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

DX0335

TEEN WELL-BEING FOUNDATIONAL RESEARCH: US, UK, DE, FR, JP

Marketing Insights
March 2019

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META3047MDL-019-00101241
METATNAG-005-00101241

EXECUTIVE SUMMARY

"Well-being" is not in the teen lexicon. However, teens who use Instagram at least monthly report being generally satisfied with their lives.

- Teens don't use the phrase "well-being" and confuse it with wellness and mindfulness.
- In general, teens report being satisfied with their lives and various dimensions of well-being, specifically social dimensions, although they struggle to find balance in their busy lives and often feel stress or tired.
- Positive experiences happen more frequently and contribute more to overall well-being than negative experiences.
- Strong predictors of well-being include satisfaction with social connections (friends, family, classmates), performance in school and extracurriculars, and physical health (energy levels, eating habits, overall health and fitness).

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EXECUTIVE SUMMARY (CONT.)

Teen-age Instagram users report experiencing benefits of social media more often than drawbacks. The top benefit is connecting with friends, while the largest drawback is the pressure to look perfect.

- Most teens feel social media in general has had a positive impact on their lives, specifically their relationship with their friends and their overall social lives.
- The most commonly expressed benefits of social media are connecting with friends and something to do during downtime.
- Negative experiences on social media happen less often than positive experiences; the most common are the pressure to look perfect and feeling that they spend too much time online.

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EXECUTIVE SUMMARY (CONT.)

The positive and negative effects of Instagram on teens' well-being are interconnected.

- Inspiration, connection, and entertainment are heavily associated with Instagram. However, they can simultaneously contribute to and detract from teens' overall well-being.
- Feed, Profile, and Direct are common surfaces to encountering negative experiences on Instagram.
- Although awareness of safety features is not uniformly high, teens report using self-remediation tools when they run into problems.
  - Specifically, teens block individuals from following them or commenting on posts, make their accounts private, and delete content (comments or posts).

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EXECUTIVE SUMMARY (CONT.)

Teens are receptive to communication about well-being from Instagram, but communications need to center on the connection with friends to resonate.

- Teens see Instagram as uniquely posed to address overall well-being, since community standards are higher than other platforms. Communication should be realistic without overstating Instagram's role in promoting overall well-being.
- "**Instagram helps me feel good by connecting me to my friends**" was the strongest performing positioning territory in all markets, followed by "**Instagram helps me feel good by connecting me with people who support me**".
- Since teens don't use the phrase "well-being", language should describe the mindset of feeling positive, happy, and fulfilled.

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BACKGROUND & OBJECTIVES

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Instagram seeks to be the kindest, safest, and most supportive platform for teens and the people that care about them.

To inform outreach teams on how we might communicate to teens about well-being issues that affect them, we conducted market research to...

- understand what well-being means to teens and how social media fits into it
- identify what needs to be communicated by Instagram to help convey our commitment to teens' overall well-being

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METHODOLOGY

Focus Groups

We spoke to 48 teens ages 13-18 in the US and France

We held 4 2-hour workshops with 3 friend pairs in Philadelphia, PA, US, and Paris, France

How did we select participants?

Participants were recruited through a regionally representative third party panel

Respondent Qualifications:

- In school full time
- Mix of Android or iPhone smartphone device owners
- Using social media on smartphones
- Using Instagram multiple times a week

Online Survey

We surveyed 5,002 teens age 13-18 in the US, UK, Germany, France, and Japan

Online survey, with respondents sourced through nationally representative online panels

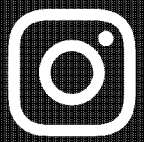
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How did we select participants?

Respondents were recruited through an online, nationally representative panel

- All had at least one social media account
- All had to have used Instagram in the past month

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HOW TEENS DEFINE AND UNDERSTAND WELL-BEING

WELL-BEING IS NOT PART OF TEENS' VOCABULARY

The term "well-being" is neither well-defined nor well-understood.

- Word for adults, not teens
- Associated with yoga, mediation, and physical wellness
- Associated with personal hygiene or personal appearance

Rather, teens talk about feeling good, happy, positive, and fulfilled.

- Positive relationships with friends and family
- Doing well in school and achieving goals
- Having time to unwind, relax, and pursue passions

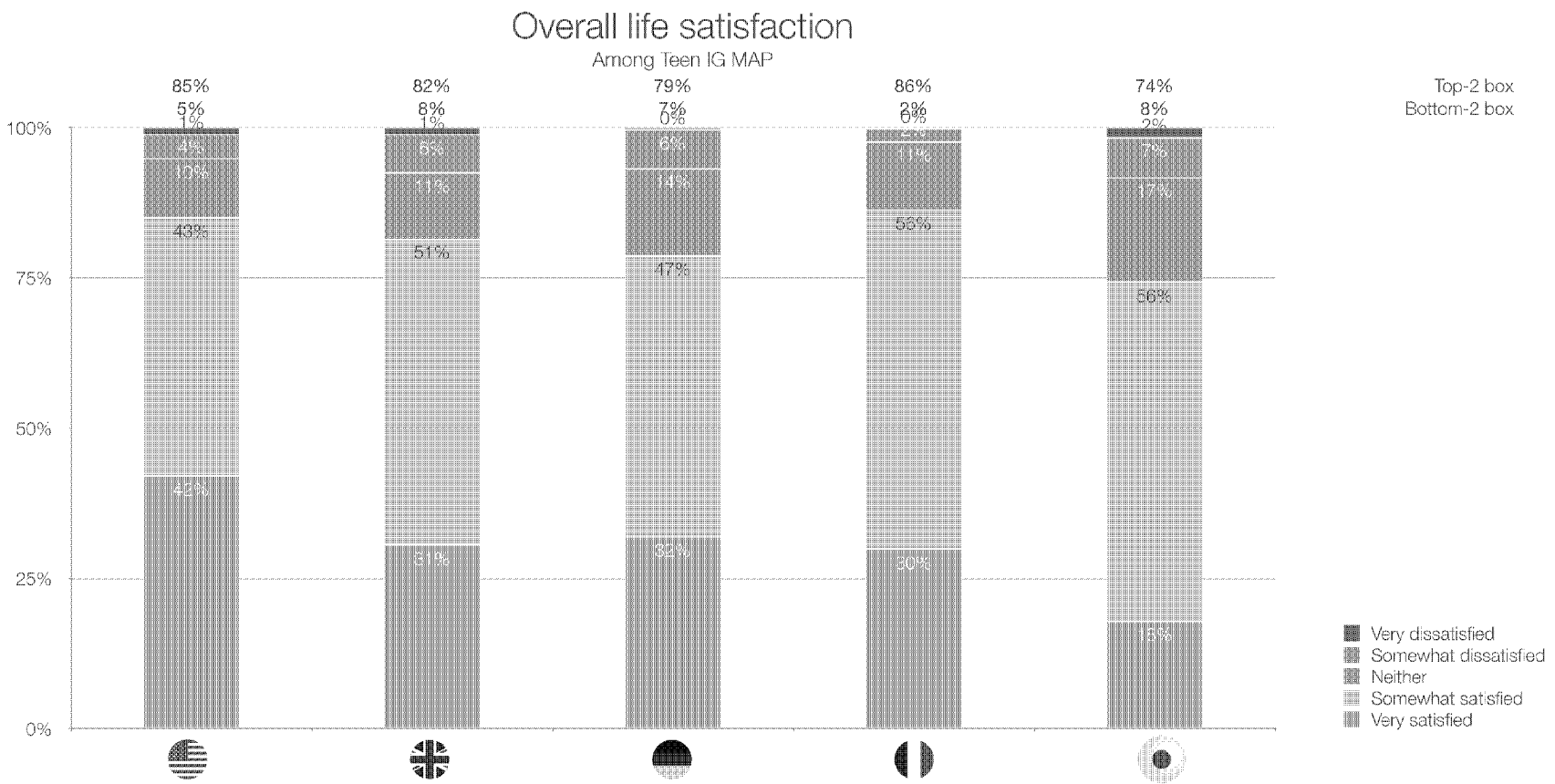
"I feel my best when I'm with my family. I can be loud and crazy and don't have to worry about how it comes across." 16-18 girls, US

