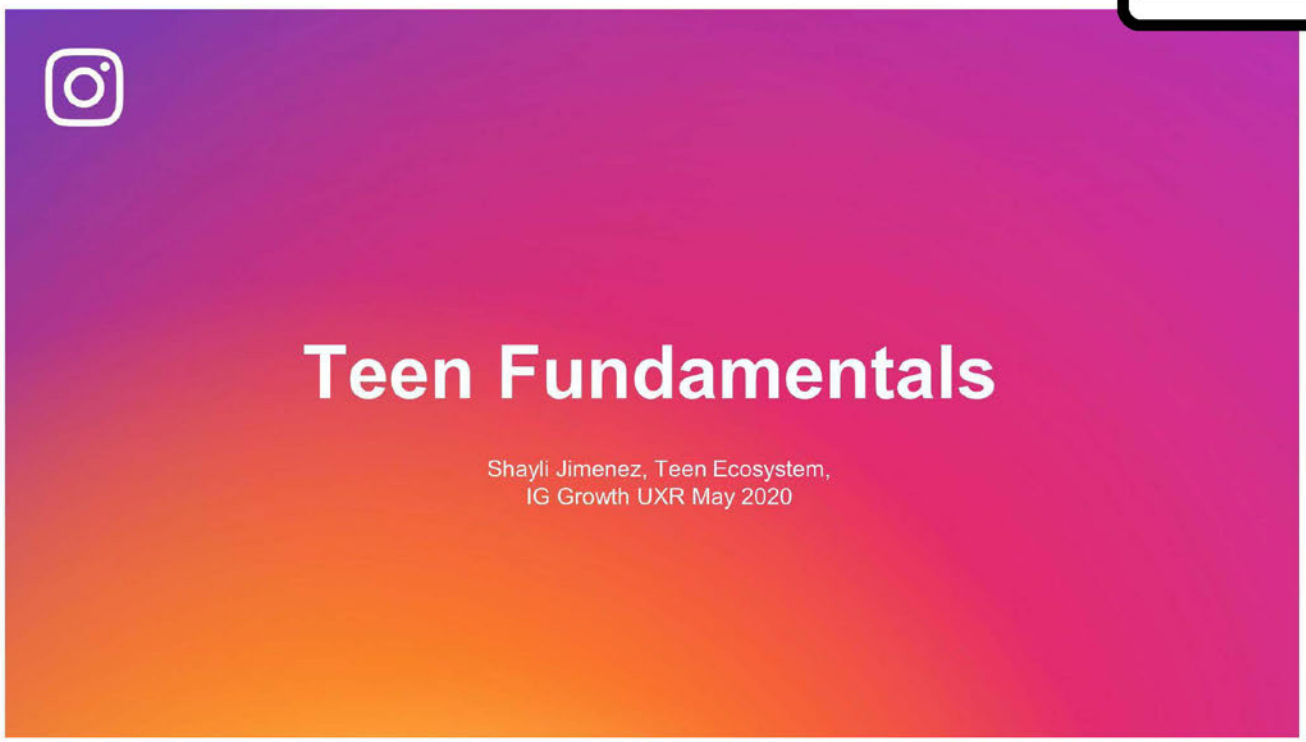
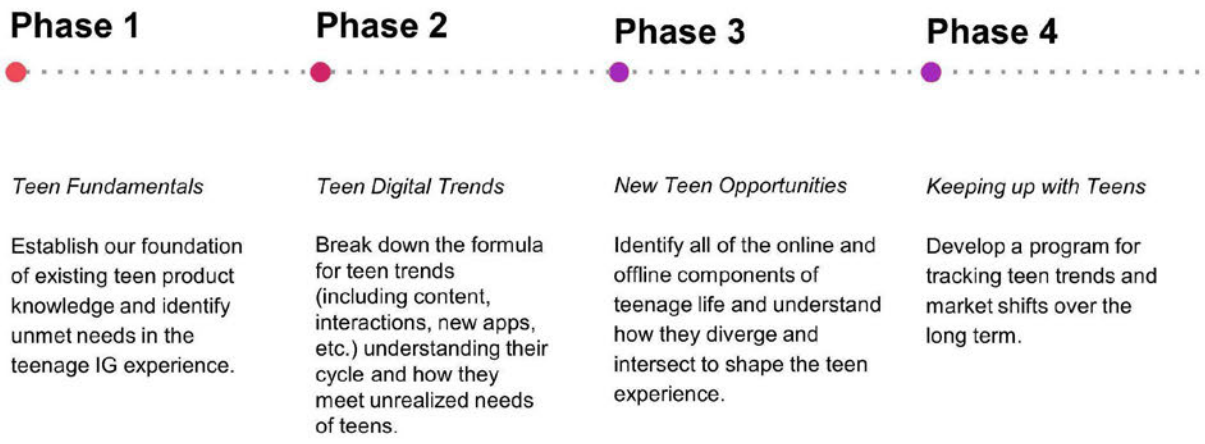
Tennessee v. Meta
Case No. 23-1364-IV
PX-00037



Hello thank you everyone for joining today. I want to quickly introduce myself - I'm Shayli Jimenez and I just joined IG after 4.5 years on the FB side where I did a ton work on video, creators, fandom and community. But now, I'm super excited to have the opportunity to dive deep on this set of fascinating users - teenagers.



So the work I'm sharing today is Phase 1 of the Teen Ecosystem Understand workstream and is essentially a synthesis of adolescent development concepts, neuroscience as well as nearly 80 studies of our own product research. So I want to preface this by saying there was a ton of data that went into this so I'm going to voice over the key take-aways in the interest of time but happy to dive into any

of the findings in-depth.

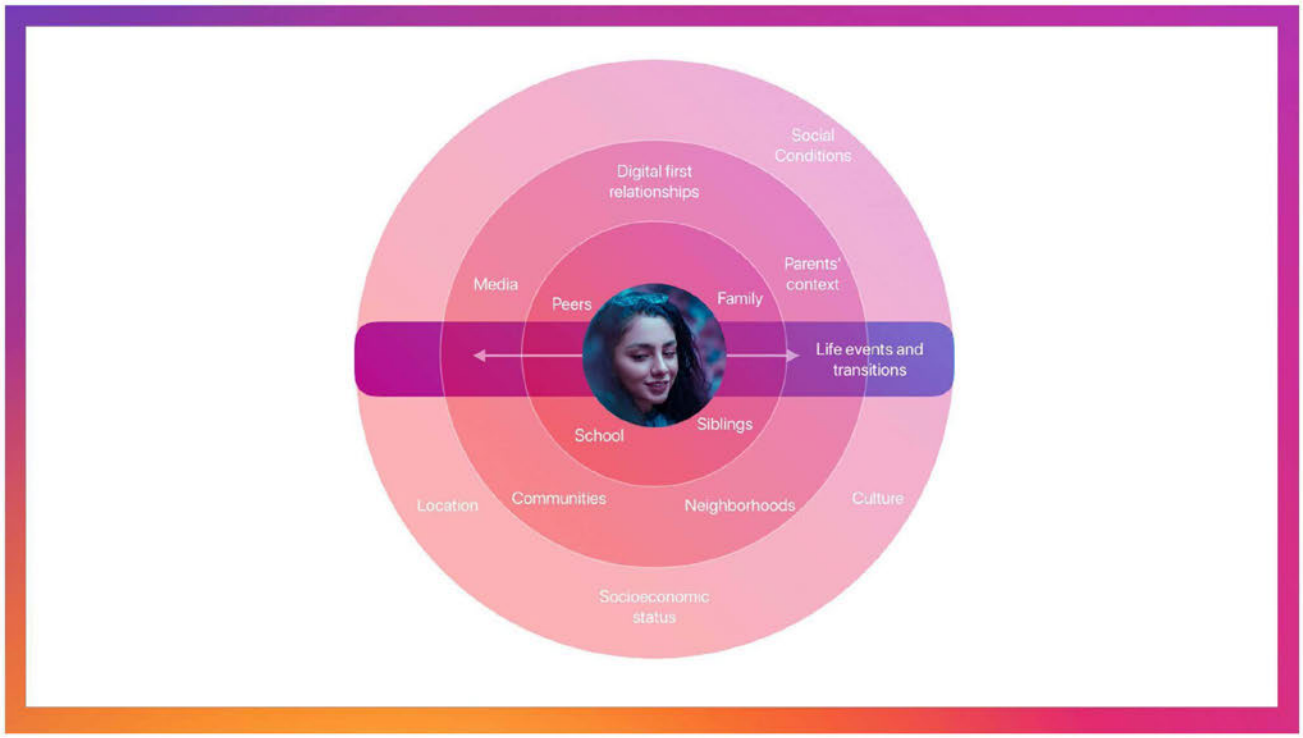


Remembering what it's like...

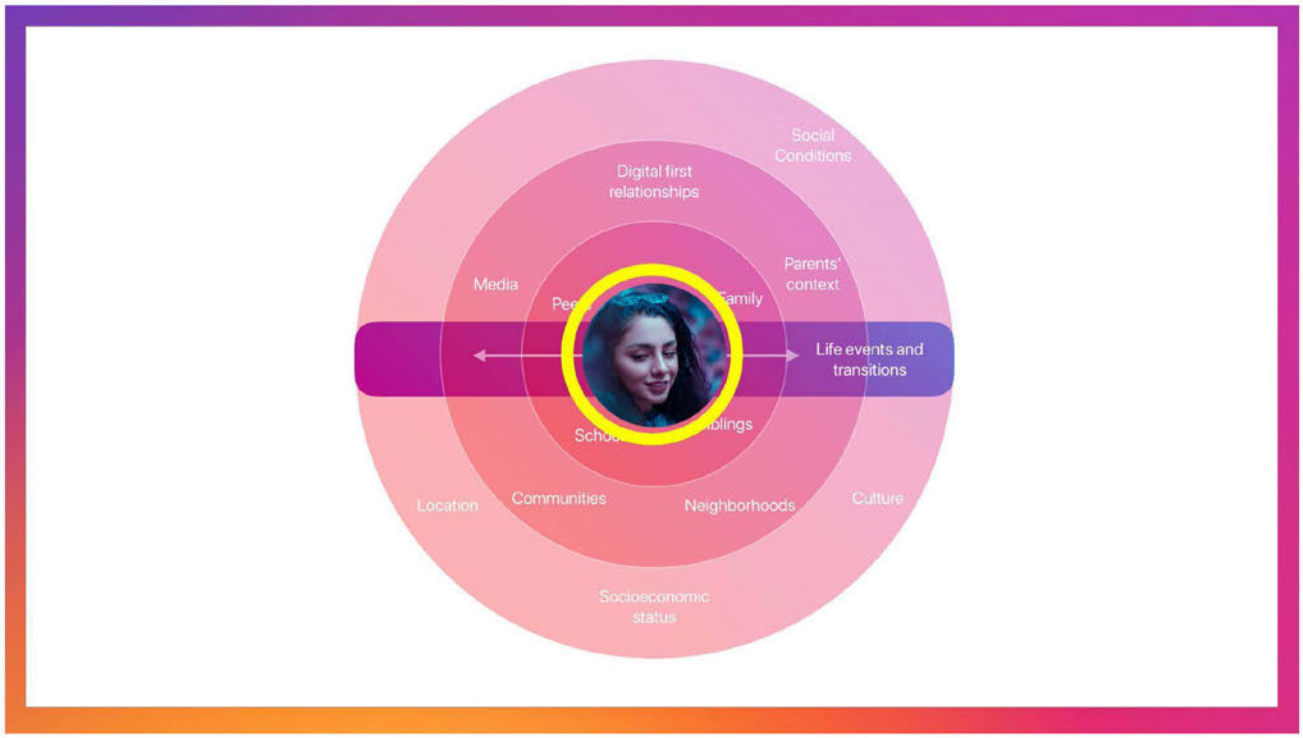
asking you all to think back to the time when you were a teenager...



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...

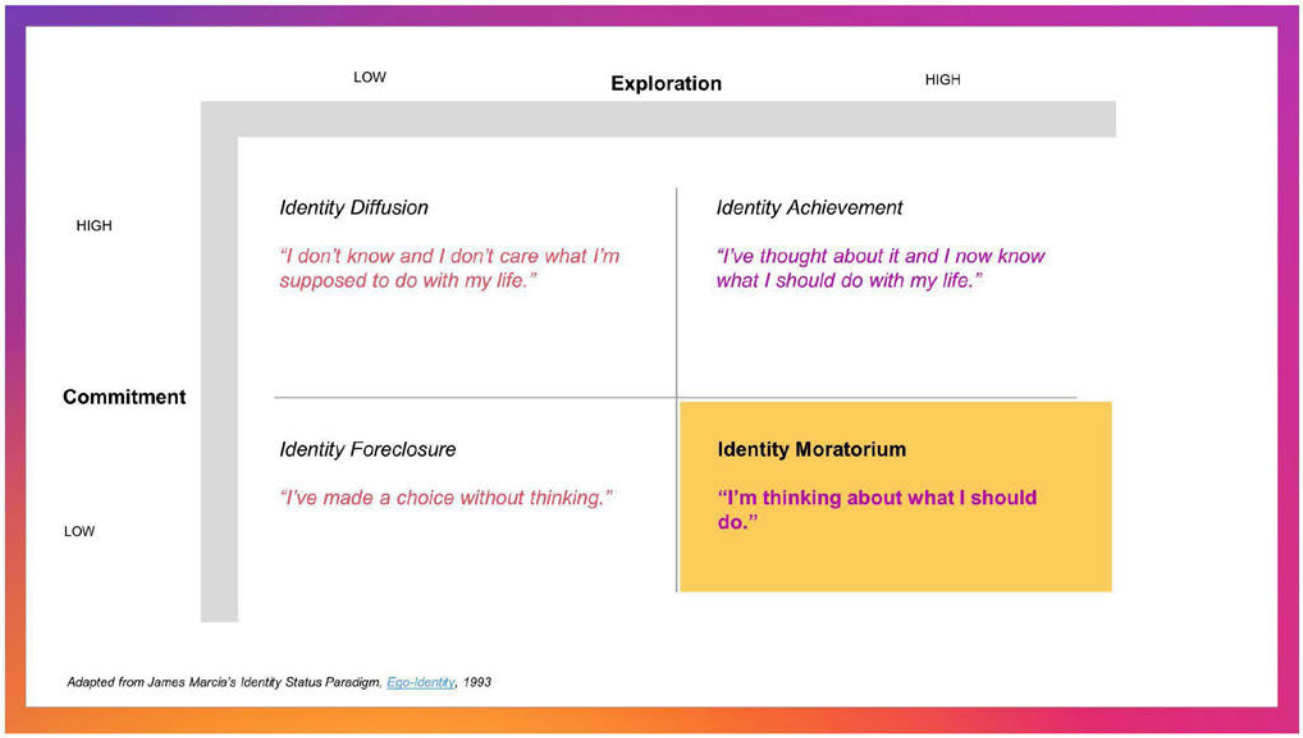


We can first look inward to biological factors that are pretty consistent across adolescent development and gain valuable ***relatively stable*** insights to inform product strategy today. And that is what I am going to be sharing with you now.



We are all aware of what happens during adolescence = puberty

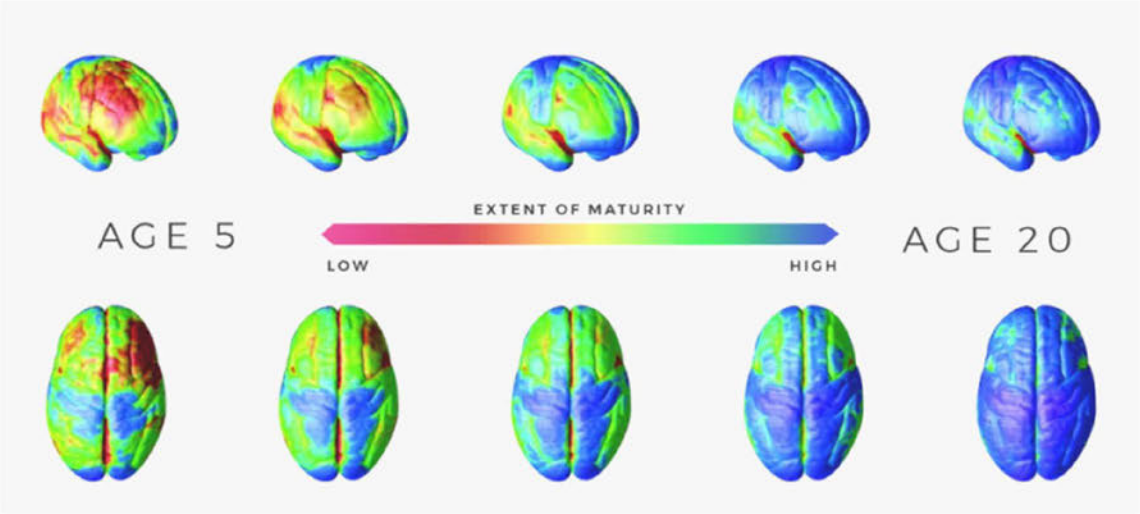
There is increased hormone production and new environmental effects and cognitive changes that cause an abundance of confusion for youth at all stages. This includes trying to figure out just who they are.



Different stages of identity development are based on levels on exploration and commitment. Adolescents construct an identity by engaging in a high level of exploration but with low levels of commitment and this is called **identity moratorium**. During this period of time young people are generally positioned to have more freedom and independence than childhood but without all the

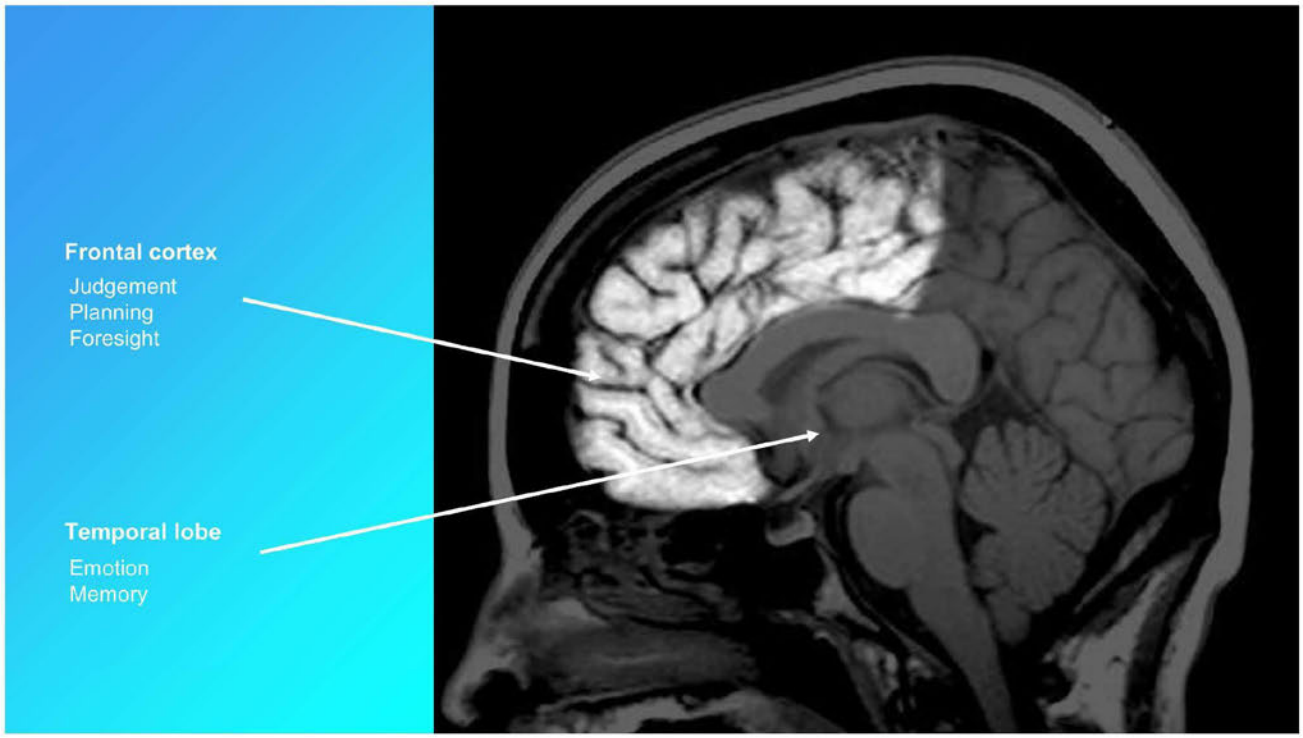
responsibilities of adulthood. This allows adolescents to sample careers or explore personalities and desires. Young people who successfully engage in this process emerge with an understanding of who they are and likely to reach identity achievement.

Another interesting facet of change for teens is in their brain development.

