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

DX3498

Message

From: Anneke Buffone [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=67BA3617D0A243F2BDF216E592304E03-ANNEKE]
Sent: 11/4/2021 8:53:59 PM
To: Felicitas Mittereder [fmittereder@fb.com]; Carlos Diuk [cdiuk@fb.com]; Steven Morgan [stevenmorgan@fb.com]; Curtiss Cobb [ccobb@fb.com]; Matthew Holleque [holleque@fb.com]; Anneke Buffone [anneke@fb.com]
Subject: Message summary [{"otherUserFbId":null,"threadFbId":4437372809664816}]
Attachments: 252350338_581955319799474_4694353782029608047_n.png

Dr. Curtiss Lee Cobb III (11/04/2021 10:54:16 PDT):
>Here is the note: https://fb.workplace.com/notes/765566194001682/

Dr. Curtiss Lee Cobb III (11/04/2021 10:54:38 PDT):
>Anneke--These are the people from my team who will also be annotating and may have questions for you along the way.

Anneke Buffone (11/04/2021 10:55:53 PDT):
>Hi everyone, also adding Carlos Diuk.

Dr. Curtiss Lee Cobb III (11/04/2021 10:57:57 PDT):
>Thanks everyone for jumping on this so quickly. This thread can be our canonical thread for raising any questions, issues or clarifications.

Carlos Gregorio Diuk Wasser (11/04/2021 10:59:01 PDT):
>Is there a doc where you want us to comment? Or should we start our own annotations?

Dr. Curtiss Lee Cobb III (11/04/2021 11:00:38 PDT):
>If you and Anneke can start your own, that would be great. Go ahead and add me to it. We are going to reconcile annotations between yours and ours at 1pm.

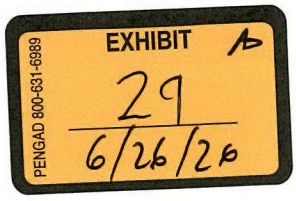
Anneke Buffone (11/04/2021 11:01:03 PDT):
>I started one, will share in a moment

Carlos Gregorio Diuk Wasser (11/04/2021 11:01:13 PDT):
>Are they not going to use any of the follow-up notes on the metric or YTOF? Just the one about the survey?

Steven Morgan (11/04/2021 11:02:37 PDT):
>Anneke and Carlos, are you available for a brief call with Felicitas and myself in ~10-15 minutes?

Anneke Buffone (11/04/2021 11:02:43 PDT):
>Yep

Carlos Gregorio Diuk Wasser (11/04/2021 11:02:45 PDT):
>yes



Anneke Buffone (11/04/2021 11:07:34 PDT):
>https://thoughtcrumbs.com/publications/Cheng_Burke_DeGantCSCW2020.pdf

Anneke Buffone (11/04/2021 11:07:47 PDT):
>This is the PU published paper by Moira, in case helpful.

Anneke Buffone (11/04/2021 11:07:56 PDT):
>NOT the same as this note, but we refer to it

Dr. Curtiss Lee Cobb III (11/04/2021 11:08:21 PDT):
>I don't know, but I do think that we should consider adding notes about whether a behavioral metric was created or not and what it is. You can add annotations about YTOF as well.

Dr. Curtiss Lee Cobb III (11/04/2021 11:08:28 PDT):
>All that context is helpful.

Anneke Buffone (11/04/2021 11:15:14 PDT):
>Won't let me join :(

Carlos Gregorio Diuk Wasser (11/04/2021 11:36:41 PDT):
>This is the behavioral heuristic note: https://fb.workplace.com/notes/680819622817774/

Steven Morgan (11/04/2021 11:37:29 PDT):
>Felicitas, Matt, and Curtiss, here is a doc for us to annotate:
https://docs.google.com/document/d/1QhZXGDIqp7Qc8UQ2SsYluxztovZAOHbM5JrpURsVg3w/edit#

Anneke Buffone (11/04/2021 11:48:34 PDT):
>From qual follow up:

