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

DX3486

Message

From: Crystine Gray [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=A9BE958AB9D24D7A917AAD04C71EA707]
Sent: 6/6/2019 1:09:43 AM
To: David Ginsberg [ginsberg@fb.com]
CC: Anand Tharanathan [atharana@fb.com]; Anne Mamaghani [amamaghani@fb.com]
Subject: Re: List of complaints about the FB App
Attachments: Lorax_TopPainPoints_6.5.pdf

Presentation attached. As soon as today if we are comfortable sharing the attached with her (though would help to review in person). In a couple weeks we will have more in depth social listening data across FB & IG (like slides 15-17) as well as more results from the competitive survey (slide 10). Legal PRIV

PRIV

Crystine Gray
UX Research Manager
Core Experience [Product Foundation]



From: David Ginsberg <ginsberg@fb.com>
Date: Wednesday, June 5, 2019 at 3:28 PM
To: Crystine Gray <crystinegray@fb.com>
Cc: Anand Tharanathan <atharana@fb.com>, Anne Mamaghani <amamaghani@fb.com>
Subject: RE: List of complaints about the FB App

What is a timeline I can tell Fidji we can share? I want to make sure I'm getting back to her.

From: Crystine Gray <crystinegray@fb.com>
Sent: Wednesday, June 5, 2019 9:03 AM
To: David Ginsberg <ginsberg@fb.com>
Cc: Anand Tharanathan <atharana@fb.com>; Anne Mamaghani <amamaghani@fb.com>
Subject: Re: List of complaints about the FB App

Yes there is- we just got done with data analysis on the sizing survey across IG and Instagram and are polishing the presentation. We also have mass social listening data which is what people are naturally complaining about across the internet- tons of really great data, just consolidating and making sense of it all. Can send some of what we have later today.

While those two issues Fidji mentioned are still complaints, we are seeing more serious issues like well-being, integrity, PDU, and other negative experiences on the platform starting to trump many of usability or functionality based issues, and these are the issues that are leading to more severe actions like account deletions.

On Jun 5, 2019, at 7:14 AM, David Ginsberg <ginsberg@fb.com> wrote:

> Is there a new version of project lorax? Or what is the best thing to answer the below question?

From: Fidji Simo
Sent: Tuesday, June 4, 2019 8:25:36 PM
To: David Ginsberg
Subject: List of complaints about the FB App

Hey!

Do you have that list? We keep saying that Most Recent is on that list, Messaging in the app as well... but I would love to see the full list / source of truth.

Thanks!
Fidji.

LORAX 2.0: Top User Pain Points & Well-Being

Anneke Buffone [CoreX]
JD Astudillo [IG Creation]



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META3047MDL-050-00318329
METATNAG-021-00317951

TL;DR

We surveyed 37,000 Facebook users in the US and India on platform. Users were asked to report on ninety-five pain points to gain insights into *prevalence and negative impact* of these issues.

Our Findings	Our Recommendations
Safety, privacy, integrity concerns & problematic use ladder up to the most impactful issue facing Facebook today across the US and IN: poor digital well-being. Facebook is worse than our top competitors in relevant areas (see Slide 10).	We critically need to: (1) Understand & improve perceived safety of users in a holistic way rather than tackling these issues in silos across the company (2) More heavily invest in helping users set goals and chaperone them in this effort
At the core of these digital well-being related concerns is aggression between users & our response to it (IN & US). A social listening study further supports this and shows that deletion is the most common response to well-being relevant user issues (see Slides 14-18).	As we push products that emphasize ephemeral and community-based content, we must: (1) improve content moderation, (2) empower users to have positive interactions, (3) invest in better support for victimization & coping with divisive content
In terms of usability, top issues in the US are around unexpected refreshes, reliability, and relevance; top issues in India are around performance, unexpected refreshes, relevance and search	We should continue to invest in usability & performance, increase efforts on reliability, and further look into unexpected refreshes, search, and content relevance pain points

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Method

Goal:

- Determine which pain points are most common and impactful

- Compare pain points across the entire spectrum of user experience: usability, relevancy, commerciality, performance, integrity, privacy, and negative life impact or well-being

Hypothesized pain points were drawn from:

* Flytrap reports
* Social listening on Twitter & forums
* Prior UX research
* Free-text survey responses
* Consults with XFN experts



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Categories & Questions*

Examples of questions from each category:

Usability: *"In the past 7 days, have you received the same notification from Facebook more than once?"*

Performance: *"In the past 7 days, have you clicked on a video but it did not play?"*

Integrity: *"In the past 7 days, have you seen something that is false or misleading on Facebook?"*

Privacy: *"In the past 7 days, have you had concerns about the way Facebook might use data and information about you?"*

Well-Being: *"In the past 7 days, have you felt that using Facebook made you feel sad, worried or anxious?"*

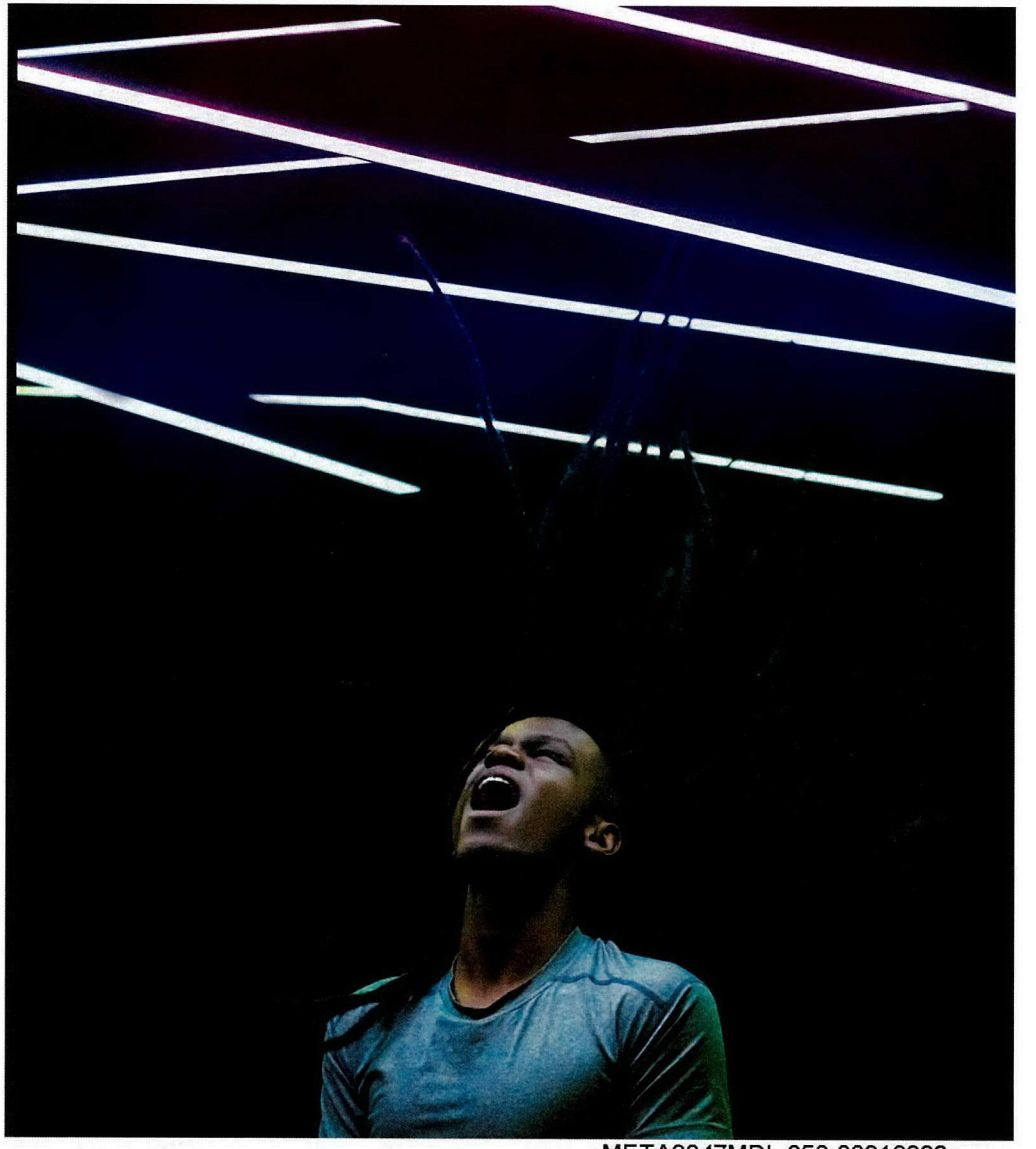
Relevancy: *"In the past 7 days, have you had difficulty controlling what you see in your Feed?"*

If respondents had experienced the issue, we followed up with questions like:

"You said that you have had difficulty _____. How much did that negatively impact your experience on Facebook?"