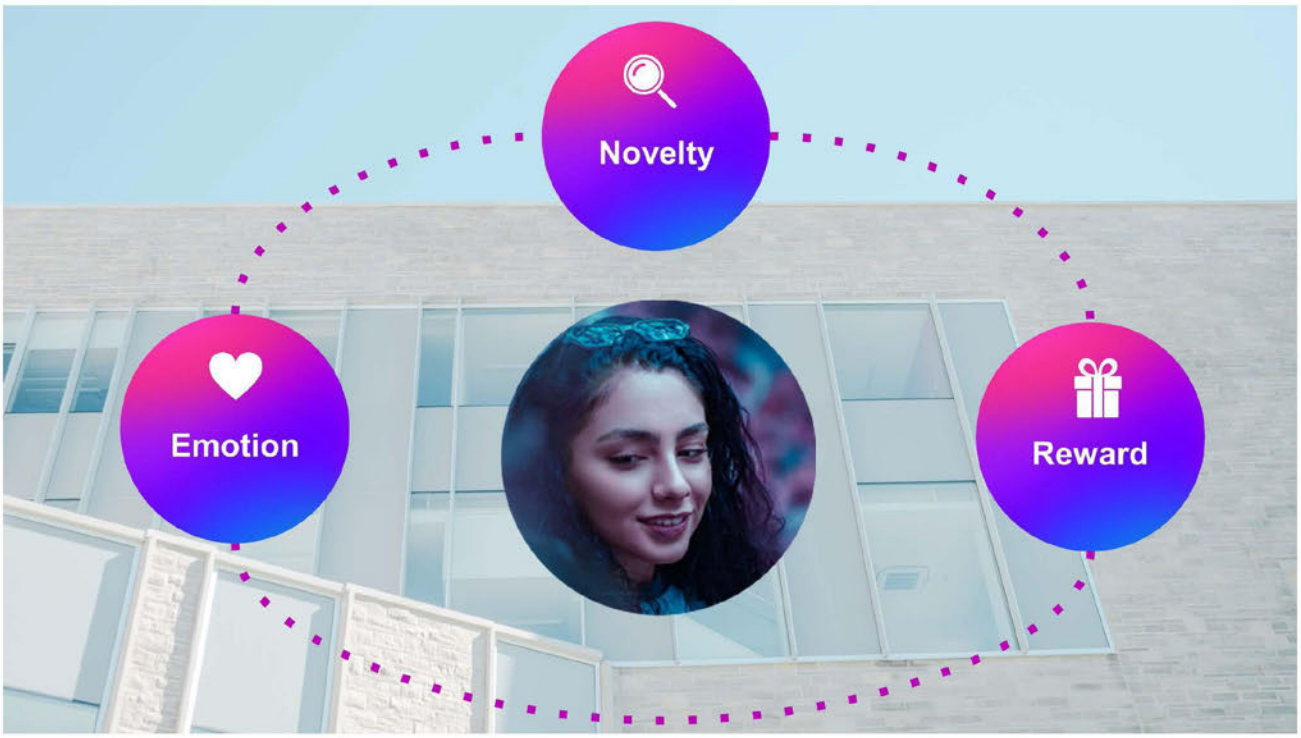


The brain develops in a way you might not expect. Like the body it matures over time - **but not** at the same speed as the body. You will also notice the pattern of maturity is from the back to front and gray matter density (which drives connections in the brain) increases over a longer period time. Unlike the body which functions wholly from day one, the brain essential spot trains certain areas and

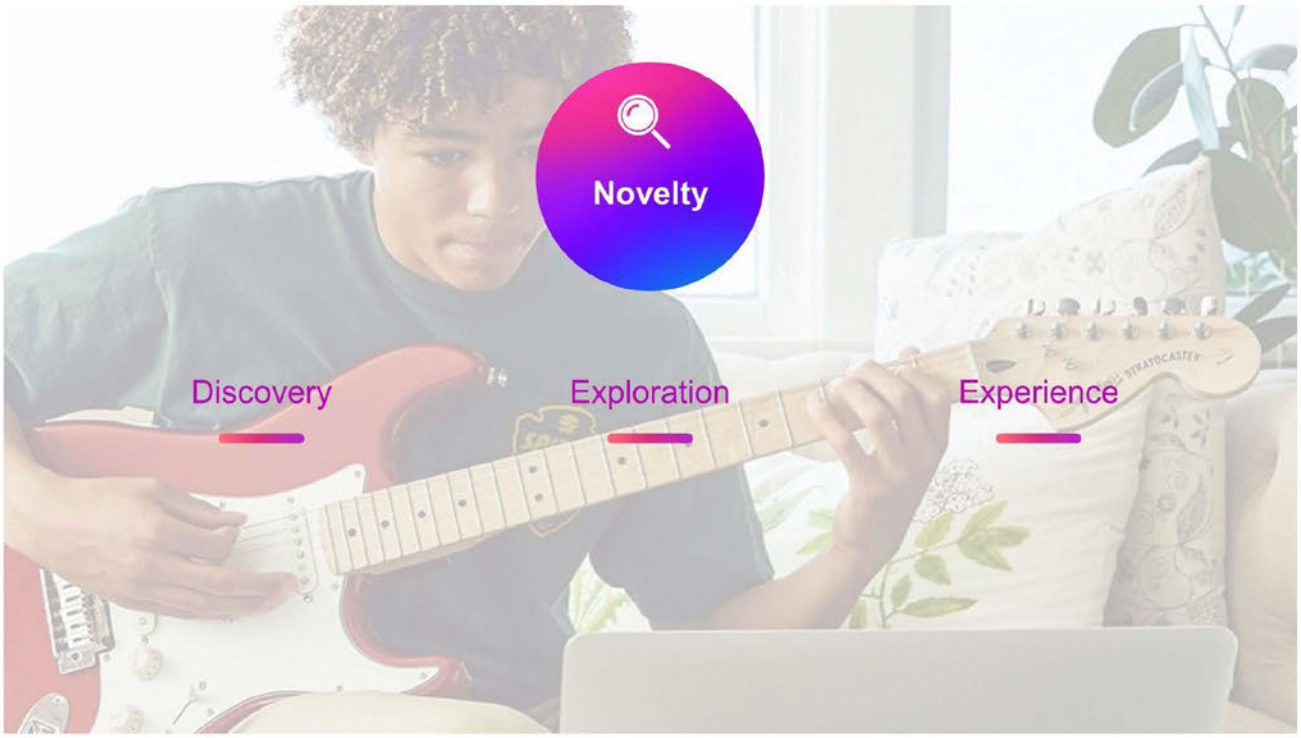
functions at a partial capacity before it is wholly developed.



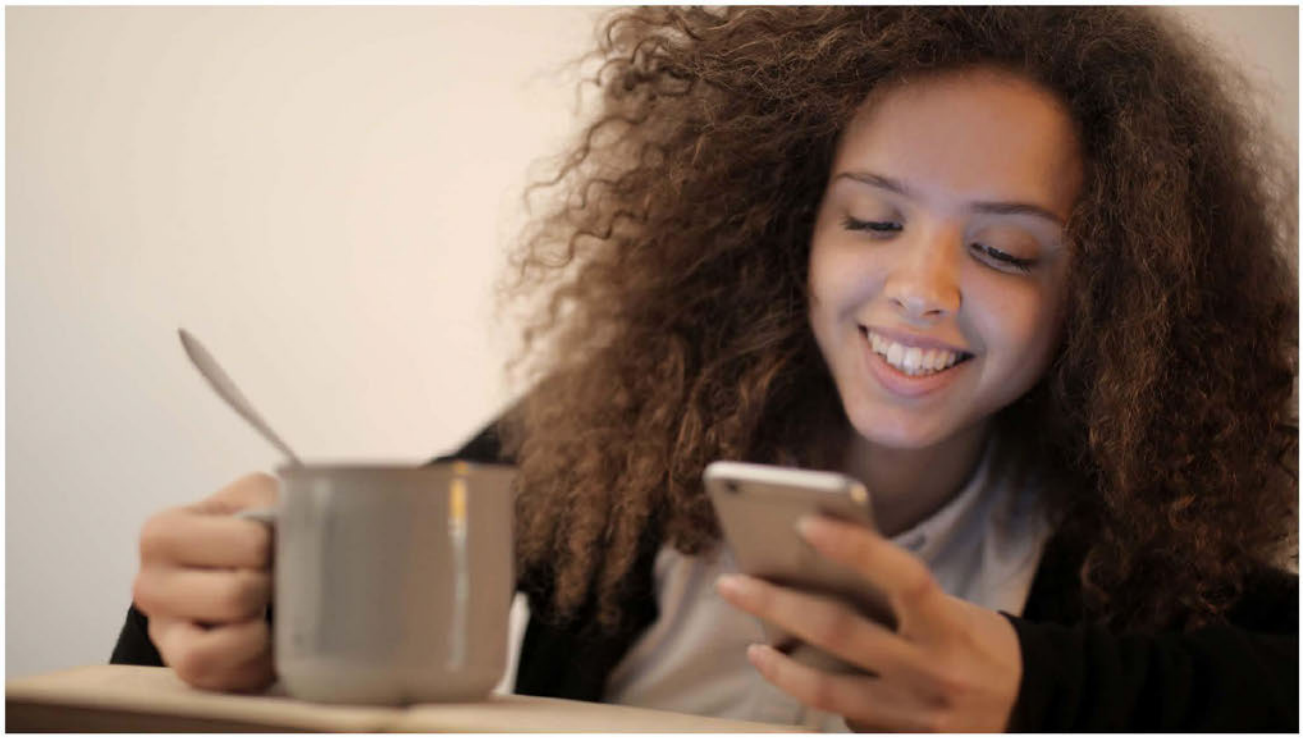
The teenage brain is usually about 80% mature. The remaining 20% rests in the frontal cortex - the area of the brain responsible for...At this time teens are highly dependent on their temporal lobe where emotions, memory and learning, and the reward system reign supreme.



This means teens' decisions and behavior are mainly driven by emotion, the intrigue of novelty and short term reward…Using this as a framework - what are the implications of each of these for Instagram? Let's start with novelty.



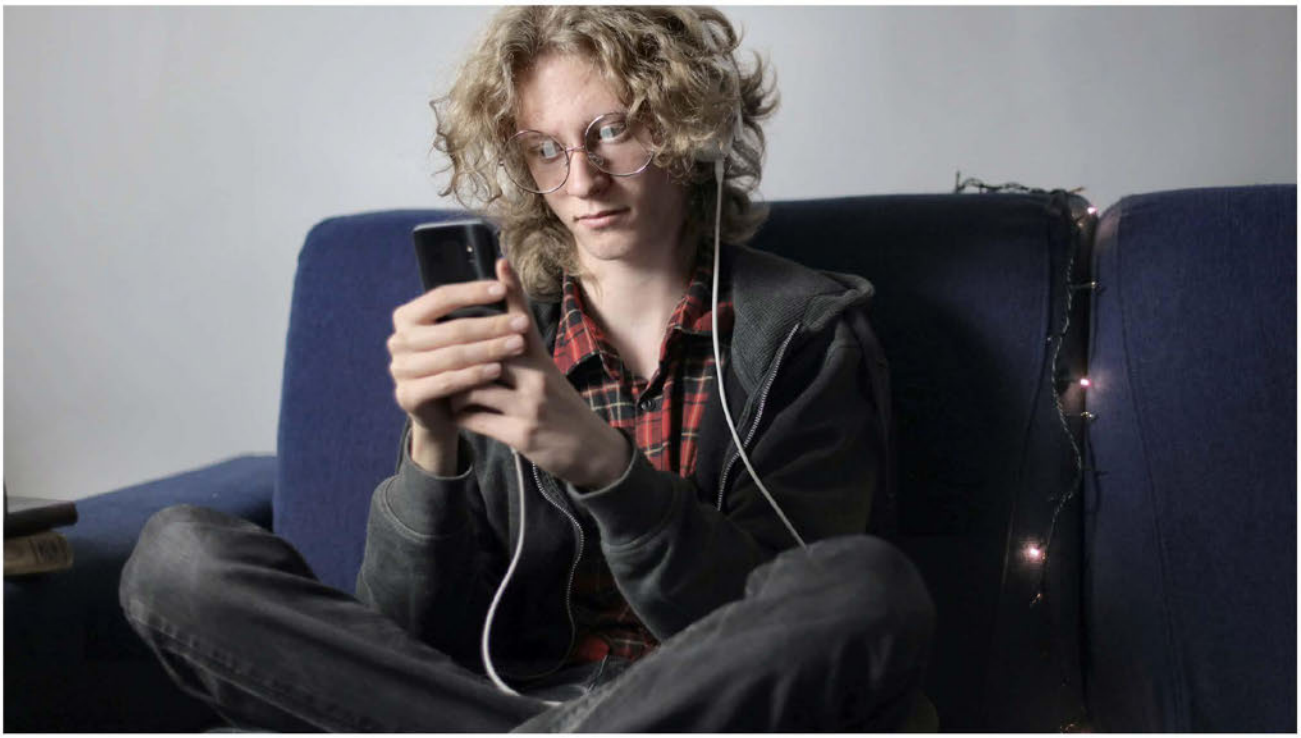
Teens are hungry to learn and therefore seek new experiences and exposure and the teenage brain happens to be pretty easy to stimulate. Novelty seeking lends itself to social media by facilitating discovery, exploration and experience.



For instance, when it comes to discovery → ie **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.



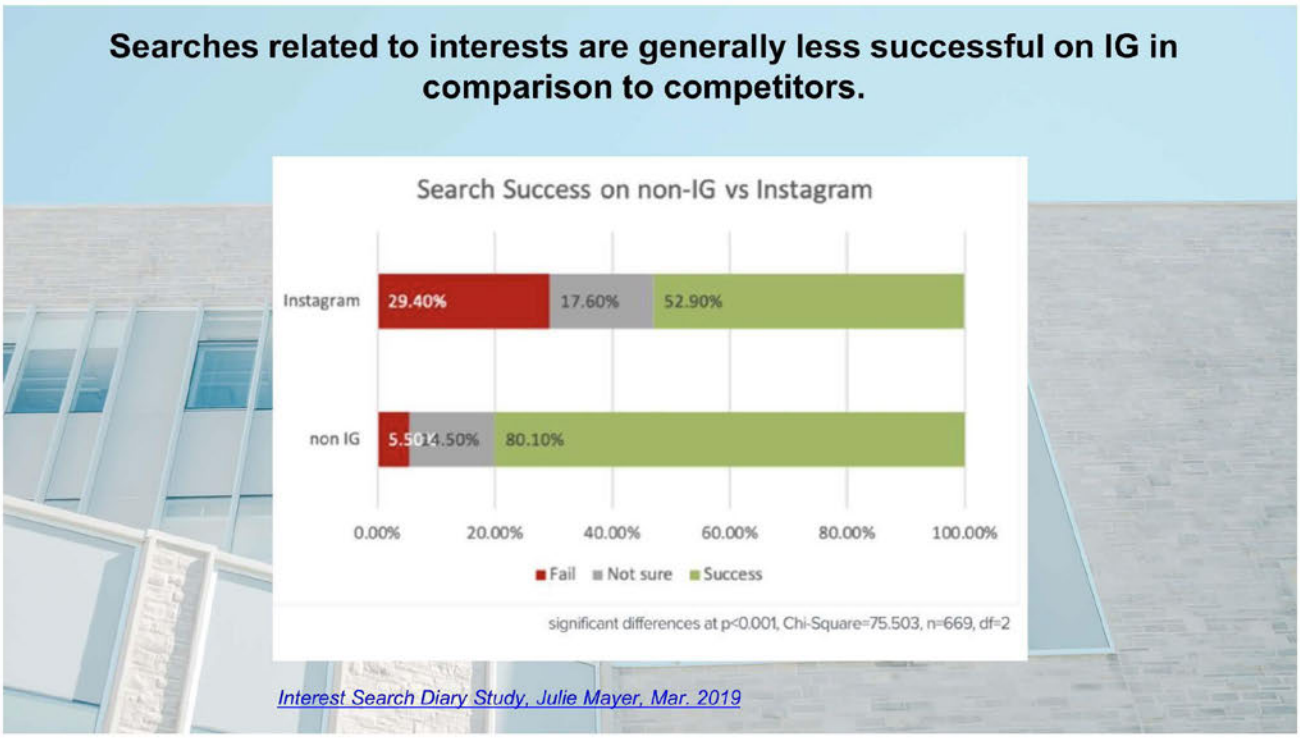
Teens are insatiable when it comes to "feel good" dopamine effects. Humor and fun are highly valued. But, this does not mean that other types of content don't engage teens. Humor is just one emotional note - and teens are much more complex beings as they explore who they want to be. This explains teens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



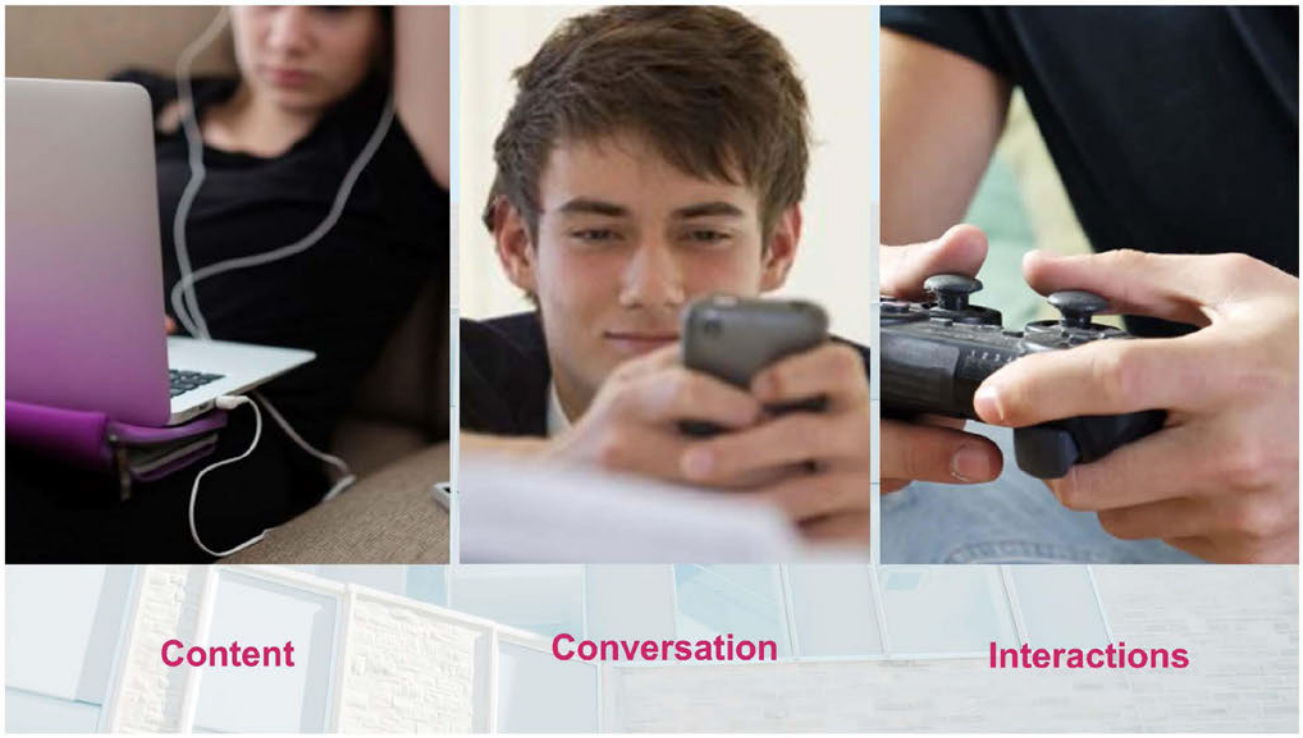
Further, teen brains' are especially "plastic" or keen to learn presenting a unique opportunity that coupled with curiosity can sends teens down some interesting rabbit holes - absorbing and exploring as much as they can about a particular topic.

How well does IG cater to this activity? How does it stack up against intentful

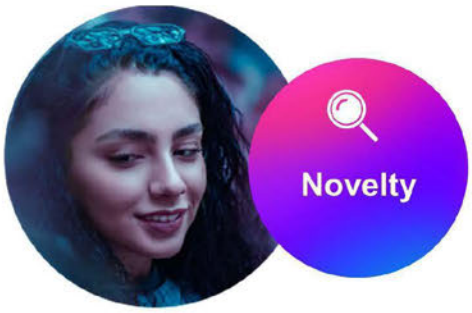
discovery platforms?



We have found that interest searches are generally less successful on IG in comparison with the competitors.



Content is not the only means of exploration. Teens explore perspectives through conversation and gain new experiences with others through interactions.



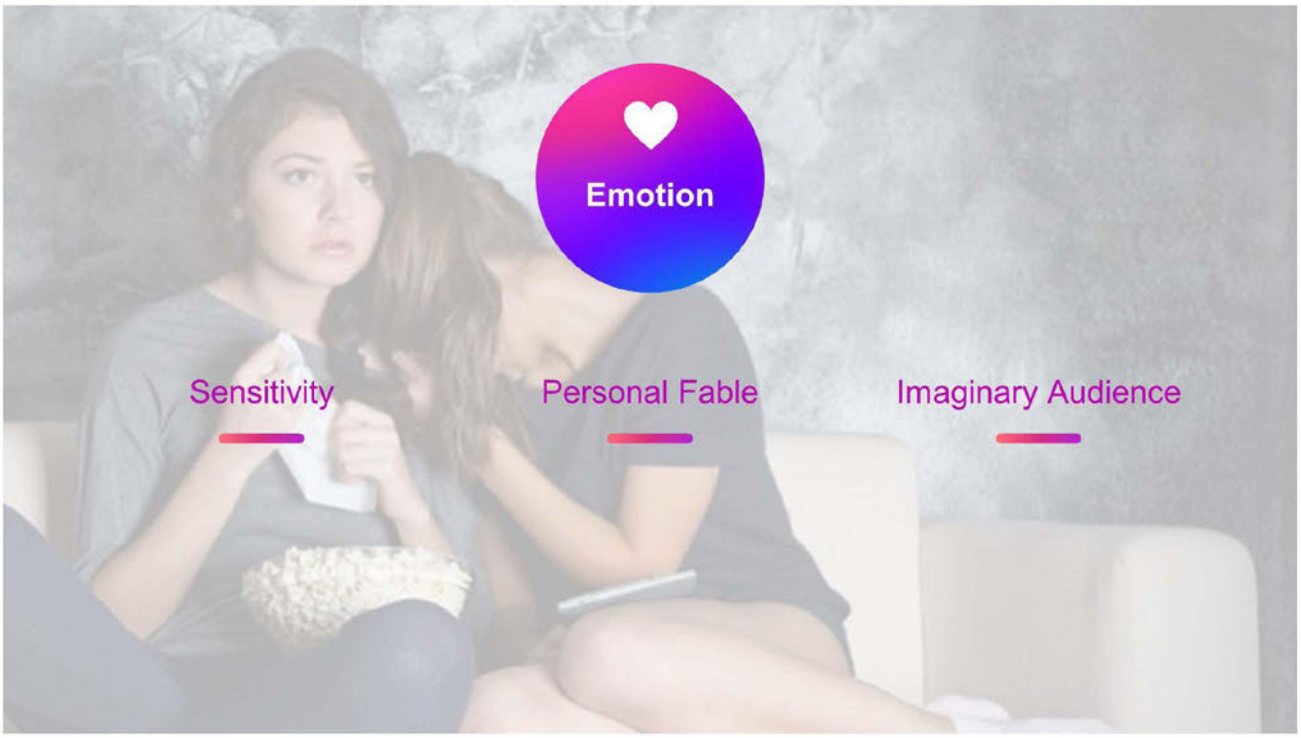
Teens need rapid fire discovery features to find new:

- Interests
- Perspectives
- Experiences

Opportunities

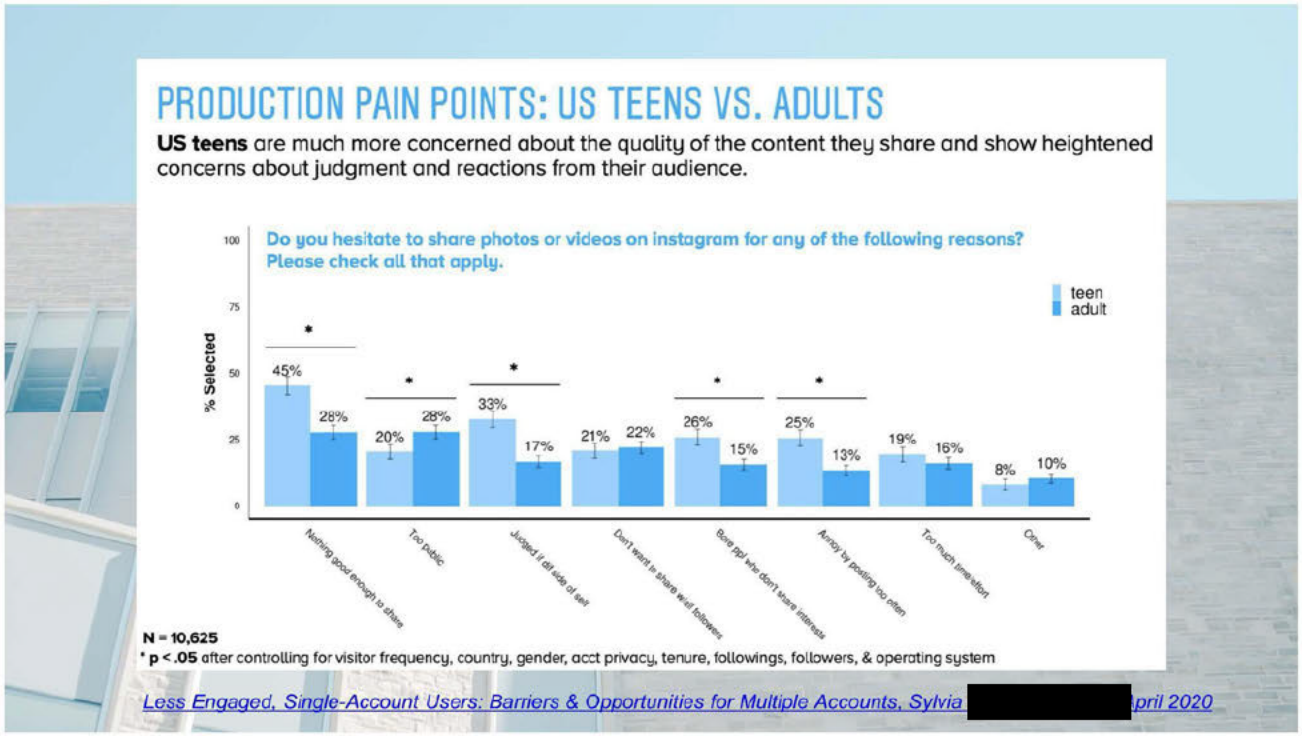
- Implement stronger paths to related interest content (ie. suggestions for IGTV videos, enable users to share their saved post collections, etc.)
- Aggregate or suggest interest-related people, places, hashtags, saved post collections, products and causes to facilitate consuming all we have to offer around a particular interest
- Create new types shared experiences and interactive approaches: co-creation, perspective sharing activities, games, etc.