Anneke Buffone (11/04/2021 11:48:35 PDT):
>RESEARCH HIGHLIGHTS
>General
>Indian participants were more hesitant to say anything negative about Facebook. This was in sharp contrast to the US participants who were very comfortable airing their frustrations.
>Facebook cares for you as well as your time... you can measure time (you are spending) and you can give time to your children / family. Facebook is giving you that… it's trying to cut down all the negatives. (Married w/ Children)
>It was clear to see that family relationships are critical in India. Participants mentioned how social media affects their family relationships more so than participants in the US and Brazil. This is likely why they mentioned "My social media usage affects my personal relationships" the most.
>If I spend time with my family, my life will become like it was before (before social media). People used to get together - uncles and aunts you would eat together. Nobody meets face to face anymore. (Married w/ Children)
>I neglect my family cause i'm always on the phone. (Younger Participant)
>Participants were divided on whether or not these features would actually help people.
>According to me, I don't think this feature is useful. If someone wants to stop smoking, they will stop. (Then relating to social media) If someone has a strong intention, they will quit - I don't think they'll need these features. (Younger Participant)
>Problematic Use Areas: This question was asked twice. Once prior to the start of the discussion and then after viewing the screens and messaging.
>Married w/ Children
>PU Section A: Affects my Children (top choice), Sleep, Productivity, and
>PU Section B: Sleep, Productivity
>Younger
>PU Section A: Personal Relationships (Top choice), Sleep, Control,
>PU Section B: Personal Relationships (Top choice), Guilt, Productivity

Anneke Buffone (11/04/2021 11:49:16 PDT):
>So the over-reporting explanation does not seem likely given P's were hesitant to criticize FB...although maybe they would be more comfortable in surveys?

Anneke Buffone (11/04/2021 11:51:46 PDT):
>The concern about neg. impact to children is also relevant. There may be a culturally rooted generalized fear about tech use (see how it is more common in older adults). If I were to continue this work, I'd want to understand better how much is a generalized fear of tech interrupting relationships vs. concrete memories of time spent on FB that someone would have rather spent with family.

Anneke Buffone (11/04/2021 11:52:41 PDT):
>One more thing to add is that there are not many useful tech addiction products (because behavioral interventions, especially online do not have an amazing track record).

Anneke Buffone (11/04/2021 11:53:20 PDT):
>So one thing to call out is that product is not very far over (FB and beyond) on tech overuse solutions that actually work (beyond the "egg timer" type functions)

Matthew Holleque (11/04/2021 11:55:19 PDT):
>From the survey, which items measured control over time spent and guilt over time spent?

Matthew Holleque (11/04/2021 11:55:35 PDT):
>https://www.internalfb.com/intern/survey/simonx/survey/home/?oid=349387259092018

Anneke Buffone (11/04/2021 11:56:14 PDT):
>How often do you find it difficult to manage the *amount of time* you spend on Facebook?

Anneke Buffone (11/04/2021 11:56:18 PDT):
>Control

Carlos Gregorio Diuk Wasser (11/04/2021 11:56:25 PDT):
>There's guilty_PU and control_PU

Matthew Holleque (11/04/2021 11:57:53 PDT):
>Thanks! And to be considered PU, they had to say "All the time" for either of those?

Anneke Buffone (11/04/2021 11:58:31 PDT):
>Wait

Anneke Buffone (11/04/2021 11:58:40 PDT):
>We did cognitively test in various markets

Anneke Buffone (11/04/2021 11:58:57 PDT):
>Just found it - it was not published though

Matthew Holleque (11/04/2021 11:59:11 PDT):

>In IN and ID or more countries than that?

Anneke Buffone (11/04/2021 11:59:13 PDT):
>All the time or often

Anneke Buffone (11/04/2021 11:59:37 PDT):
>The word "control" was changed to "manage" upon cog.

Anneke Buffone (11/04/2021 11:59:43 PDT):
>India, indonesia and US only

Anneke Buffone (11/04/2021 12:00:28 PDT):
>It wasn't cog testing to the highest standard though. We had very limited time and did in in rolling research, so def a need to replicate/redo cog. testing

Anneke Buffone (11/04/2021 12:00:43 PDT):
>And also test in PH, and the European markets

Carlos Gregorio Diuk Wasser (11/04/2021 12:00:51 PDT):

shared: 252350338_581955319799474_4694353782029608047_n.png

Carlos Gregorio Diuk Wasser (11/04/2021 12:01:40 PDT):
>Both Moira and us defined PU as a Control + Negative Life Impact. We had a looser scale, and slightly different items

Carlos Gregorio Diuk Wasser (11/04/2021 12:02:26 PDT):
>You had to be a "yes" in either of the Control questions, AND any of the Negative Life Impact ones.

Matthew Holleque (11/04/2021 12:04:26 PDT):
>Good to note

Anneke Buffone (11/04/2021 12:06:13 PDT):
>https://fb.quip.com/ZGINACNsE0gi

Anneke Buffone (11/04/2021 12:06:28 PDT):
>Cog. testing results

Anneke Buffone (11/04/2021 12:11:23 PDT):
>Pretty sure Damla was my survey reviewer on PU so a lot of thought went into wording

Anneke Buffone (11/04/2021 12:36:18 PDT):
>https://journals.sagepub.com/doi/abs/10.2466/02.09.18.pr0.110.2.501-517

Anneke Buffone (11/04/2021 12:39:42 PDT):
>https://www.sciencedirect.com/science/article/pii/S2452315116300819#bib35

Anneke Buffone (11/04/2021 12:42:31 PDT):
>These are two existing scales on FB addiction which we reviewed and felt were not adequate.

