Tennessee v. Meta
Case No. 23-1364-IV
PX-00987

Message

From: Gargi [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 2/1/2022 6:52:15 PM
To: Miki Rothschild @fb.com]; Amer @fb.com]; Andrew @fb.com]; Elizabeth @fb.com]; Jonathan @fb.com]; Lori @fb.com]; Nino @fb.com]; Sharon @fb.com]; Ted @fb.com]
CC: Anastasia @fb.com]; Brian @fb.com]; Charles Sismondo @fb.com]; Diego Castaneda @fb.com]; Kingsley @fb.com]; Sam @fb.com]; Veronica @fb.com]; Han @fb.com]; Derek Mu @fb.com]; Mia @fb.com]; Justin Cheng @fb.com]; Stanley @fb.com]; Jonathan @fb.com]; Kyle @fb.com]; Ellen @fb.com]; Aishwarya @fb.com]; Liza Crenshaw @fb.com]; Francesco @fb.com]; Lauren (IG) @fb.com]; Andrea Saul @fb.com]; Tracey @fb.com]; Rehman Khan @fb.com]; Dayna Geldwert @fb.com]; Vaishnavi @fb.com]
Subject: Feedback Requested by 2/1 2pm: Take a Break Improvements

Hi all -

Based on feedback in the email review below, we updated the deck to include - (1) more user and external rationale for considering default opt in for teens (2) spectrum of options for how bold we want to be (3) clarity on success proof points & risk mitigation. The Communities' review was rescheduled to 2/3 (Thursday) so sharing a preview of the updated deck here for any questions/concerns. Please share any questions/concerns by **2 pm**, in time to send out the final pre-read by EOD.

Thanks,
Gargi

From: Gargi @fb.com>
Sent: Thursday, January 27, 2022 12:35 PM
To: Miki Rothschild @fb.com>; Amer @fb.com>; Andrew @fb.com>; Elizabeth @fb.com>; Jonathan @fb.com>; Lori @fb.com>; Nino @fb.com>; Sharon @fb.com>; Ted @fb.com>
Cc: Anastasia @fb.com>; Brian @fb.com>; Charles Sismondo @fb.com>; Diego Castaneda @fb.com>; Kingsley @fb.com>; Sam @fb.com>; Veronica @fb.com>; Han @fb.com>; Derek @fb.com>; Mia @fb.com>; Justin Cheng @fb.com>; Stanley @fb.com>; Jonathan @fb.com>; Kyle @fb.com>; Ellen @fb.com>; Aishwarya @fb.com>; Liza Crenshaw @fb.com>; Francesco @fb.com>; Lauren (IG) @fb.com>; Andrea Saul @fb.com>; Tracey Orick @fb.com>; Rehman @fb.com>; Dayna Geldwert @fb.com>
Subject: Re: Feedback Requested by 1/27 Noon: Take a Break Improvements

Thanks Miki. That sounds good - we will update the deck with the spectrum of options and focus the Monday review on topic #1.

From: Miki Rothschild @fb.com>
Sent: Thursday, January 27, 2022 12:32 PM
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Subject: Re: Feedback Requested by 1/27 Noon: Take a Break Improvements

RE #1, I think this is worthy of a full review in our upcoming Communities Leads slot. My only other feedback in addition to what I shared below is it might aid the discussion to show a few options for where we could end up: (1) an opt-in (current approach but perhaps show how far we could push), (2) no default (blocking for user choice) and (3) out-out, for each showing what experience might look like from a teen perspective, and frame some of the pros/cons for each one.