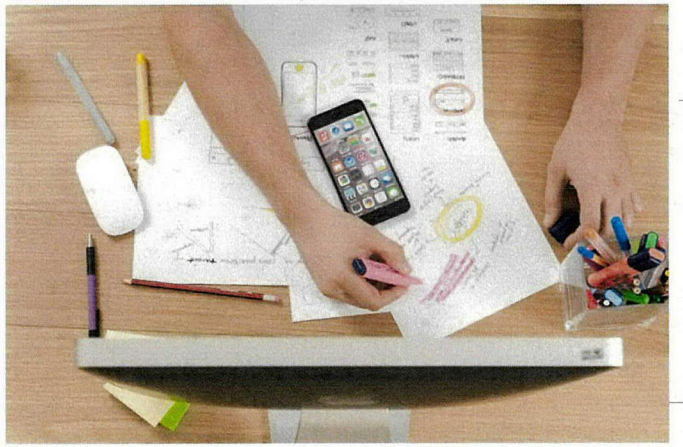
*All survey responses were weighted via raking to match population distributions of age, gender, tenure, and primary OS.

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We Need to Care about Both Prevalence and Impact



Prevalence:

Many users affected by a given pain point.

Fixes might not meaningfully change UX and be unlikely to yield large wins for sentiment or growth.

Somewhat improve UX for many users

Impact:

Some users are profoundly affected by a given pain point with large wins for their UX & sentiment, while many users are not affected. Some of these pain points will be severe enough to hurt growth. Contagion effects of user sentiment and negative PR are more likely on highly impactful issues.

Greatly improve UX for users who are severely negatively affected

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Impact X Prevalence:

Captures issues that are both prevalent and highly impactful, but misses to fix most impactful and most prevalent issues unless weighted.

Significantly improve UX for a sizable amount of users, but weighting prevalence and impact is more subjective.

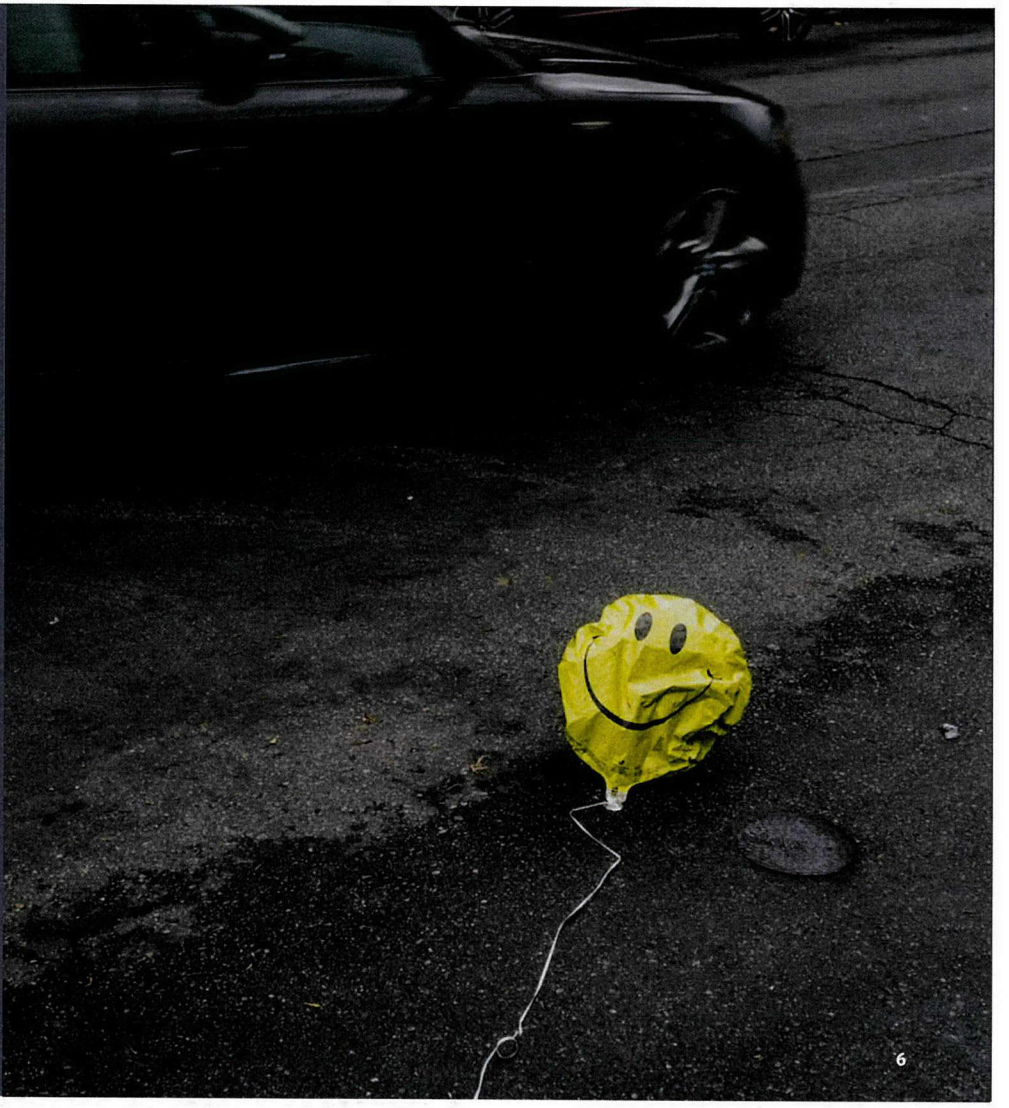
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META3047MDL-050-00318333
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01

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Safety, privacy, integrity concerns and problematic use that arise across different areas of the app ladder up to the most impactful issue facing Facebook today across the US and IN: poor digital well-being



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US Top 20: Commerciality, Political Content, & PDU are Top Issues Related to Well-Being

US Top Pain Points

(weighted Impact*Prevalence):

Saw an advertisement interrupting a video on Facebook
Saw too many ads on Facebook
Had concerns about how other companies might use my data/information
Had concerns about how Facebook might use my data/information
Saw too many ads on Facebook Stories
Lost what I was looking at due to unexpected refresh
Felt that I don't see enough posts from my friends
Experienced the app freezing, crashing, or closing unexpectedly
Felt that Facebook uses too much of my phone's battery
Had difficulty controlling what I see in my feed
Looked for a post I saw in my Feed earlier but failed to find it again
Saw repetitive posts in my News Feed
Tried to watch a video that appeared stuck or slow
Saw too many political posts on Facebook
Felt that Facebook uses too much data on your phone
Saw posts in your Feed that are not relevant to you
Tried to see all the comments on a post but the comments did not load
Tapped or clicked on a picture but it did not load
Saw news sources on Facebook that you don't didn't trust
Felt that using Facebook made you feel sad worried or anxious
Saw something that is false or misleading on Facebook

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India Top 20: Commerciality & Well-Being Issues are Top Issues in India

