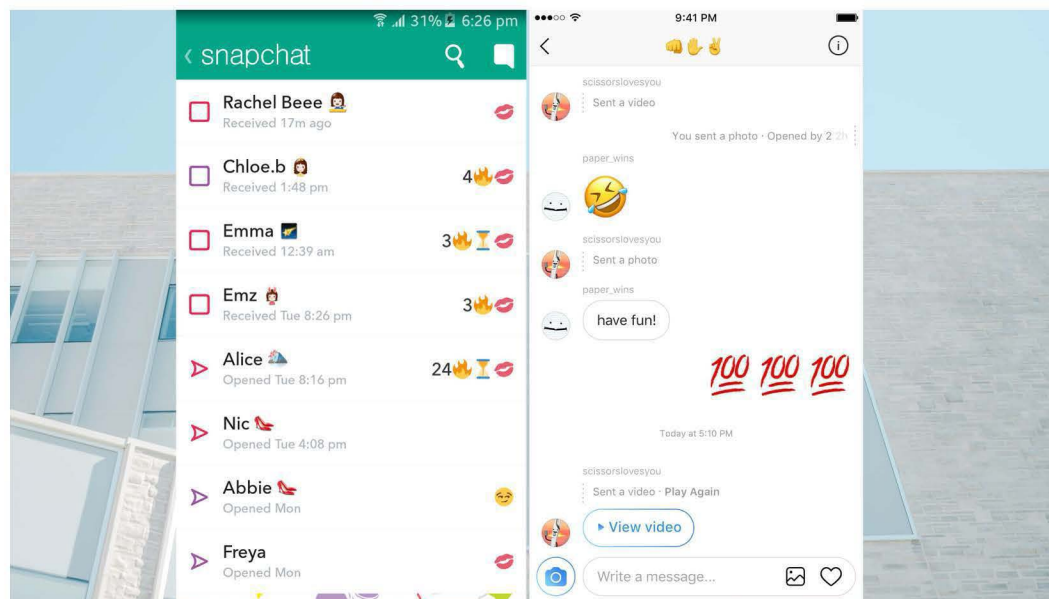
Smart Defaults summary of signals as we were figuring out how to create a safe and engaging system around DMs and interactions. References a lot of Hitomi's past work.

<https://fb.workplace.com/notes/diego-castaneda/how-should-we-default-new-teens-into-new-interactions-settings-a-survey-of-safet/888495351577>

Diego Castaneda, 5/26/2020



You may remember these...you may have even had to serve detention for passing them. Well they have been replaced by...



These! Texting and messaging apps like Snapchat have transformed the norms around teen communication to say the least. Our direct product is certainly a utility to teen users when it comes to lightweight interactions and content sharing but apparently lacks the response urgency of Snap and conversation depth fulfilled by text messaging.

For teens literal conversations are not the only means of interchange. Emojis, streaks, photos, memes, GIFs, videos, reactions, likes and comments are just some of the interactions that play a part in shared experiences. People are now able to interact and communicate feelings without saying or typing a word.



In this example these two just envisioned and shared an experience of what it would be like to follow through on this ridiculous notion of robbing a bank with very little effort or words.

But the challenge for teens is in getting these experiences started. Recent research shows teens are seeking online presence cues and looking for

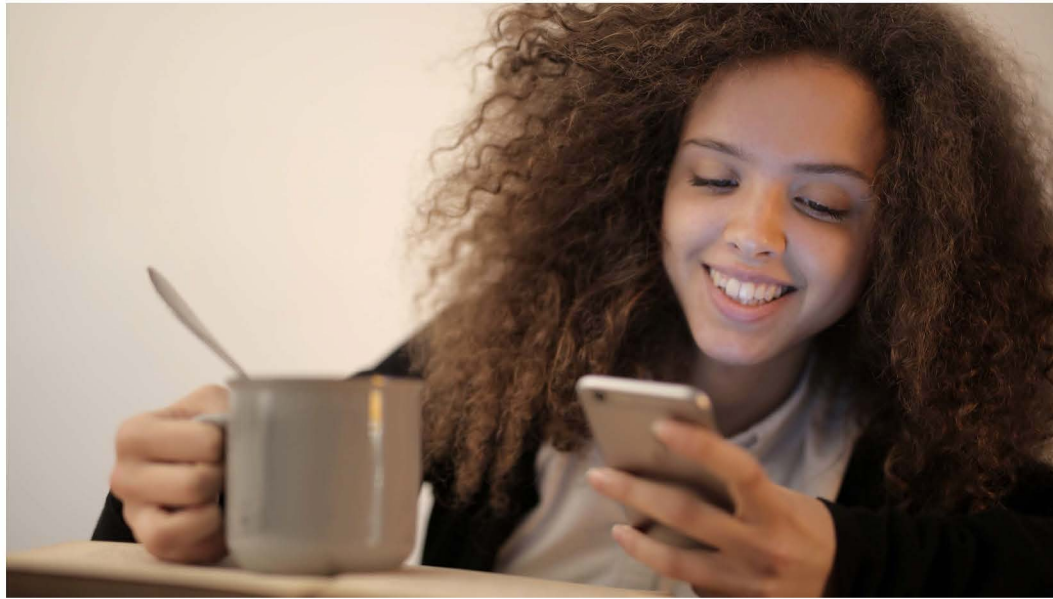
friends responsiveness to spark interaction but they struggle to maintain convos and take them to a place beyond light socializing.

Slide 20

4

During shelter-in place mandate: Teens sometimes were uncertain about how to start and maintain conversations, relying on online presence cues and their friends' responsiveness. **Many relied on memes from Instagram and TikTok for this purpose.** They struggled to move from light socializing to conversations that were more authentic and rewarding. <https://fb.quip.com/E5ZBA2eVqP9n>

Kenzie Snyder, 6/4/2020



When it comes to discovery → **finding something new or novel**, much like our big bro FB, IG has a pretty good hold on the serendipitous aspect of discovery through our Explore surface, recommendations and social graph. And everytime one of our teen users finds something unexpected their brains deliver them a dopamine hit.

Slide 21

5

Interesting with explore, there was a lot of feedback from siblings/parents of what tweens have exposure to on explore and concerns with that surface
I wonder if there are opportunities for discovery within guardrails

Kenzie Snyder, 5/26/2020

2

reach out to Jamie McPike and Ben Kozary

Diego Castaneda, 5/26/2020

Teens highly value humor, but they are not one-dimensional and also find things like competition and music meaningful.

Most Meaningful Interests



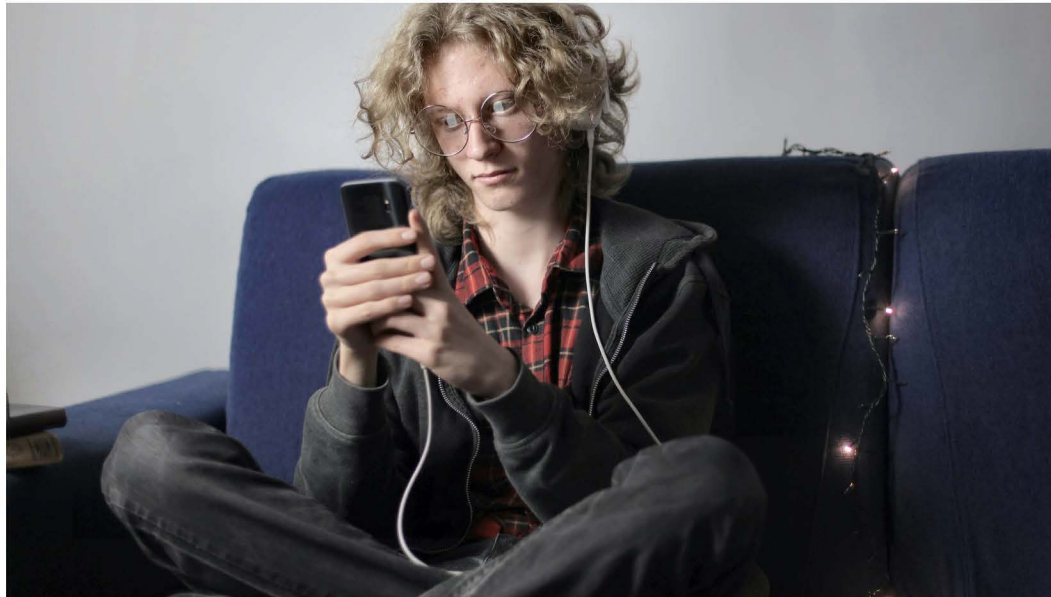
Interests Most Often Consumed



[Project Freedive: Teen Interests](#), Randy [REDACTED] Nov. 2019

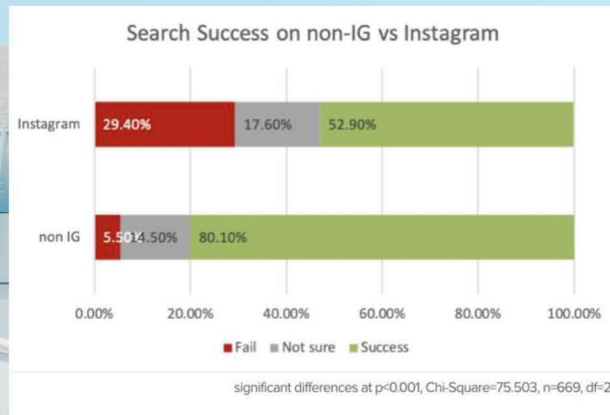
Teens are insatiable when it comes to “feel good” dopamine effects. Humor and fun are highly valued. But, this does not mean that other types of content don’t engage teens. Humor is just one emotional note - and teens are much more complex beings as they explore who they want to be. This explains teens intense occupation with things such as music

and competition.



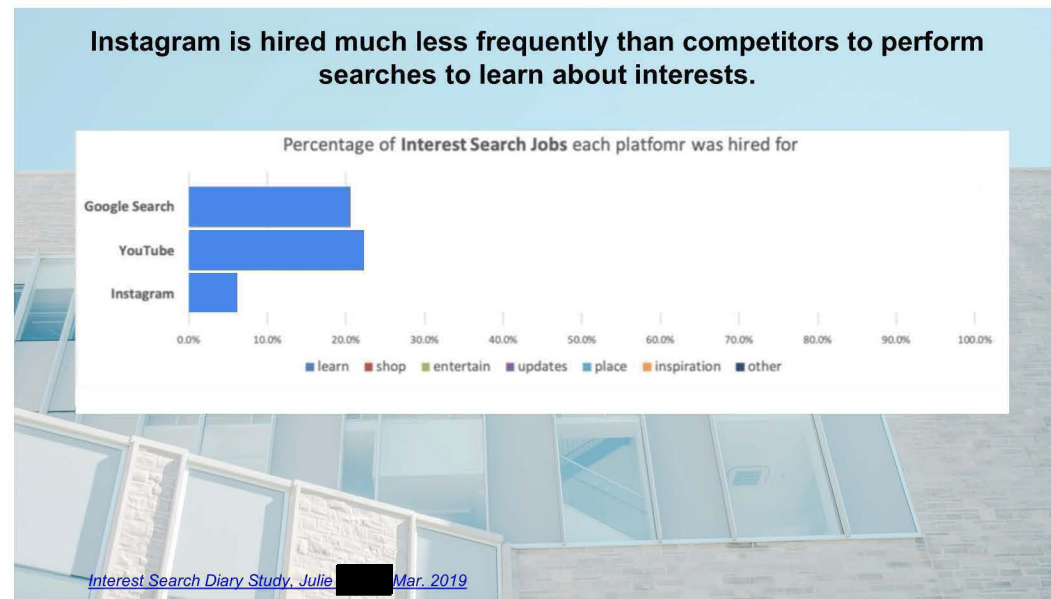
Further, teen brains' are especially “plastic” or keen to learn presenting a unique opportunity that coupled with curiosity can sends teens down some interesting rabbit holes - absorbing as much as they can about a particular topic. How well does IG cater to this activity? How does it stack up against intentful discovery platforms?

Searches related to interests are generally less successful on IG in comparison to competitors.



[Interest Search Diary Study, Julie \[REDACTED\] Mar. 2019](#)

Interest searches are generally less successful on IG in comparison with the competitors and...



We lag especially behind popular teen app Youtube when it comes to seeking to learn about an interest. The ability to go deep on a topic can be somewhat difficult on IG.



Teens need rapid fire discovery features to find new:

- Interests
- Perspectives
- Experiences

Opportunities

- Implement stronger paths to related interest content (ie. suggestions for IGTV videos, a discovery surface for collections, etc.)
- For interest-related search results include people, places, hashtags, collections, products and causes to facilitate browsing all we have to offer.
- Invent new interaction types that produce a feeling of a shared experience amongst friends such as co-creation, perspective sharing, games, etc.

Teen's insatiable appetite for novelty puts them on a persistent quest to discover new means of stimulation.