Teen's appetite for novelty puts them on a persistent quest to discover new means of stimulation. This means that teens need rapid-fire discovery features to find new interest, perspectives and experiences. What are some ways we keep teens engaged on the app? ….
Opportunities…
What can we learn from emotion?

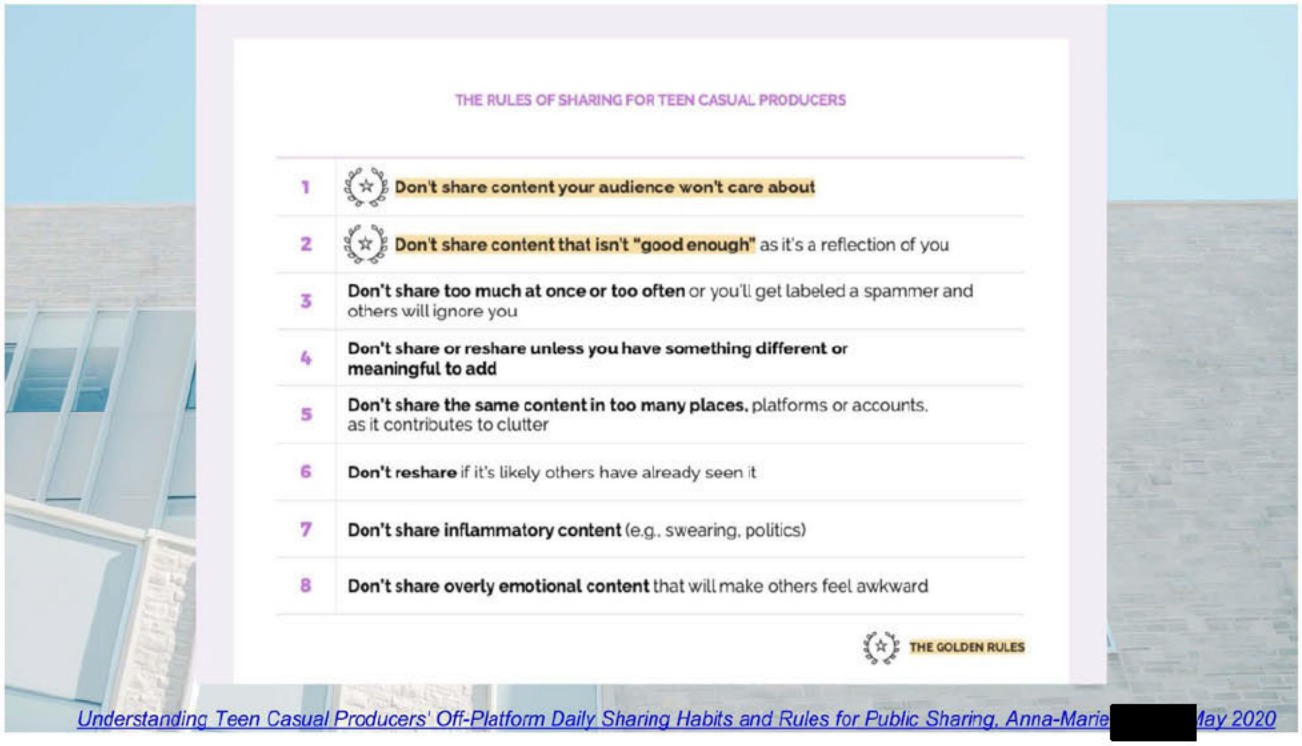


Sex hormones are particularly active in the limbic system, which is the emotional center of the brain. There are also unique features of teenage emotional experience -- increased sensitivity, as well as well established psychological concepts known as “personal fable” and “imaginary audience”. Personal fable is when they believe the intensity of their emotions are different from other

people's and that others just don't understand them. This is likely what contributes to the appeal of relatable content such as that is expressed through memes, and the appeal of vloggers (people like me), etc. This is also compounded by "imaginary audience" which is a heightened self consciousness fueled by the belief that all eyes are on them.



We see this reflected 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.

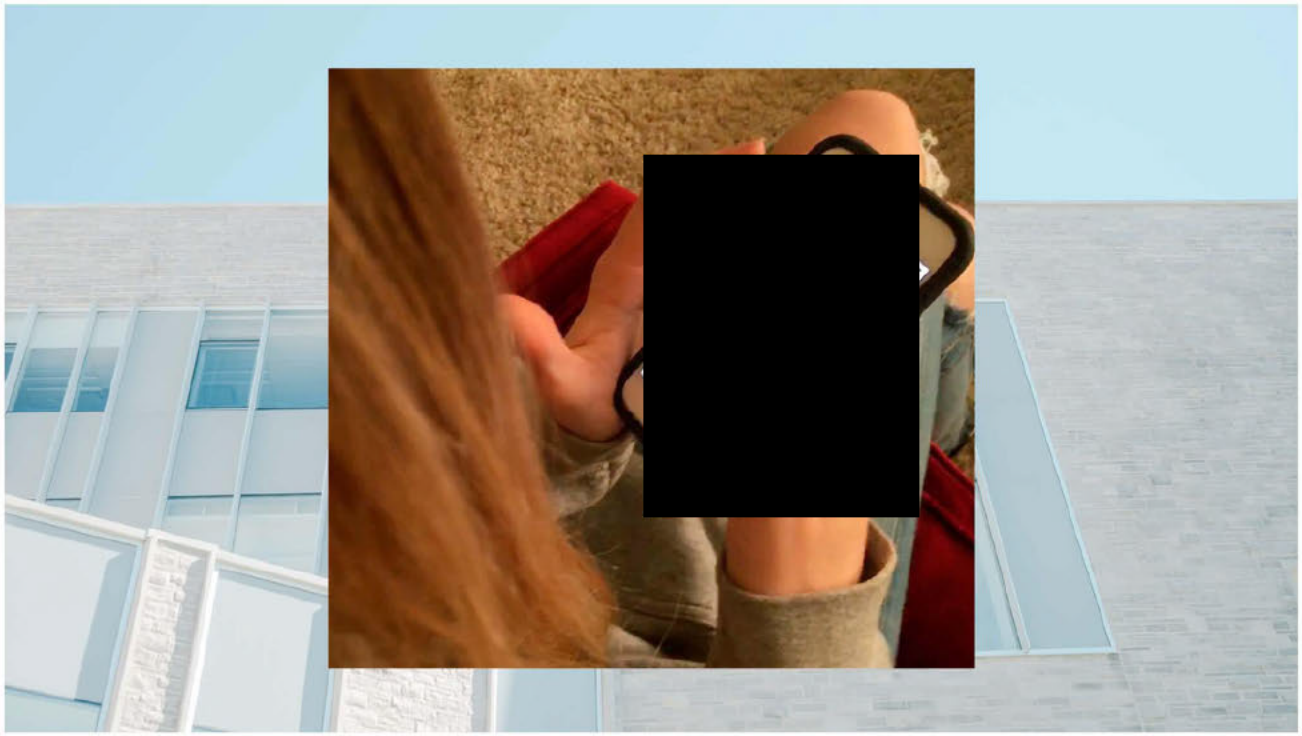


Understanding Teen Casual Producers' Off-Platform Daily Sharing Habits and Rules for Public Sharing, Anna-Marie [redacted] May 2020

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

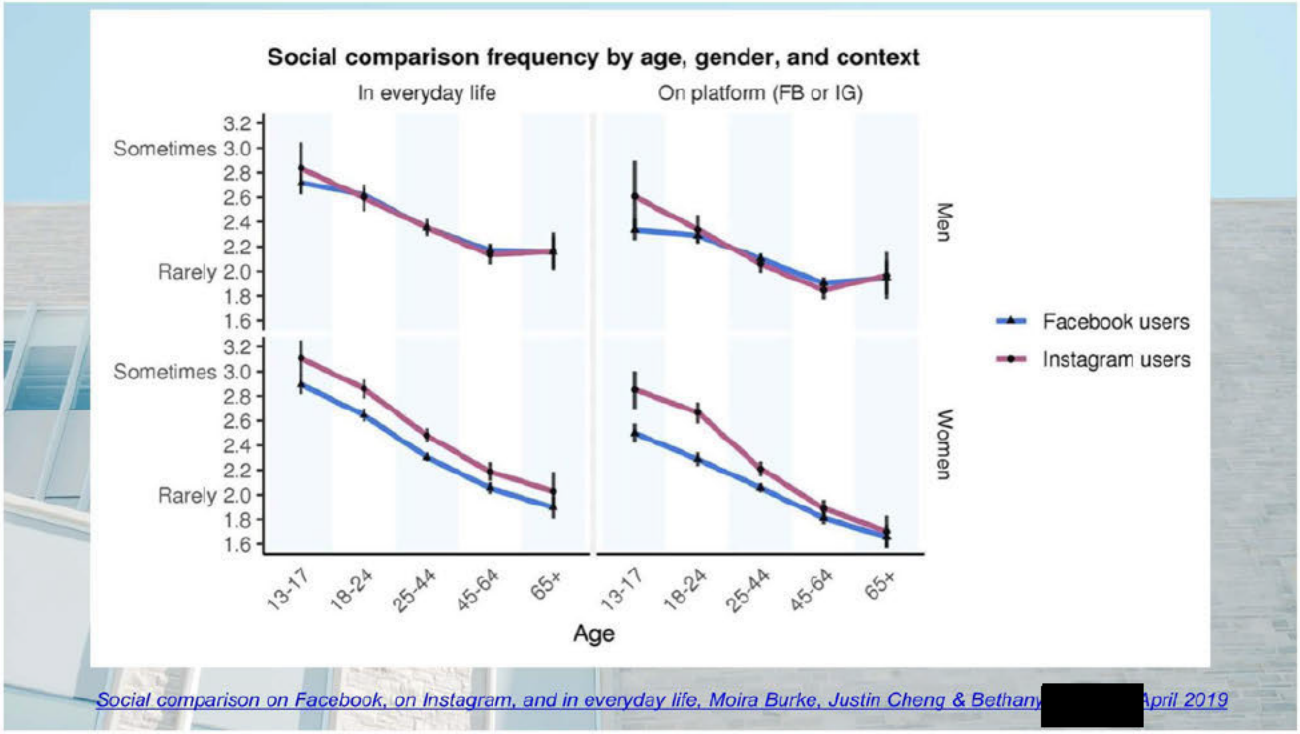


There is quite a bit of threat to be wary of especially among teens on Instagram and most notably in DM. Unsurprisingly, people being bullied on IG are more likely to delete or deactivate their accounts.

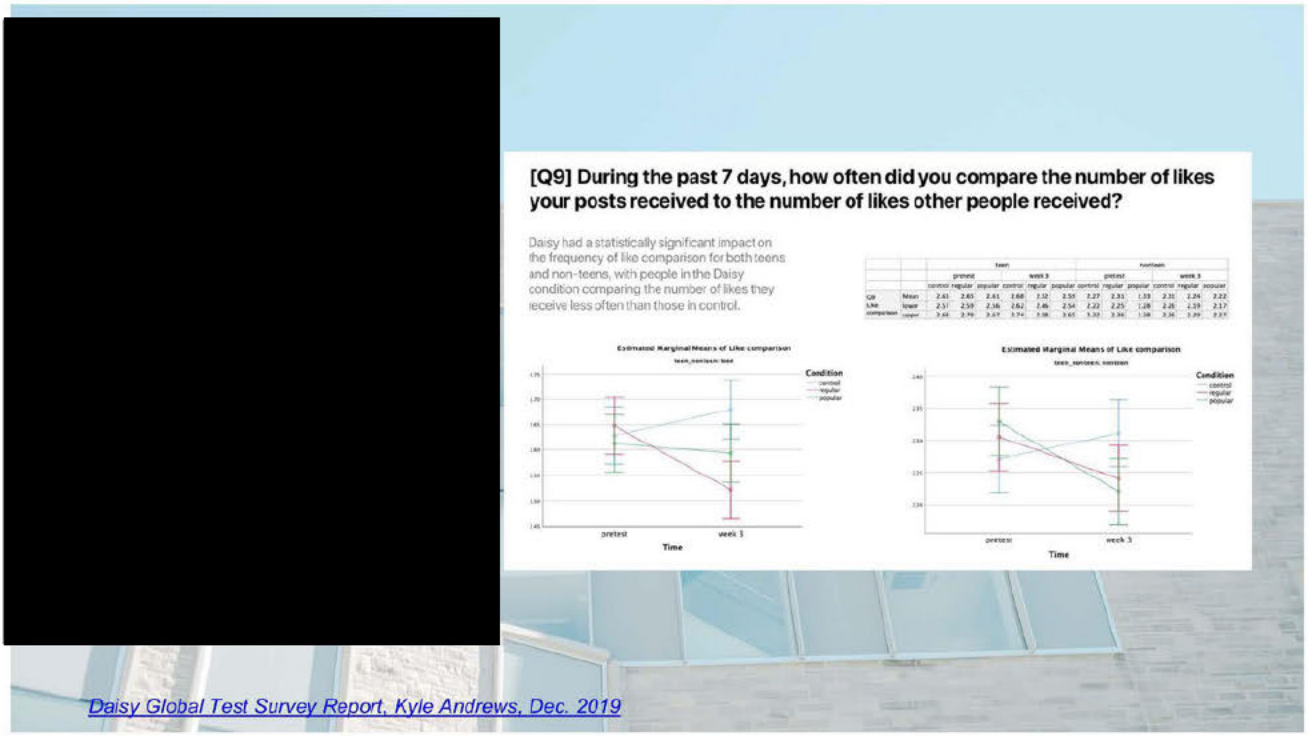


Even when teens don't have a particularly negative experience on IG, they can still feel bad based on how they self evaluate compared to what to they see. When adolescents identify a self they aspire to be, and this mismatches with their actual selves studies associate this with poor grades, low self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

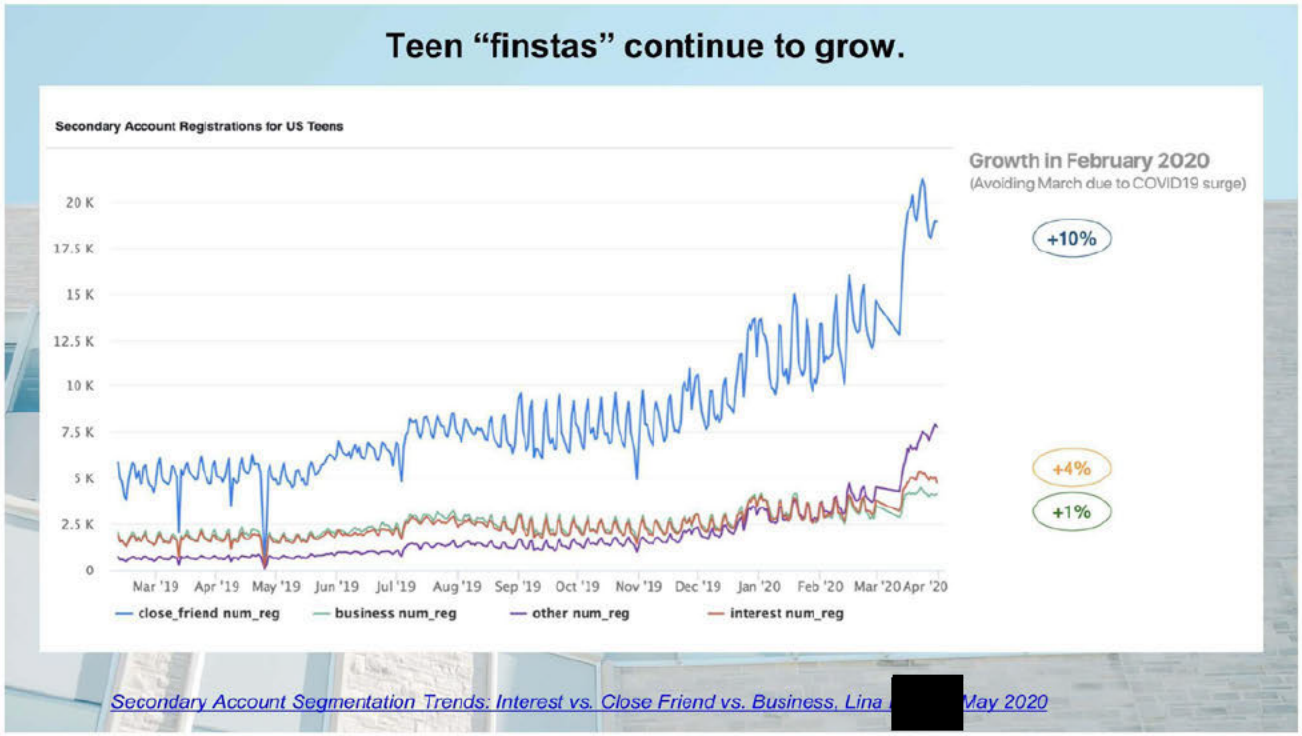


Daisy Global Test Survey Report, Kyle Andrews, Dec. 2019

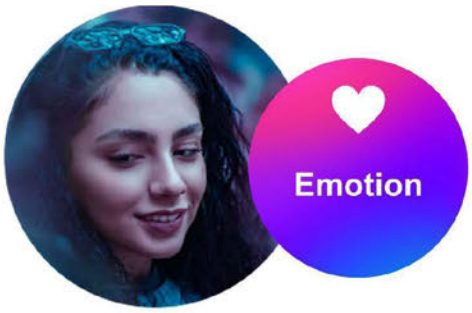
One effort that has made some stride towards reducing social comparison for teens is project Daisy. This change had a statistically significant impact on reducing the frequency of "like" comparison for both teens and non-teens.



All of these emotional factors can make it challenging for young people to form a balanced and consistent sense of self nd that confusion prompts them to try on different identities.



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 implies that teens are interested in building boundaries and small spaces to express themselves in ways that are different from the traditional polished IG projection.



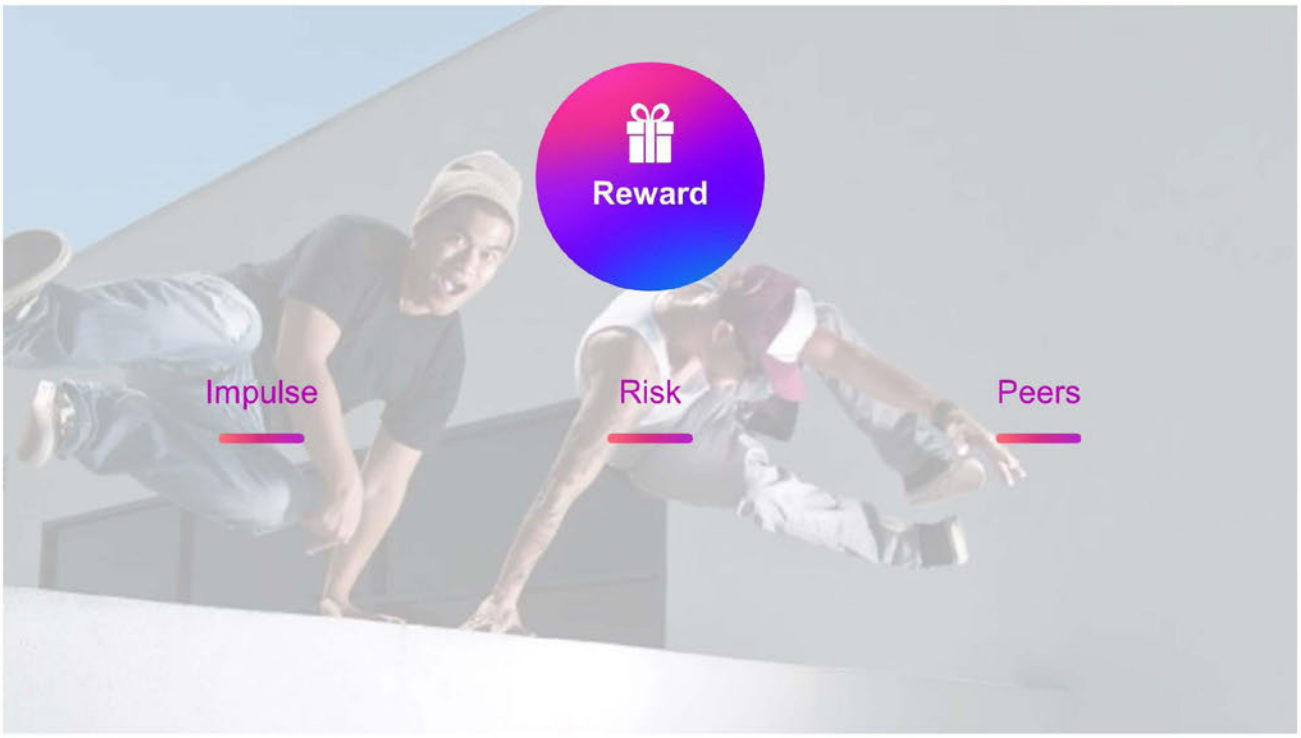
Teens need a judgement free zone and tools to:

- Be themselves
- Express different sides of themselves
- Explore different identities

Opportunities

- Shift teen perception of IG by incorporating more authentic content in their discovery experiences
- Test removing comparison cues such as follower count and number of views
- Explore investing in other modes of self-expression like enhancing bio or non-ephemeral "only me" stories

What do we take away from this? Teens need a judgement free zone...
Knowing that teens experience heightened emotions and impact making them more self-important, vulnerable and sensitive, we have opportunities to....
Let's move on to our last driver - reward



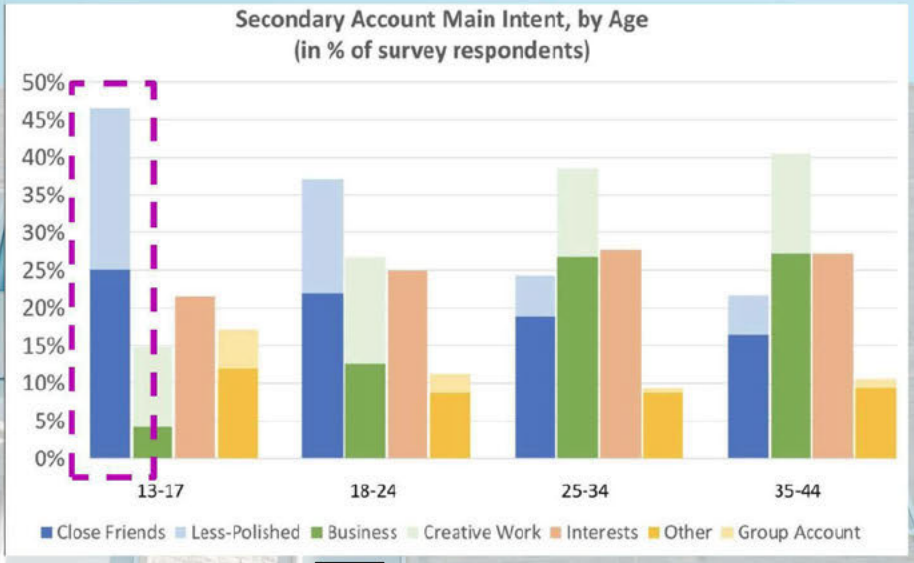
The prospect of reward what makes them predisposed to impulse, peer pressure, and potentially harmful risky behavior like drugs, stunts and pranks.



