Message

From: Stephanie Otway [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=3DE5B1D69CF646A3B3406C9BE0D9A80A]
Sent: 8/27/2021 7:00:28 PM
To: Adam Mosseri [adam@fb.com]; Stephanie Otway [stephanieotway@fb.com]
Subject: Message summary [{"otherUserFbId":100008398728237,"threadFbId":null}]

Mrs. Stephanie Louise Otway (8/27/2021 11:35:15 PDT):
>Hey Adam - let me know if you have a quick sec to talk through the WSJ story, we're just starting to pull together a response - direction from you would be helpful

Adam S. Mosseri (8/27/2021 11:43:09 PDT):
>sorry, slammed right now

Adam S. Mosseri (8/27/2021 11:43:12 PDT):
>can we try async?

Mrs. Stephanie Louise Otway (8/27/2021 11:45:11 PDT):
>all good - Jeff Horwitz has a leaked social comparison research deck from 2020, he's writing a story that essentially argues that IG's design is inherently bad for teenage girls (leads to SSI, poor mental health, dysmorphia) and is not something we can fix with product, or an app design overhaul

Adam S. Mosseri (8/27/2021 11:46:04 PDT):
>can you send me the deck?

Mrs. Stephanie Louise Otway (8/27/2021 11:46:07 PDT):
>arguments are based on our own research so difficult to rebut but we're pulling a response together (interviews w/research team, potentially previewing nudges, for e.g.), we'd like to put you up for interview

Mrs. Stephanie Louise Otway (8/27/2021 11:46:13 PDT):
>https://docs.google.com/presentation/d/1kY2bA9dTwMdL8v4_me-kxuokIIOQbqjyeFWAcA0bmJA/edit#slide=id.p

Mrs. Stephanie Louise Otway (8/27/2021 11:48:11 PDT):
>sending an escalation note shortly that lays out the story - but I expect we'll see resurgence of Molly Russell issue, external environment for IGY will worsen, and more - so wanted to get your early POV on any direction you'd want to lead with in particular

Adam S. Mosseri (8/27/2021 11:49:49 PDT):
>what do we know about the article?

Adam S. Mosseri (8/27/2021 11:50:10 PDT):
>SSI isn't in this deck...

Mrs. Stephanie Louise Otway (8/27/2021 11:53:12 PDT):
>slide 8 and 34 reference eating disorders

Mrs. Stephanie Louise Otway (8/27/2021 11:53:45 PDT):
>main angle: IG is bad for teen girls according to our own research, leads to poor mental health outcomes, our app is inherently flawed for vulnerable groups

Adam S. Mosseri (8/27/2021 11:54:51 PDT):
>slide 8 doesn't say anything about IG's effect on eating disorders

Mrs. Stephanie Louise Otway (8/27/2021 11:56:05 PDT):
>it defines body image as inclusive of eating disorders, then says "how appearance comparisons on IG can worsen teen girls body image"

Adam S. Mosseri (8/27/2021 11:56:41 PDT):
>yup

Adam S. Mosseri (8/27/2021 11:56:57 PDT):
>"This work examines the intersection of these two problems. Namely, how appearance comparisons on IG can worsen teen girls body image"

Adam S. Mosseri (8/27/2021 11:58:41 PDT):
>I'm sure it's too nuanced, but it's saying it will examine the connection

Mrs. Stephanie Louise Otway (8/27/2021 11:59:16 PDT):
>yep, I'm operating under the assumption that he's going to interpret the deck in the most damning fashion

Mrs. Stephanie Louise Otway (8/27/2021 11:59:21 PDT):
>but see your point

Adam S. Mosseri (8/27/2021 11:59:36 PDT):
>that he will

Adam S. Mosseri (8/27/2021 11:59:42 PDT):
>what are you the most worried about quote wise?

Mrs. Stephanie Louise Otway (8/27/2021 12:00:28 PDT):
>I'm mostly worried about the fallout from the article, moreso than pull quotes - that our own research confirmed what everyone has long suspected