Think: What would it be like if there was a discovery feature on every IG surface? How can your team give teens somewhere new to go or something new to find from the product you

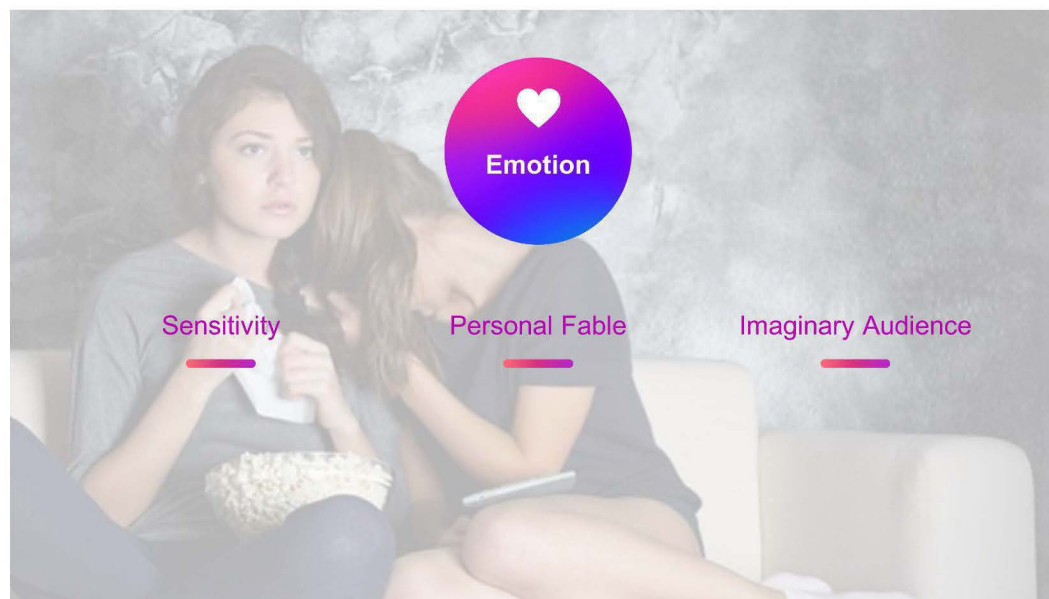
work on?

6

We also know that teens felt happiest when time was spent engaging in what was considered more intentful/productive behaviors (e.g connecting with close friends, engaging with events and causes, spring cleaning (e.g graph, profile, and settings updates), pursuing a specific interest, or learning about a new topic.

One of the recommendations coming out of this study (<https://fb.quip.com/E5ZBA2eVqP9n>) was: Implement the *Progress Tracker* sticker to support and encourage users to share their new hobbies and commitments, motivate creation, foster order, and strengthen personal accountability to learning/growth projects during COVID. + ██████████@fb.com 's team was exploring this progress tracker and we incorporated, but could be good to connect

Kenzie Snyder, 6/4/2020



Sex hormones are particularly active in the limbic system, which is the emotional center of the brain. That explains why in part adolescents not only are super sensitive but they gravitate towards emotionally charged experiences - think scary movies, rollercoasters, sad music, etc. There are also unique features of teenage emotional

experience -- increased sensitivity, as well as well established psychological concepts known as “personal fable” and “imaginary audience” which I will go into more detail about soon...



Adolescents find it difficult to distinguish their view of what others think of them from reality. They show adolescent egotism, a perspective taking error that renders them highly sensitive.



Teens often refer to all the “drama” of their lives, which to adults may seem frivolous. But it is a reality for teens and manifests itself in the two psychological concepts I’ve mentioned - the “imaginary audience” and “personal fable”.



When teens believe the intensity of their emotions are different from other people's emotions and that others simply do not understand - teen psychologists coin this "personal fable". This may move teens towards a desire to express themselves in various introspective ways such as journaling and engage with relatable and self deprecating content

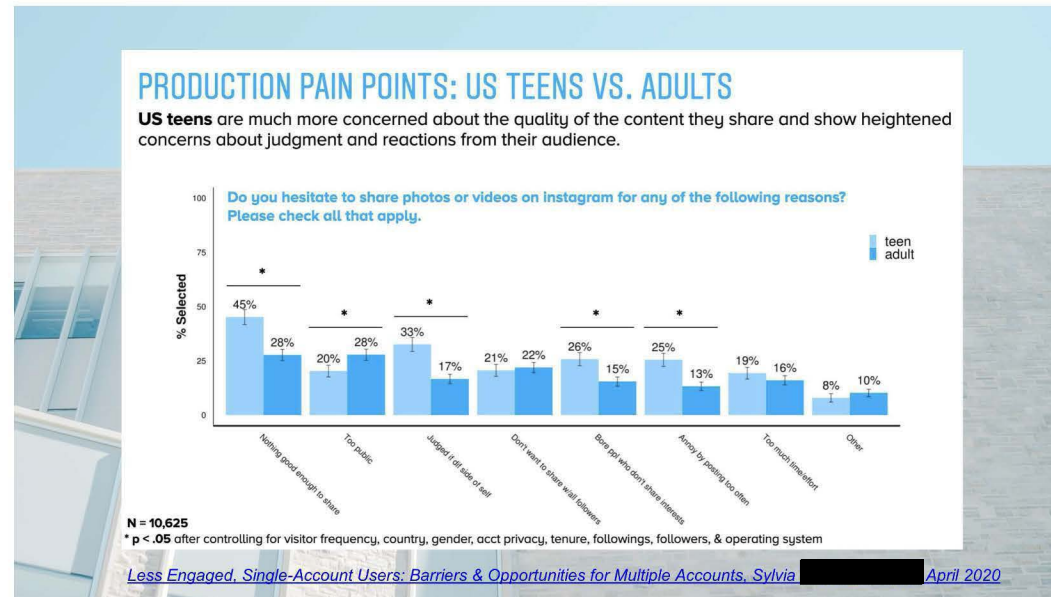
such as that is expressed through memes, vloggers, etc.



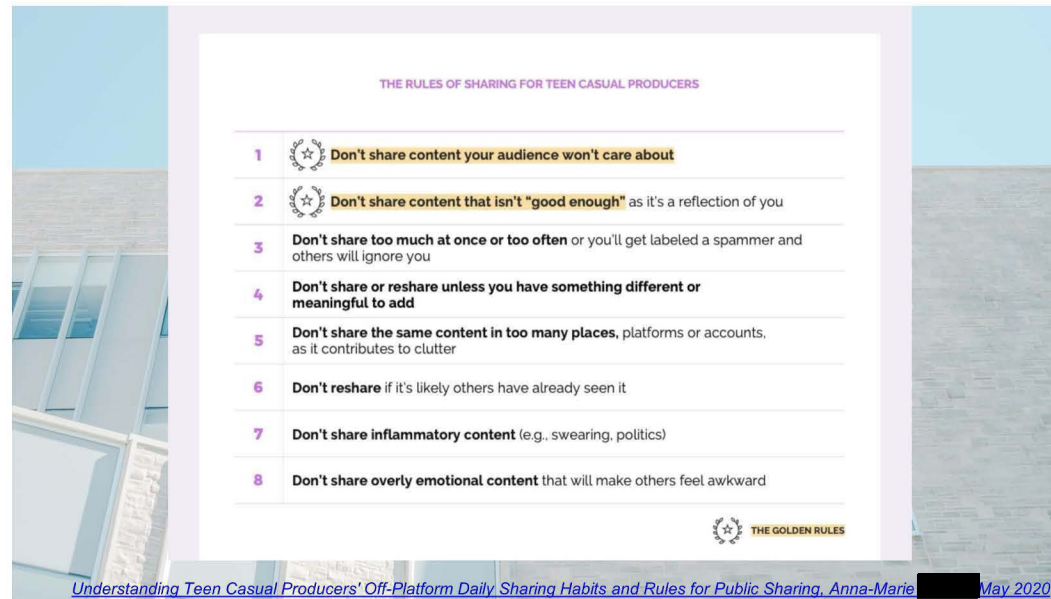
Personal fable is compounded by another psychological concept called “imaginary audience”, which is a heightened self consciousness fueled by the belief that all eyes are on them.

Slide 31

- 1 Eden wrote a great note about the imagined audience that you might find valuable
<https://fb.workplace.com/notes/eden-█/the-imagined-audience-how-people-think-about-their-audiences-on-social-network-s/158767631138640/>
Yuqian █ 6/4/2020
- 2 Thank you, I remember this one :) !
Shayli Jimenez, 6/4/2020



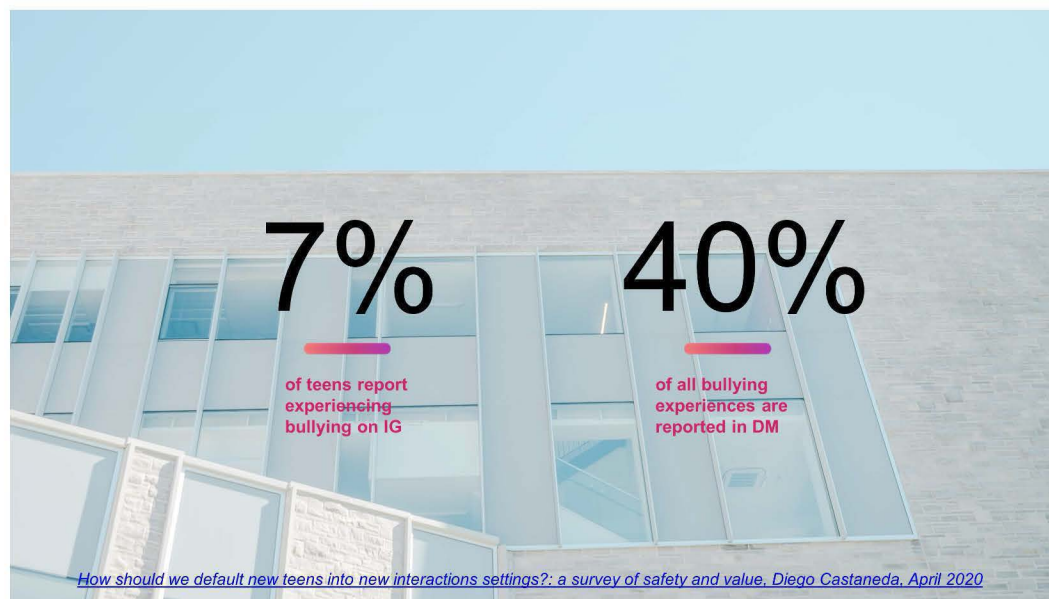
This proves true in the data as well. At least in the U.S., teens are much more concerned about the quality of their content and have concerns about being judged.



It's no wonder then why there are so many public sharing barriers and rules among teenagers even on ephemeral surfaces like Stories.

Slide 33

- 7 + editing/ revision of profile. I had pulled this together about profile for navigational work it might be useful: <https://fb.quip.com/qc43AUIEigJ9>
Kenzie Snyder, 5/26/2020
- 4 https://fb.workplace.com/permalink.php?story_fbid=326200728365106&id=100029255447206
Shayli Jimenez, 5/27/2020
- 3 https://fb.workplace.com/permalink.php?story_fbid=508789026404562&id=100018204063088
Shayli Jimenez, 5/27/2020
- 2 I wonder if this is a good place to enter multiple accounts as a way to share the unfiltered identity without judgment?
Yuqian [REDACTED] 6/3/2020



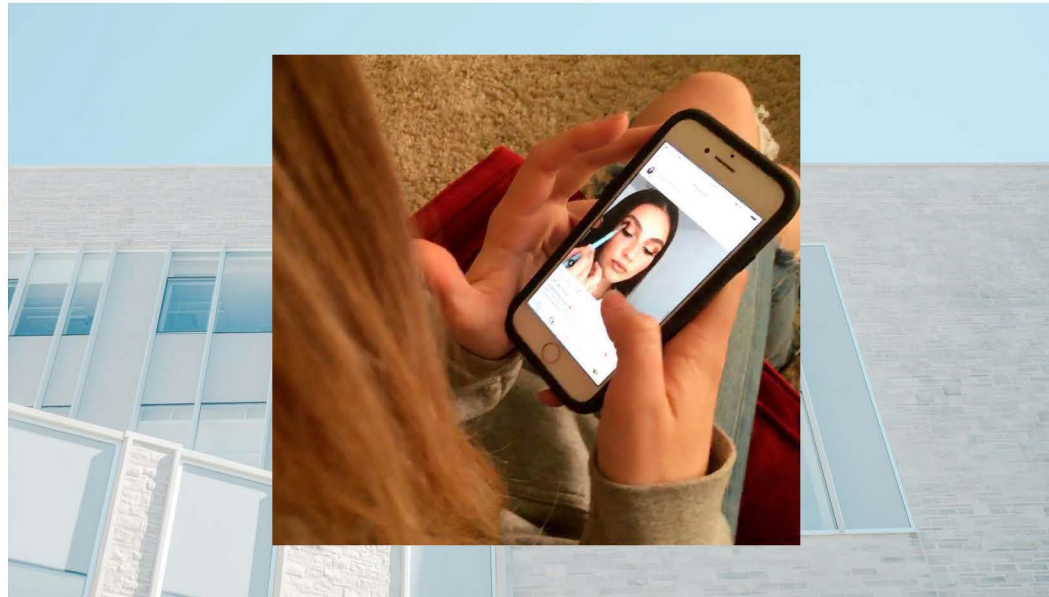
There is quite a bit of threat to be wary of especially among teens on Instagram and most notably in DM. Unsurprisingly, people being bullied on IG are more likely to delete or deactivate their accounts.