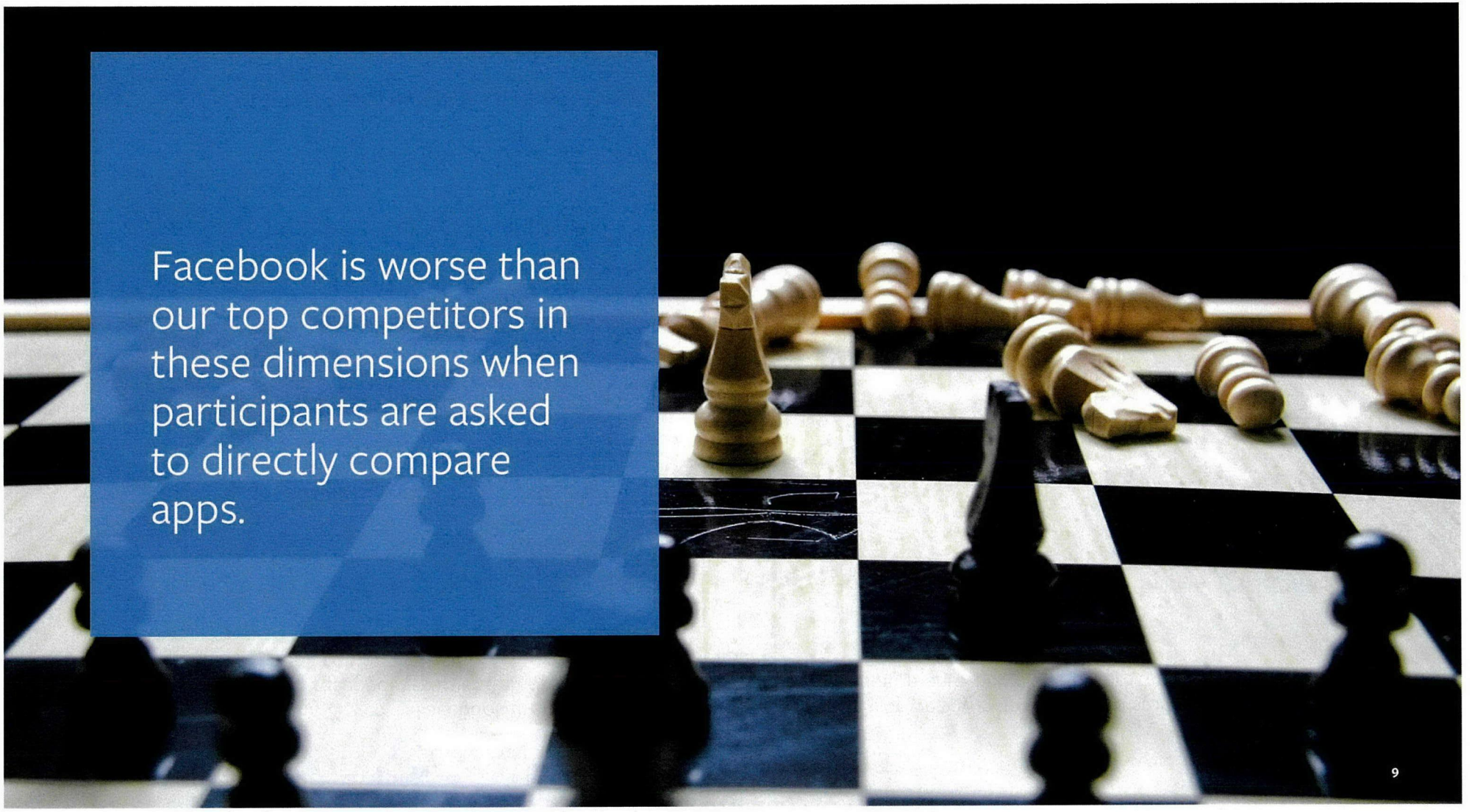
India Top Pain Points

(weighted Impact*Prevalence):

Saw an advertisement interrupting a video on Facebook
Saw people commenting on a post to try to start an argument (e.g. trolling)
Felt that Facebook uses too much of my phone battery
Felt that using Facebook is a waste of time
Saw too many ads on Facebook
Experienced the app being slow to start
Lost what you were looking at because Facebook refreshed unexpectedly
Felt that using Facebook made me feel sad worried or anxious
Felt that Facebook uses too much data on my phone
Tried and failed to find something or someone using the search bar
Had concerns about how Facebook might use my data/information
Tried to watch a video that appeared stuck or slow
Reported a post to Facebook and received no response
Saw news sources on Facebook that I didn't trust
Had concerns about how other companies might use my data/information
Saw too many ads on Facebook Stories?
Saw posts in your Feed that are not relevant to you?
Had difficulty controlling how much time I spend on Facebook
Felt that app takes up too much storage on my phone
Received notifications too late after they were no longer useful

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Participants rated Facebook consistently more negatively than our competitors on key well-being dimensions

We surveyed n=14,198 daily & weekly Facebook users who also used one other app daily or weekly in an unbranded study using Qualtrics panels. Each respondent completed corresponding survey items for each app, thereby maximizing experimental power. Below are mean differences, where negative values mean that Facebook compares **unfavorably** to the competitor app.

	Instagram	WhatsApp	YouTube	Twitter	SnapChat	Reddit	NextDoor	LinkedIn	WoW
Felt bad while using	-0.29	-0.21	-0.23	-0.11	-0.20	-0.42	-0.12	-0.16	-0.12
Not feeling respected	-0.24	-0.10	-0.43	-0.35	-0.19	-0.26	-0.22	-0.18	-0.19
Distrust in platform	-0.25	-0.48	-0.48	-0.14	-0.19	-0.80	-0.46	-0.67	-0.37
Lack of control over time	-.09*	-0.12	-0.09	-0.13	-0.18	-0.08~	-0.10	-.10*	*ns*

Analysis method was a series of Paired-Samples T-Tests. Shown are mean differences of Facebook compared to each competitor. All effects significant at p<.001 unless noted; *=p<.01; ~p<.05; WoW= World of Warcraft

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02

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At the core of these digital well-being related concerns is aggression between users & our response to it (IN & US).



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META3047MDL-050-00318339
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Content Moderation & Perceived User Aggression are Most Impactful in the US: We Risk Our Reputation & Further Negative Press

US Top Impact

Experienced Facebook refusing to remove an offensive post that I reported

Saw an ad interrupting a video

Knew or suspected that someone accessed my account

Had difficulty controlling who I share my posts with

Was harassed or treated disrespectfully by others on Facebook

Had concerns about how other companies might use my data/information

Had concerns about how Facebook might use my data/information

Saw offensive posts that Facebook did not remove

Posted something that was unfairly removed

Saw too many ads on Facebook

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META3047MDL-050-00318340
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Blocking another user, Problematic Use, Trolling & Poor Customer Service: These are Top Impactful Issues that Risk our Reputation & User's Safety

US Top Impact

Had difficulty using the camera in the Facebook app

Had difficulty blocking or unblocking someone

Reported a post to Facebook and received no response

Felt like using Facebook is a waste of time

Felt that using Facebook made me feel sad, worried or anxious

Saw people commenting on a post to try to start an argument (e.g., trolling)

Had difficulty remembering your password

Felt that Facebook uses too much of your phone battery

Saw an advertisement interrupting a video on Facebook

Felt that Facebook uses too much of your phone's battery

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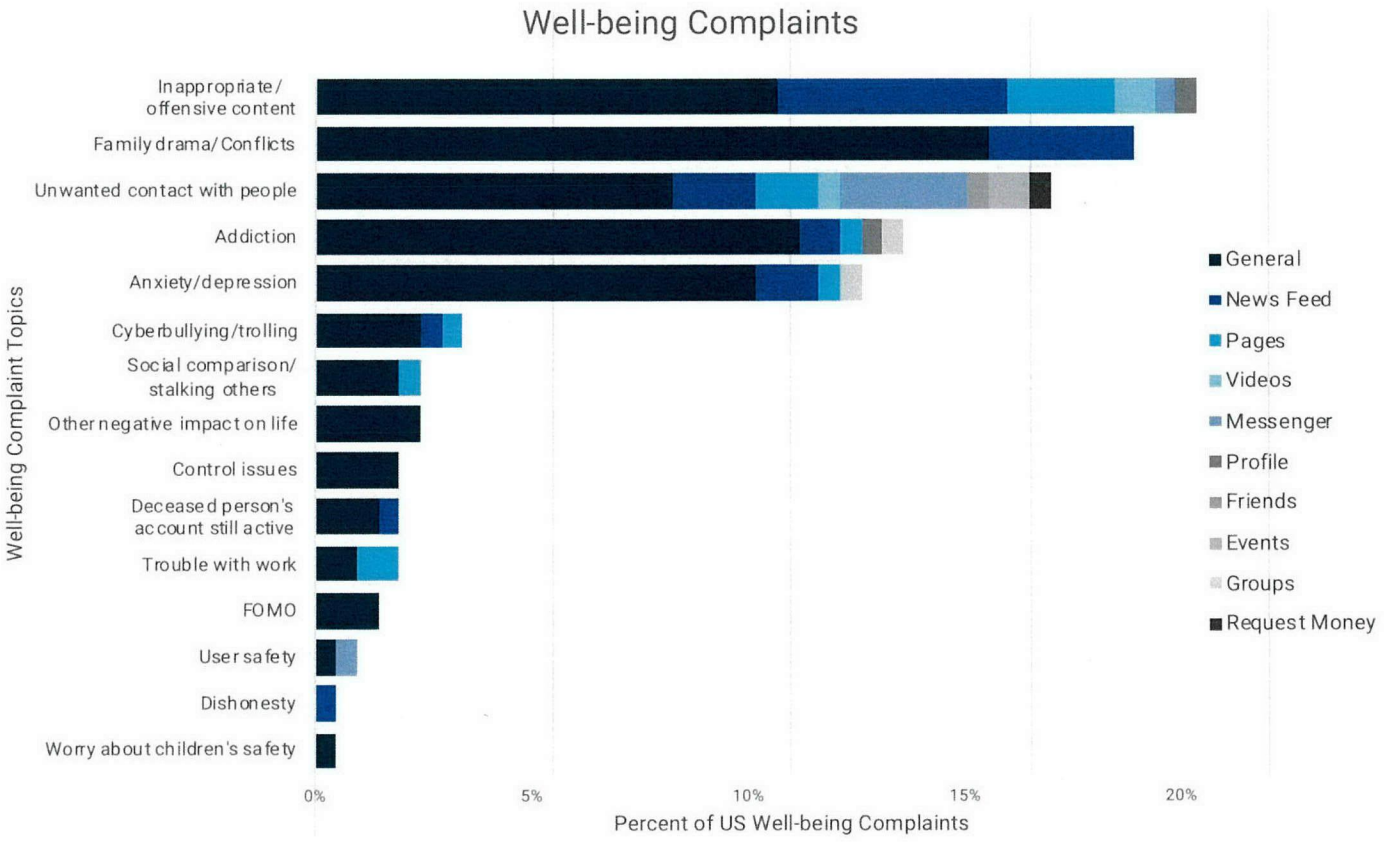
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A social listening study further supports this and shows that **deletion** is the most common response to well-being relevant user issues.



