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

DX3474

Casper: Researching Churn, Deactivators, and Deleters

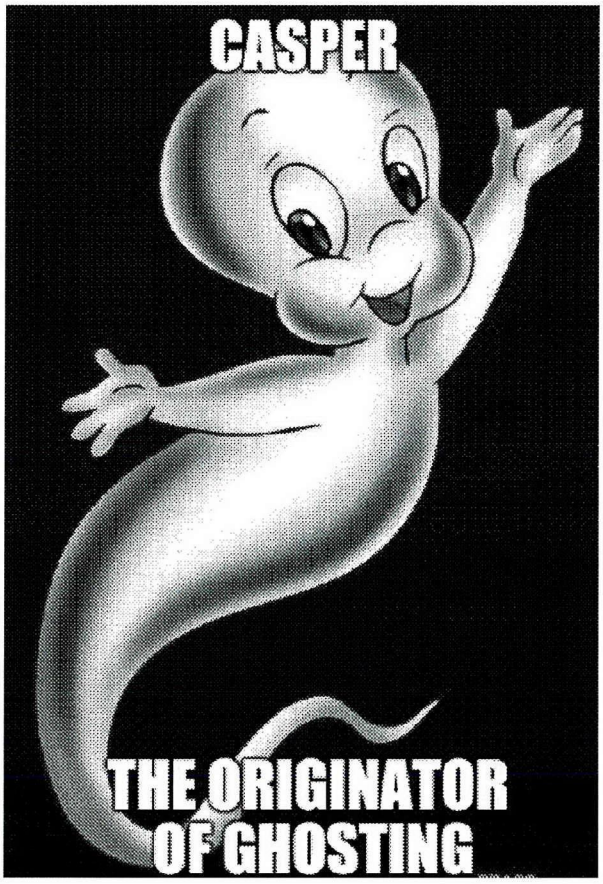


EXHIBIT
5
6/26/24
PENGAD 800-631-6989

Casper, as in why are people ghosting the platform and no longer showing up?

Casper diary study plans {in progress}

POC (remainder of 2018): Sean Ryan (UX Research)
POC: Sean Ryan (March 13-May 29)

Churn = inactive for a period of 30 days or more on platform.
Deactivators = People who have deactivated their accounts, at least temporarily with the assumption that they could come back at some point.
Deleters = People who have completely deleted their public profile and accounts and effectively off the grid for FB.
Decliners = People who's usage has precipitously dropped off over time-- e.g., going from everyday use to more sporadic use.

Key research questions:

- What are the key reasons why people leave FB or stop using for an extended period of time (churn)? And what can this tell us about Well Being, product improvements, etc?
- How much of churn is a push vs a pull? i.e., how much can be attributed to changing life circumstances (pull) versus a direct result of FB no longer being valued, or worse, doing something negative that prompts them to quit (push)?
- What are people replacing FB with when they stop using? Other social media-- IG, Snapchat, etc? And how does this break impact their social interactions with friends/family, etc?

- Is this an individual act for most? Or what is the social impact of their leaving-- e.g., negative word of mouth about FB as aftermath?
- For Core Values work, how much of churners can be tied to FB not measuring up to it's primary benefit or JTBD (e.g., connecting family and friends)?
- For agency/control work stream, how much of churn is tied to:
    - 1) Users not feeling that their identity is safe/private on FB (general privacy);
    - 2) Not feeling like they understand who is seeing what on News Feed and other areas of the platform (controls and settings);
    - 3) Tiring of the negativity on the platform-- e.g., political rants, etc (Summer's "it's no fun anymore" conclusion)
    - 4) Lack of self control (well being)

Goals

- Develop a deeper understanding of what the causal effects are of leaving the platform for an extended period of time and/or deleting their accounts all together. From this we can develop a waterfall/drivers chart for the top reasons and their respective contributions to the overall problem. Then we can prioritize and target solutions.
- Help the company prioritize areas of the platform and experience that are triggering people to leave/abandon ship.
- Situate this work in the broader scope and context of Well Being research efforts (assuming there are connections between leaving the platform and general well being concerns).
- Connect work with new core values strategy-- exploring Low Activators in particular and how they got to that point.

Assumptions Going In

- Churners may have stopped using for the following reasons:
    - Well being-- they felt that FB was taking up too much time, didn't enjoy negative content shared, etc
    - Bloat-- the interface has become too complex, bloated with features, and lacks design simplicity
    - Life changes-- they simply don't have the time to focus on FB anymore due to significant life changes (e.g., new child, new job, health concerns, etc)
    - They are no longer finding value in the experience-- e..g, Low Activators from the Core Value work (Eden Litt)
- Deleters have been burned severely by FB and have no thoughts of returning (such a small percentage of users go through total deletion this will be difficult to explore)
- Deactivators have more problems with internal locus of control-- they deactivate temporarily to stop themselves from over-use. But over time they reactivate and reinstall the app when social pressure or FOMO mounts.

Sample Populations

It would be ideal to approach this problem from a few different angles to make sure we have properly covered the range of key behaviors and motivators that contribute to churn, slowing down, and ending platform usage. We should do a combination of on platform research (Group 2) and off (Group 1 and 3). This will give us the most holistic picture of the problem space.

