Tennessee v. Meta
Case No. 23-1364-IV
PX-10014

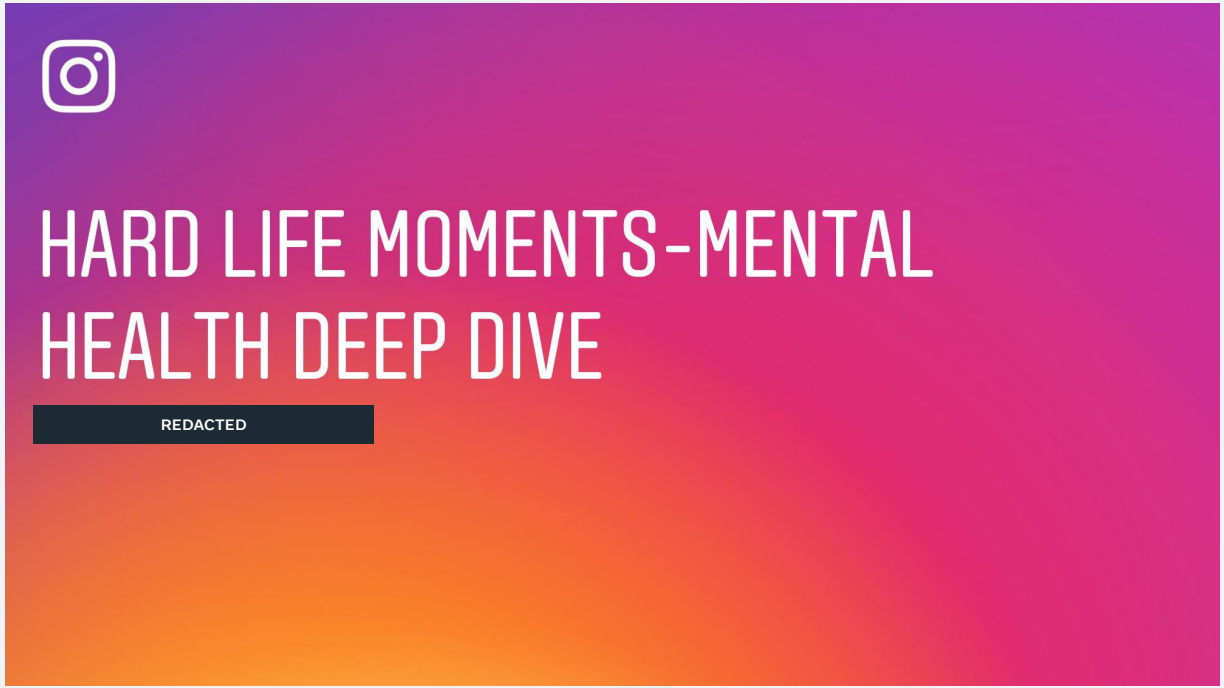
## FACEBOOK ANNOTATION

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 research often focuses on potential areas to improve from a user experience perspective.

The results are based on the subjective perceptions of the respondents whose ages ranged from 13-65+. The methodology is not fit to provide statistical estimates for the correlation between Instagram and mental health or to evaluate causal claims between social media and health/well-being.

The research contained in this report was shared internally in November 2019.




ORIGINAL RESEARCH

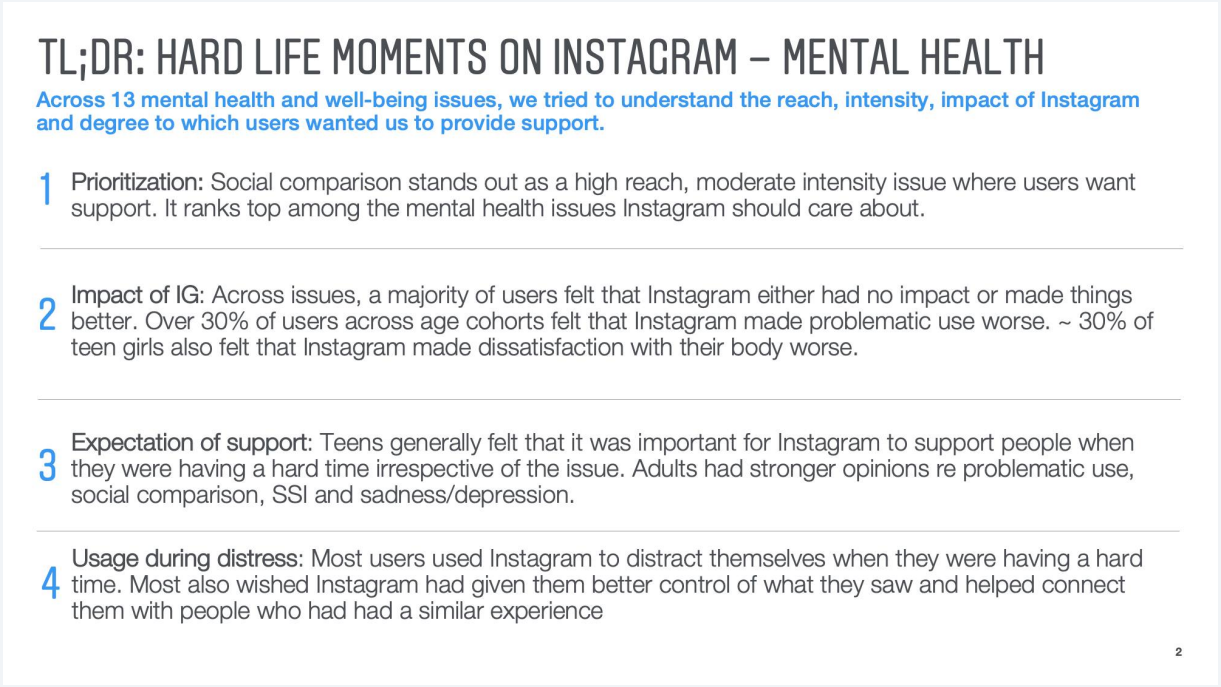
## FACEBOOK ANNOTATION

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.

Contrary to how the objectives have been framed, this research was designed to understand user perceptions and not to provide measures of prevalence, statistical estimates for the correlation between Instagram and mental health or to evaluate causal claims between Instagram and health/well-being.

This research, like external research on these issues, found participants reported having both positive and negative experiences with Instagram.

The estimates that 30% of users felt that Instagram made problematic use worse and that approximately 30% of teen girls also felt that Instagram made dissatisfaction with their body worse can be clarified as only applying to the subset of survey takers who first reported experiencing an issue in the past 30 days and not all users or all teen girls.



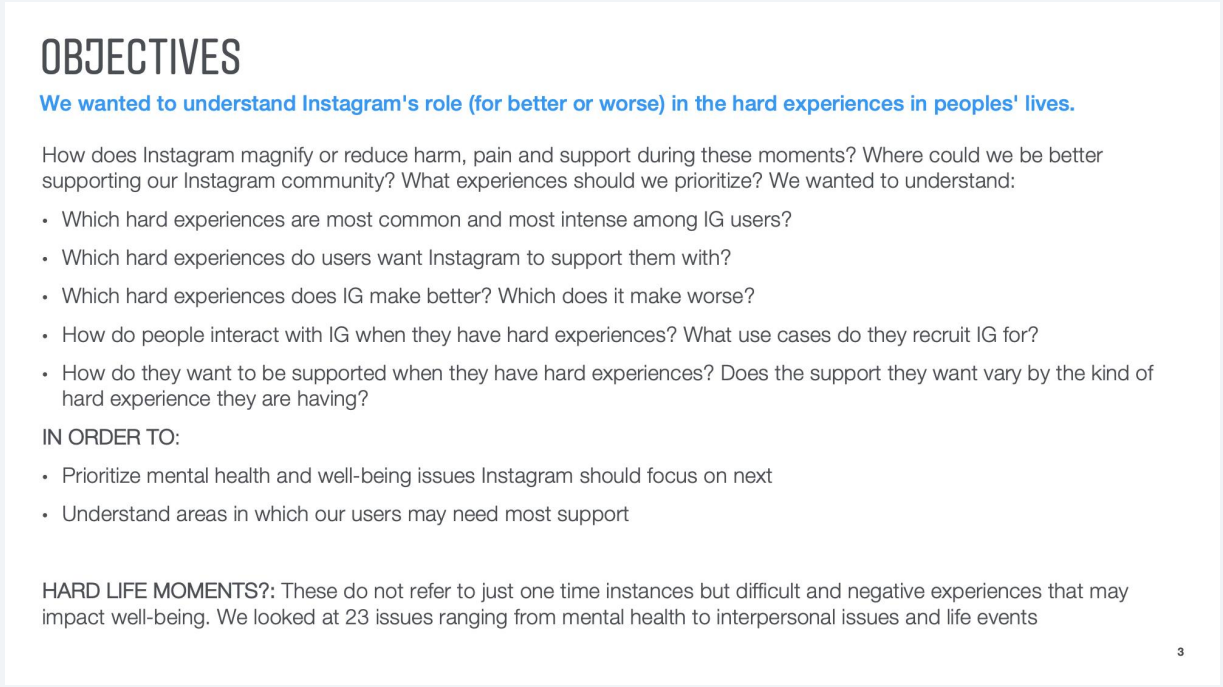

ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

As part of a product work-stream, this research intended to get user feedback primarily from users who were experiencing hard moments — as the subheadline notes: “We wanted to understand Instagram's role (for better or worse) in the hard experiences in people’s lives.” The Instagram well-being team wanted to understand what these users expressed as their problems and their needs so they could develop products and experience for support.