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.

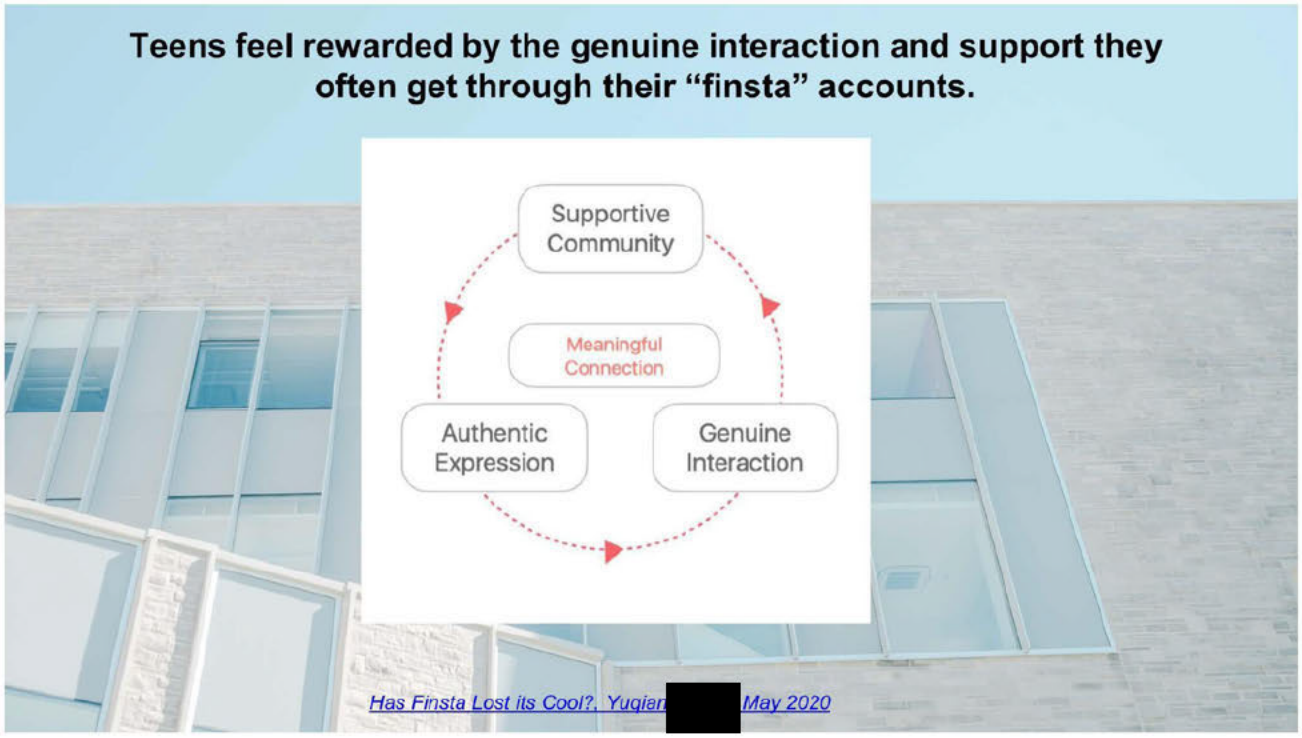
And we have even seen some latent behavior of friend groups sharing secondary accounts.

Teen "finstas" are most often used to share less polished content with close friends.

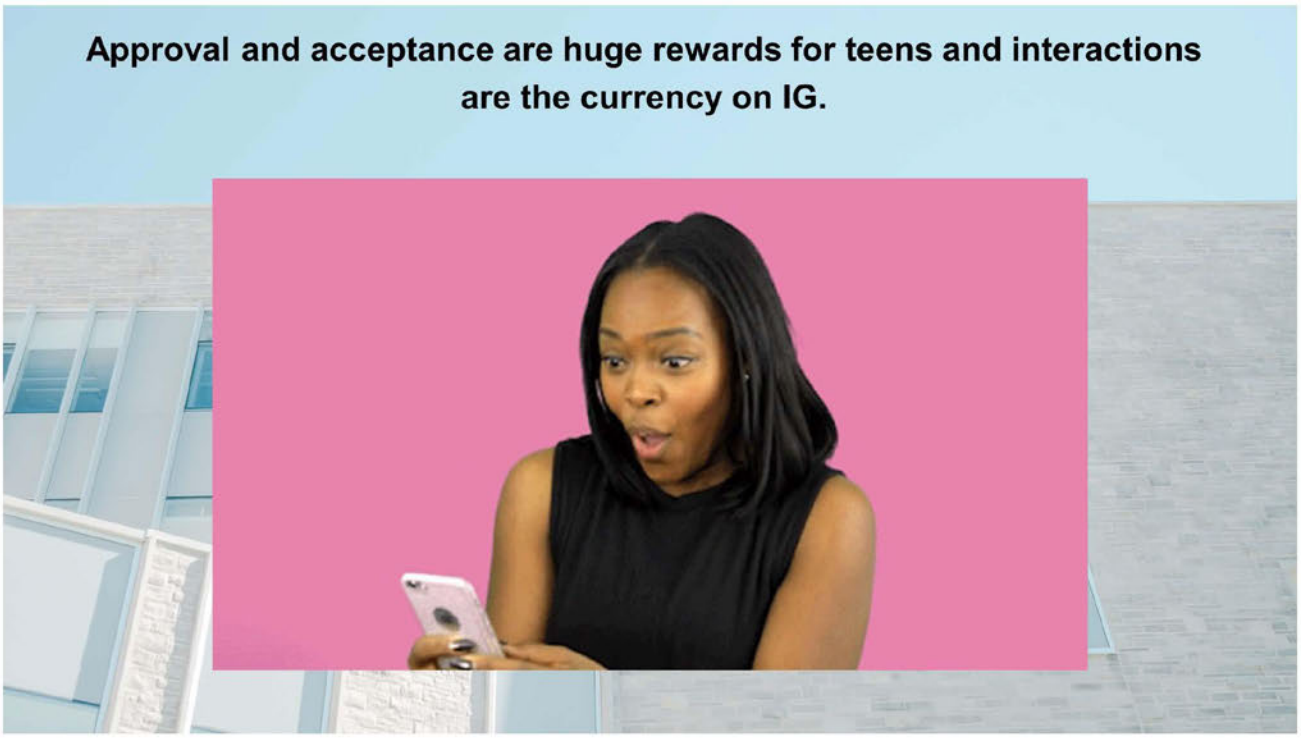


Multiple Accounts on IG, Gregoire [redacted] Sept. 2018

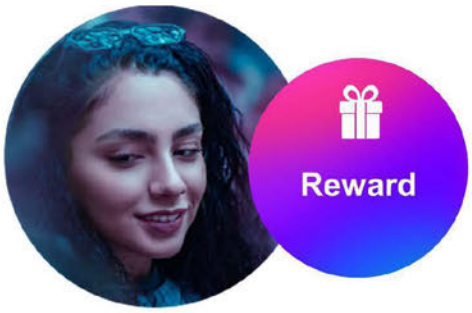
In fact, the largest multiple accounts use case for teens is to share among close friends or inner circles.



These accounts over-index on production and demonstrate the power of authentic expression and genuine interactions amongst a community of peers.



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

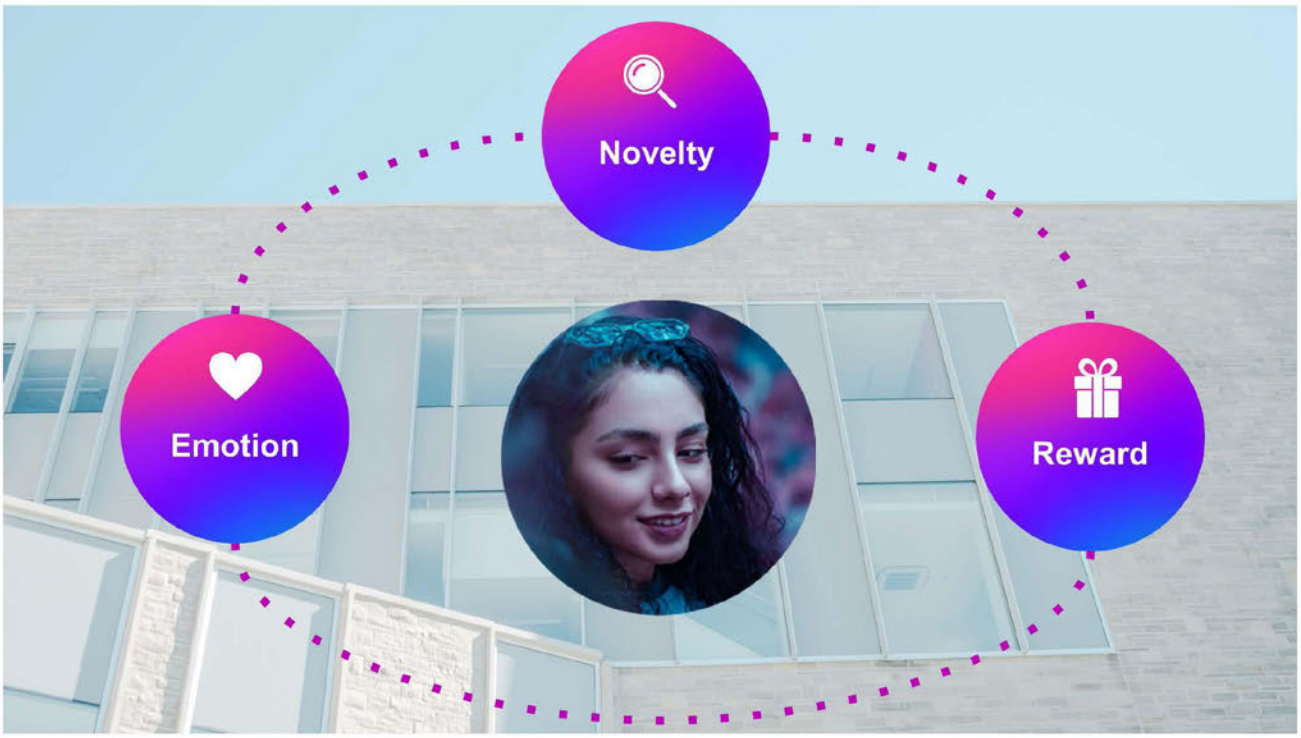
- Help teens explore with features to support and encourage new hobbies and commitments
- Up-rank feel good teen interest content over aspirational content on discovery surfaces
- Develop secondary shared identity accounts for close friends/couples/communities that allows them to use IG together to share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

Teens are sensitive to the feel good effects of dopamine and that they always want to feel good (who doesn't?) tell us that we need to make teens feel good when they

This presents opportunities for us first by...

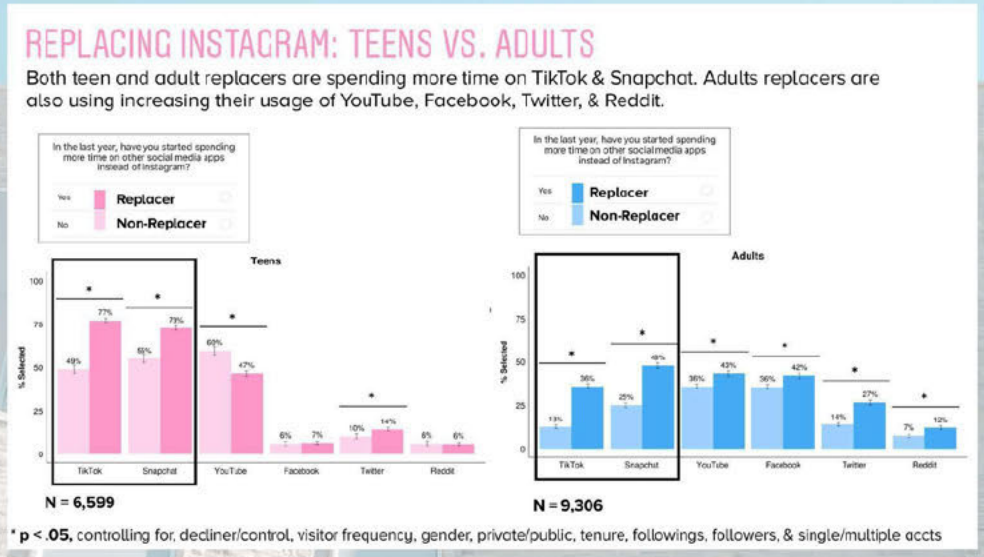
These are a few things that can be done to improve the teen experience on Instagram but to really drive the points

home...



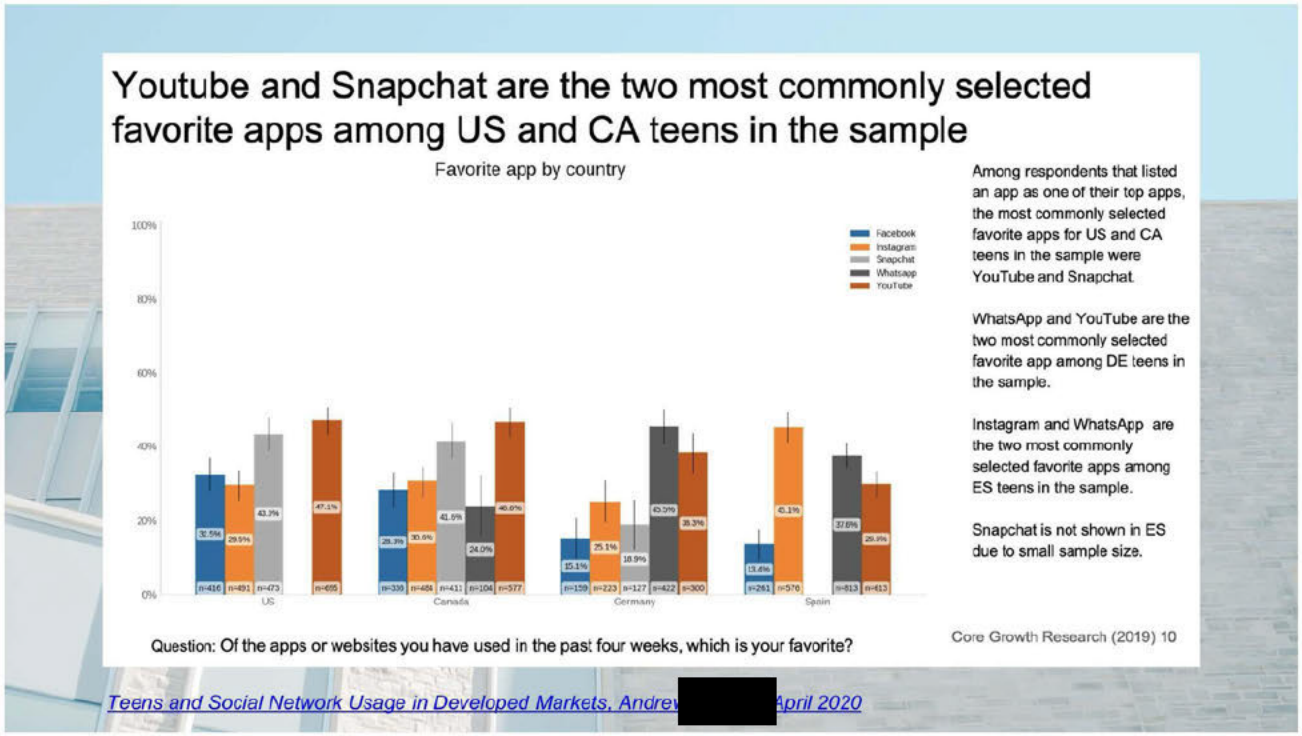
The core things that make teens tick - New things, feeling good and reward. While we are tapping into these it seems we are not quite checking all of these boxes...

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



Sizing Competition in the U.S., Sylvia [redacted] April 2020

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.

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

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 and provide more opportunities to help teens discover new content, interests and people.

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 by leveraging IGTV and further facilitating community. We should also be striving to spearhead innovative interactions that create new shared experiences for teens and their friends.

3. Teens are still developing **self control**. They are motivated by the prospect of immediate rewards.

   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 and goal setting or reminder features.

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.

So TLDR…

Before I talk about next steps, I would love to hear what you think, what parts of this resonated with you and or other questions I can answer.

Teen Ecosystem Research Proposal

Teen Market Survey

Evaluate teens' perceptions of specific IG features/surfaces internationally across different age segments within youth

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 through JTBD methodology

New Research Questions

What drives generational shifts?

What are the differences between teens across cultures and specific age segments?

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

Slide 40

1 This is an important one. IG leads will likely ask how what we're learning about teens differs from young adults vs older adults.
Kristin Hendrix, 6/14/2020

1 Got it
Shayli Jimenez, 6/14/2020

New Research Questions

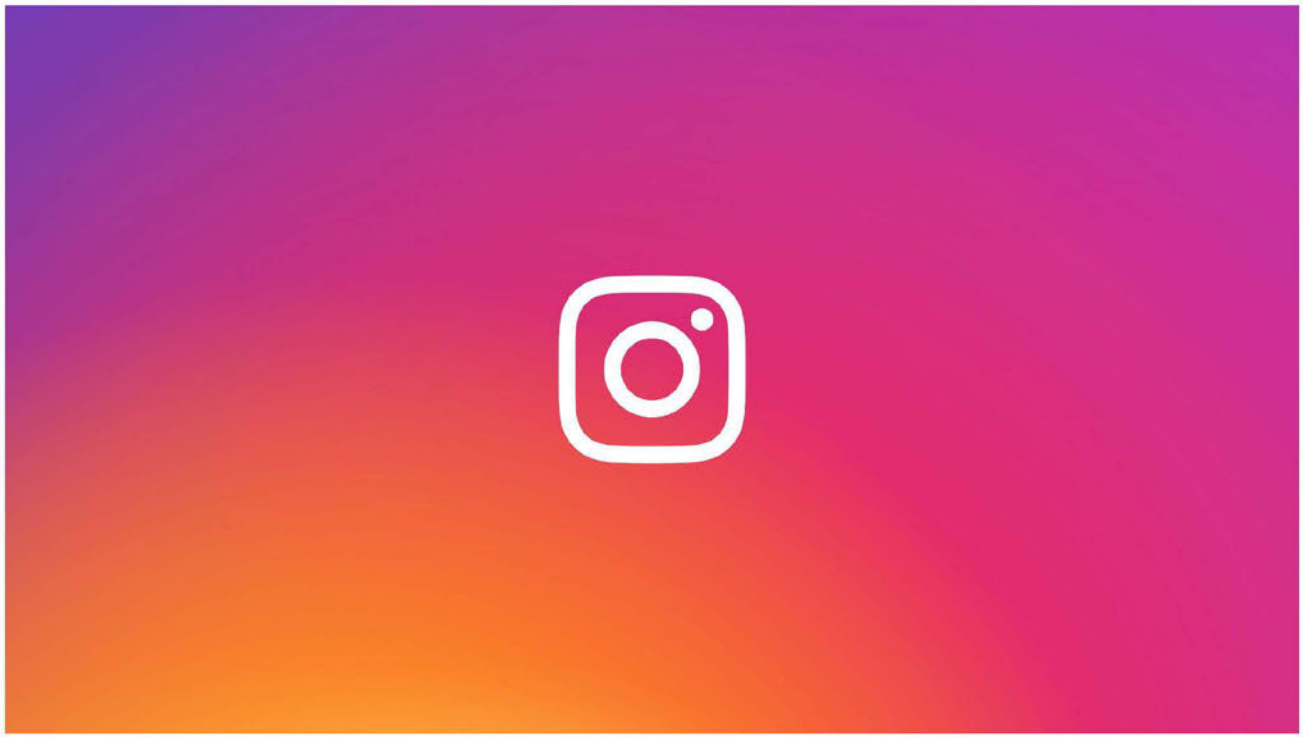
What are teen's mental models for discovery and exploration?

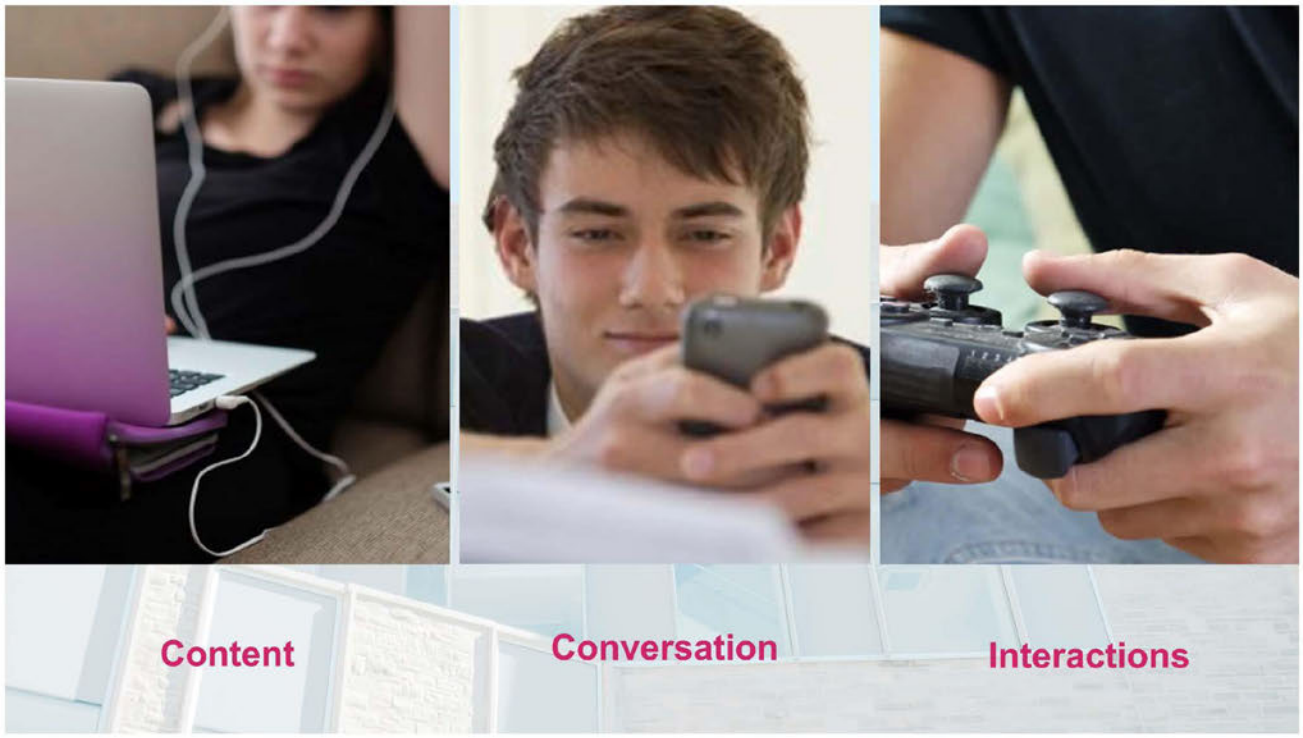
What makes teens feel good about using a platform?

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...





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.

