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

DX3507

Message

From: Shishir Saraiya [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=SHISHIRSARAIYAC97]
Sent: 4/10/2019 12:40:06 AM
To: Andrei Kirshin [akirshin@fb.com]; Crystine Gray [crystinegray@fb.com]; Gunjan Pandya [gpandya@fb.com]; Judy Jinn [judyjinn@fb.com]; Shishir Saraiya [shishirsaraiya@fb.com]; Bethany de Gant [bethanyd@fb.com]; Chandra Mohan Janakiraman [chandrajm@fb.com]; Matt Killingsworth [mkillingsworth@fb.com]; Anneke Buffone [anneke@fb.com]; Jennifer Guadagno [jenng@fb.com]; Davina Baum [dbaum@fb.com]; Hyun Ju Yang [hyuni@fb.com]; Carlos Diuk [cdiuk@fb.com]; Sean Ryan (UX Research) [seanmryan@fb.com]; Moira Burke [mburke@fb.com]; Elena Davis [elenadavis@fb.com]
Subject: Message summary [{"otherUserFbId":null,"threadFbId":2411047908923164}]
Attachments: 56877168_442926436453899_4819588269782073344_n.png; sticker.png

Chandra Mohan Janakiraman (4/09/2019 16:46:55 PDT):
>hey everybody - exciting to see growth testing an upsell to YTOF on the deactivation flow, for people directly calling out too much time spent as a reason to deactivate...
https://our.intern.facebook.com/intern/px/p/szhX/

Chandra Mohan Janakiraman (4/09/2019 17:11:23 PDT):
>we are going to work w them and potentially test a simple flow

Chandra Mohan Janakiraman (4/09/2019 17:11:53 PDT):
>this is a big deal....based on some estimates we lose 5.9M people per week due to too much time spent

Chandra Mohan Janakiraman (4/09/2019 17:12:03 PDT):

shared: 56877168_442926436453899_4819588269782073344_n.png

Davina Rachel Baum (4/09/2019 17:12:09 PDT):
>Awesome! I'll make sure to sync with their content strategist to make sure we're aligned on how we talk about it

Moira Kathleen Ballantyne Burke (4/09/2019 17:12:45 PDT):
>This syncs with the problematic use study; people with problematic use were 3x as likely to deactivate.

Chandra Mohan Janakiraman (4/09/2019 17:13:07 PDT):

shared: sticker.png

Anneke Buffone (4/09/2019 17:13:30 PDT):
>This is really amazing!

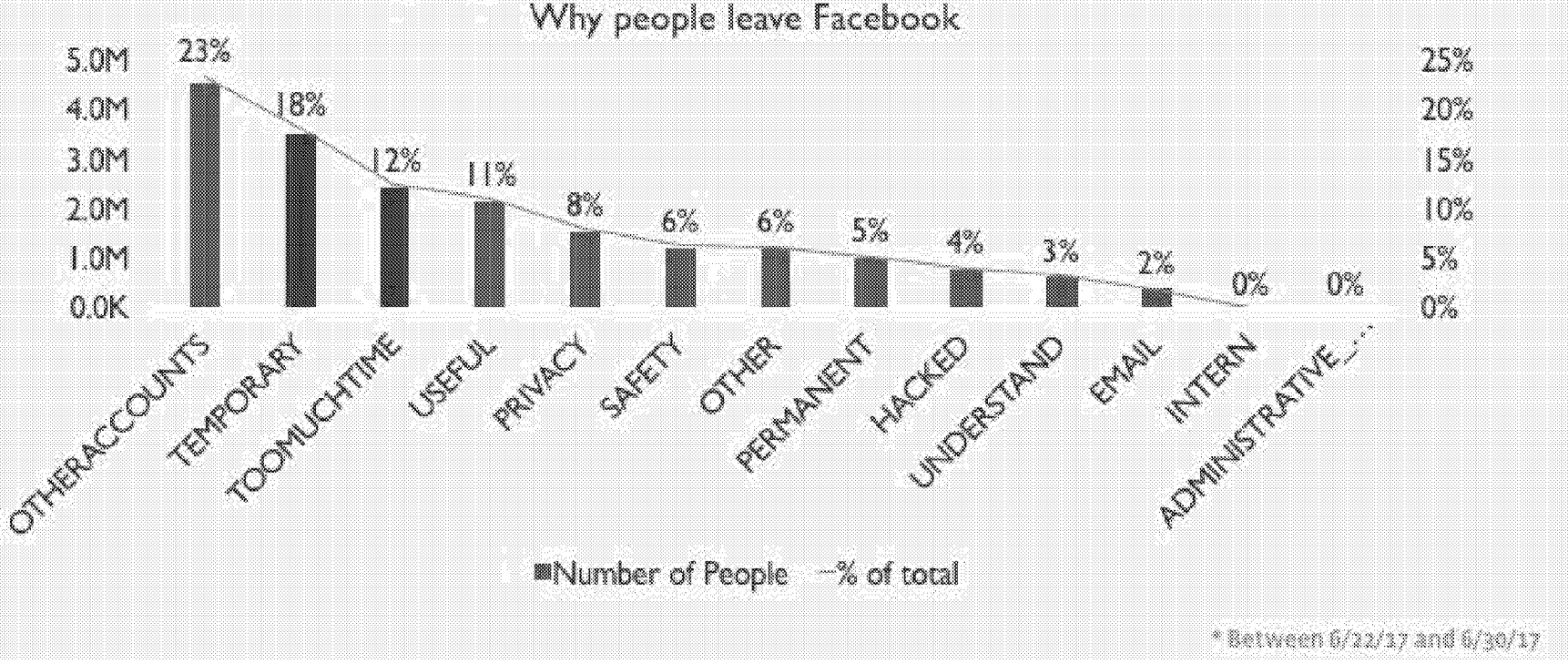
Anneke Buffone (4/09/2019 17:13:52 PDT):
>So good to see several data points align. That will go a long way.

Sean Ryan (4/09/2019 17:32:20 PDT):
>I've been surprised at how many people in the diary study (just the recruit) have said they deleted/deactivated multiple times or routinely

Chandra Mohan Janakiraman (4/09/2019 17:40:06 PDT):
>interesting

~30% of these users deactivate their account for issues related to their time spent on Facebook

That's **5.9** million people in just one week



* Between 6/22/17 and 6/30/17