Group 1: Churners-- work w/DS to target a large subset of users who have stopped using for 30 days or more (we should specifically target people who were DAUs or frequently used and then churned)

Group 2: Decliners-- work with a DS to target a subset of users who were using on a daily basis over the course of a month, but then slowed down their usage to a crawl the next month (e.g., use once per week now or a few times in a month)

Group 3: TBD {We had thought about a gen pop survey to capture those who are totally off platform now}

Challenges/unknowns

- We cannot research people on platform because they have deleted their accounts and/or are no longer active on FB.
    - But, can't we reach out to people who have deactivated and reactivated? i.e., we'll have emails for people who haven't been active in 30 days. For reactivators there accounts will be active again (in which case we could talk to them on platform). Who do we talk to about this kind of data capture?
- This research will rely on reaching out to FB users via e-mail contact (not on platform) so there is bound to be a lot of waste or low hit rates. We'll need a sizable sample population to start with (at least n=10K+)
- Just because they have stopped using for 30+ days does not mean there is something wrong. How do we account for people who have just been too busy or are taking mini-breaks? Or are these just other interesting use cases to account for as well?
- Will this require XFN review? Assume "yes"

- How much support can we get from DS + quant to design, execute, and interpret survey results?
- What can we get done and/or prepped by the end of this half (I will be out all of Jan, Feb, and most of March for paternity leave)? Who will we hand this work off to for the next half?

out of scope?

- International work? Let's define the problem space and the key motivations first. We could roll it into international markets at a later date if we feel we might be missing out on some triggers to stop using.

collaborators

- Key stakeholders: Chandra Mohan Janakiraman (Well Being); Core Values work stream
- Other stakeholders: Edin Litt (for Core Value Research); Summer Schiavo (DAP Decliners work stream), Cheryl Chotrani (took over Summer's work after she transitioned to What'sApp)
- Quant planning: New CoreX quant (starting in January, 2019)
- Data science planning/help: Carrie Liu and/or TBD
- UX Researchers: TBD, Crystine Gray

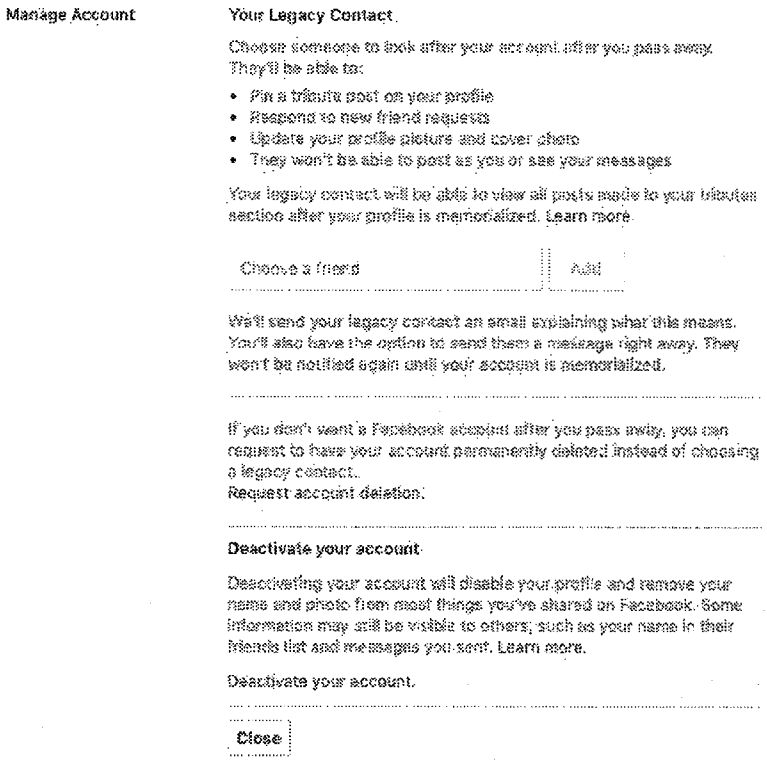
Timeline

Note: gaps in the timeline are due to the fact that I will be most likely be out on paternity leave Dec 21 to March 18 and then again from May 28 to July 8.

Primary Research

- New analyses from Interfaces Health tracking churn survey (FB4A to mSite)
- Current deactivation flow for FB **should include some of these same questions in gen pop purvey (but later on, start open ended)
- Have we made people addicted to Facebook?
    - Full deck
- Deactivation and time spent correlation
- DAP sessions decline and Note: https://fb.workplace.com/notes/summer-schiavo/sentiment-is-linked-to-sessiondap-declines/350468209022039/
- FB4A Churn: https://fb.facebook.com/notes/jerrod-lowmaster/emmos-first-mission-fb4a-churn/386430738425880/
    - To that end, this note touches on the following areas:
        - Churn Type: When a user churns from FB4A, where (if anywhere) do they go?
        - Engagement Levels - A method of reasoning about coherent subpopulations of FB4A MAP.
        - Device/Application-Instance Sharing: Does it matter that more than one person tends to login to the same App?
        - Preventing Future Regressions: How we want to help reduce churn for future experiments.
        - Remediation of Past Regressions: How we will surface and address aspects of the app that have already shipped and is poorly serving many users.
- Who Churns? https://fb.facebook.com/groups/1659540597685785/permalink/1681811148792063/
    - Identifying ways to measure who churns
- Note on Cares About Users (CAU) and Long Term Churn
- FB4A Churn Buckets: https://fb.facebook.com/groups/product.foundation/permalink/789429384565763/
    - The FB4A Churn Deficit (Organic Resurrections - Organic Churn) is significant and growing progressively worse, and the top line effect to FB4A MAP is being masked by historically strong FB4A new user growth. We need to manage this aggressively or be prepared to watch FB4A MAP stagnate and ultimately begin to shrink.