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Well-Being is the Most Common Complaint about Facebook Voiced on Twitter, Reddit, & Blogs in the US*



Offensive Content
@eliflute

I waffle back and forth between usinG FB for networking only and deleting everyone I don't know super well. My job is weird about a presence, so for now I deal and **just mute the upsetting folks. But some people make it hard.**

Family drama
@MarxistHayaca

The only interaction I've had with a 1/3rd of my family has been then complaining about my Pro-Maduro facebook posts lmao. I fucking hate that hellsite.

Worry about children's safety
WingardiumLexiosa

I don't give my kid's school permission to take pictures of them. **I don't allow anyone to post their pictures online that's not completely private** (no profile or cover pics for facebook) and am getting off of all social media this summer.

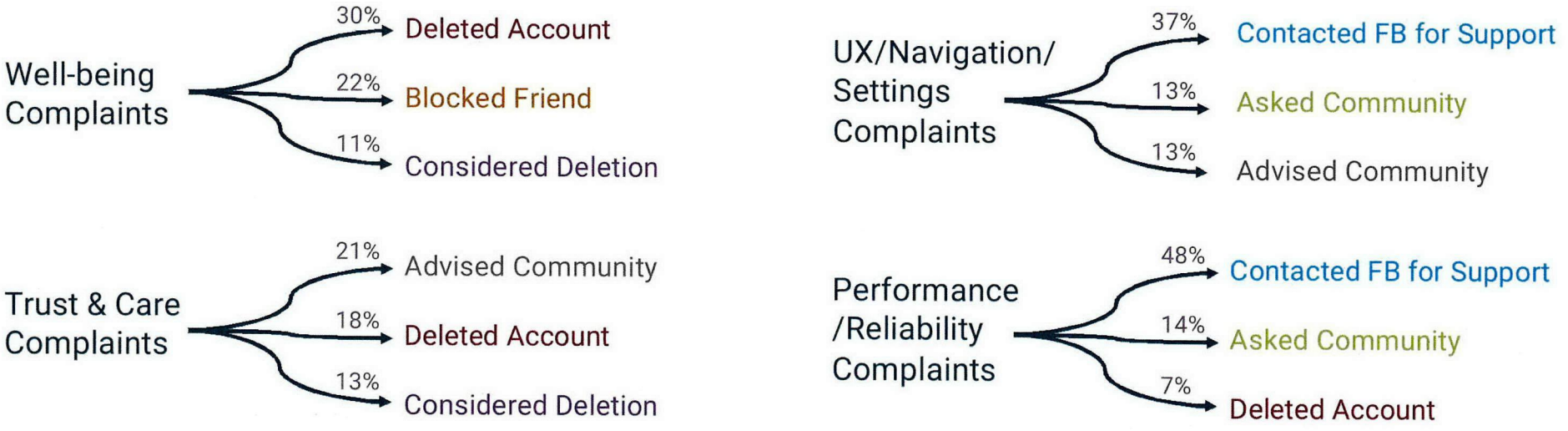
***Well-Being is top complaint also in GB, India & Brazil**

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Well-Being Concerns were Most Likely to Result in Account Deletions & Considered Deletions (41 %)

Top 3 Actions Per Complaint Topic



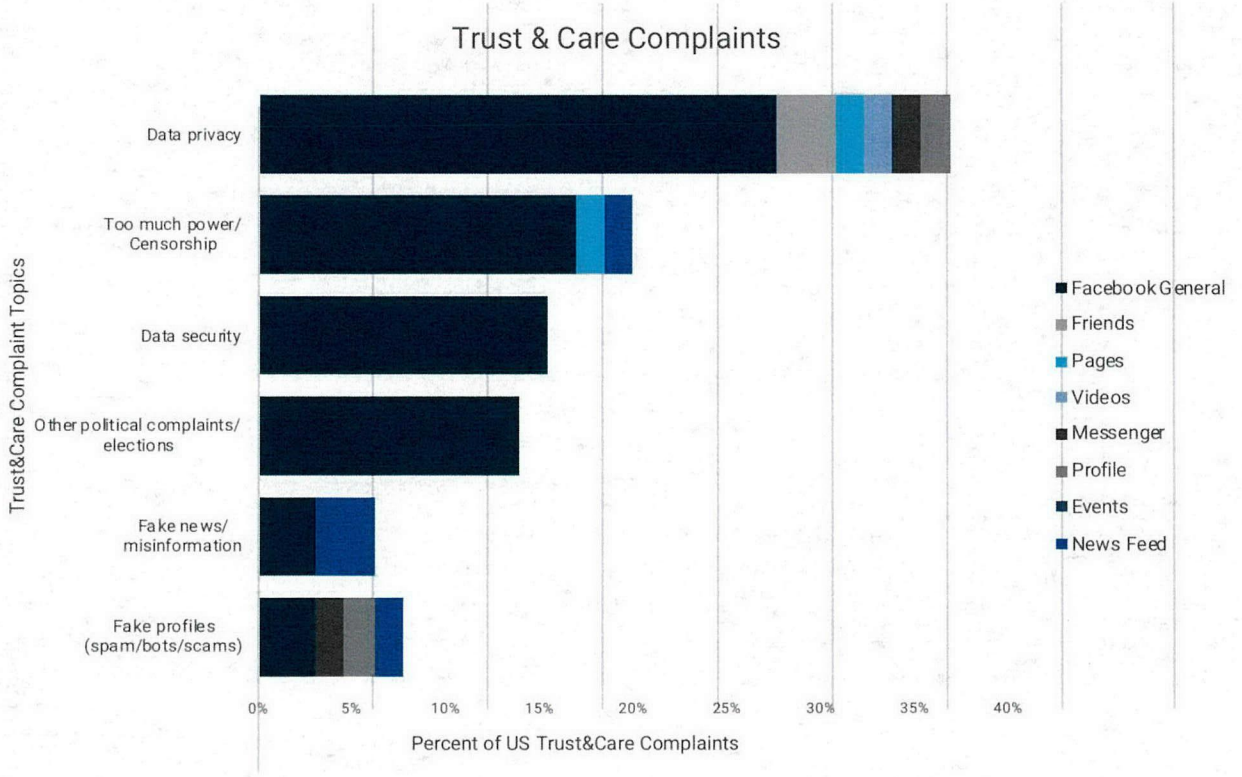
Account deletions were the most common action takenas a result of a complaint (23% of all actions taken), followed by blocking friends (16%), and contacting Facebook for Support (14%).

Of those contacting Facebook for support, 74% did so by @ mentioning Twitter, but received no response. Others tried to contact Facebook Support to no avail.

*Of those specifying their actions within a representative, random sample of conversations.
N=243

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Other Well-Being Relevant Concerns are also Common, Especially Around Data Privacy, Censorship, & Divisive Content



Too much power

@NicoMonetti

That's why I spend so little time on @facebook now. It's no longer a safe place for truth.

Fake News

@dlowd

Tech giants like @Twitter and @Facebook can do a lot more to stop misinformation and hate. They refuse to. This is why I'm reluctant to work on ML approaches for fake news. To quote Beyonce: "Until i see some of my notes applied, it doesn't make sense for me to make more."

Data security

@tinyginger

I deleted my Facebook over a year ago and haven't regretted it. I have terrible luck so I'm sure I would be one of the ones hacked if I was still on there.