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.

Contrary to the objectives stated in this slide, this research was designed to understand user perceptions and not to provide measures of prevalence, statistical estimates for the correlation between Instagram and mental health or to evaluate causal claims between Instagram and health/well-being.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This research was designed to inform internal conversations about users' perceptions of themselves and of Instagram. It did not measure causal relationships between Instagram and real-world issues.

The research presented Instagram users with a survey about a select negative experiences they may have had. Only if a user reported having had such an experience did they get a random "deep dive" to explore the topic more. The analysis did not adjust for either sampling and non-response, or for unequal conditional selection into the deep-dive questions, thus making the results not representative of Instagram users generally.

Because individuals were randomly routed to one of six survey questions, and then quasi-randomly to one additional “deep dive”, many sample sizes are very small. **For example, fewer than 150 teen girls spread across these six countries answered questions about their experience of body image and Instagram.**

Still the research was used to help the team ideate on ways to improve the user’s experience with Instagram and for Instagram to better support its users during hard life moments, such as the well-being guides in Explore (https://about.instagram.com/blog/announcements/supporting-well-being-with-instagram-guides).




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

The report covers 22 hard life moments, not 23 as stated on the slide. However, with the exception of slides 18 and 19, the report focuses on almost exclusively on the 13 moments categorized under "mental health." The description of these area categories (e.g., "mental health") were perception-based, did not involve a clinical assessment, and did not use clinical criterion.

# HARD LIFE MOMENTS

**do not refer to just one time instances but difficult and negative experiences that may impact well-being. We looked at 23 issues ranging from mental health to interpersonal issues and life events**

| Area | Category | Question (In the last 30 days...) |
|---|---|---|
| Mental Health | SSI | have you had serious thoughts of suicide or self harm? |
| | Body image | have you frequently disliked the way your body looks? |
| | Loneliness | have you frequently felt lonely? |
| | Social comparison | have you frequently felt bad about yourself after comparing yourself to someone else? |
| | Financial stress | have you experienced frequent financial problems or worries? |
| | Work/school stress | have you experienced frequent stress at work or school? |
| | Family stress | have you experienced frequent stress from your family situation, such as from taking care of children, or parents fighting or getting divorced? |
| | Sadness/depression | have feelings of sadness interfered with your daily activities? |
| | Anxiety | have feelings of anxiety interfered with your daily activities? |
| | Sleep problems | have you had frequent trouble falling asleep, staying asleep, or sleeping too much? |
| | Problematic social media use | have you found it difficult to manage the amount of time you spend on social media? |
| | Eating disorders | have you felt that you have an unhealthy relationship with food? |
| | FOMO | have you felt anxious that you were missing out on fun or rewarding experiences? |
| *Interpersonal* | *Bullying/harassment* | *have you felt bullied, harassed, or verbally attacked?* |
| | *Conflict* | *have you had a major conflict or disagreement with someone close to you?* |
| | *Discrimination* | *have you felt that someone was discriminating against you because of your gender, race, religion, sexual orientation, or another part of your identity?* |
| | *Authentic self-expression* | *have you felt like you have to hide a part of yourself from people close to you?* |
| *Life Events* | *Breakup* | *have you experienced the end of a romantic relationship, such as a breakup, separation, or divorce?* |
| | *Natural disaster* | *have you experienced a natural disaster, such as an earthquake or flood?* |
| | *Death* | *have you had someone close to you pass away?* |
| | *Illness* | *have you or someone close to you experienced a serious illness or injury?* |
| | *Life change* | *have you experienced stress as a result of a major life change, such as changing schools or jobs, starting college, or moving to a new city?* |

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

Nothing in this report is intended to reflect a clinical definition of mental health, a diagnosis of a mental health condition, or a grounding in academic and scientific literature.

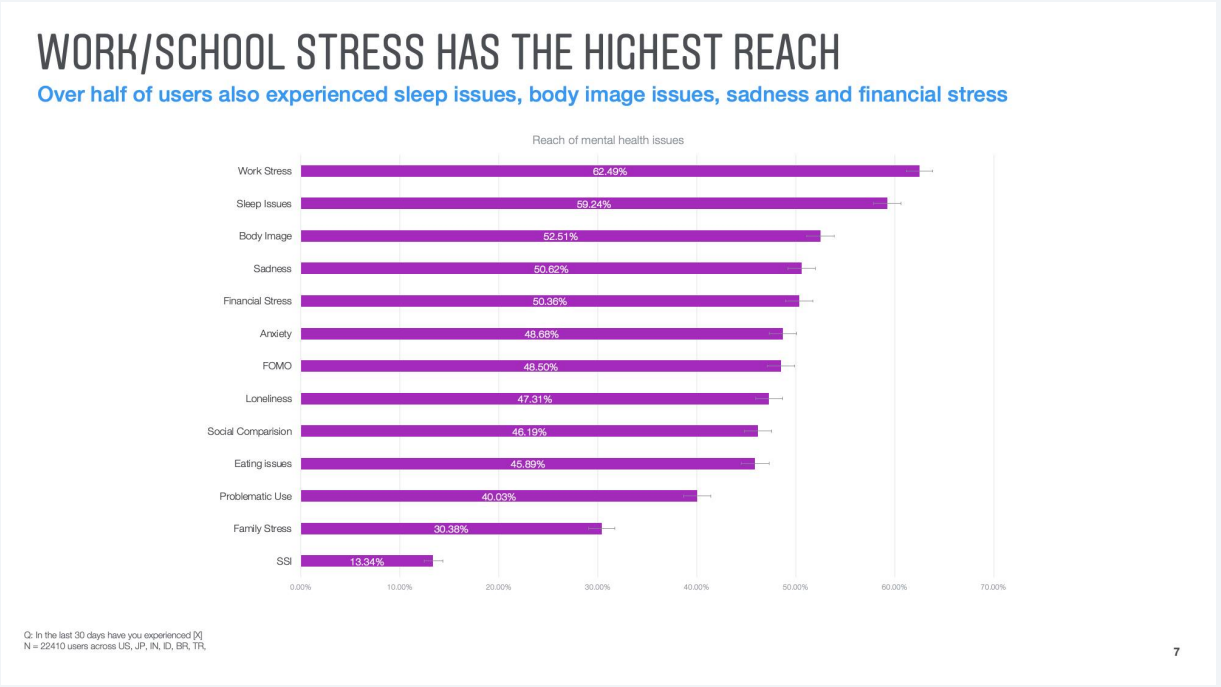



ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

As noted in an earlier slide, users were randomly assigned to answer 6 of these questions as yes/no questions. These **initial screening questions** were not about experiences on Instagram, **or related to Instagram specifically**, but whether a person had these experiences **anywhere** in the past 30 days. The results on this slide do not reflect the intensity of the experience.

Results do not account for possible differences between countries, and are not adjusted for different rates of Instagram use by country or differential systematic non-response, which means the results are not generalizable to the broader Instagram user population.