"When I'm fulfilled socially and at school, and not feeling judged when we are doing something." 16-18 girls, FR

"I feel good when I'm with my friends and family. I feel protected, and I'm laughing and doing what I want to do." 13-15 boys, FR

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OVERALL, TEENAGED INSTAGRAM USERS ARE SATISFIED WITH THEIR LIVES

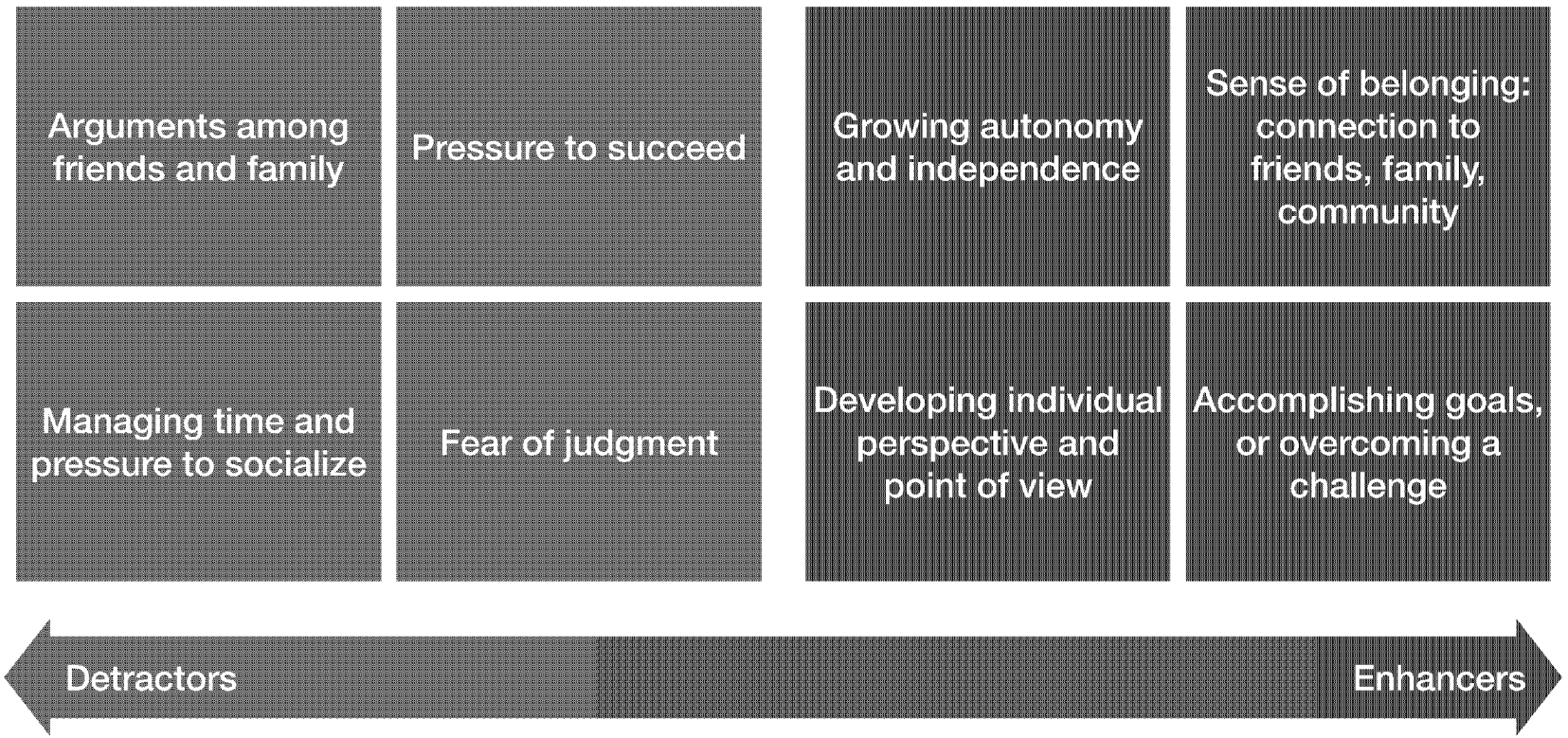


Q1: In general, how satisfied are you with your life today?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

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ACROSS TEENS, WELL-BEING IS ENHANCED BY THEIR SENSE OF BELONGING, ACCOMPLISHMENTS, SELF-EXPRESSION, AND INDEPENDENCE

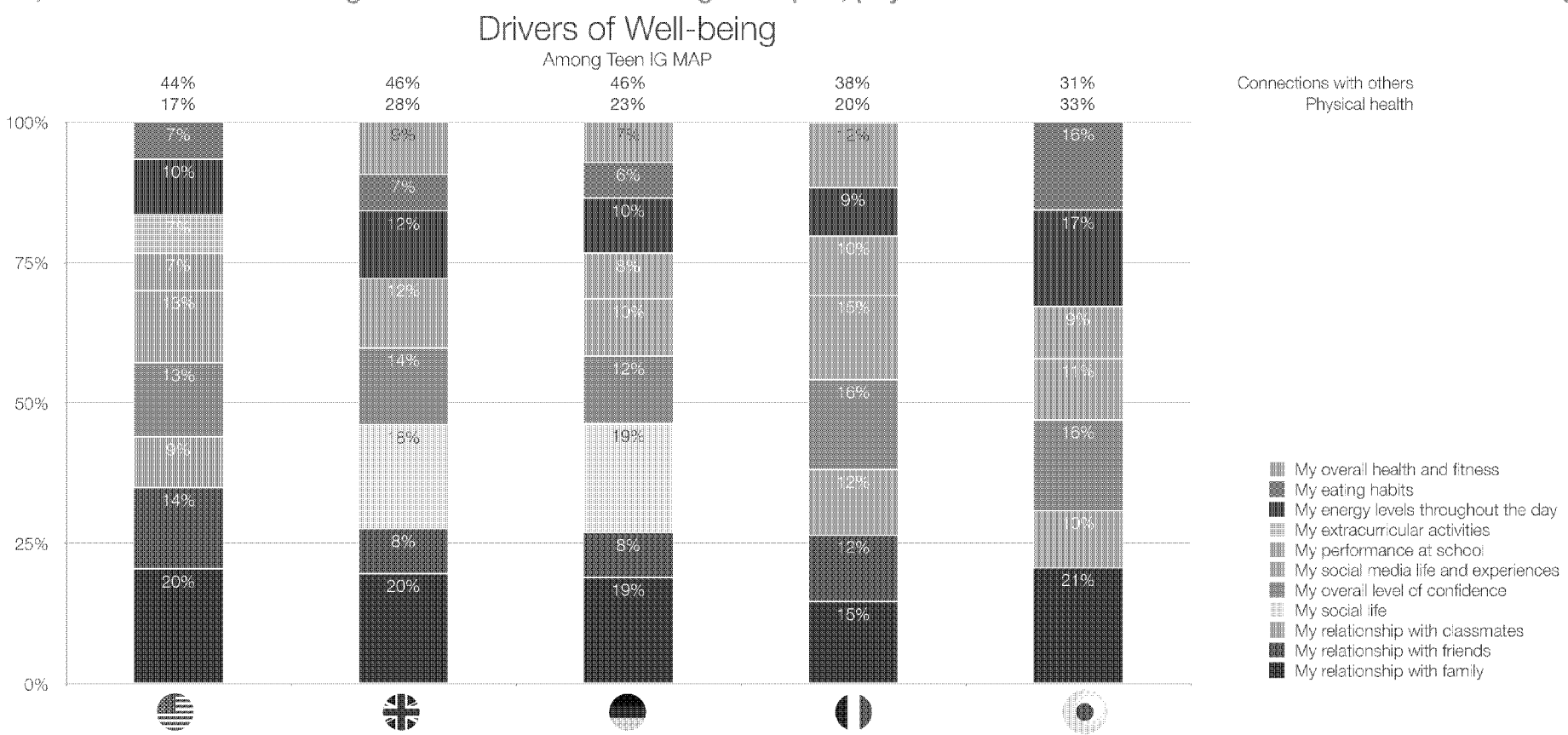
At the same time, relationship drama, the pressure to succeed, and fear of judgment detract from well-being



