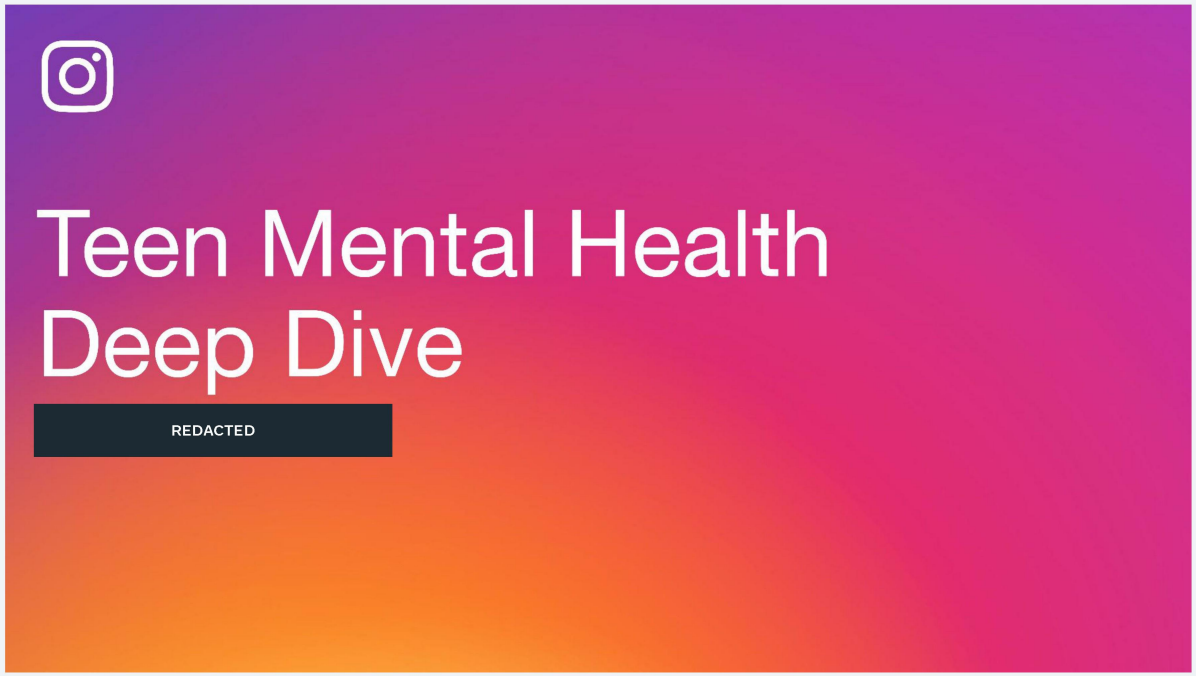
FACEBOOK ANNOTATION

The names of two employees who presented this research have been redacted from this slide.

Our internal research is part of our effort to **ensure that our platform is having the most positive impact possible**. We invest in this research to proactively identify where we can improve and better support users who experience hard life moments— which is why the reporting often focuses on potential areas to improve from a user experience perspective.

The results are based on the subjective perceptions of the research participants. The methodology is not fit to provide statistical estimates for the correlation between Instagram and mental health or evaluate causal claims between social media and health/well-being.

This deck was shared internally in October of 2019.



METATNAG-034-00003139

PX-01502, Page 1 of 66

Tennessee v. Meta
Case No. 23-1364-IV
PX-01502

FACEBOOK ANNOTATION

Although framed as a response, this research is Instagram being proactive on these issues. One of the objectives here is to inform product teams. The research was an exploratory effort to hear from teen users to understand how they think about "mental health" and how they talk about it. The description in this report is perception-based, and did not involve a clinical assessment, and did not use clinical criterion.

The overarching goal was to help product and policy teams generate ideas on how to build products and messages that can support teens who might be having difficult experiences.

The scientific and academic research on the effects of social media on teen mental health is in its early stages and developing, and there is no consensus about the causal relationship between social media and effects on mental health. This research was not intended to (and does not) evaluate causal claims between Instagram and health or wellbeing. Some conclusions in this report are a combination of inferences from researcher observations in qualitative sessions; conceptual thinking; and/or impressions and hypotheses from ongoing research. The quantitative data referenced in the study were not scoped to evaluate these statements.

Research that is preliminary, exploratory, or for prioritization research often does not produce detailed methodological summaries, or fully identify the sources of conclusions, statements, or proposed discussion points.

Objectives

Instagram is coming under increasing scrutiny with relation to mental health problems. Both popular and academic press point to social media in general, and Instagram specifically, as having a negative effect on teens' mental health. These effects have included body dissatisfaction, self-esteem, negative mood, anxiety, depression, loneliness, self-harm, and suicide. Other research suggests that the effects of social media is more nuanced, influenced by previous dispositions or the experiences teens have on the apps they use.

Existing research, however, does not explore the perceptions that teens have about their own mental health, the role that social media and Instagram play in it, or how Instagram can help teens.

WE CONDUCTED MARKET RESEARCH TO:
- understand how teens talk about mental health
- get a nuanced understanding of teens' perceptions of how Instagram effects their mental health

IN ORDER TO:
- Inform outreach teams how we might build meaningful and impactful campaigns in this space
- Inform product teams how to best support teens in this space

ORIGINAL RESEARCH

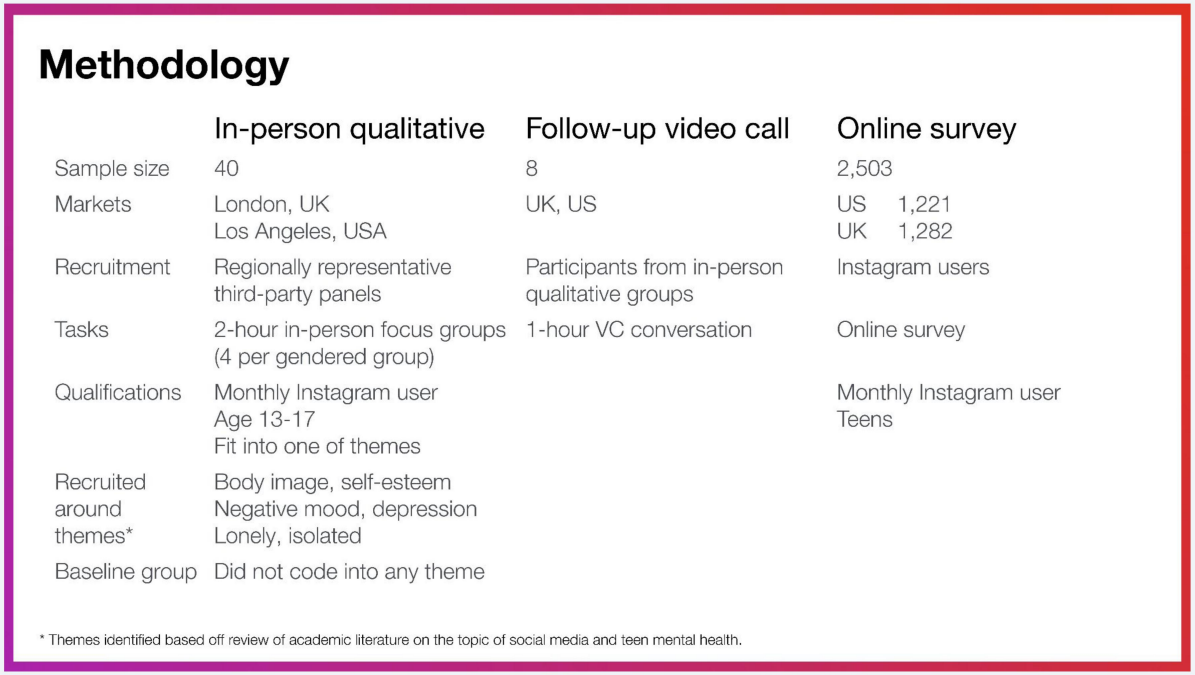
FACEBOOK ANNOTATION

Participants for the qualitative studies were recruited based on certain eligibility criteria which means the results are not generalizable to all Instagram teen users. When reporting on qualitative research results, some conclusions/statements may be researcher speculation versus what was actually reported by participants.

The also survey relied on a non-random, sub-sample of accounts for which up-to-date email addresses were available and is not representative of the broader Instagram teen user community.

The survey only includes Instagram users, so it's impossible to know if there is a difference between Instagram using teens and non-Instagram using teens from these data.

The research methods employed in this report are not appropriate for studying causality.



ORIGINAL RESEARCH

METATNAG-034-00003141

PX-01502, Page 3 of 66

FACEBOOK ANNOTATION

This is a summary of findings later in the deck, and there are further annotations on the specific slides in the deck.

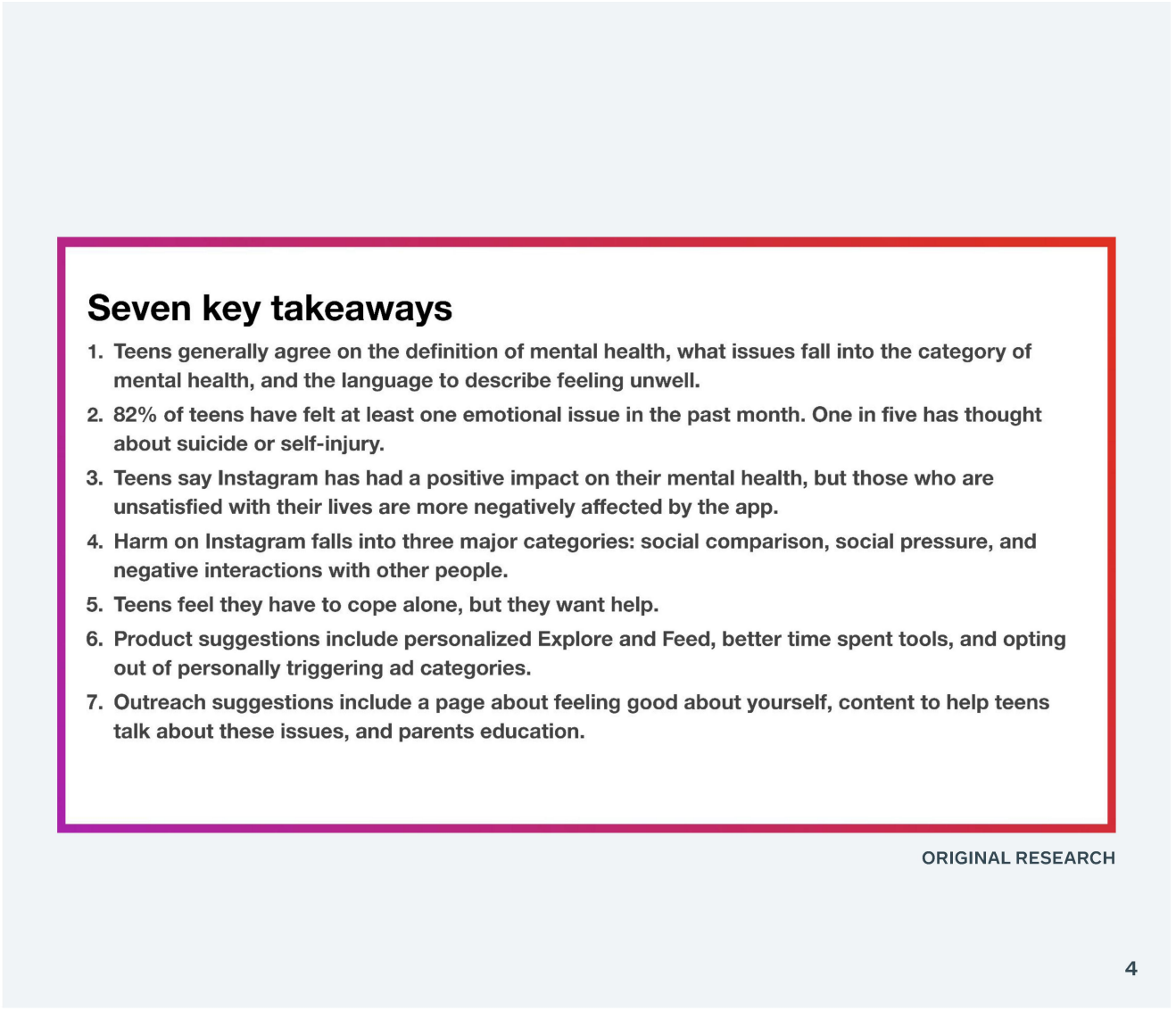
Some of these findings are based on the survey and some on the qualitative studies. This is important because these studies were done on different populations and have different levels of generalizability. Moreover, all results are based entirely on the perceptions of participants and are not designed to evaluate causal claims between Instagram and health/well-being.

At Facebook and Instagram, such research reports are often shared live in "read-outs" with teams where there is shorthand, shared understandings, and the opportunity to discuss. Such readouts often focus on potential areas of improvement from a user experience perspective and discuss implications (including limitations of the study and conclusions) with others.

Instead of providing definitive conclusions, summary slides like this are often used to organize discussions and help teams prioritize and ask questions.

Each of these points refer to a heading in one of the parts of the deck below (one section was hidden from sharing in the readout).

Note that in Point 2, the one in five statistic is for the United Kingdom and not the U.S. Point 3 is based on self-reports whereby those who are unsatisfied with their lives are more likely to believe IG has a negative effect on their mental health. This is consistent with external research that suggests users of social media perceive it as positive or negative conditional on what else is going on in their lives.



FACEBOOK ANNOTATION

"Mental health" should not be mistaken for a clinical, formal or academic definition.



ORIGINAL RESEARCH

PX-01502, Page 5 of 66

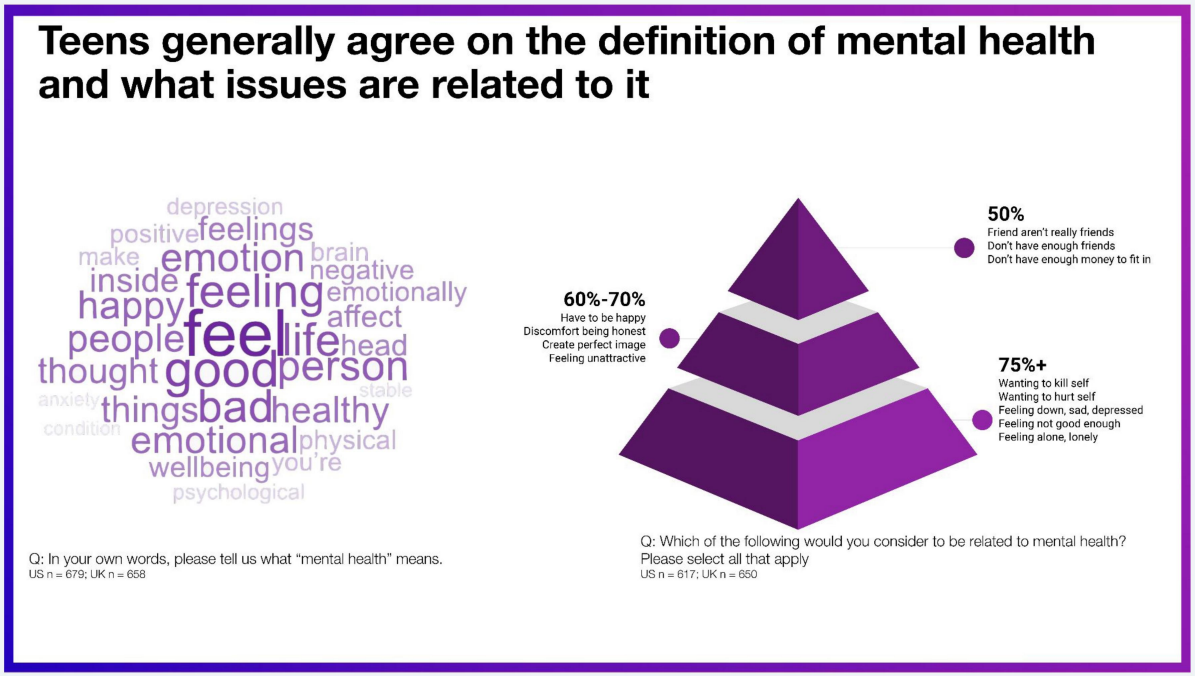
FACEBOOK ANNOTATION

In line with the study's purpose, the survey asked how respondents would define “mental health”, and gave them a checklist of options. Neither the checklist of options nor the teens’ responses were intended to reflect a clinical definition of mental health, a diagnosis of a mental health condition, or a grounding in academic and scientific literature.

The word-cloud on the left visualizes responses by size and shading. The figure shows that most people responding to the survey wrote the word "feel" when asked to define mental health.

The percentages on the figure in the right pane outline how many teen survey takers selected one of the items from the checklist.

The pyramid graphic is not meant to imply a hierarchy, either theoretically or empirically.



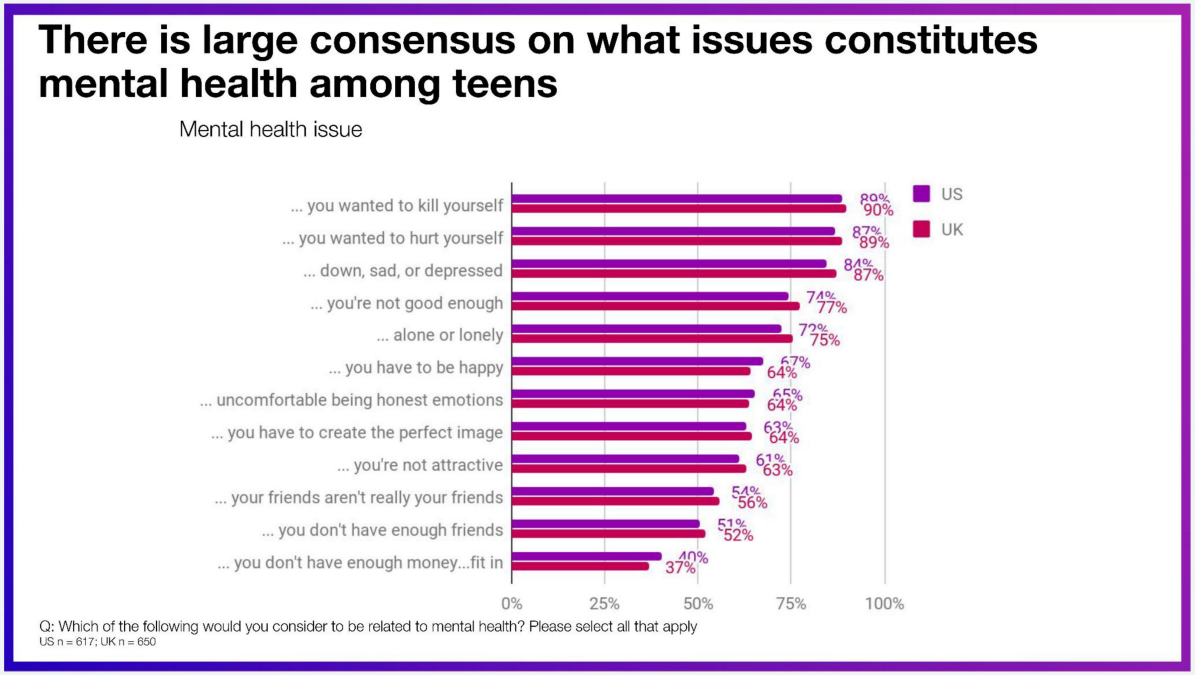
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This is a further breakdown of the pyramid from the prior slide.

The survey was designed so that about one-half of the respondents would answer this question. This graph counts the proportion of teen survey takers that would consider certain experiences to be "related to mental health". It is based upon self-reports about what teens feel about mental health and is not — and does not purport to be — a clinical definition of mental health.

This figure is generated using survey weights, but does not display confidence intervals or other indications of sampling uncertainty. Based on the combination of qualitative insights along with the survey and the absence of a detailed discussion of non-response adjustments, this is an inductive task; not intended to provide representative estimates generalizable to the broader Instagram teen user base.

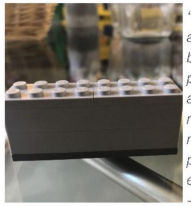


ORIGINAL RESEARCH

FACEBOOK ANNOTATION

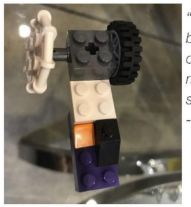
These images comes from only six of the participants and are illustrative only. Participants were asked to make representations of both mental wellness and unwellness.