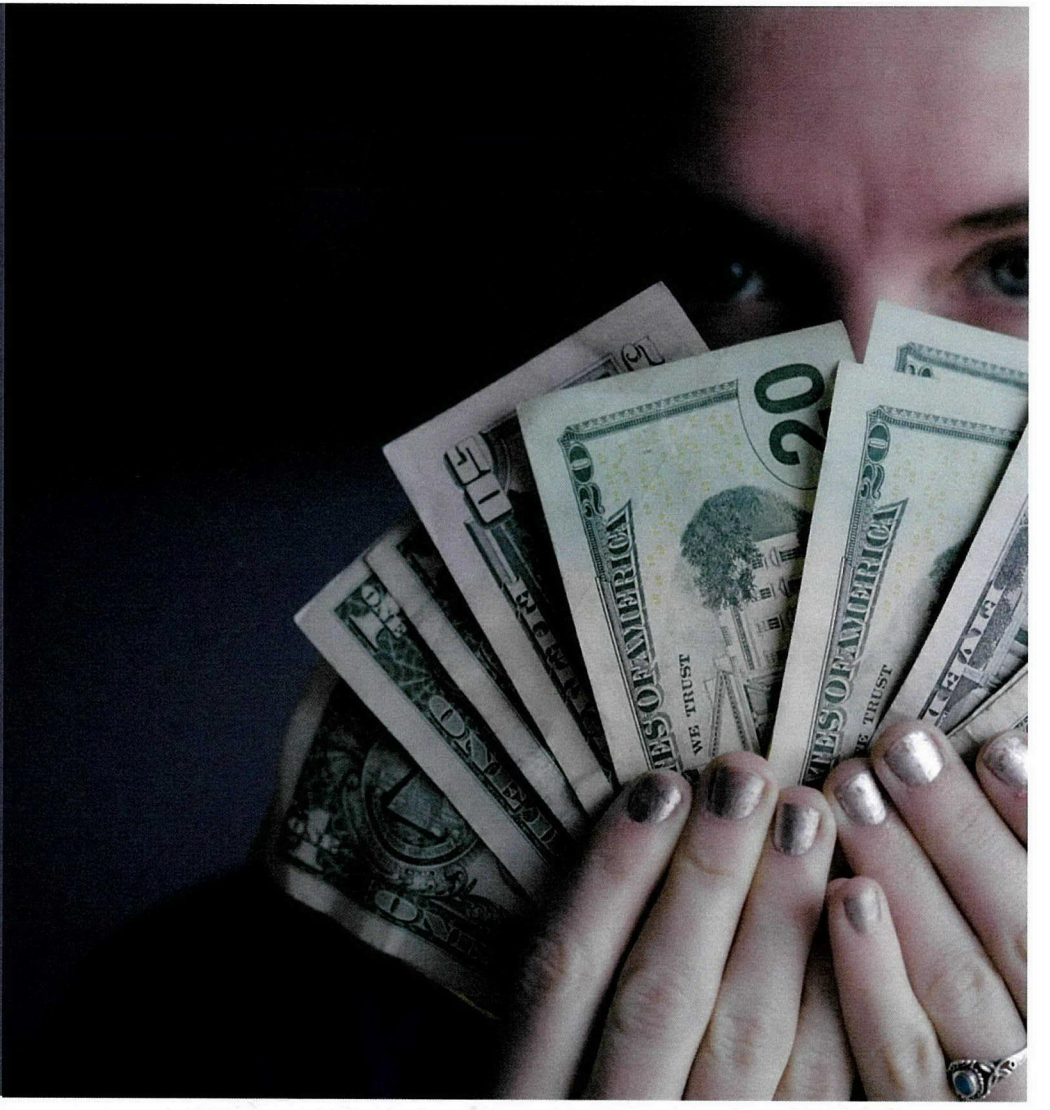
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03

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In terms of usability, top issues in the US are around Unexpected refreshes, Reliability, and Relevance; top issues in India are around Performance, Unexpected refreshes, Relevance and Search



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US top 20: Unexpected refreshes, Reliability, and Relevance were top issues

US Top Pain Points

(weighted Impact*Prevalence):

Saw an advertisement interrupting a video on Facebook
Saw too many ads on Facebook
Had concerns about how other companies might use my data/information
Had concerns about how Facebook might use my data/information
Saw too many ads on Facebook Stories
Lost what I was looking at due to unexpected refresh
Felt that I don't see enough posts from my friends
Experienced the app freezing, crashing, or closing unexpectedly
Felt that Facebook uses too much of my phone's battery
Had difficulty controlling what I see in my feed
Looked for a post I saw in my Feed earlier but failed to find it again
Saw repetitive posts in my News Feed
Tried to watch a video that appeared stuck or slow
Saw too many political posts on Facebook
Felt that Facebook uses too much data on your phone
Saw posts in your Feed that are not relevant to you
Tried to see all the comments on a post but the comments did not load
Tapped or clicked on a picture but it did not load
Saw news sources on Facebook that you don't didn't trust
Felt that using Facebook made you feel sad worried or anxious
Saw something that is false or misleading on Facebook

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India top 20: Performance, Unexpected refreshes, Relevance and Search were top issues

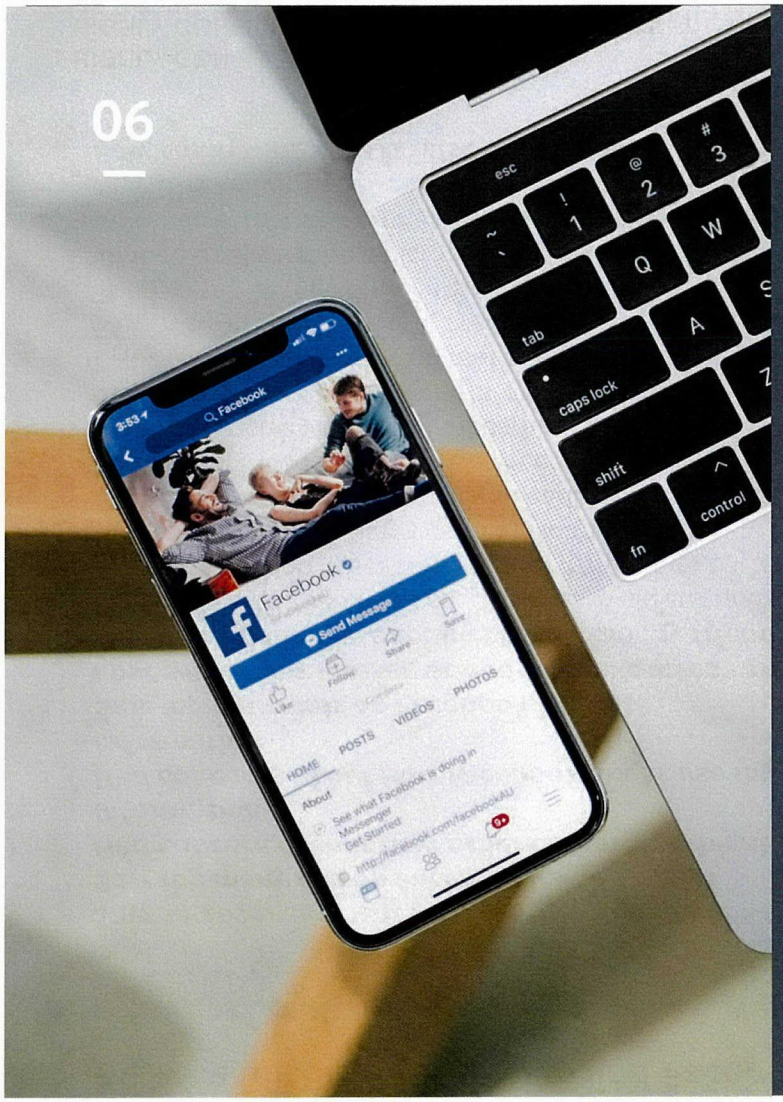
India Top Pain Points

(weighted Impact*Prevalence):

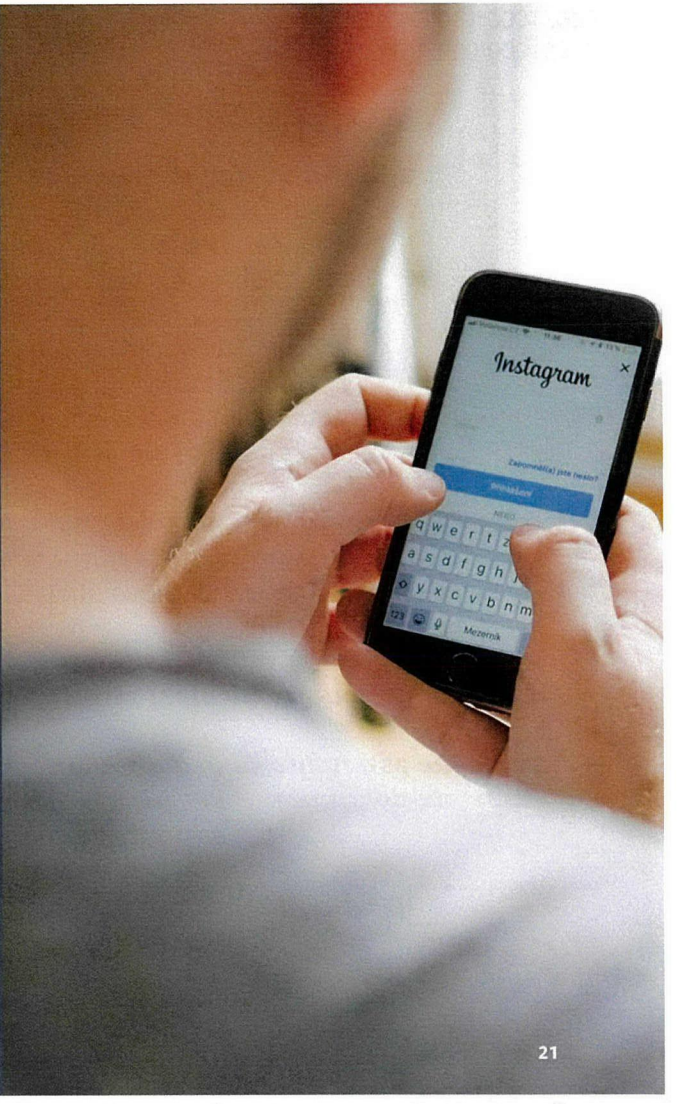
Saw an advertisement interrupting a video on Facebook
Saw people commenting on a post to try to start an argument (e.g. trolling)
Felt that Facebook uses too much of my phone battery
Felt that using Facebook is a waste of time
Saw too many ads on Facebook
Experienced the app being slow to start
Lost what you were looking at because Facebook refreshed unexpectedly
Felt that using Facebook made me feel sad worried or anxious
Felt that Facebook uses too much data on my phone
Tried and failed to find something or someone using the search bar
Had concerns about how Facebook might use my data/information
Tried to watch a video that appeared stuck or slow
Reported a post to Facebook and received no response
Saw news sources on Facebook that I didn't trust
Had concerns about how other companies might use my data/information
Saw too many ads on Facebook Stories
Saw posts in your Feed that are not relevant to you
Had difficulty controlling how much time I spend on Facebook
Felt that app takes up too much storage on my phone
Received notifications too late after they were no longer useful

