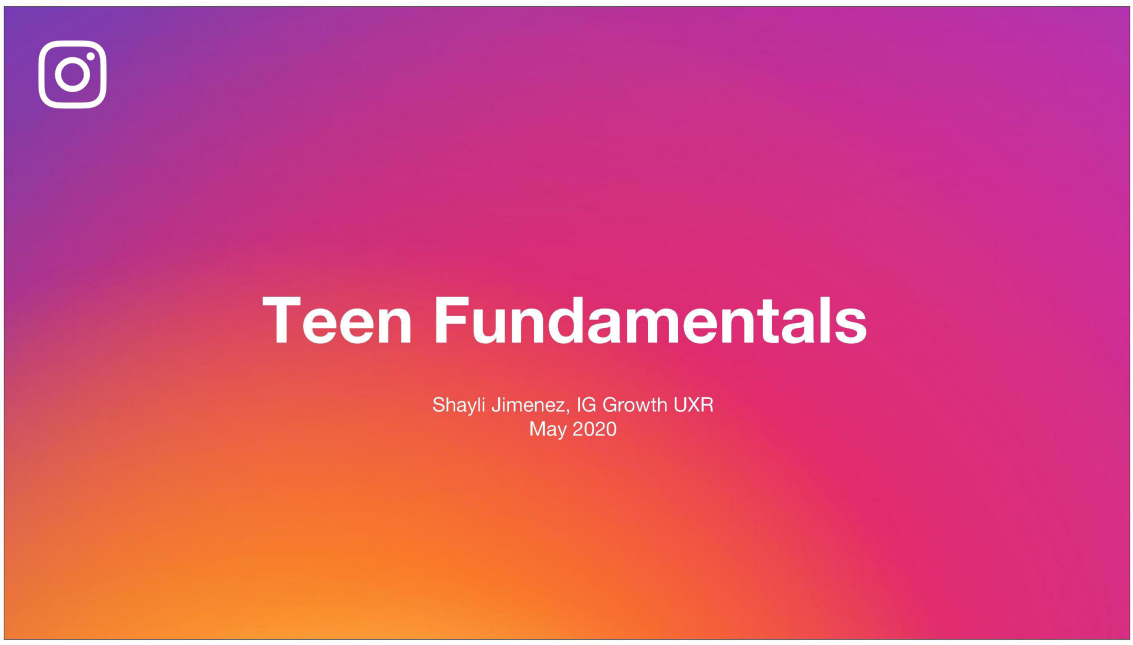
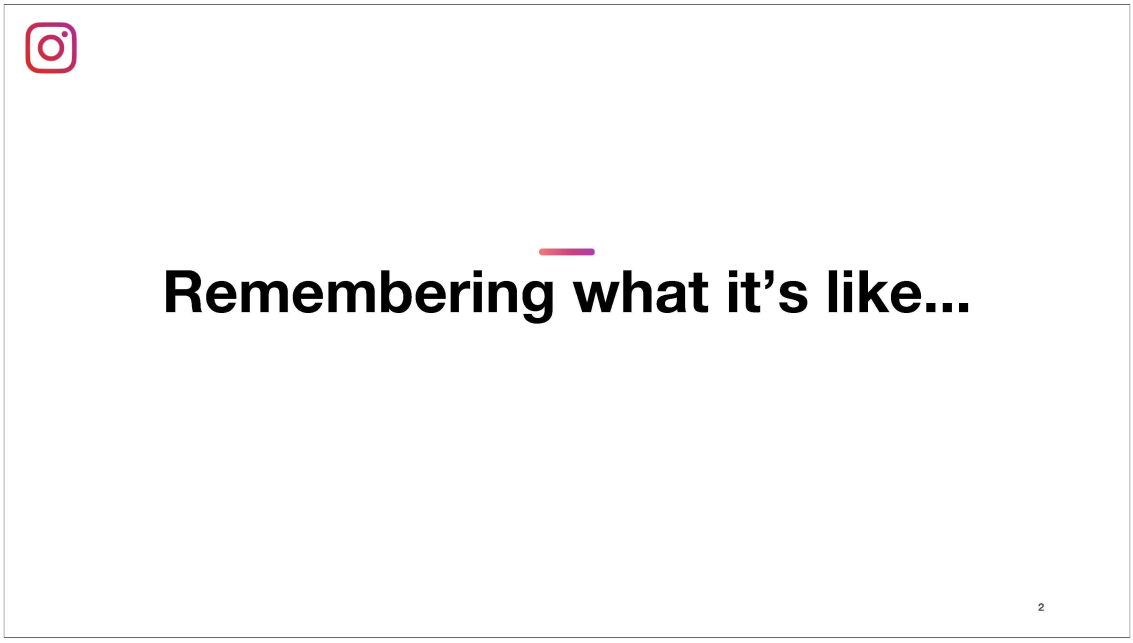
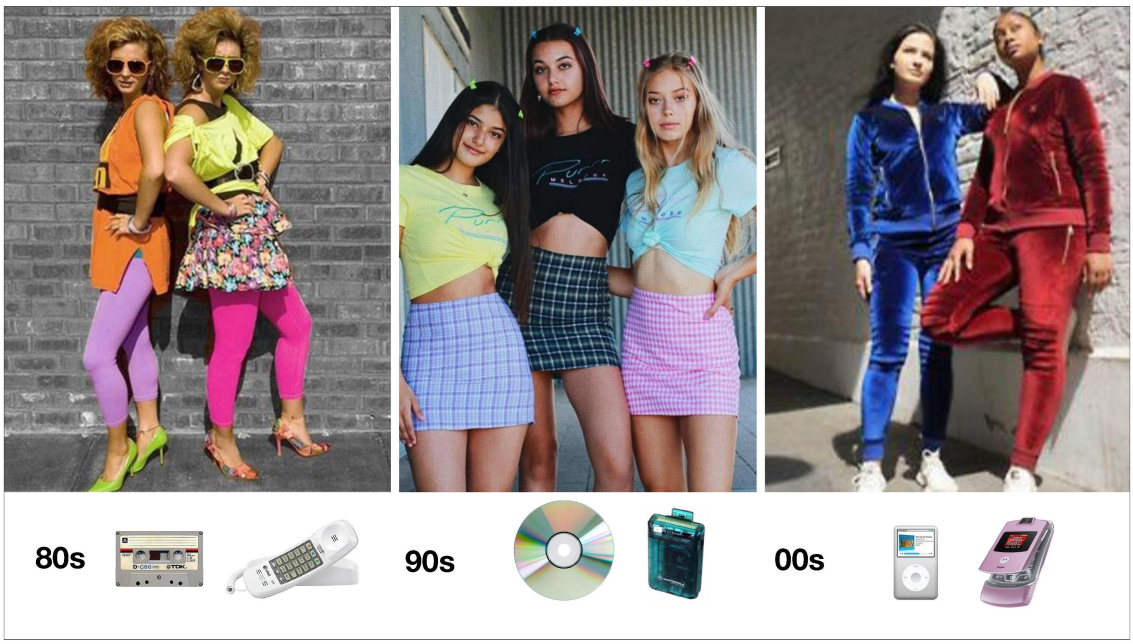


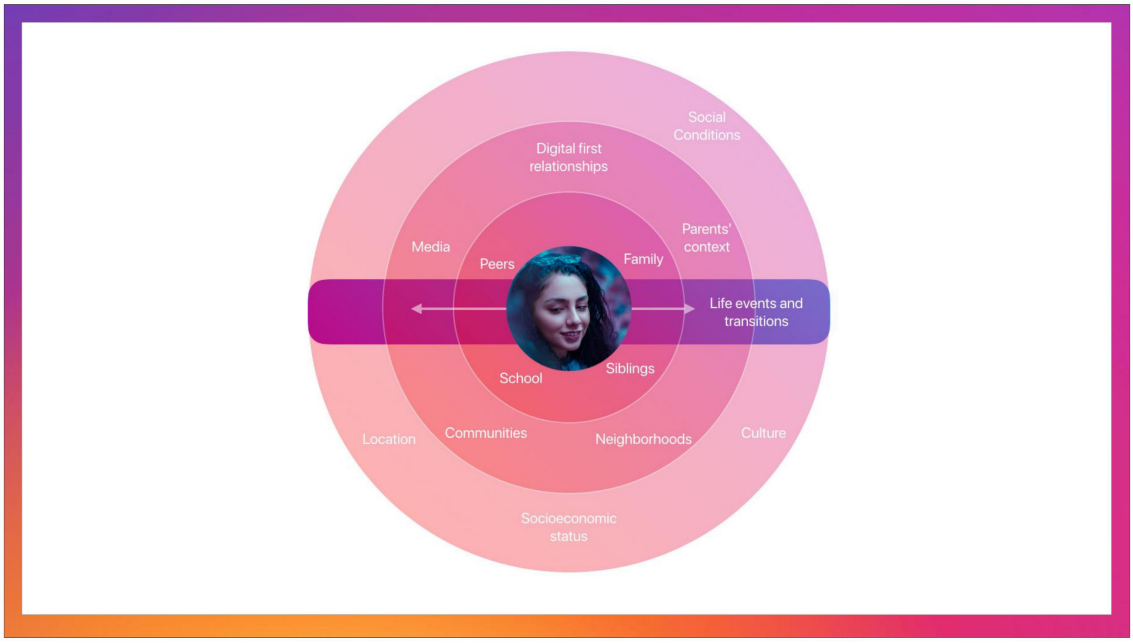

Tennessee v. Meta
Case No. 23-1364-IV
PX-00849



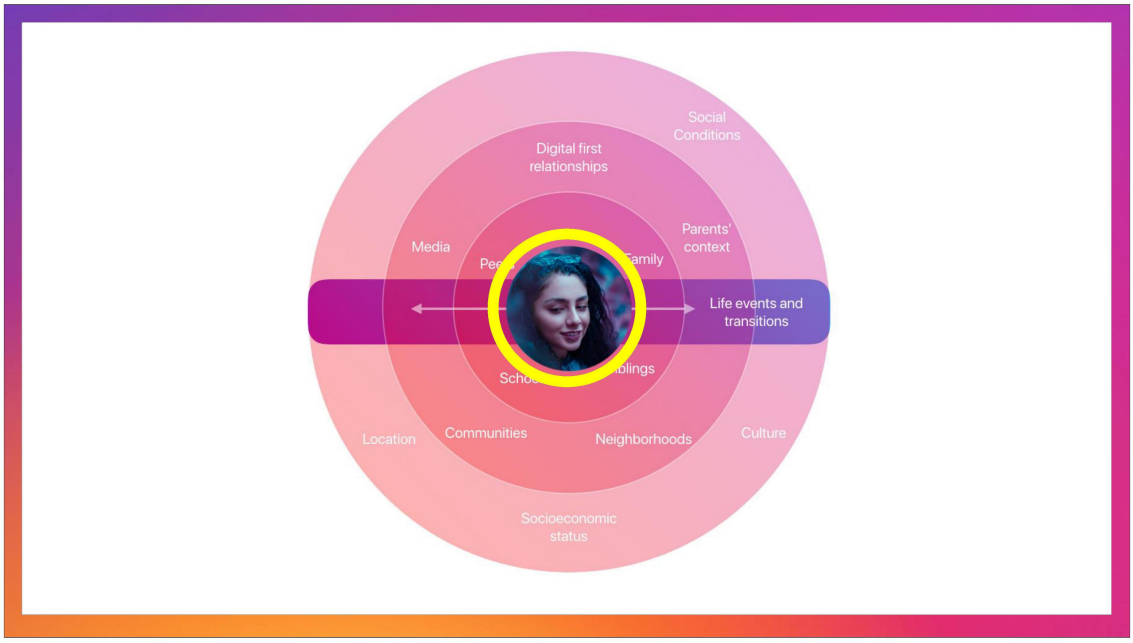

Think back to the time when you were a teenager...