Slide 34

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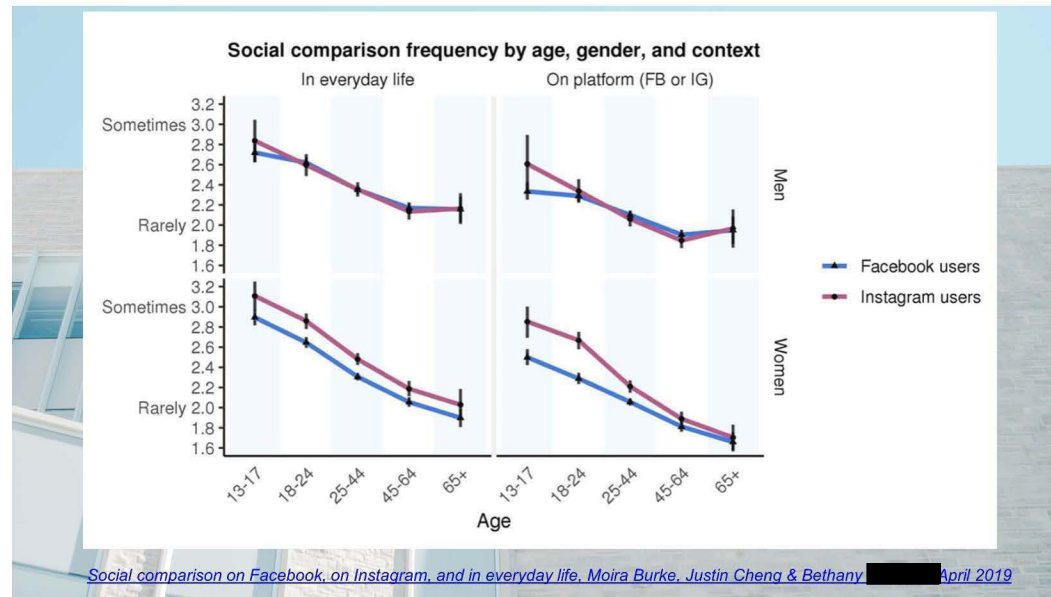
just add Aaron [REDACTED] to the reference and consider adding primary source (this would be Shilpa's work.)

Diego Castaneda, 6/3/2020



Even when teens don't have a particularly negative experience on IG, they can still feel bad based on how they self evaluate compared to what to they see. When adolescents identify a self they aspire to be, and this mismatches with their actual selves studies associate this with poor grades, low self esteem and symptoms of depression. A related

problem we have identified internally as social comparison.



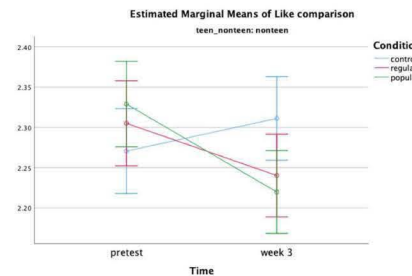
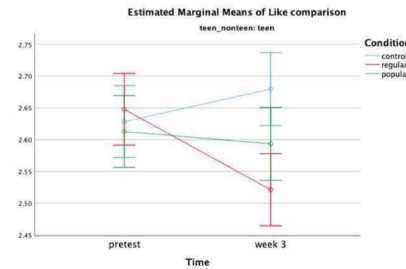
Research has shown that social comparison on Fb and IG is highest among teens and young adults.

- 8 I'm summarizing some cool research we did within the HH study that I think could be relevant...When we asked participants to use projective techniques to imagine Instagram as a person, the traits that commonly came up for Instagram were:
- * superficiality
 - * likability
 - * immaturity
 - * energy
 - * inaccessibility
 - * perfection.
- <https://fb.quip.com/E5ZBA2eVqP9n>
Kenzie Snyder, 5/26/2020
- 6 <https://fb.workplace.com/groups/InstaInsights/permalink/3505340192847904/>
Shayli Jimenez, 5/26/2020
- 1 Shruti, Moira, and I will be publishing a series of notes on social comparison on IG in the next couple of weeks!
Justin Cheng, 5/26/2020
- 5 Social comparison research/data?
Shayli Jimenez, 5/26/2020
- 2 (Also, an earlier note we wrote comparing social comparison on FB and IG, and how it varies by age:
<https://fb.workplace.com/notes/moira-burke/social-comparison-on-facebook-on-instagram-and-in-everyday-life/450931945650700/>)
Justin Cheng, 5/26/2020

[Q9] During the past 7 days, how often did you compare the number of likes your posts received to the number of likes other people received?

Daisy had a statistically significant impact on the frequency of like comparison for both teens and non-teens, with people in the Daisy condition comparing the number of likes they receive less often than those in control.

		teen						nonteen					
		pretest			week 3			pretest			week 3		
Q9	Mean	2.63	2.65	2.61	2.68	2.52	2.59	2.27	2.31	2.33	2.31	2.24	2.22
	lower	2.57	2.59	2.56	2.62	2.46	2.54	2.22	2.25	2.28	2.26	2.19	2.17
	upper	2.68	2.70	2.67	2.74	2.58	2.65	2.32	2.36	2.38	2.36	2.29	2.27



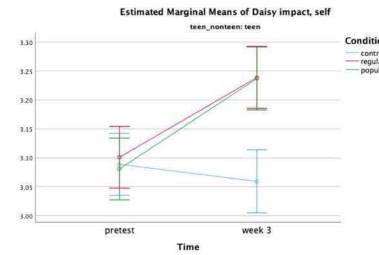
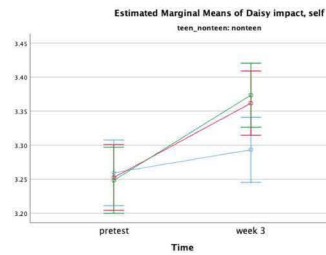
Daisy Global Test Survey Report, Kyle Andrews, Dec. 2019

One effort that has made some stride towards reducing social comparison for teens is Daisy - which does not display the number of likes a post received. This change had a statistically significant impact on reducing the frequency of “like” comparison for both teens and non-teens. It also showed...

[Q12/13, randomized] If people could only see the number of likes for their own posts, would this make Instagram better or worse for you personally?

Daisy had a statistically significant influence on whether people thought the change would make IG better or worse for themselves. After living with the change for three weeks, both teens and non-teens felt more positively about Daisy. Importantly, there was no change in the control condition, indicating this wasn't just the result of positive press coverage.

		teen						nonteen					
		pretest			week 3			pretest			week 3		
		control	regular	popular	control	regular	popular	control	regular	popular	control	regular	popular
Q12/13	Mean	3.09	3.10	3.08	3.06	3.24	3.24	3.26	3.25	3.25	3.29	3.36	3.37
Daisy impact, self	lower	3.04	3.05	3.03	3.01	3.18	3.18	3.21	3.20	3.20	3.25	3.31	3.33
	upper	3.14	3.15	3.13	3.11	3.29	3.29	3.31	3.30	3.30	3.34	3.43	3.42



[Daisy Global Test Survey Report, Kyle Andrews, Dec. 2019](#)

...significant increases in favorability of IG.

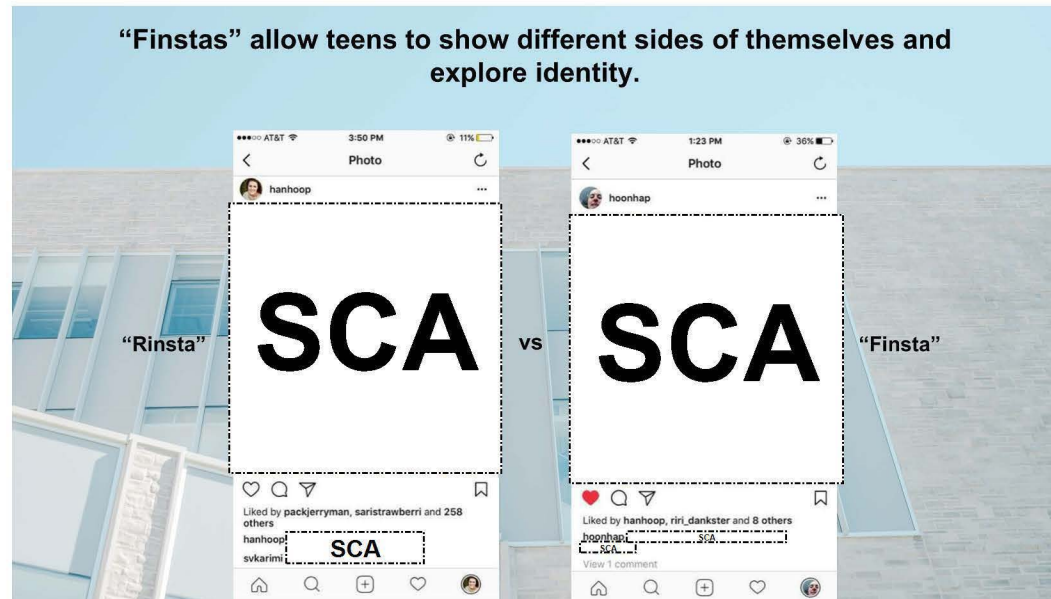
Slide 38

3 I wonder if Daisy is worth mentioning here as a solution to this problem?
Yuqian [REDACTED] 6/4/2020

7 Yes that's what these two slides are about!
Shayli Jimenez, 6/4/2020



All of these factors can make it challenging for young people to form a balanced and consistent sense of self. That is because they also begin to realize that their feelings, attitudes and behaviors change with any given situation causing even more confusion about their identity.

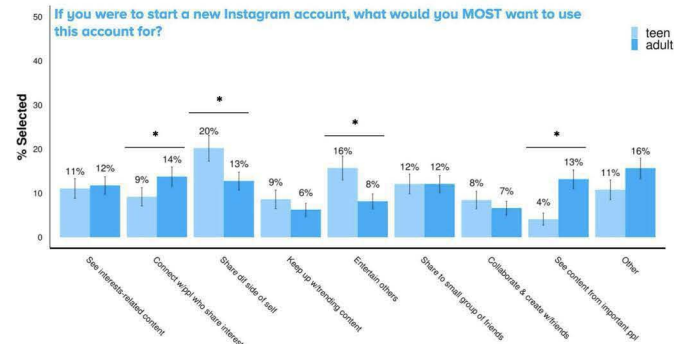


IG lends itself well to identity exploration. The ability to create multiple accounts give teens the ability to experiment with showing a different side of themselves through more frequent authentic expressions to smaller audiences these are known as “finstas”.

Teens are most interested in another account to show a different side of themselves

POTENTIAL ACCOUNT TYPE: US TEENS VS ADULTS

Less frequent US teen visitors are most interested in sharing a different side of themselves & entertaining others with funny content.

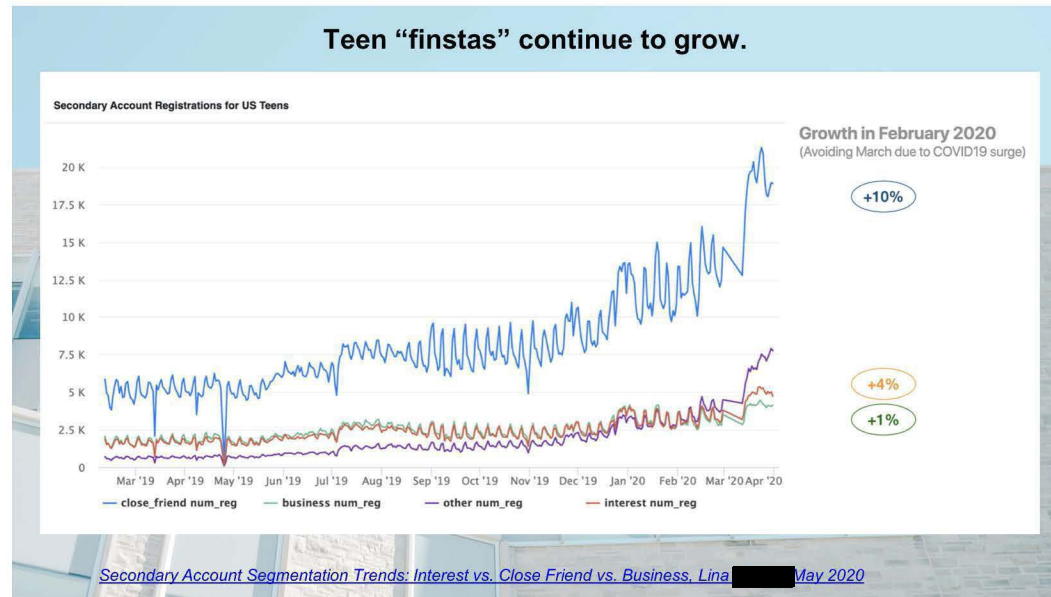


N = 2,384

* p < .05 after controlling for visitor frequency, country, gender, acct privacy, tenure, followings, followers, & operating system

[Less Engaged, Single-Account Users: Barriers & Opportunities for Multiple Accounts, Sylvia \[REDACTED\] April 2020](#)

And in fact, some U.S. teens are interested in creating a second account for that purpose.



Many teens have capitalized on IG for that need as we see teen finstas in the U.S. continuing to grow showing great PMF for this inherent teen need. It shows that teens are interested in building boundaries and small spaces to connect, so it's important to think about the effect that interoperative family experience efforts may have on teens who

may not be interested in flattening their presences.

Slide 42

1

might be interesting to think about the implications for interop/ increased flattening across our apps. how might this work against us when it comes to how teens us IG?