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WELL-BEING MEANS POSITIVE CONNECTIONS WITH OTHERS, ESPECIALLY FAMILY AND FRIENDS

In the UK, social media is not a significant driver of well-being. In Japan, physical health accounts for a third of overall well-being



Regression of Q1: In general, how satisfied are you with your life today? with Q2. How satisfied are you with each of the following areas of your life? (not all Q2 attributes significant to the regression in each country)
US R^2=0.445; GB R^2=0.466; DE R^2 = 0.444; FR R^2 = 0.393; JP R^2 = 0.423
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

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MOST HAVE FOUND WAYS OF COPING WITH NEGATIVITY, BUT MANY DON'T KNOW WHEN TO SEEK HELP

- **Control** what they can
- **Ignore** and move on
- For a few, **confrontation**

"You can chose who you are friends with, so I don't spend time with people that bring me down, It is not worth it"
13-15, boys, FR

- Support systems such as friends, family, and trusted adults are often effective
- But deciding **when** and **who** can be tough, which leave teens feeling isolated
- For each situation, criteria for choosing who to talk to comes down to....
  - Trust
  - Understanding
  - Experience

"I'm close with my mom, but there are some things she just doesn't get. I don't talk to her about fights with my friends because her advice won't help. I prefer to talk to my sister."
13-15 girls, US

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HOW SOCIAL MEDIA IMPACTS TEEN WELL-BEING

Deep dive on social media

SOCIAL MEDIA IS INTEGRAL TO LIFE

Difficult to imagine life without social media

Top apps cater to slightly different needs:

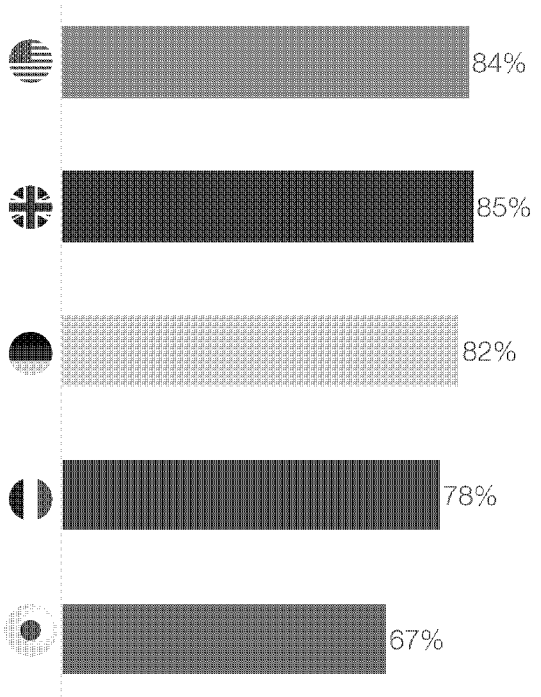
- Snapchat → sharing casual moments with close friends throughout the day
- IG → scrolling Feed and Explore, watching Stories, and sharing noteworthy moments via Stories and Feed
- YouTube → following top Creators, and exploring interests/passions
- A few using Twitter to follow news, and Facebook to keep in touch with family

A few mention acquaintances at school without social media, and the perceived social hardship it presents for them

"I have a friend without Insta or Snap, and she feels left out, she asks me to take screenshots and send to her... It is kind of sad." 13-15, girls, FR

Reports spending more than 1 hour on social media daily

Among Teen IG MAP

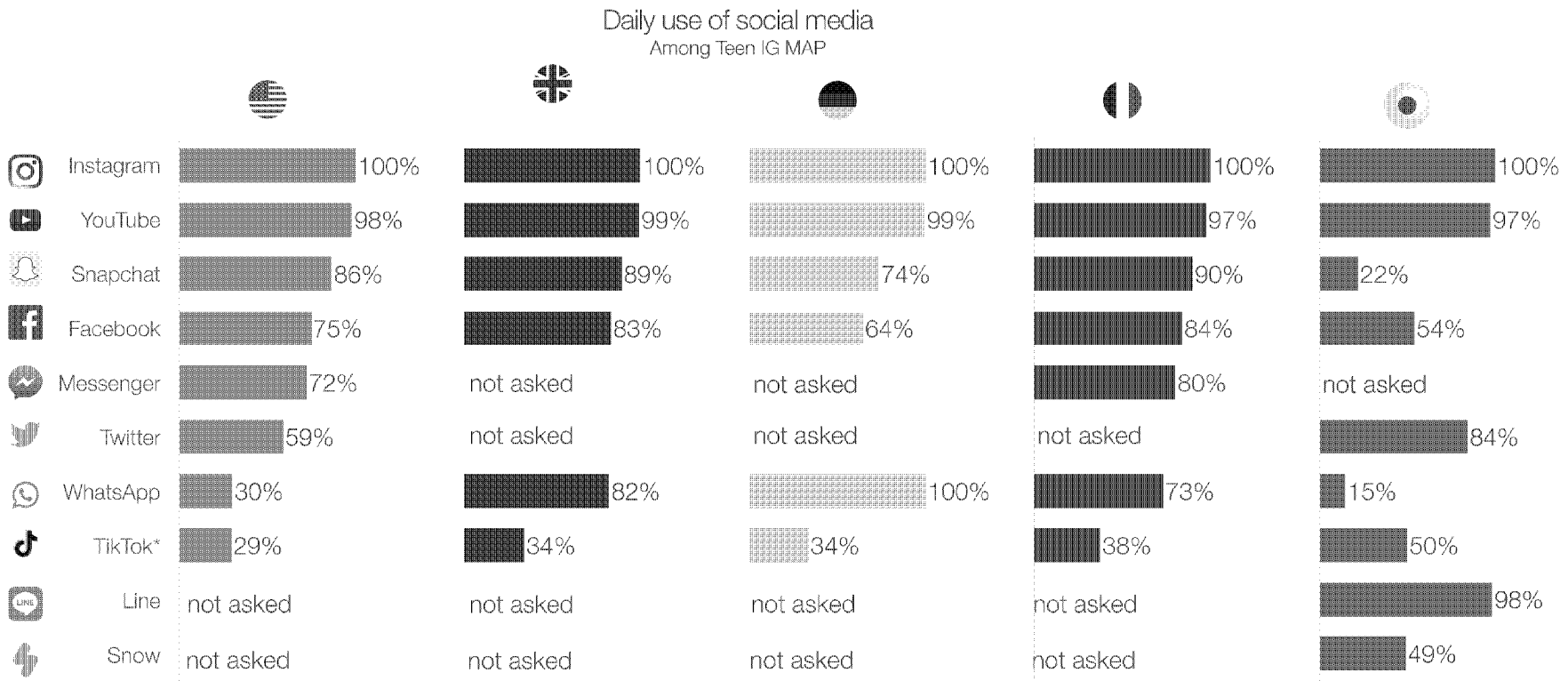


Q8. About how much time do you spend on social media each day?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

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YOUTUBE, SNAPCHAT, AND TWITTER ARE ALSO POPULAR APPS FOR TEEN INSTAGRAM USERS

Almost all teens in Japan use Line at least monthly



S4. How often do you use each of the following apps?
US: n=1,000 GB: n=1,000; DE: n=.1000; FR: n=1,000; JP: n=1,002
Base: Monthly Instagram users
*TikTok asked as musical.ly in GB, DE, and FR