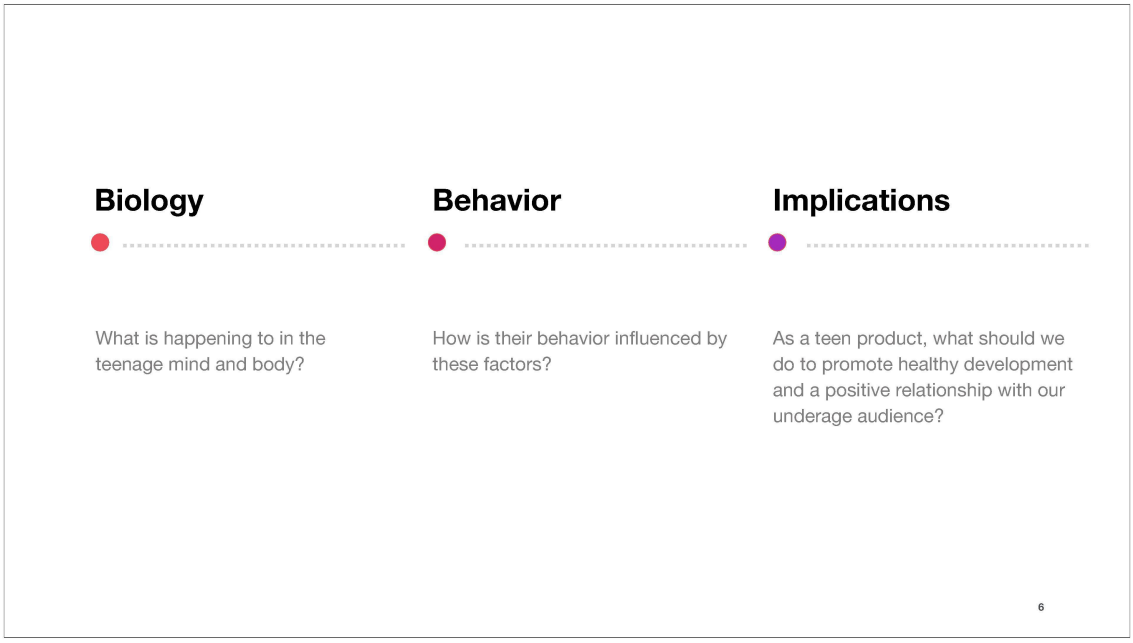

Each generation is marked by different trends in entertainment, style and technology...And while many of these of these evolutions happened before our eyes, there are many aspects of teenage life that evolve behind the scenes.




The teenage experience consists of complex layers that influence the external or nurturing circumstances that influence who they will become. And while there is immense variability in these factors...




We can first look inward to biological factors that are relatively consistent across adolescent development and gain valuable unchanging insights to inform product strategy today. And that is what I am going to be sharing with you now.

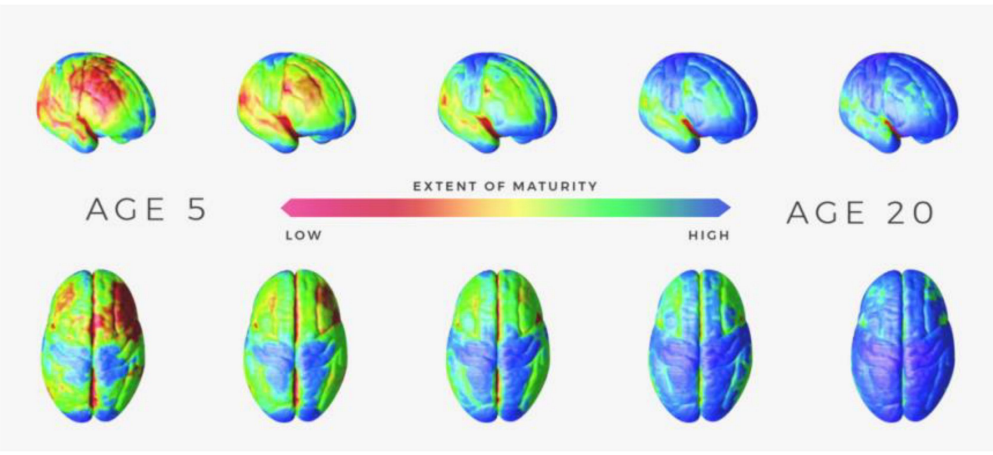



We will dive into…

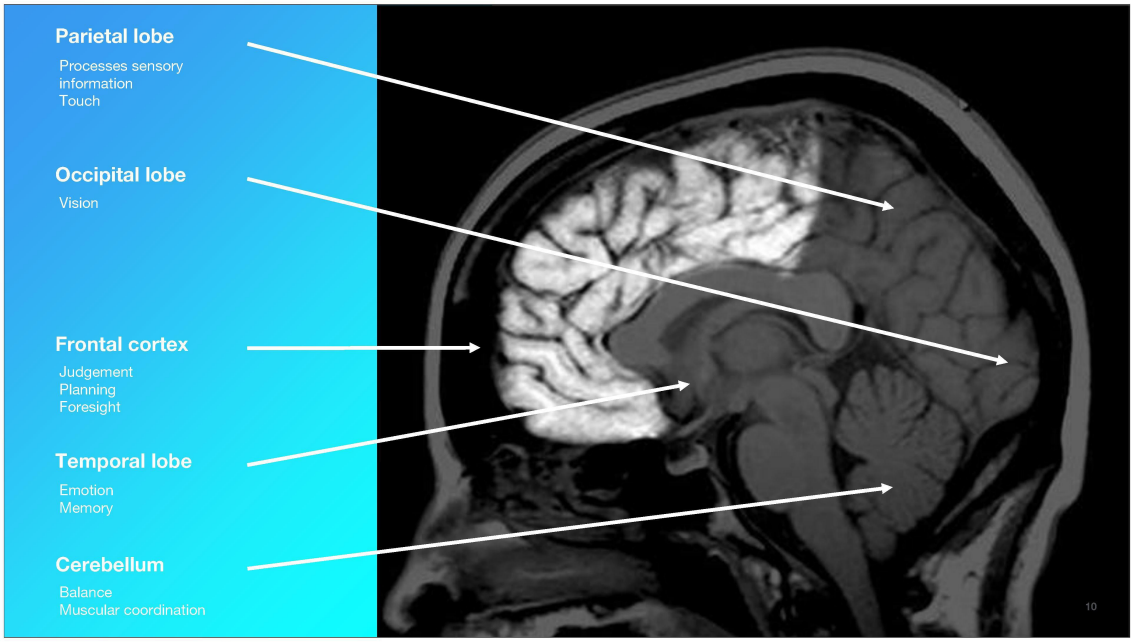

Biology



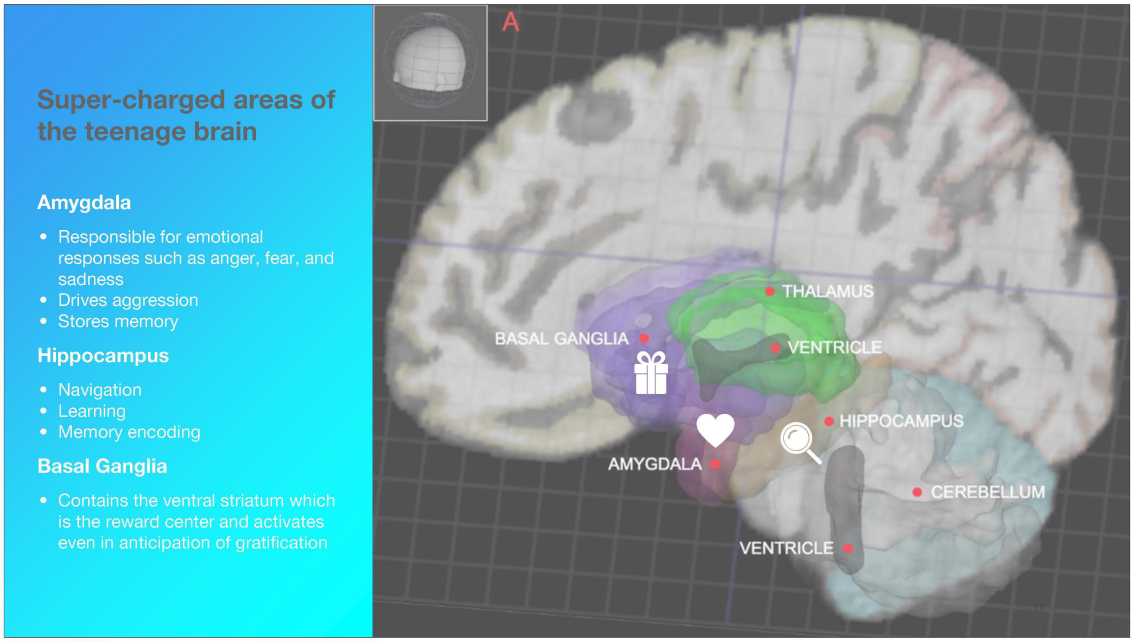
We are all aware of what happens during adolescence = puberty
Increased hormone production, changes and new environmental effects and realizations that cause an abundance of confusion for youth at all stages of adolescence



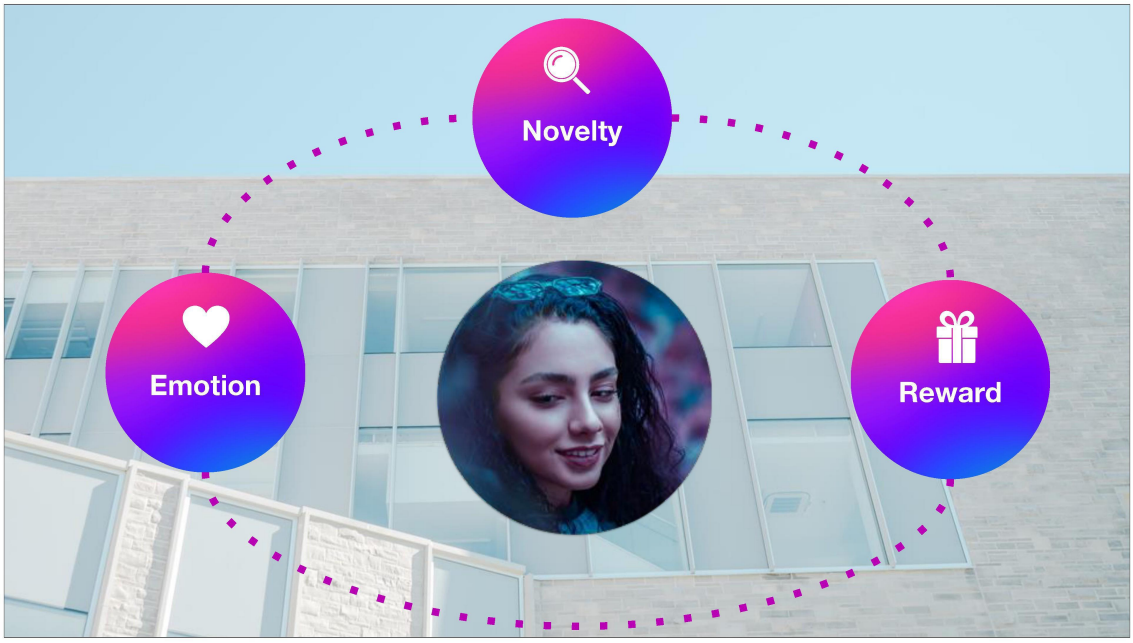

Even more interesting is teenage brain development…as you would expect this also matures over time but not at the same speed as the body. You will also notice the pattern of maturity is from the back to front and gray matter density which drives connections in the brain increases over time. Unlike the body which functions wholly from day one, the brain essential spot trains certain areas and in turn functions over time before it is fully developed to function wholly.