- FB4A Interface Churn Buckets: https://fb.facebook.com/groups/587095874672365/permalink/1305731309475481/
  - About half of churn off of FB4A is a product (largely onboarding) problem, not an interface problem
  - FB4A Resurrections are an outrageously leaky bucket - 1/3 of resurrections churn again in a month. We don't just need to resurrect more, we need to retain resurrected users better.
  - 20% of our churners are persistently low engaged, spend little time, upgrade rarely, and opt in to features like DSM at half the rate as everybody else. Addressing this high risk population will require new approaches.
  - Whatever we do to help struggling users, we need to shield our persistently highly engaged users - they're 43% of MAP, 65% of DAP, 75% of daily time_spent on FB4A, and churn 60 times less frequently than the other 600MM MAP.
  - Wasted bytes don't present any obvious opportunity to reduce churn. We've got some experiments that will provide results in the coming weeks, but I see no reason to expect promising results
- Why do people delete Facebook?
  - Having another account– SUMA most common reason for deleting (27%), followed by not finding FB useful (19%)
  - Different drivers for developed and emerging market– US/Europe reconsidering value and security of FB
- Steps for deactivating and deleting account (Facebook help tutorial)
- Current language around deactivating:



- Current language around deleting account
- Usability Study of Deactivation Flow (Rebecca Lehrman on Growth)

secondary research

- CHI study on relapsers

Scoping notes

Eden Litt 11.19.18

- Looking at typology created in Core Values work (forthcoming) how many churners fit into some of these categories? i.e., how many people have left FB because it didn't measure up to their values or needs?

- Particularly for the "Low activators" who were primarily coming to connect to friends and family. {If it can't do that much, then what do we have here?}
- Where are we not delivery on our brand promise (outside of well being reasons)?

- Maybe check out people who are borderline about to delete or quit FB too? {Good idea, think we will capture some of this with people who's usage has trailed off, but not sure?}
- Also mentioned checking out the Note: Have we made people addicted to Facebook?

Potential QUESTIONS

Gen-pop survey draft {work in progress}
Diary study draft {work in progress}

Connecting to core values:
Please read each pair of statements closely and decide which one you agree with more.

VA1a: Using Facebook is an important part of my day. [VA1b: Spending more than a few minutes on Facebook is a waste of time.]

VA2a: Facebook plays an important part in my life. [VA2b: I could easily live without Facebook.]

We usually say that someone is considered to have sustained activation if they pick VA1a AND VA2a -- and everyone else is considered to havefleeting activation. But if you really wanted to make sure you were getting the lowest of lows, you could say someone4 has low activation if they select VA1b AND VA2b.

Summer Schiavo 11.2.18

- Connecting about DAP sessions decline to see where they are at on this and if it makes sense to collaborate further?
- Summer is interested in collaborating where it makes sense-- mentions connecting with actual DS's who did analysis but she has a good handle on what they did and what it means...bottomline: FB is no fun anymore. That's our big problem for decliners/deactivators.
- Less important for staying connected with friends and family, less useful (utlitity), and less fun were all major reasons for session declines-- similar to what we've seen in agency/control and core values work
- This is on platform and over a span of a year {Note, we were going to look at a monthly comparison-- should we look at it more longitudinally?}
  - Alternatively can/should we repeat the same data sample and target this same group again for the survey? {my sense is "no" because they have already covered a lot of what we would look at. The only reason would be to see if sentiment has changed over time-- but if they are off platform now, we can't target them anyways}
- Summer says make sure you ask the DS to look at trending over time, not just one month at a time to look at patterns.
-

Jessica Kubo 11.26.18

- Reddit would be a good starting point for checking out people who have deleted/deactivated their accounts-- a number of threads there to check out.
- PAC survey included 8 negative experiences that might have led to churn (from SGG...social good and goodwill team?)
- Compromised accounts (hacked) could be another reason for churn-- Jessica has her own personal story of being impersonated and deleting her account back in 2008
- Could explore the idea of "expectations" not being met, as mentioned in Note more-- this ties in with core values work too.
- Repeated measures-- looking at how sentiment changes over time is tricky. They tried to look at how the ratings went down...5-4-3-2-1 for specific users who have churned but didn't get enough of a sample.
- Looking at the FB to IG migration for churn would be an interesting tie-in here (and something we saw in Highbrow and other agency/control work)
- External events (media echo chamber) could prompt churn too...Cambridge Analytica, etc.

Summer Schiavo 11.27.18

- Summer shared her most recent survey in Simon in case we want to replicate/reuse any of those questions: https://our.intern.mc.facebook.com/intern/survey/simonx/survey/?oid=1930713540383236

- Connected me with other churn research efforts underway: Kirti Kanitkar says: "Joy and I are working in parallel on some value research and I've just launched the Fun driver study and will have results by end of next week."
    - Joy's work is off platform so they have that covered as well
- DAP decliners work is US only-- one opportunity would be to expand this to other markets. Maybe Canada and UK make sense given their importance right now for Goodwill?
- Summer is going to share her results from the 2nd survey (same group of decliners as original survey) she just finished in the coming weeks.
- There appears to be a definite tie-in with well being concerns, as we expected.
- Outside of expanding the quant to other markets, it would be good to do more qualitative research to dive deeper into the high level insights.
- Other interesting findings from Summer's 2nd survey
    - Politics was actually less of a reason for heavy decliners exiting the platform (compared to the other two groups in the survey)
    - Groups was a positive reason to stay on platform

Eden Litt 3.15.19

- Fully on board with trying to connect core values work with reasons for deleting and/or tapering their use off the platform
- Low activators probably the most interesting segment to explore since they are most at danger of leaving the platform.
    - Interesting to understand how they got to that point-- why? And were they in one of the other 3 groups prior to that? Were they Ad Hoc Activators first? Were they Niche Activators, but then the niche died off?
    - This is actually a good case for in person interviewing-- to understand that trajectory and how they got to that point.