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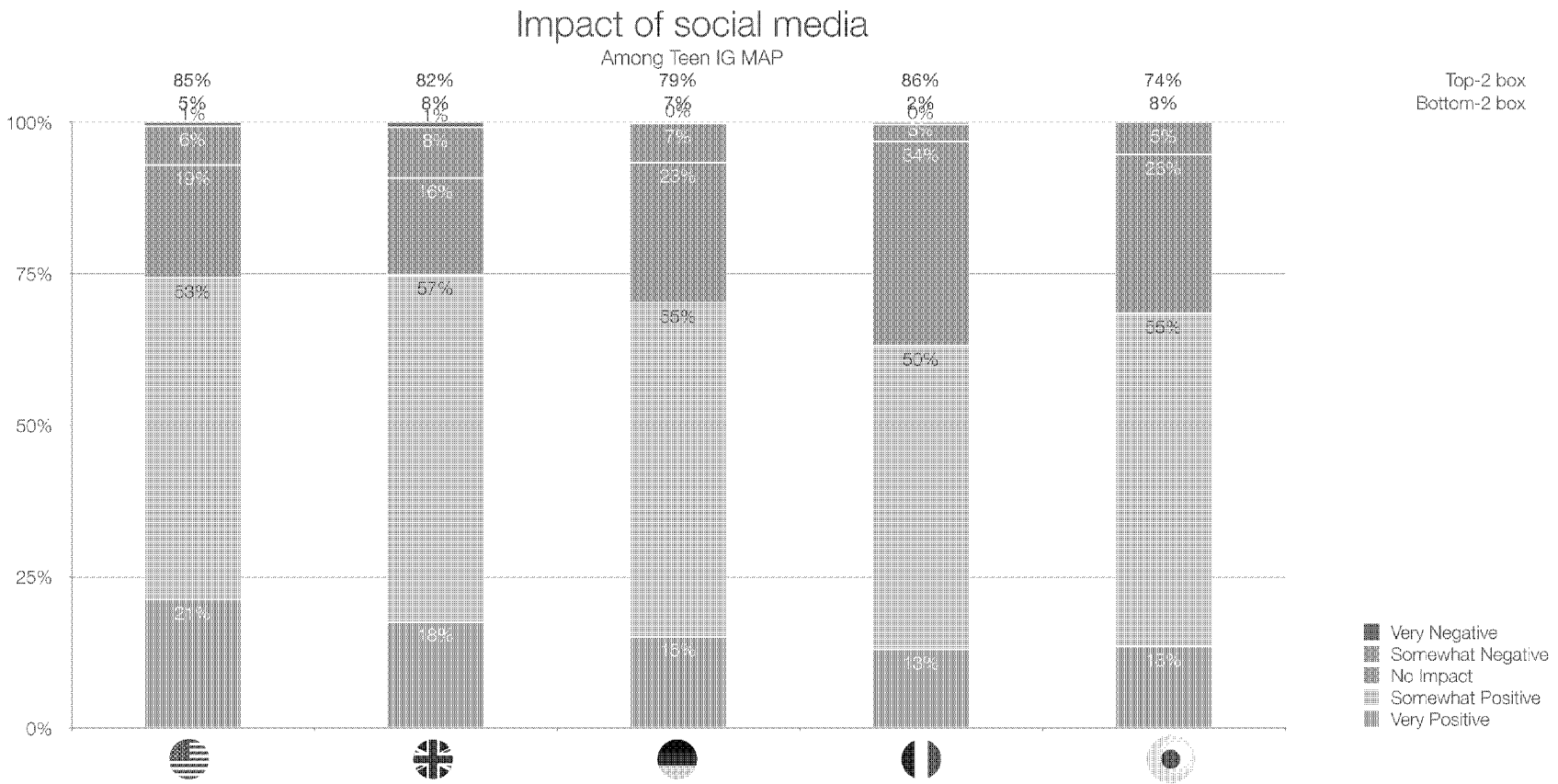
THERE'S LOTS TO LOVE ABOUT SOCIAL MEDIA, AND TEENS ENJOY THESE BENEFITS EVERY TIME THEY'RE ONLINE

Connecting with friends/ family	Enjoying entertainment & humor	Seeking out information & current events	Wider World View & Community	Pursuing a passion & self-expression
Key Apps				
"When at school, we send photos to each other, I like using filters" 13-15 girls, US	*"When I have a free morning, I like to lie in bed and catch up on funny accounts" 16-18 boys, US*	*"I like going to concerts, so when I see a show coming, I tell my mom so we can get tickets." 16-18 girls, U*	*"I watch videos of gamers, I can then learn about new ones that are coming out soon." 13-15 boys, FR*	*"I look at other volleyball players and challenge myself to get better." 13-15 girls, US*
40% of US teens say social media's positive effect is from connecting with friends/family*	9% of US teens say social media's positive effect is from its entertainment value*	16% of US teens say social media's positive effect is from the ease of finding news and information*		

*Source: Teens, Social Media & Technology 2018 from Pew Research Center

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THE MAJORITY OF TEENS ON INSTAGRAM BELIEVE SOCIAL MEDIA HAS HAD A POSITIVE IMPACT ON THEIR LIVES

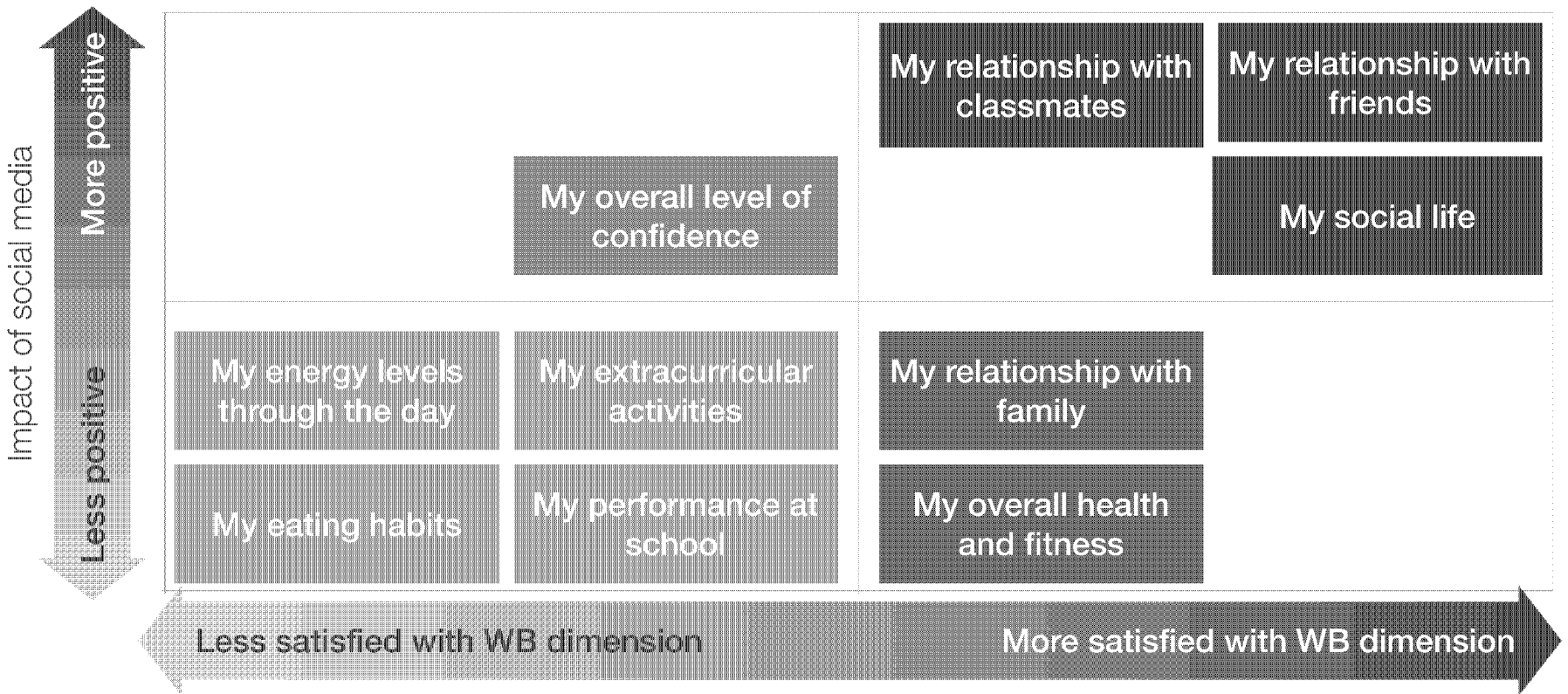


Q5: Overall, how has social media impacted your life?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

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SATISFACTION AND SOCIAL MEDIA IMPACT IS HIGH FOR SOCIAL LIFE AND RELATIONSHIP WITH FRIENDS AND CLASSMATES

While teens are satisfied with their familial relationships and their fitness, they don't think that social media has had a positive effect.