Mental unwellness was depicted in six themes



"I had a wall around everything because I want people to go away, to go to my room, to lock myself out from people and keep everyone out"
- US, Male

Walls



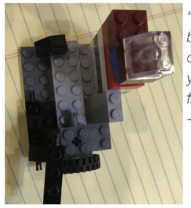
"I had wheels because I'm all over the place.My mind is always spinning"
- US Female

Circling, frenetic



"I put people far away to represent that feeling lonely. I feel like I need people but I pull away"
- US Male

Loneliness, isolation



"I put dark colors because its the dark place that you don't want to fall into"
- US Male

Dark, full of terrors



"I put myself underneath all of these blocks, because it feels heavy. Like you have a weight on your shoulders"
- UK, Male

Heavy baggage



"I put red devil horns online because I'm easily angered and tipped over the edge"
- UK, Male

Potentially explosive

ORIGINAL RESEARCH

METATNAG-034-00003146

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FACEBOOK ANNOTATION

The reported feelings were generated by a close ended question in the survey that provided respondents options to select from. The distributions and options related to the question appear in following slide for the total sample. Relative frequencies were not reported by gender.



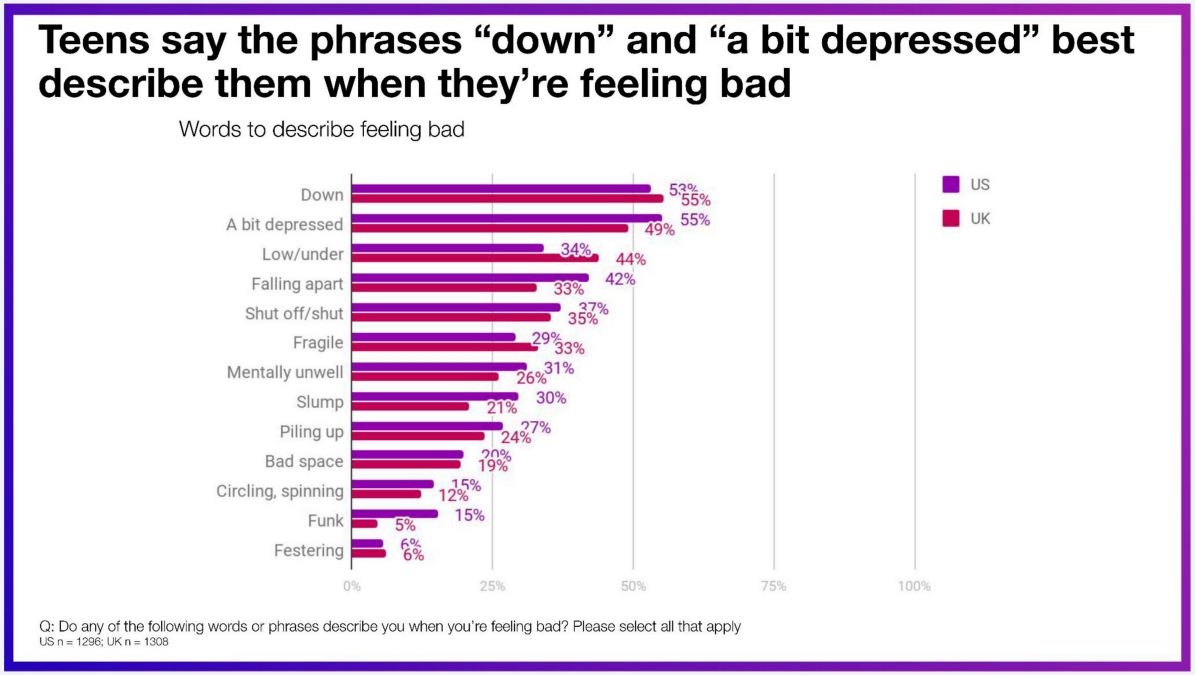
ORIGINAL RESEARCH

METATNAG-034-00003147

PX-01502, Page 9 of 66

FACEBOOK ANNOTATION

The results from this slide are based on a predefined list of words; survey takers were allowed to select as many as they wanted.



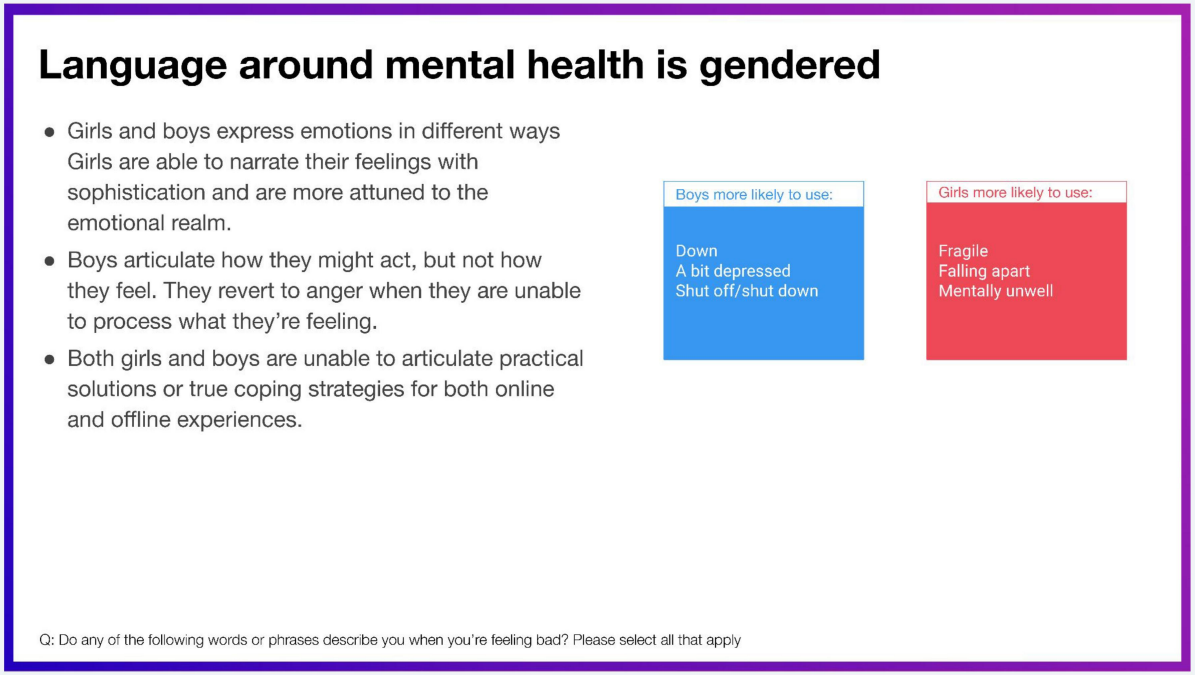
ORIGINAL RESEARCH

METATNAG-034-00003148

PX-01502, Page 10 of 66

FACEBOOK ANNOTATION

This is a duplicate of Slide 9, but adds researcher observations from qualitative sessions.

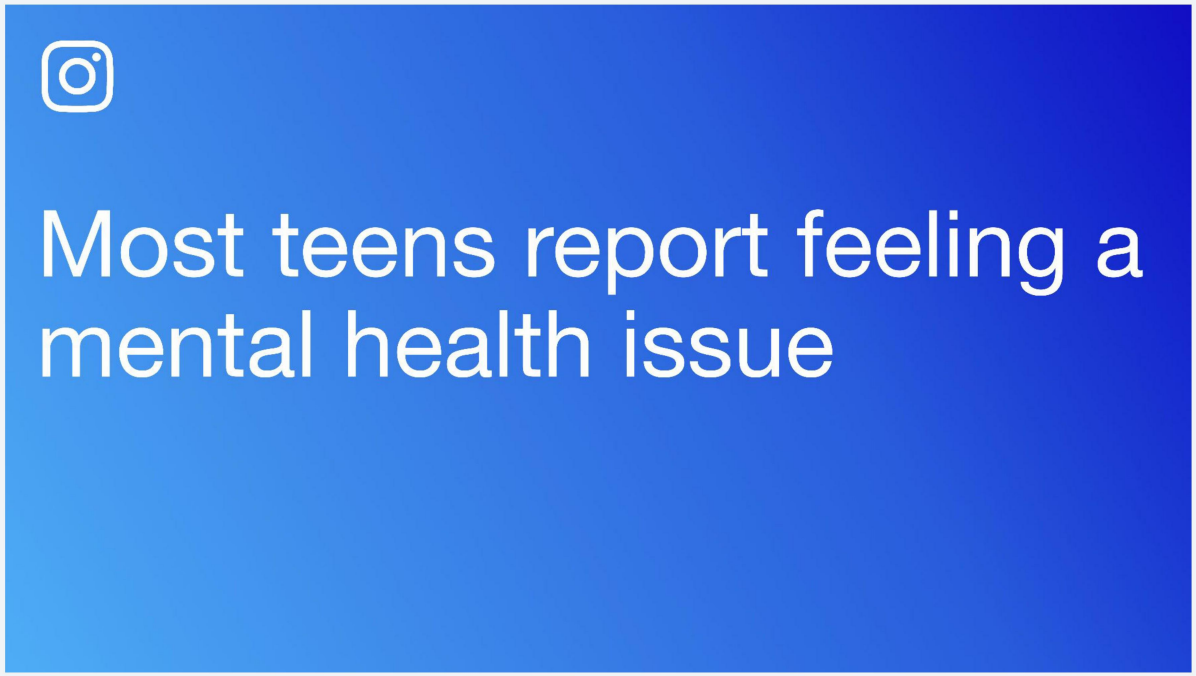


ORIGINAL RESEARCH

11

FACEBOOK ANNOTATION

This statement is based on the perceptions of participants in the survey and did not involve a clinical assessment or clinical criteria. Because only Instagram users were surveyed, this research cannot speak to whether those who took the survey report feeling more or fewer mental health issues than teens who do not use Instagram.



ORIGINAL RESEARCH

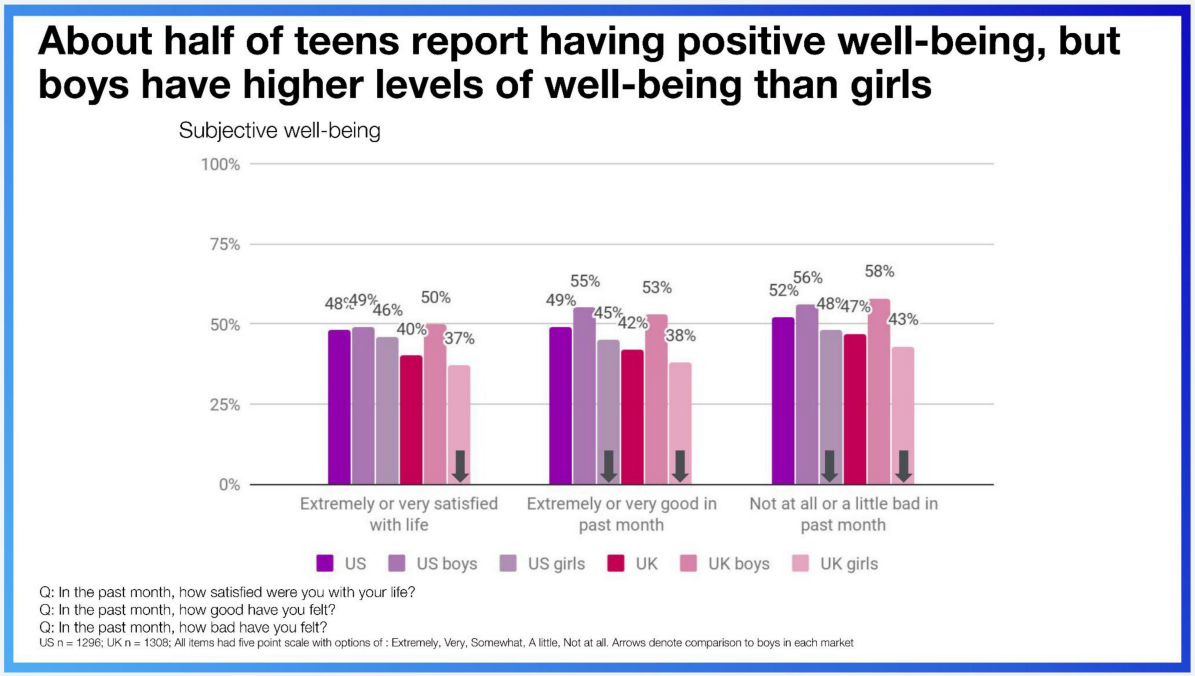
FACEBOOK ANNOTATION

These figures represent the percent of individuals who took the survey in the demographic descriptors based on answers to three questions. Each bar provides the proportion for the respondents in the US and UK, using different colors, then breaks out the proportions by gender. Each question has a five point scale and reports proportions selecting the two most positive options (bolded below). The differences are larger in the UK than in the US.

1. First set of columns on the left:
During the last month, how satisfied were you with your life?
- **o Extremely satisfied**
- **o Very satisfied**
- o Somewhat satisfied
- o A little satisfied
- o Not at all satisfied

2. Set of columns in the middle
During the last month, how good have you felt?
- **o Extremely good**
- **o Very good**
- o Somewhat good
- o A little good
- o Not good at all

3. Columns on the right
During the last month, how bad have you felt?
- o Extremely bad
- o Very bad
- o Slightly bad
- **o A little bad**
- **o Not bad at all**



ORIGINAL RESEARCH

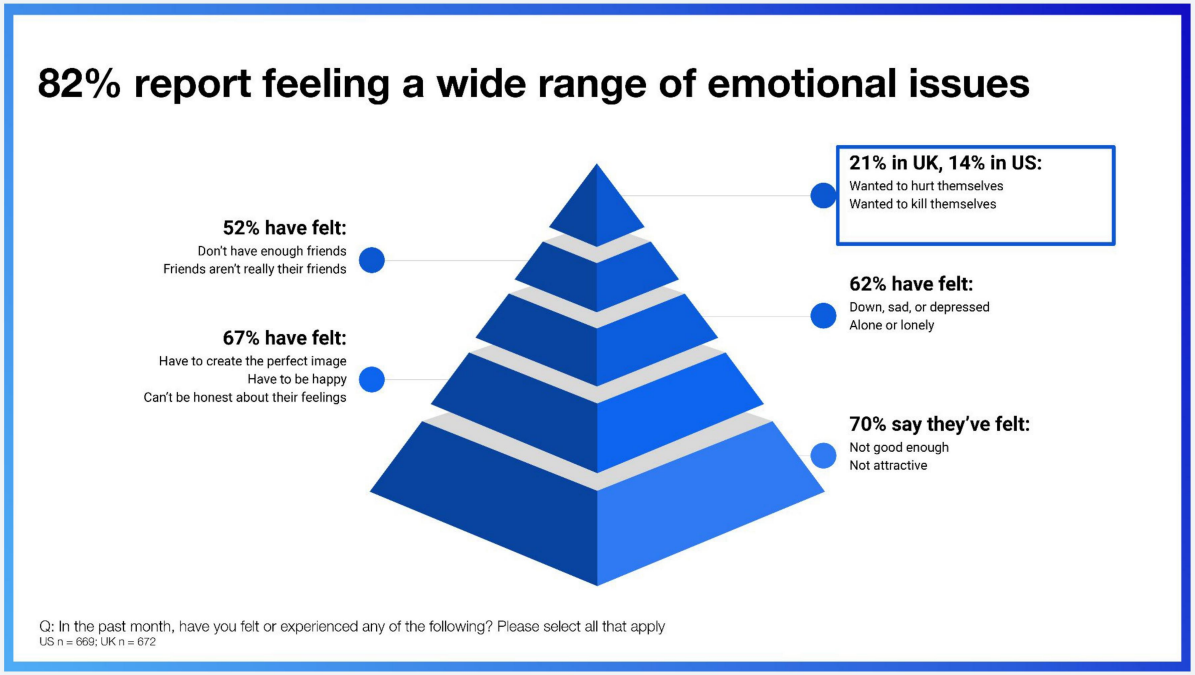
FACEBOOK ANNOTATION

This reports the proportions of people surveyed that selected some group of options from a "select all that apply" survey question (set out in full below). The question asks about general feelings and does not focus on social media or on Instagram. The pyramid implies a hierarchy that is not present in the survey or structure of the data and is merely conceptual in nature.

In the past month, have you felt or experienced any of the following?

Please select all that apply.

- ❑ Feeling down, sad, or depressed
- ❑ Feeling alone or lonely
- ❑ Feeling like you wanted to hurt yourself
- ❑ Feeling like you wanted to kill yourself
- ❑ Feeling like you're not good enough
- ❑ Feeling like you're not attractive
- ❑ Feeling like you have to create the perfect image
- ❑ Feeling like you have to be happy
- ❑ Feeling uncomfortable being honest about your emotions or feelings
- ❑ Feeling like you don't have enough money to buy the things you think will make you fit in
- ❑ Feeling like you don't have enough friends
- ❑ Feeling like your friends aren't really your friends
- ❑ None of these



ORIGINAL RESEARCH

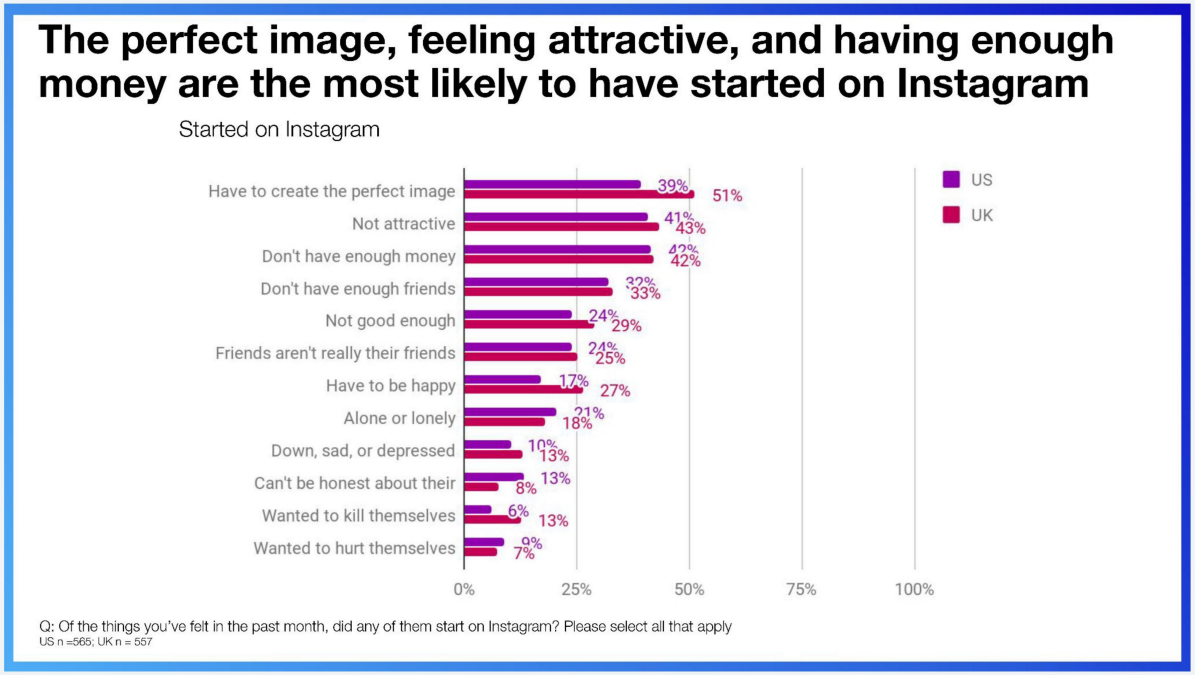
FACEBOOK ANNOTATION

For people who answered that they had experienced one of these issues, they were also asked "did any of them start on Instagram."

However, the calculation in this slide should not be used as estimates of average experience among teen users. The graph excludes any respondents who had experienced issues but said none of them started on Instagram, which alone inflates the estimates by approximately 2x. It excludes any respondents who reported not having any issues within the past 30 days, further inflating the estimates.

For example, only about 1% (or 16 respondents) of the entire group of teens who took the survey — not 6% in the US and 13% in the UK as shown in this slide — said they had suicidal thoughts that they felt started on Instagram. Of course, even one person who feels this started on Instagram is one too many. That is why we have invested so heavily in support, resources and interventions for people using our services.

This research framework leaves very few responses to calculate estimates, and the data from this survey is too sparse to provide population estimates.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This slide does not plot the data, but provides a rough approximation of which cell the survey respondents think each thing that was asked about falls in. This is common when providing teams and others context for discussion. Exact point estimates can be very difficult to produce; rough estimates can be useful in helping teams prioritize and start working on solutions along with other data, context, and inputs.