Cheryl Chotrani 3.18.19

- Checking in to see what new work her group (FB Marketing Research & Insight) is engaged in around churn
- Not really looking at churn right now, but the positive side of the equation from Summer's work-- how do we spark joy in more experiences

Jerrod Lowmaster 3.19.19

- Users who have not activated (logged into app) for last 28 days are considered deactive.
- There is organic vs inorganic churn-- Check out Milky Way dashboard which documents the account status steps
- Resurrection flow-- check out this note: https://fb.workplace.com/notes/jerrod-lowmaster/fb4a-is-a-revolving-door-for-new-and-resurrected-users/396442250758062/

Rebecca Lehrman 3.22.18

- Planning to do a usability study looking at current deactivation flow and how to improve it
    - Tying YToFB to the workflow around "spending too much time"
    - Also current flow reactivates you automatically after 7 days if you select "temporary"-- which seems like a dark corner
- About to launch another survey on people who have returned to FB after deactivating
    - Why are you back? Do you still feel the same away about FB, based on the reasons you selected in deactivation flow
    -

Contact Support

Conversation History

Sean Ryan added Alex Oliveira to the thread Aug 10, 2021 at 9:17 pm

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Sean Ryan added you to a document Aug 10, 2021 at 9:04 pm

Sean Ryan Aug 10, 2021 at 9:03 pm

Alex Oliveira here is that context for the activators that you were looking for. It's been a few years though, so if this doesn't make sense I think Eden might be able to explain it better! :)

Sean Ryan edited Aug 10, 2021 at 9:02 pm

Sean Ryan Jan 14, 2020 at 6:09 pm

Eden Litt

Sean Ryan edited Jan 14, 2020 at 6:09 pm

Alyssa Ayunan opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Ryan Ritter and Kirti Kanitkar Apr 18, 2019 at 6:08 pm

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Sean Ryan added Alyssa Ayunan to the thread Apr 18, 2019 at 5:56 pm

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Sean Ryan added you to a document Apr 18, 2019 at 5:49 pm

Sean Ryan edited Apr 10, 2019 at 7:22 pm

- Usability Study of Deactivation Flow {Rebecca Lehrman on Growth}

Helen Hong opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Apr 8, 2019 at 7:28 pm

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Will Essilfie opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Apr 8, 2019 at 5:09 pm

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Carlos Diuk opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Apr 8, 2019 at 5:07 pm

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Sean Ryan Apr 8, 2019 at 4:10 pm

Added Sean to Diary study recruiting

via Project Tracker

Sean Ryan edited Apr 8, 2019 at 4:11 pm

Casper diary study plans {in progress}
Design survey for Groups 3 diary study
Diary study recruiting
Diary study launch

Sean Ryan added you to a document Apr 8, 2019 at 3:59 pm

Sean Ryan added you to a document Apr 8, 2019 at 3:59 pm

Sean Ryan added you to a document Apr 8, 2019 at 3:58 pm

Sean Ryan added Andrei Kirshin, Carlos Diuk, Helen Hong and Will Essilfie to the thread Apr 8, 2019 at 4:03 pm

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Sean Ryan added you to a document Apr 8, 2019 at 3:57 pm

Sylvia Morelli Vitousek opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Mar 28, 2019 at 4:06 pm

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Sean Ryan added Sylvia Morelli Vitousek to the thread Mar 28, 2019 at 4:12 pm

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Sean Ryan added you to a document Mar 28, 2019 at 4:06 pm

Sean Ryan edited Mar 22, 2019 at 7:09 pm
Rebecca Lehrman 3.22.18

- Planning to do a usability study looking at current deactivation flow and how to improve it
  - Tying YToFB to the workflow around "spending too much time"
  - Also current flow reactivates you automatically after 7 days if you select "temporary"-- which seems like a dark corner
- About to launch another survey on people who have returned to FB after deactivating
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  -

Sean Ryan edited Mar 20, 2019 at 9:02 pm

Casper: Researching Churn, Deleters Deactivators, and Deactivators Deleters

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Sean Ryan renamed Casper: Researching Churn, Deleters, and Deactivators to Casper: Researching Churn, Deactivators, and Deleters Mar 20, 2019 at 9:09 pm

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Dash Gill opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essiffie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Mar 20, 2019 at 5:24 am

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Sean Ryan edited Mar 19, 2019 at 11:40 pm

- What are the key reasons why people leave FB or stop using for an extended period of time (churn)? And what can this tell us about Well Being, product improvements, etc? What do they do once they leave the app? Delete it?
- Deleters have been burned severely by FB and have no thoughts of returning. (such a small percentage of users go through total deletion this will be difficult to explore)

  Group 1: Churners-- work with data scientist w/DS to target a large subset of users who have stopped using for 30 days or more (we should specifically target people who were DAUs or frequently used and then churned)

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  Group 3: Deactivators-- create TBD {We had thought about a gen pop survey to capture people those who have completely deleted and deactivated their accounts. are totally off platform now}

- Steps for deactivating and deleting account (Facebook help tutorial)
- Current language around deactivating:
- Current language around deleting account

Gen-pop survey draft {work in progress}
Diary study draft {work in progress}
Jerrod Lowmaster 3.19.19

- Users who have not activated {logged into app) for last 28 days are considered deactive.
- There is organic vs inorganic churn-- Check out Milky Way dashboard which documents the account status steps
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Rebecca Lehrman opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essiffie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Mar 19, 2019 at 8:13 pm

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Sean Ryan added Dash Gill to the thread Mar 19, 2019 at 6:50 pm