Q2. How satisfied are you with each of the following areas of your life? | Q6. How has social media impacted each of the following areas of your life?
Data weighted to overall distribution of countries in teen monthly users.

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TEENS ARE AWARE OF THE WAYS SOCIAL MEDIA DETRACTS FROM THEIR WELL-BEING; EXPERIENCE WITH THESE DETRACTORS IS INFREQUENT

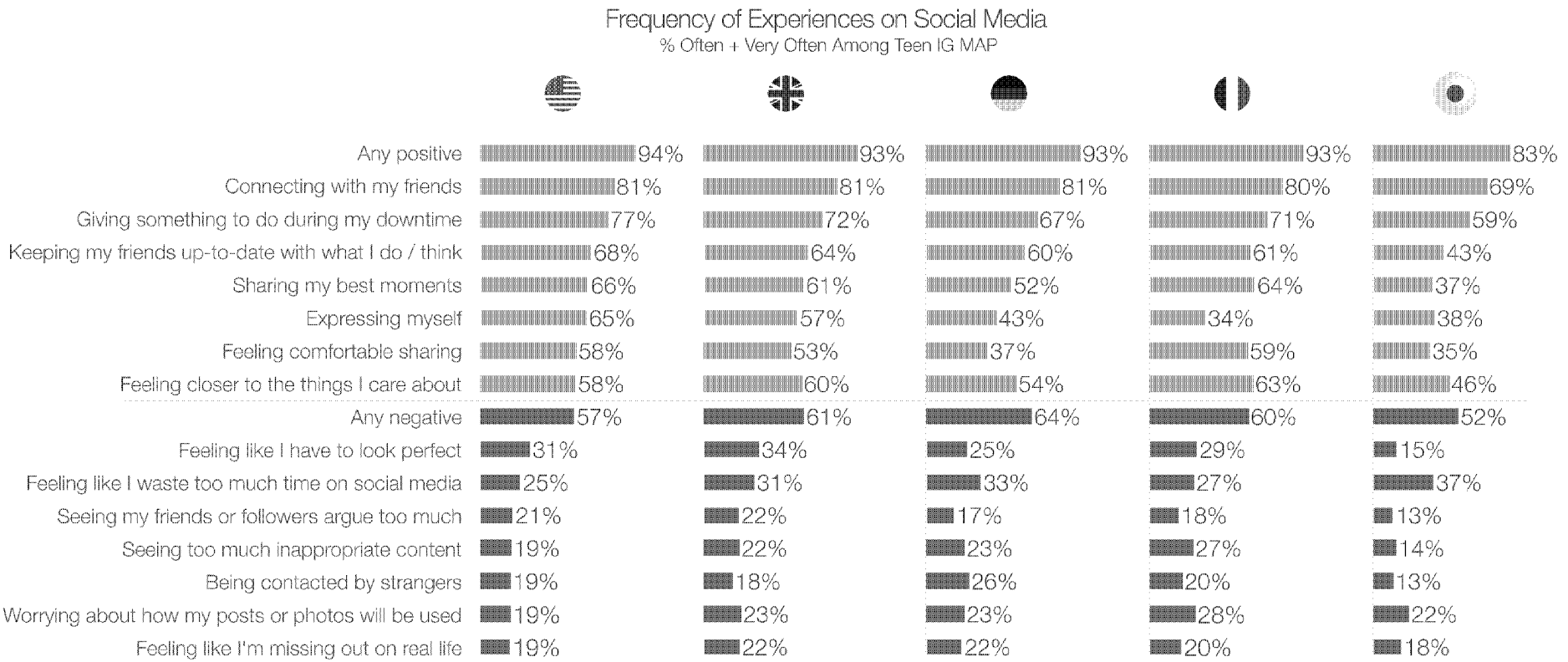
	Privacy & Stranger danger	Bullying and harassment	Exposure to fake or inappropriate content	False Reality & Social Comparison	Distraction/ Time Waste
Key Apps					
	"Sometimes I'll get messages from people I don't know. It is weird, especially when they are from abroad." 16-18 girls, FR	*"I've received messages or have been tagged in posts that are racist." 13-15 boys, FR*	*"The spam accounts are annoying, they are always saying I won an iPhone." 13-15 boys, FR*	*"Everything on Instagram is perfect, nobody is ever real. It can make you feel bad about yourself." 13-15 girls, US*	*"Instagram is designed to keep us scrolling. The explore page never ends." 13-15 girls, FR*
		27% of US teens say social media's negative effect is from bullying/rumor spreading*		15% of US teens say social media's negative effect is from unrealistic views of others' lives*	14% of US teens say social media's negative effect is from its distracting nature*

*Source: Teens, Social Media & Technology 2018 from Pew Research Center

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POSITIVE EXPERIENCES ON SOCIAL MEDIA OCCUR MORE FREQUENTLY THAN NEGATIVE ONES

However, more than a third say they feel the pressure to look perfect or worry that they spend too much time on social media



Q11. How often have you experienced each of the following on social media?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

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THE BENEFITS OF SOCIAL MEDIA OCCUR ON A VARIETY OF APPS, BUT NEGATIVE ONES ARE CONCENTRATED ON INSTAGRAM, FACEBOOK, AND TIKTOK

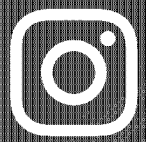
Frequency of Experiences on Social Media

App with high % Often + Very Often Among Teen IG MAP

Connecting with my friends	All	All	All	All	All
Giving something to do during my downtime	YouTube	YouTube	YouTube	YouTube	YouTube
Keeping my friends up-to-date with what I do / think	All	All	All	All	All
Sharing my best moments	All	All	All	All	All
Expressing myself	All	All	All	All	All
Feeling comfortable sharing	All	All	All	All	All
Feeling closer to the things I care about	All	All	All	All	All
Feeling like I have to look perfect	Instagram	Instagram	Instagram	Instagram	Instagram
Feeling like I waste too much time on social media	Instagram	TikTok*	Instagram	Facebook	Instagram
Feeling like I'm missing out on real life	Instagram	TikTok*	Facebook	Instagram	Instagram
Seeing too much inappropriate content	Instagram	TikTok*	Facebook	Facebook	IG/Twitter
Worrying about how my posts or photos will be used	TikTok	Instagram	Facebook	Facebook	Instagram
Being contacted by strangers	TikTok	TikTok*	Facebook	Facebook	Instagram
Seeing my friends or followers argue too much	Facebook	Facebook	Facebook	Facebook	Instagram

Q12/19. Have you ever experienced any of the following while using [pipe: App]?
Base size varies depending on app assigned
*TikTok asked as musical.ly in the UK.