Anneke Buffone (11/04/2021 12:43:36 PDT):
>The Young scale has a lot of complicated phrasing. The bergen one assumes clinical criteria like tolerance etc. which do not seem supported by any literature (e.g., needing to spend more and more time on FB to get the same pleasure).

Anneke Buffone (11/04/2021 12:44:37 PDT):
>It is basically a proper addiction scale reworded around FB, which isn't how we felt would approach the problem because tech addiction is clearly different from addiction to substances.

Anneke Buffone (11/04/2021 12:45:09 PDT):
>Elena Davis thought about this a lot - she's a former clinician. I will get her phrasing on this and add to the doc

Anneke Buffone (11/04/2021 12:45:25 PDT):
>She was the main person I consulted with on this part.

Dr. Curtiss Lee Cobb III (11/04/2021 12:47:17 PDT):
>We are down to the last 15 or so minutes...yikes!

Anneke Buffone (11/04/2021 12:47:30 PDT):
>Ugh....

Carlos Gregorio Diuk Wasser (11/04/2021 12:56:35 PDT):
>what do we need to do? Just finish up our independent annotations and at 1 we jump on a call?

Dr. Curtiss Lee Cobb III (11/04/2021 12:57:33 PDT):
>Yep...then we can read over them together. Then you and Anneke are free and we will take both sets and collapse into one set.

Dr. Curtiss Lee Cobb III (11/04/2021 12:58:03 PDT):
>1pm might be closer to 1:15 pm...all depends on how we are doing.

Anneke Buffone (11/04/2021 12:58:36 PDT):
>From Elena: https://fb.workplace.com/groups/ResearchInsights/permalink/2042922635756341/

Anneke Buffone (11/04/2021 12:58:43 PDT):
>Why FB excessive use is NOT addiction

Matthew Holleque (11/04/2021 13:03:30 PDT):
>I think Felicitas and Steven are ready to sync whenever

Dr. Curtiss Lee Cobb III (11/04/2021 13:04:16 PDT):
>Anneke and Carlos--Are you two ready?

Anneke Buffone (11/04/2021 13:04:36 PDT):
>I am working in one more thing but can jump on a call now

Matthew Holleque (11/04/2021 13:04:56 PDT):
>https://fb.workplace.com/groupcall/LINK:ntpcnmlvrrov/

Anneke Buffone (11/04/2021 13:04:56 PDT):
>I think the excessive use is not "addiction" piece is very important to call out

Matthew Holleque (11/04/2021 13:05:04 PDT):
>Added a room

Carlos Gregorio Diuk Wasser (11/04/2021 13:06:30 PDT):
>https://docs.google.com/document/d/17gvf-jue0gI-TR-hcTCXOw7NiUD6NoCJzoiKwKojUnw/edit#

Anneke Buffone (11/04/2021 13:21:05 PDT):
>I will work on the FB use is not addiction language for you guys @Felicitas Mittereder and @Steven Morgan.

Carlos Gregorio Diuk Wasser (11/04/2021 13:26:38 PDT):
>my manager Alex Dow asks if he can also get added to the doc to follow along.

Dr. Curtiss Lee Cobb III (11/04/2021 13:29:35 PDT):
>That is fine.

Steven Morgan (11/04/2021 13:31:12 PDT):
>Here is the doc we are writing up annotation:
https://docs.google.com/document/d/1QhZXGDIqp7Qc8UQ2SsYluxztovZAOHbM5JrpURsVg3w/edit#

Anneke Buffone (11/04/2021 13:52:39 PDT):
>One more thing: We take these concerns, which are at play in a lot of internet behaviors from search engine searches to videos, to ephemeral videos, very seriously. Still these concerns are not to be confused with addiction - it is better to talk about "problematic use" or "excessive use" instead. A key remedy is to increase awareness of use and to give users more control over their usage. We have products in place in this space: News Feed is investing in user controls like see more/see less. Activity Log lets users monitor how they spend their time on FB.

Anneke Buffone (11/04/2021 13:53:14 PDT):
>The clinician Elena had suggested the most important remedies for PU are raising awareness over use and giving users more control.

Anneke Buffone (11/04/2021 13:53:45 PDT):
>We can talk about the products we developed in that space like NF working on control panel/user controls like see more/see less, Activity Log, etc

Anneke Buffone (11/04/2021 13:53:59 PDT):
>Just in case that is helpful for comms