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FB vs. IG:
Biggest Differences



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US (weighted Prevalence * Impact): Commerciality, Unexpected Refresh, & Content from Friends ranks highest for Both Instagram and Facebook (blue=unique to FB; purple=unique to IG)

Top Pain Points US

Saw an advertisement interrupting a video on Facebook
Saw too many ads on Facebook
Had concerns about how other companies might use my data/ information
Had concerns about how Facebook might use my data/ information
Saw too many ads on Facebook Stories
Lost what I was looking at due to unexpected refresh
Felt that I don't see enough posts from my friends
Experienced the app freezing, crashing, or closing unexpectedly
Felt that Facebook uses too much of my phone's battery
Had difficulty controlling what I see in my feed
Looked for a post I saw in myFeed earlier but failed to find it again
Saw repetitive posts in my News Feed
Tried to watch a video that appeared stuck or slow
Saw too many political posts on Facebook
Felt that Facebook uses too much data on your phone
Saw posts in your Feed that are not relevant to you
Tried to see all the comments on a post but the comments did not load
Tapped or clicked on a picture but it did not load
Saw news sources on Facebook that you don't didn't trust
Felt that using Facebook made you feel sad worried or anxious
Saw something that is false or misleading on Facebook

US Top Pain Points IG

Lost what I was looking at due to unexpected refresh
Saw too many ads on Instagram
Saw too many ads on Instagram Stories
Felt that not enough people see the things I share on Instagram
Had concerns about how other companies might use my data/ information
Felt that I don't see enough posts from my friends on Instagram
Had concerns about how Instagram might use my data/ information
Looked for a post I saw in my feed earlier but couldn't find it again
Tried to watch a video that appeared stuck or slow
Experienced the app freezing, crashing, or closing unexpectedly
Had difficulty controlling what I see in my feed
Had difficulty getting enough Instagram followers
Felt that Instagram uses too much of my phone's battery
Saw posts in my feed that are not relevant to me
Felt that Instagram uses too much data on my phone
Experienced the app being slow to start
Saw an advertisement interrupting a video on Instagram
Tapped or clicked on a picture but it did not load
Received unwanted sexual advances from other users
Saw something that is false or misleading on Instagram

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IN (weighted Prevalence * Impact): Well-Being Related Concerns & Commerciality Top 5 for FB; Performance Top 5 for IG

IN Top Pain Points FB

Saw an advertisement interrupting a video on Facebook?
Saw people commenting on a post to try to start an argument (e.g. trolling)
Felt that Facebook uses too much of my phone's battery
Felt that using Facebook is a waste of time
Saw too many ads on Facebook
Experienced the app being slow to start
Lost what you were looking at because Facebook refreshed unexpectedly
Felt that using Facebook made me feel sad worried or anxious
Felt that Facebook uses too much data on my phone
Tried and failed to find something or someone using the search bar
Had concerns about how Facebook might use my data/ information
Tried to watch a video that appeared stuck or slow
Reported a post to Facebook and received no response
Saw news sources on Facebook that I didn't trust
Had concerns about how other companies might use my data/ information
Saw too many ads on Facebook Stories?
Saw posts in your Feed that are not relevant to you?
Had difficulty controlling how much time I spend on Facebook
Felt that app takes up too much storage on my phone
Received notifications too late after they were no longer useful

IN Top Pain Points IG

Felt that Instagram uses too much data on my phone
Tried to watch a video that appeared stuck or slow
Had difficulty getting enough Instagram followers
Had concerns about how other companies might use my data/ information
Felt that Instagram uses too much of my phone's battery
Felt that not enough people see the things I share on Instagram
Saw too many ads on Instagram
Felt that using Instagram is a waste of time
Experienced the app freezing, crashing, or closing unexpectedly
Lost what I was looking at due to unexpected refresh
Experienced the app being slow to start
Had difficulty controlling how much time I spend on Instagram
Saw too many ads on Instagram Stories
Saw something that is false or misleading on Instagram
Saw an advertisement interrupting a video on Instagram
Felt that the Instagram app takes up too much storage space
Looked for a post I saw in my feed earlier but couldn't find it again
Saw posts that attacked my identity (e.g. gender race religion etc.)?
Saw news sources on Instagram that I didn't trust
Saw people commenting on a post to try to start an argument (e.g. trolling)?

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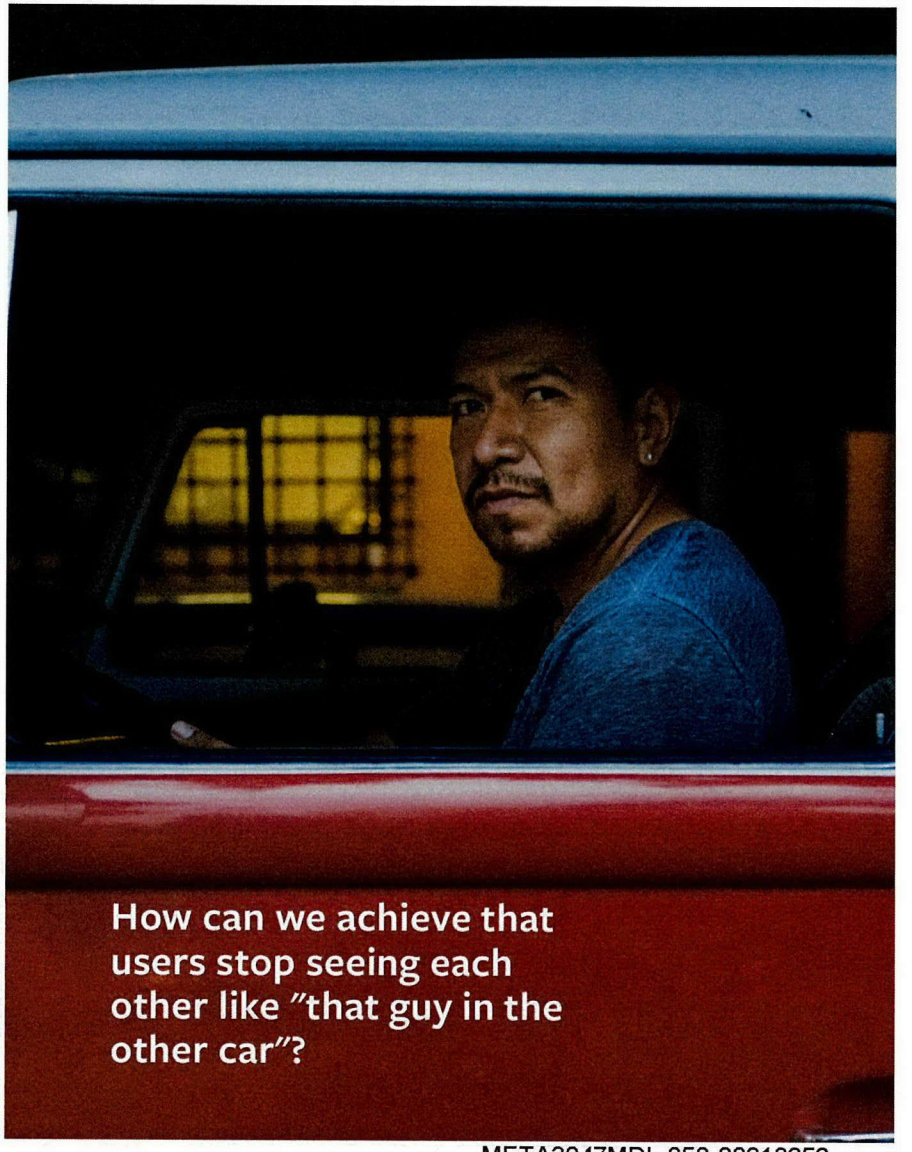
How can we improve user culture on Facebook?