Lauren [REDACTED] 6/5/2020



Teens need a judgement free zone and tools to:

- Be themselves
- Express themselves

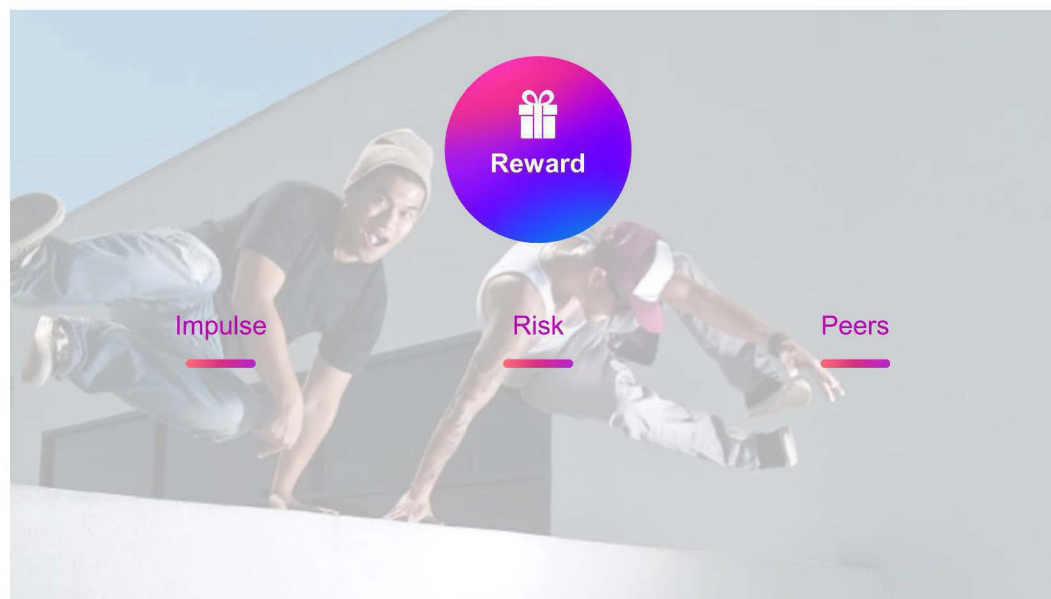
Opportunities

- Shift teen perception of IG by incorporating more lower quality content in their discovery experiences
- Test removing other visible comparison cues such as follower count and number of views
- Streamline multiple account creation and switching functionality
- Explore investing in other modes of self-expression like enhancing bio or non-ephemeral “only me” stories

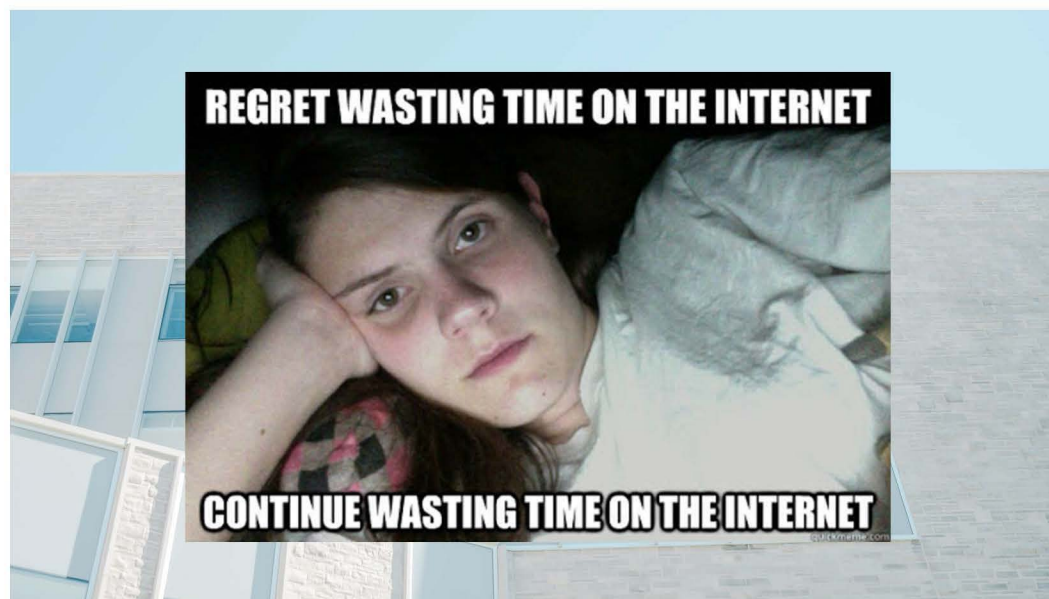
Teens experience heightened emotions and impact making them more self-important, vulnerable and sensitive.

Think: Can you identify what aspects of the IG experience have ever caused you to second guess yourself? What value do numbers really

bring people?



Lastly a huge driver for teen behavior is the prospect of reward. This is what makes them predisposed to impulse, peer pressure, and potentially harmful risky behavior like drugs, stunts and pranks. Starting with impulse...



Teen brains are much more sensitive to dopamine, one of the reasons that the risk of drug addiction is higher for adolescents and keeps them scrolling and scrolling. And due to the immature brain they have a much harder time stopping even though they want to -- our own research has show teens are unhappy with the amount of time they spend on our app.

Teens are unhappy with the amount of time they spend on
IG

Slide 45

9

Yes! Teens more than adults were hyper aware of time spent on IG and interested in changing that behavior both for themselves and for other members of their family: <https://fb.workplace.com/notes/kenzie-snyder/households-ig-experiential-needs/688558791716307/>

Kenzie Snyder, 5/26/2020



And sadly, a short term reward and inexperience makes teens prone to risky behavior and there are plenty that present themselves online and on Instagram. This could be engaging with predators, consuming dark content, sharing nude photos or copycat self-harm.



New research does indicate that older siblings may have a unique opportunity to help mitigate some of these risks - teens are often going to siblings for advisement on social media management.



Siblings aside- it's no secret adolescents decisions are more likely to be influenced by peers. Close friends are of the utmost importance to teens. Snapchat is essentially built off of this fact.

We have even seen some latent behavior of friend groups through shared secondary accounts.

Slide 48

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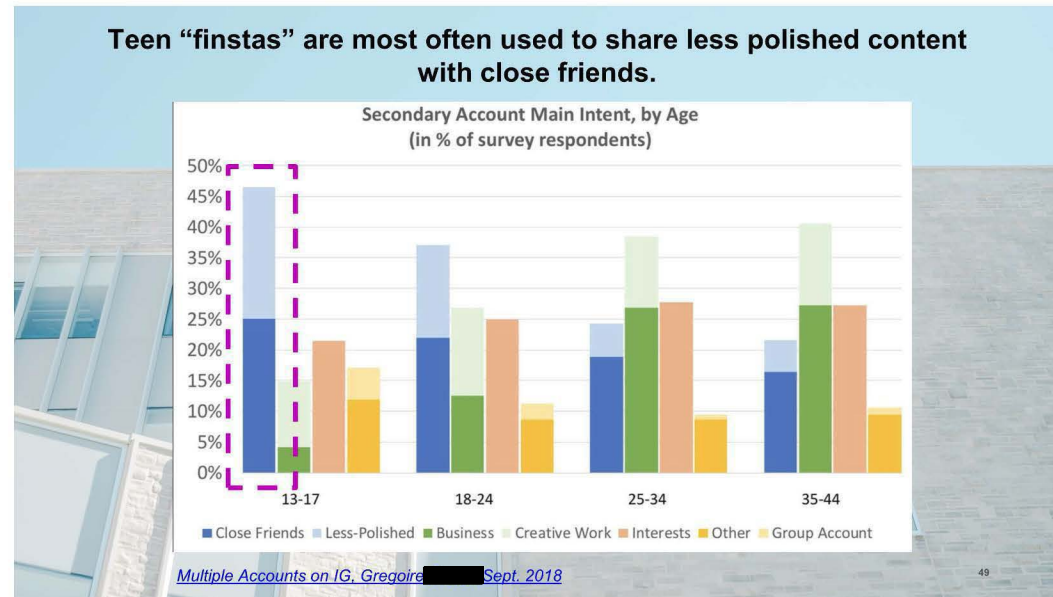
Older siblings I think have a unique opportunity to help mitigate some of these risks – we heard a lot about going to siblings for advisement on what to post, how to respond to negative comments, who to follow, etc

Kenzie Snyder, 5/26/2020

8

It would be interesting to size how many people have older siblings who are on IG! + [REDACTED]@fb.com

Shayli Jimenez, 5/26/2020



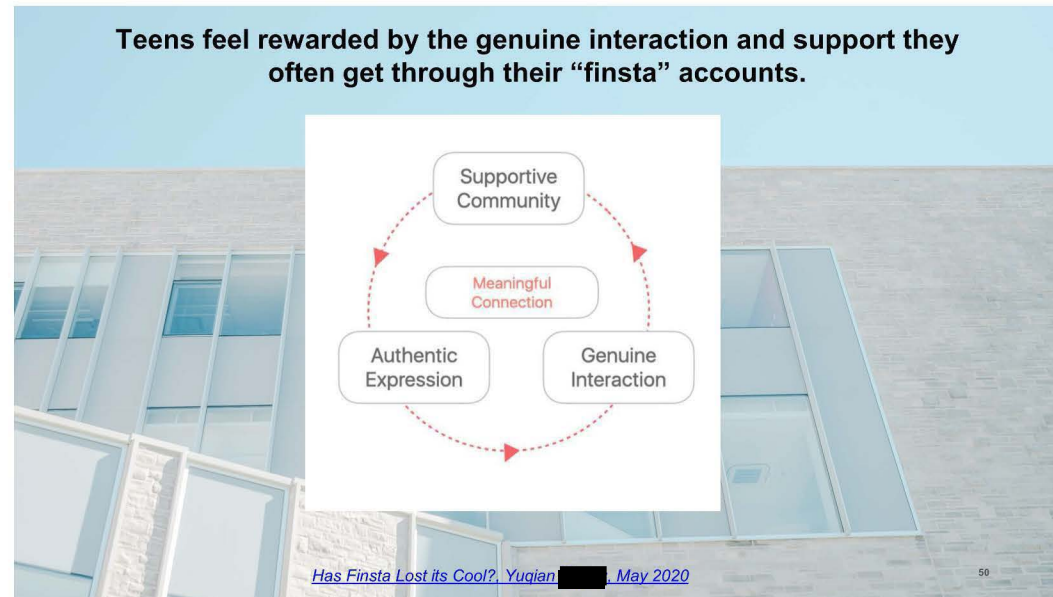
In fact, the largest multiple accounts use case for teens is to share among close friends or inner circles. These accounts over-index on production and demonstrate the power of authentic expression and genuine interactions amongst a community of peers.

Slide 49

4

any newer data here around this? 2018 is a kind of old. Does Ebo have newer stuff?

Diego Castaneda, 6/3/2020



Approval and acceptance are huge rewards for teens and interactions are the currency on IG. DMs, notifications, comments, follows, likes, etc. encourage teens to continue engaging and keep coming back to the app.



Teens need to feel good when they:

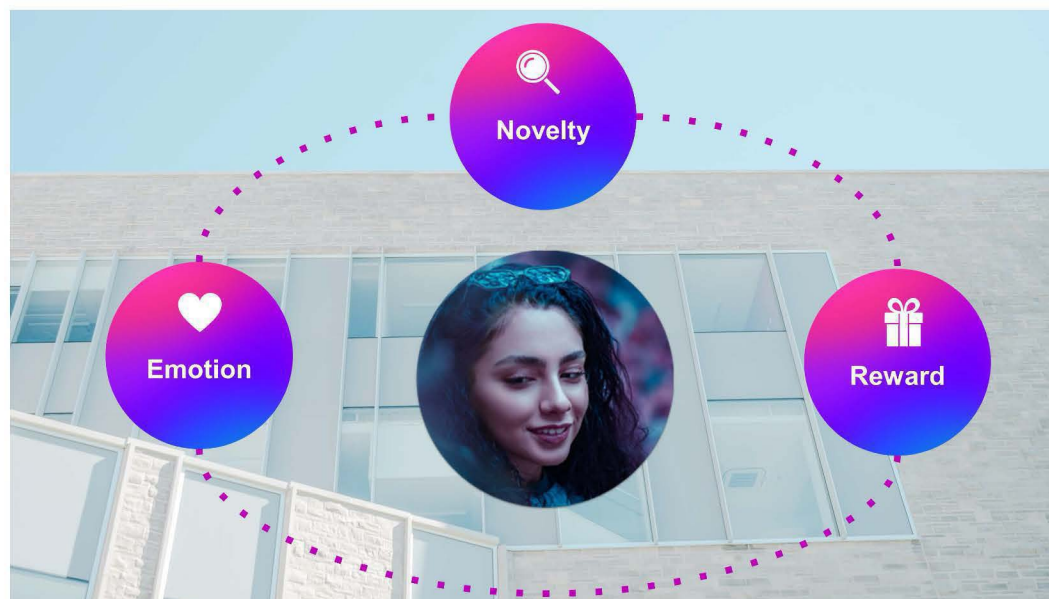
- think about how they spent their time
- consume content
- make and share content
- interact

Opportunities

- Helps teens stay accountable with features to support and encourage new hobbies and commitments
- Up-rank feel good teen interest content over aspirational content on discovery surfaces
- Develop secondary shared identity accounts for close friends/couples/communities that allows them to use IG together to share with each other and with others

Teens need to feel good when they:

- think about how they spent their time
- consume content
- make and share content
- interact

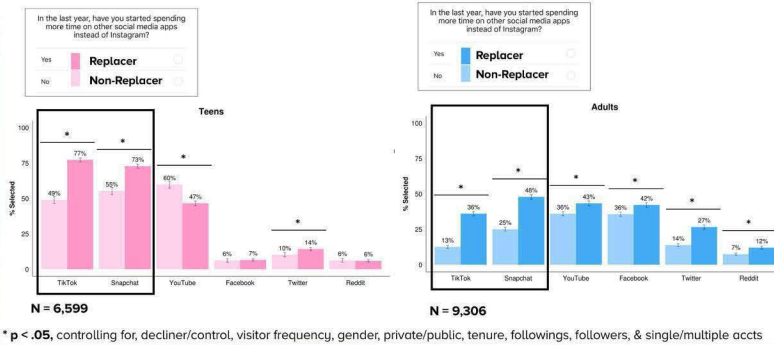


So I know that was a lot to take in in a short amount of time so I want to remind you all once more of the core things that make teens tick. New things, feeling good and reward.