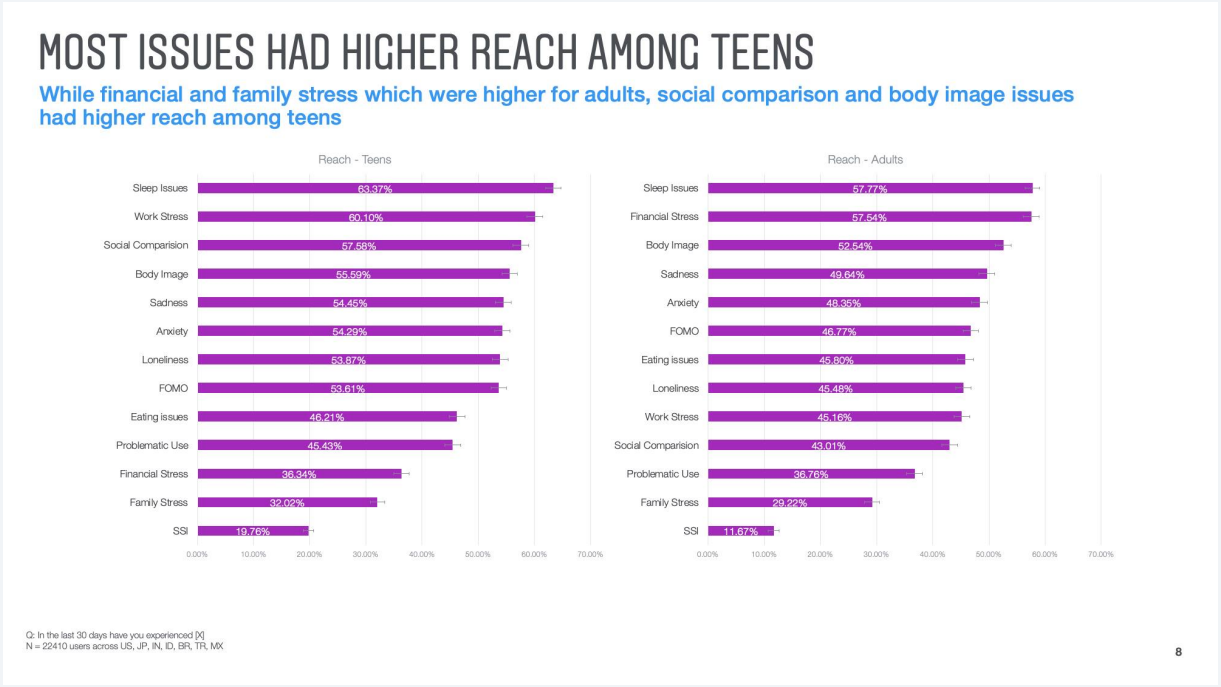

ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

It is understandable and expected that teens and adults experience different issues. This slide is analyzing screening questions, which were not about experiences on Instagram or related to Instagram specifically.

As with other slides, results do not account for possible differences between countries, and are not adjusted for different rates of Instagram use by country or differential systematic non-response, which means the results are not generalizable to the broader Instagram user population.

In addition, there are incidental errors in the slide. For example, the graph does not appear to support the conclusions that are called out in the subtitle (e.g. family stress is higher among adults than teens).




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This slide is analyzing screening questions, which were not about experiences on Instagram or related to Instagram specifically. If someone answered "yes" to any one of the six random survey questions, they were routed to a follow-up survey for one of the items they answered yes to.

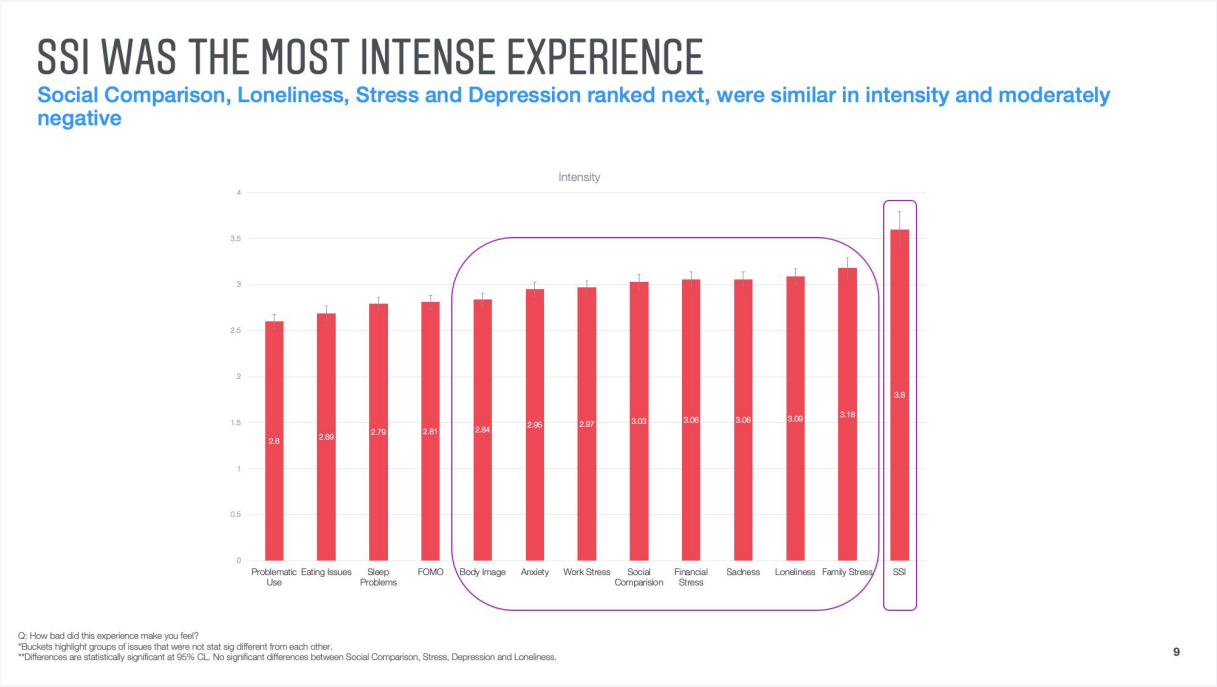
The numbers on the left represent the average of responses translated from this scale:

5. Very bad
4. Pretty bad
3. Moderately bad
2 Slightly bad
1. Not bad at all

The axis is truncated at 4, while the maximum of the scale is 5 making this look like it is nearer the maximum than it is in reality.

The subtitle references both intensity and how negative experiences were as two separate constructs, but the survey used one question to measure them as a single undifferentiated construct.

It is worth noting that this figure masks large possible differences in the number of survey respondents answering this question. For example, over 1,000 people answered how intense sleep problems were, but fewer than 200 answered about SSI. Because there was no adjustment to account for differential conditional probabilities of which follow up survey a respondent would be routed to, the survey overestimates how certain we are about the location of the mean and estimates do not generalize to all users who have experienced said hard life moment.




ORIGINAL RESEARCH

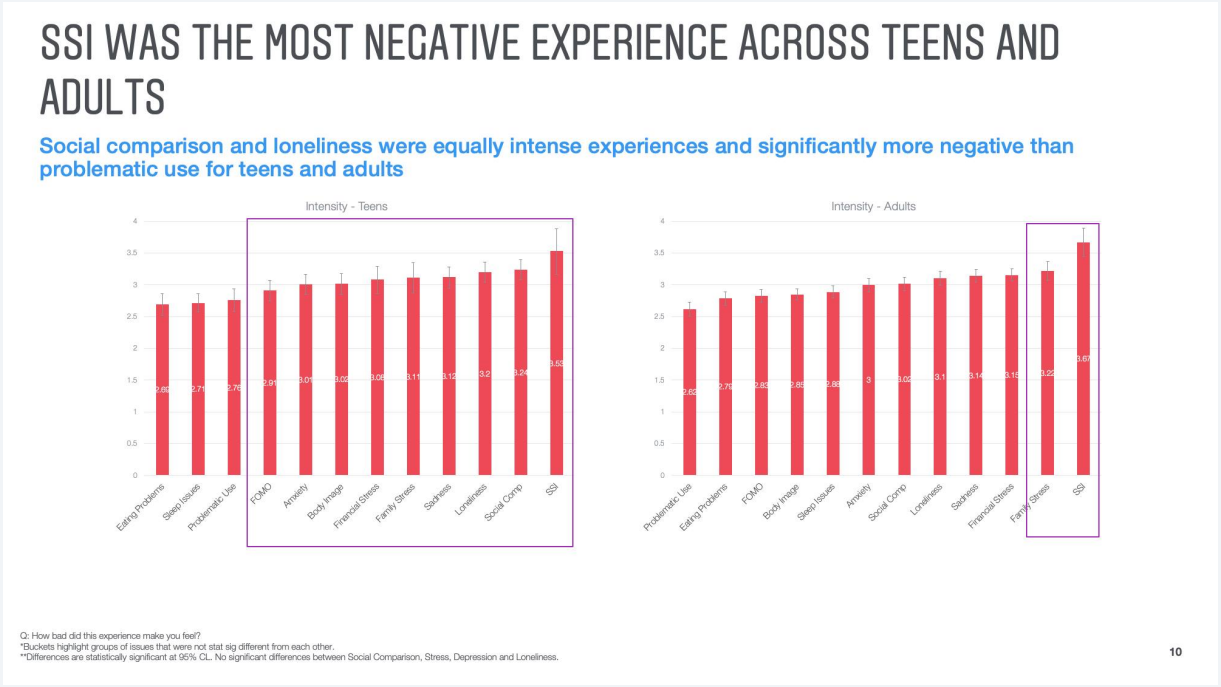
## FACEBOOK ANNOTATION

This slide is analyzing screening questions, which were not about experiences on Instagram or related to Instagram specifically. As noted in the previous slide, the axis is truncated at 4, while the maximum of the scale is 5 making this look like it's nearer the maximum than it is in reality.

As noted in earlier slides, this measure is likely too narrow, because there is no adjustment for non-response. In other words, the slide is likely over-estimating how certain we are about the location of the mean.

As noted in the previous slide, this figure masks large possible differences in the number of survey respondents answering this question. Additionally there are many more adults (over 10,000) responding than teens (under 4,000).

As noted in the previous slide, the subtitle references both intensity and how negative experiences were as two separate constructs, but the survey question measured them as a single undifferentiated construct.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

If someone answered "yes" one of the six random survey questions, they were routed to a follow-up survey for **one** of the items they answered yes to.