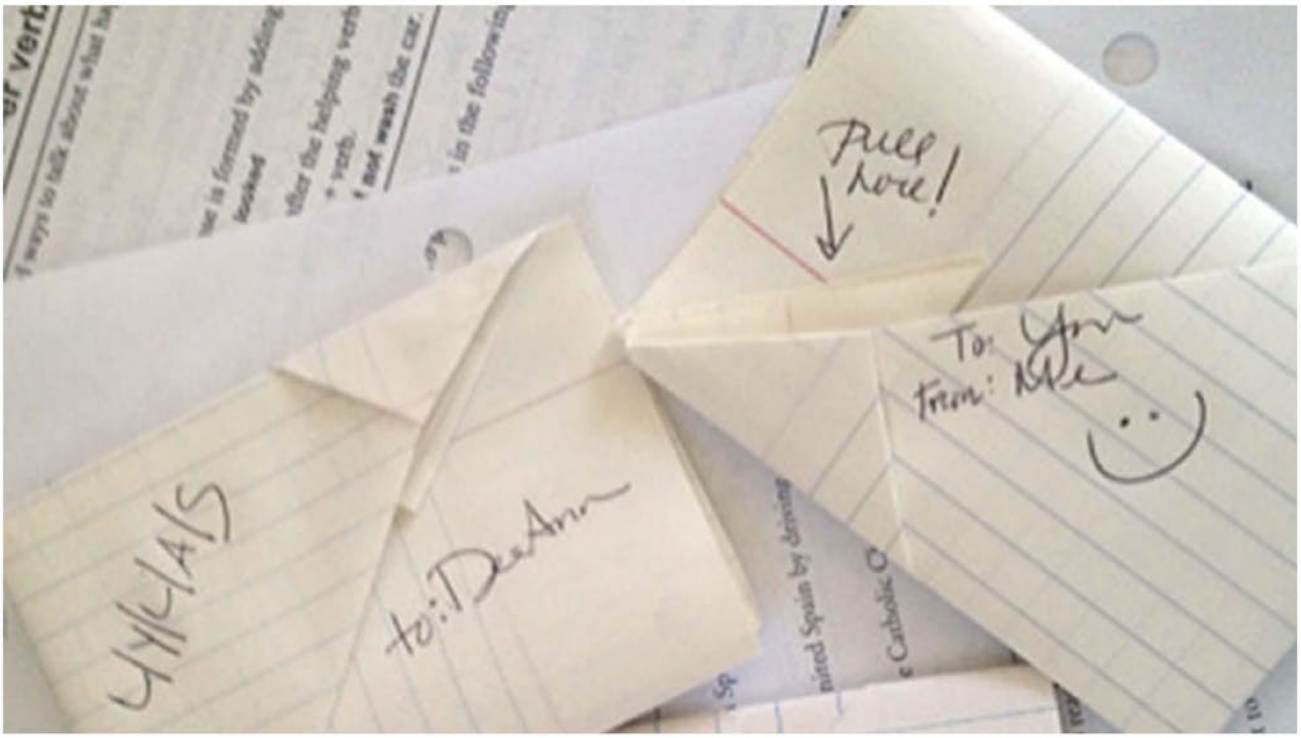


On the topic of conversation, psychosocial research tells us that moral reasoning is achieved through a process called mutual perspective taking - put more plainly it is the exchange of interactions with peers where adolescents confront one another with differing perspectives and engage each other with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

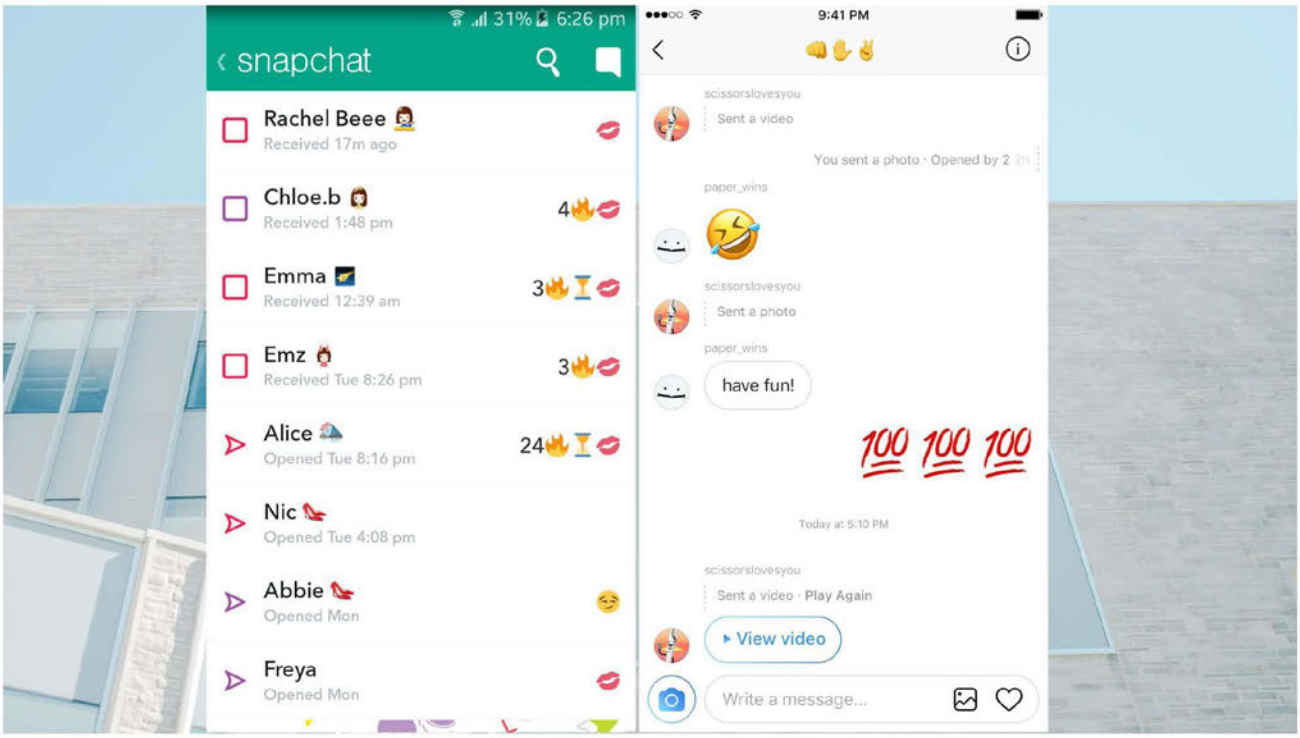
What does this mean for us?



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.

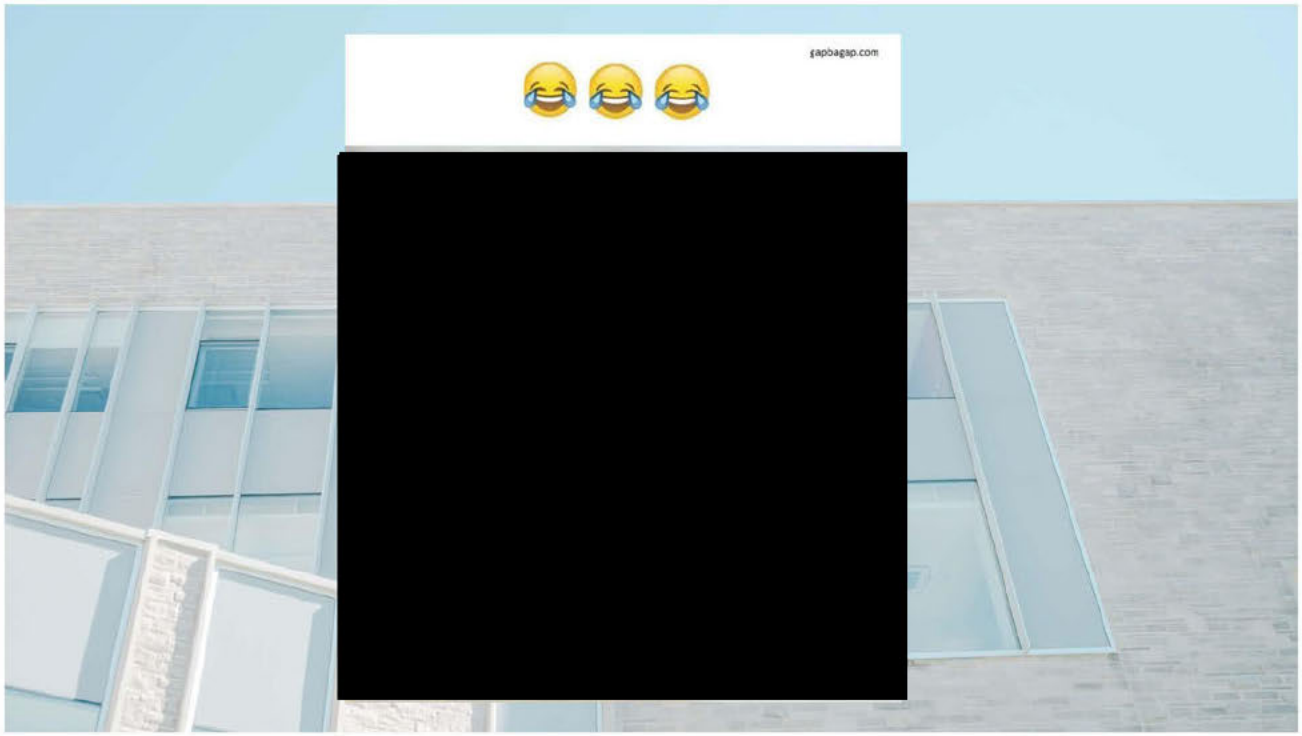


You may remember these...you may have even had to serve detention for passing them. Well they have been replaced by...



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.

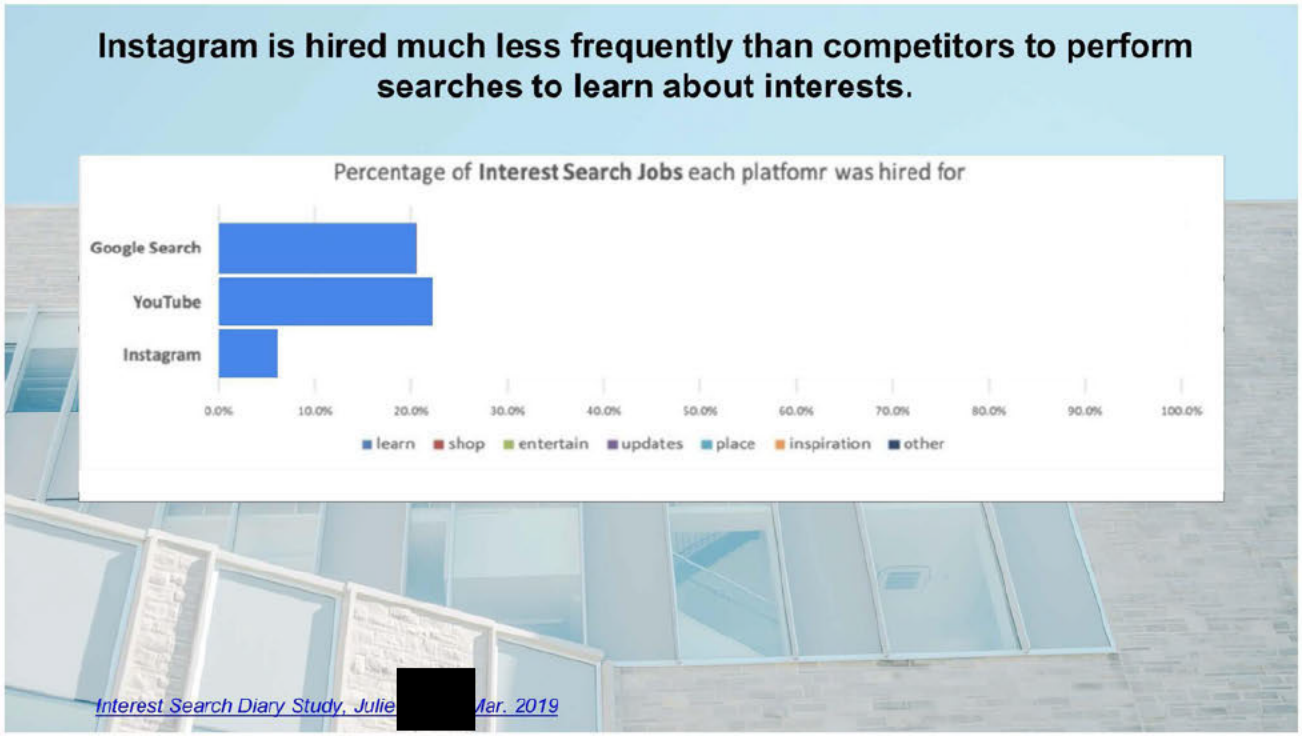
For teens literal conversations are not the only means of interchange. Emojis, streaks, photos, memes, GIFs, videos, reactions, likes and comments are just some of the interactions that play a part in shared experiences. People are now able to interact and communicate feelings without saying or typing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



[redacted]

But the challenge for teens is in getting these experiences started. Recent insights from the Household Ecosystem study showed teens are seeking online presence cues and looking for friends

responsiveness to spark interaction but they struggle to maintain convos and go deeper than just light socializing.



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.



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.

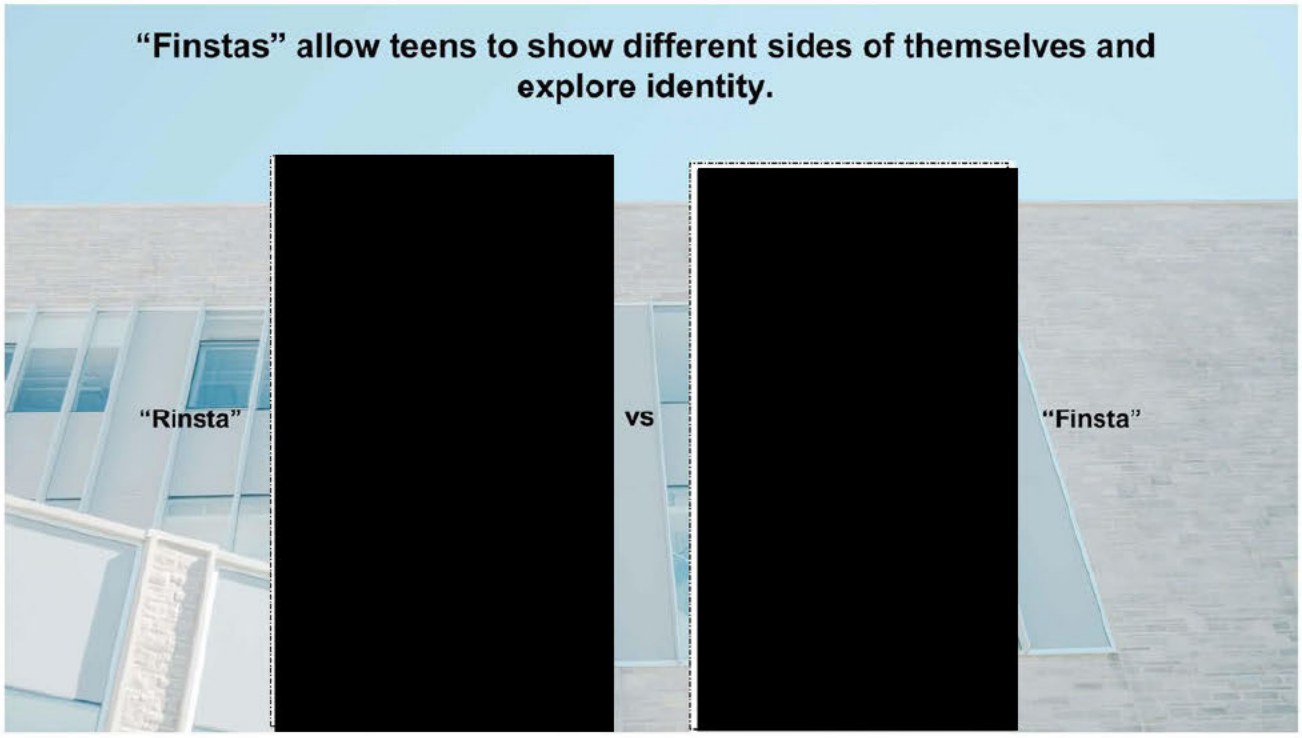


Personal fable is compounded by another psychological concept called “imaginary audience”, which is a heightened self consciousness fueled by the belief that all eyes are on them.



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

…significant increases in favorability of IG.



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.

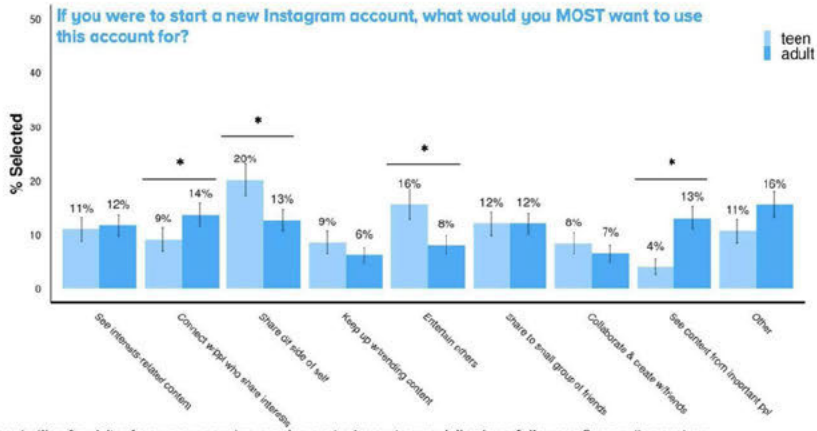


This is common teenage narrative. Take Hannah Montana - a teenage girl living a double life as an average schoolgirl by day and as the famous pop singer by night, which she keeps secret with only a few people knowing of her alter ego.

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

Some U.S. teens are interested in creating a second account for that very purpose.

1

Have these segments changed? At a high-level, no.

If we use k-means clustering to find 4 different segments, they are similar segments to the original survey.





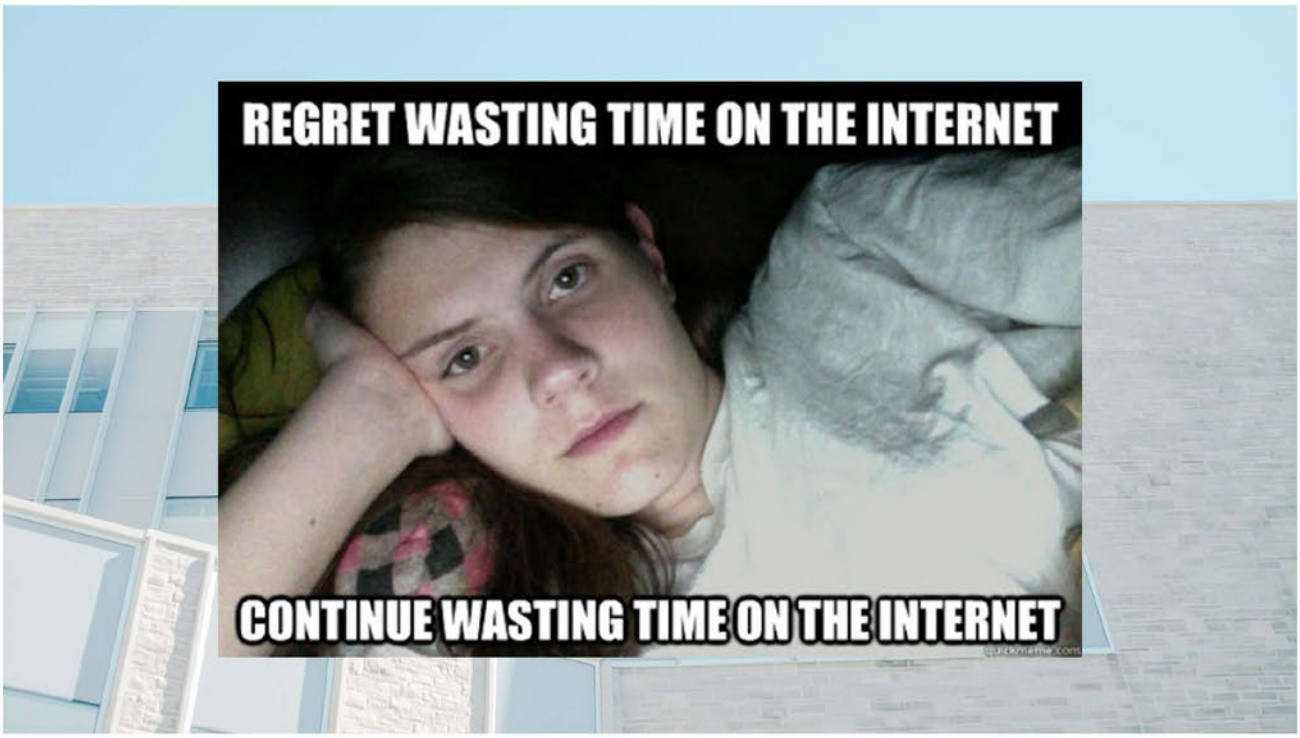




Average MAU30 characteristics	Businesses	Interests	Close friends	Power users
	20% of total Note, not in clustering, assumed all business and creator accounts to be business	**48% of total**	**28% of total**	**4% of total**
	• 454 followings, 327 followers • 45 media produced, 5000 viewed • 49% interest follows • 39% reciprocal follows • 13% friend and family follows • L30 of 16 • 0% are private • 29% are teens • 10% are shared	• 97 followings, 42 followers • 2 media produced, 971 viewed • 56% interest accounts follows • 16% reciprocal follows • 3% friend and family follows • L30 of 12 • 32% are private • 24% of teens • 6% shared	• 77 followings, 80 followers • 5 media produced, 1300 viewed • 16% interest accounts follows • 73% reciprocal follows • 41% friends and family follows • L30 of 16 • 68% are private • 56% are teens • 10% shared	• 1000+ followings, 682 followers • 28 media produced, 2000+ viewed • 41% interest follows • 42% reciprocal follows • 24% friends and family follows • L30 of 26 • 55% are private • 44% are teens • 20% are shared

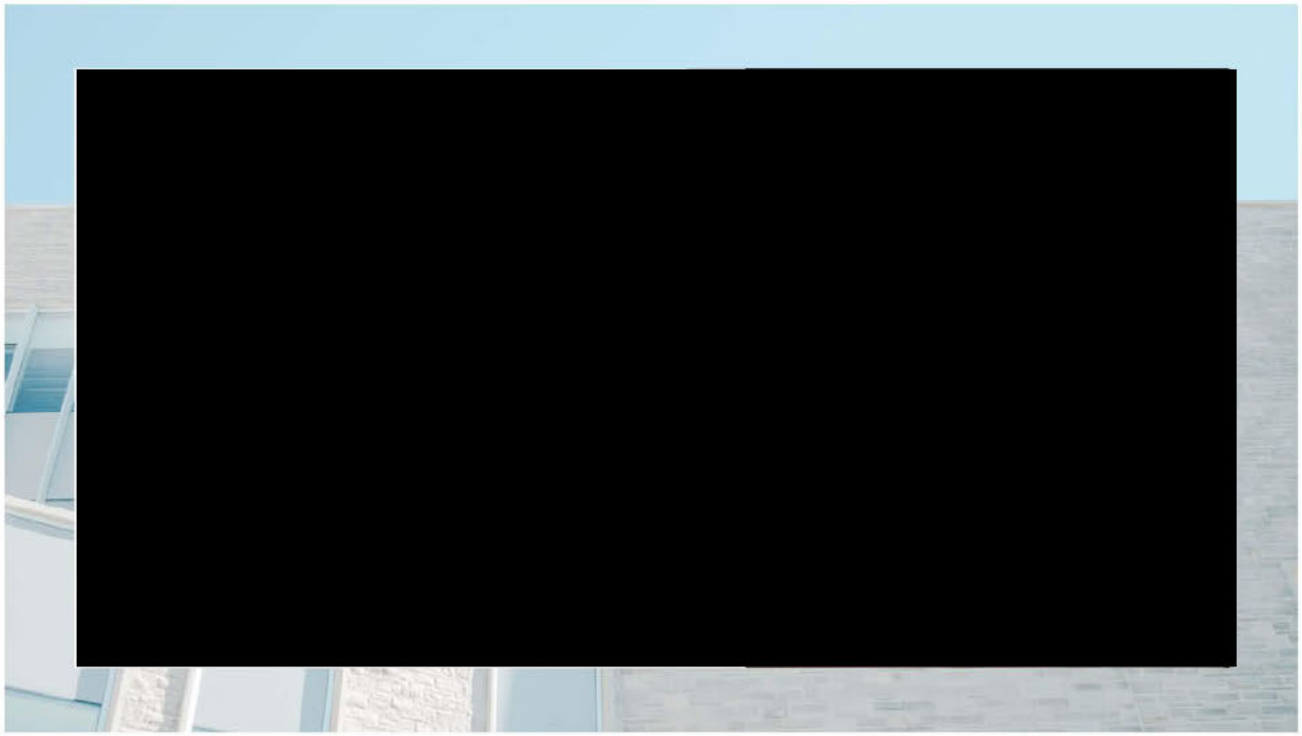


It begs the question - What would make Hannah Montana feel ok about flattening her identities across our apps?