Some teens are spending less time with IG and more with competitors.

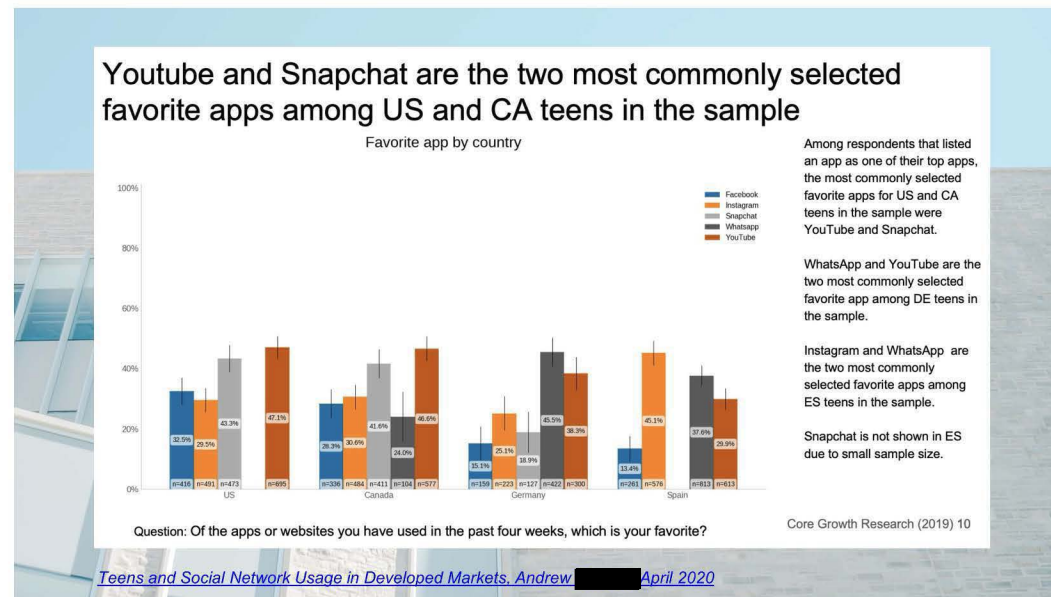
REPLACING INSTAGRAM: TEENS VS. ADULTS

Both teen and adult replacers are spending more time on TikTok & Snapchat. Adults replacers are also using increasing their usage of YouTube, Facebook, Twitter, & Reddit.



[Sizing Competition in the U.S., Sylvia \[redacted\] April 2020](#)

We are not quite checking all of these boxes and some teens are turning to competitors like TikTok, Snapchat and Youtube to supplement for these needs.



The fact that YT and SC are the most common favorite apps of teens speaks to a couple of our opportunity areas including close friend communication and the depth of content we offer.We do well to think hard about how we can make IG an app tailored to the teenage mindset.

Ask yourself 🤖 ...



What paths can I make for people to find something they haven't seen before?



What can I do to make people feel good before/during/after engaging in this experience?



How can my product area help build bonds between users?



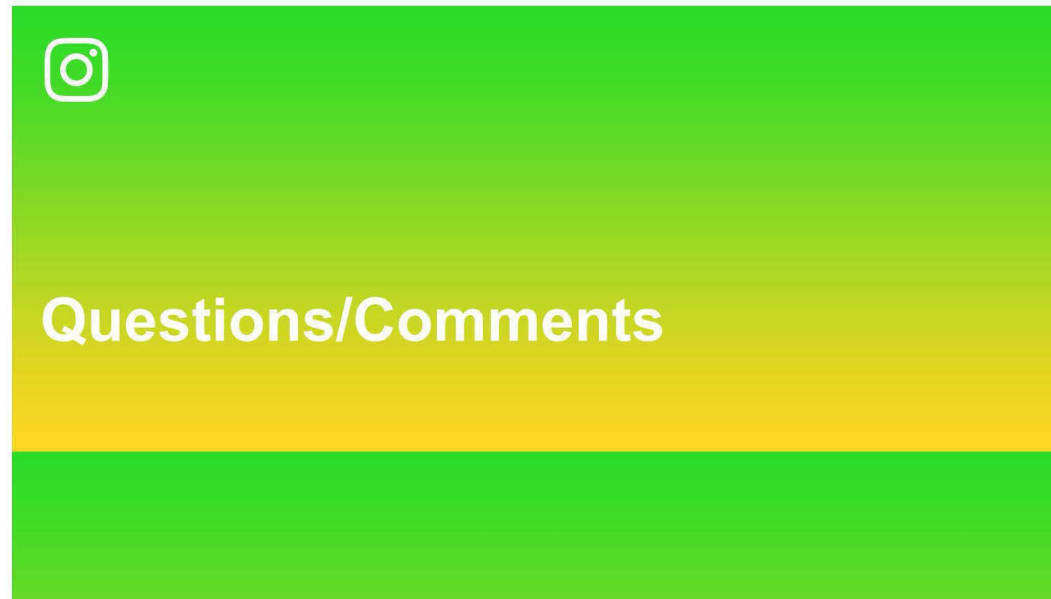
What positive reinforcement can be baked into this experience?



Recommendations

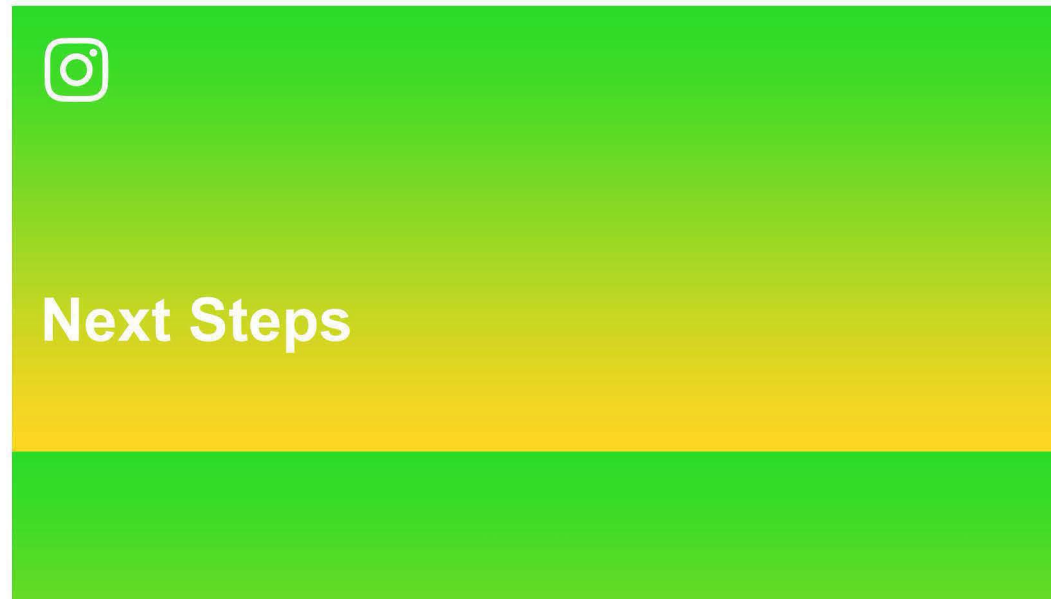
- 1 The teen brain is **easily stimulated by novelty**, making discovery surfaces very engaging if the content is fresh. Redundancy is a buzzkill. We must make deduping content across surfaces a priority for the teen audience. We also need to provide more opportunities to help teens discover new content, interests and people.
- 2 Teens are **prime to exploration and learning**. Interests, conversations and sharing new experiences are top exploration tasks for teenagers. Exploration is currently a shallow pool on IG. We need to better facilitate deep dives into interests and conversation by leveraging IGTV and further facilitating community. We should also be striving to spearhead innovative interactions that create new shared experiences.
- 3 Teens are still **developing self control**. They are motivated by the prospect of immediate rewards. Teens are not finding enough value to the proportion of time they are spending on IG. We must find ways to make teens feel more productive and rewarded on our platform. This could mean making “feel good” content and connections more accessible. We should also incorporate account insights such as what their content diet looks likes, goal setting and reminders about their usage.
- 4 Teens are **sensitive and vulnerable** to experiences that can have lasting harm. We should continue to seek ways to prevent negative experiences and hurt feelings on the platform. We should also invest in an education experience to teach teens how to protect themselves from dangers on IG.

I also developed a preliminary teen-specific set of JTBD that I will share out in addition to this to help further inspire making IG more teen friendly.



What new questions arose from this analysis?





What new questions arose from this analysis?

Teen Ecosystem Research Proposal

Teen Market Survey

Quantify teens perceptions and attitudes internationally

Teen Digital Trends Study

Crack the code of what catches on with teens

Teen World Immersion

Traverse the teen ecosystem for new product opportunities

Building Bridges FoA

Discover "Age Up" and/or other bridging opportunities to IG and from IG to other FoAs

**New Research
Questions**

What drives generational shifts?

What are the differences between teens cross-culturally?

I will exploring how to incorporate these questions into my current proposal...

**New Research
Questions**

What are teen's mental
models for discovery and
exploration?

What makes teens feel good
about using a platform?

What do healthy teen
communities look like?

What value does a teen user
base bring to our platform?

I will exploring how to incorporate these questions
into my current proposal...

TLDR: Teens need access to stimulation that is productive to healthy psychosocial development.

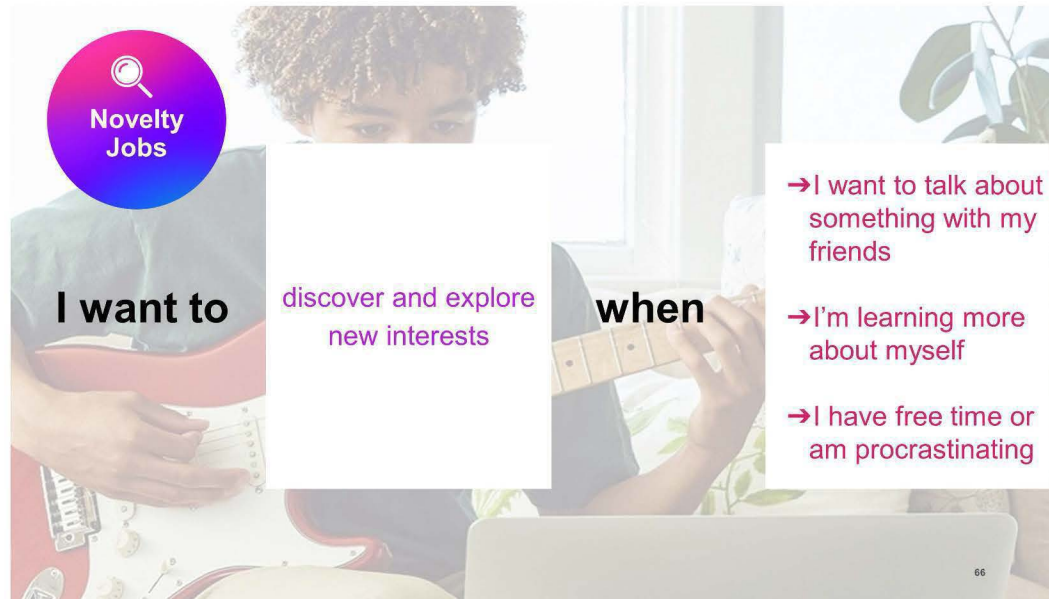
Review and synthesis of nearly 80 previous internal studies in addition to relevant literature on adolescent development and neuroscience.

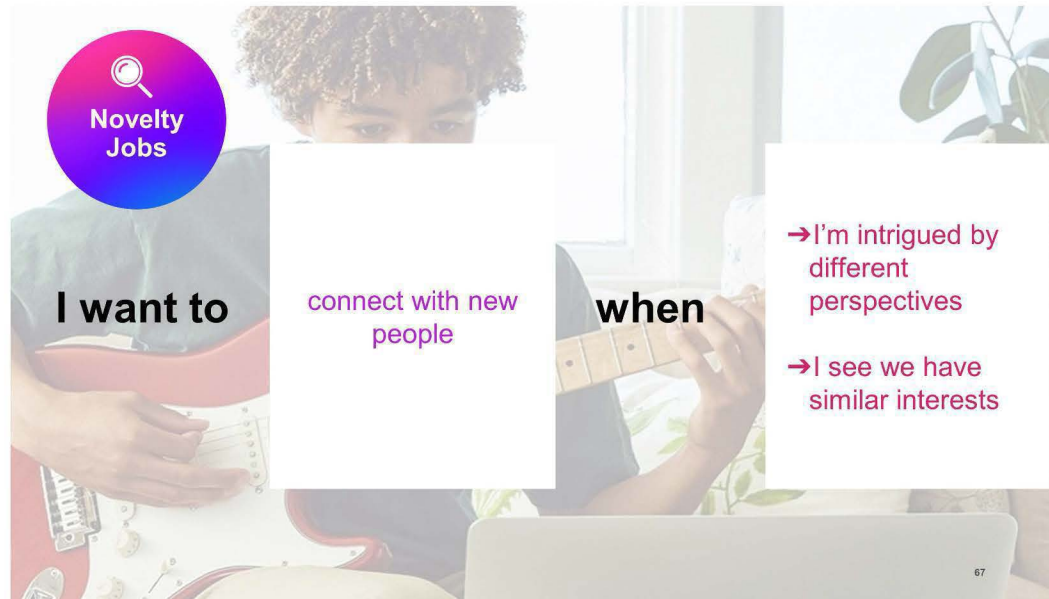
- 1 The teen brain is **easily stimulated by novelty**, making discovery surfaces very engaging if the content is fresh.
Redundancy is a buzzkill. We must make de-duping content across surfaces a priority for the teen audience.
- 2 Teens are **prime to exploration and learning**. Interests, conversations and forming identity are top exploration tasks for teenagers.
Exploration is currently a shallow pool on IG. We need to better facilitate deep dives into interests and conversation.
- 3 Teens have **weak self control**. They are motivated by the prospect of immediate rewards.
Teens are not finding enough value to the proportion of time they are spending on IG. We must find ways to make teens feel more productive on our platform.
- 4 Teens are **sensitive and vulnerable** to experiences that can have lasting harm.
We should continue to seek ways to prevent negative experiences and educate teens how to protect themselves from dangers on IG.