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Sean Ryan added you to a document Mar 19, 2019 at 6:44 pm

Sean Ryan edited Mar 19, 2019 at 4:37 pm

- Why do people delete Facebook?
  - Having another account-- SUMA most common reason for deleting (27%), followed by not finding FB useful (19%)
  - Different drivers for developed and emerging market-- US/Europe reconsidering value and security of FB

Sean Ryan added Rebecca Lehrman to the thread Mar 19, 2019 at 4:05 pm

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Sean Ryan added you to a document Mar 19, 2019 at 3:59 pm

Sean Ryan edited Mar 18, 2019 at 10:29 pm
Cheryl Chotrani 3.18.19

- Checking in to see what new work her group (FB Marketing Research & Insight) is engaged in around churn
- Not really looking at churn right now, but the positive side of the equation from Summer's work-- how do we spark joy in more experiences

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Sean Ryan added Moira Burke to the thread Mar 18, 2019 at 7:10 pm

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Sean Ryan added you to a document Mar 18, 2019 at 7:04 pm

Sean Ryan edited Mar 18, 2019 at 4:28 pm

Potential QUESTIONS

Gen-pop survey draft

Connecting to core values:
Please read each pair of statements closely and decide which one you agree with more.

> VA1a: Using Facebook is an important part of my day. [VA1b: Spending more than a few minutes on Facebook is a waste of time.]
>
> VA2a: Facebook plays an important part in my life. [VA2b: I could easily live without Facebook.]

We usually say that someone is considered to have sustained activation if they pick VA1a AND VA2a -- and everyone else is considered to havefleeting activation. But if you really wanted to make sure you were getting the lowest of lows, you could say someone4 has low activation if they select VA1b AND VA2b.

Sean Ryan Mar 15, 2019 at 8:19 pm

Added Anneke to Design survey for Groups 3

via Project Tracker

Sean Ryan Mar 15, 2019 at 8:19 pm

Added Anneke to Develop research plan

via Project Tracker

Sean Ryan edited Mar 15, 2019 at 8:20 pm

- Connect work with new core values strategy-- exploring Low Activators in particular and how they got to that point.

Design survey for Groups 1, 2 and 3
Eden Litt 3.15.19

- Fully on board with trying to connect core values work with reasons for deleting and/or tapering their use off the platform
- Low activators probably the most interesting segment to explore since they are most at danger of leaving the platform.
    - Interesting to understand how they got to that point-- why? And were they in one of the other 3 groups prior to that? Were they Ad Hoc Activators first? Were they Niche Activators, but then the niche died off?
    - This is actually a good case for in person interviewing-- to understand that trajectory and how they got to that point.

Sean Ryan added Jerrod Lowmaster to the thread Mar 15, 2019 at 4:56 pm

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Sean Ryan added you to a document Mar 15, 2019 at 4:50 pm

Sean Ryan edited Mar 15, 2019 at 4:51 pm
POC (next half): TBD (Jan-March), Sean Ryan (March 13-May 29)

    - They are no longer finding a strong utility value in the experience-- e..g, Low Activators from the Core Value work (Eden Litt)

- Current deactivation flow for FB **should include some of these same questions in gen pop purvey (but later on, start open ended)

Sean Ryan edited Mar 13, 2019 at 6:07 pm

    - They are no longer finding a strong utility value in the experience-- e..g, Low Activators from the Core Value work (Eden Litt)

- DAP sessions decline and Note: https://fb.workplace.com/notes/summer-schiavo/sentiment-is-linked-to-sessiondap-declines/350468209022039/

Anneke Buffone opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar on a phone Feb 6, 2019 at 4:32 pm

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Chandra Mohan Janakiraman added Anneke Buffone to the thread Feb 6, 2019 at 6:17 am

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Chandra Mohan Janakiraman added you to a document Feb 6, 2019 at 6:10 am

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Cheryl Chotrani opened your conversation with Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Dec 12, 2018 at 9:01 pm

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Sean Ryan added Cheryl Chotrani to the thread Dec 12, 2018 at 9:07 pm

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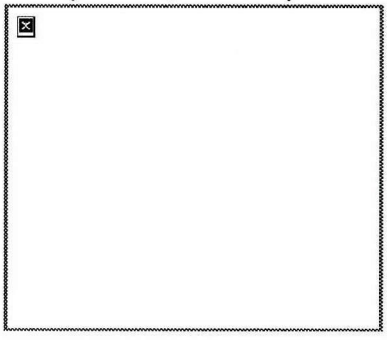
Sean Ryan added you to a document Dec 12, 2018 at 9:00 pm

Sean Ryan edited Dec 12, 2018 at 8:59 pm
POC (next half): TBD (Jan-March), Sean Ryan (March 13-May 29)

Sean Ryan edited Dec 11, 2018 at 6:02 pm

- Other stakeholders: Edin Litt (for Core Value Research); Summer Schiavo (DAP Decliners work stream), Cheryl Chotrani (took over Summer's work after she transitioned to What'sApp)

Sean Ryan Nov 30, 2018 at 3:19 pm



Sean Ryan edited Nov 30, 2018 at 3:19 pm

Sean Ryan added Tipper Llaguno to the thread Nov 28, 2018 at 9:31 pm

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Sean Ryan added you to a document Nov 28, 2018 at 9:24 pm

Kirti Kanitkar Nov 28, 2018 at 5:33 pm

Hi Sean echoing Joy, my work this half is all on platform, but will be planning for some off platform work next half

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Kirti Kanitkar opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan and Ryan Ritter Nov 28, 2018 at 5:32 pm

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Joy Lee Nov 28, 2018 at 5:26 pm

Hi Sean - The work Kirti and I are partnering on isn't specific to churning but more holistically looking at the value equation with a focus on what are the benefits we should be leaning into to drive a certain outcome (e.g. perceptions of value) and also how this might relate to some of the costs/negatives of using the platform (e.g. data privacy risks). We are planning on looking at the spectrum of usage and including non-users/churners. I think deep diving into deactivators off-platform could still be helpful since we're not focused specifically on that. Here are some additional details about our work: Facebook Value Equation Quant Research

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Sean Ryan Nov 28, 2018 at 4:39 pm

Not sure this is necessary now given Kirti Kanitkar off platform work?