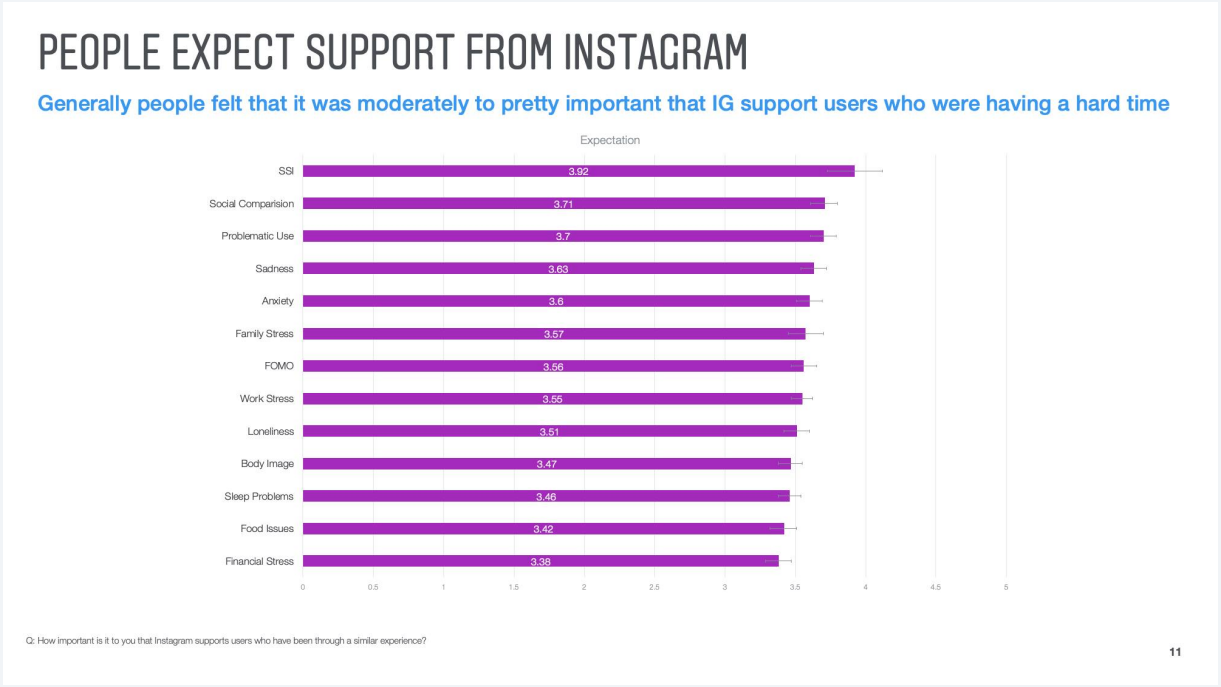
The numbers on the x-axis (bottom) represent the average of responses translated from this scale:

5. Very important
4. Pretty important
3. Moderately important
2. Slightly important
1. Not important at all

Many of these values appear to be statistically indistinguishable. So people think it is just as important that Instagram supports them for family stress as they do with anxiety, problematic use or social comparison.

Because of the unequal conditional randomization identified earlier, these are likely to be biased too high. This question is not focused on how much an average user might think support is important, **but instead** reports how much a user who has experienced the particular problem reported thinks it is. This is very likely to be higher than a population average is.

That said, internal research helps us identify areas where we can improve. As a result of internal research, for example, we've introduced new resources to support those struggling with body image issues and a dedicated reporting option for eating disorder-related content, and one idea we think has promise is finding opportunities to jump in if we see people dwelling on certain types of content.

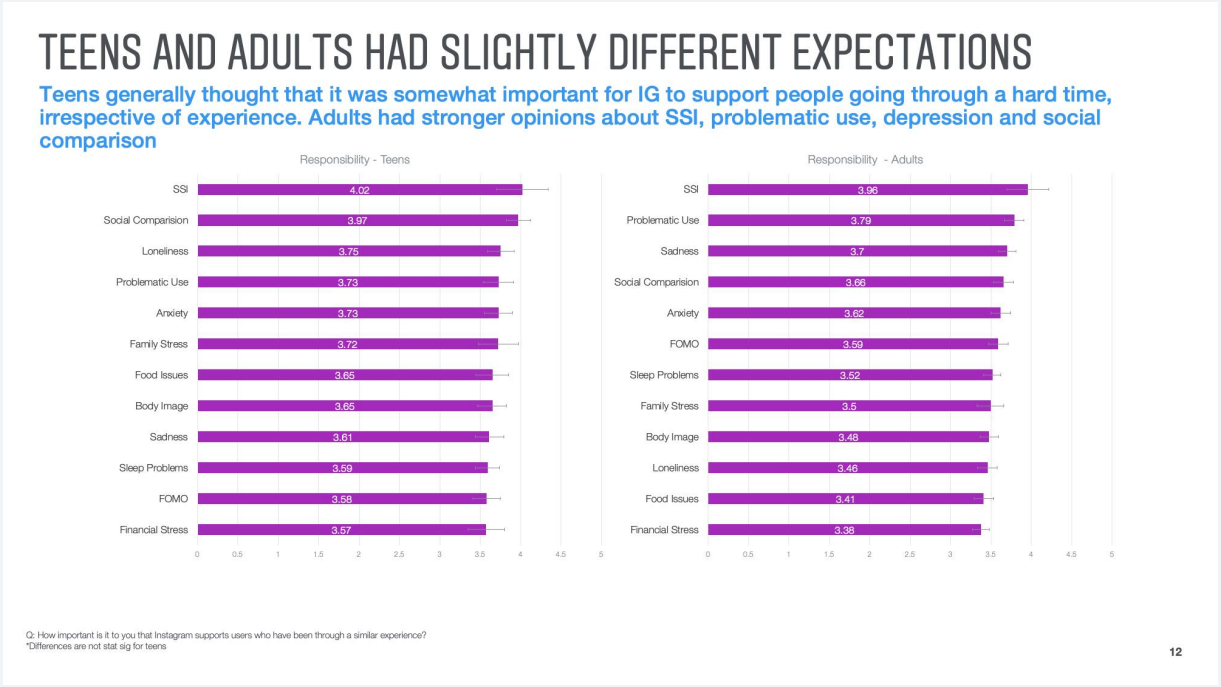



ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

Similar interpretation to previous graph; comparing teens to adults.

In addition, the subtitle at the top is misaligned with the results in the graph. It appears that most of the differences between teens and adults are not statistically different. Even where there are small differences in means, the difference between 3.38 and 3.57 on the 5 point scale is statistically indistinguishable.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

As in other slides, the question about the impact of Instagram was only asked to people who answered "yes" to experiencing one of these hard moments anywhere. The original question has five response options that are collapsed into three in this analysis.

Made it Better includes
- Made it a lot better
- Made it a little better

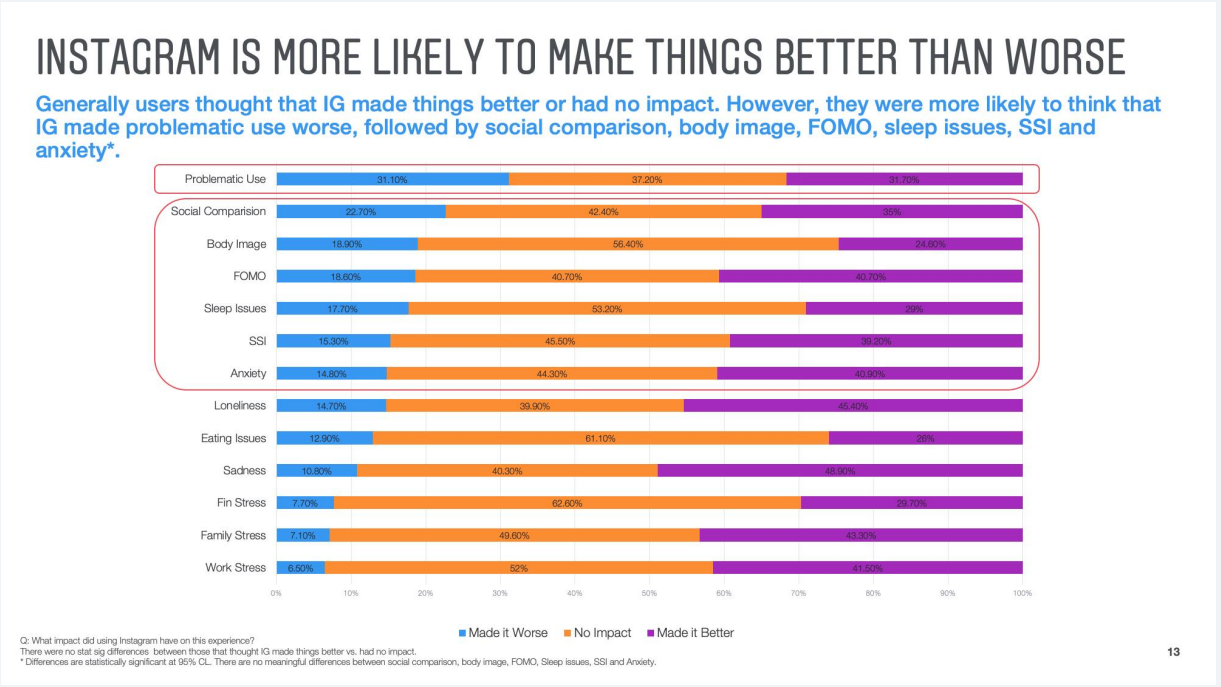
No impact includes only
- No Impact

Made it Worse includes
- Made it a little worse
- Made it a lot worse

The rows are stacked bars that identify the proportions answering in these buckets. The responses represent how survey takers already experiencing hard moments perceive the impact of Instagram on their experience. The estimates were based on a non-representative and non-random sample.