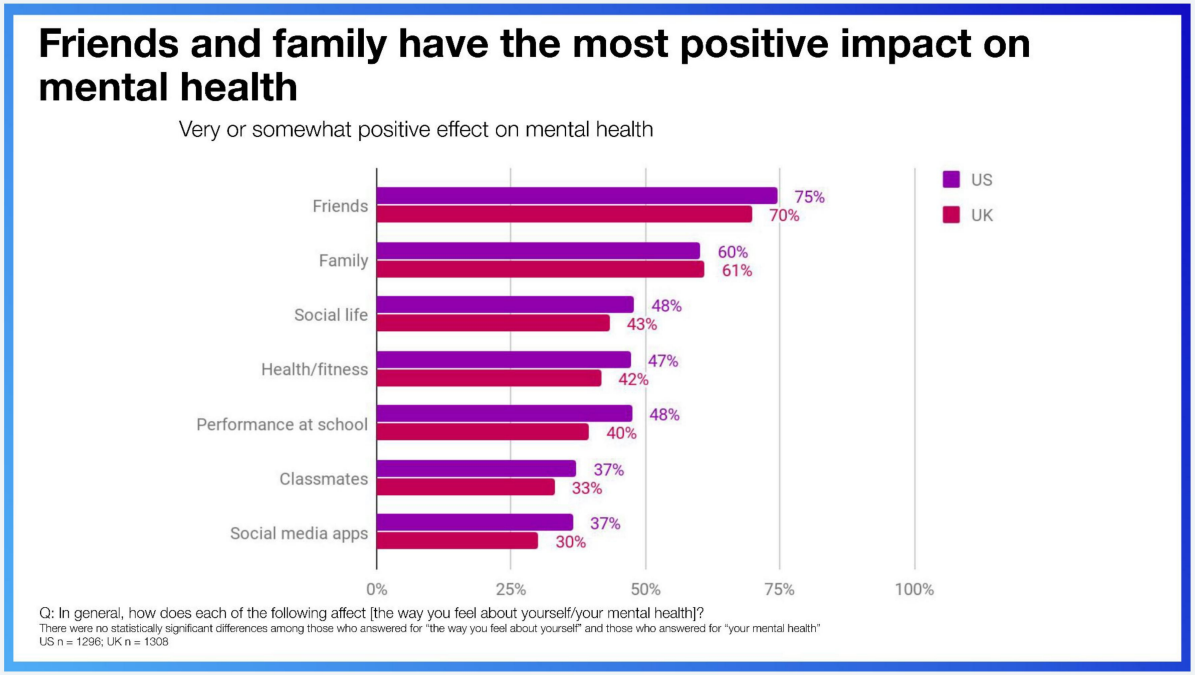
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

The title's focus on "mental health" should not be mistaken for a clinical, formal, or academic definition.

The results in this slide combines two different survey questions together, and calculates average proportions for the two most positive responses in a five point scale. The lack of statistical difference might be an indicator that these survey questions are vague and imprecise, and may be similar to asking how important each of these are to the survey respondent. The causal language in the slide is imprecise; the results are based entirely on the perceptions of those who responded to the survey rather than a formal test of the relationships.

The inverse of the estimates on this graph are not negative impact, but includes no impact. The self-reported perceived impact of classmates is very close to self-reports of Instagram. Because this research was designed to be exploratory; it did not compare other aspects with similar distributions.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

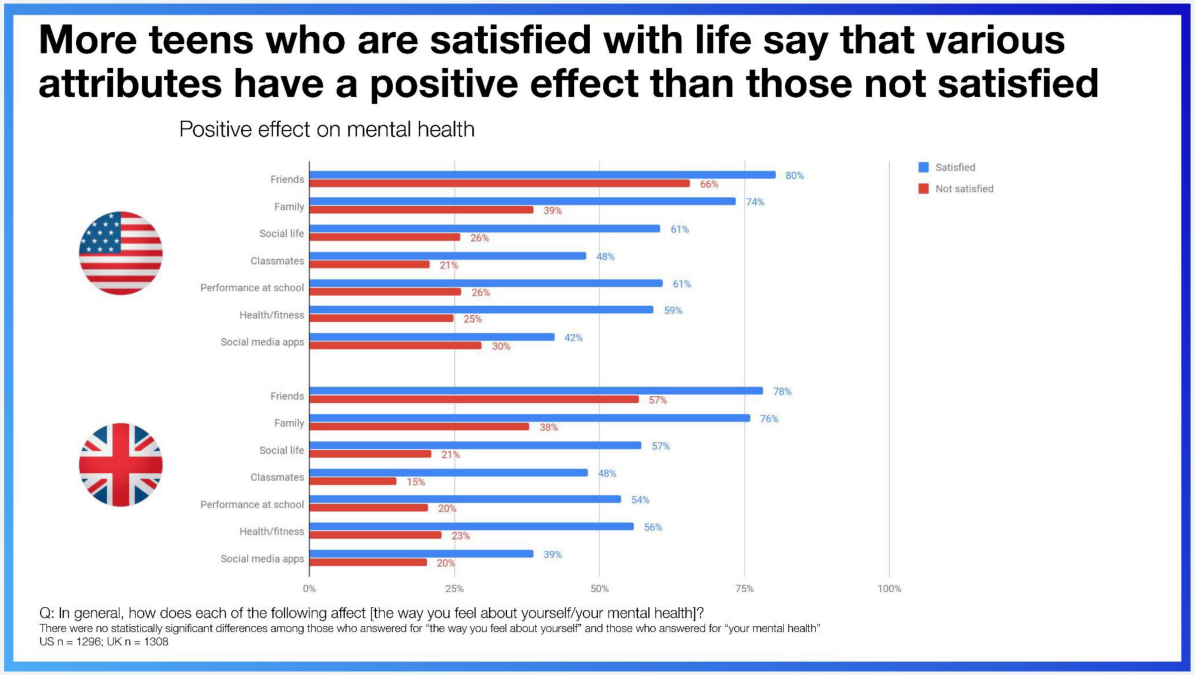
This slide has the same limitations and considerations as slide 17. In this case, it divides the sample into two groups: (1) those who report being "satisfied" with life (blue line) and (2) those who report being "unsatisfied" with life (red line) based upon the following self-perception question:

During the last month, how satisfied were you with your life.

- o Extremely satisfied
- o Very satisfied
- o Somewhat satisfied
- o A little satisfied
- o Not at all satisfied

The results in this slide combines two different survey questions together ("the way you feel about yourself" and "your mental health"), and calculates average proportions for the two most positive responses in a five point scale. The lack of statistical difference might be an indicator that this survey questions are vague and imprecise, and may be similar to asking how important each of these are to the survey respondent.

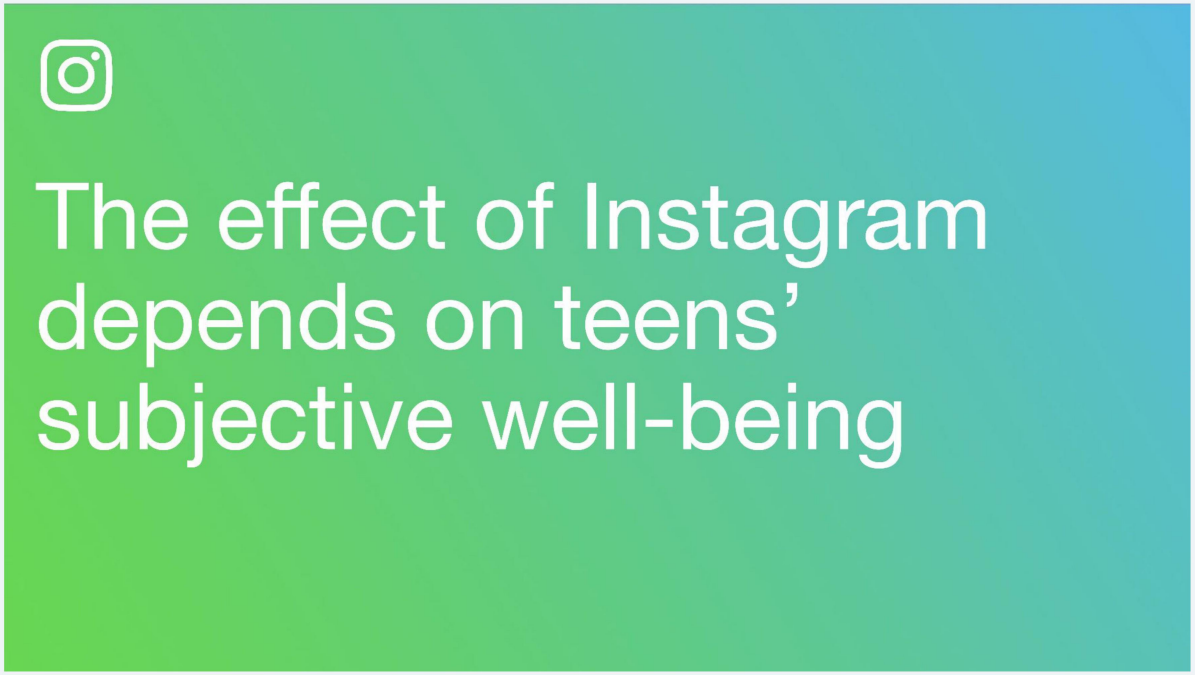
This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

The word "effect" here is inappropriately used. The study was not designed to identify the "effect" of Instagram on well-being in a causal sense, but is rather perception-based by asking those who took the survey to self-report.



ORIGINAL RESEARCH

METATNAG-034-00003157

PX-01502, Page 19 of 66

FACEBOOK ANNOTATION

This slide draws inferences from qualitative interviews of a small group of teens recruited based on certain eligibility criteria. The conclusions should not be read to be representative of teens who use Instagram or teens in general.

Teens are quick to point out the positive role Instagram plays in their well-being



Note: Insights taken from Teen Well-being Foundational Research

ORIGINAL RESEARCH

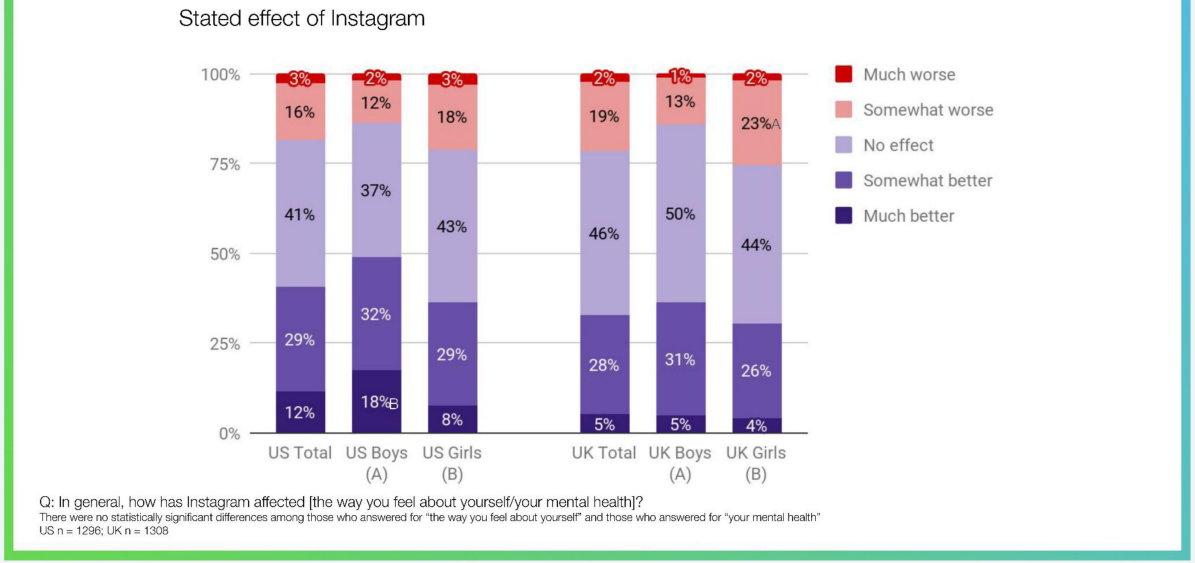
METATNAG-034-00003158

FACEBOOK ANNOTATION

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Although this headline emphasizes certain negative reported effects, it could have been written to note the positive or neutral effect of Instagram on users: users reported perceptions that Instagram made them feel better about themselves (or no different) at higher rates than feeling worse about themselves.

One in five teens say that Instagram makes them feel worse about themselves, with UK girls the most negative



Q: In general, how has Instagram affected [the way you feel about yourself/your mental health]?
There were no statistically significant differences among those who answered for "the way you feel about yourself" and those who answered for "your mental health"
US n = 1296; UK n = 1308

ORIGINAL RESEARCH

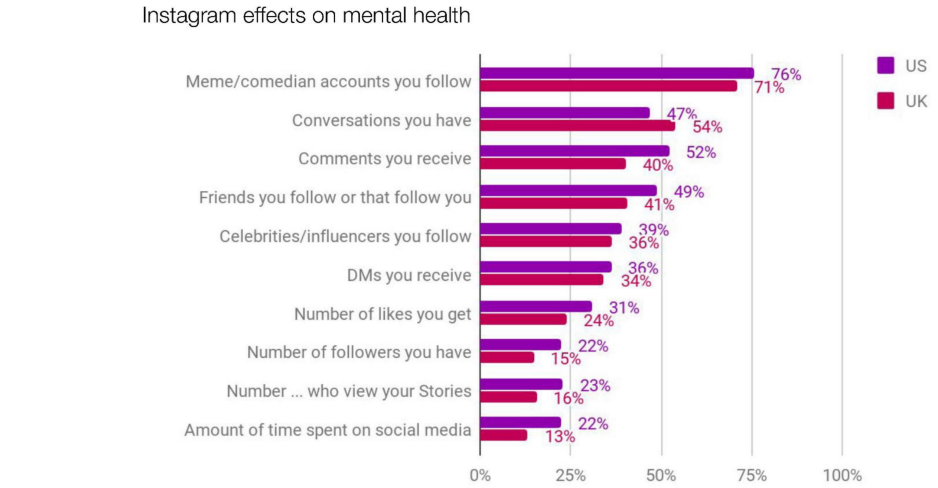
FACEBOOK ANNOTATION

The graph reports the percent of survey takers who selected "somewhat" or "much better" to the perceptual question of how each type of experience with Instagram affected how the respondent feels about themselves or their mental health.

These estimates do not take into account frequency of experiences and may suffer from response substitution bias whereby perceptions of effects may be replaced by mere preferences.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Meme accounts, comments, and conversations on social media make teens feel the best



Q: How has each of the following on Instagram affected [the way you feel about yourself/your mental health]?
There were no statistically significant differences among those who answered for "the way you feel about yourself" and those who answered for "your mental health"
US n = 1296; UK n = 1308

ORIGINAL RESEARCH

FACEBOOK ANNOTATION

The takeaways on this slide are based on the qualitative interviews of a small group of teen participants and not from the larger sample survey.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

While the overall effects of Instagram are positive, the effects are determined in the moment

- Instagram shapes daily lives and moods.
- The boundary between social media and IRL is blurred; feelings and boundaries cross between the two.
- Teens' sensitivity to content on Instagram creates a relationship between the platform and their daily state of mind -- a mental connection that frames the platform in a positive or negative light.
- In-the-moment feelings determine resilience to cope with content teens see online.
- Underlying emotional states play a key role in teens' ability to cope in what they see.
- Teens having a bad day know they are more vulnerable to what they see.

"I've had to stop myself looking at Instagram in the morning because it has so much power to shape how I feel. So I just try to give myself the time to set my own day."
- US Female

"When you're miserable you look at every comment on your profile and think that the comments are bad. You're feeling bad and so you think that people are giving you fake support, because you know you're spotty and feeling fat"
- UK Female

ORIGINAL RESEARCH

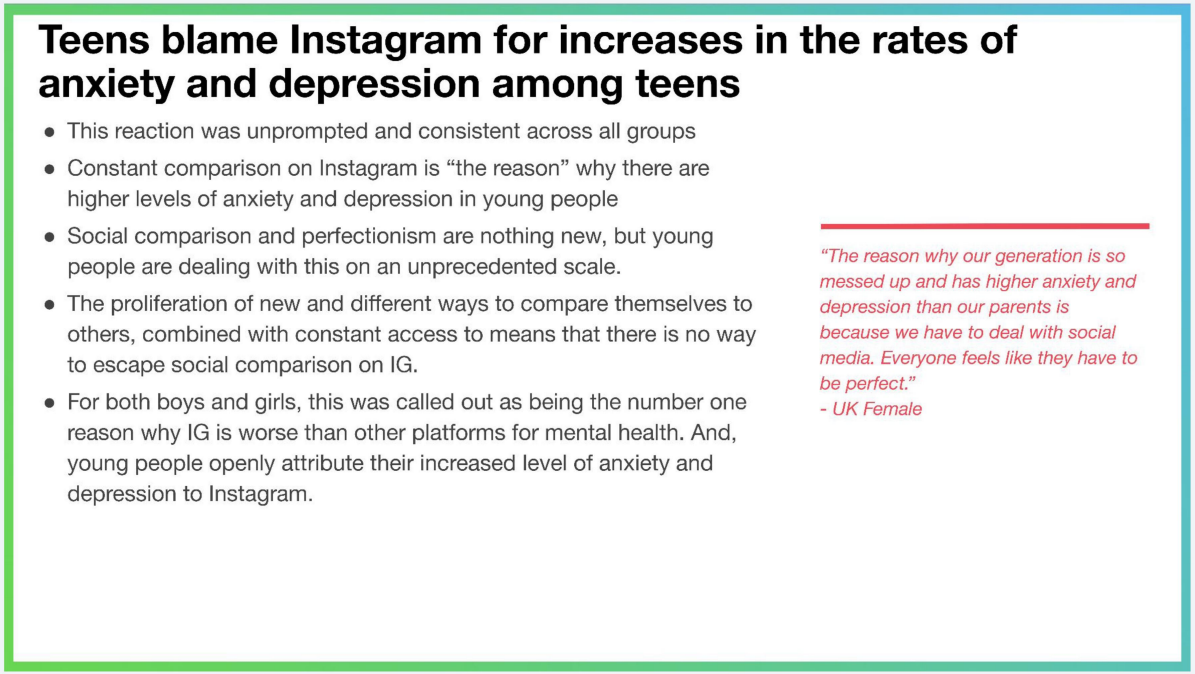
METATNAG-034-00003161

PX-01502, Page 23 of 66

FACEBOOK ANNOTATION

The conclusions represented on this slide are based on discussions with 40 individuals who reported having negative experiences (see comment to slide 3). The slide was not intended to be representative of the experience of all teens, but was designed to help Instagram teams brainstorm and develop new ideas for helping people who are struggling; the study was designed to understand their feelings and perspective.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.



ORIGINAL RESEARCH

METATNAG-034-00003162

PX-01502, Page 24 of 66

FACEBOOK ANNOTATION

The headline should be clarified to be: “Teens who have lower life satisfaction more likely to say Instagram makes their mental health or the way they feel about themselves worse than teens who are satisfied with their lives.”

The bullet points on the left were not evaluated or tested in the survey. These should be taken either as hypotheses that need tested and validated or summaries of interviews with people who were recruited because they had bad experiences (see comment on slide 3 regarding background on the qualitative study). They should not be interpreted as applying to all teens or all Instagram users.

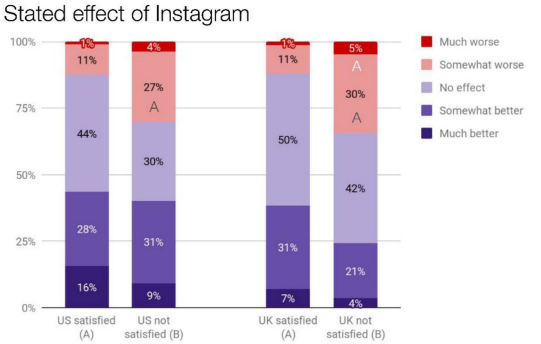
The quantitative results in this slide was generated similarly to slide 18. While this slide focuses on Instagram, slide 18 shows that teens who are struggling have different experiences in **all** aspects of their life, not just social media.