For the post...

Drivers	I want to...	when...	Hire
Novelty	Discover and explore new interests	→ when I want something to talk to my friends about → when I'm learning more about myself → when I have free time or procrastinating	IG Youtube Google
Novelty	Connect with new people	→ when I'm intrigued by different perspectives → when I see we share similar interests	IG Facebook
Emotion	Be myself	→ when communicating with close friends	Snapchat IG Finsta/Shared
Emotion	Express myself	→ when I want attention → when I want to relate to other people	Tik Tok IG Finsta/Shared
Reward	Feel good	→ when I consume content → when I consider how I spent my time → when I make content	Tik Tok
Reward	Be safe	→ when interacting with people I don't know → when sharing content I made	Tik Tok?
			65

Framework + Jobs





Novelty Jobs

I want to

connect with new people

when

- I'm intrigued by different perspectives
- I see we have similar interests

67





Emotion Jobs

I want to **when**

express myself

- I want attention
- I want to relate to other people

69





Reward
Jobs

I want to

feel good

when

- I consume content
- I make content
- I consider how I spent my time

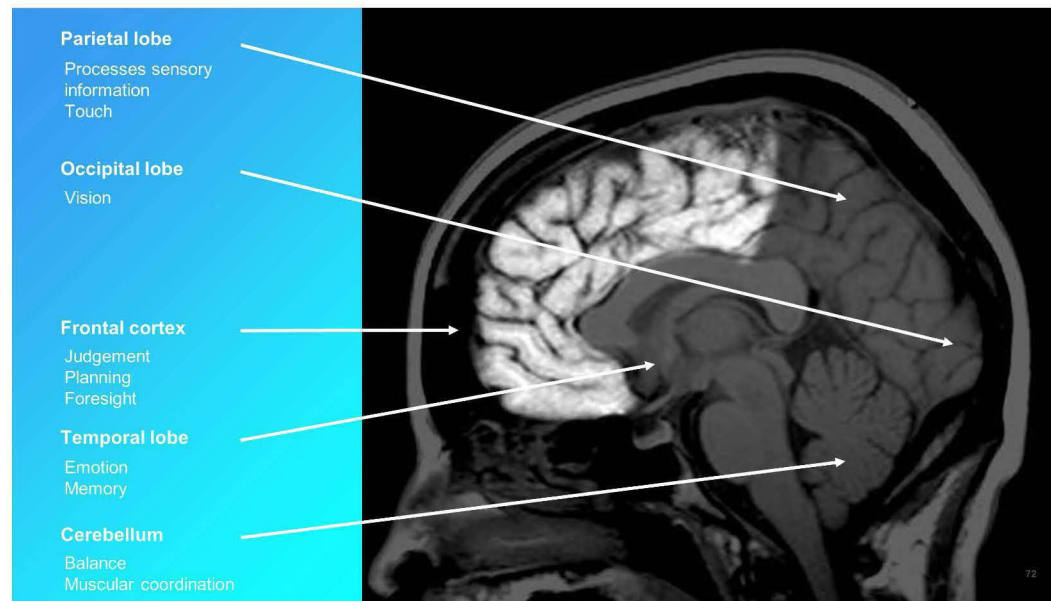
70



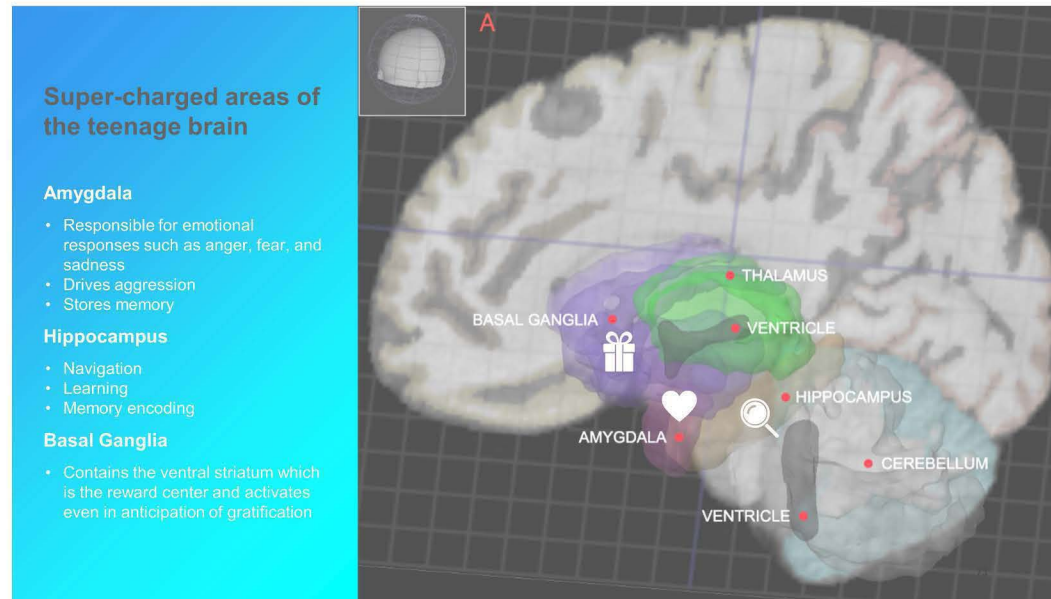
 **I want to** be safe **when**

- I'm using IG
- interacting with people I don't know
- sharing content I made

71



The teenage brain is usually about 80% mature. The remaining 20% rests in the frontal cortex - the area of the brain responsible for...At this time teens are highly dependent on their temporal lobe where emotions, memory and learning, and the reward system reign supreme.



Due to the underdevelopment of the prefrontal cortex much of the teen's cognition is ruled by the amygdala..., the hippocampus... and the basal ganglia which contains the ventral striatum... This means that

Slide 73

5

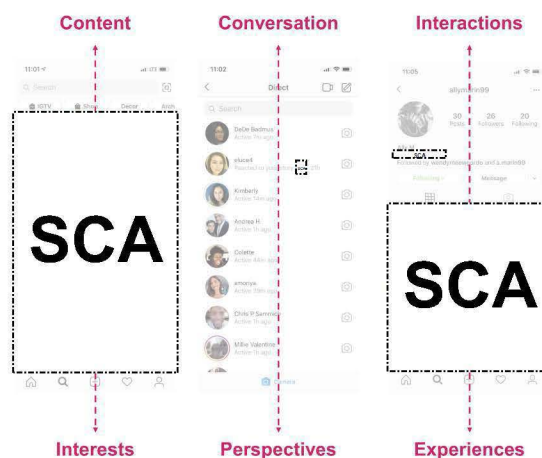
anyway, you can combine the previous slide with this one? Also I like the image for the brain in the previous slide a little more than this one..

Diego Castaneda, 6/3/2020



Teens need rapid fire discovery features to find new:

- Interests
- Perspectives
- Experiences

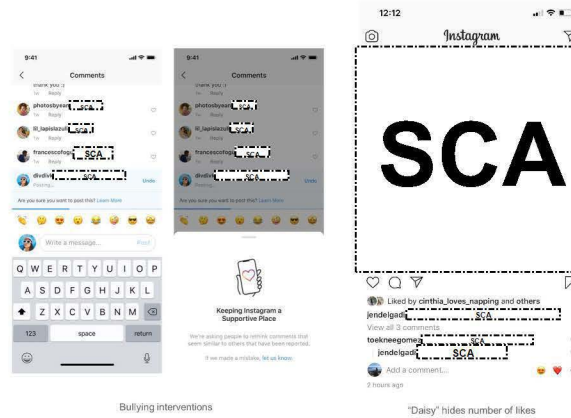


Teen's insatiable appetite for novelty puts them on a persistent quest to discover new means of stimulation. Teens explore interests through content, learn new perspectives through conversation and experiment with their identities.



Teens need a judgement free zone and tools to:

- Be themselves
- Express themselves

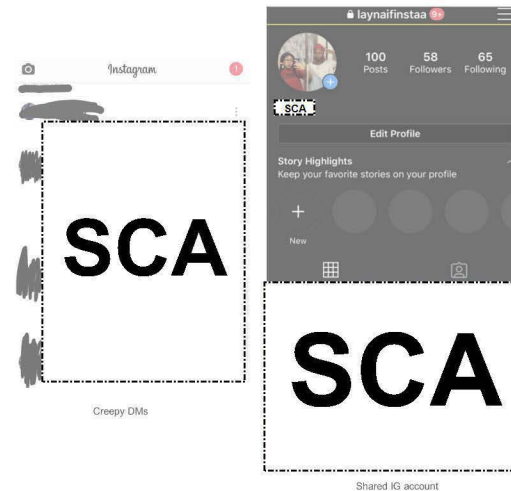


Teens experience heightened emotions and impact making them more self-important, vulnerable and sensitive.



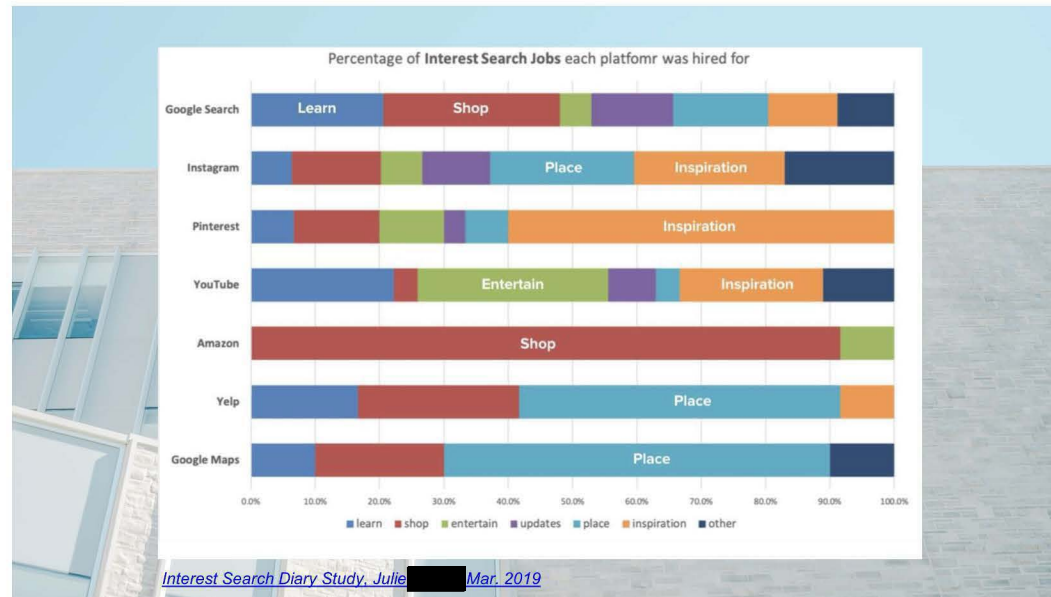
Teens need to feel good when they:

- think about how they spent their time
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- interact

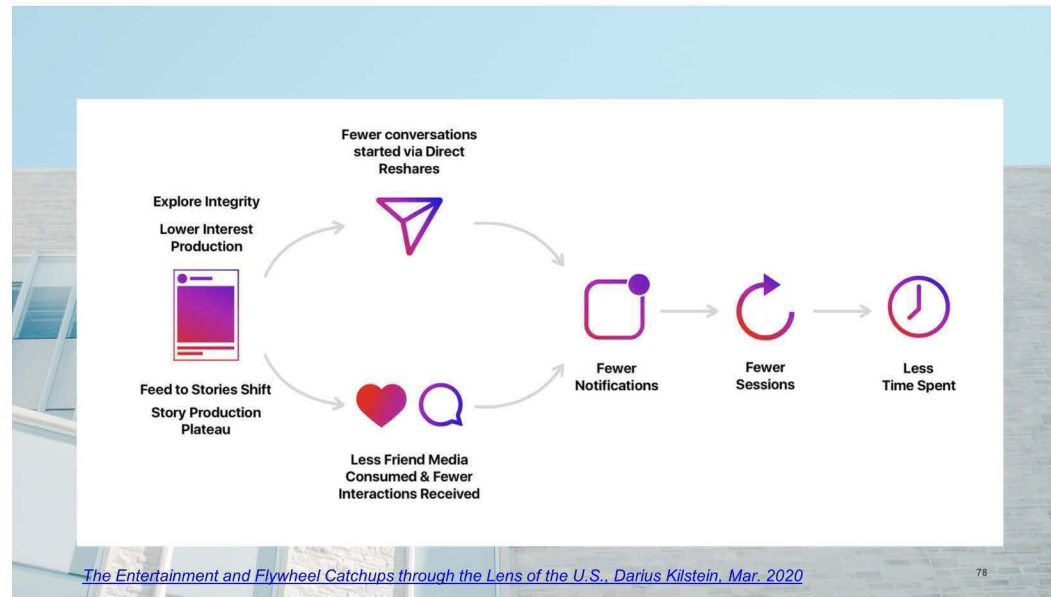


Teens need to feel good when they:

- think about how they spent their time
- consume content
- make and share content
- Interact



The ability to go deep on a topic can be somewhat difficult on IG.