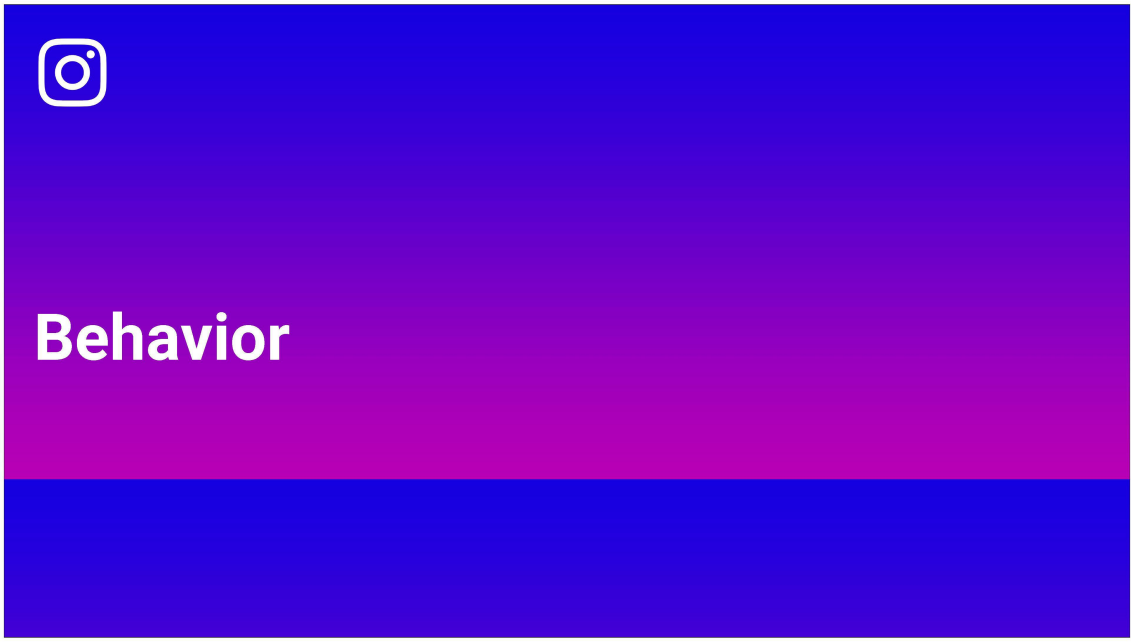

The teenage brain is about 80% mature. The remaining 20% rests in the frontal cortex - the area of the brain responsible for...The temporal lobe houses the limbic system which is where emotions and memory operate.



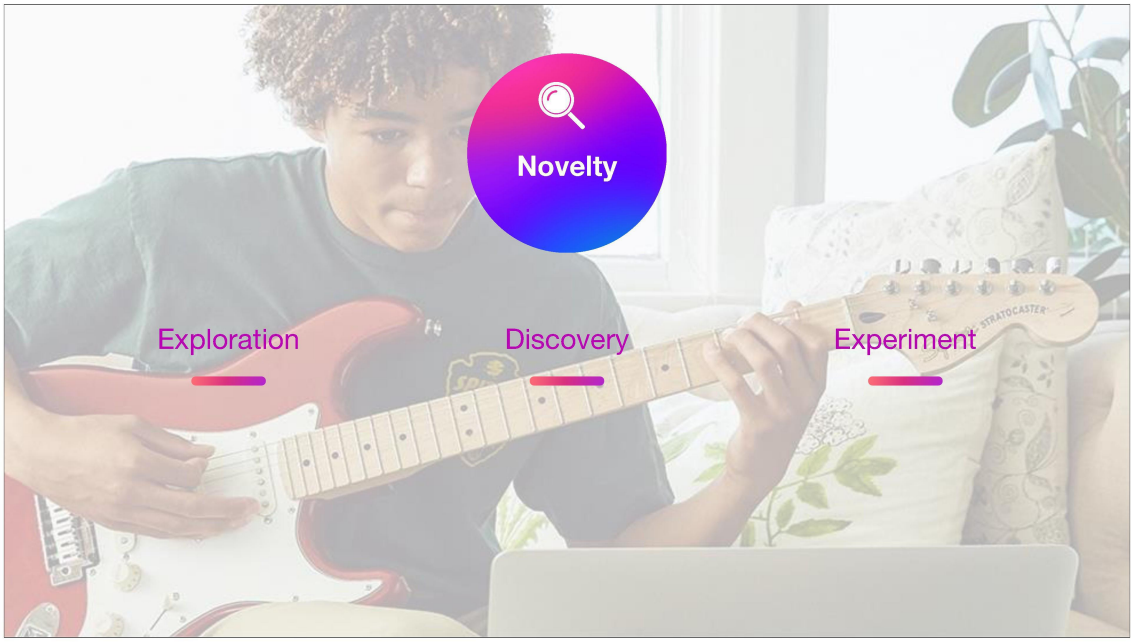

Due to the underdevelopment of the prefrontal cortex much of the teen's cognition is ruled by the amygdala, hippocampus and the basal ganglia which contains the ventral striatum...This means that



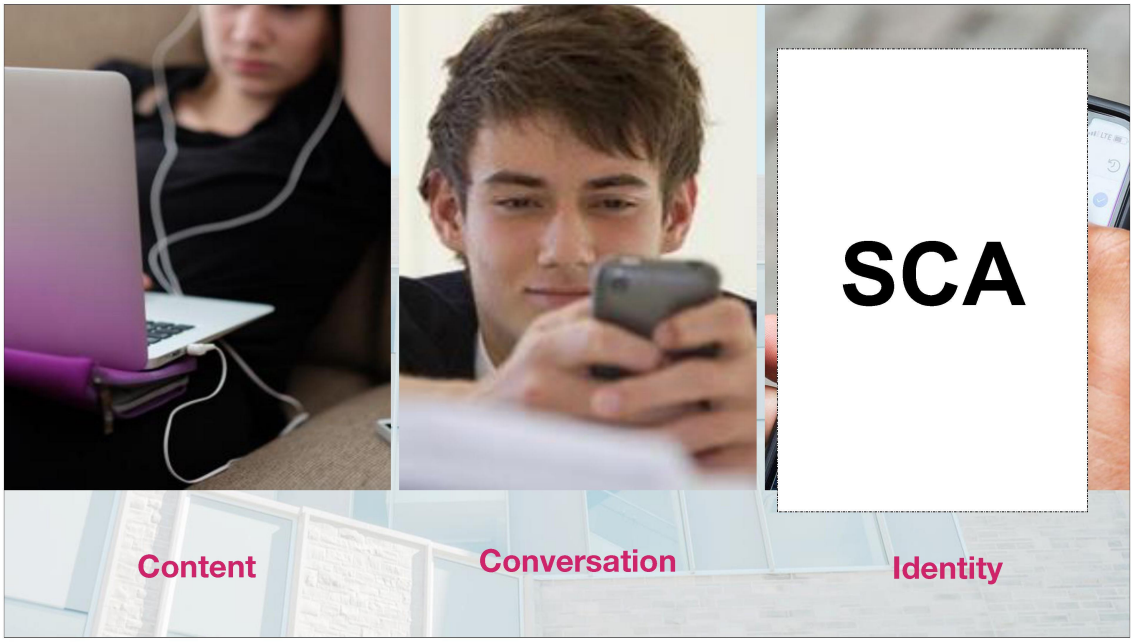

Teens' decisions and behavior are mainly driven by emotion, the intrigue of novelty and reward...While these all seem positive, they make teens very vulnerable at the elevated levels they operate on. Especially in the absence of a mature frontal cortex to help impose limits on the indulgence in these.




So, now that we know this - what is the effect of teen's biology on their behavior? and how does this manifest itself in product usage?




Teens are hungry to learn and therefore seek new experiences and exposure and the teenage brain happens to be pretty easy to stimulate. It's also reasonable to believe that this craving for novelty makes teens more willing to try new apps. Novelty seeking further manifests itself in three behaviors that especially lend themselves to new digital experiences.




Exploration is an invaluable tool for the teenage mind. Teens explore interests through content, they develop moral reasoning skills through conversation and experiment with their identities.



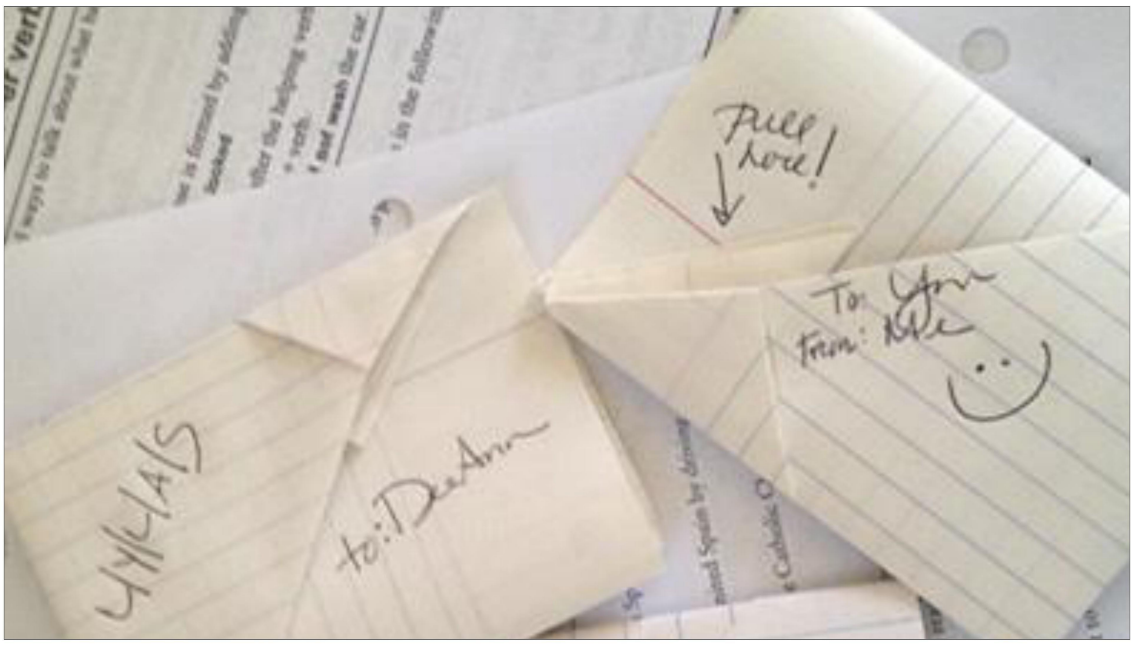
We know IG has always been quite strong on the content front, but we are beginning to get signal the relevance of content on IG may be waning among teens. Why is that? Well for a novelty seeking mind - repetitive content is a buzzkill. More frequently we are hearing that content has become redundant in Stories and other surfaces - especially in comparison to hyper discovery apps like Tik Tok and Youtube.