The "effect" here is based on a self-reported perceptions. Teens who are not satisfied may be more likely to believe IG has a negative effect.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Teens who struggle with mental health say Instagram makes it worse

- Young people are acutely aware that Instagram can be bad for their mental health, yet are compelled to spend time on the app for fear of missing out on cultural and social trends.
- Teens specifically call out the following as ways that Instagram harms their mental health:
  - pressure to conform to social stereotypes
  - pressure to match the money and body shapes of influencers
  - the need for validation -- views, likes, followers
  - friendship conflicts, bullying, and hate speech
  - over-sexualization of girls
  - inappropriate advertisements targeted to vulnerable groups



Q: In general, how has Instagram affected [the way you feel about yourself/your mental health]?
There were no statistically significant differences among those who answered for “the way you feel about yourself” and those who answered for “your mental health”
US n = 1296; UK n = 1308

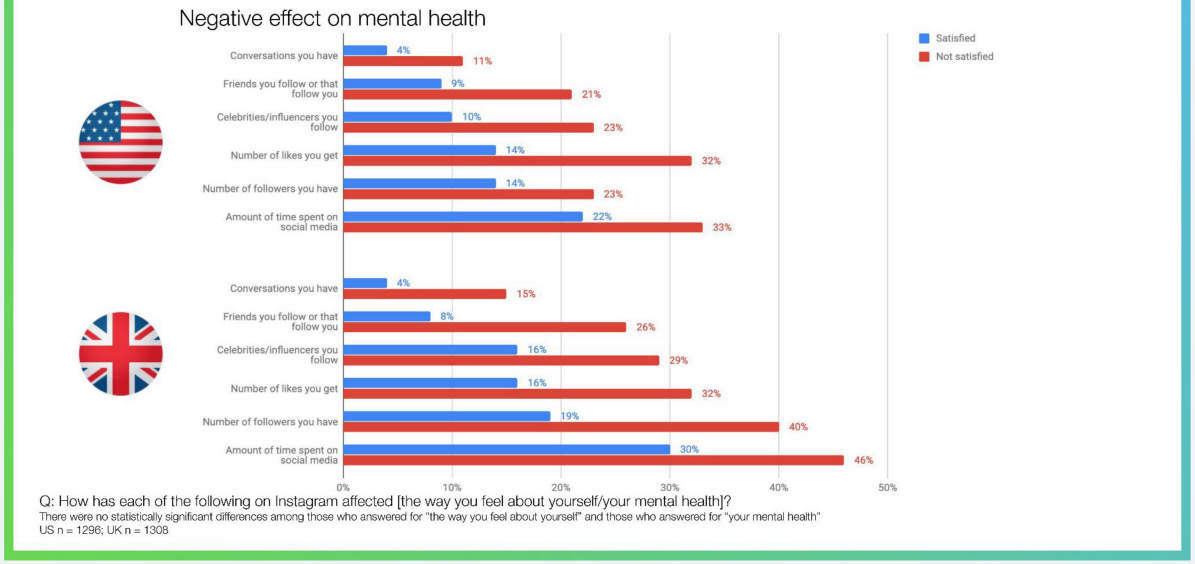
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This slide combines multiple survey questions, similar to slide 18. This analysis may help to understand which parts of Instagram certain users think may be more helpful or less helpful. It could be that those unsatisfied with their life that might say a lot of things have a negative effect on them.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Teens not satisfied with their lives are more likely to say IG makes them feel worse than those who are satisfied



Q: How has each of the following on Instagram affected [the way you feel about yourself/your mental health]?
There were no statistically significant differences among those who answered for "the way you feel about yourself" and those who answered for "your mental health"
US n = 1296; UK n = 1308

ORIGINAL RESEARCH

FACEBOOK ANNOTATION

Data on this slide come from qualitative data and should be considered as hypotheses or reports of a few individuals and should not be viewed as generalizable to the broader teen Instagram population. Notably, in the UK, the major suggestion for improving experiences on Instagram is based on the behavior of people not on Instagram. Note: external research suggests that bullying more commonly occurs in-person than online among teens (see CDC, "Data Summary and Trends Report 2009-2019" (n.d.), p 40.; NCES 2019; UK Crime Survey of England and Wales).

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

The perceived effects of Instagram differed by market

US	UK
• In the US, competition and social pressure were cited as being the worst for mental health. • Teens were much more keenly aware of the competition of Instagram: understanding that they needed to play a game or lose. • This comes with a pressure to put up a facade, hide emotions, and present a "happy face"	• In the UK, bullying and social comparison were cited as being the worst. • Examples of bullying, trolling, and being toxic were extreme in London. • Teens wished that people would be nicer on the platform, and felt that this single element would greatly improve their experience on IG.

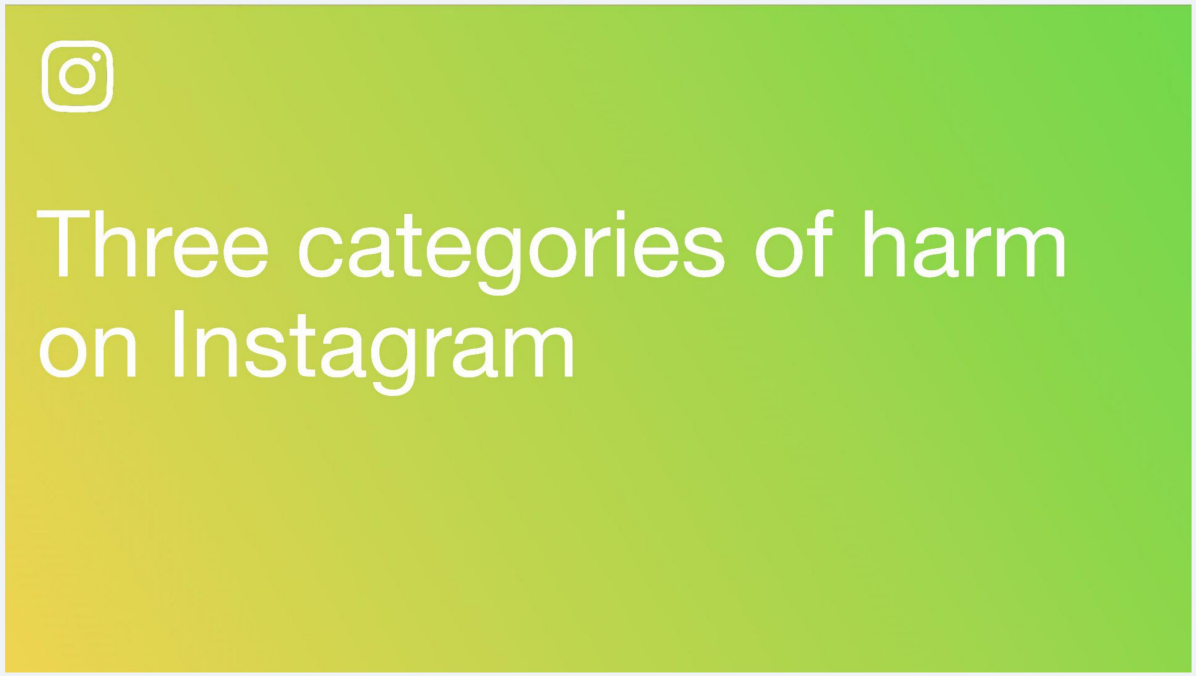
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This entire section is based off of a small set of personal interviews and is not generalizable to the Instagram user population.

Throughout, the deck uses the term "harm" — evaluating harm really isn't the purpose of the study.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.



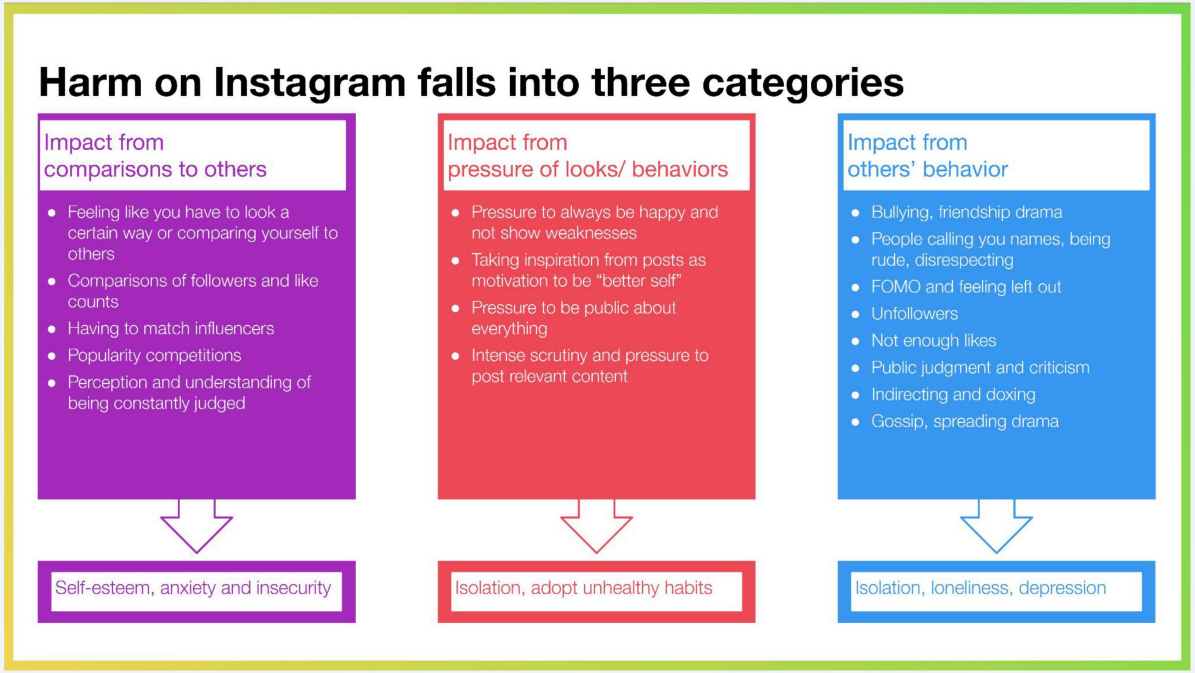
ORIGINAL RESEARCH

METATNAG-034-00003166

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FACEBOOK ANNOTATION

Throughout, the deck uses the term "harm" — evaluating harm really isn't the purpose of the study. When reporting on qualitative research results, some conclusion and statements may be researcher speculation versus what was actually reported by participants.



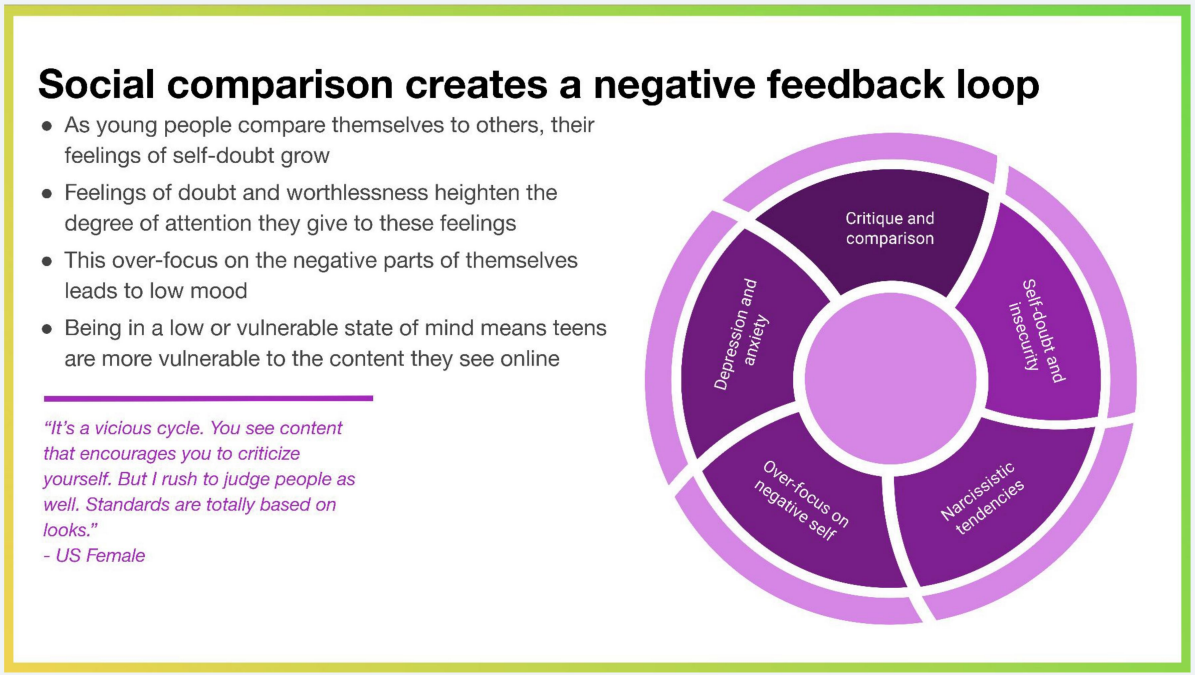
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

The conclusions of the slide on the negative feedback loop are sourced as summary of the interviews and focus groups and should be considered hypotheses and not generalizations of the broader IG teen population; the feedback loop relies on establishing reinforcing causal relationships between these processes that is not possible from these methods.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

It is worth noting that Facebook has publicly made research available on social comparisons in our research site (https://research.fb.com/?s=social+comparison). A more nuanced background on the academic literature related to social comparison can be found in the publication by Burke, Cheng and de Gant (again publicly available), https://research.fb.com/publications/social-comparison-and-facebook-feedback-positivity-and-opportunities-for-comparison/. Among other things, they note that social comparison can be positive or negative.



ORIGINAL RESEARCH

30

FACEBOOK ANNOTATION

This slide mixes conclusions from both the qualitative research and the quantitative survey, which makes interpretation more difficult.

The headline is not entirely accurate — the survey question uses vague language that may have been interpreted hypothetically by respondents, instead of based on concrete experience. The headline references "social comparison", but the source data uses only two measures and does not include possibly positive comparisons (inspirational or aspirational social comparisons). A more accurate headline for the figure might say that many teens in the US and the UK feel bad when they have feelings that they are judged on Instagram or feel like their life isn't as good as the lives of others.

None of the bullets on the left appear to be questions that the survey can answer. Some include causal language (not supported by the studies), others include terms like "addiction" which have clinical definitions that were not used in the survey (and unlikely to have been used in the focus groups).

Note that the question in the graph included a “Haven't experienced it on Instagram” response option that WAS NOT used in the calculation of the results. This omission from the denominator inflates these estimates.

Frequency is summarized in slide 39 and 42.

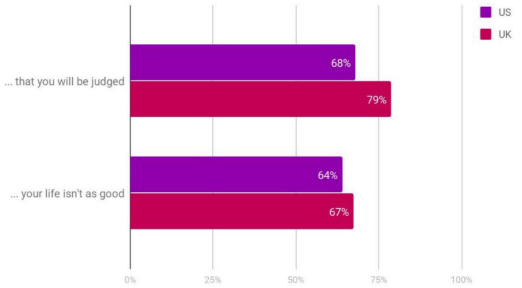
This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Social comparison exacerbates problems teens are dealing with

- Although others’ behaviors online can hurt, the self-scrutiny and anxiety associated with personal consumption patterns is more damaging to mental health.
- Young people know this, but they don’t adopt different patterns.
- In some cases, they can get addicted to things that make them feel bad.
- In the long term, constant self-critique and scrutiny will permanently shape the way a person views themselves in relation to others.
- What triggers social comparison is personal and internal and as such, hard to track and monitor.

Q: How do these things make you feel when you experience it on Instagram?
US n = 1296; UK n = 1308

Social comparison makes teens feel very bad



“You can’t ever win on social media. If you’re curvy -- you’re too busty. If you’re skinny -- you’re too skinny. If you’re bigger -- you’re too fat. But it’s clear you need boobs, a booty, to be thin, to be pretty. It’s endless, and you just end up feeling worthless and shitty about yourself. I’m never going to have that body without surgery.”

- Female, UK

ORIGINAL RESEARCH

FACEBOOK ANNOTATION

These conclusions come from the focus groups of 40 individuals. The conclusions are unsurprising for two reasons. First, the explicit recruitment criteria does focus on recruiting people with negative experiences, not a population representative sample (see slide 3 for more context). Second, the discussion guide included an explicit probe for negative consequences of social comparisons (excerpt below):

Negative role of social media:

So, can you tell me some of the.ways that social media can play a negative role in the life of someone with mental health struggles?

How might social media make someone's mental health worse? In what ways?

The link between social comparison and body image cannot be generalized based on the qualitative studies. While the slide shouldn't be mistaken as providing a summary of the general experience, the slide can be very useful for team discussion and can provoke fruitful discussions during "read-outs" of the presentation where various teams can discuss these experiences and brainstorm ways of conducting additional research or product development.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.



FACEBOOK ANNOTATION

This is a continuation from the previous slide; see that slide for more context. The survey does not ask questions about the process of social pressure (slide 34 includes the "social pressure" survey questions).

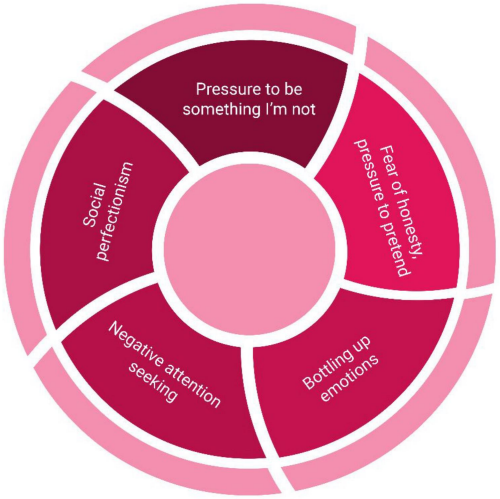
The slide is couched in generalizable language about "teens." Based on the focus group recruitment, however, this is not a generalizable conclusion. A better headline would focus on the fact that we interviewed teens who expressed that they worry about body image, feel sad comparing themselves to others, don't feel good about themselves, or feel pressured to look a certain way, describe how social pressure affects their experience.

The cycle pictured does not reflect a scientific test of a process or a psychologically validated cycle, but is the way these teens reported their experience in the focus groups.

Social pressure leads to teens setting unrealistic standards for themselves

- Teens vocalized the pressure to look or act a certain way as directly leading to hyper-scrutiny of their own actions.
- The more they worry about living up to that standard, the more they fear being honest with who they are.
- Teens therefore bottle their emotions and put up a facade to protect themselves
- This leads to obsessive control of what goes on social media and often to attention seeking (often in negative ways) to get validation

"One of the main pressures is the pressure to be present. To share things so publicly about your life constantly or feeling pressured to have a public account. It forces you into feeling like you have to look or behave a certain way."
- UK Female



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

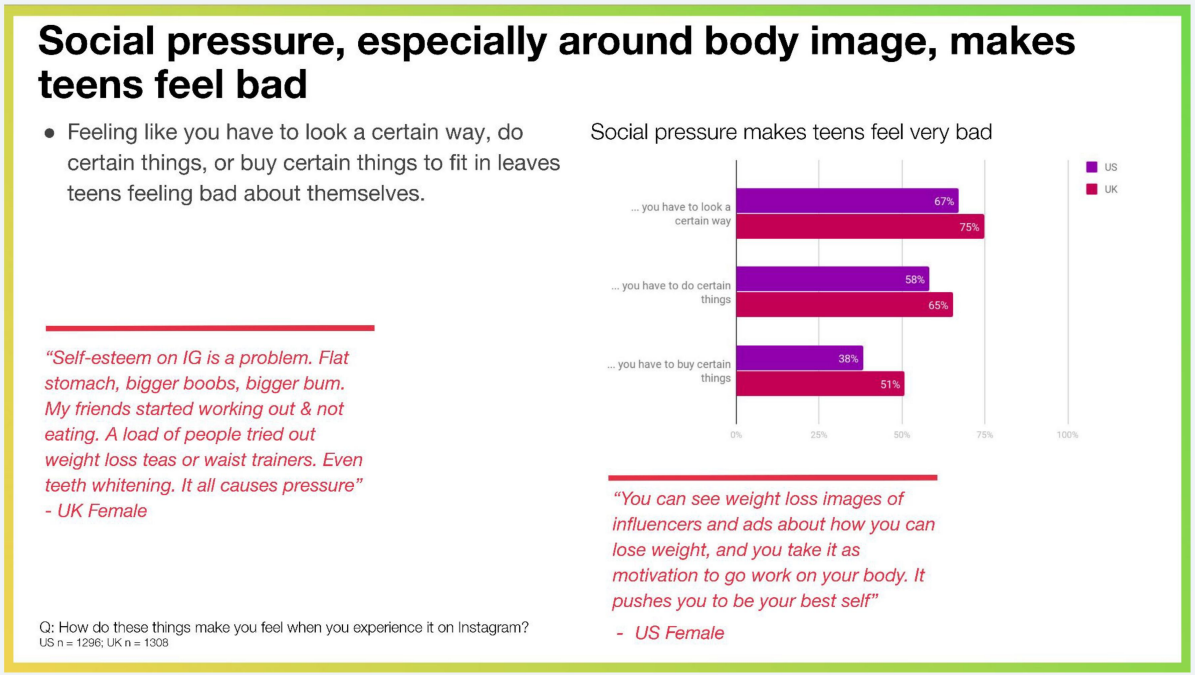
This slide is a parallel to slide 31 and continues analysis of the survey question. As with that slide, this slide mixes quantitative and qualitative research. This slide is fairly accurate in terms of the data, but the data shows a slightly more nuanced perception. A more detailed description of the results might be something like this:

1. A majority of teens report feeling bad when they feel like they have to look a certain way (67% and 75%).
2. A majority of teens report feeling bad when they feel like they have to do certain things (58% and 65%).
3. A minority of teens report feeling bad in the US when they feel like they have to buy certain things (38%); about half of teens in the UK feel bad when they feel like they have to buy things.