Note that the question wording asks users to self-evaluate causal impact of Instagram in a vague question with no reference, anchor or causal control.

The comparisons made is the subtitle are unclear and misaligned with the data in the graph. The "Made it better" category is always or almost always as large as or larger than the "Made it worse" category (though some do not appear to be statistically different, like "Problematic Use"). In all cases, the "no impact" is the category chosen most often.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

The responses represent how survey takers already experiencing hard moments perceive the impact of Instagram on their experience, and not the teenage population of Instagram users in general. Also, as this study is focused on the perceptions of survey takers, it is not designed to measure the causal relationship between Instagram and hard life moments. In this context, the causal language in the title is myopic.

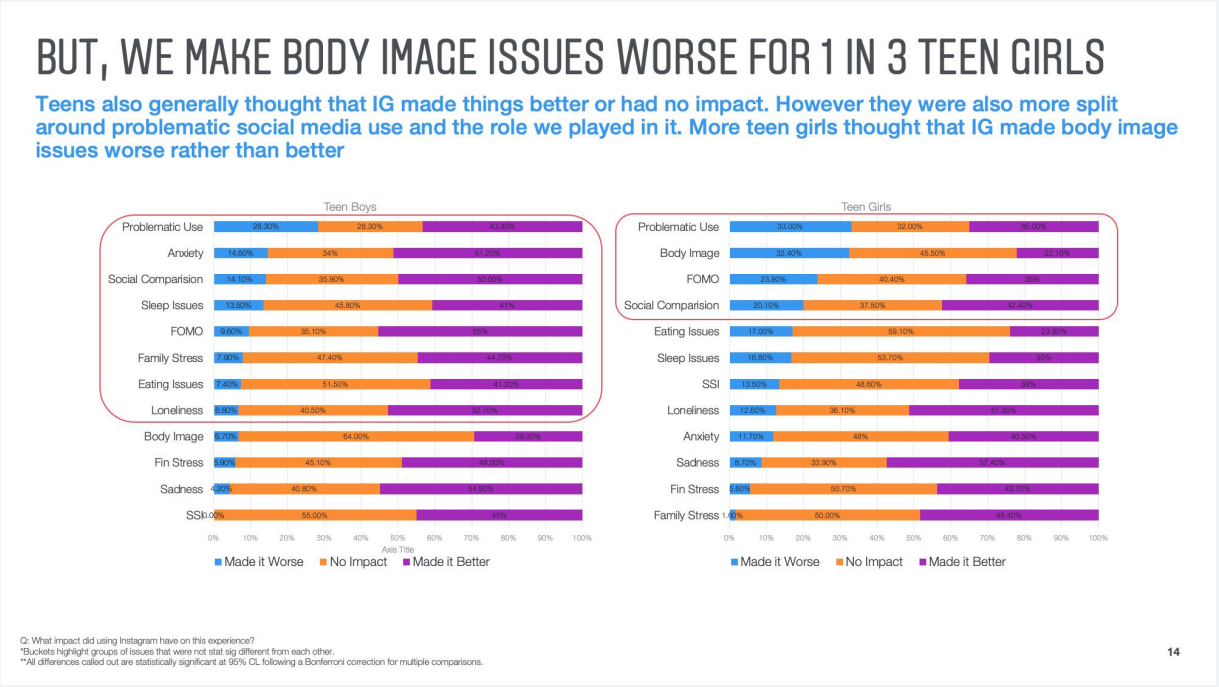
As in the previous slide, the original question has five response options that are collapsed into three in this analysis.

The rows are stacked bars that identify the proportions answering in these buckets.

The study has a complex recruitment flow that **only** asks this question if users have expressed a problem. This is likely to introduce bias to the estimate by selecting for people with problems.

The subtitle may be sensationalizing the negative impact on the graph, as in the prior slide where again "no impact" is often the most chosen category and "Made it better" is frequently larger than "Made it worse".

The headline also ignores potentially positive interpretations — for example, more than half of respondents self-report that Instagram makes their feelings of loneliness better, and large proportions state that Instagram makes feelings of SSI better. Once again, these are not causal and should not be over-interpreted, but they should not be ignored.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This question reports self-reported percentages of people selecting particular ways that they interacted with Instagram after answering about a particular experience. The results are not representative of the Instagram user population generally, but provide some guidance on ways Instagram might lean into to help users cope with hard life moments.

# MOST USERS USED INSTAGRAM TO TAKE THEIR MIND OFF EXPERIENCE

**They also used Instagram to find inspiration when having a hard time and get support from friends and family. Instagram was rarely used to raise awareness, learn more about the experience or inform friends and family about it. Self-reported usage of Instagram did not differ between teens and adults.**

| | Distract from experience | Did not engage | Get support from friends and family | Find Inspiration | Raise Awareness | Inform friends and family | Learn more about it | Something else |
|---|---|---|---|---|---|---|---|---|
| SSI | 49.40% | 32.70% | 15.50% | 25.00% | 4.20% | 6.50% | 5.40% | 5.40% |
| Body Image | 27.90% | 43.30% | 8.70% | 22.40% | 9.50% | 3.50% | 13.00% | 6.20% |
| Loneliness | 50.00% | 30.10% | 17.70% | 27.30% | 6.60% | 6.60% | 7.40% | 6.00% |
| Social Comparison | 41.60% | 31.00% | 13.80% | 25.80% | 9.50% | 5.30% | 10.50% | 5.20% |
| Financial Stress | 39.90% | 36.80% | 11.50% | 21.40% | 5.80% | 4.60% | 8.80% | 6.10% |
| Work Stress | 52.90% | 30.10% | 12.70% | 21.50% | 7.90% | 6.90% | 7.90% | 6.90% |
| Family Stress | 52.20% | 31.10% | 14.60% | 21.10% | 7.90% | 7.20% | 8.80% | 4.90% |
| Sadness/Depression | 54.00% | 24.40% | 12.90% | 24.20% | 7.00% | 7.10% | 10.60% | 9.10% |
| Anxiety | 55.00% | 26.90% | 14.40% | 23.60% | 8.50% | 7.50% | 9.60% | 4.50% |
| Sleep Problems | 38.00% | 42.90% | 10.80% | 15.30% | 6.00% | 5.70% | 8.90% | 6.30% |
| Problematic social media use | 28.70% | 40.00% | 15.60% | 19.20% | 10.10% | 9.80% | 12.10% | 8.20% |
| Eating Problems | 28.20% | 44.50% | 8.40% | 15.80% | 7.40% | 5.40% | 9.90% | 6.70% |
| FOMO | 43.90% | 27.50% | 15.30% | 23.40% | 10.20% | 7.40% | 14.50% | 7.30% |

Q: When you had this experience, did you use Instagram in any of these ways? Please select all that apply:

*% correspond with colors such that the higher the % of people that selected the options, the darker the color of the tile and the lower the percentage of people that selected an option, the lighter the color of the tile.

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

The question asks for opinions about how Instagram might help. Because the different color shading represents very small difference within each row, the colors alone may be perceived as larger changes without looking at the actual percentages (especially next to slide 15).