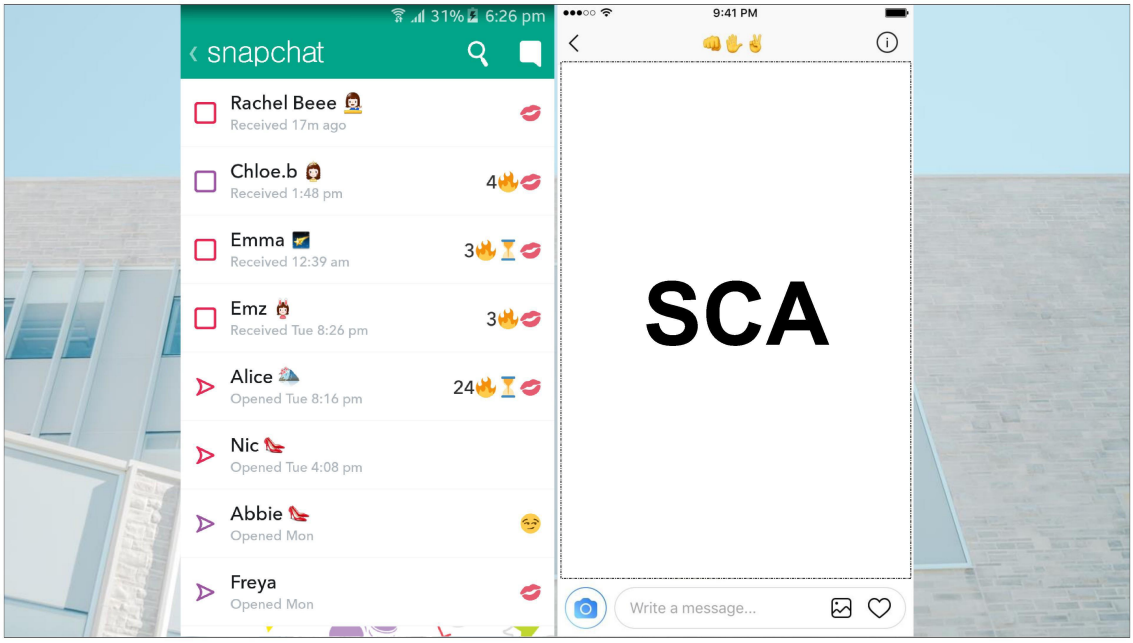
Psychosocial research tells us that moral reasoning is inherently social and achieved through a process called mutual perspective taking - put more plainly it is the exchange of interactions with peers where adolescents confront one another with differing perspectives and engage each other with in-depth discussions.
Furthermore, adolescents who report having more close friendships in which they engage in deep conversations tend to show advanced moral reasoning than do teens with little social contact.
What does this mean for us?



Communicating with peers is not just a boredom buster, it is an important part of adolescent development and one they rely on to feel connected. It seems that teens are naturally chatty and provides some insight around why messaging apps are so popular among this age group.




You may remember these...well they have been replaced by...



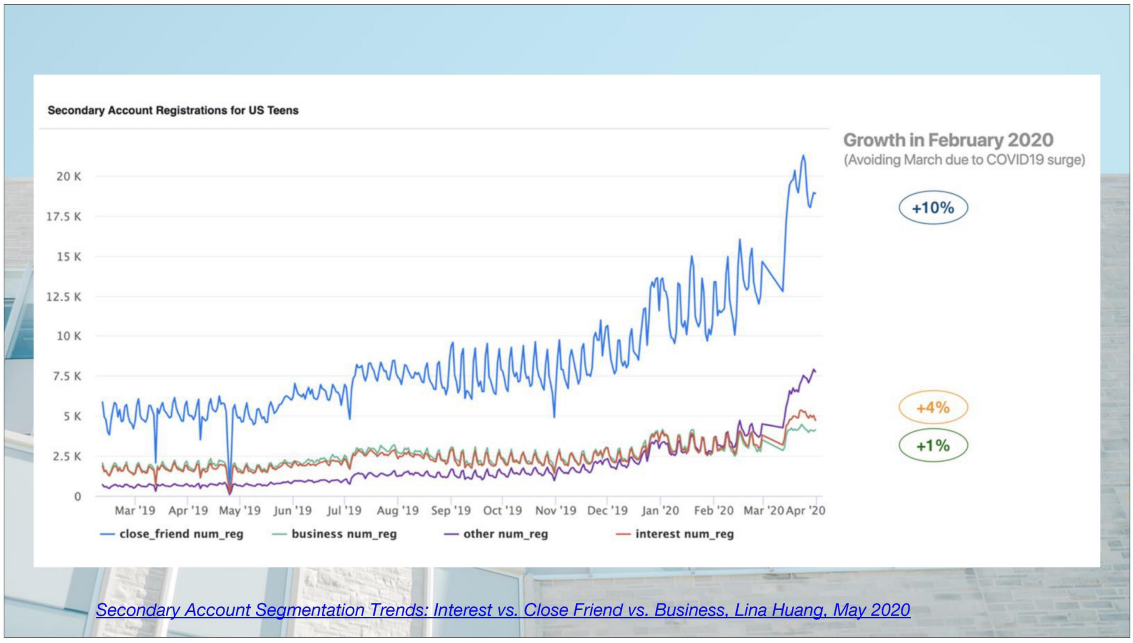

These! Texting and messaging apps like Snapchat have transformed the norms around teen communication to say the least. Our direct product is certainly a utility to teen users when it comes to lightweight interactions and content sharing but apparently lacks the response urgency of Snap and conversation depth fulfilled by text messaging.



Unfortunately moral reasoning although critical, does not influence teen behavior as much as we would hope. Because teens are still trying on identities they do not have the strong sense of self to adopt the values they may be learning about. But without identity experimentation they never will.

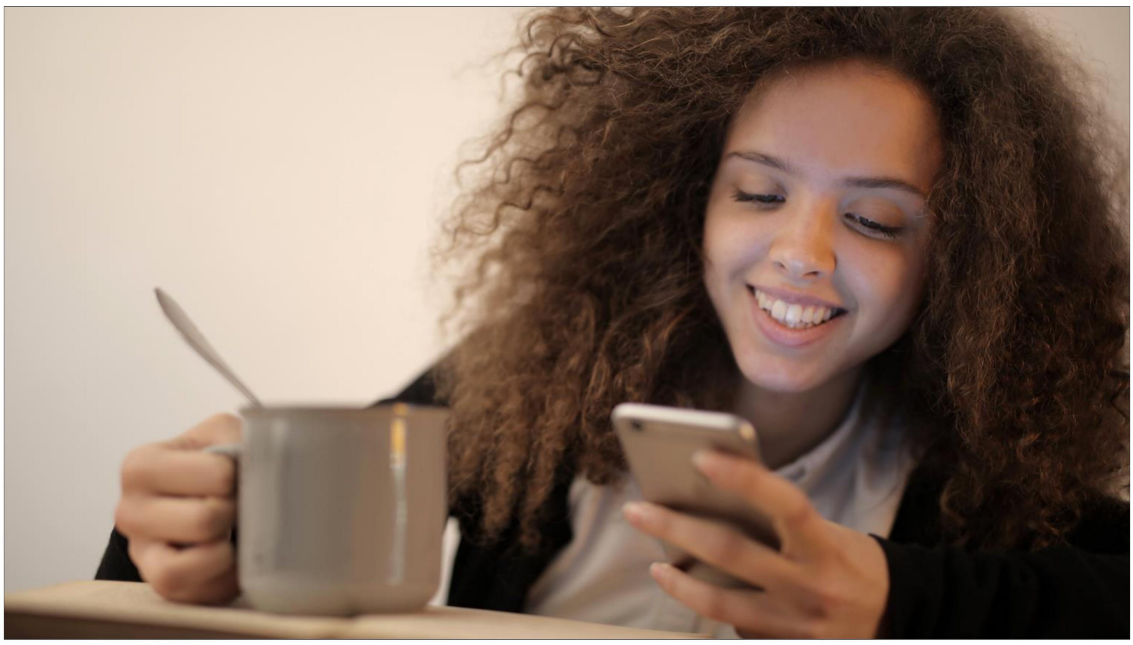



Young people start to recognize that their feelings, attitudes and behaviors change with the situation. This can be confusing and they may find it challenging to form a balanced and consistent sense of self representation. IG lends itself well to identity exploration. The ability to create multiple accounts give teens the ability to experiment with showing a different side of themselves through more frequent authentic expressions to smaller audiences these are known as “finstas”.




*Secondary Account Segmentation Trends: Interest vs. Close Friend vs. Business, Lina Huang, May 2020*

And teen finstas in the U.S. continue to grow showing great PMF for this inherent teen need.

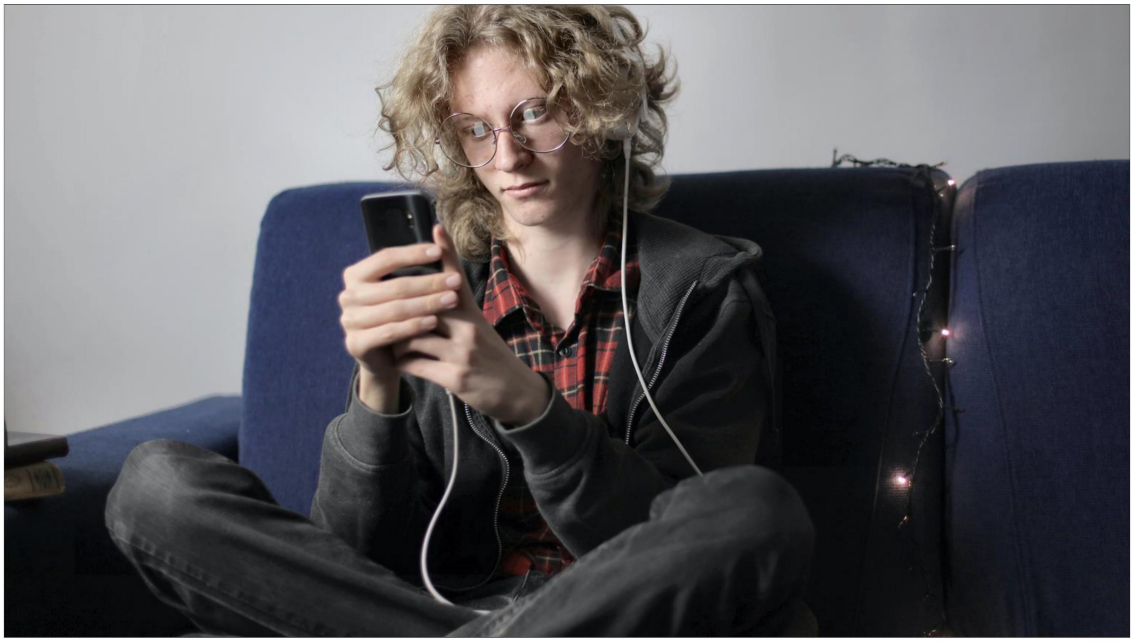


When it comes to discovery → the act of finding (something or unexpectedly or in the course of a search, much like our big bro FB, IG has a pretty good hold on the serendipitous aspect of discovery through our Explore surface, recommendations and social graph. And everytime one of our teen users finds something unexpected their brains deliver them a dopamine hit.

