Message

From: Shayli Jimenez [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 6/16/2020 5:53:23 PM
To: Sal [redacted]@fb.com]; Kristin Hendrix [redacted]@fb.com]; Robby [redacted]@fb.com]; Austin [redacted]@fb.com]; Roberto Medri [redacted]@fb.com]; Eddie [redacted] [redacted]@fb.com]; Tessa Lyons-Laing [redacted]@fb.com]; Sammi [redacted]@fb.com]; Sharon [redacted]@fb.com]; Julian [redacted]@fb.com]; Shilpa [redacted]@fb.com]; Bhargav [redacted]@fb.com]; Jacqueline [redacted]@fb.com]; Shweta [redacted]@fb.com]; Phill [redacted]@fb.com]; Carles [redacted]@fb.com]; Claire [redacted]@fb.com]; Brad [redacted]@fb.com]
CC: Yashoda [redacted]@fb.com]; Nate [redacted]@fb.com]; Jessica [redacted]@fb.com]
Subject: Re: Teen Ecosystem Research - FYI & Input Sought

Hello everyone,
I wanted to send you an update from the Teens Ecosystem understand workstream. I have completed the Phase 1 Teen Fundamentals project and delivered the presentation that establishes our foundation of existing teen product knowledge and demonstrates some of the unmet needs for our teen audience.

I included a summary below for your convenience. Please let me know if you have any questions. I am moving into Phase 2 Driving Teen Digital Trends next and will keep you all informed as my plans progress.

Best,

Shayli Jimenez

Tennessee v. Meta
Case No. 23-1364-IV
DX0217

What Makes Teens Tick?

TLDR; New things, feeling good and reward.

1. The teen brain is easily stimulated by novelty, making discovery surfaces very engaging if the content is fresh.

   Redundancy is a buzzkill. We must make de-duping content across surfaces a priority for the teen audience. We also need to provide more opportunities to help teens discover new content, interests and people.
2. Teens are prime to exploration and learning. Interests, conversations and sharing new experiences are top exploration tasks for teenagers.

   Exploration is currently a shallow pool on IG. We need to better facilitate deep dives into interests and

conversation by leveraging IGTV and further facilitating community. We should also be striving to spearhead innovative interactions that create new shared experiences.

3. Teens are still developing self control. They are motivated by the prospect of immediate rewards.

   Teens are not finding enough value to the proportion of time they are spending on IG. We must find ways to make teens feel more productive and rewarded on our platform. This could mean making "feel good" content and connections more accessible. We should also incorporate account insights such as what their content diet looks likes, goal setting and reminders about their usage.

4. Teens are sensitive and vulnerable to experiences that can have lasting harm.

   We should continue to seek ways to prevent negative experiences and hurt feelings on the platform. We should also invest in an education experience to teach teens how to protect themselves from dangers on IG.

From: Sal [redacted]@fb.com>
Sent: Friday, May 29, 2020 8:40 AM
To: Kristin Hendrix <[redacted]@fb.com>; Robby [redacted]@fb.com>; Austin [redacted]@fb.com>; Roberto Medri <[redacted]@fb.com>; Eddie [redacted] <[redacted]@fb.com>; Tessa Lyons-Laing <[redacted]@fb.com>; Sammi [redacted]@fb.com>; Sharon [redacted]@fb.com>; Julian [redacted] <[redacted]@fb.com>; Shilpa [redacted]@fb.com>; Bhargav [redacted]@fb.com>; Jacqueline [redacted]@fb.com>; Shweta [redacted] <[redacted]@fb.com>; Phill [redacted]@fb.com>; Carles [redacted]@fb.com>; Claire [redacted]@fb.com>; Brad [redacted]@fb.com>
Cc: Shayli Jimenez <[redacted]@fb.com>; Yashoda [redacted]@fb.com>; Nate [redacted]@fb.com>; Jessica [redacted] <[redacted]@fb.com>
Subject: Re: Teen Ecosystem Research - FYI & Input Sought

Two areas we thought Sharing Experiences leadership may want prioritized in this understand investment include:

1. Ephemerality – does its value transcend generations, particularly next gen teens?
2. Trends among teens related to sharing models and audiences.

Are there other big open questions about teens that this leadership group would find important to consider being incorporated into this Teen Ecosystem understanding?

Friendly reminder these would be foundational questions not necessarily tied to specific product experiences; for questions/ideas related to your specific product areas as they pertain to teens, you should direct those to your primary research point of contact on SE, cc'd here for visibility.