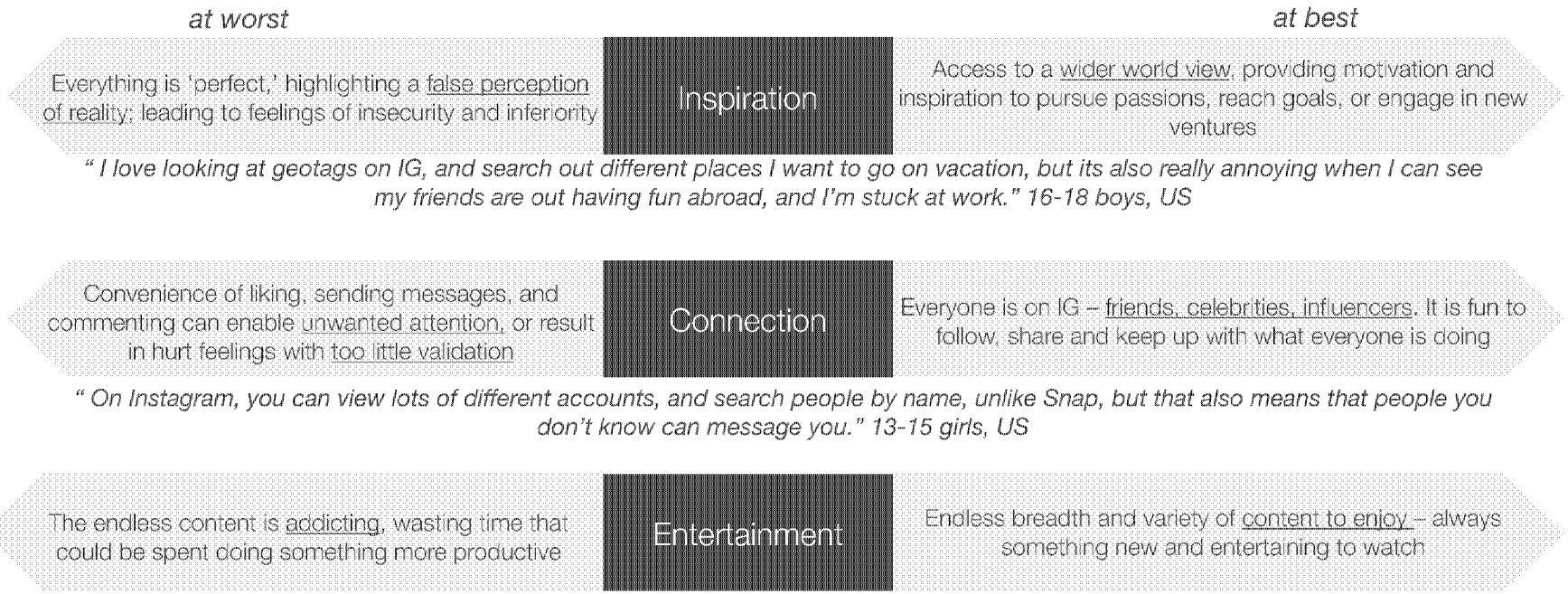
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INSTAGRAM FOCUS

THE BENEFITS AND DRAWBACKS FOR INSTAGRAM ARE CLOSELY LINKED

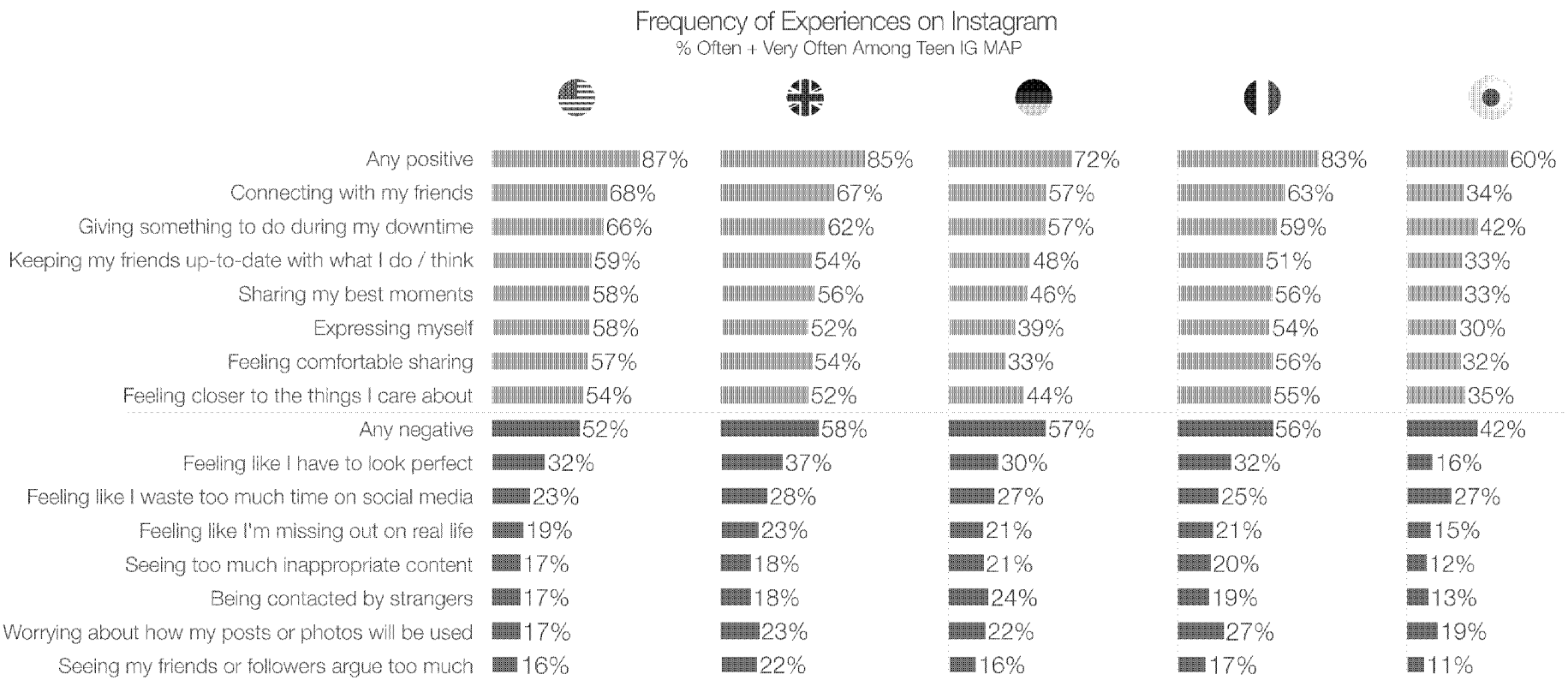
Instagram a part of their lives, and they love it as a destination for inspiration, connection, and entertainment. At the same time, those, these key **benefits** can become key **drawbacks**.



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TEENS SAY THEY EXPERIENCE THE POSITIVES OF INSTAGRAM MORE OFTEN THAN ITS NEGATIVES

However, negative experiences occur almost as often as positive ones for teens in Japan



Q12. How often have you done or experienced each of the following on Instagram?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002