# MOST WISHED INSTAGRAM HAD GIVEN THEM BETTER CONTROL OVER WHAT THEY SAW (EXCEPT SSI)

**Apart from content controls, ability to connect with others who had gone through similar experiences was another area where users wished Instagram had supported them. Teens and adults had similar expectations of support from Instagram.**

| | Connected with Experts | Connected with close friends and family | Connected with people with similar experience | Given me control over what I saw | Helped me share my experience | Something else |
|---|---|---|---|---|---|---|
| SSI | 37.50% | 17.90% | 30.20% | 24.10% | 14.20% | 7.40% |
| Body Image | 20.60% | 10.40% | 26.30% | 26.80% | 10.40% | 16.20% |
| Loneliness | 18.70% | 19.90% | 26.90% | 29.30% | 11.50% | 11.60% |
| Social Comparison | 19.60% | 17.80% | 25.20% | 35.70% | 16.60% | 10.30% |
| Financial Stress | 20.50% | 16.70% | 19.50% | 21.60% | 10.10% | 15.80% |
| Work Stress | 16.60% | 17.70% | 21.60% | 29.80% | 14.00% | 14.00% |
| Family Stress | 18.70% | 17.30% | 24.10% | 27.60% | 10.20% | 14.10% |
| Sadness/Depression | 20.80% | 19.80% | 25.90% | 29.00% | 17.70% | 13.80% |
| Anxiety | 16.90% | 17.30% | 25.60% | 30.60% | 12.70% | 11.90% |
| Sleep Problems | 19.00% | 16.80% | 21.60% | 25.60% | 13.80% | 16.20% |
| Problematic social media use | 18.60% | 19.90% | 22.00% | 30.30% | 15.60% | 12.00% |
| Eating Problems | 17.40% | 13.70% | 21.00% | 27.90% | 11.00% | 15.60% |
| FOMO | 17.60% | 21.10% | 24.50% | 30.00% | 17.70% | 13.60% |

Q: What do you wish Instagram could have done to better support you during this experience? Please select all that apply:

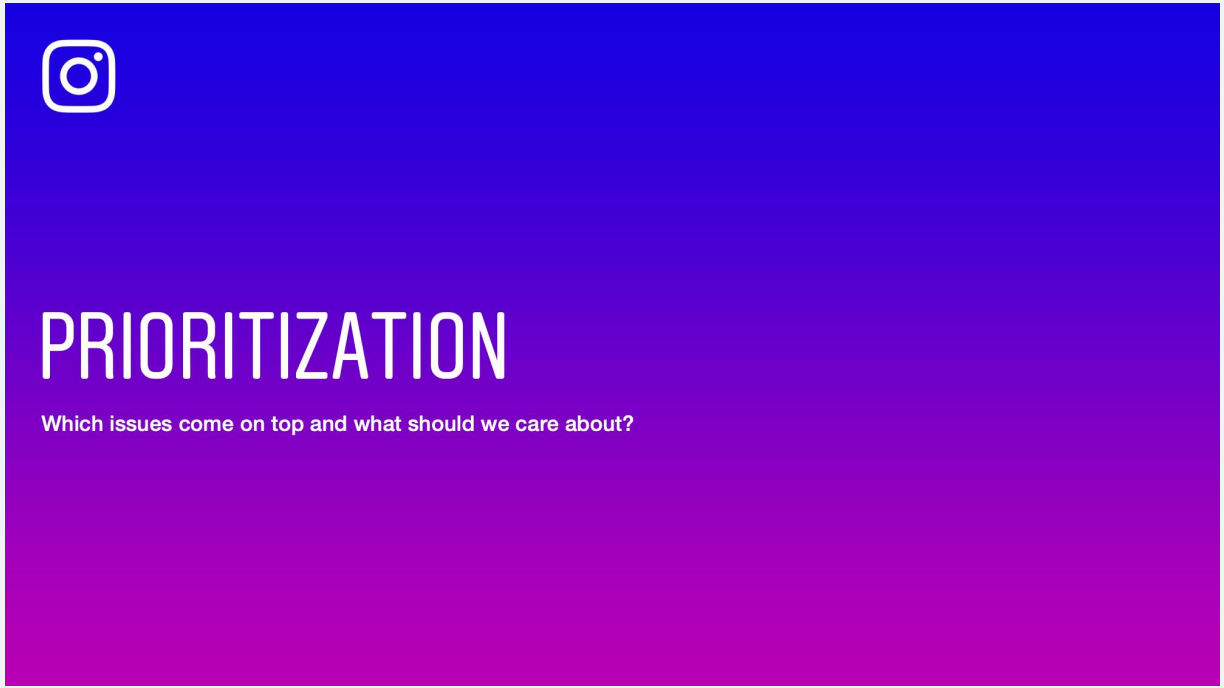
*% correspond with colors such that the higher the % of people that selected the options, the darker the color of the tile and the lower the percentage of people that selected an option, the lighter the color of the tile.

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

No context to add.




ORIGINAL RESEARCH

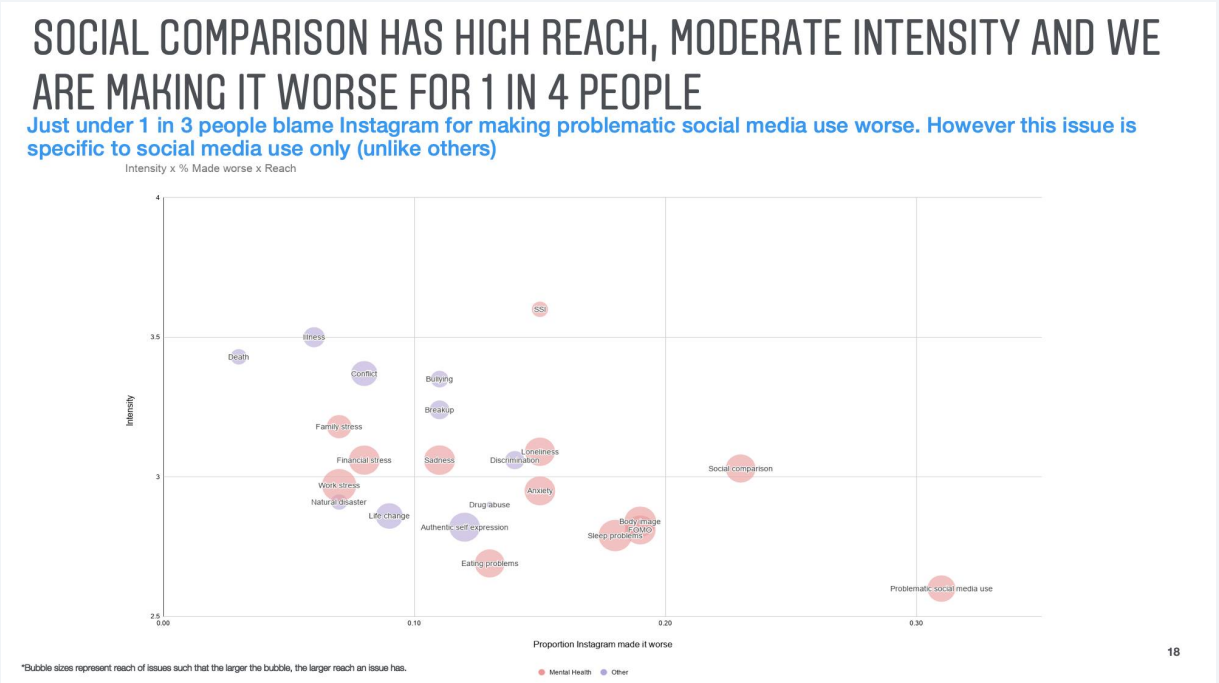
## FACEBOOK ANNOTATION

The purpose of this research was to suggest areas of product prioritization. This graph visualized a cross of three survey questions.

1. The size of the bubble represents the proportion of users surveyed who said "yes" to experiencing a problem. (This is the same question asked in slides 7 and 8). Importantly, this does not measure the proportion of people who had the experience on Instagram. It measures whether they had the experience anywhere in the last 30 days.
2. The x axis (across the bottom) represents the proportion of people who reported that Instagram "Made it a little worse" or "Made it a lot worse" when asked about impact (this is the same question analyzed in slides 13 and 14).
3. The y axis (on the left) represents the average score for "intensity" (this is the same question analyzed on slides 9 and 10)

Estimates of the axes (2 and 3) are calculated from a non-random subset of the population; these answers were conditional on reporting that they had one of the negative experiences.

The causal language and implied representativeness of Instagram users in the headline is myopic; as discussed throughout, this research did not measure directly whether Instagram makes things worse but how people who reported that they were already experiencing these issues felt Instagram impacted their experience.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This is similar to slide 18, but is limited to teens. It is the composition of 3 survey questions:

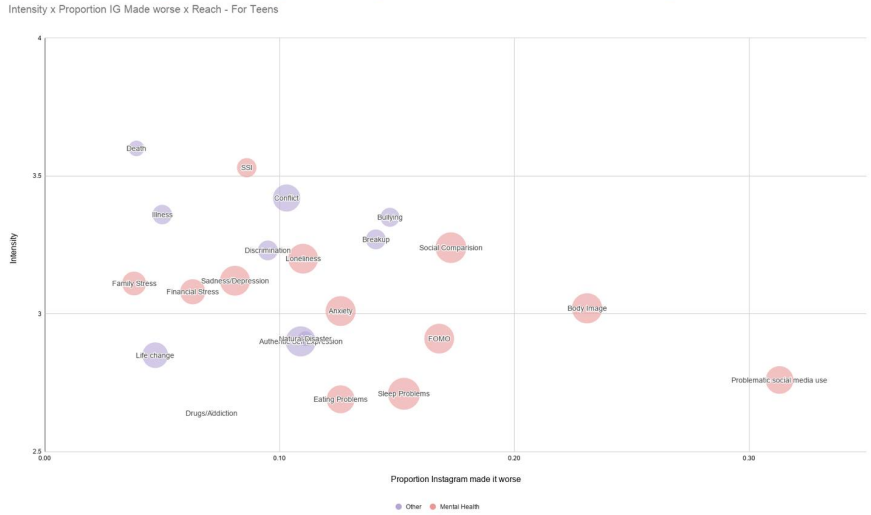
1. The size of the bubble represents the proportion of users surveyed who said "yes" to experiencing a problem. (This is the same question asked in slides 7 and 8).
2. The x axis (across the bottom) represents the proportion of people who reported that Instagram "Made it a little worse" or "Made it a lot worse" when asked about impact (this is the same question analyzed in slides 13 and 14).
3. The y axis (on the left) represents the average score for "intensity" (this is the same question analyzed on slides 9 and 10).