Raise awareness with leadership & funding and staffing of teams working in this space

Spin up a dedicated team focused on user care & support/ customer service experience

Create playbook for how to accomplish cultural shifts for user on user aggression and invest in:

- Revising strategy around content moderation
- Tips/ education on effective communication.
- Creating designated spaces for critical discourse outside of News Feed
- Further collaboration across research teams; e.g., Pre-election lockdown/collaborations around well-being initiatives: News team, News Feed, Problematic Use, Well-Being, & Integrity

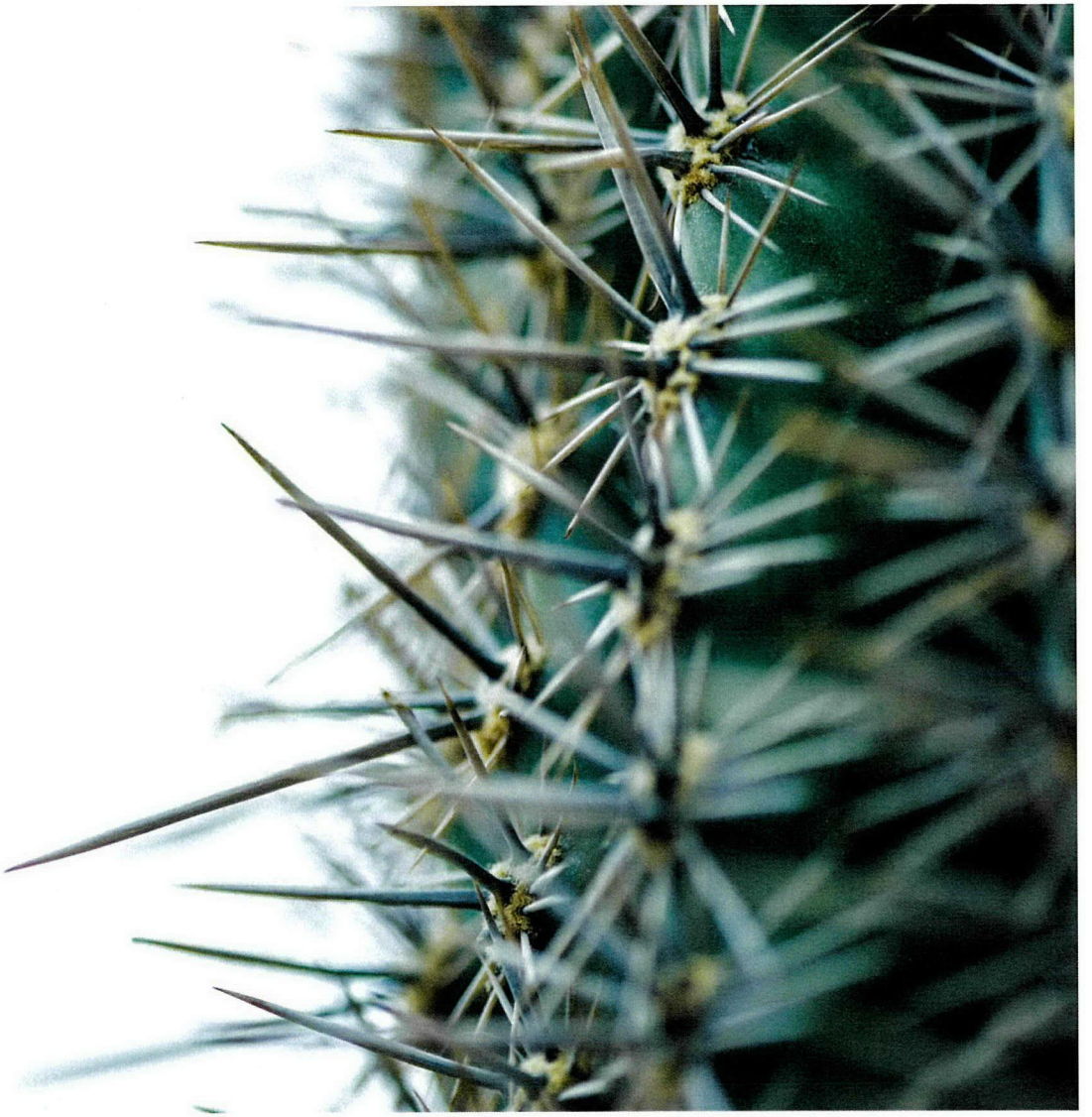


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Questions?

Anneke Buffone <anneke@fb.com>
JD Astudillo <jdastu@fb.com>



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Social listening: Methodology

Collaborators: Crystine Gray; Michael Birincioglu

We monitored* mentions of Facebook in the US, India, GB, & Brazil on Twitter, Reddit, Blogs, & App store reviews during the month of April 2019 to understand:

(1) Common complaints

(2) Negative perceptions

(3) User actions reportedly taken as result of experiencing various issues

Number of conversations categorized:

US = 155,258

UK = 8,087

India English = 2,663

India Hindi = 15,827

Brazil = 14,318

*in collaboration with brandwatch.com

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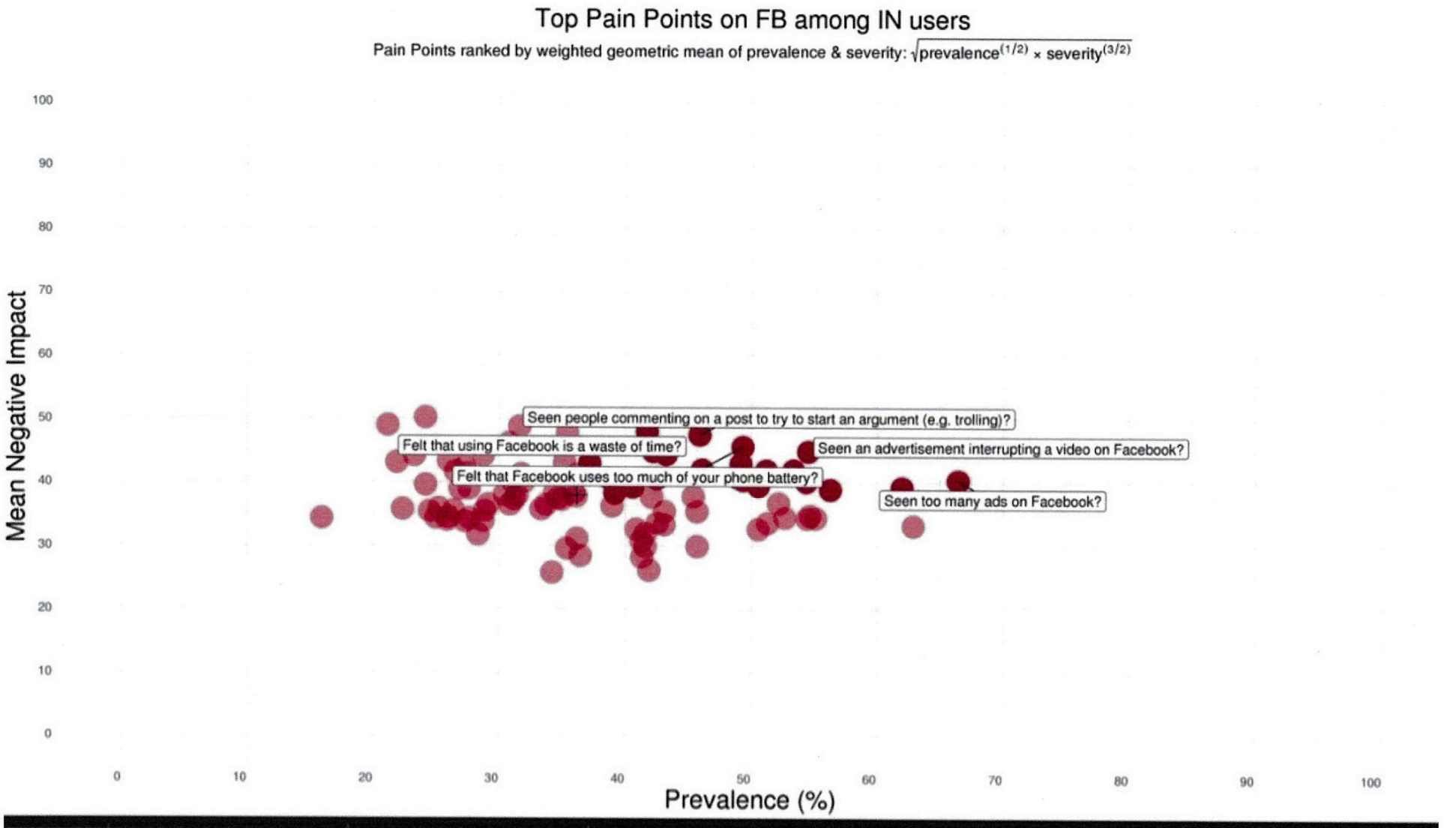
Most Impactful Issues on Instagram: Usability & Well-Being-Relevant Concerns