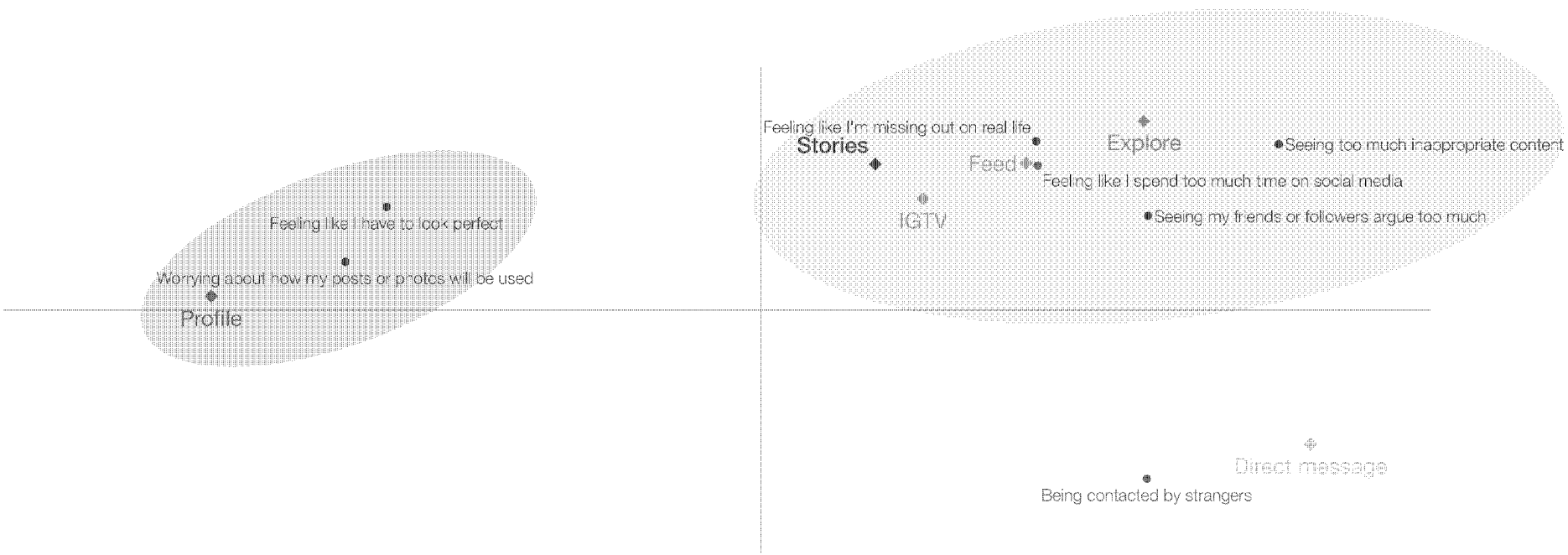
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WHERE NEGATIVE EXPERIENCES OCCUR IN THE APP DEPENDS ON THE TYPE OF ISSUE

Pressure to be perfect and worrying about how your content will be used are most common on teens' profiles
Other issues including FOMO, arguments, inappropriate content, and wasting time are most common on feed

IG Features Where Negative Experiences Occur

Correspondence Map Among Teen IG MAP who have a Negative Experience at Least Occasionally



Q13. Where on the Instagram app have these instances occurred?
Base: Monthly Instagram users who have a negative experience at least occasionally
Data weighted to overall distribution of countries in teen monthly users. Each country produces similar correspondence map.

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AWARENESS OF SAFETY FEATURES IS LIMITED

They are well versed on core IG features, but their knowledge of safety features is limited

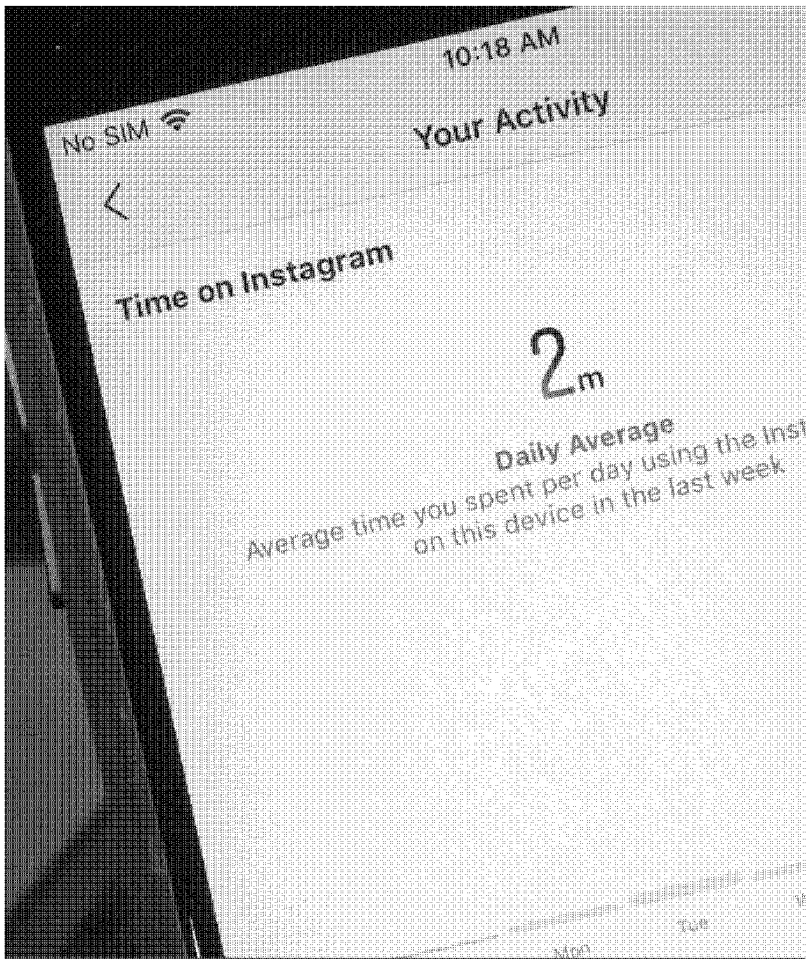
- All aware of private account*, and blocking accounts
- And some understanding of reporting, but mostly limited to reporting offensive or inappropriate content (versus SSI reporting)

But, few aware of more advanced tools for reporting, managing comments, or tracking activity on the app

- Few taking time to explore 'your activity' or go deeper into 'report' setting to learn more

Teens report that they aren't always aware when Instagram makes new features available

- By comparison, teens feel SnapChat which keeps them informed about each new update



"When Snapchat has a new feature, they tell you about it. I don't think I've ever heard from IG about a safety feature."
13-15 boys, US

*From Feature Awareness Tracker, at least 80% of teens are aware of private accounts in each market

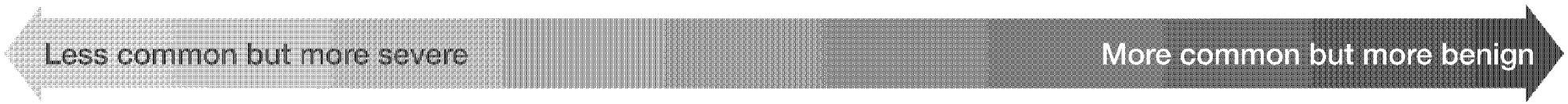
THREE WELL KNOWN FEATURES ARE SEEN AS USEFUL FOR MANAGING THE MAJORITY OF NEGATIVE INTERACTIONS ON IG

Private account	Blocking accounts	Reporting
The most effective feature to maintain a positive and controlled IG experience	Helpful to shut down unwanted contact or attention	Useful, a tool to flag fake or upsetting content and have it removed But, some question effectiveness
"If you have a private account, you can prevent a lot of weird and negative stuff from happening." 16-18 boys, FR	*"If I get an unwanted message from a creepy older man, I just block him and it's done." 13-15 girls, US*	*"I have reported stuff on Instagram. I think a lot of people need to report before they take it down." 13-15 boys, US*
Top drawbacks addressed		
• Stranger Danger / Privacy Concerns • Spam accounts/fake accounts • Bullying	• Stranger Danger / Privacy Concerns • Unwanted attention • Spam accounts/Catfishing • Bullying*	• Spam accounts/fake accounts • Exposure to unwanted content • Bullying*

* It is important to note, however, that teens who have been bullied on Instagram report that blocking accounts and reporting are not always effective tools to combat this issue (Teen Bullying Deep Dive 2019)

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WHILE TEENS COPE WITH THE PERCEIVED NEGATIVITY ON IG, THEY OFTEN DO NOTHING IN RESPONSE TO MORE COMMON ANNOYANCES