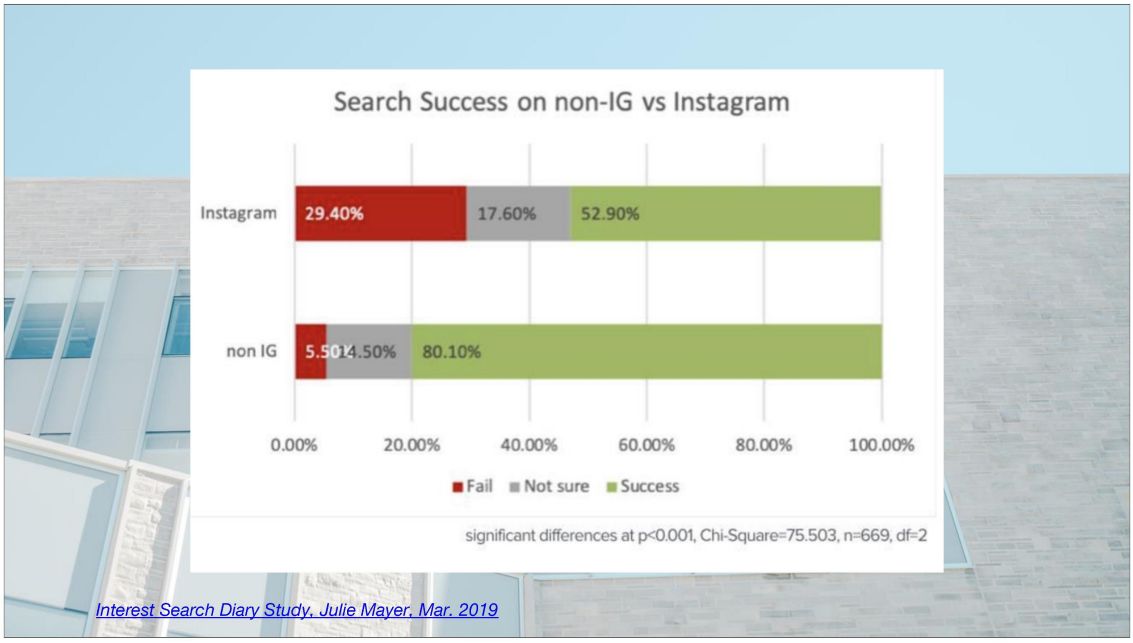



*Project Freedive: Teen Interests, Randy Illum, Nov. 2019*

Teens are insatiable when it comes to “feel good” dopamine effects. Humor and fun are highly valued. But, this does not mean that other types of content don’t engage teens. Humor is just one emotional note - and teens are much more complex beings as they explore who they want to be. This explains teens intense occupation with things such as music and competition.

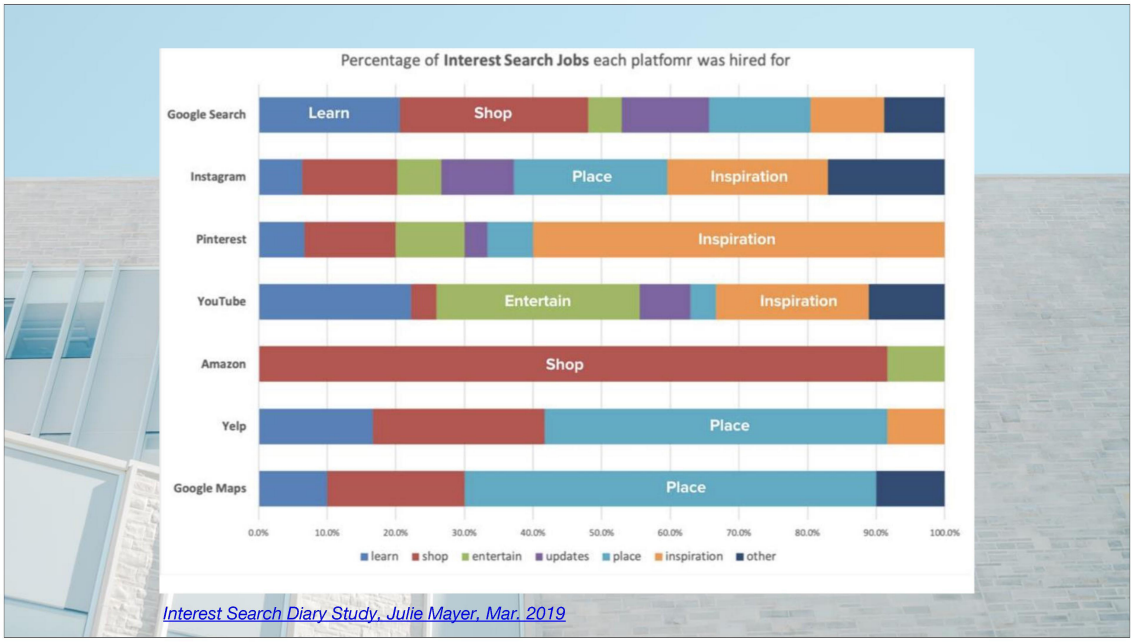


Teen brains' are especially "plastic" or keen to learn presenting a unique opportunity that coupled with curiosity can sends teens down some interesting rabbit holes - absorbing as much as they can about a particular topic. How well does IG cater to this activity? How does it stack up against intentful discovery platforms?



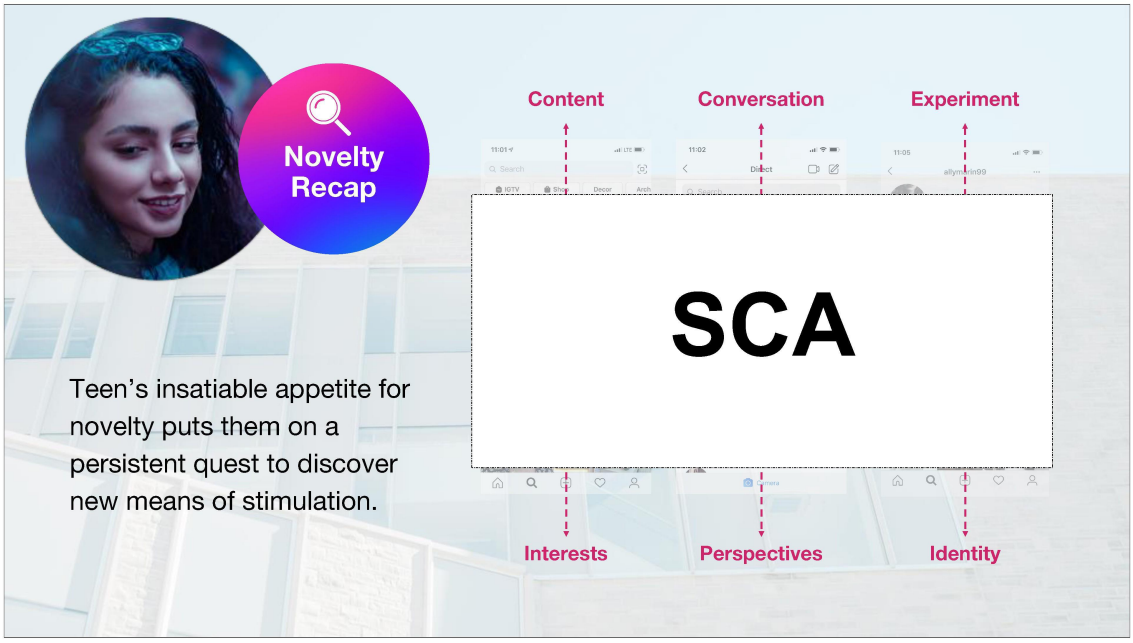

*Interest Search Diary Study, Julie Mayer, Mar. 2019*

Interest searches are generally less successful on IG in comparison with the competitors and we lag especially behind popular teen app Youtube when it comes to seeking to learn about an interest.

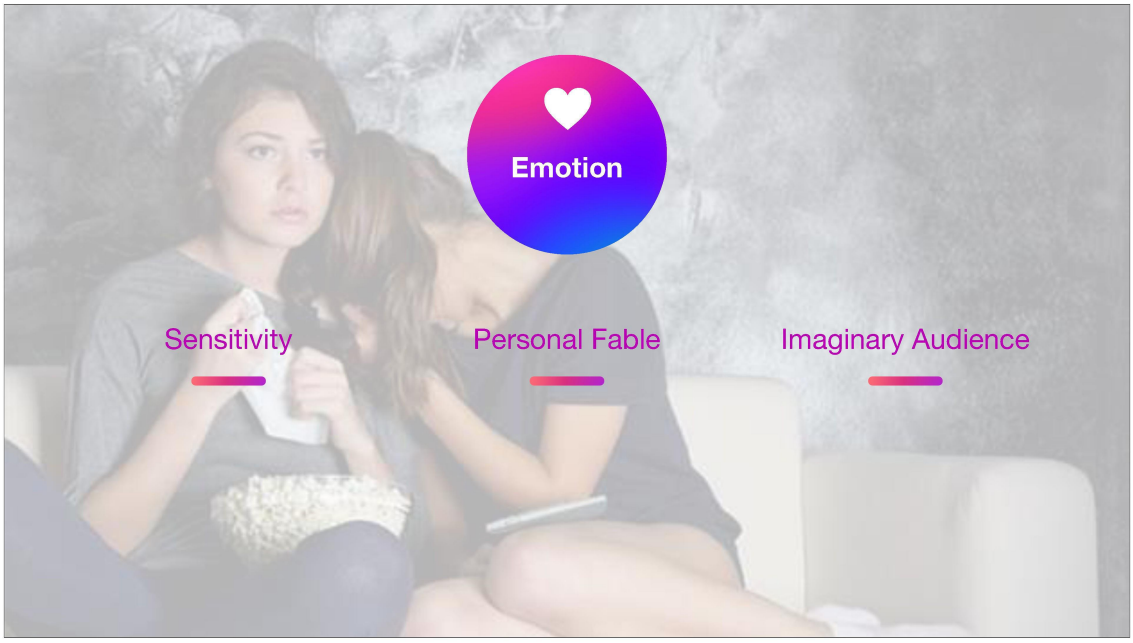



*Interest Search Diary Study, Julie Mayer, Mar. 2019*

The ability to go deep on a topic can be somewhat difficult on IG.




Teen's insatiable appetite for novelty puts them on a persistent quest to discover new means of stimulation. Teens explore interests through content, learn new perspectives through conversation and experiment with their identities.