US Top Impact IG

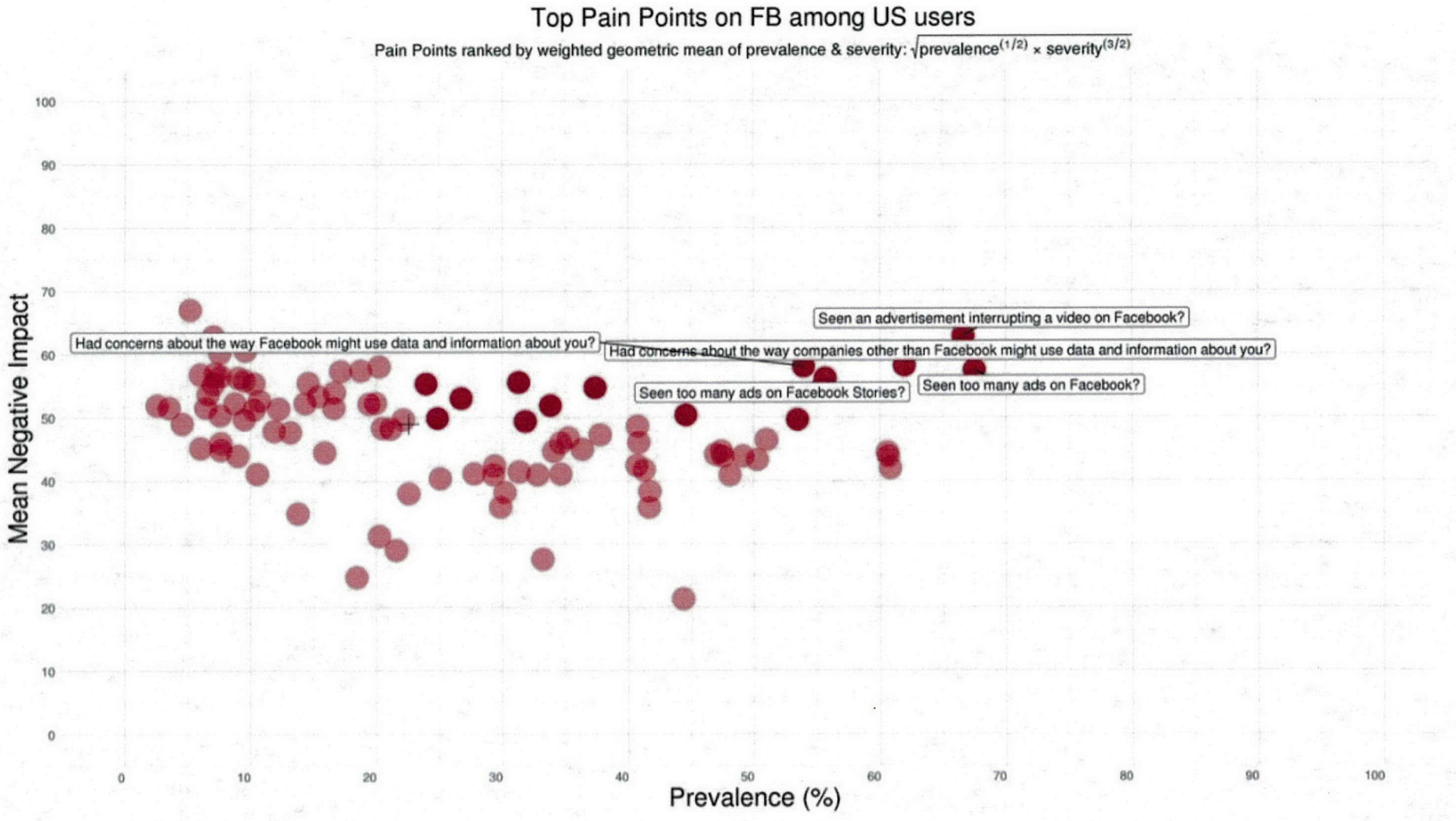
Wrote a caption for a post but couldn't add it
Reported an offensive post to Instagram but Instagram refused to remove it
Had difficulty following accounts on Instagram
Had difficulty switching between Instagram accounts
Saw posts that attacked your identity (e.g. gender race religion etc.)
Had difficulty logging into your account
Had difficulty controlling who can tag you in a post
Known/suspected that someone accessed your account without your permission
Had difficulty adding or removing followers on Instagram
Had difficult receiving direct messages
Experiencing the app freezing, crashing, or closing unexpectedly
Had difficulty following/unfollowing a business
Had difficulty posting a photo to Instagram and Facebook at the same time
Had difficulty sending direct messages
Received unwanted sexual advances from other users
Lost what you were looking at because Instagram refreshed unexpectedly

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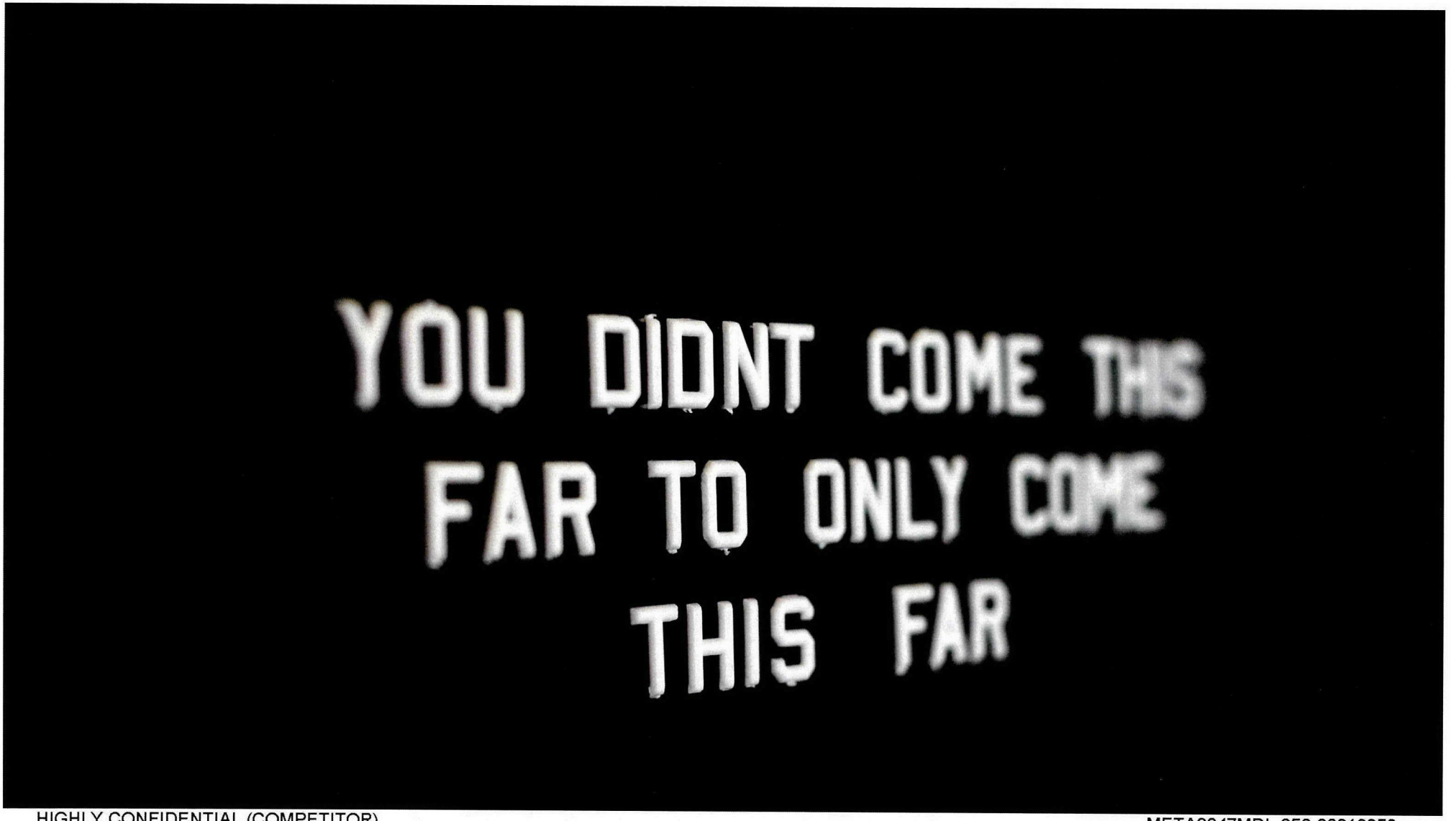


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