Privacy & Stranger danger	Bullying	Exposure to fake or inappropriate content	False Reality & Social Comparison	Distraction/ Time Waste
• Private accounts • Block accounts • Talk to friends about shared experiences • In extreme cases, report to parents or trusted adults *"It can freak you out a little when you get a message, but then you block them, and it goes away." 13-15 girls, FR*	• **Nothing** • Private accounts • Block accounts • Report to IG but not adult • Respond ironically to show it doesn't affect you • Share positive comments to those bullied *"I see it happening, but there is little you can do." 13-15 boys, US*	• Private accounts • Block fake accounts • Report to IG • Share offensive videos with friends (that they might find interesting) *"I saw this one video that was really violent, so I shared it with my friend... I knew he would like it." 13-15 boys, FR*	• Usually **nothing** • Remind themselves that not everything on IG is real • Turn to Snap for casual sharing • Use filters / photo apps to enhance pictures *"You can't really do anything about it... Everyone posts perfect moments on IG." 16-18 boys, US*	• **Nothing** • Some take a break from social media • Some try to turn off phone for a bit *"I will try and put my phone away when I'm at dinner with my family." 13-15 girls, US*

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HOW TEENS RESPOND TO NEGATIVE EXPERIENCES ON INSTAGRAM DIFFERS BY THE EXPERIENCE

Many teens do nothing in response to the problems they face on Instagram, especially in Japan

Most Common Action Taken in Response to Issues on IG

% Selected Among Teen IG MAP who have a Negative Experience at Least Occasionally

More common

Less common

Feeling like I have to look perfect	Nothing/Made my account private	Nothing/ Deleted my post(s)	Nothing/Made my account private	Nothing	Nothing
Feeling like I waste too much time on social media	Nothing	Nothing	Nothing	Nothing	Nothing
Feeling like I'm missing out on real life	Nothing	Nothing	Nothing	Nothing	Nothing
Seeing too much inappropriate content	Blocked individuals from following me	Nothing/ Reported it to Instagram	Blocked individuals from following me	Blocked individuals from following me	Nothing
Being contacted by strangers	Blocked individuals from following me	Blocked individuals from following me	Account private/Blocked individuals	Blocked individuals from following me	Nothing
Worrying about how my posts or photos will be used	Made my account private	Made my account private	Made my account private	Account private/Blocked individuals	Nothing
Seeing my friends or followers argue too much	Nothing/ Deleted comments	Nothing/Turned off my comments	Deleted comments	Nothing/Turned off my comments	Nothing

Q14. Which of the following have you done in response to these instances?
Base: Monthly Instagram users who have a negative experience at least occasionally
US: n=322-484; UK: n = 384-593; DE: n=385-553; JP: n = 237-510

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EXPLORING IG'S CREDIBILITY AND COMMS

To inform well-being comms for teens

TEENS APPRECIATE IG ADDRESSING WELL-BEING MORE PROACTIVELY

Demonstrates that IG is invested in their experience on the platform

- A responsibility to educate users on best ways to engage, so they feel equipped and knowledgeable
- Upon reflection, IG is poised to take a leadership role, compared to other platforms (e.g. Snap), as it has higher community standards

Helpful that Instagram is providing more guidance, particularly as teens can struggle to determine when and who to turn to

- Unless an issue is severe, teens will most likely handle on their own or turn to friends
- A fear that adults do not understand social media well enough to offer guidance

But, they are also aware that IG can only do so much, and can't monitor every account - nor do they want them to!

- Onus is on teens themselves to behave respectfully and responsibly

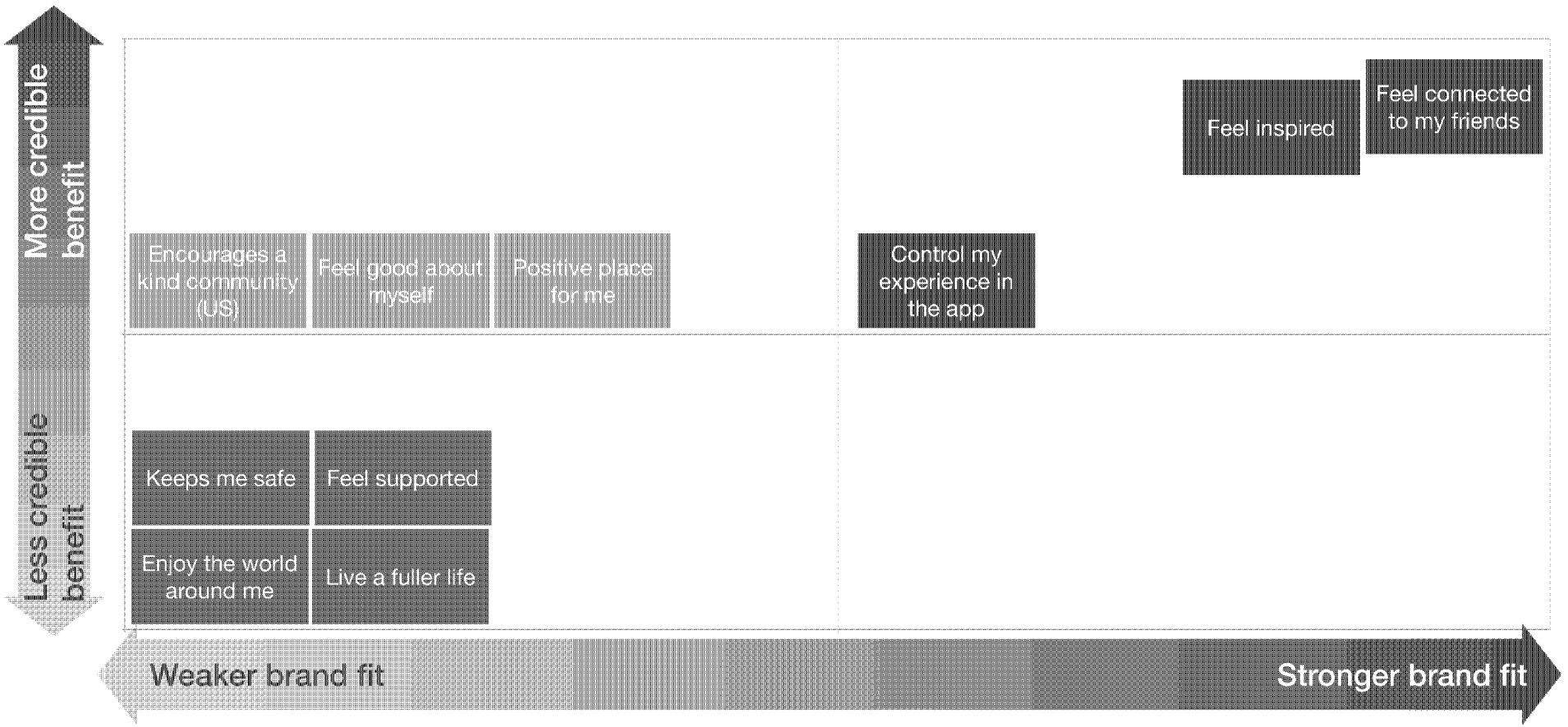
"I think it is good that Instagram wants to help, I have not heard from other companies trying to address these issues." boys, 13-15

"Yes, it is their responsibility to educate us on how to use the app...I can choose to ignore the information, but it shows they care." 16-18 girls, US

"They should talk about the negative things. It will raise awareness of features. I need to be equipped to know what I can do." girls 16-18

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QUALITATIVELY, TERRITORIES AROUND CONNECTION AND INSPIRATION WERE SEEN AS THE MOST CREDIBLE WITH THE STRONGEST BRAND FIT



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BASED ON QUALITATIVE FEEDBACK, WE DEVELOPED FIVE POSITIONING TERRITORIES AND ASSESSED THE STRENGTH OF EACH IN THE ONLINE SURVEY

Qualitative territory	Positioning territory developed for quantitative testing
Feel connected to my friends	Instagram helps me feel good by connecting me to my friends.
Feel supported	Instagram helps me feel good by connecting me with people who support me.
Self-expression	Instagram helps me feel good by letting me show people who I really am.
Feel inspired	Instagram helps me feel good by helping me discover new things to try.
Encourages a kind community	Instagram helps me feel good by encouraging people to be kind to each other on its app.

'CONNECTING ME TO MY FRIENDS' WAS THE MOST RESONANT POSITIONING TERRITORY ACROSS MARKETS



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