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 product foundation research has shown teens are unhappy with the amount of time they spend on our app.

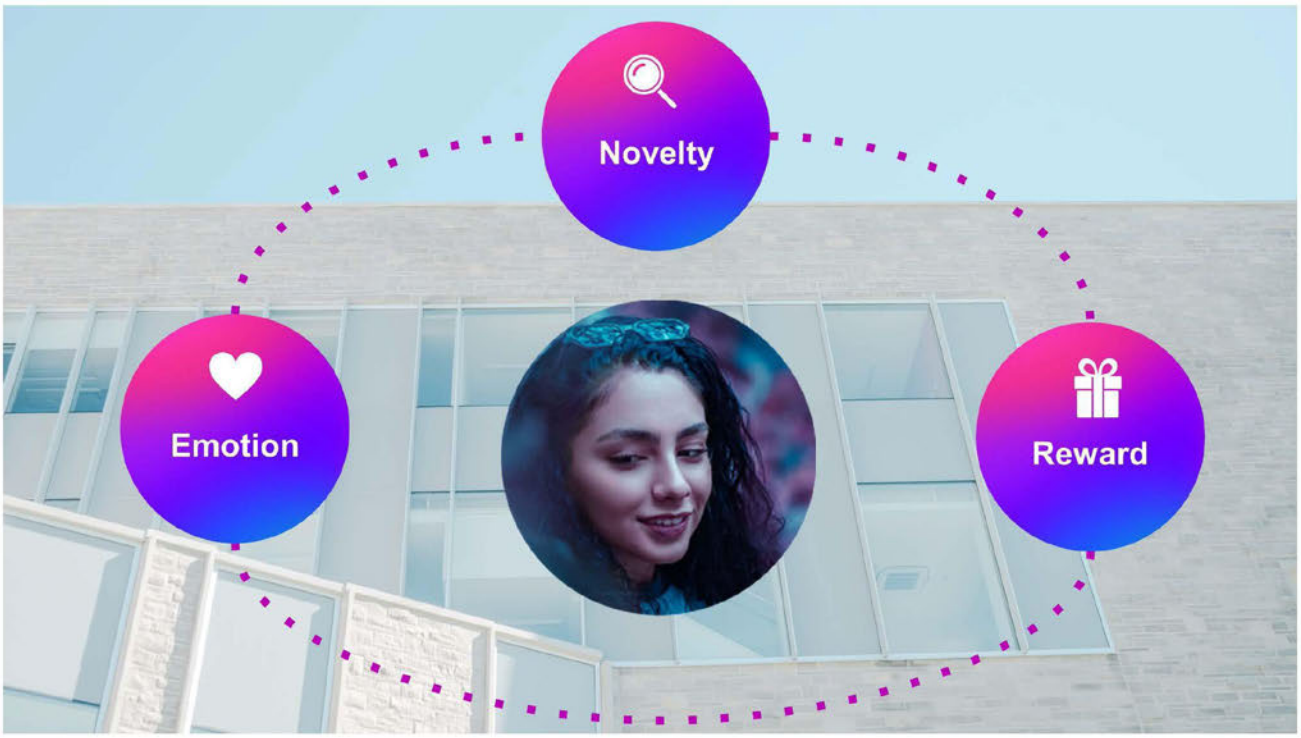
Teens are unhappy with the amount of time they spend on IG



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 from the Household Ecosystem study 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.

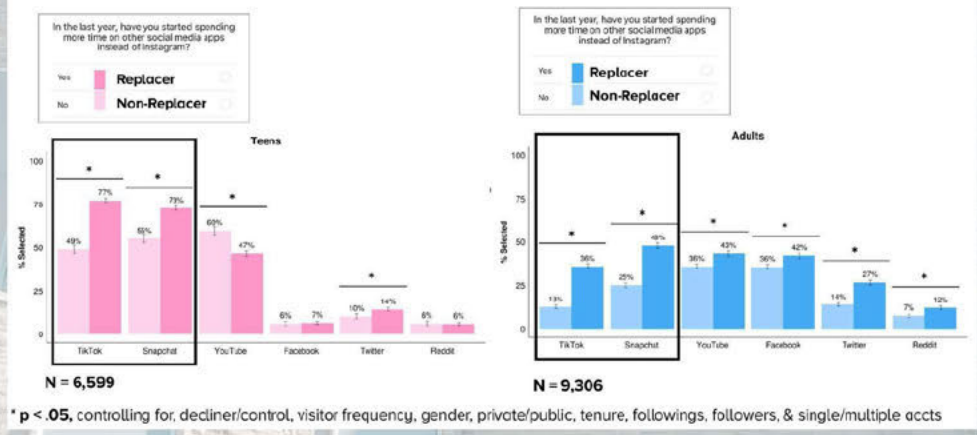


So I know that was a lot to take in in a short amount of time so I want to remind you all once more of the core things that make teens tick. New things, feeling good and reward. We are not quite checking all of these boxes...

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

REPLACING INSTAGRAM: TEENS VS. ADULTS

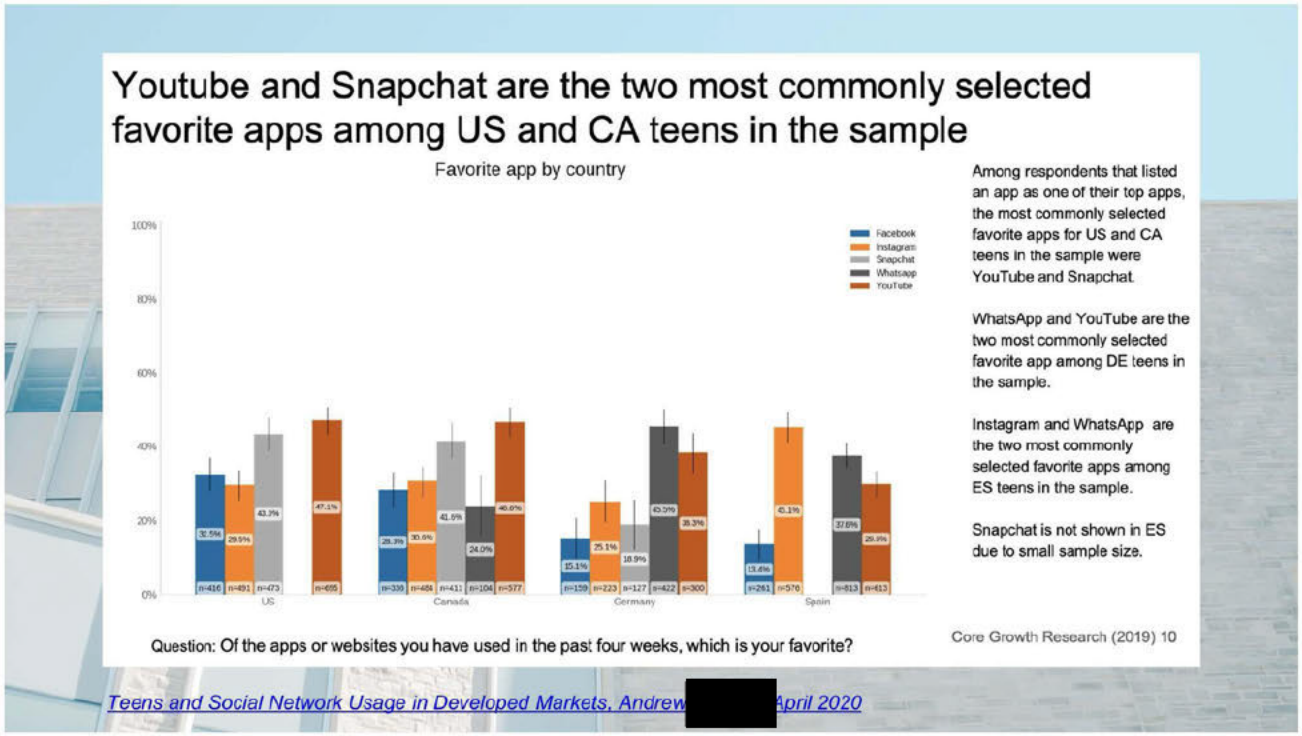
Both teen and adult replacers are spending more time on TikTok & Snapchat. Adults replacers are also using increasing their usage of YouTube, Facebook, Twitter, & Reddit.



* **p < .05,** controlling for, decliner/control, visitor frequency, gender, private/public, tenure, followings, followers, & single/multiple accts

Sizing Competition in the U.S., Sylvia [redacted] April 2020

and some teens are turning to competitors like TikTok, Snapchat and Youtube to supplement for these needs.

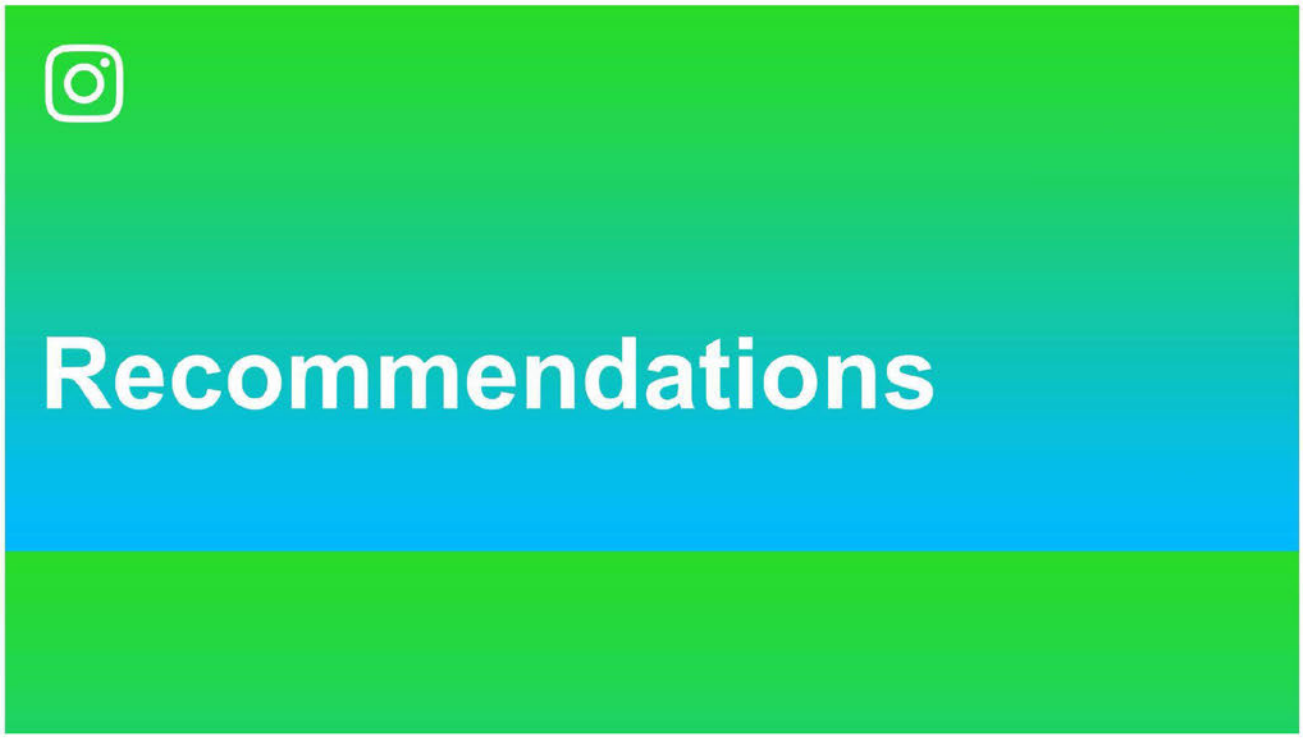


The fact that YT and SC are the most common favorite apps of teens speaks to a couple of our opportunity areas including close friend communication and the depth of content we offer.

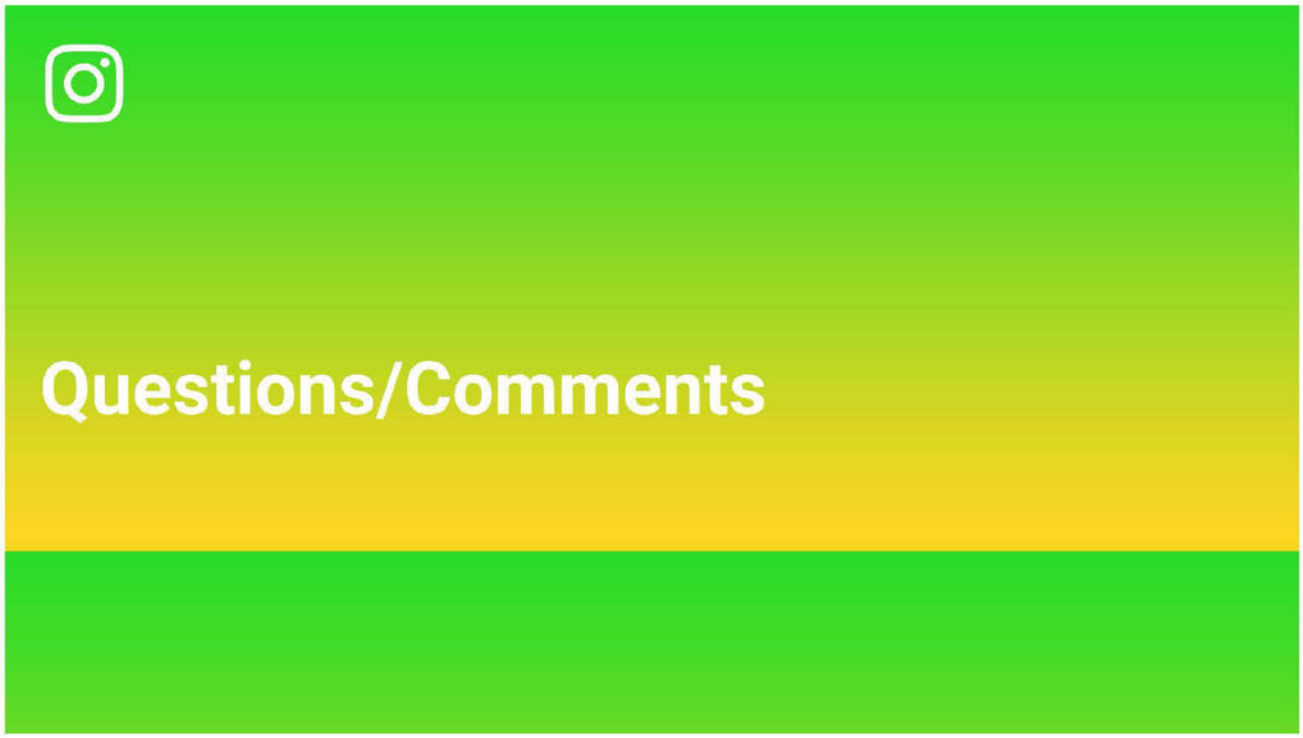
…..We do well to think hard about how we can make IG an app tailored to the teenage mindset.

Ask yourself 🤔...

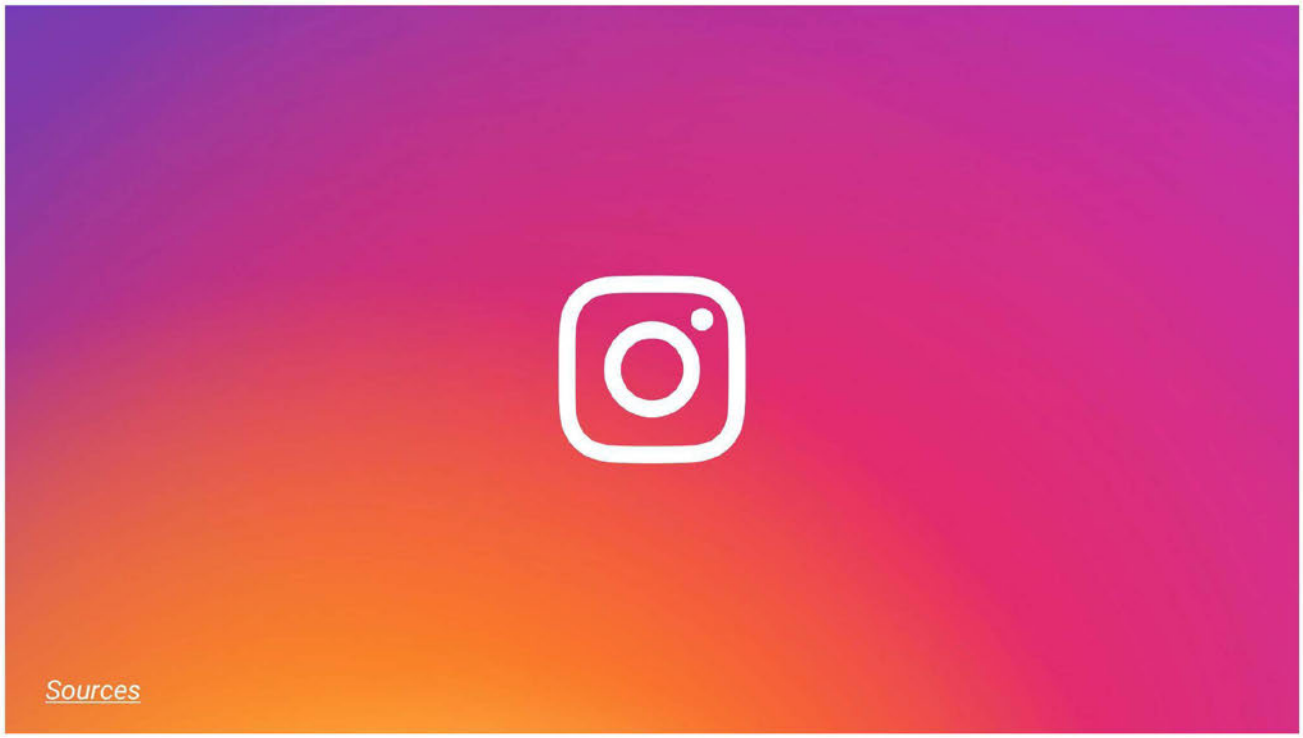
- 🔍 **What paths can I make for people to find something they haven't seen before?**
- ❤️ **What can I do to make people <u>feel good</u> before/during/after engaging with the feature I'm working on?**
- 🎁 **How can my product area help build bonds between users?**
- 🎁 **What positive reinforcement can be baked into the experience I work on?**



I'd also like to walk you through 4 recommendations to takeaway from this work.



What new questions arose from this analysis?

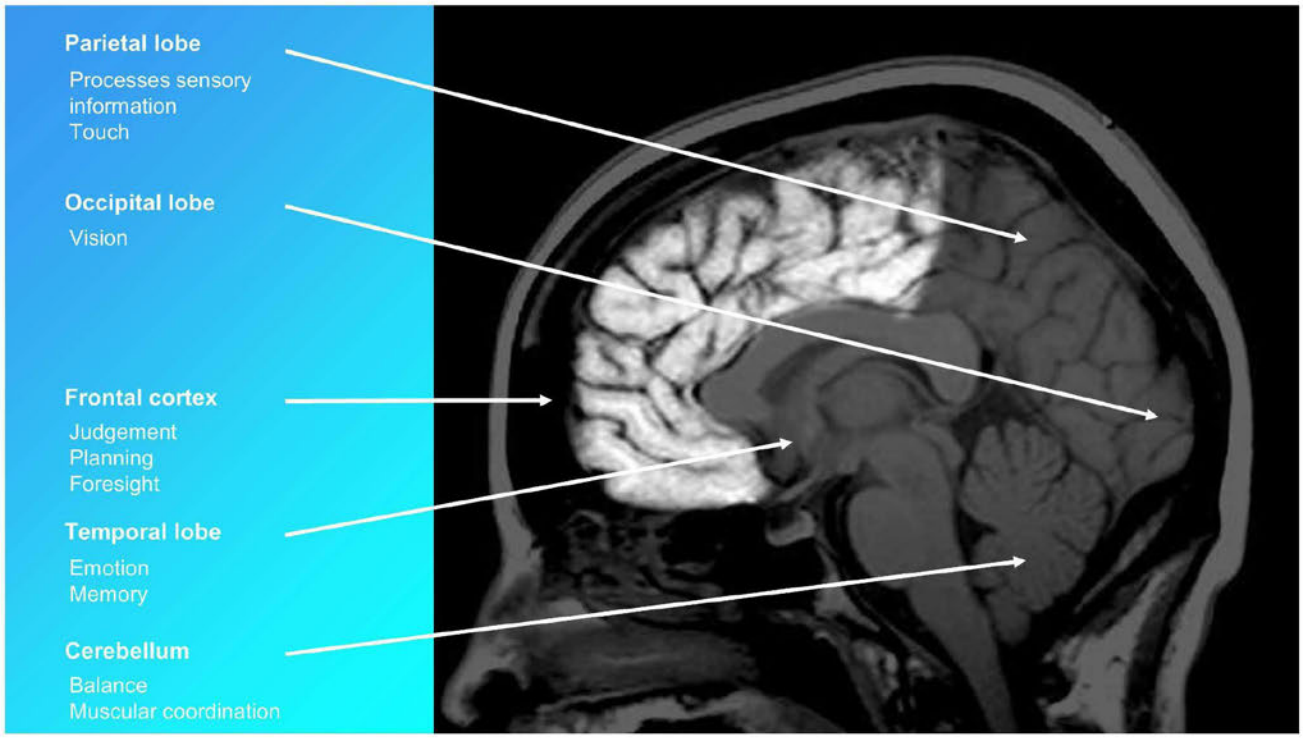

Sources



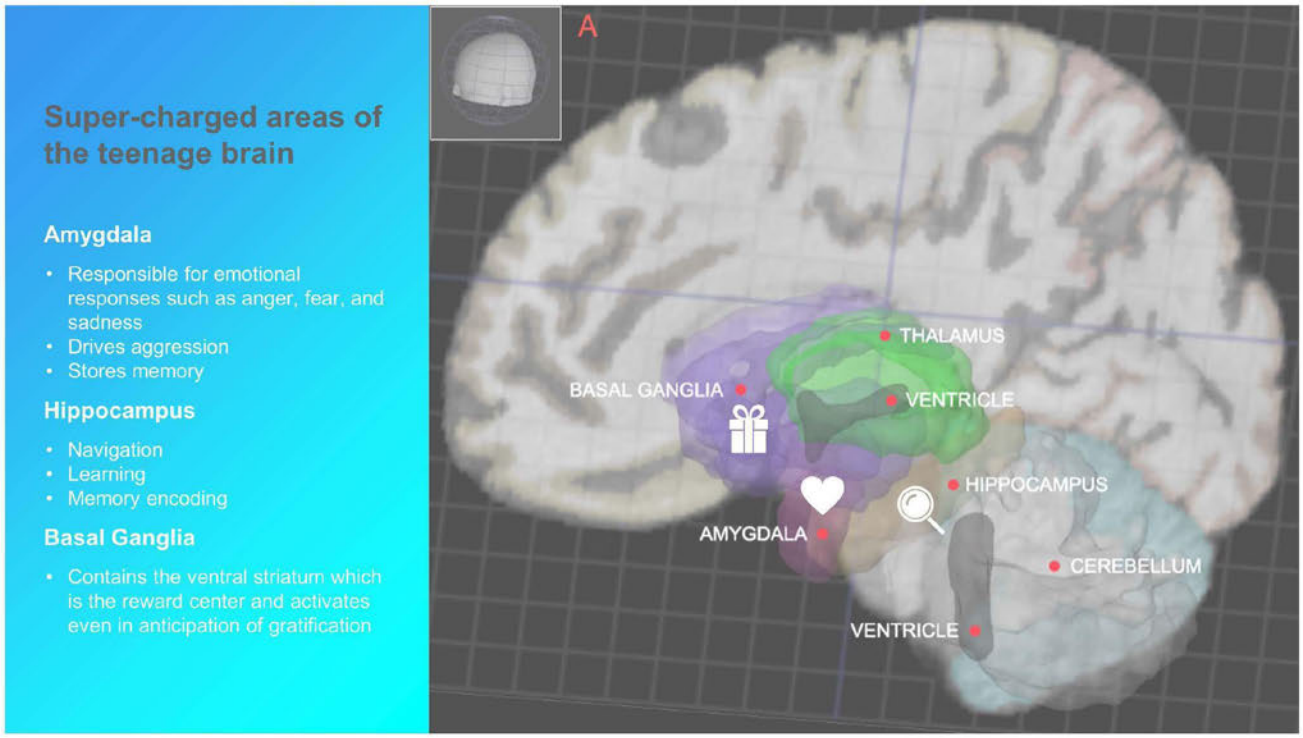
What new questions arose from this analysis?