Sean Ryan edited Nov 28, 2018 at 4:46 pm

- For Core Values work, how much of churners can be tied to FB not measuring up to it's primary benefit or JTBD (e.g., connecting family and friends)?
- For agency/control work stream, how much of churn is tied to:
    - 1) Users not feeling that their identity is safe/private on FB (general privacy);
    - 2) Not feeling like they understand who is seeing what on News Feed and other areas of the platform (controls and settings);
    - 3) Tiring of the negativity on the platform– e.g., political rants, etc (Summer's "it's no fun anymore" conclusion)
    - 4) Lack of self control (well being)
- Key stakeholders: Chandra Mohan Janakiraman (Well Being); Core Values work stream
- Quant planning/help planning: Ryan Ritter and/or new New CoreX quant (starting in January, 2019)
- Data science planning/help: Carrie Liu and/or TBD
- UX Researchers: TBD, Crystine Gray
- Vendors: TBD

Joy Lee opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Nov 27, 2018 at 11:42 pm

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Sean Ryan added you to a document Nov 27, 2018 at 11:24 pm

Sean Ryan added Joy Lee and Kirti Kanitkar to the thread Nov 27, 2018 at 11:29 pm

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Sean Ryan added you to a document Nov 27, 2018 at 11:24 pm

Sean Ryan edited Nov 27, 2018 at 11:42 pm
Summer Schiavo 11.27.18

- Summer shared her most recent survey in Simon in case we want to replicate/reuse any of those questions: https://our.internmc.facebook.com/intern/survey/simonx/survey/?oid=1930713540383236
- Connected me with other churn research efforts underway: Kirti Kanitkar says: "Joy and I are working in parallel on some value research and I've just launched the Fun driver study and will have results by end of next week."
    - Joy's work is off platform so they have that covered as well
- DAP decliners work is US only-- one opportunity would be to expand this to other markets. Maybe Canada and UK make sense given their importance right now for Goodwill?
- Summer is going to share her results from the 2nd survey (same group of decliners as original survey) she just finished in the coming weeks.
- There appears to be a definite tie-in with well being concerns, as we expected.
- Outside of expanding the quant to other markets, it would be good to do more qualitative research to dive deeper into the high level insights.
- Other interesting findings from Summer's 2nd survey
    - Politics was actually less of a reason for heavy decliners exiting the platform (compared to the other two groups in the survey)
    - Groups was a positive reason to stay on platform

Sean Ryan edited Nov 26, 2018 at 7:40 pm

- Looking at typology created in Core Values work (forthcoming) how many churners fit into some of these categories? i.e., how many people have left FB because it didn't measure up to their values or needs?
-

Jessica Kubo 11.26.18

- Reddit would be a good starting point for checking out people who have deleted/deactivated their accounts-- a number of threads there to check out.
- PAC survey included 8 negative experiences that might have led to churn (from SGG...social good and goodwill team?)
- Compromised accounts (hacked) could be another reason for churn-- Jessica has her own personal story of being impersonated and deleting her account back in 2008
- Could explore the idea of "expectations" not being met, as mentioned in Note more-- this ties in with core values work too.
- Repeated measures-- looking at how sentiment changes over time is tricky. They tried to look at how the ratings went down...5-4-3-2-1 for specific users who have churned but didn't get enough of a sample.
- Looking at the FB to IG migration for churn would be an interesting tie-in here (and something we saw in Highbrow and other agency/control work)
- External events (media echo chamber) could prompt churn too...Cambridge Analytica, etc.

Sean Ryan added Jess Kubo to the thread Nov 26, 2018 at 6:39 pm

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Sean Ryan added you to a document Nov 26, 2018 at 6:33 pm

Sean Ryan edited Nov 21, 2018 at 12:41 am

- Key stakeholders: Chandra Mohan Janakiraman, Edin Litt (for Core Value Research)

- Other stakeholders: Edin Litt (for Core Value Research); Summer Schiavo (DAP Decliners work stream)
- Quant planning/help: Ryan Ritter and/or new CoreX quant (starting in January, 2019)

Sean Ryan added Jessica Drum to the thread Nov 20, 2018 at 10:43 pm

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Sean Ryan added you to a document Nov 20, 2018 at 10:37 pm

Sean Ryan edited Nov 20, 2018 at 9:58 pm

- Note on Cares About Users (CAU) and Long Term Churn

Sean Ryan Nov 19, 2018 at 11:04 pm

Summer Schiavo you gave me some great pointers here, but I can't find my notes. If there is anything I missed here can you let me know? Thanks.

Sean Ryan edited Nov 19, 2018 at 11:06 pm

- Key stakeholders: Chandra Mohan Janakiraman, TBD Edin Litt (for Core Value Research)

Scoping notes

Eden Litt 11.19.18

- Looking at typology created in Core Values work (forthcoming) how many churners fit into some of these categories? i.e., how many people have left FB because it didn't measure up to their values or needs?
    - Particularly for the "Low activators" who were primarily coming to connect to friends and family. {If it can't do that much, then what do we have here?}
    - Where are we not delivery on our brand promise (outside of well being reasons)?
- Maybe check out people who are borderline about to delete or quit FB too? {Good idea, think we will capture some of this with people who's usage has trailed off, but not sure?}
- Also mentioned checking out the Note: Have we made people addicted to Facebook?