The survey does ask for self-reported perceptions of whether experiencing these feelings on Instagram makes people feel bad, but it **does not** ask (or make claims) about frequency of such experiences. The question in the graph also included a "Haven't experienced it on Instagram" response option that WAS NOT used in the calculation of the results. This omission from the denominator inflates these estimates.

Note that the title of the graph is inaccurate as the proportions are not those who only chose "very bad" as the answer to the questions. These results are based on self-reported perceptions only.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

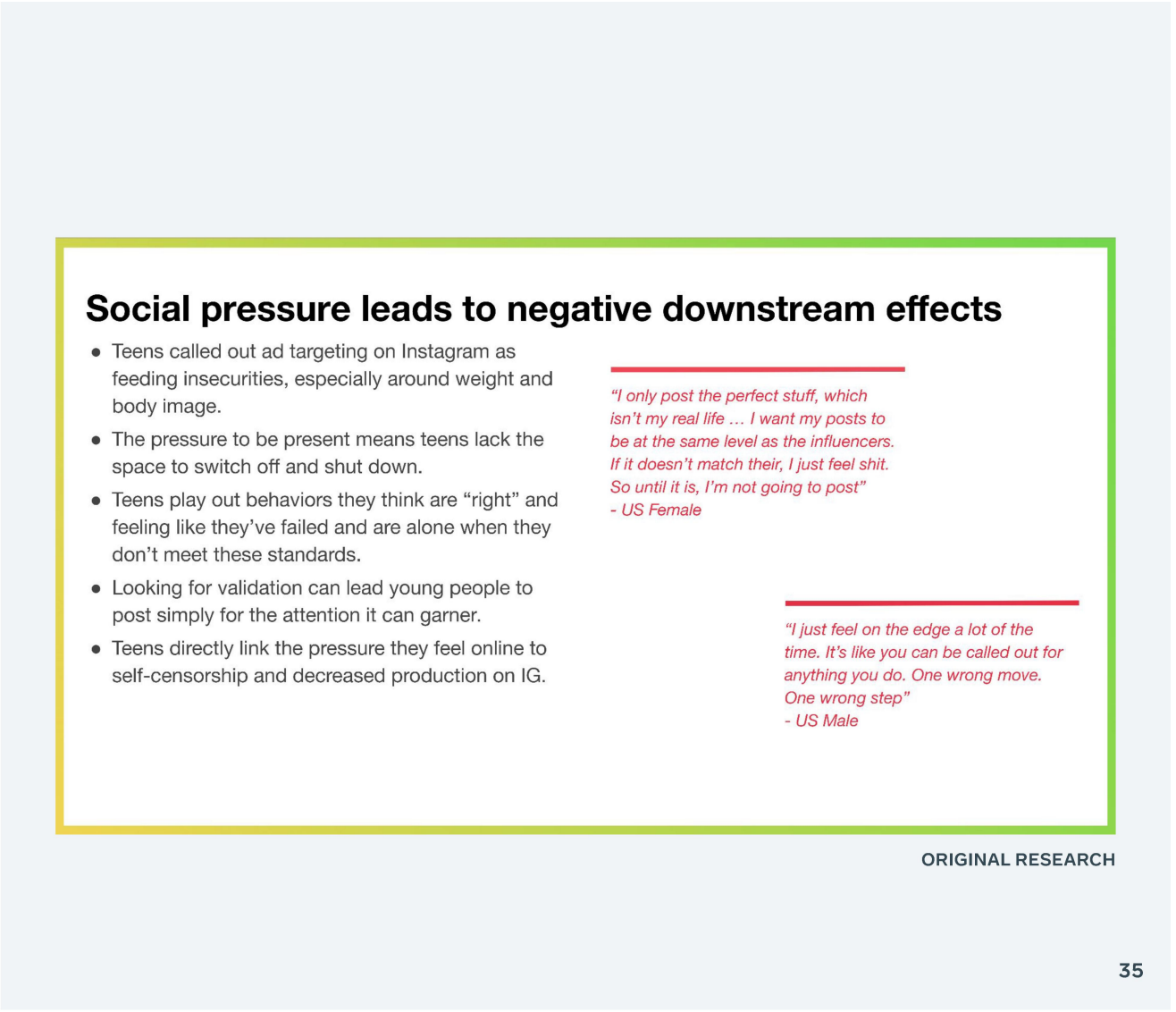


ORIGINAL RESEARCH

FACEBOOK ANNOTATION

The slide is best interpreted as reporting the experience of focus groups that specifically recruited teens who experienced certain negative feelings. The discussion guide also included specific probes to get at this information. This can be an important way of getting information to help particular groups of users and understand their own perceptions of their experiences, but should not be treated as providing a generalizable experience or providing causal evidence. Slides like this, while not generalizable, can provoke fruitful discussions during "read-outs" of the presentation where various teams can discuss these experiences and brainstorm ways of conducting additional research or product development.

This parallels analysis outlined in slide 32.



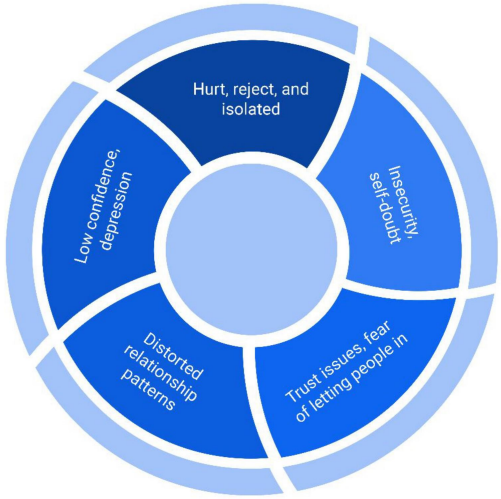
FACEBOOK ANNOTATION

This slide is examining bullying and friendship drama generally and not specifically on Instagram.

Bullying and friendship drama leaves lasting wounds

- Particularly among younger teens in the UK, bullying can often be more extreme or prolonged
- Teens become used to slightly abusive patterns of behavior from their friends, distorting their sense of trust and safety in the people around them
- Erosion of trust negatively impacts self-confidence and increases incidence of depression and isolationism

"You can be playing a game online and everyone is being toxic. And somethings that's OK, but it can cross the line. Sometimes I get anonymous messages from people attacking me. I know it's a guy in my group who I don't quite get on with. But it can feel upsetting"
- UK Male



ORIGINAL RESEARCH

METATNAG-034-00003174

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FACEBOOK ANNOTATION

This is a continuation of a series of analyses; like slides 31 and 34. The bullets are derived from focus groups held with teens who have experienced bullying and are not generalizable to a broader Instagram teen audience.

Without an understanding of the frequency that people experience these events, it's hard to quantify the harm (i.e., these things make me feel bad, too, but they don't happen to me that often), even more so because it is unclear whether those who reported not experiencing bullying on Instagram are included in the question. These results are based on self-reported perceptions only.

Note that the question in the graph included a "Haven't experienced it on Instagram" response option that WAS NOT used in the calculation of the results. This omission from the denominator inflates these estimates.

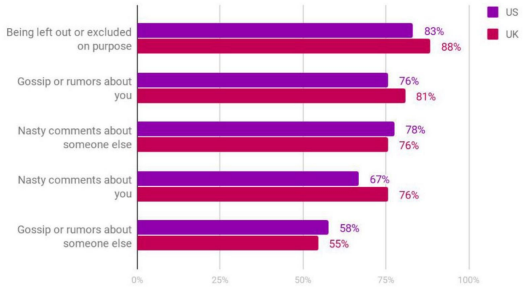
This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

Bullying is intense but time-limited

- This hurts in the moment, but aside from extreme cases friendship conflict tends to be short-lived
- Bullying and friendship conflict determine whether teens feel included or excluded, and when in the midst of conflict, young people feel this very intensely.
- Shifting allegiances and shaky trust can damage young people's self-esteem if they feel their social position is being continually challenged.
- The extension of bullying and friendship conflict into every part of life is new. It's now in teens' bedroom as well as the school yard.
- In the moment, there are very few mechanisms that young people can draw on when they face bullying online.

Q: How do these things make you feel when you experience it on Instagram?
US n = 1296; UK n = 1308

Bullying makes teens feel very bad



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

As throughout, "mental health" is not formally or academically the topic of this slide or section; instead, it is a shorthand that is based on the way teens think of their own "mental health."

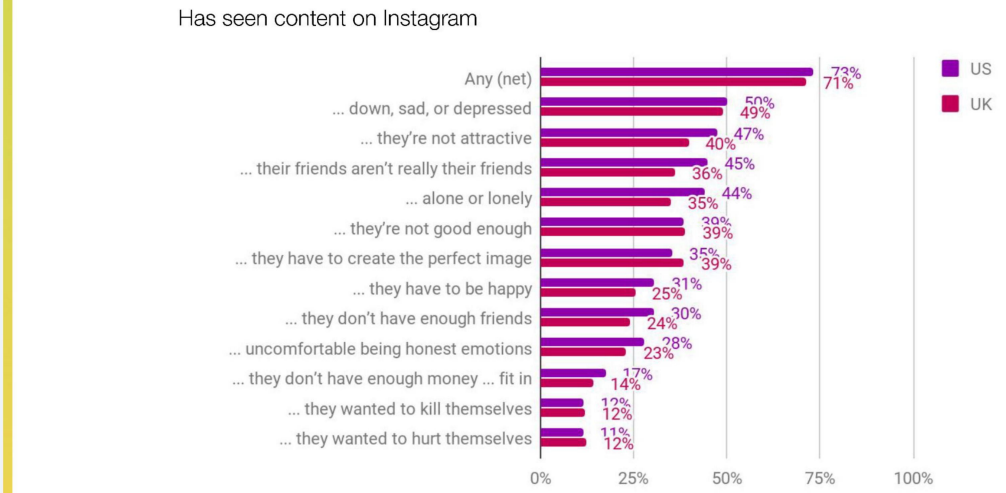


ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This is a straightforward report of the survey data; the survey question is reported at the bottom of the page; the language of the survey has some minor differences from the labels. A few things to note for interpretation: (1) the survey does not evaluate the frequency of these experiences relative to other content; (2) the survey does not identify the context they were seen in; (3) the survey **does** ask a follow-up question for those who said they'd seen this content; which is discussed in slide 41. Based on the sampling procedure and lack of confidence intervals, these figures should not be taken as population estimates of teens on Instagram.

About 70% say they've seen IG posts or Stories related to mental health issues



Q: In the past month, have you seen any posts or Stories on Instagram about any of the following? Please select all that apply
US n = 627; UK n = 637

ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This is a cross of two survey questions. Other slides employing the same approach use bar charts (e.g. slide 18), instead. Each phrase around the circle are asked about in a select all that apply question (the same question from the previous slide, slide 39). The red line and blue line represent two groups that are split from the following survey question (it is unclear what the precise division is):

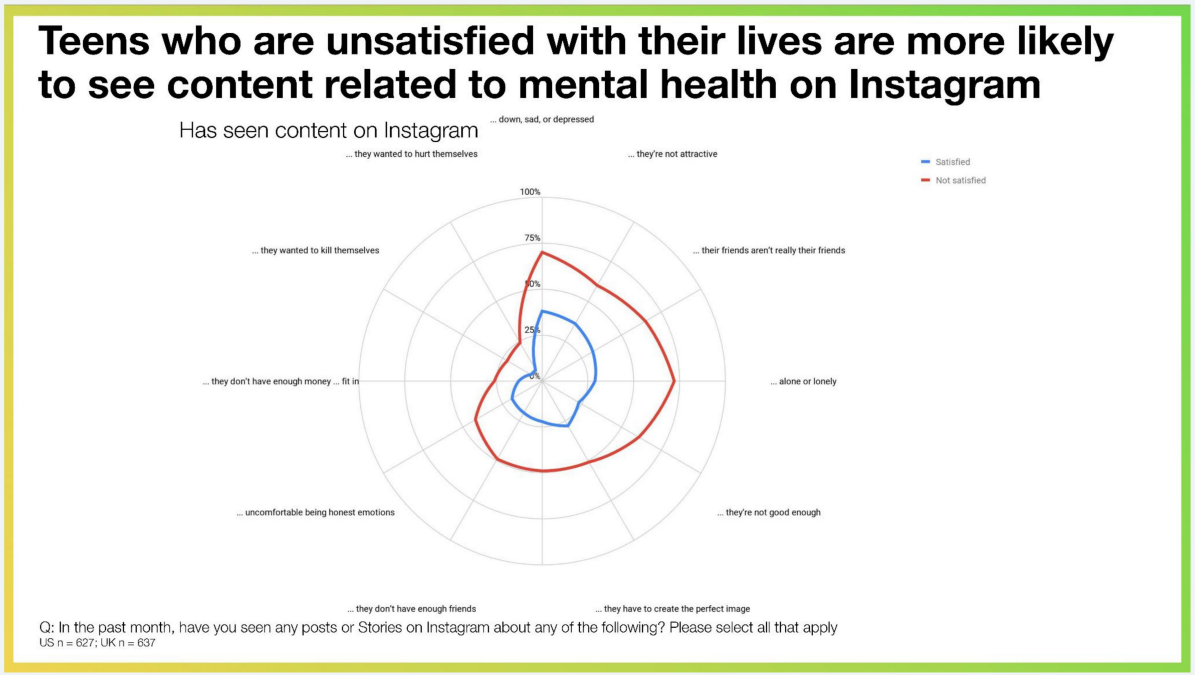
During the last month, how satisfied were you with your life.
- o Extremely satisfied
- o Very satisfied
- o Somewhat satisfied
- o A little satisfied
- o Not at all satisfied

The intersection of the straight grey line and the colored line indicate the proportion who said that they saw a post about something. For example:

- About 50% of users who are "not satisfied" with their life also reported seeing posts about "someone feeling like they have to create the perfect image" (just the grey line just to the right of the very bottom), because that is where the red line and grey line intersect.
- About 25% of users who are "satisfied" with their life also also reported seeing posts about "someone feeling like they have to create the perfect image" because that is where the blue line and the grey line intersect.

Because this study is self-reported perception based, content diets reported here reflect what the user remembers and not necessarily what they actually were exposed to on Instagram. Whether there is a relationship between content and life satisfaction or its direction of influence cannot be sufficiently tested or parsed from the self-reports.

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.



ORIGINAL RESEARCH

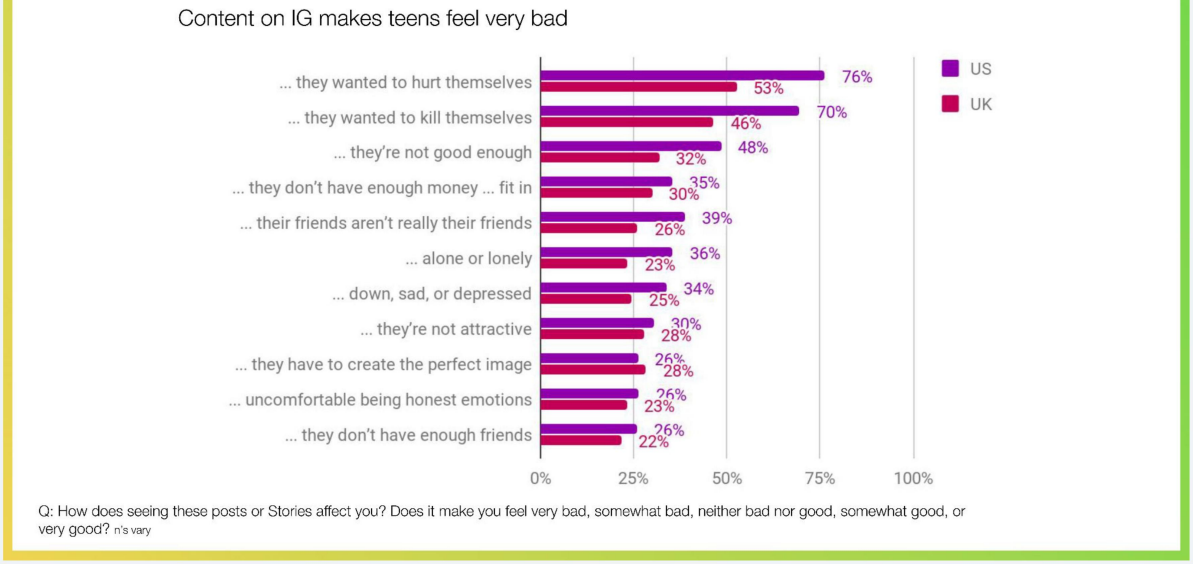
FACEBOOK ANNOTATION

There is an error on the slide: The estimates for "wanted to hurt themselves" and "wanted to kill themselves" should be flipped.

This survey question, and these percentages were only asked if individuals also answered that they had seen something on Instagram. It did not ask about or reference specific instances, but relied instead on vague recall from memory (i.e. “these posts” is the term used in the survey question).

This research was not intended to (and does not) evaluate causal claims between Instagram and health or well-being.

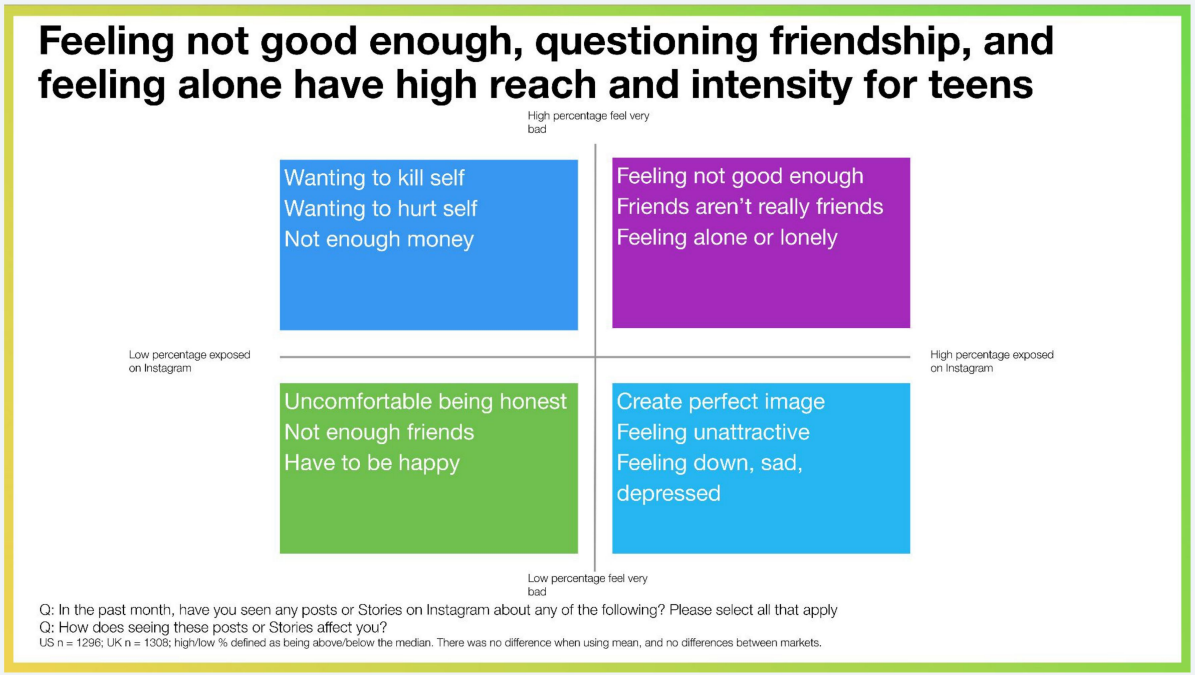
Content about SSI makes teens feel the worst, followed by people feeling they aren’t good enough



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This slide does not plot the data, but provides a rough approximation of which cell the survey respondents think each thing that was asked about falls in. This is common when providing teams and others context for discussion. Exact point estimates can be very difficult to produce; rough estimates can be useful in helping teams prioritize and start working on solutions along with other data, context, and inputs.