Approval and acceptance are huge rewards for teens and interactions are the currency on IG. DMs, notifications, comments, follows, likes, etc. encourage teens to continue engaging.

INGREDIENTS OF FUNNY

TABOOS

Taboo behavior goes against social and moral norms which can be exciting and humorous for teens. Sexual, cultural, racial, and irreverent jokes, taboo subjects, take social risk, which is rewarded with laughter.

SELF DEPREICATION

Self deprecation highlights a personal vulnerability or flaw. Exposing weakness is not entirely socially acceptable, and it can require courage. This personal sacrifice is appreciated and rewarded with laughter.

STRUGGLE

Witnessing someone struggle feeds our morbid joy in the suffering of others. Granted the laugh may be a bit painful, but up to a certain point, human struggle makes teens laugh.

SURPRISE

Surprise challenges our accepted assumptions in a way that jolts us awake. The sudden or unexpected nature of surprise creates an adrenalin dump that is exciting and funny.

SURREALISM

Surreal content creates an unreal or exaggerated perspective that manipulates what we've come to know. The odd uniqueness of this hallucinatory or magical effect triggers playful laughter.

RELATABILITY

Relatability evokes a sense of empathy and understanding by reminding you of similar past experiences and enhances the power of a joke. Camaraderie is created among friends with relatable humor.

SILLINESS

Silliness allows us to embrace a sense of childlike, free-spirited fun and mischief that isn't considered age appropriate. Though some hide it better than others, we all find the awkward, goofy, and ridiculous universally funny.

IGNORANCE

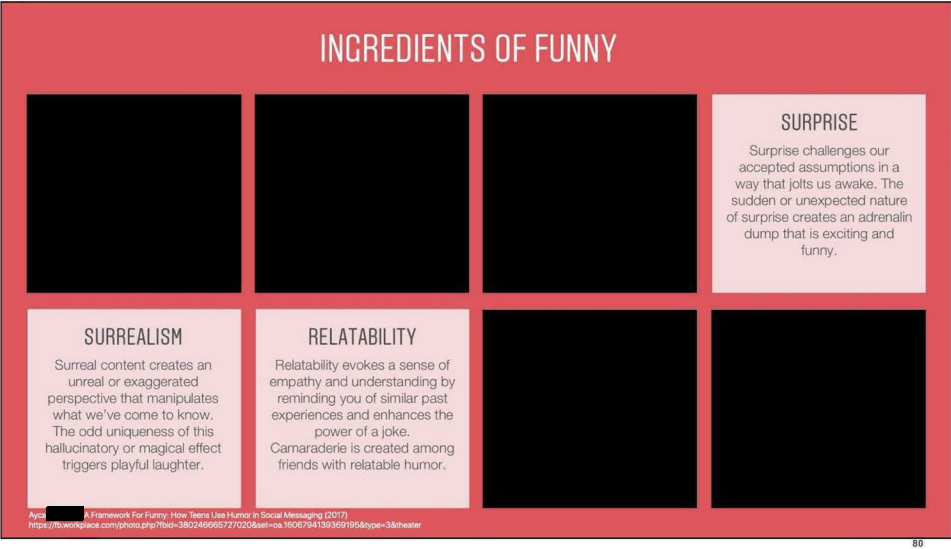
Ignorance in a person reveals a lack of knowledge or self-awareness relative to what is expected. Exposing someone's lack of understanding makes teens laugh.

Apical

Framework For Funny: How Teens Use Humor In Social Messaging (2017)
<https://www.workplace.com/photo.php?fbclid=380248565727020&set=oa.1606794139369195&type=3&theater>

CONFIDENTIAL
CONFIDENTIAL

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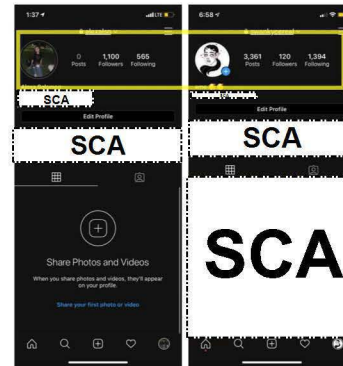


NICHE COMMUNITY UNLOCKS UNFILTERED IDENTITY EXPRESSION

Small audience, big impact.

Having a supportive community with shared beliefs empowers teens to share unfiltered content without worrying about judgement.

These authentic, in-depth and sometimes vulnerable content makes connections even more meaningful and brings a sense of belonging for teens.



Alexa's primary account (left) vs Finsta (right)

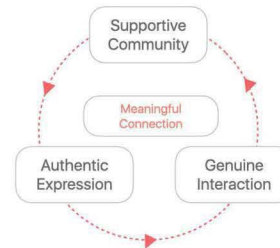
101

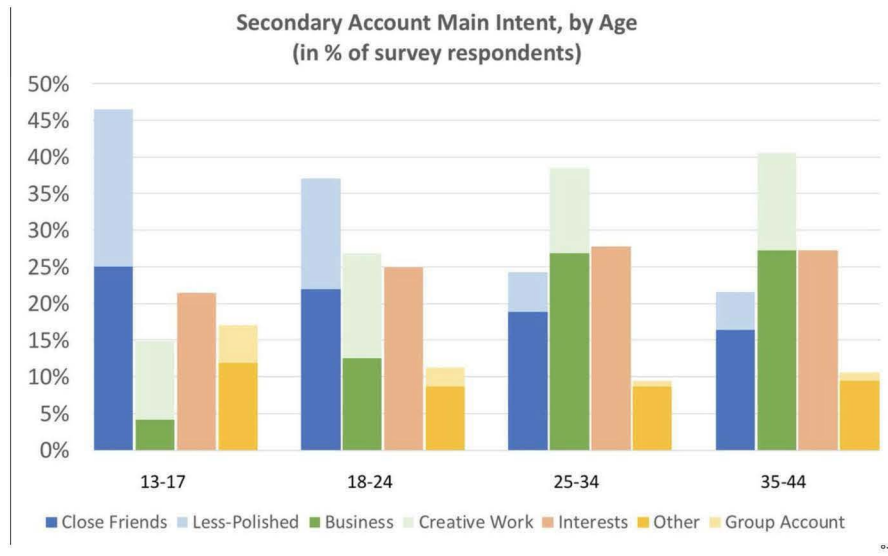
What's so special about Finstas?

The value of Finstas is not just about allowing teens to hide from certain audience, or showcase a different side of identity.

Finsta facilitates meaningful connection among a niche community through authentic expression and genuine interaction.

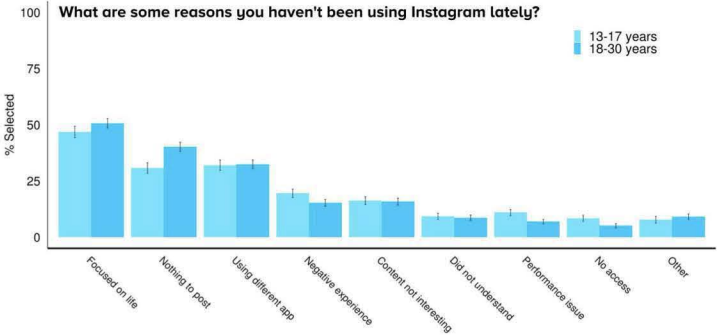
Given its popularity with teens, we should continue our investment here.





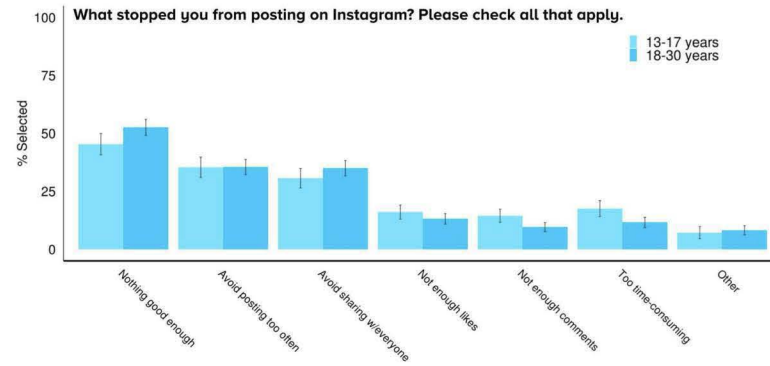
REASONS FOR CHURN: AGE

Young adults are more likely to be focused on other things in their life & have issues with posting. Teens are more likely to have issues with negative experiences, performance, & access.



NOTHING TO SHARE: AGE

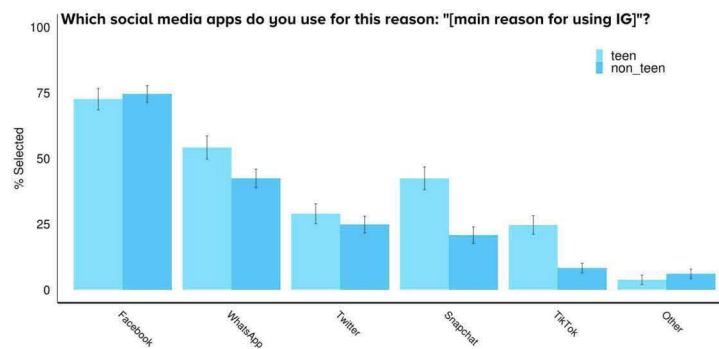
Young adults are more concerned about not having anything good enough to post.



85

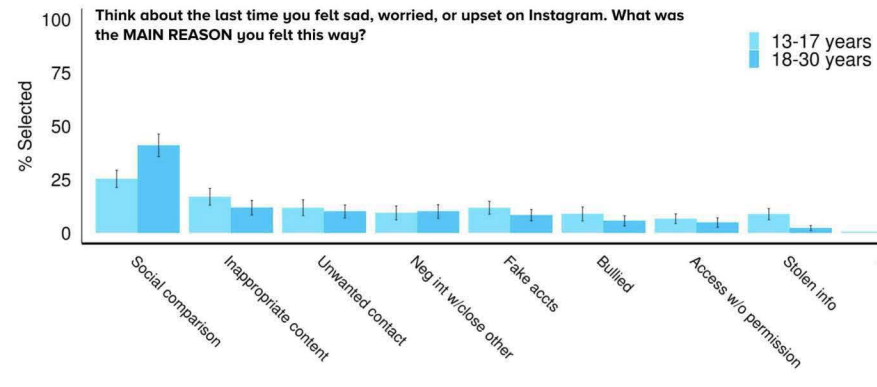
ALTERNATIVE APPS: AGE

SnapChat, TikTok, & WhatsApp are used more heavily by teens.



NEGATIVE EXPERIENCES: AGE

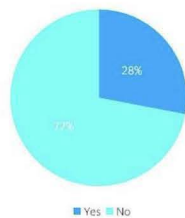
Young adults are more likely to engage in social comparison.



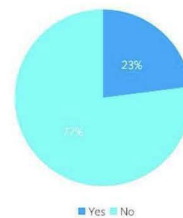
Secondary Account among Instagram Users

About one out of every four teens who have an Instagram account also have a secondary account on the app.

Secondary Account among Instagram Users
iPhone



Secondary Account among Instagram Users
Android

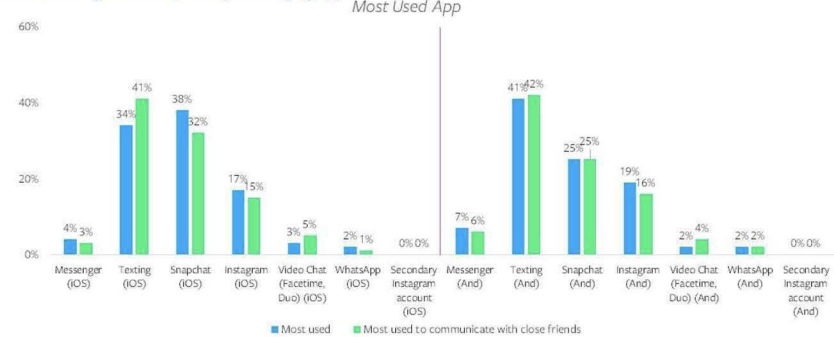


*Do you have your own secondary Instagram account (A "Firstie" or "Spam" account)? (Asked of Instagram users).

ee

Primary Messaging App

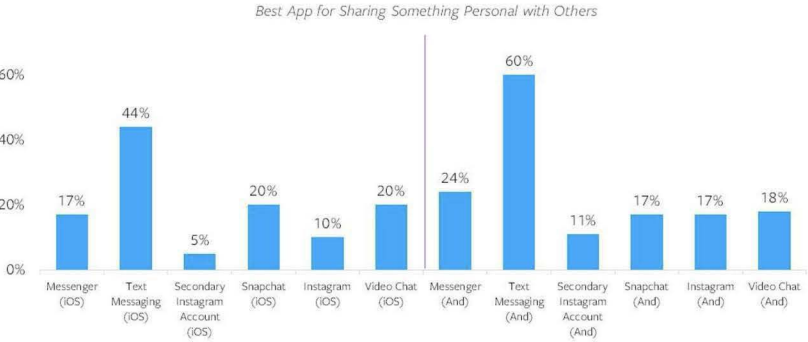
Teens are most likely to report that text messaging is their primary tool for communicating overall and with close friends, and Snapchat is the next more popular. Snapchat is more popular on iPhone than Android. Few teens say that Messenger is their primary messaging app.