Unlike the previous slide the headline does not use strong causal language. This is still unlikely to be representative of Instagram teen population because of the conditional randomization in the survey design (the measures on the axes are only asked of people who **had** an experience), and the lack of non-response weights.

As discussed throughout, this research did not measure whether Instagram makes things worse but how people who reported that they were already experiencing these issues felt Instagram impacted their experience.

# BODY IMAGE (A RELATED ISSUE) ALSO STANDS OUT FOR TEENS

**1 in 3 teen girls blame Instagram for making their body image issues and problematic social media use worse. Social Comparison is a high reach, high intensity issue that 1 in 5 teens thought we made worse**




*Bubble sizes represent reach of issues such that the larger the bubble, the larger reach an issue has.

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

The overall ranking is based upon a combination of proportions and means seen in previous slides. It does not take into account differences in who responds to parts of the survey or adjusts for other research design features.

We are taking away from the research that social comparison/body image issues are important issues for users and this is informing our path forward with respect to our product as we consider ways to help teens cope with these hard life moments.

# SOCIAL COMPARISON RANKS HIGHEST AMONG ISSUES IG SHOULD CARE ABOUT

**We ranked issues by each category (reach, intensity, IG impact and expectation), to generate a composite average rank such that lower average indicates that the issue should be higher on our list.**

- Based on composite ranked scores, social comparison ranked highest across all age cohorts
- SSI ranked second, followed by depression (sadness), body image, anxiety and loneliness
- FB Survey: In the 2017 FB survey, social comparison ranked well below SSI, loneliness, anxiety and body image issues
- Opportunity: Negative social comparison is a unique opportunity area for Instagram to tackle given its relatively higher reach, intensity and our assumed responsibility.

| | Reach Rank | Intensity Rank | Expectation Rank | Impact Rank | Overall Rank |
|---|---|---|---|---|---|
| Social Comparison | 8 | 6 | 2 | 2 | 1 |
| SSI | 12 | 1 | 1 | 6 | 2 |
| Depression (Sadness) | 3 | 4 | 4 | 10 | 3 |
| Body Image | 2 | 8 | 9 | 3 | 4 |
| Anxiety | 5 | 7 | 5 | 7 | 5 |
| Loneliness | 7 | 3 | 8 | 8 | 6 |
| Sleep Issues | 1 | 10 | 10 | 5 | 6 |
| Problematic Use | 10 | 12 | 3 | 1 | 6 |
| FOMO | 6 | 9 | 7 | 4 | 6 |
| Family Stress | 11 | 2 | 6 | 12 | 7 |
| Financial Stress | 4 | 5 | 12 | 11 | 8 |
| Eating Issues (relationship with food) | 9 | 11 | 11 | 9 | 9 |

*Rankings do not take into account stats sig differences or lack thereof and simply rank issues based on % and means.

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

The overall ranking is based upon a combination of proportions and means seen in previous slides. It does not take into account differences in who responds to parts of the survey or adjusts for other research design features.

We are taking away from the research that social comparison/body image issues are important issues for users and this is informing our path forward with respect to our product as we consider ways to help teens cope with these hard life moments.

# FOR TEENS, IT IS FOLLOWED BY BODY IMAGE ISSUES

**We ranked issues by each category reach, intensity, IG impact and expectation, to generate a composite average rank such that lower average indicate that the issue should be higher on our list.**

- Based on composite ranked scores, social comparison still ranked highest for IG teens.
- For teens, body image (an issue related to and exacerbated by negative social comparison) ranks second.
- **Opportunity**: Negative social comparison and related issues with body image are especially crucial to tackle given the high ranking among teens
- **Opportunity**: There is opportunity to understand social comparison and the role it plays in impacting body image issues of teen girls

| | Reach Rank | Intensity Rank | Expectation Rank | Impact Rank | Overall Rank |
|---|---|---|---|---|---|
| **Social Comparison** | **2** | **2** | **2** | **3** | **1** |
| **Body Image** | **3** | **7** | **8** | **2** | **2** |
| **Loneliness** | 6 | 3 | 3 | 8 | **2** |
| **SSI** | 12 | 1 | 1 | 9 | **3** |
| **Problematic Use** | 9 | 10 | 4 | 1 | **4** |
| Anxiety | 5 | 8 | 5 | 7 | 5 |
| Depression/Sadness | 4 | 4 | 9 | 10 | 6 |
| Sleep Issues | 1 | 11 | 10 | 5 | 6 |
| FOMO | 7 | 9 | 11 | 4 | 7 |
| Eating Issues (relationship with food) | 8 | 12 | 7 | 6 | 8 |
| Family Stress | 11 | 5 | 6 | 12 | 9 |
| Financial Stress | 10 | 6 | 12 | 11 | 10 |

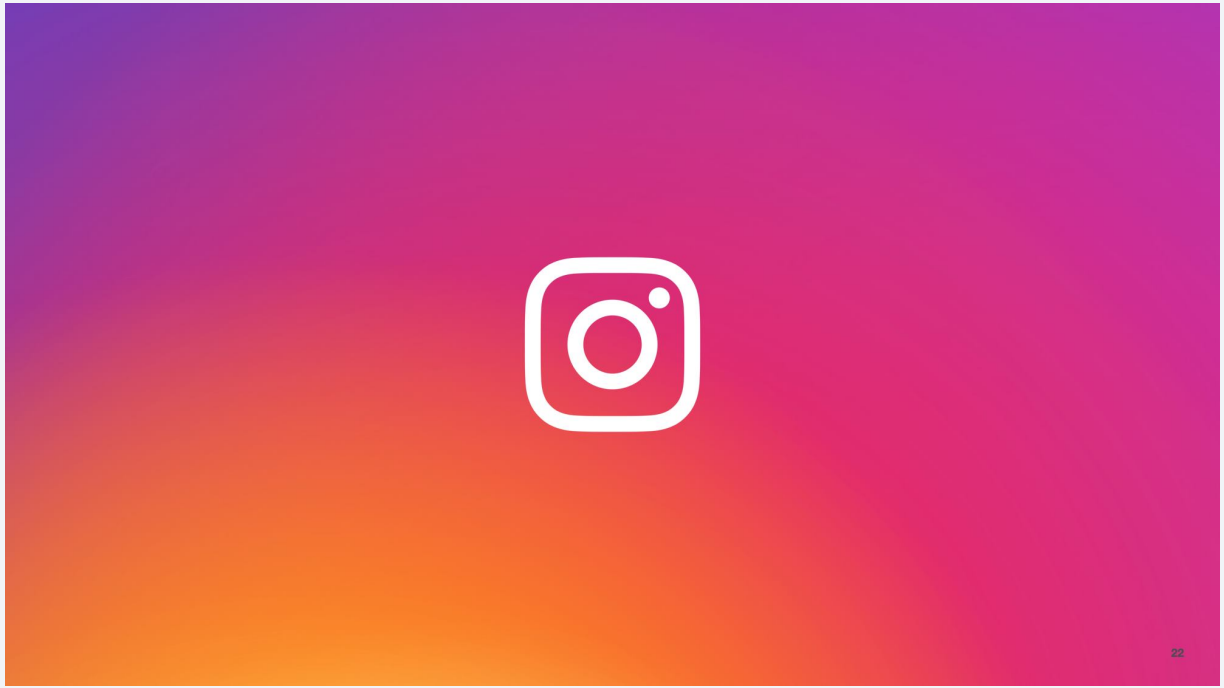
*Rankings do not take into account stats sig differences or lack thereof and simply rank issues based on % and means.

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

No context to add.




ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This is the same as slide 16, but is evaluated for teens only.

The question asks for opinions about how Instagram might help. Because the different color shading represents very small difference within each row, the colors alone may be perceived as larger changes without looking at the actual percentages.