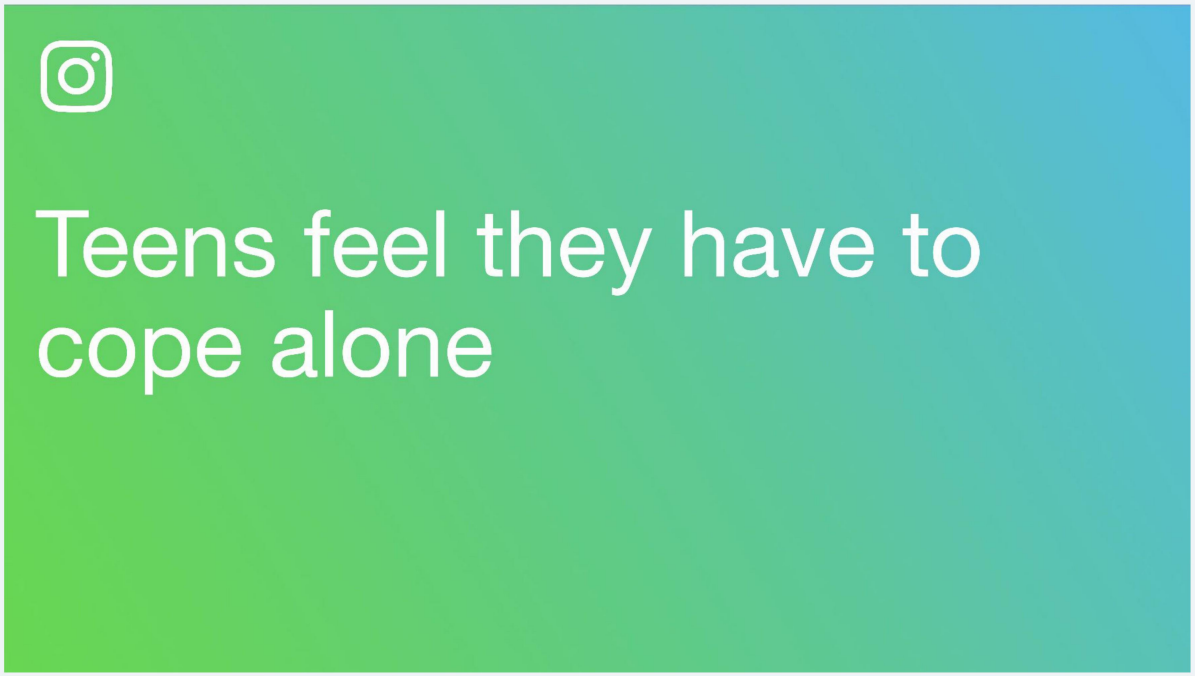
ORIGINAL RESEARCH

METATNAG-034-00003180

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FACEBOOK ANNOTATION

No context to add.



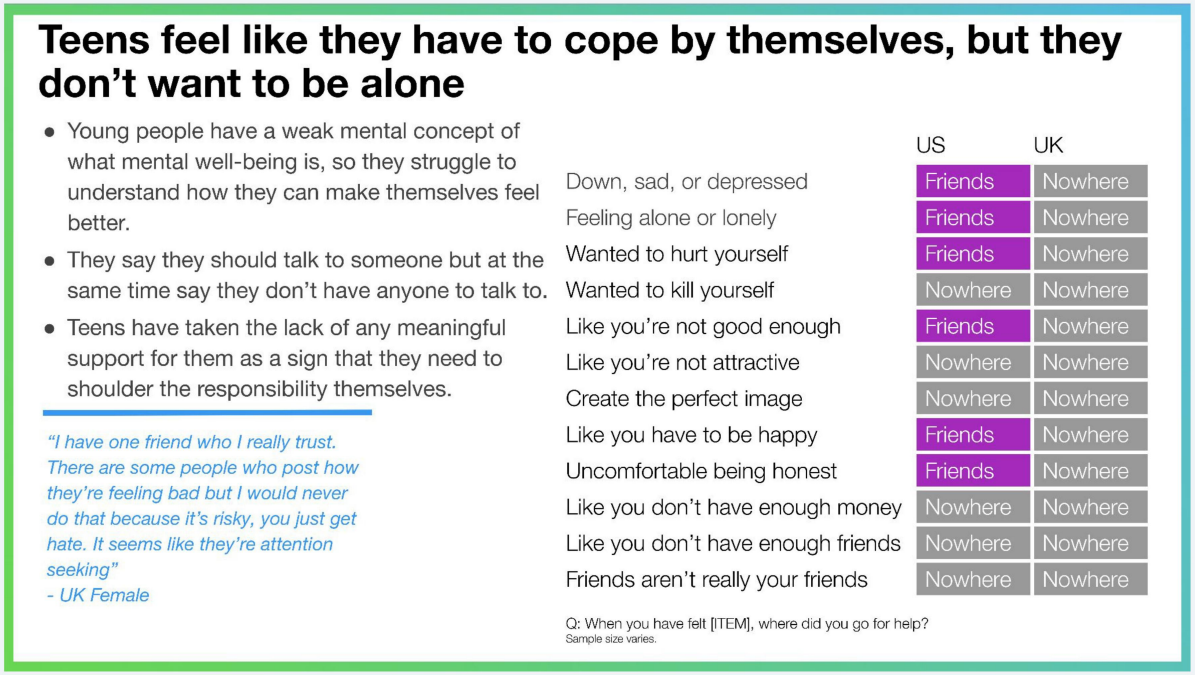
ORIGINAL RESEARCH

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FACEBOOK ANNOTATION

As with many other slides, this slide presents results for both the qualitative focus groups and quantitative survey together. The responses to this survey question are conditional on respondents indicating they have felt or experienced any of these items in the past month, making none of the results representative of Instagram teen users more generally. It is noted that the sample sizes vary but specific sizes are not identified, making the precision of each estimate uncertain. In the case of low-n responses.

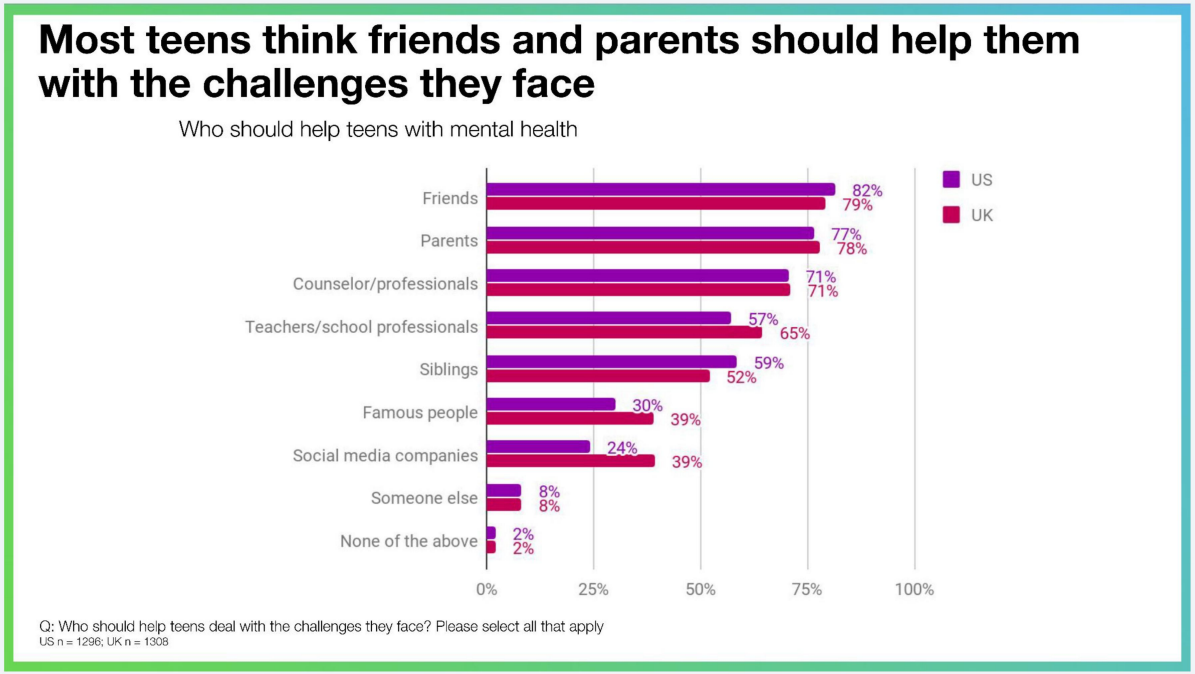
Despite caveats of representativeness and generalizability, the quantitative survey and the qualitative interviews seem to lead toward the same conclusion - that some teens (especially some experiencing difficult issues) feel like they don't have enough support in their lives.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This slide reports the survey question in the footer along with the options; this was a select-all-that-apply question, and the slide reports the proportion selecting each option.



ORIGINAL RESEARCH

METATNAG-034-00003183

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FACEBOOK ANNOTATION

These insights are from the qualitative studies. Parents were not interviewed in those studies, so this is about teen's perceptions of their parents.

At the same time, parents can't understand and don't know how to help

- Today's parents came of age in a time before smartphones and social media, but social media has fundamentally changed the landscape of adolescence.
- Social media amplifies many of the age-old challenges of being a teenager.
- The always-on nature of social media means that teens' social lives have infiltrated into every part of life without a break.
- Sharing more parts of life means more points of comparison.

"Talking to your family doesn't help because they can't understand and don't get what you need. How are you going to tell the people who **literally gave you life** *that you don't want it anymore?"*
- UK Female

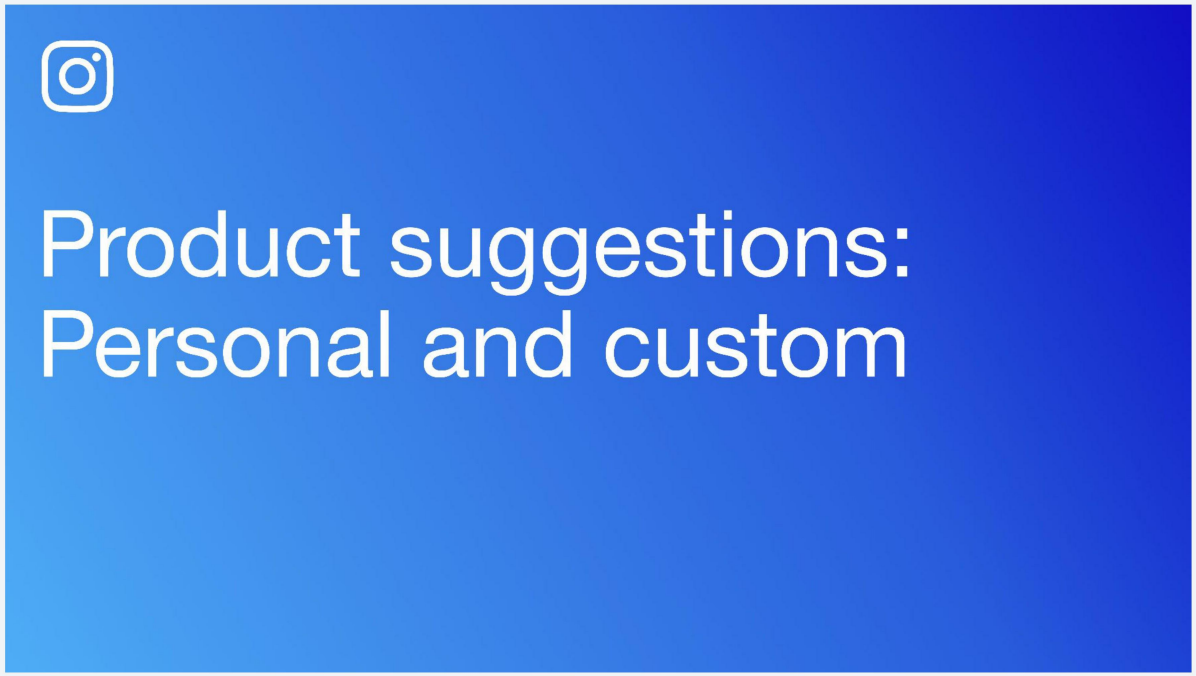
ORIGINAL RESEARCH

METATNAG-034-00003184

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FACEBOOK ANNOTATION

No context to add.



ORIGINAL RESEARCH

PX-01502, Page 47 of 66

FACEBOOK ANNOTATION

As with many other slides, this mixes results of the quantitative and qualitative studies. The proportions are not necessarily generalizable, but do provide an important signal for the product teams on things users may want to use. Sometimes there is a real difference in the things people say they would like to use and what they actually end up using, but it is important to try to get that signal.

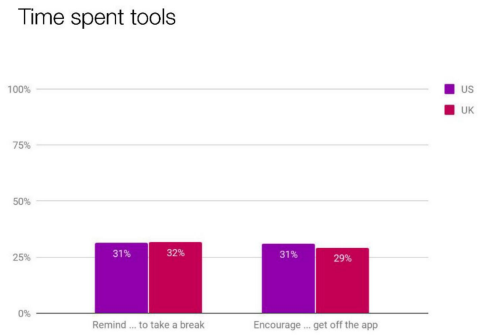
Importantly, the discussion on the left about "addiction" is how teens are describing their experience. In reality, research in this space is still forming, and there is not a good consensus or definition of "social media addiction".

A more accurate headline is "Roughly a third of teens want help controlling the time they spend on the app"

This slide only shows data for 2 of 11 options that teens were presented with. It is unclear how time control tools rank amongst the other 9 options (some of this is covered on the next slide, but not contextualized here).

Teens want help controlling the time they spend on the app

- Teens talk about the amount of time they spend on Instagram as one of the “worst” aspects of their relationship to the app.
- They have an addicts’ narrative about their use -- it can make them feel good, feel bad. They wish they could spend less time caring about it, but they can’t help themselves.
- Teens recognize the amount of time they spend online isn’t good for them but at the same time know they lack the willpower to control the time spent themselves



Q: Now you're going to see some things that Instagram could do to help teens. Please select your top 3 for what Instagram should do.
US n = 1296; UK n = 1308

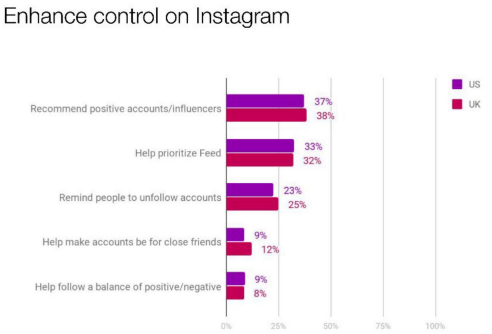
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This part of the study was ignored by the Wall Street Journal, but points to the fact that we use this type of research to help inform how we build products. For example, we've since offered a feature to control how much sensitive content you may see in Explore and people can opt-out of some potentially triggering advertising topics.

Teens in both markets want Instagram to enhance their control of both Feed and Explore

- Teens want to maintain their independence and find things that work for them
- Beyond tools and functions that exist to protect them, teens want active control and personalization of their online experiences
  - Curate Feed to show positive accounts
  - Control Explore, with the ability to choose different themes which are more attuned to their well-being
  - Filter Feed and Explore based on their mood
- Opt out of advertising categories that are personally triggering, such as skinny teas and lollipops or waist-trainers



Q: Now you're going to see some things that Instagram could do to help teens. Please select your top 3 for what Instagram should do.
US n = 1296; UK n = 1308

ORIGINAL RESEARCH

METATNAG-034-00003187

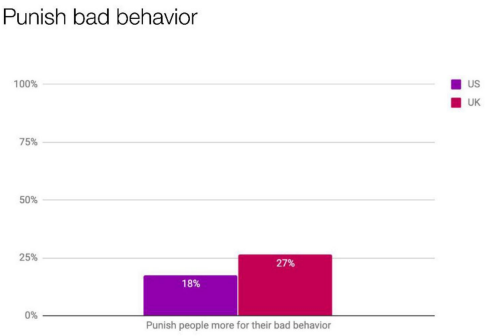
PX-01502, Page 49 of 66

FACEBOOK ANNOTATION

The slide mixes conclusions of qualitative and quantitative data; while it is not entirely clear what is driving the quantitative and qualitative results from the slide, slides 27 and 36-37 do suggest this may be related to these respondents' desire to address concerns about bullying (which the deck throughout reports is a bigger concern in the UK sample). Those slides contain additional information and context specific to bullying that may also provide useful context for this one.

Teens in the UK, especially, wanted Instagram to punish bad actors

- Teens are aware that multiple accounts allow more free expression than a main account
- At the same time, teens create new accounts to get around consequences (e.g., being Blocked) from Instagram
- Teens in the UK suggested a individuals only be allowed to have one account
  - Some went so far as to recommend the account be verified by a passport
- Similarly, teens wanted accounts using the same email address to be linked, so that Blocking one blocked all of them and that "strikes" for bad behavior accumulated across all accounts



Q: Now you're going to see some things that Instagram could do to help teens. Please select your top 3 for what Instagram should do.
US n = 1296; UK n = 1308

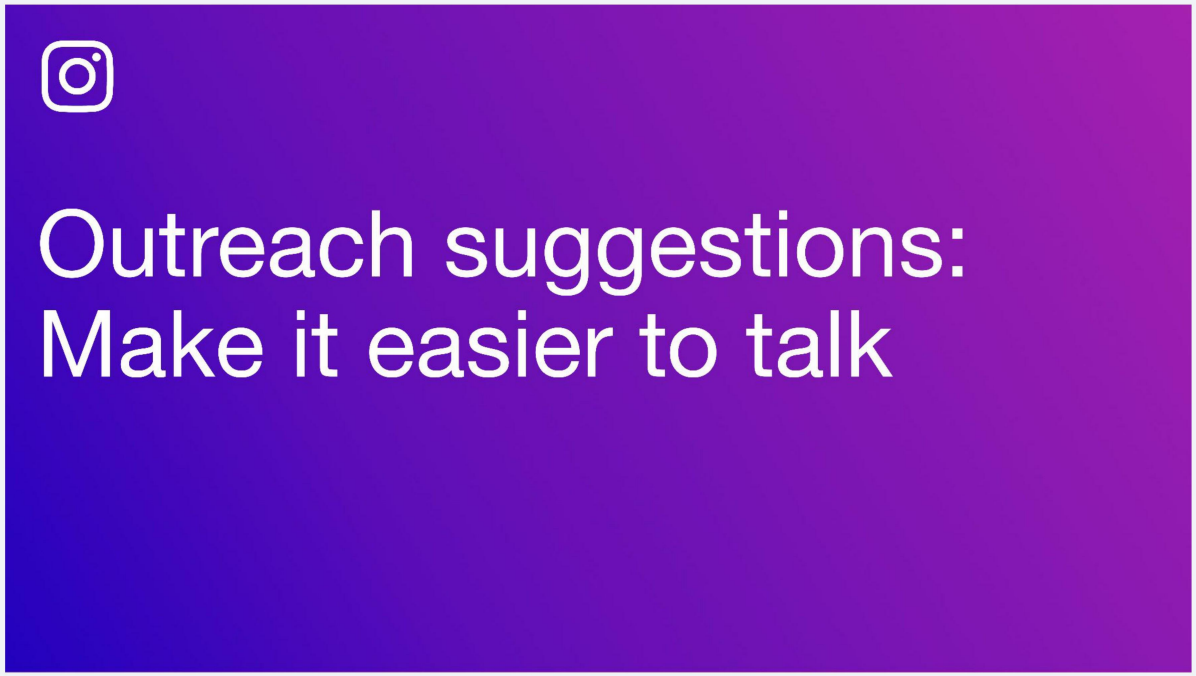
ORIGINAL RESEARCH

METATNAG-034-00003188

PX-01502, Page 50 of 66

FACEBOOK ANNOTATION

No context to add.

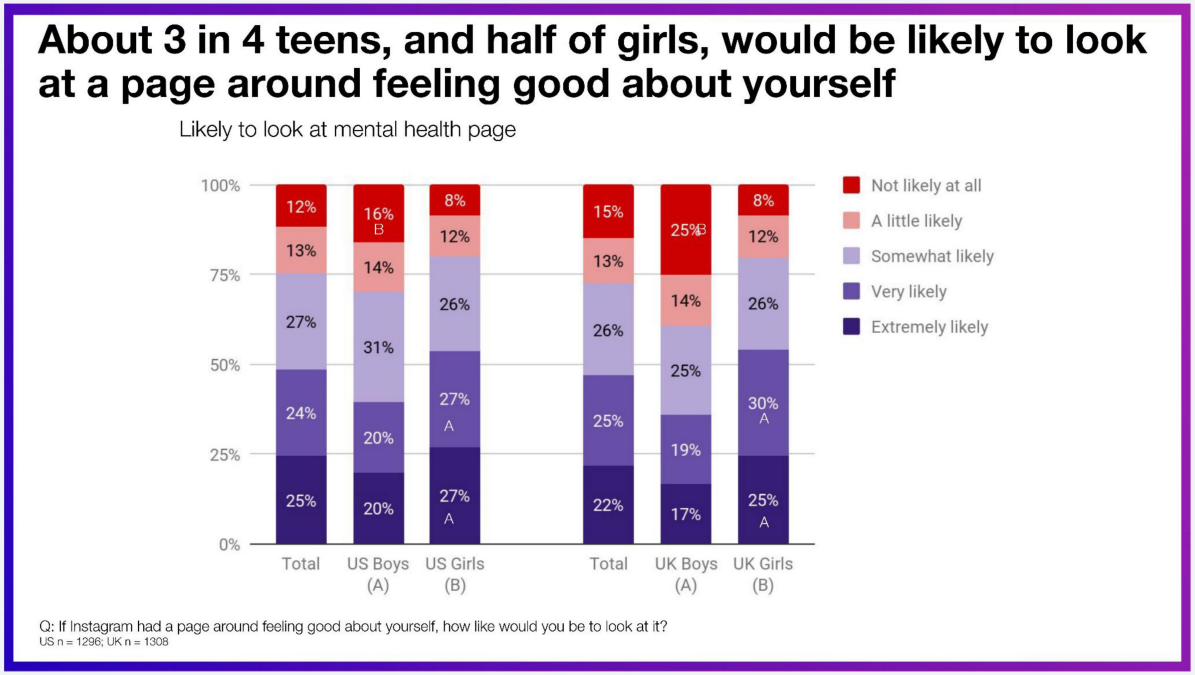


ORIGINAL RESEARCH

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FACEBOOK ANNOTATION

This is based on self-reported interest and is not necessarily reflective of actual future behavior if such a page was built.