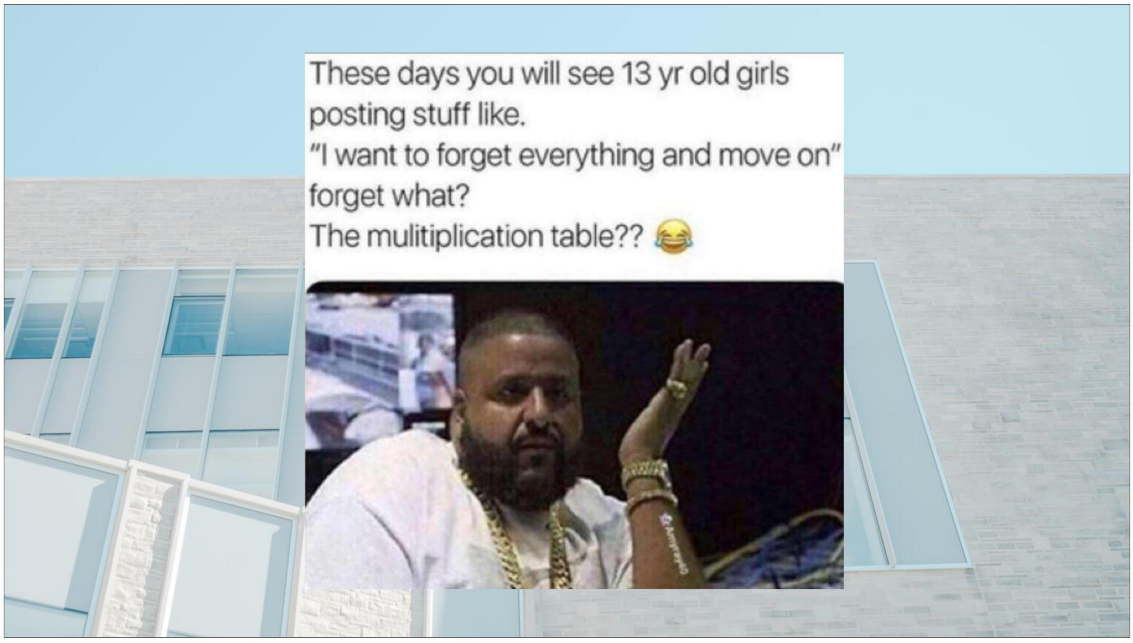

Sex hormones are particularly active in the limbic system, which is the emotional center of the brain. That explains why in part adolescents not only are emotionally volatile but may even seek out emotionally charged experiences - everything from a book that makes her sob to a roller coaster that makes him scream. There are unique features of teenage emotional experience -- increased sensitivity, “personal fable” and “imaginary audience” which I will go into more detail about soon...



Adolescents find it difficult to distinguish their view of what others think of them from reality, what others actually think of them. They show adolescent egotism, a perspective taking error that is manifested in the two phenomena I've mentioned - the imaginary audience and personal fable.



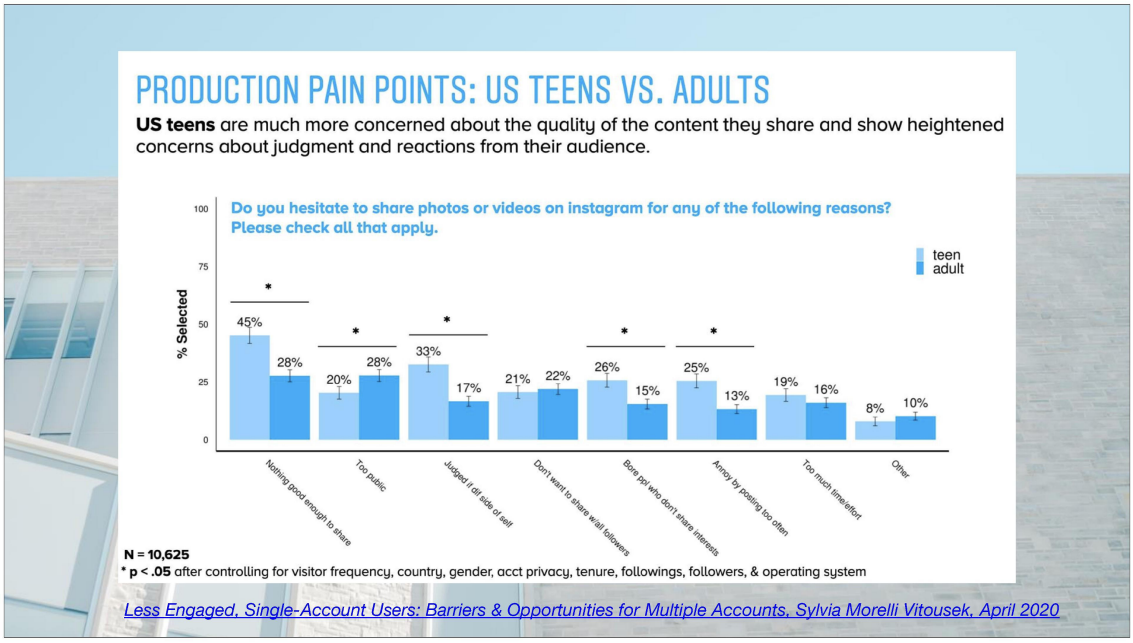
Personal fable which is when teens believe the depth of their emotions, the highs of happiness and depths despair they feel are different from and more intense than other people's emotions and that others simply do not understand. This may move teens towards a desire to express themselves in various introspective ways and engage with relatable content such as that is expressed through memes, vloggers, etc.




Teens often refer to all the “drama” of their lives…

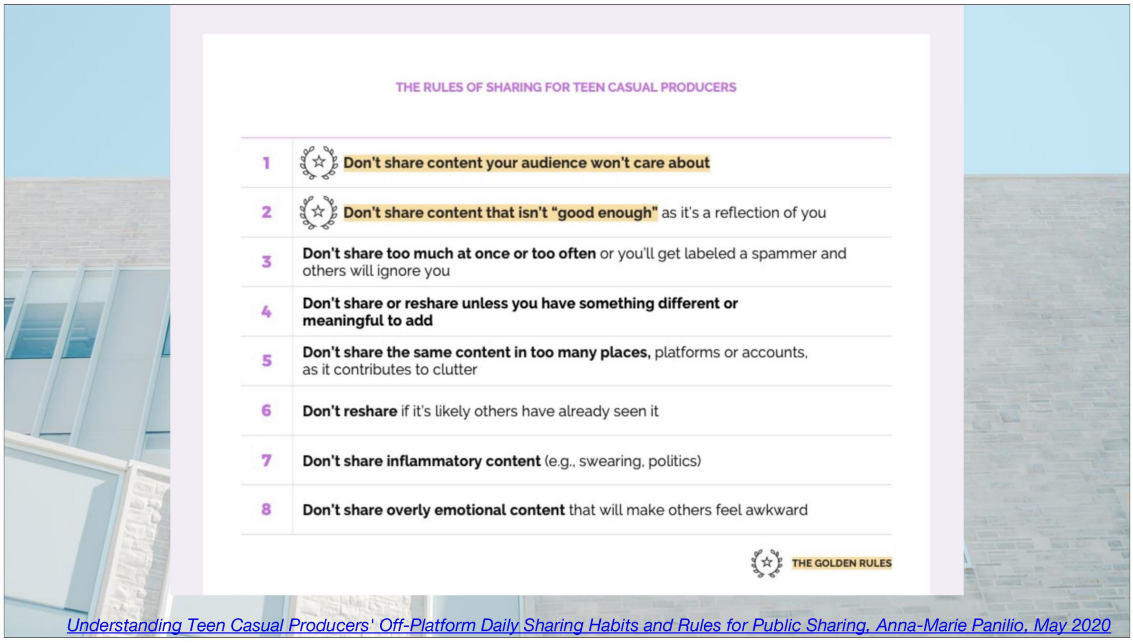



This is compounded by “imaginary audience”, a heightened self consciousness fueled by the belief that all eyes are on them.



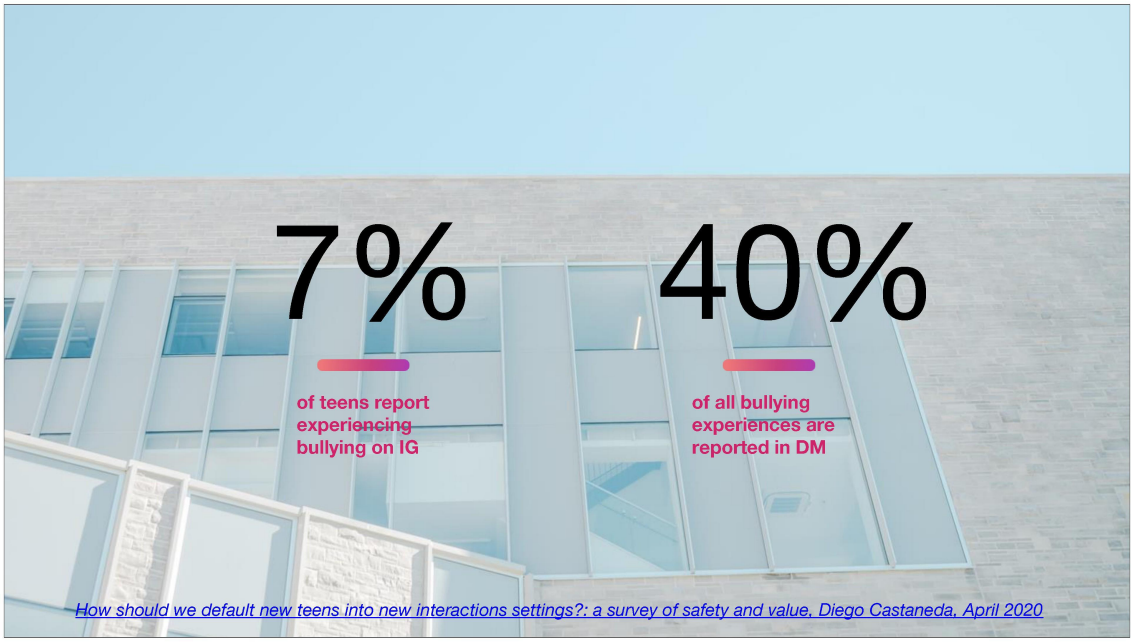

*Less Engaged, Single-Account Users: Barriers & Opportunities for Multiple Accounts, Sylvia Morelli Vitousek, April 2020*

This proves true in the data as well.

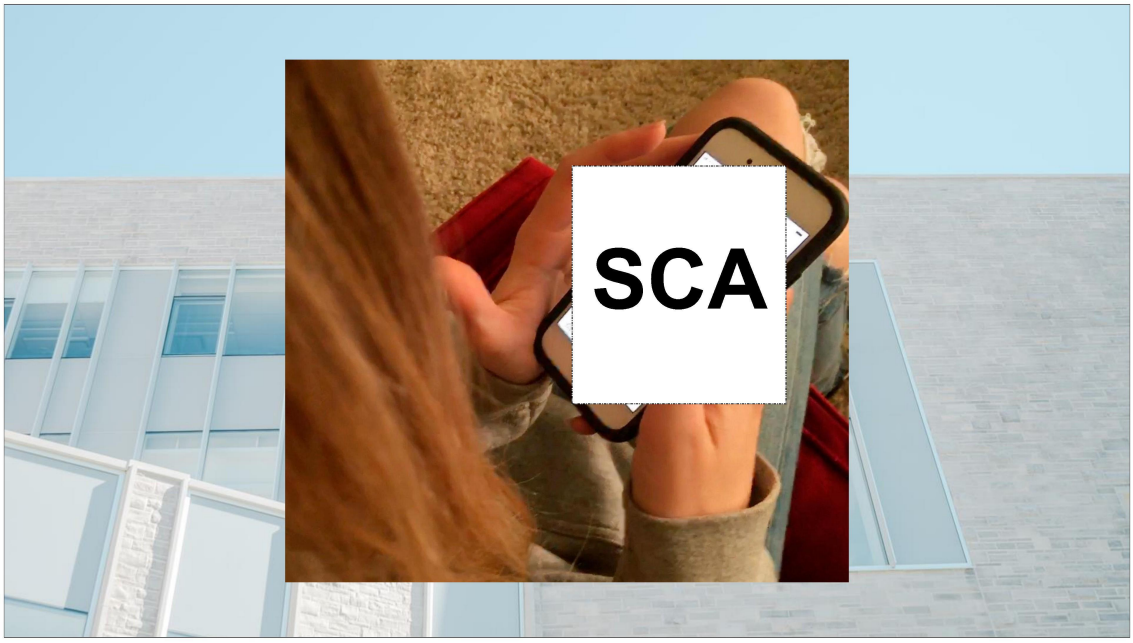



*Understanding Teen Casual Producers' Off-Platform Daily Sharing Habits and Rules for Public Sharing, Anna-Marie Panilio, May 2020*