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?

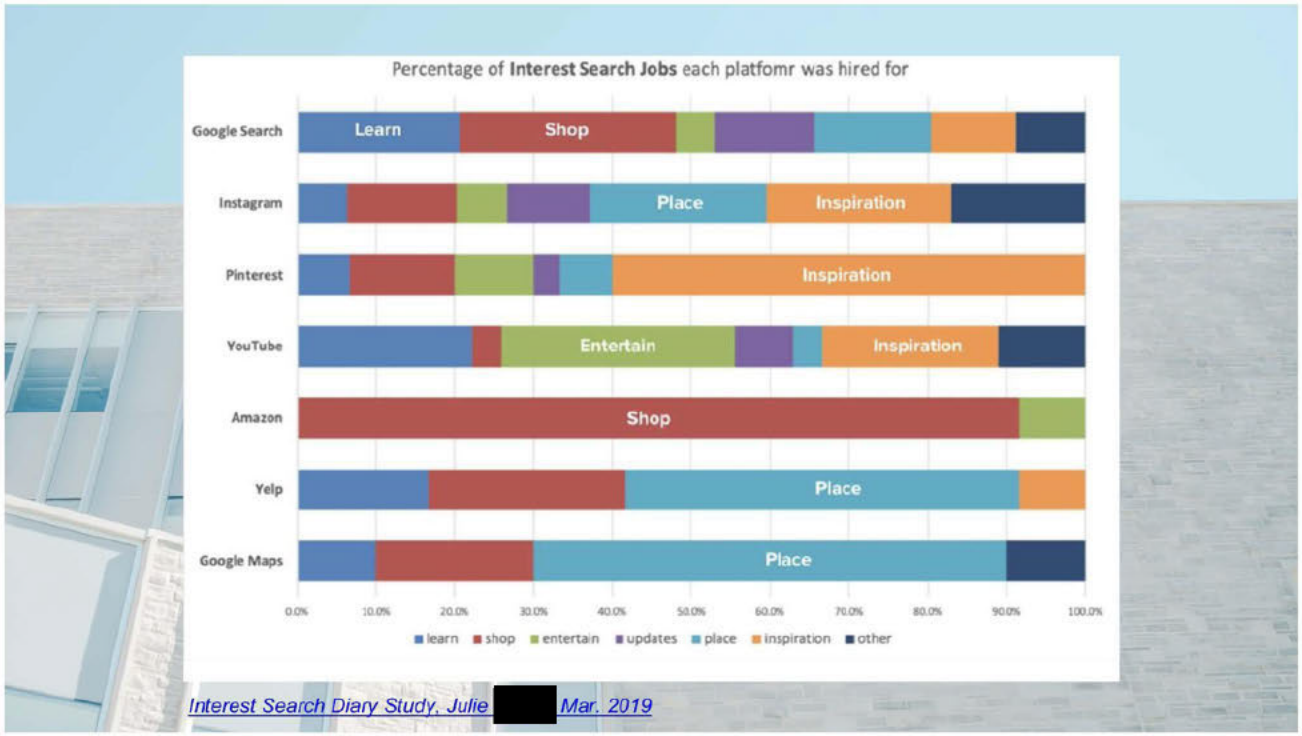
Framework + Jobs



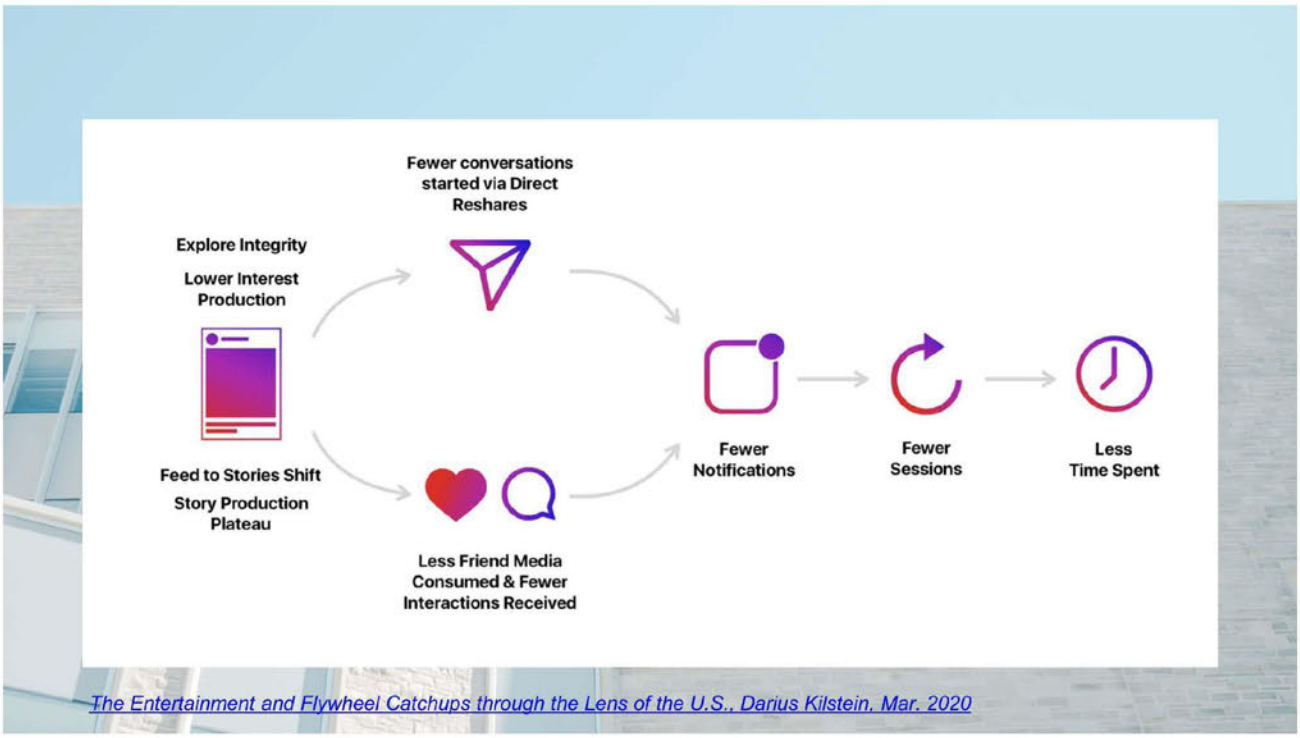
The teenage brain is usually about 80% mature. The remaining 20% rests in the frontal cortex - the area of the brain responsible for...At this time teens are highly dependent on their temporal lobe where emotions, memory and learning, and the reward system reign supreme.



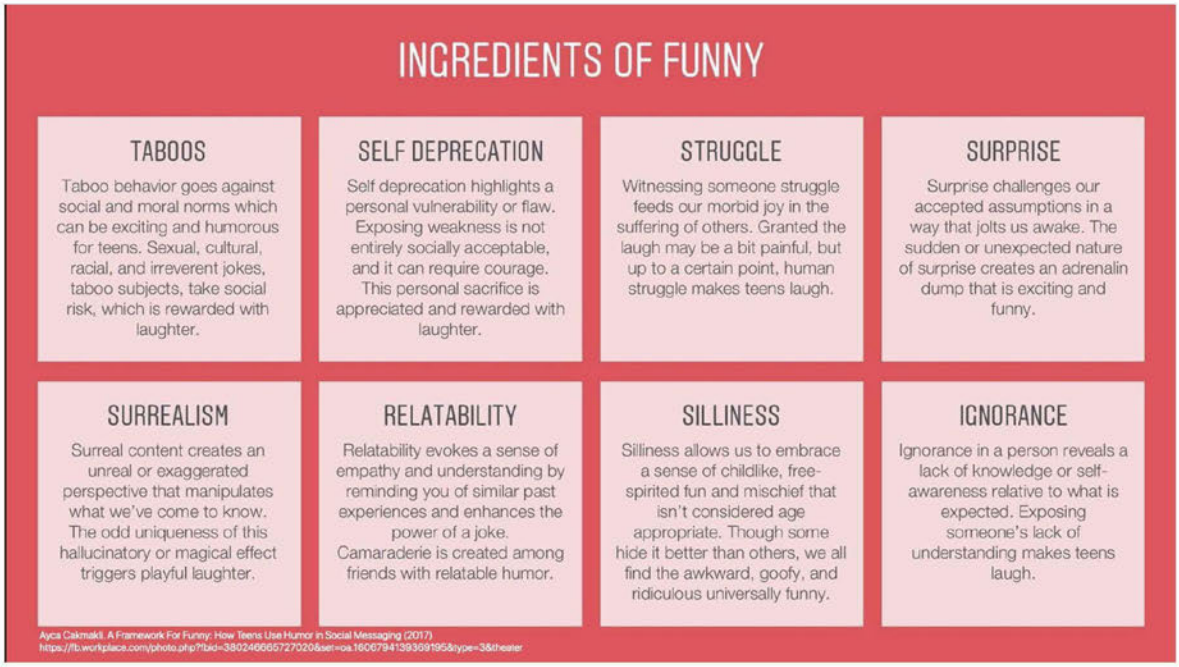
Due to the underdevelopment of the prefrontal cortex much of the teen's cognition is ruled by the amygdala..., the hippocampus... and the basal ganglia which contains the ventral striatum...This means that

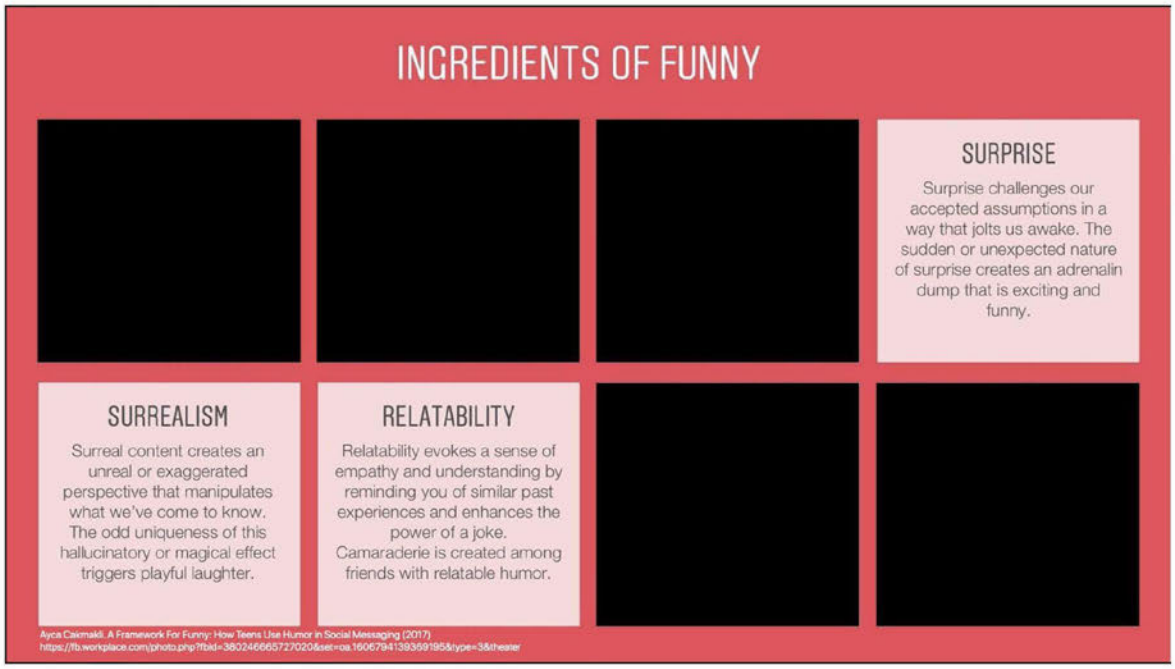


The ability to go deep on a topic can be somewhat difficult on IG.



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 DEPRECATION
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.
Ayca Cakmakli. A Framework For Funny: How Teens Use Humor in Social Messaging (2017)
https://fb.workplace.com/photo.php?fbid=3802466657270208set=oa.1606794139369195&type=3&theater

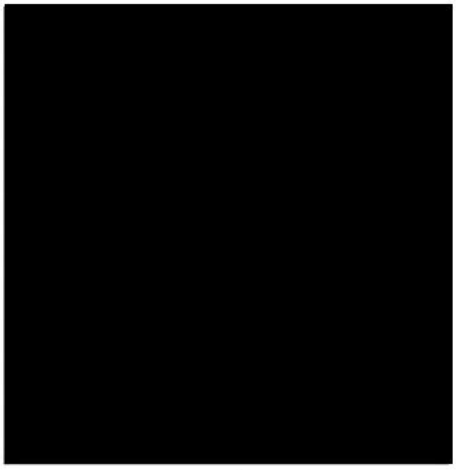

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https://fb.workplace.com/photo.php?fbid=380246665727020&set=oa.1606794139359195&type=3&theater

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.



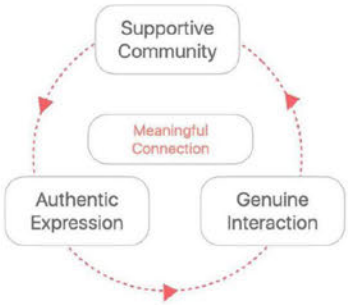
Alexa's primary account (left) vs Finsta (right)

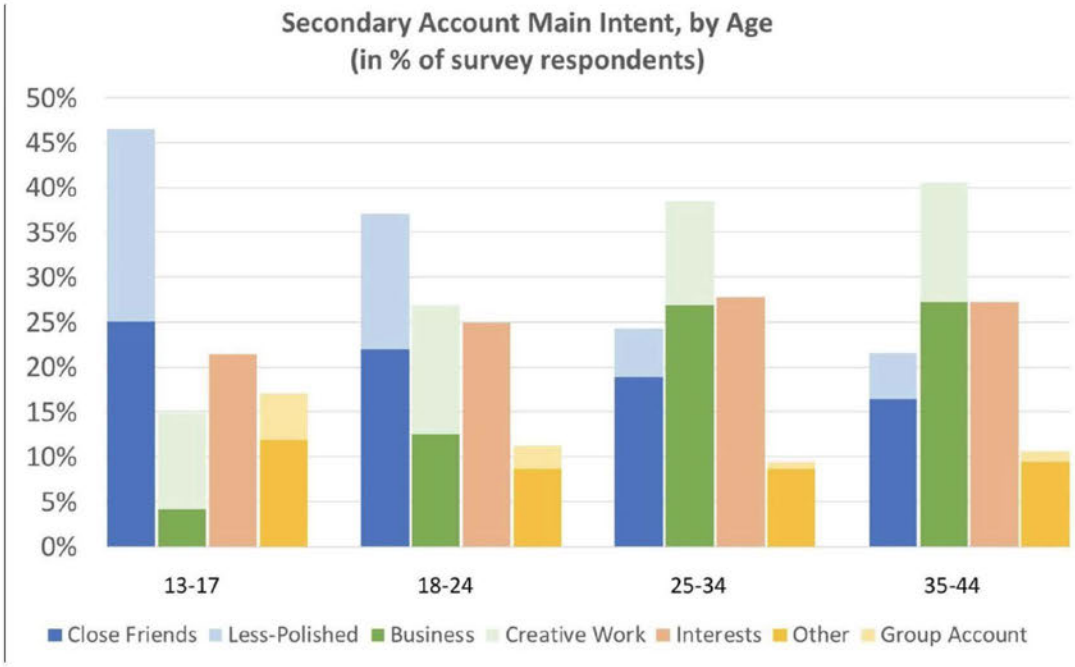
What's so special about Finstas?

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.

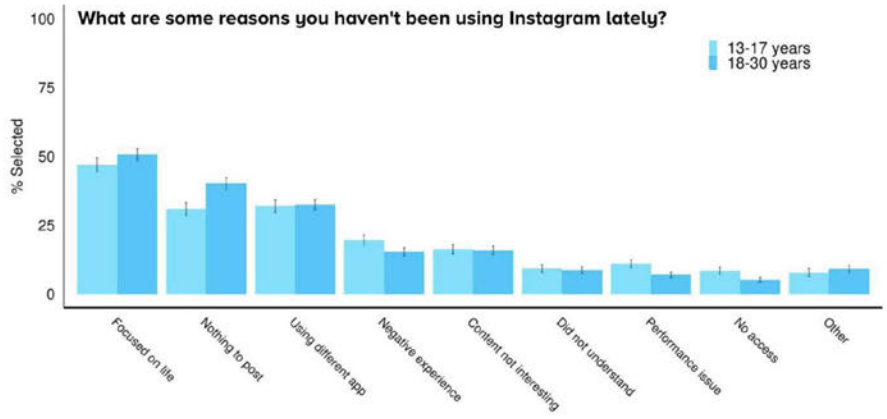
Given its popularity with teens, we should continue our investment here.




Secondary Account Main Intent, by Age
(in % of survey respondents)
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
13-17
18-24
25-34
35-44
Close Friends
Less-Polished
Business
Creative Work
Interests
Other
Group Account

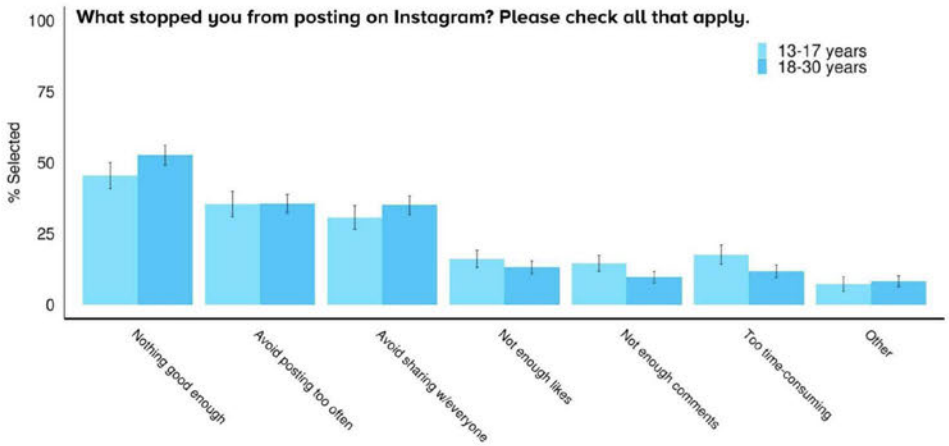
REASONS FOR CHURN: AGE

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.



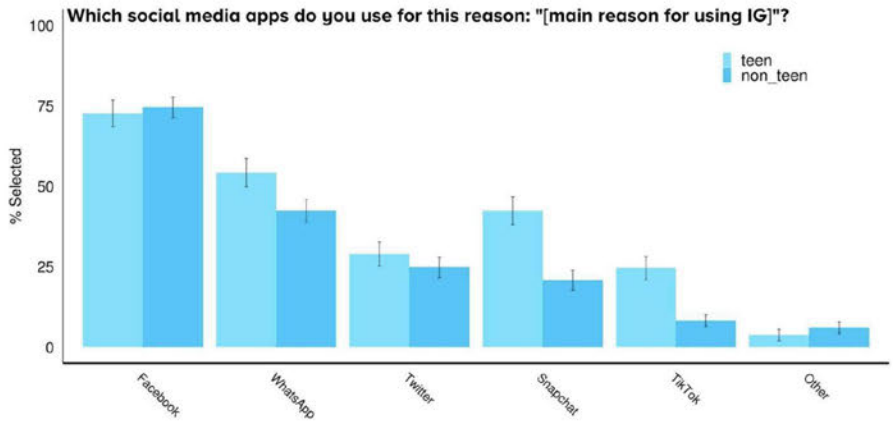
NOTHING TO SHARE: AGE

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



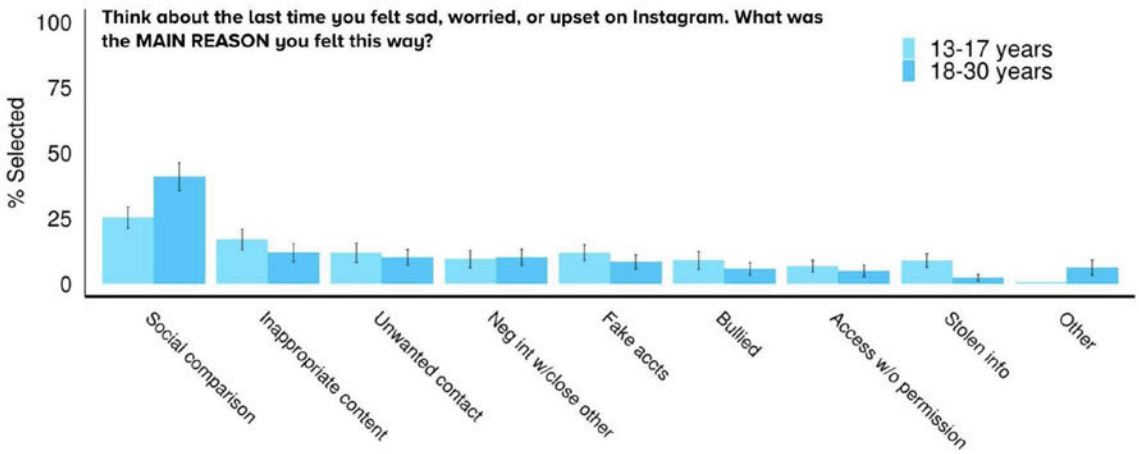
ALTERNATIVE APPS: AGE

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



NEGATIVE EXPERIENCES: AGE

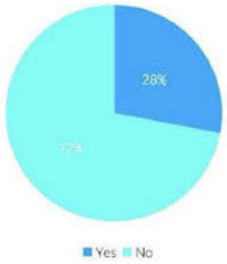
Young adults are more likely to engage in social comparison.