ORIGINAL RESEARCH

METATNAG-034-00003190

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FACEBOOK ANNOTATION

This slide mixes results from the quantitative and qualitative research.

The question appearing in the footer was asked as a follow up to an earlier question in the survey (individuals selecting the bold answers below saw this follow-up; proportions are reported in the blue scales on the previous slide and represent roughly 3/4 of the respondents in the US and UK):

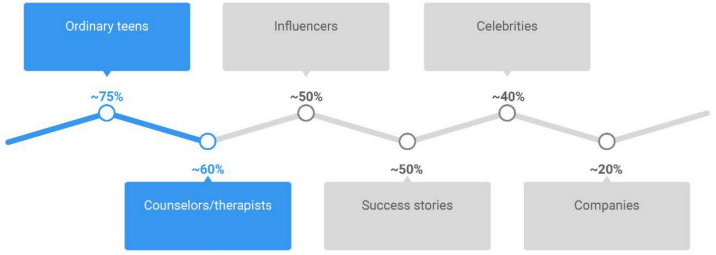
If Instagram had a page around feeling good about yourself, how likely would you be to look at it?

- o Extremely likely
- o Very likely
- o Somewhat likely
- o A little likely
- o Not likely at all

This follow-up asks what sorts of authors survey respondents would be interested in hearing content from on these pages.

Teens want to hear from people like them to be their voice and make them feel less alone

- Helping adults and trusted advisors learn how to support teens and young people is an important step.
- Teens want to hear from ordinary teens and counselors to make them feel less alone. Influencers and YouTubers were once "regular" teens but have become out of reach and are perceived as being inauthentic and sponsored.



Q: Who should the information come from? Please select all that apply
US n = 988; UK n = 965

"It would be great to have something deeper, like a documentary with real people and real stories in real settings...like this one. Just getting people together to speak about Instagram. That would help"
- UK Female

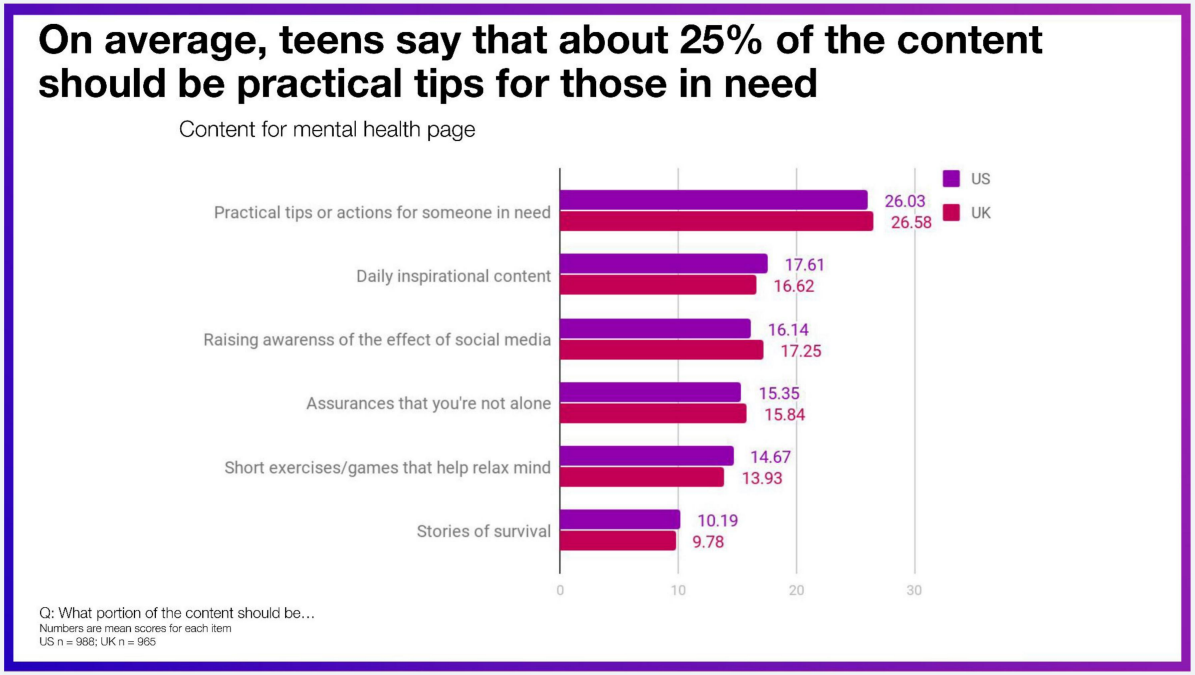
ORIGINAL RESEARCH

FACEBOOK ANNOTATION

As with slide 53, this is a continuation of the exploration around pages with positive messages.

This survey question was only asked if individuals previously answered that they were “Extremely likely,” “Very likely,” or “Somewhat likely” to look at a page from Instagram about feeling good about yourself.

The headline should be clarified that these percentages only apply to teens who are at least somewhat likely to visit this type of page.



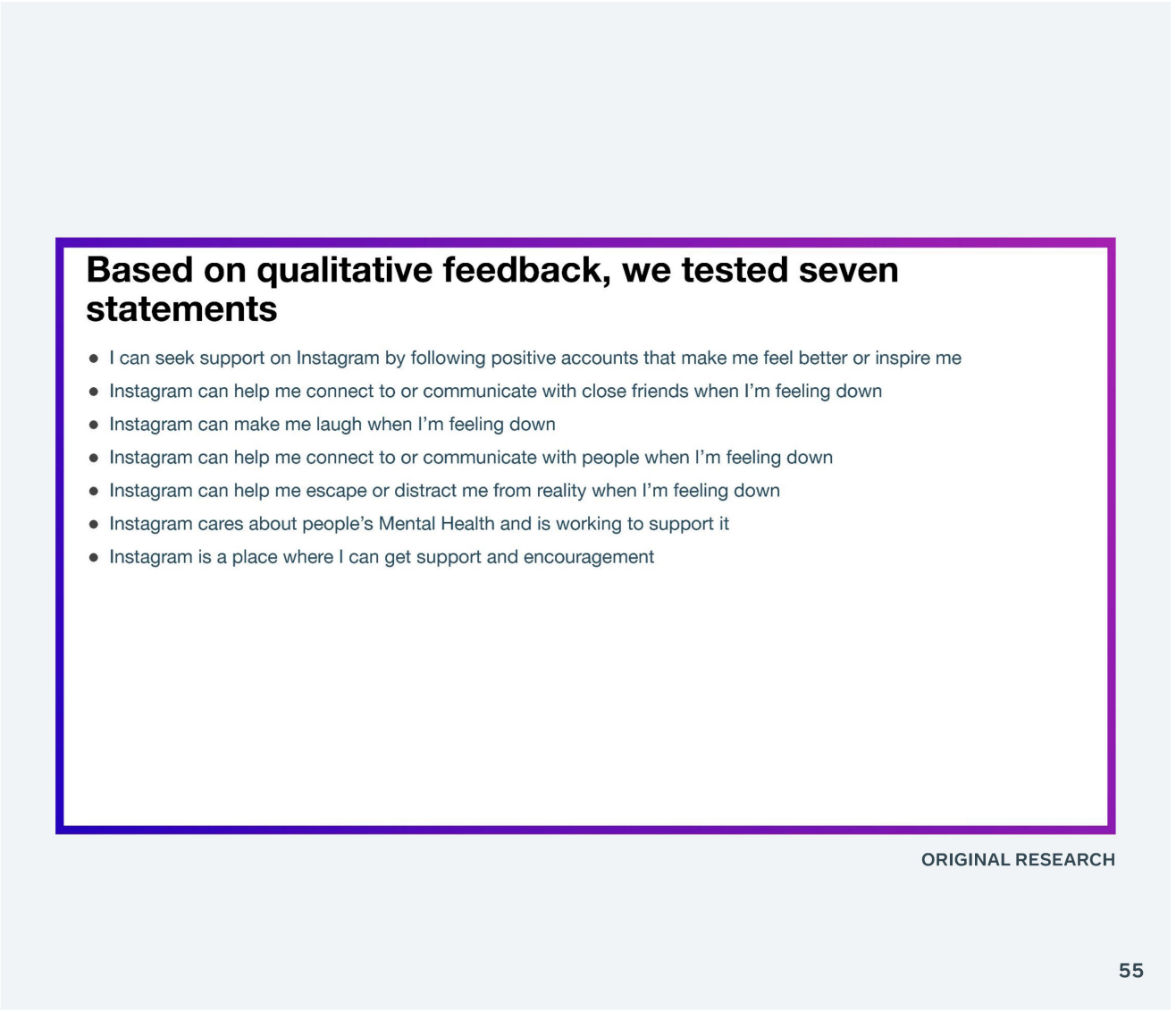
ORIGINAL RESEARCH

METATNAG-034-00003192

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FACEBOOK ANNOTATION

No context to add.



METATNAG-034-00003193

FACEBOOK ANNOTATION

This is based on responses to the survey, the full distribution of responses is not reported, so rankings are approximate.

Positive accounts, connect to close friends, and make me laugh were the most resonate territories

Dimension	Top positioning territory/territories
Most preferred	• Instagram can help me connect to or communicate with people when I'm feeling down • Instagram can help me escape or distract me from reality when I'm feeling down
Fit with Instagram	• I can seek support on Instagram by following positive accounts that make me feel better or inspire me • Instagram can help me connect to or communicate with close friends when I'm feeling down • Instagram can make me laugh when I'm feeling down
Is realistic	• I can seek support on Instagram by following positive accounts that make me feel better or inspire me • Instagram can help me connect to or communicate with close friends when I'm feeling down • Instagram can make me laugh when I'm feeling down
Is believable	• I can seek support on Instagram by following positive accounts that make me feel better or inspire me • Instagram can help me connect to or communicate with close friends when I'm feeling down • Instagram can make me laugh when I'm feeling down
Is appealing	• Instagram is a place where I can get support and encouragement

ORIGINAL RESEARCH

FACEBOOK ANNOTATION

This is a summary of results that allows for quick scanning; green cells are usually "high"; yellow are usually "medium"; and red are usually "low". This graphic does not provide the relative distance between the ratings.This table suggests there is a fair amount of perceived positive impact that Instagram is having or could have. Several of the statements do well across many of the categories.

The preferred category is different from the others. For most preferred, respondents need to pick one and only one of the statements. For the other categories, it's a rating on a 5 point scale.

Each column represents an answer to a survey question as described below.

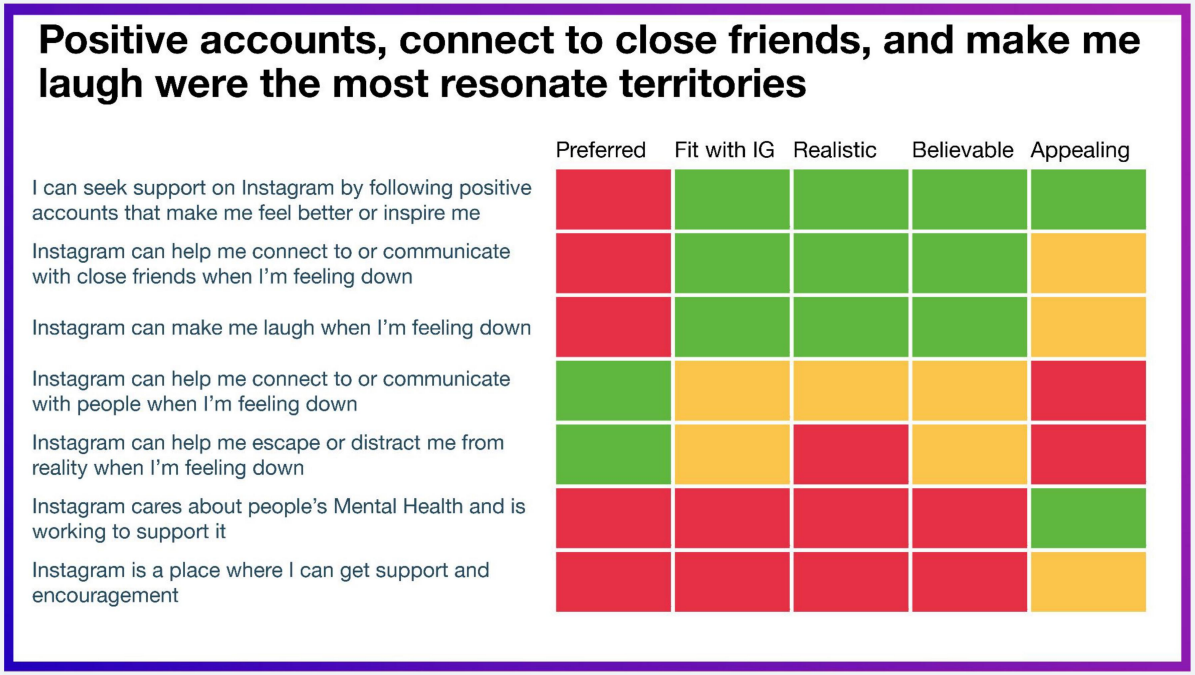
Preferred
Which statement do you prefer the most? [all 7 options provided; respondent answers 1]

Fit with IG
How well does this statement fit with your perception of Instagram? [each option presented one at a time]
- o Extremely well
- o Very well
- o Somewhat well
- o Not very well
- o Not well at all

Realistic / Believable / Appealing
Presented in a matrix; asking
- How well does each of the following describe this statement?
- "Is realistic"
- "Is believable"
- "Is appealing"

Response options for each are identical:
- o Extremely well
- o Very well
- o Somewhat well
- o Not very well
- o Not well at all

This is a standard way of providing discussion points for prioritization, especially when using data techniques that are not intended to provide precise estimates.



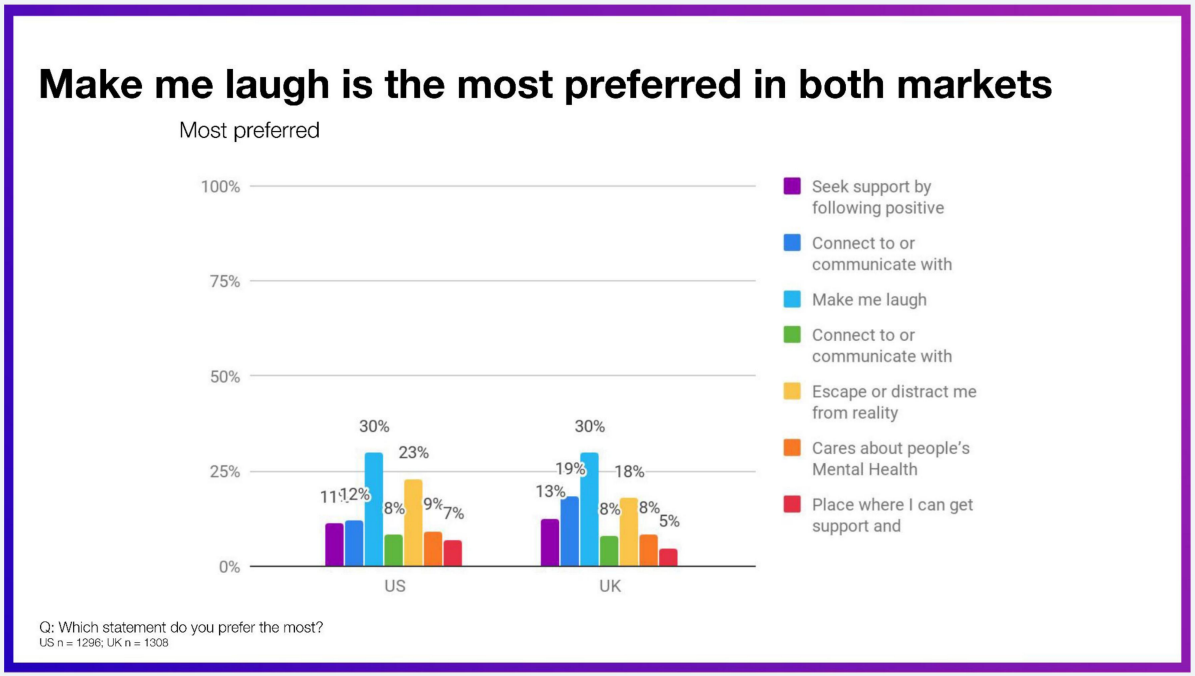
ORIGINAL RESEARCH

METATNAG-034-00003195

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FACEBOOK ANNOTATION

Here, the labels cut off so you cannot see what specifically is referenced differently by the green and dark blue bars. See slide 57 for context and full definitions.



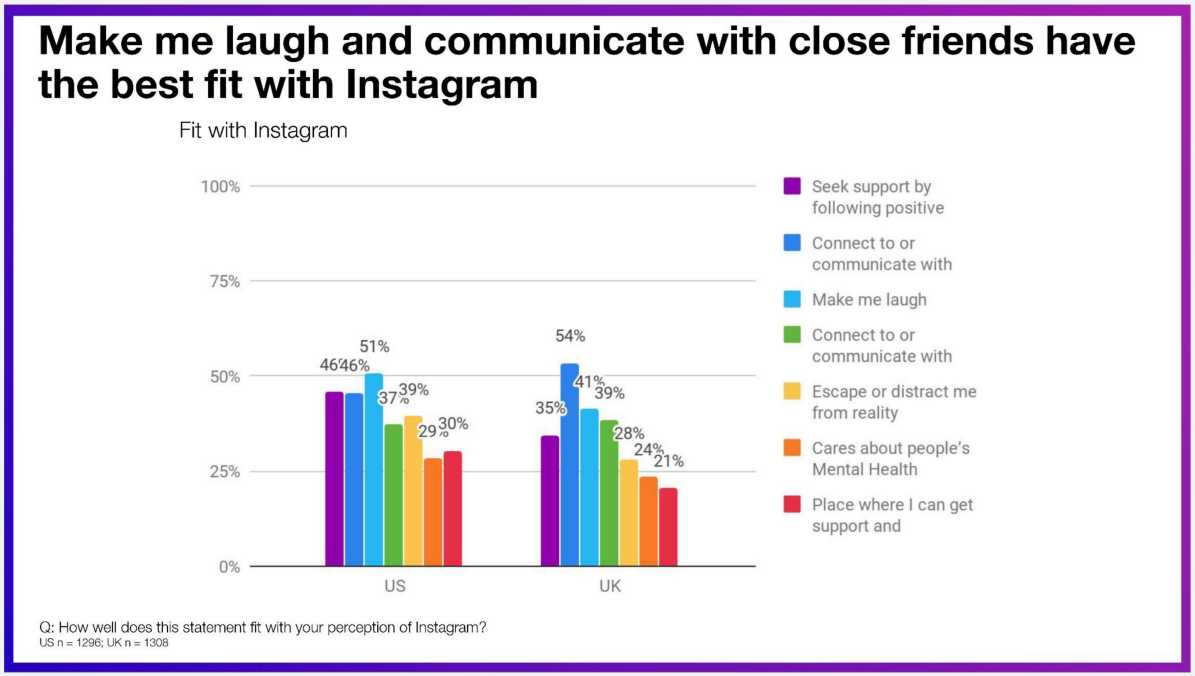
ORIGINAL RESEARCH

METATNAG-034-00003196

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FACEBOOK ANNOTATION

Here, the labels cut off so you cannot see what specifically is referenced differently by the green and dark blue bars. See slide 57 for context and full definitions.