Sal

From: Kristin Hendrix <[redacted]@fb.com>
Date: Wednesday, May 27, 2020 at 7:42 AM
To: Robby [redacted]@fb.com>, Austin [redacted]@fb.com>, Roberto Medri <[redacted]@fb.com>, Eddie [redacted] <[redacted]@fb.com>, Tessa Lyons-Laing <[redacted]@fb.com>, Sammi [redacted]@fb.com>, Sharon [redacted]@fb.com>, Julian [redacted]@fb.com>, Shilpa [redacted]@fb.com>, Bhargav [redacted]@fb.com>, Jacqueline [redacted]@fb.com>, Shweta [redacted]@fb.com>, Phill [redacted]@fb.com>, Carles [redacted]@fb.com>, Claire [redacted]@fb.com>, Brad [redacted]@fb.com>
Cc: Shayli Jimenez <[redacted]@fb.com>, Sal [redacted]@fb.com>, Yashoda [redacted]@fb.com>, Nate [redacted]@fb.com>, Jessica [redacted]@fb.com>
Subject: Teen Ecosystem Research - FYI & Input Sought

Hello IG Sharing Experiences PG Leads & PM Leads,

I wanted to introduce you to Shayli, a researcher who recently transferred to IG and who will be driving a strategic and foundational understand workstream on a priority IG audience -- teens. This workstream is titled **Teen Ecosystem** and is rooted in Community with many of our other horizontal initiatives that are intended to offer wide-reaching impact across Instagram.

She has captured quite a bit of feedback from the Community PG leads and has incorporated their big open questions about teens into her multi-phased research proposal. However, through her conversations with the broader research team - including SE researchers, myself, and her manager Sal Becerra, it became apparent that there are major opportunities to inform the product work across Sharing Experiences.

You can find a summary of the research proposal below and we would be keen to hear about other broad foundational questions regarding this user group you may have been thinking about, especially those beyond the context of Instagram. If you have thoughts/input, please reach out to Shayli directly (she's cc'd here).

Note: Shayli's work is focused on strategic and foundational understanding of teens not necessarily tied to specific product experiences; for questions/ideas related to your specific product areas as they pertain to teens, you should direct those to your primary research point of contact on SE, cc'd here for visibility.

You can also join the Workplace group - Teen Ecosystem Discussion - dedicated to this effort and follow along and share your feedback as Shayli progresses through the milestones of this project. She will be sharing the output of a rich synthesis for Phase 1: Teen Fundamentals very soon and is in the planning process of Phase 2: Understanding Teen Digital Trends.

Thanks, everyone, and please see details about Shayli's proposed research below.

Kristin

Summary: Teen Ecosystem Research Proposal

Research Objectives:

- Generate holistic insight beyond the confines of product or organizational lines - identify opportunities we might miss with a narrow product focus. Identify new bets while helping to existing bets.

- Understand the value and role of IG for teens, in relation to other apps in the family as well as the broader set of media touch points in their lives. Discover "Age Up" and IG onboarding opportunities across the adolescent development process.
- Keep a pulse on the rapidly changing world of teens and how needs are fulfilled through people, products, trends and experiences in different priority geographic locations (ie. U.S., India, Japan and Brazil). This includes how teens think about sharing models, develop interests and make entertainment choices.

Principle Research Questions:

- How do teens discover and adopt trends? Who are trendsetters?
- What drives app usage?
- How do teens feel about different sharing models and audiences?
- Does the value of ephemerality transcend generations?
- What jobs do the FoAs serve for teens and when?
- Which teen needs are unmet by IG and the FoA and where are they turning otherwise?
- What are the privacy needs of teens and what drives them?
- What level of friction and change to an adopted experience is acceptable to teens?
- What does the online and offline teenage world look like holistically including at home, school, within social groups, relationships with entertainment, interests, etc. ?
- What are the unique characteristics of a teenage population?
- What developmental features distinguish segments of teens from each other and adults?

Research Strategy:

- We will answer these questions by first understanding teens fundamentally (Phase 1), benchmarking their ecosystem and experience at the present (Phases 2-3) and developing ongoing programs to aid in foresight and innovation for this user group (Phase 4).
- We will start our work in the US and expand to other high priority markets, e.g. India, Brazil and Japan and capture insights from age segments representative of each developmental stage of early adolescence (ages 10-12), adolescence (ages 13-17) and emerging adulthood (18-22).
- We will also work collaboratively with our UXR peers, DS and Marketing to inform other strategic research initiatives such as IG Global User Segmentation and India as well as with relevant product teams to drive the impact of this research.