Summer Schiavo 11.2.18

- Connecting about DAP sessions decline to see where they are at on this and if it makes sense to collaborate further?
- Summer is interested in collaborating where it makes sense-- mentions connecting with actual DS's who did analysis but she has a good handle on what they did and what it means...bottomline: FB is no fun anymore. That's our big problem for decliners/deactivators.
- Less important for staying connected with friends and family, less useful (utility), and less fun were all major reasons for session declines-- similar to what we've seen in agency/control and core values work
- This is on platform and over a span of a year {Note, we were going to look at a monthly comparison-- should we look at it more longitudinally?}
    - Alternatively can/should we repeat the same data sample and target this same group again for the survey? {my sense is "no" because they have already covered a lot of what we would look at. The only reason would be to see if sentiment has changed over time-- but if they are off platform now, we can't target them anyways}
- Summer says make sure you ask the DS to look at trending over time, not just one month at a time to look at patterns.

Sean Ryan edited Oct 30, 2018 at 9:50 pm

- DAP sessions decline
- FB4A Churn: https://fb.facebook.com/notes/jerrod-lowmaster/emmos-first-mission-fb4a-churn/386430738425880/
    - To that end, this note touches on the following areas:
        - Churn Type: When a user churns from FB4A, where (if anywhere) do they go?
        - Engagement Levels - A method of reasoning about coherent subpopulations of FB4A MAP.
        - Device/Application-Instance Sharing: Does it matter that more than one person tends to login to the same App?
        - Preventing Future Regressions: How we want to help reduce churn for future experiments.
        - Remediation of Past Regressions: How we will surface and address aspects of the app that have already shipped and is poorly serving many users.
- Who Churns? https://fb.facebook.com/groups/1659540597685785/permalink/1681811148792063/
    - Identifying ways to measure who churns
- FB4A Churn Buckets: https://fb.facebook.com/groups/product.foundation/permalink/789429384565763/
    - The FB4A Churn Deficit (Organic Resurrections - Organic Churn) is significant and growing progressively worse, and the top line effect to FB4A MAP is being masked by historically strong FB4A new user growth. We need to manage this aggressively or be prepared to watch FB4A MAP stagnate and ultimately begin to shrink.
- FB4A Interface Churn Buckets: https://fb.facebook.com/groups/587095874672365/permalink/1305731309475481/
    - About half of churn off of FB4A is a product (largely onboarding) problem, not an interface problem
    - FB4A Resurrections are an outrageously leaky bucket - 1/3 of resurrections churn again in a month. We don't just need to resurrect more, we need to retain resurrected users better.
    - 20% of our churners are persistently low engaged, spend little time, upgrade rarely, and opt in to features like DSM at half the rate as everybody else. Addressing this high risk population will require new approaches.
    - Whatever we do to help struggling users, we need to shield our persistently highly engaged users - they're 43% of MAP, 65% of DAP, 75% of daily time_spent on FB4A, and churn 60 times less frequently than the other 600MM MAP.
    - Wasted bytes don't present any obvious opportunity to reduce churn. We've got some experiments that will provide results in the coming weeks, but I see no reason to expect promising results

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Maya Tohidi opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Jess Kubo, Sean Ryan, Will Essiffie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Oct 30, 2018 at 2:39 pm

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Sean Ryan added Maya Tohidi to the thread Oct 29, 2018 at 5:58 pm

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Sean Ryan added you to a document Oct 29, 2018 at 5:52 pm

Crystine Gray edited Oct 27, 2018 at 4:08 pm

Sean Ryan added Ryan Ritter to the thread Oct 26, 2018 at 6:45 pm

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Sean Ryan added you to a document Oct 26, 2018 at 6:39 pm

Sean Ryan Oct 26, 2018 at 6:23 pm

Gotcha.

Sean Ryan Oct 26, 2018 at 6:18 pm

Nice, yes thanks.

Sean Ryan Oct 26, 2018 at 6:15 pm

good call, thanks

Sean Ryan edited Oct 26, 2018 at 6:25 pm
Decliners = People who's usage has precipitously dropped off over time-- e.g., going from everyday use to more sporadic use.

- What are the key reasons why people leave FB or stop using for an extended period of time? And what can this tell us about Well Being, product improvements, etc? What do they do once they leave the app? Delete it?
- Is this an individual act for most? Or what is the social impact of their leaving-- e.g., negative word of mouth about FB as aftermath?
- Develop a deeper understanding of what the causal effects are of leaving the platform for an extended period of time and/or deleting their accounts all together. From this we can develop a waterfall/drivers chart for the top reasons and their respective contributions to the overall problem. Then we can prioritize and target solutions.
- UX Researchers: TBD, Crystine Gray

Chandra Mohan Janakiraman Oct 26, 2018 at 3:43 am

Yes, ok to include other use cases as long as they meet the 30d churn criteria. Sean Ryan (UX Research)

Chandra Mohan Janakiraman Oct 26, 2018 at 3:42 am

Sean Ryan (UX Research) and develop a waterfall/drivers chart of the top reasons and their respective contributions to the overall problem. That way we can prioritize and target solutions.

Chandra Mohan Janakiraman Oct 26, 2018 at 3:41 am

Sean Ryan (UX Research)I think it's less interesting to target reactivators. We should target churned users off platform i.e. through email or other channels. That is the most interesting segment.