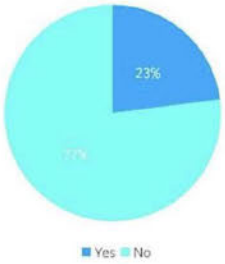
Secondary Account among Instagram Users

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



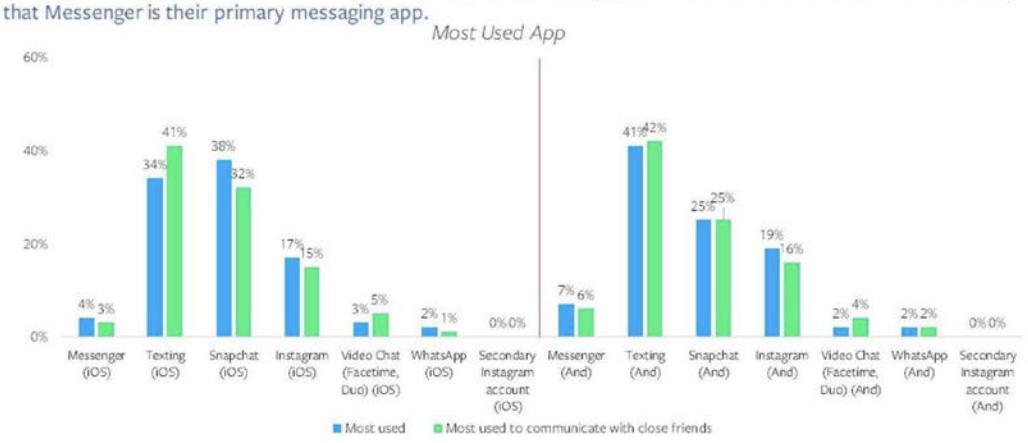
Secondary Account among Instagram Users
Android



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

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.

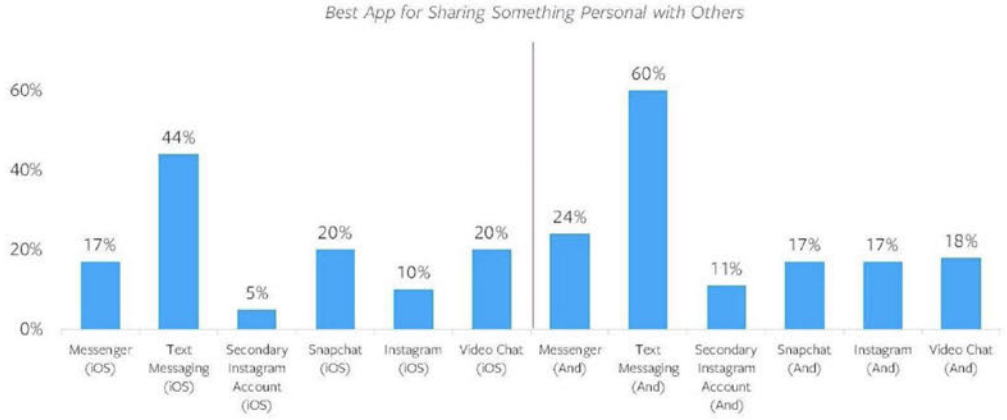


*Which messaging app do you use the most? / Which messaging app do you use the most to communicate with close friends? (Asked of respondents who have used at least 1 app in the past 6 months).

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.

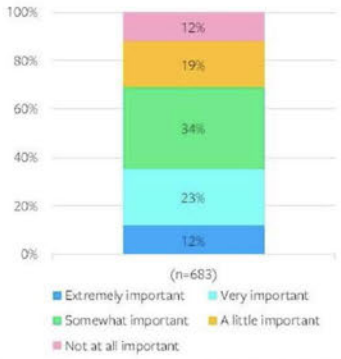


*In order of preference, please rank how much the following apps make you more comfortable when you are sharing something really personal and want support from others. (Asked of respondents with at least 2 accounts, top 2 importance)

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

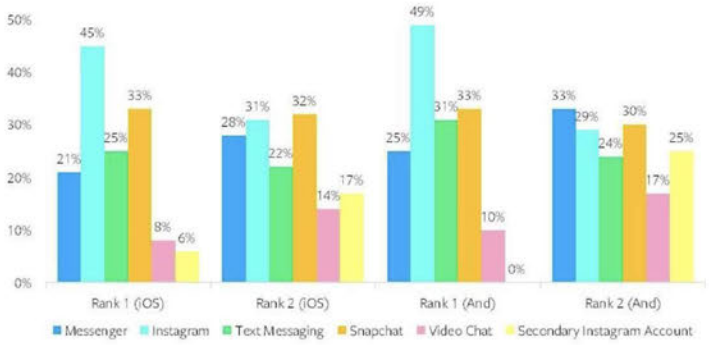
One third of teens rank finding others with similar interests as very or extremely important. Texting is again the most popular for this, followed by Instagram and Snapchat.

Importance of Likelihood of Finding Others with Similar Interests



*When you are using a messaging app to communicate, how important is it for the app to make it more likely that you can find others with similar interests when you want to talk about a topic that you are passionate about? (Asked of all respondents shown this job module).

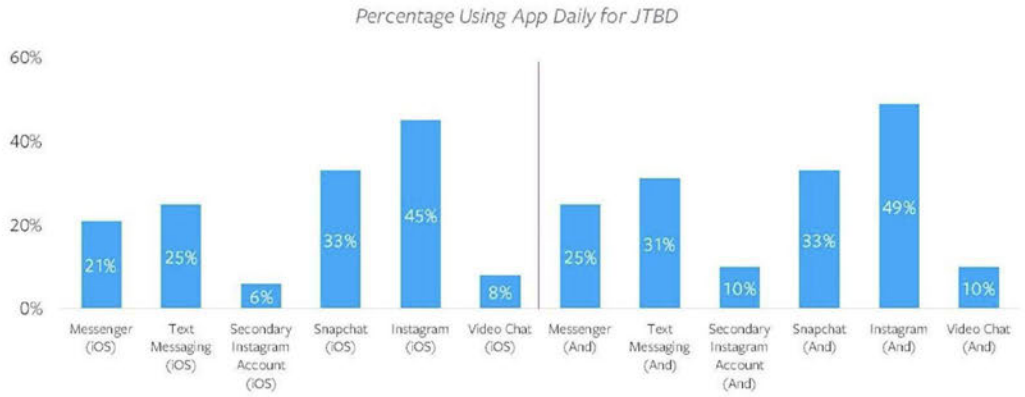
Best App for Likelihood of Finding Others with Similar Interests



*In order of preference, please rank how much the following apps make it more likely that you can find others with similar interests when you want to talk about a topic that you are passionate about. (Asked of respondents who have used more than 1 app in the past 6 months. Data rebased on total number of of respondents who have used more than 1 app in the past 6 months and who were shown this job module).

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

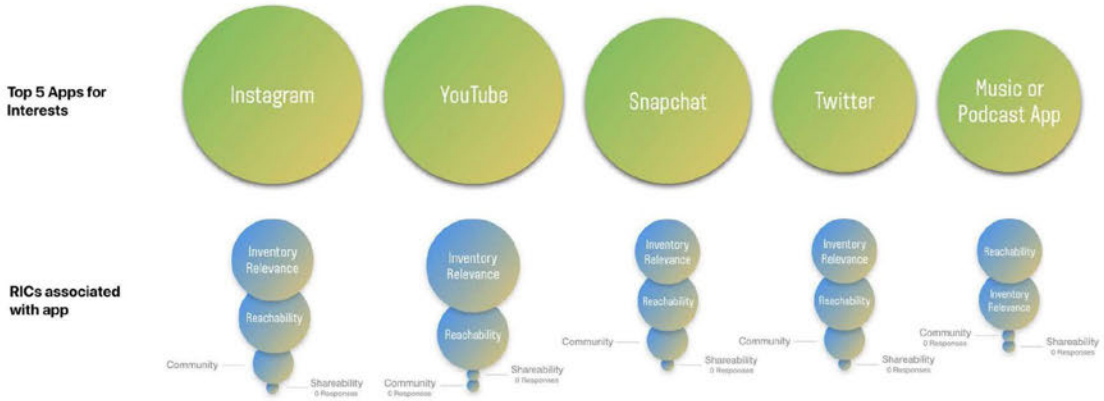
Instagram is the most commonly used app to find others with similar interests.



*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.

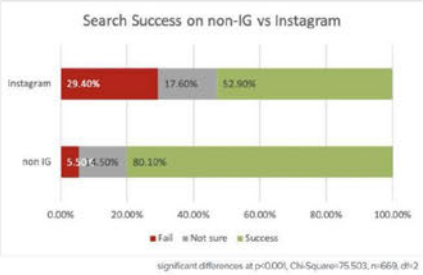
Teens top interests are very similar to adults' top interests. The primary difference is the omission of food & drink interest and the addition of gaming for teens.



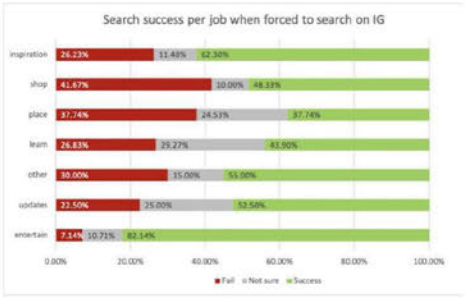
Top multi-select, reported five days of usage. Bottom single-select, responded to once.

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.

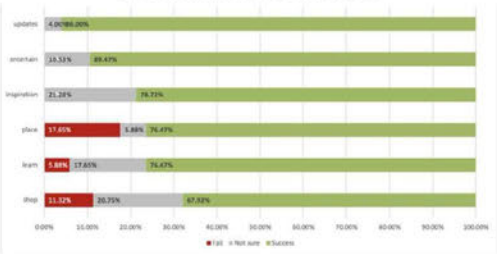


HOW SUCCESSFUL ARE PEOPLE AT DIFFERENT INTEREST SEARCH JOBS AND ON DIFFERENT PLATFORMS?

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%)

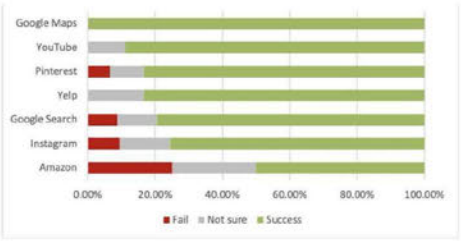
SUCCESS RATE BY SEARCH JOB



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%).

SUCCESS RATE BY SEARCH PLATFORM



WHICH PLATFORMS WERE HIRED FOR WHICH INTEREST SEARCH JOBS?

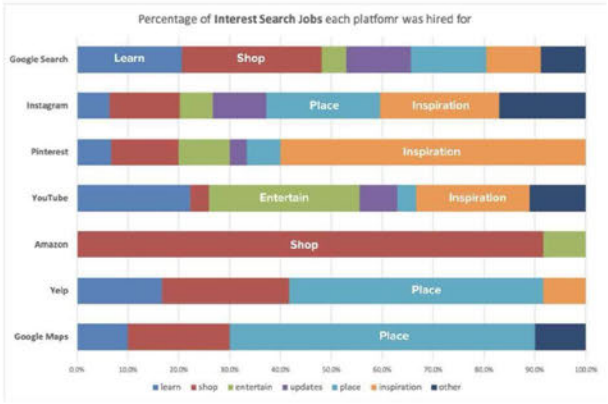
Google was most often chosen for shopping, learning, but also for updates, place info, and inspiration. Also note how Google is most diverse and evenly split in the number of different jobs it is hired for.

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.

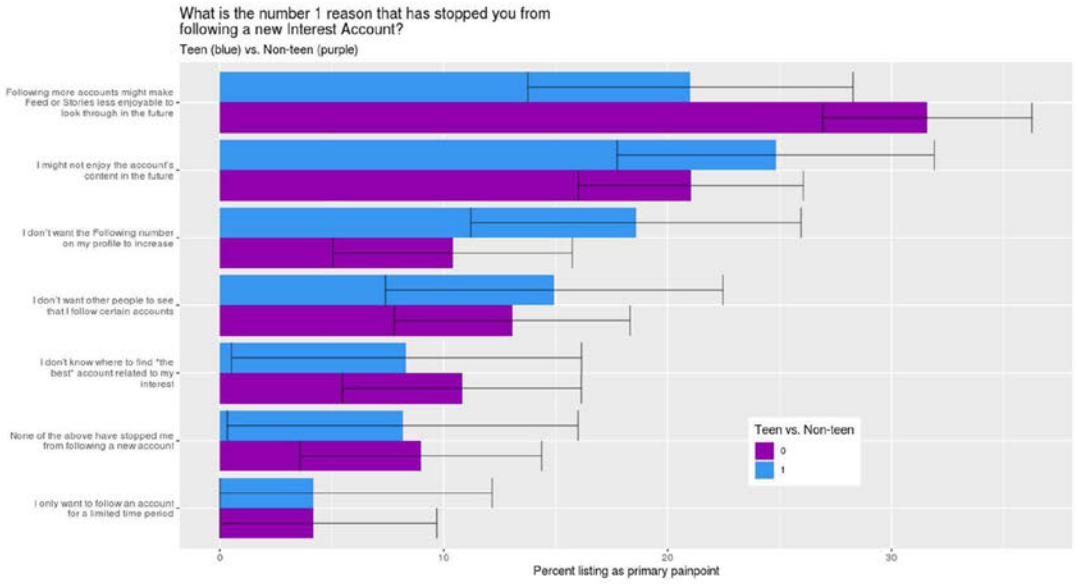
YouTube was most often hired for entertainment, closely followed by learning and inspiration.

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



14

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

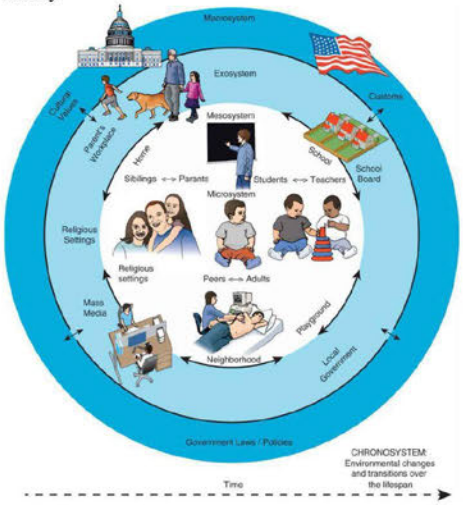


emphasize the role of the cultural context in influencing children's development. Critics argue that sociocultural theory overemphasizes the role of context, minimizes the role of children in their own development, and neglects the influence of genetic and biological factors (Crain, 2016).

Bronfenbrenner's Bioecological Systems Theory

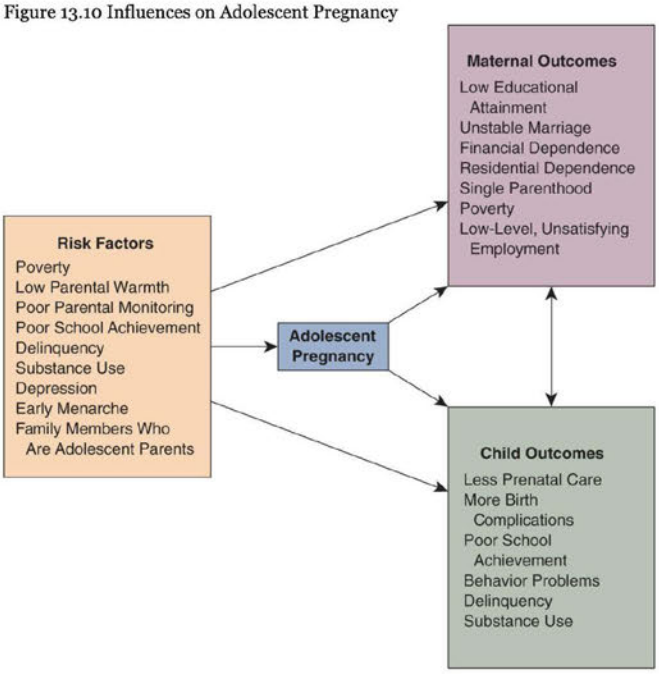
Similar to other developmental theorists, Urie Bronfenbrenner (1917–2005) believed that children are active in their own development. Specifically, Bronfenbrenner's **bioecological systems theory** poses that development is a result of the ongoing interactions among biological, cognitive, and psychological 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.

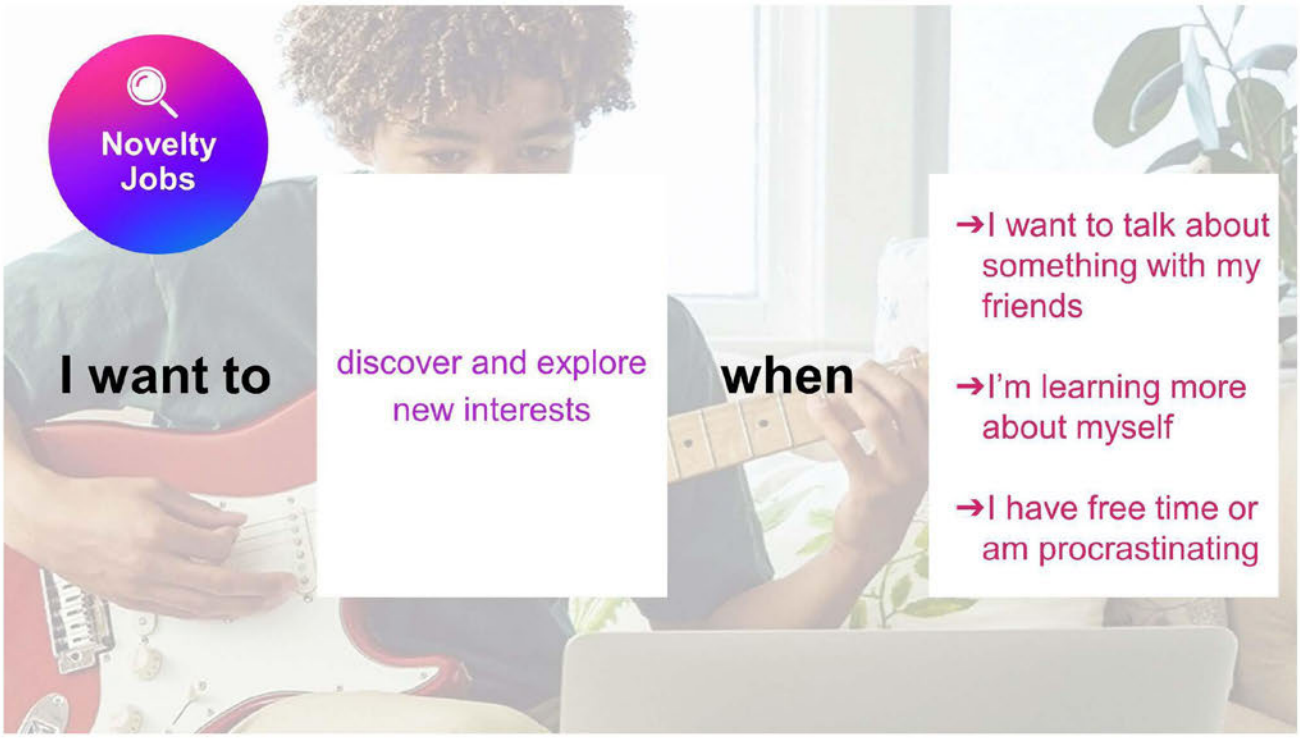
Figure 1.4 Bronfenbrenner's Bioecological Systems Theory

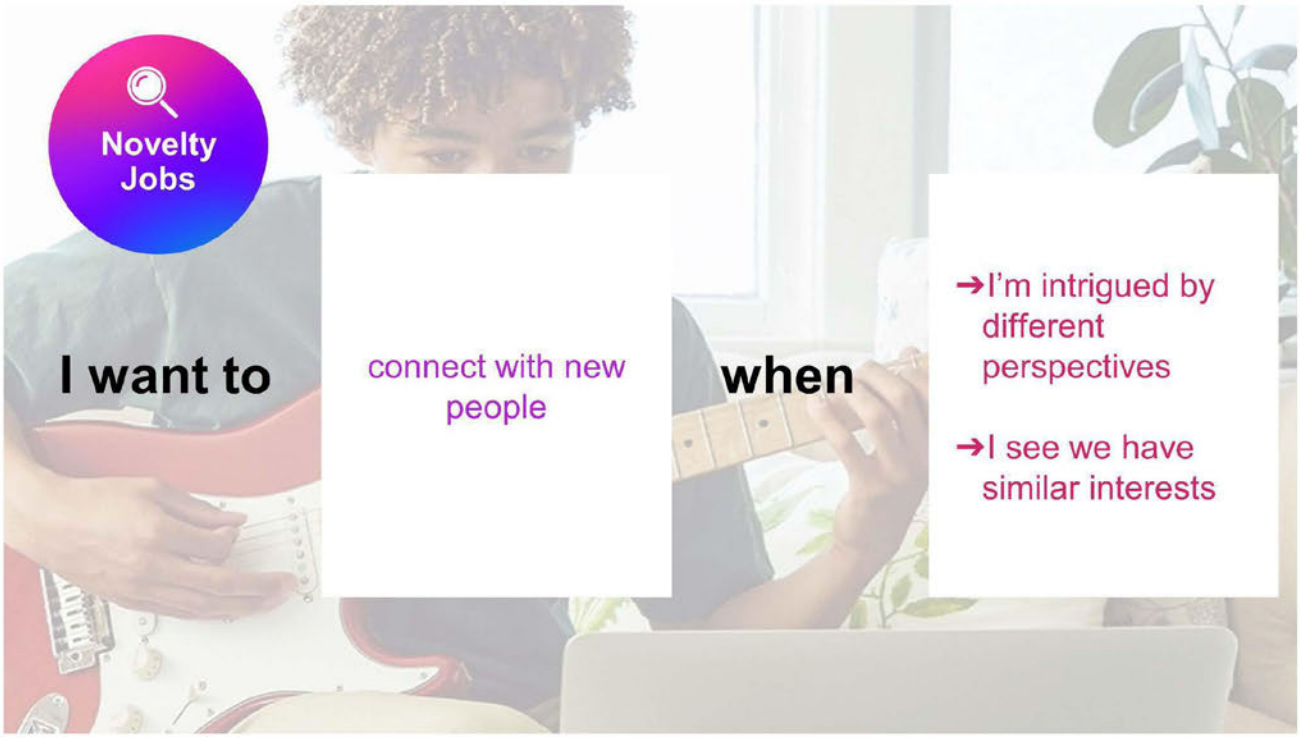


Source: Adapted from Bronfenbrenner and Morris

Figure 13.10 Influences on Adolescent Pregnancy




Novelty Jobs
I want to
discover and explore new interests
when
➔I want to talk about something with my friends
➔I'm learning more about myself
➔I have free time or am procrastinating



These novelty jobs emphasizes that **teens need rapid fire discovery features to find new** interests perspectives and experiences. Some things we could do about this:

- Implement stronger paths and entry points to related interest content (ie. suggestions for IGTV videos, a discovery surface for collections, etc.)

- Reconsider our search experience 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.


Emotion Jobs
I want to
be myself
when
→communicating with my close friends



These both contribute to the appeal of Snapchat, finstas, creating and sharing memes. Teens need judgement free zones for these jobs and there are ways we can help teens feel more comfortable in doing so. We can make IG feel more authentic and a less serious space by:

- 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



Because of teen's sensitivity to feel-good dopamine effects this is something they are in constant pursuit of and why they just can't stop scrolling, love humor and love the responsive feedback they can count on from their close friends.

- Help 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



Lastly it's not secret that this quest for feeling good can also lead teens down a bad path. They may not realize the danger they are susceptible to on IG including bullying, harassment, grooming, etc. They are particularly vulnerable when interacting with people they don't know and sharing content.

It is crucial to think about a way to

educate underage users of normal behavior and red flags to avoid in these scenarios.

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 especially about themselves**. 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.