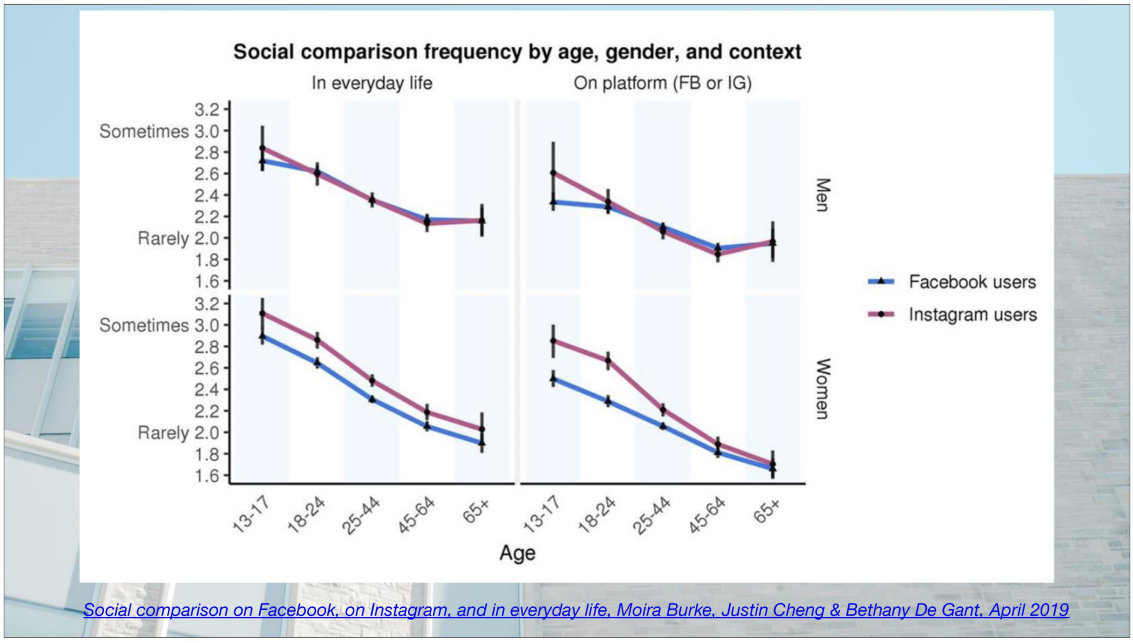
It is no wonder then why there are so many public sharing barriers and rules among teenagers even on ephemeral surfaces like Stories.




There is quite a bit of threat to be wary of especially among teens on Instagram and most notably in DM. Unsurprisingly, people being bullied on IG are more likely to delete or deactivate their accounts.

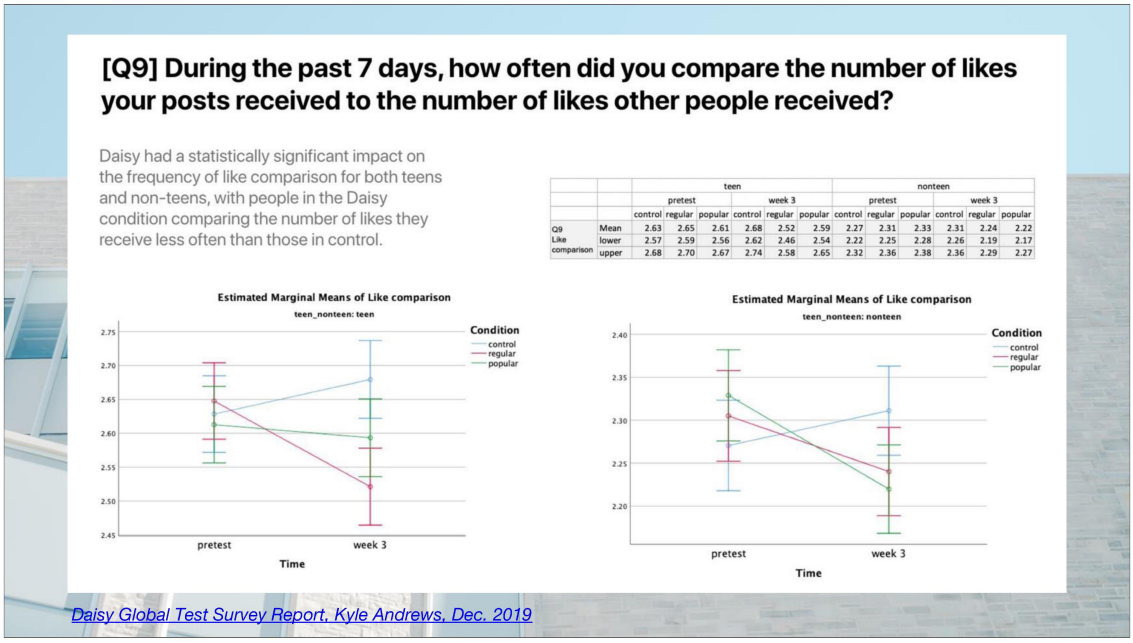



Even when teens don't have a particularly negative experience on IG, they can still feel bad based on how they self evaluate compared to what to they see. When adolescents identify a self they aspire to be, and this mismatches with their actual selves studies associate this with poor grades, low self esteem and symptoms of depression. A related problem we have identified internally as social comparison.




*Social comparison on Facebook, on Instagram, and in everyday life, Moira Burke, Justin Cheng & Bethany De Gant, April 2019*

Research has shown that social comparison on Fb and IG  is highest among teens and young adults.




| | | teen | | | | | | nonteen | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | pretest | | | week 3 | | | pretest | | | week 3 | | |
| | | control | regular | popular | control | regular | popular | control | regular | popular | control | regular | popular |
| Q9 Like comparison | Mean | 2.63 | 2.65 | 2.61 | 2.68 | 2.52 | 2.59 | 2.27 | 2.31 | 2.33 | 2.31 | 2.24 | 2.22 |
| | lower | 2.57 | 2.59 | 2.56 | 2.62 | 2.46 | 2.54 | 2.22 | 2.25 | 2.28 | 2.26 | 2.19 | 2.17 |
| | upper | 2.68 | 2.70 | 2.67 | 2.74 | 2.58 | 2.65 | 2.32 | 2.36 | 2.38 | 2.36 | 2.29 | 2.27 |

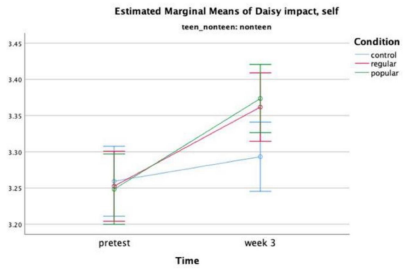
*Daisy Global Test Survey Report, Kyle Andrews, Dec. 2019*

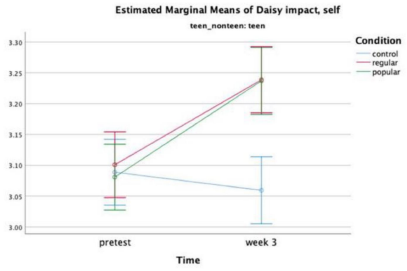
One effort that has made some stride towards reducing social comparison for teens is Daisy. It showed to have had a statistically significant impact on the frequency of like comparison for both teens and non-teens with people comparing the number of likes they receive less often and...

## [Q12/13, randomized] If people could only see the number of likes for their own posts, would this make Instagram better or worse for you personally?

Daisy had a statistically significant influence on whether people thought the change would make IG better or worse for themselves. After living with the change for three weeks, both teens and non-teens felt more positively about Daisy. Importantly, there was no change in the control condition, indicating this wasn't just the result of positive press coverage.

| | | teen | | | | | | nonteen | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | pretest | | | week 3 | | | pretest | | | week 3 | | |
| | | control | regular | popular | control | regular | popular | control | regular | popular | control | regular | popular |
| Q12/13 Daisy impact, self | Mean | 3.09 | 3.10 | 3.08 | 3.06 | 3.24 | 3.24 | 3.26 | 3.25 | 3.25 | 3.29 | 3.36 | 3.37 |
| | lower | 3.04 | 3.05 | 3.03 | 3.01 | 3.18 | 3.18 | 3.21 | 3.20 | 3.20 | 3.25 | 3.31 | 3.33 |
| | upper | 3.14 | 3.15 | 3.13 | 3.11 | 3.29 | 3.29 | 3.31 | 3.30 | 3.30 | 3.34 | 3.41 | 3.42 |



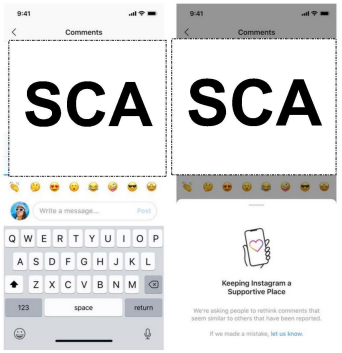




Daisy Global Test Survey Report, Kyle Andrews, Dec. 2019

...significant increases in favorability of IG.



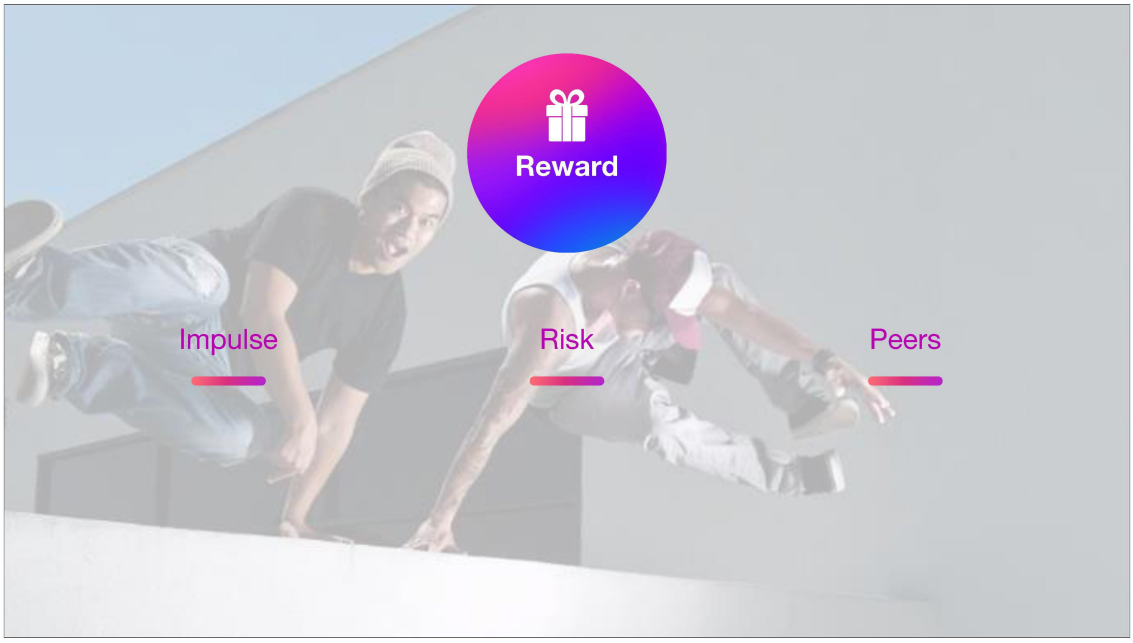

Teens experience heightened emotions and impact making them more self-important, vulnerable and sensitive.