Chandra Mohan Janakiraman Oct 26, 2018 at 3:39 am

Sean Ryan (UX Research) also, let's include question about if they talk about the reasons they left with others thereby creating a negative word of mouth effect.

Chandra Mohan Janakiraman Oct 26, 2018 at 3:34 am

Sean Ryan (UX Research) and what do they do when they leave (e.g. delete app).

Chandra Mohan Janakiraman Oct 26, 2018 at 3:28 am

Sean Ryan (UX Research) This is a great question. Thanks for including.

Chandra Mohan Janakiraman edited Oct 26, 2018 at 3:42 am

Sean Ryan Oct 25, 2018 at 7:15 pm

Yeah, I like decliners better. That is basically group 2 below

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Sean Ryan edited Oct 25, 2018 at 7:14 pm

> Group 1: Chumers-- work with data scientist to target a large subset of users who have stopped using for 30 days or more
>
> Group 2: Crawlers-- work Decliners-- work with data scientist to target a subset of users who were using on a daily basis over the course of a month, but then... times in a month)
>
> Group 3: Deactivators-- create a gen pop survey to capture people who have completely deleted and deactivated their accounts.

Eden Litt opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Oct 25, 2018 at 6:38 pm

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Sean Ryan added Eden Litt to the thread Oct 25, 2018 at 5:48 pm

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Sean Ryan added you to a document Oct 25, 2018 at 5:42 pm

Crystine Gray Oct 25, 2018 at 5:42 pm

Would add decliners to this list - the group that has shown big declines in sessions.. may even prioritize them over including both deactivators and deleters - not super clear to me what the difference is between those two and what we would learn differently from them?

Crystine Gray edited Oct 25, 2018 at 5:41 pm

Crystine Gray opened your conversation with Cheryl Chotrani, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Oct 25, 2018 at 5:36 pm

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Sean Ryan edited Oct 25, 2018 at 2:59 pm

Sean Ryan edited Oct 24, 2018 at 7:44 pm

Sean Ryan edited Oct 24, 2018 at 4:48 pm

Carrie Liu opened your conversation with Cheryl Chotrani, Crystine Gray, Chandra Mohan Janakiraman, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Oct 24, 2018 at 4:40 pm

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Sean Ryan Oct 24, 2018 at 2:00 pm

Added Chandra to Stakeholder check-in: what are unknowns still, areas to probe deeper in qual

via Project Tracker

Sean Ryan Oct 24, 2018 at 2:00 pm

Added Chandra to Mini-communication effort for all of quant synth

via Project Tracker

Sean Ryan Oct 24, 2018 at 2:00 pm

Added Chandra to Download of findings w/stakeholders

via Project Tracker

Sean Ryan Oct 24, 2018 at 2:00 pm

Added Sean to Download of findings w/stakeholders

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Synthesize and interpret survey results

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Execute survey for Groups 1&2 (o

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Communications-- road show, report postings to groups, etc

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Total synthesis of project findings

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Analysis/synthesis of qual findings

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Execute qualitative research

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Recruit for in-home or remote IDI follow-up interviews

via Project Tracker

Sean Ryan Oct 24, 2018 at 1:57 pm

Added Sean to Select vendors and/or FB researchers for qualitative follow-up

via Project Tracker

Sean Ryan added Carrie Liu to the thread Oct 24, 2018 at 1:26 pm

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Sean Ryan added you to a document Oct 24, 2018 at 1:20 pm

Sean Ryan renamed Casper: Researching Churn to Casper: Researching Churn, Deleters, and Deactivators Oct 24, 2018 at 1:18 pm

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Sean Ryan edited Oct 24, 2018 at 2:01 pm

Sean Ryan Oct 23, 2018 at 10:12 pm

Chandra Mohan Janakiraman starting to think of potential barriers or challenges here. Feel free to add any thoughts you might have.

Sean Ryan Oct 23, 2018 at 9:26 pm

Added Sean to Design recruiting survey

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:26 pm

Added Sean to Develop research plan

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:26 pm

Added Chandra to Scope work stream

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:26 pm

Added Sean to Scope work stream

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:24 pm

Added Sonal to Execute recruiting survey

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:24 pm

Added Sean to Develop research plan

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:24 pm

Added Chandra to Scope work stream

via Project Tracker

Sean Ryan Oct 23, 2018 at 9:23 pm

Added Sean to Scope work stream

via Project Tracker

Sean Ryan added Crystine Gray to the thread Oct 23, 2018 at 7:47 pm

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Sean Ryan added you to a document Oct 23, 2018 at 7:42 pm

Chandra Mohan Janakiraman opened your conversation with Cheryl Chotrani, Crystine Gray, Carlos Diuk, Jerrod Lowmaster, Tipper Llaguno, Eden Litt, Anneke Buffone, Dash Gill, Alex Oliveira, Carrie Liu, Rebecca Lehrman, Joy Lee, Maya Tohidi, Jess Kubo, Sean Ryan, Will Essilfie, Moira Burke, Jessica Drum, Andrei Kirshin, Helen Hong, Sylvia Morelli Vitousek, Alyssa Ayunan, Ryan Ritter and Kirti Kanitkar Oct 23, 2018 at 7:31 pm

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Sean Ryan added Chandra Mohan Janakiraman to the thread Oct 23, 2018 at 7:37 pm

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Sean Ryan added you to a document Oct 23, 2018 at 7:30 pm

Sean Ryan enabled link sharing · View/Edit Oct 23, 2018 at 6:59 pm

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Sean Ryan edited Oct 23, 2018 at 10:16 pm

Sean Ryan created the document Oct 23, 2018 at 6:56 pm