ORIGINAL RESEARCH

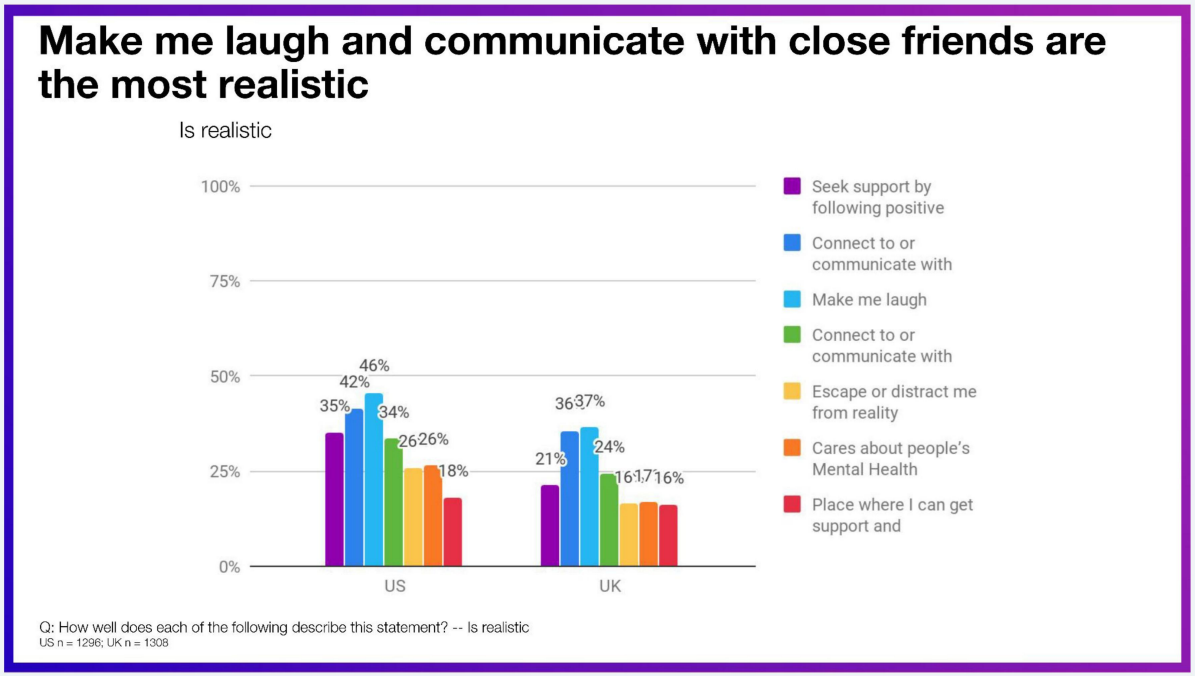
METATNAG-034-00003197

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FACEBOOK ANNOTATION

Here, the labels cut off so you cannot see what specifically is referenced differently by the green and dark blue bars. See slide 57 for context and full definitions.

Make me laugh and communicate with close friends are the most realistic



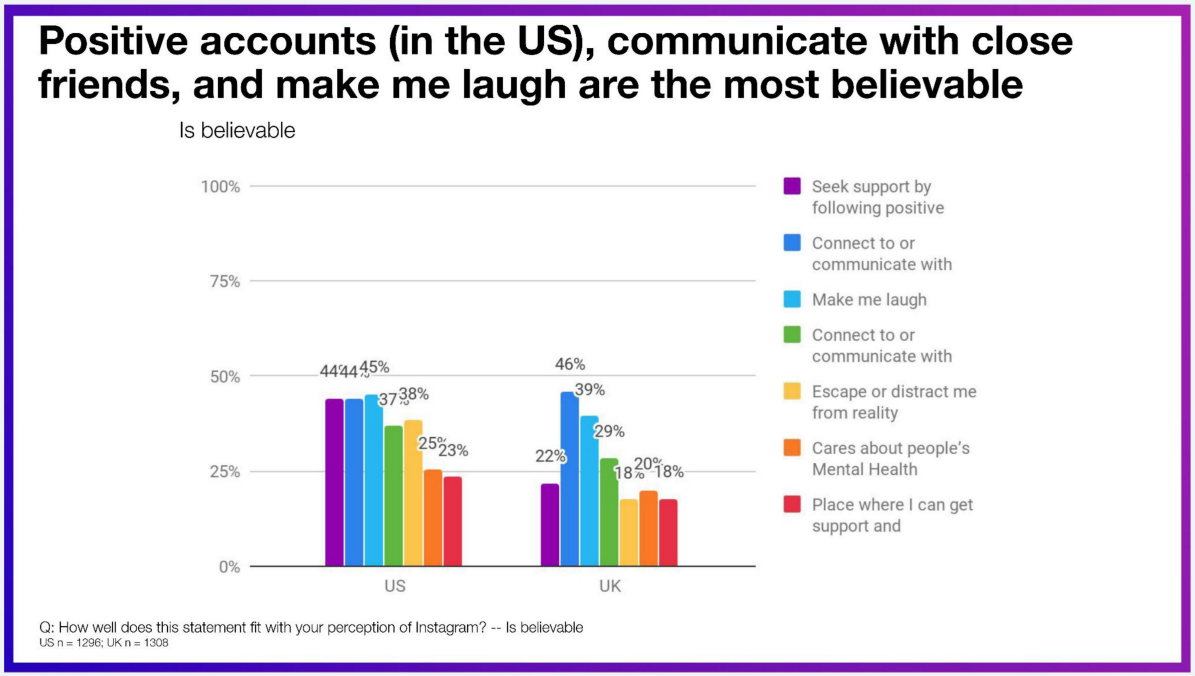
Q: How well does each of the following describe this statement? -- Is realistic
US n = 1296; UK n = 1308

ORIGINAL RESEARCH

METATNAG-034-00003198

FACEBOOK ANNOTATION

Here, the labels cut off so you cannot see what specifically is referenced differently by the green and dark blue bars. See slide 57 for context and full definitions.



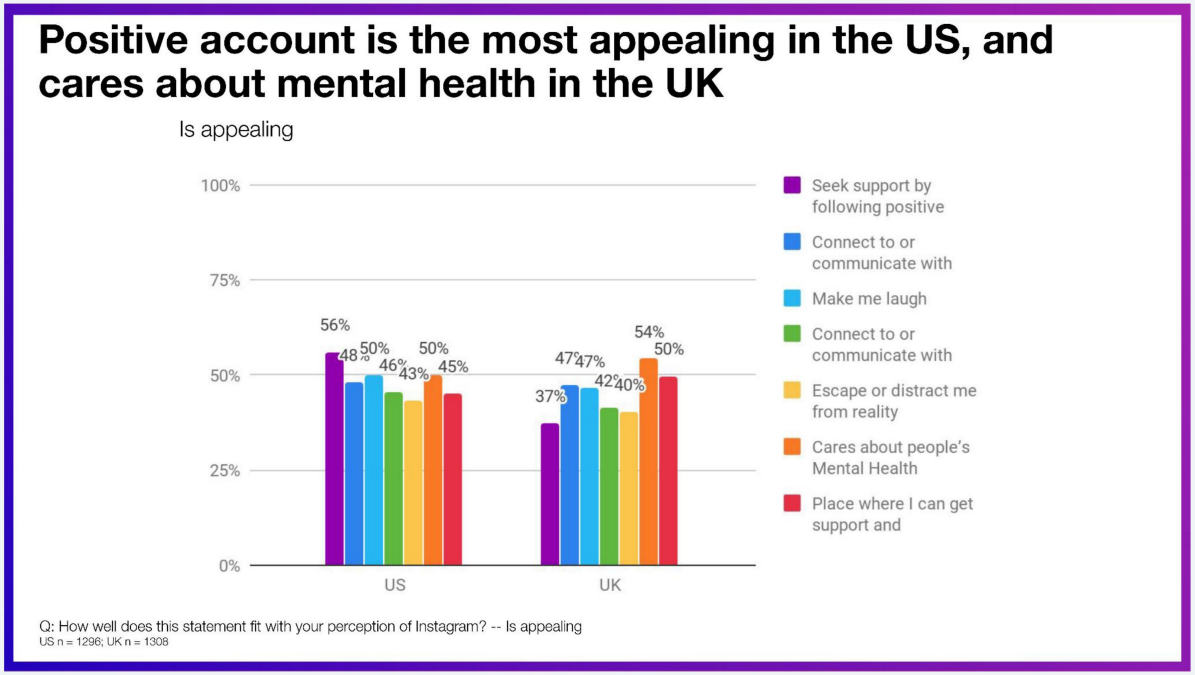
ORIGINAL RESEARCH

METATNAG-034-00003199

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FACEBOOK ANNOTATION

Here, the labels cut off so you cannot see what specifically is referenced differently by the green and dark blue bars. See slide 57 for context and full definitions.



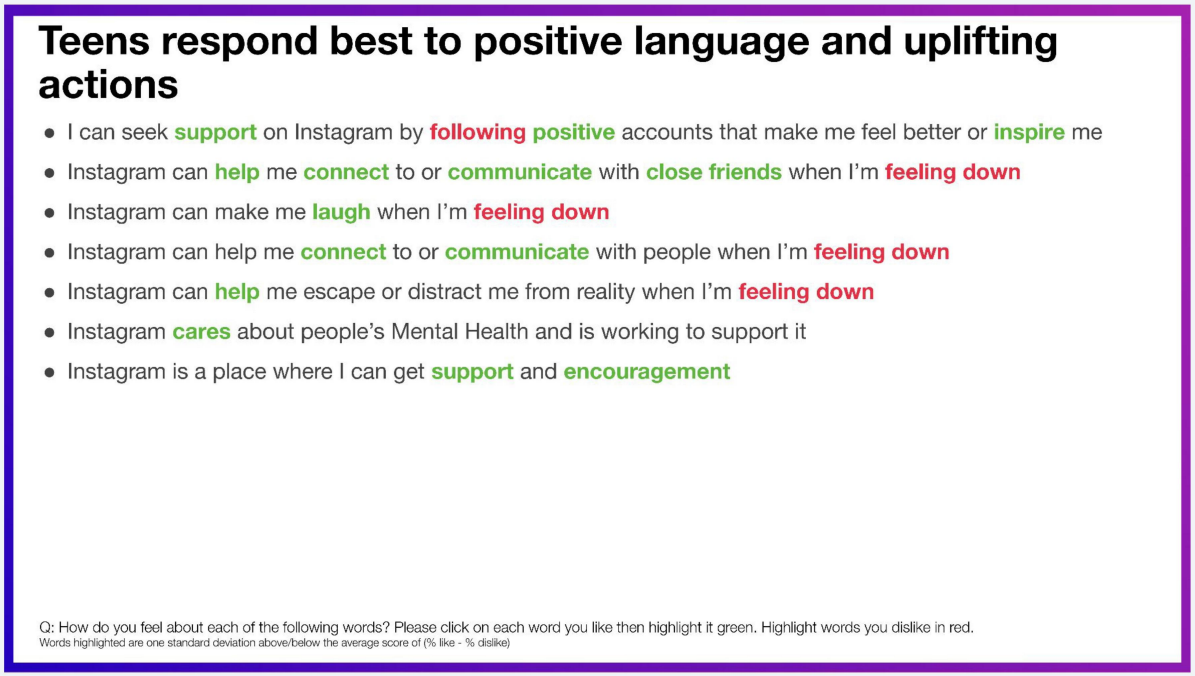
ORIGINAL RESEARCH

METATNAG-034-00003200

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FACEBOOK ANNOTATION

Users were randomly presented **one** of the statements and were able to highlight the words red, green, or leave the same. This visualizes the average results for each of the approximately 380 respondents who saw each statement (each survey-taker only saw one of the statements for this task). Green words were liked more often on average; red words were disliked more often on average; and non-highlighted words had no preference.



ORIGINAL RESEARCH

METATNAG-034-00003201

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FACEBOOK ANNOTATION

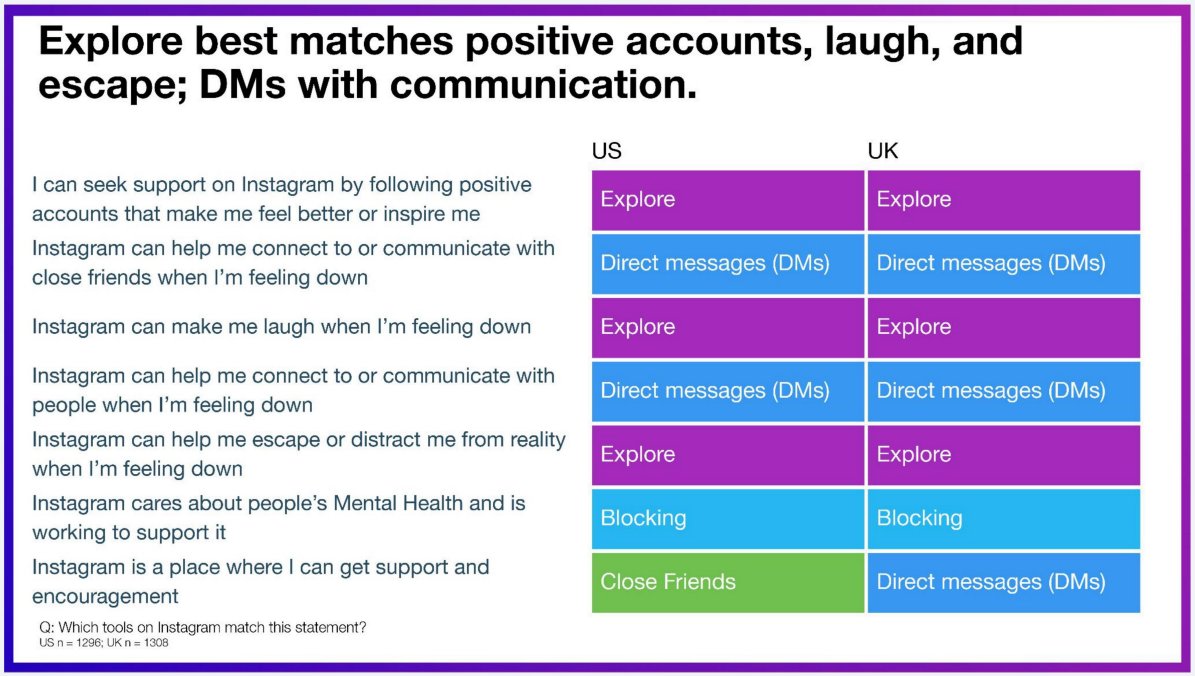
The graphic does not show the full distribution of responses.

Each statement was shown to each user, and they were asked to identify which part of Instagram matched the statement; users could select more than one aspect of Instagram. It's not clear if the most chosen option is what's shown in the block colors.

Which tools on Instagram match the statement [STATEMENT]?

- ❑ Private account
- ❑ Mute
- ❑ Close Friends
- ❑ Reporting
- ❑ Restrict
- ❑ Your activity
- ❑ Blocking
- ❑ The Explore page
- ❑ Direct messages (DMs)
- ❑ Stories

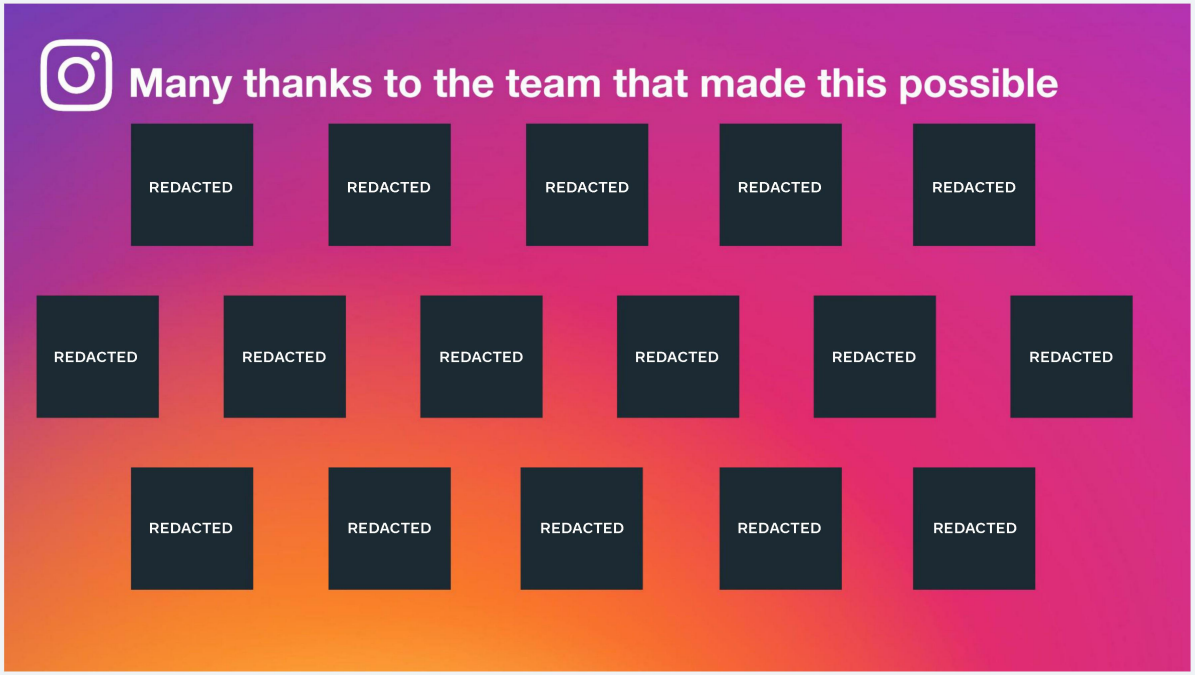
This highlights the fact that Instagram is more than one thing. In fact, this highlights some of the nuances related to studying the association of "Instagram" with things like "well-being." We provide a lot of options, a lot of choices, and people use them in unique and creative ways. Because "Instagram" isn't one thing, it requires careful study and multiple data points to understand what we can and should invest in. We rely on multiple studies and inputs to make these decisions.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

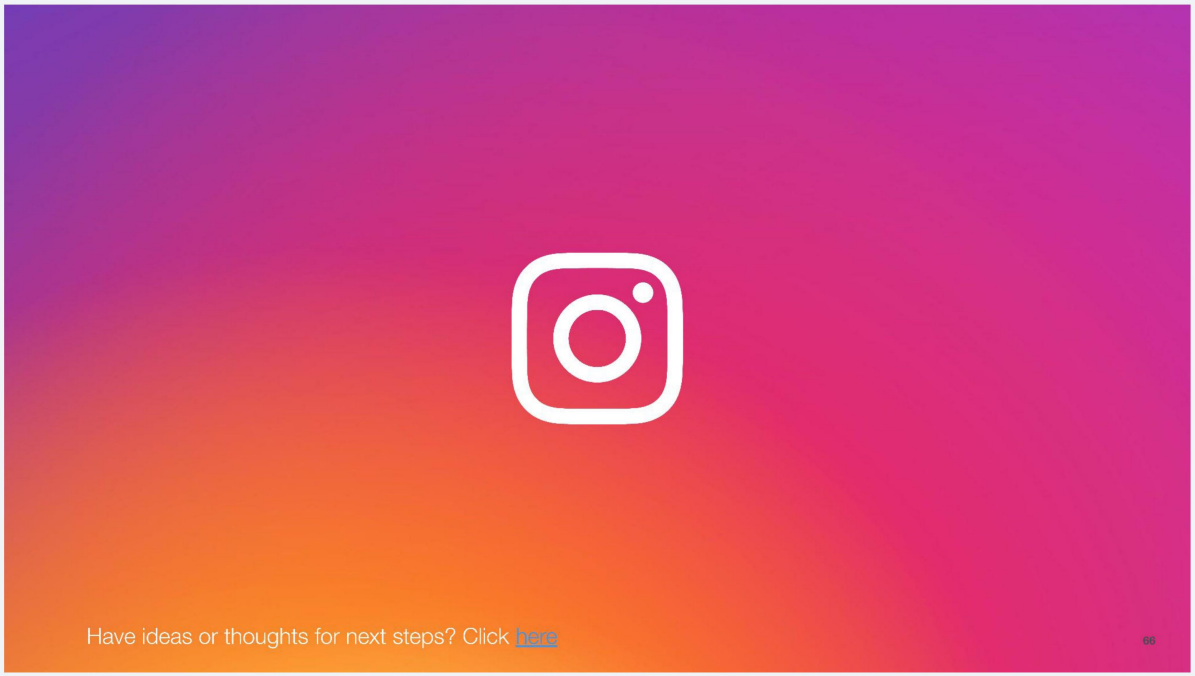
The pictures of several employees have been redacted from this slide.



ORIGINAL RESEARCH

FACEBOOK ANNOTATION

As the overarching goal of this internal research was to help product and policy teams generate ideas on how to build products and messages that can support teens who might be having difficult experiences, there is space for follow-up ideas and next steps.



ORIGINAL RESEARCH

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