# TEENS HAD SIMILAR EXPECTATIONS OF SUPPORT AS ADULTS FOR IG

Teens who experienced social comparison wished Instagram had helped them share their experience in a more authentic way

| | Connected with Experts | Connected with close friends and family | Connected with people with similar experience | Given me control over what I saw | Helped me share my experience | Something else |
|---|---|---|---|---|---|---|
| SSI | 35.70% | 15.50% | 36.20% | 15.50% | 15.50% | 10.30% |
| Body Image | 17.30% | 12.00% | 28.90% | 30.70% | 8.40% | 11.10% |
| Loneliness | 14.80% | 19.60% | 27.30% | 33.00% | 7.70% | 12.00% |
| Social Comparison | 16.80% | 13.80% | 26.30% | 31.40% | 14.70% | 10.80% |
| Financial Stress | 14.70% | 18.60% | 19.40% | 25.60% | 10.90% | 11.60% |
| Family Stress | 15.10% | 18.90% | 26.70% | 25.50% | 6.60% | 11.30% |
| Sadness/Depression | 17.50% | 19.50% | 22.00% | 28.50% | 17.00% | 17.50% |
| Anxiety | 15.20% | 18.70% | 28.80% | 34.40% | 11.60% | 8.10% |
| Sleep Problems | 15.70% | 19.60% | 21.20% | 24.50% | 14.50% | 13.70% |
| Problematic social media use | 21.60% | 23.40% | 25.10% | 40.70% | 19.20% | 10.20% |
| Eating Problems | 19.50% | 17.80% | 21.30% | 32.00% | 10.70% | 11.20% |
| FOMO | 19.50% | 19.00% | 25.30% | 30.60% | 18.10% | 11.30% |

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ORIGINAL RESEARCH

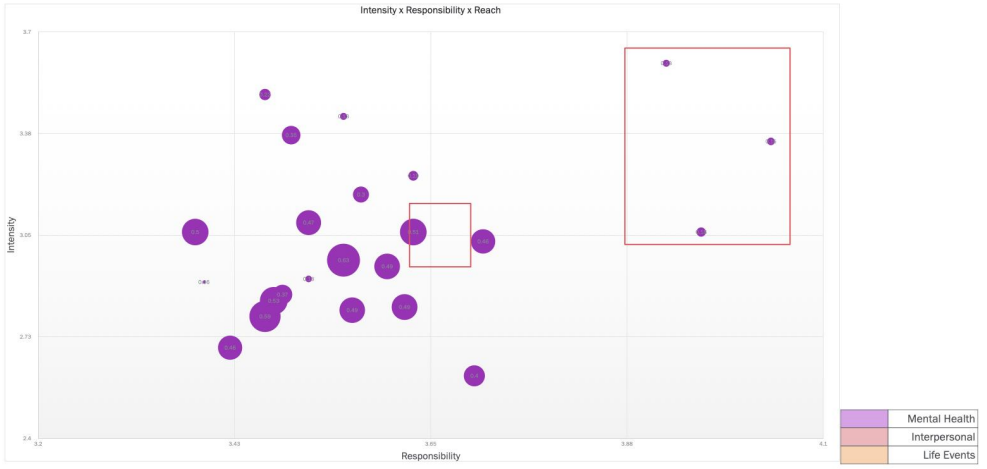
## FACEBOOK ANNOTATION

Like slides 18-19 this graph is a composition of three variables. It substitutes perceived impact on the x-axis (on the bottom) with Instagram's perceive responsibility. The x and y axes are averages from five-point scales with higher numbers more negative. The size of the bubbles represents the proportion stating that they had experienced a problem.

This slide and the methods employed in the study are perceptual in nature and not suitable for inferring how Instagram impacts these changes. Nonetheless, it is useful to know what issues users are dealing with to inform product strategies related to helping users cope with their hard life moments.

# RELATIVE IMPORTANCE OF ISSUES

Bullying, SSI and Discrimination are lower reach, but issues users feel we should provide support for. Social Comparison stood out as a high reach, moderate intensity issue that users want support for.




Intensity Q: How bad did this experience make you feel?
Responsibility Q: How important is it to you personally that Instagram tries to support people who have similar experiences?

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ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This slide is similar to ranking exercises in slides 20 and 21. This slide and the methods employed in the study are perceptual in nature and not suitable for inferring how Instagram impacts these changes. Nonetheless, it is useful to know what issues users are dealing with to inform product strategies related to helping users cope with their hard life moments.

| | Reach Rank | Intensity Rank | Responsibility Rank | Role Rank | Overall Rank |
|---|---|---|---|---|---|
| Social Comparison | 2 | 2 | 2 | 3 | 1 |
| Body Image | 3 | 7 | 8 | 2 | 2 |
| Loneliness | 6 | 3 | 3 | 8 | 2 |
| SSI | 12 | 1 | 1 | 9 | 3 |
| Problematic Use | 9 | 10 | 4 | 1 | 4 |
| Anxiety | 5 | 8 | 5 | 7 | 5 |
| Depression/Sadness | 4 | 4 | 9 | 10 | 6 |
| Sleep Issues | 1 | 11 | 10 | 5 | 6 |
| FOMO | 7 | 9 | 11 | 4 | 7 |
| Eating Issues (relationship with food) | 8 | 12 | 7 | 6 | 8 |
| Family Stress | 11 | 5 | 6 | 12 | 9 |
| Financial Stress | 10 | 6 | 12 | 11 | 10 |

*Rankings do not take into account stats sig differences or lack thereof and simply rank issues based on % and means.

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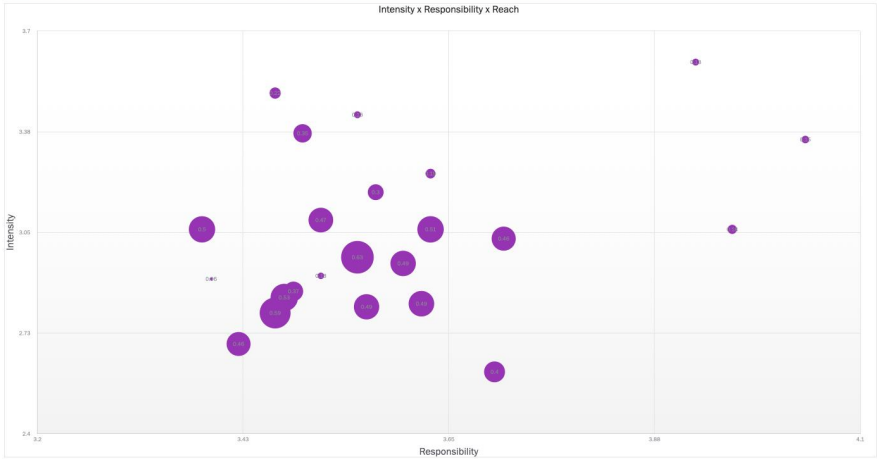
ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This is a duplicate slide to 24 but with fewer internal annotations. This slide and the methods employed in the study are perceptual in nature and not suitable for inferring how Instagram impacts these changes. Nonetheless, it is useful to know what issues users are dealing with to inform product strategies related to helping users cope with their hard life moments.

# RELATIVE IMPORTANCE OF ISSUES

Bullying, SSI and Discrimination are lower reach, but issues users feel we should provide support for. Social Comparison stood out as a high reach, moderate intensity issue that we should support users on.




Intensity Q: How bad did this experience make you feel?
Responsibility Q: How important is it to you personally that Instagram tries to support people who have similar experiences?

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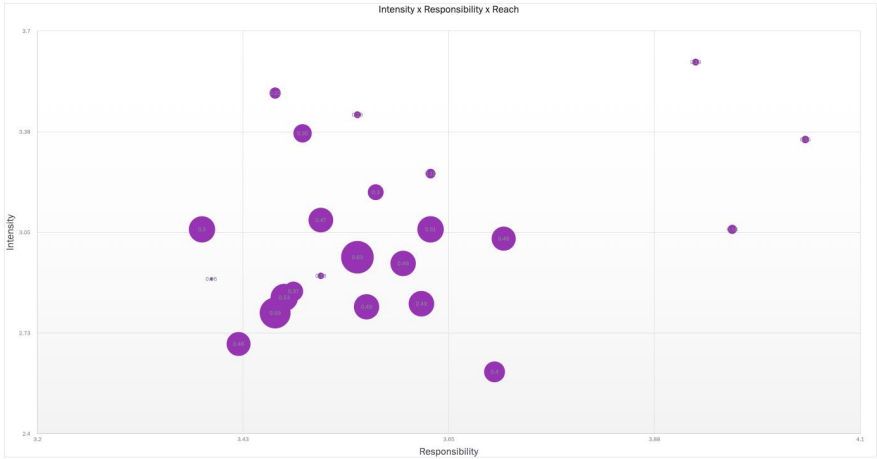
ORIGINAL RESEARCH

## FACEBOOK ANNOTATION

This slide contains a duplicate visualization; the prior slide includes the text of the survey questions being plotted on the axes. This slide and the methods employed in the study are perceptual in nature and not suitable for inferring how Instagram impacts these changes.  Nonetheless, it is useful to know what issues users are dealing with to inform product strategies related to helping users cope with their hard life moments.

# RELATIVE IMPORTANCE OF ISSUES

Bullying, SSI and Discrimination are lower reach, but issues users feel we should provide support for. Social Comparison stood out as a high reach, moderate intensity issue that we should support users on.




Intensity Q:
Responsibility Q:

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ORIGINAL RESEARCH