*Which messaging app do you use the most? / Which messaging app do you use the most to communicate with close friends? (Asked of respondents who have used at least 1 app in the past 6 months).

Best App- Sharing something personal
For users who ranked this job, very or extremely important (Top 2)

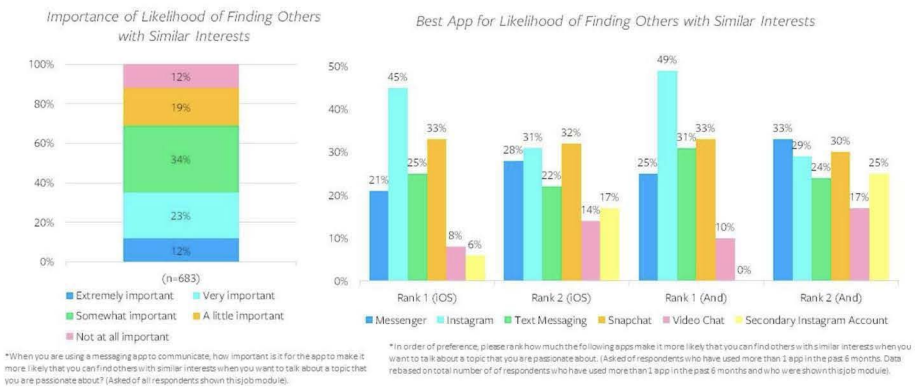
Text messaging leads the competitive set as the preferred app to use. Snapchat is second preferred for iPhone and Messenger second most preferred for Android.



*In order of preference, please rank how much the following apps make you more comfortable when you are sharing something really personal and want support from others. (Asked of respondents with at least 2 accounts, top 2 importance)

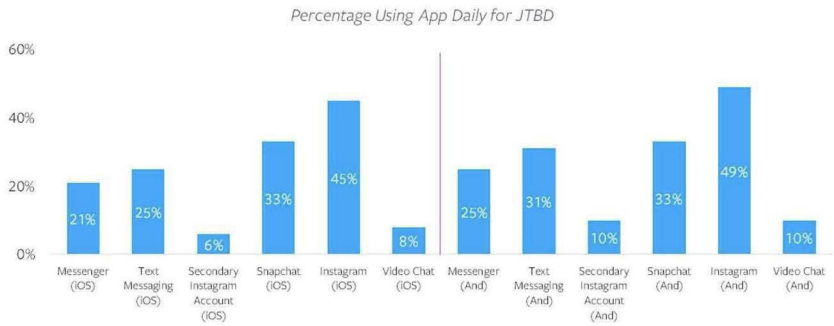
Likelihood of Finding Others with Similar Interests to Talk about a Topic You are Passionate About

One third of teens rank finding others with similar interests as very or extremely important. Texting is again the most popular for this, followed by Instagram and Snapchat.



App Usage: Finding Others with Similar Interests to Talk about a Topic You are Passionate About

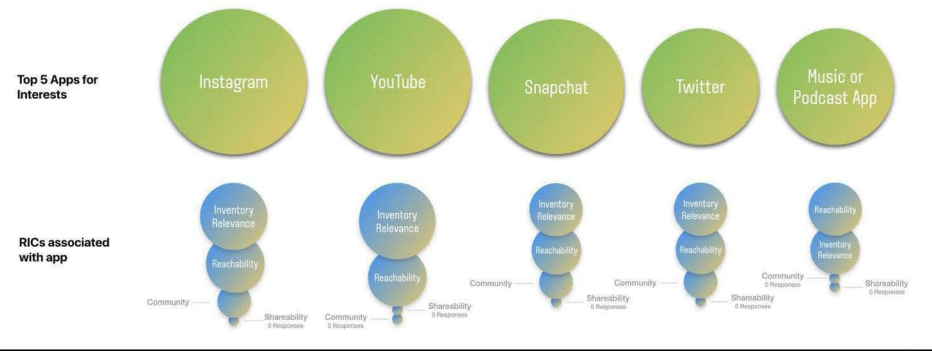
Instagram is the most commonly used app to find others with similar interests.



*How often do you use [APP] to find others with similar interests when you want to talk about a topic that you are passionate about? (Asked of respondents shown this job module who have used the app in the past 6 months).

Inventory relevance is Instagram's super power: people feel that Instagram has the content related to their interests, but this isn't the whole story.

This is similar to what we have found in studies with adults. Inventory relevance is a primary need followed by reachability when people are engaging with their interests online.



Teens' top interests are memes & humor long with gaming.

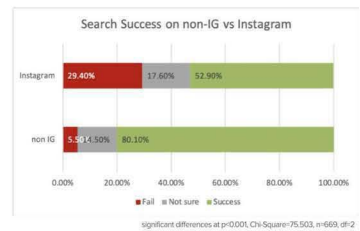
Teens top interests are very similar to adults' top interests. The primary difference is the omission of food & drink interest and the addition of gaming for teens.



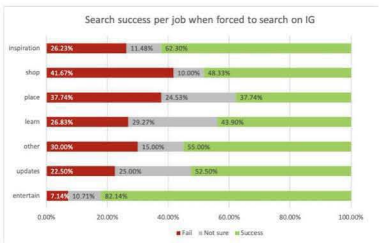
Top multi-select, reported five days of usage. Bottom single-select, responded to once.

COMPARING NON-IG VS. INSTAGRAM SEARCH EXPERIENCES

When we asked participants to compare their non-IG interest search to Instagram search, they reported their non-IG searches much more often as successful (80.1%) versus the same search on Instagram (52.9% success).



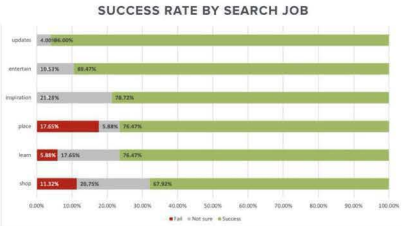
Participants reported to be the most successful for **entertainment and inspiration** searches on Instagram, and the least successful at **shopping and place** search intents.



HOW SUCCESSFUL ARE PEOPLE AT DIFFERENT INTEREST SEARCH JOBS AND ON DIFFERENT PLATFORMS?

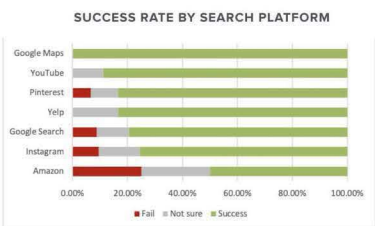
Finding **updates** had the highest success rate (96%), followed by finding **entertainment** (89.5%).

Shopping search had the lowest success rate (67.9%) and **place** search had the highest fail rate (17.7%)



Participants were the most successful on **Google Maps** (100%) and **YouTube** (88.9%).

Interest search success was lowest on **Instagram** (75.5%) and **Amazon** (50.0%).



WHICH PLATFORMS WERE HIRED FOR WHICH INTEREST SEARCH JOBS?

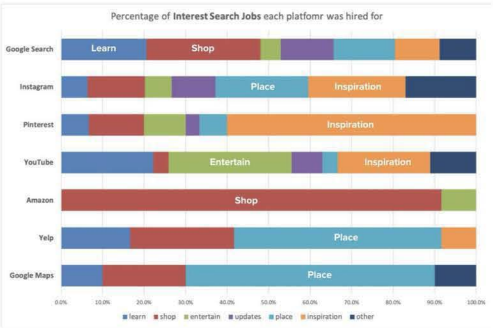
Google was most often chosen for shopping, learning, but also for updates, place info, and inspiration. Also note how Google is most diverse and evenly split in the number of different jobs it is hired for.

Instagram was most often chosen for inspiration, place info, but also shopping, updates, learning, and entertainment. Note how entertainment is quite low here, contrary to recent survey work (add link).

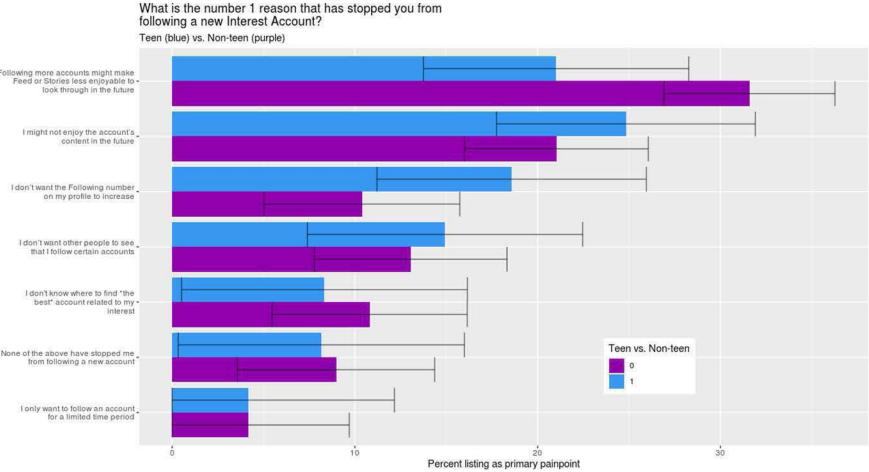
Pinterest was most often, and almost solely hired for inspiration, but also in a few cases for shopping, entertainment, and learning.

YouTube was most often hired for entertainment, closely followed by learning and inspiration.

Amazon was (as expected) mainly hired for shopping, while **Yelp** and **Google Maps** (as expected) mainly were hired for place searches.



Teens are marginally less likely to worry about unmanageable feed;
But it's still a top-3 painpoint

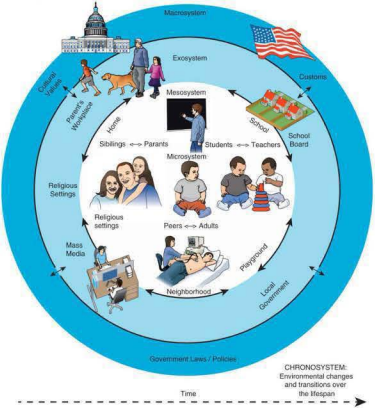


emphasize the role of the cultural context in influencing children's development. Critics argue that sociocultural theory overemphasizes the role of context, minimizes the role of children in their own development, and neglects the influence of genetic and biological factors (Crain, 2016).

Bronfenbrenner's Bioecological Systems Theory

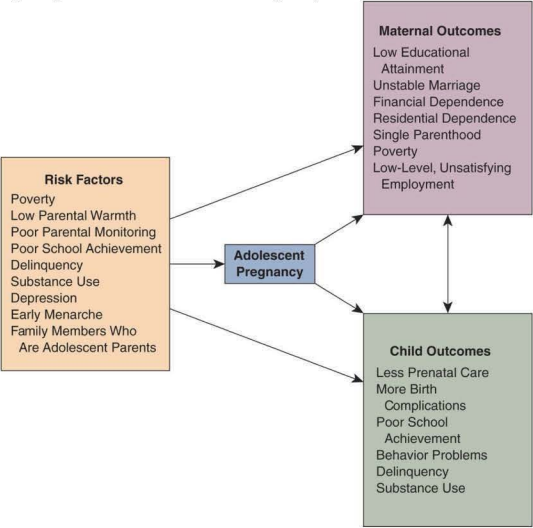
Similar to other developmental theorists, Urie Bronfenbrenner (1917–2005) believed that children are active in their own development. Specifically, Bronfenbrenner's **bioecological systems theory** poses that development is a result of the ongoing interactions among biological, cognitive, and psychological changes within the person and his or her changing context (Bronfenbrenner & Morris, 2006). Bronfenbrenner proposed that all individuals are embedded in, or surrounded by, a series of contexts: home, school, neighborhood, culture, and society, as shown in **Figure 1.4**. The bioecological systems theory thus offers a comprehensive perspective on the role of context as an influence on development. As shown in **Figure 1.4**, contexts are organized into a series of systems in which individuals are embedded and that interact with one another and the person to influence development.

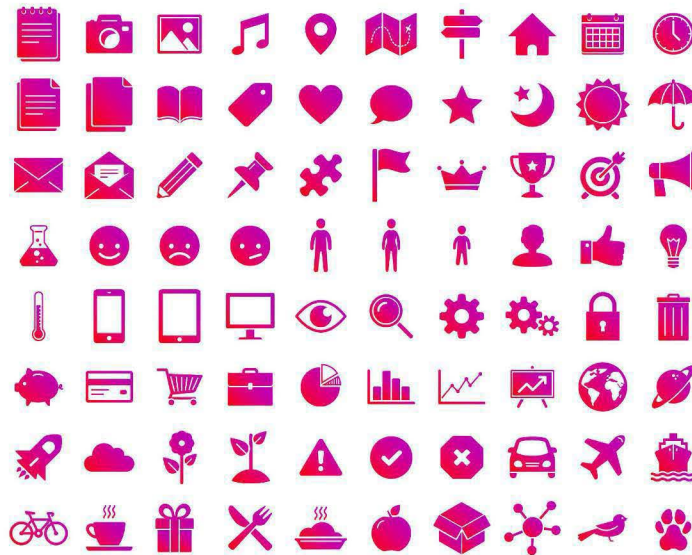
Figure 1.4 Bronfenbrenner's Bioecological Systems Theory



Source: Adapted from Bronfenbrenner and Morris

Figure 13.10 Influences on Adolescent Pregnancy





Editable Icons

Just copy and paste and
change color or lines
accordingly

101