From: Gargi [redacted]@fb.com>
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Subject: Re: Feedback Requested by 1/27 Noon: Take a Break Improvements

Thanks, Amer and Miki for the feedback. Here are the responses:

1. **Opt in by default:** Agreed that some of the previous context is missing and we are working on adding it along with addressing your questions below back into the deck (in time for the Communities/Pavni review on Monday). Primarily, the considerations at play are:
    a. **Awareness & Control**: From a teen POV, there was positive feedback about Take a Break at launch, but current data shows that at this initial stage self-awareness is low and most teens prefer the (longest) 30 min break reminder option. With default opt in, we propose creating upfront awareness among teens new to IG about the amount of time they spend and a control to help them manage it. The first time they will see the reminder is when they spend 20 consecutive mins on the app.
    b. **Friction vs. effectiveness**: Some of the potential risks around engagement are mitigated by the low friction/non-blocking UX we have and straightforward means for teens to edit/turn off reminders. We will also understand the effectiveness as we start to examine impact to NAC and long-term well-being benefits.
    c. **Parents**: Parents have also reported screen time and insufficient controls as a major concern.
    d. **IG's stand**: IG's commitment to building age-appropriate experiences and addressing some of the communications from press, experts, and policy makers, that we do more to help young people address the nature of their engagement on our app
    e. **External view**: Exploring default opt in for teens will also be a strong proof point against the "profit over youth well-being" narrative. We are also taking this to Youth Advisory Council tomorrow for more

feedback. Finally, there is also legislation in progress across US/UK/PH/BR that would require companies to limit time that teens can spend on app (adding these details to the deck)

2. **"Not Now" on Explore vs. Reels:** The unit on Explore was smaller compared to the Reels full screen experience making it easy for users to miss it as they swipe through. We added "Not Now" to Explore at the time to collect explicit feedback from users not interested in the feature and to stop the upsell if user explicitly dismisses it more than 3 times. With Reels, we are matching other Reel upsell patterns where swipe up/down would be the same as "not now" or "dismiss". We are analyzing the dismiss usage of the upsell in Explore in the next few weeks and will propose changes to the current UX based on learnings.
3. **Disabling notifs**: Yes, this was intentional. Originally, we had it in the deck with the caveat that results from user research were still pending. Given the flux therein, we have removed it for now, focused the deck on enabling break reminders and will present a more holistic break experience plan as a follow up. Sorry for the last-minute change but felt it might be cleaner and easier for decision making this way.

Thanks,
Gargi

From: Miki Rothschild [redacted]@fb.com>
Sent: Wednesday, January 26, 2022 5:48 PM
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Subject: Re: Feedback Requested by 1/27 Noon: Take a Break Improvements

Hey team,

Filling in for JM since he's out on sick. A few thoughts:

1. On opt-in default, I think this is worthy of framing up and discussing in more depth, including reviewing with Pavni. I do want to make sure we are approaching this from a perspective of what's the right experience for people (teens) as oppose to it being supported by the team's adoption goal, which will obviously move positively in this case but doesn't necessarily mean it's the right experience. More specifically, I'd want to make sure that (a) we're explicit about the principle basis for doing this (e.g. do we think this is what most teens/guardian want? Or are we applying our own value? Or are we applying what experts recommend to us?), (b) how we're validating that and (c) what the guardrails for this pursue might look like.
2. Reels upsell seems like a no brainer and a great direction. Minor question, I see our current upsell (slide 5) has a "not now" option, while the new Reels one doesn't. Seems reasonable but curious if that was intentional?
3. I previously saw notification disable during the break but it's now scrapped from the deck. Is that intentional?

Thanks,
Miki

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Subject: Re: Feedback Requested by 1/27 Noon: Take a Break Improvements

Thanks for sharing. I added a few non-blocking comments directly in the deck.

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Subject: Feedback Requested by 1/27 Noon: Take a Break Improvements

Hi all -

Here is the deck outlining our proposed post-launch Take a Break improvements (this is an email review with WB leads in advance of a Communities review on Monday 1/31). This deck describes our approach to reducing NAC by driving adoption of Take a Break, starting with (1) default opting in new teen accounts, (2) surface expansion to Reels for upsells to existing teens, and (3) improving the break experience. As a reminder, we have a goal this half to grow adoption to 0.6% of teen WAU globally (a ~30x increase from current state, 0.02%).

As outlined in the discussion topics, we are seeking feedback on the proposed approach and designs ahead of build start. **Please share your questions/feedback by Thursday noon**, in time us to send the pre-read for the Monday Communities review.

Thank you,
MWB Team