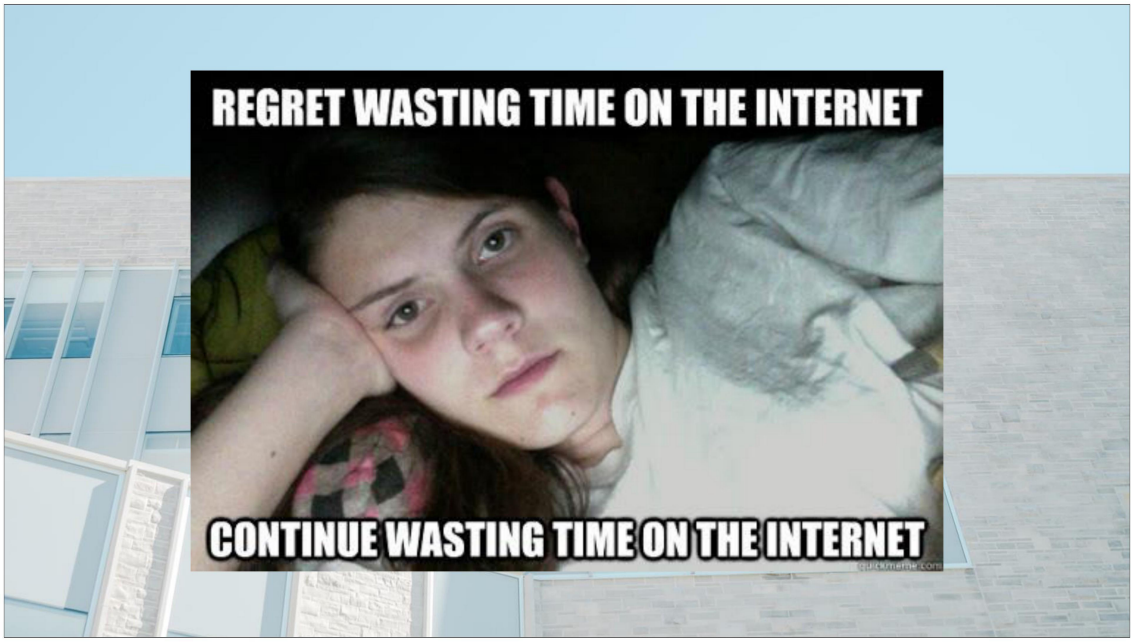

Bullying interventions



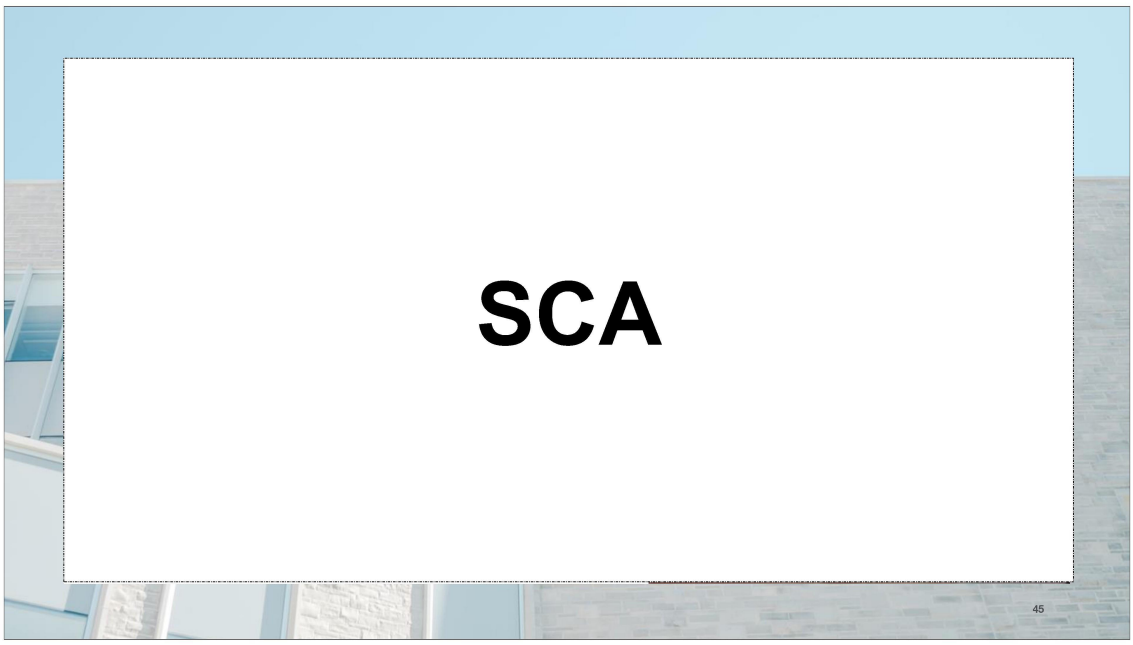

"Daisy" hides number of likes




Lastly a huge driver for teen behavior is the prospect of reward. This is what makes them predisposed to impulse, peer pressure, and potentially harmful risky behavior like drugs, stunts and pranks.




Teen brains are much more sensitive to dopamine, one of the reasons that the risk of drug addiction is higher for adolescents and keeps them scrolling and scrolling. And due to the immature brain they have a much harder time stopping even though they want to -- our own research has show teens are unhappy with the amount of time they spend on our app. Teens are unhappy with the amount of time they spend on IG




Sadly, reward in the short term and inexperience makes teens prone to risky behavior and there are plenty that present themselves online and on Instagram. This could be engaging with predators, consuming dark content, sharing nude photos or copycat self-harm.

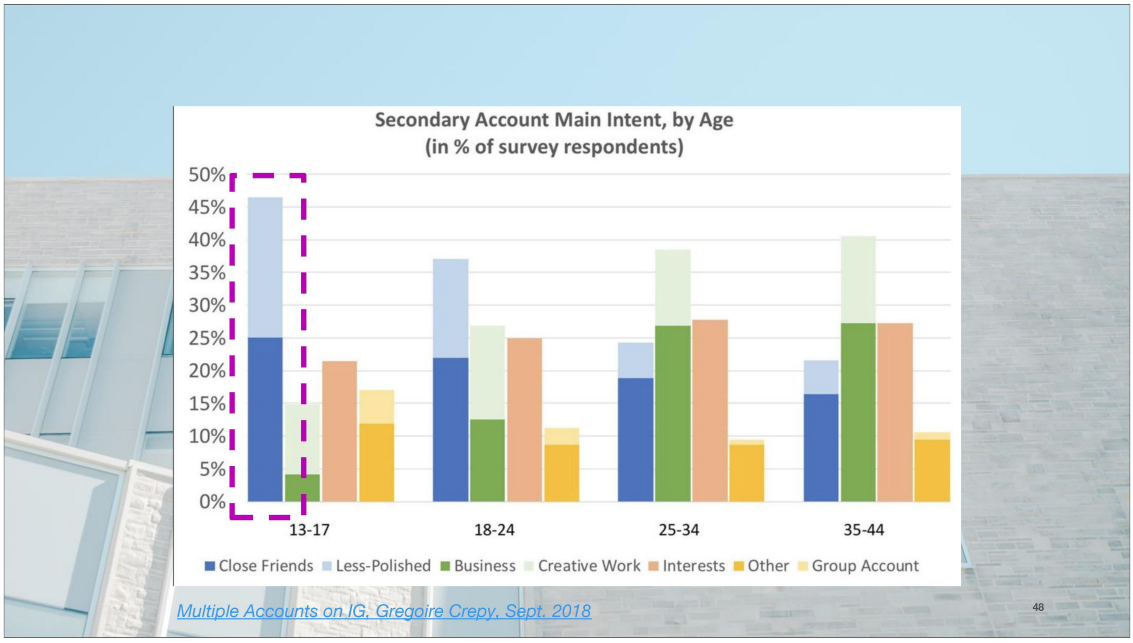


New research does indicate that older siblings may have a unique opportunity to help mitigate some of these risks - teens are often going to siblings for advisement on social media management.



Siblings aside, it's no secret adolescents decisions are more likely to be influenced by peers and close friends are of the utmost importance to teens. Snapchat is essentially built off of this fact.

We have even seen some latent behavior of friend groups through shared secondary accounts. Approval and acceptance are huge rewards for teens and interactions are the currency on IG. DMs, notifications, comments, follows, likes, etc. encourage teens to continue engaging. This becomes obvious when we consider the "finsta" use case.




The largest multiple accounts use case for teens is to share among close friends or inner circles. These accounts over-index on production and demonstrate the power of authentic expression and genuine interactions amongst a community of peers.



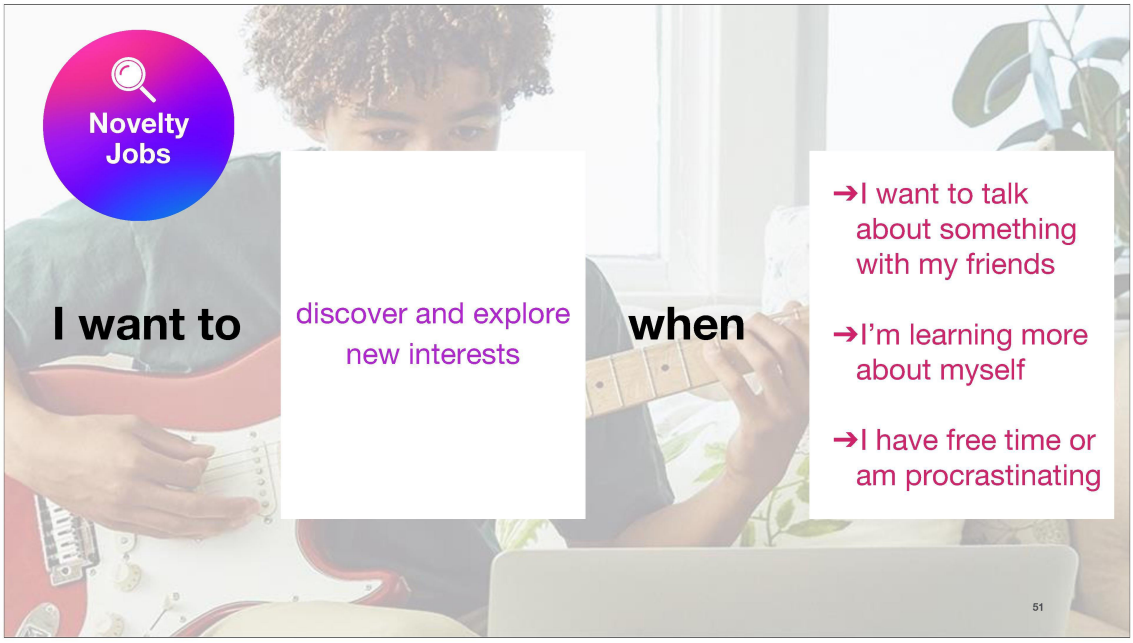

Teens have a harder time controlling their impulses and are vulnerable to the power of suggestion especially if there is a prospect of reward. This may put them at risk of exploitation. Siblings and close friends can support teens' safety on the platform.

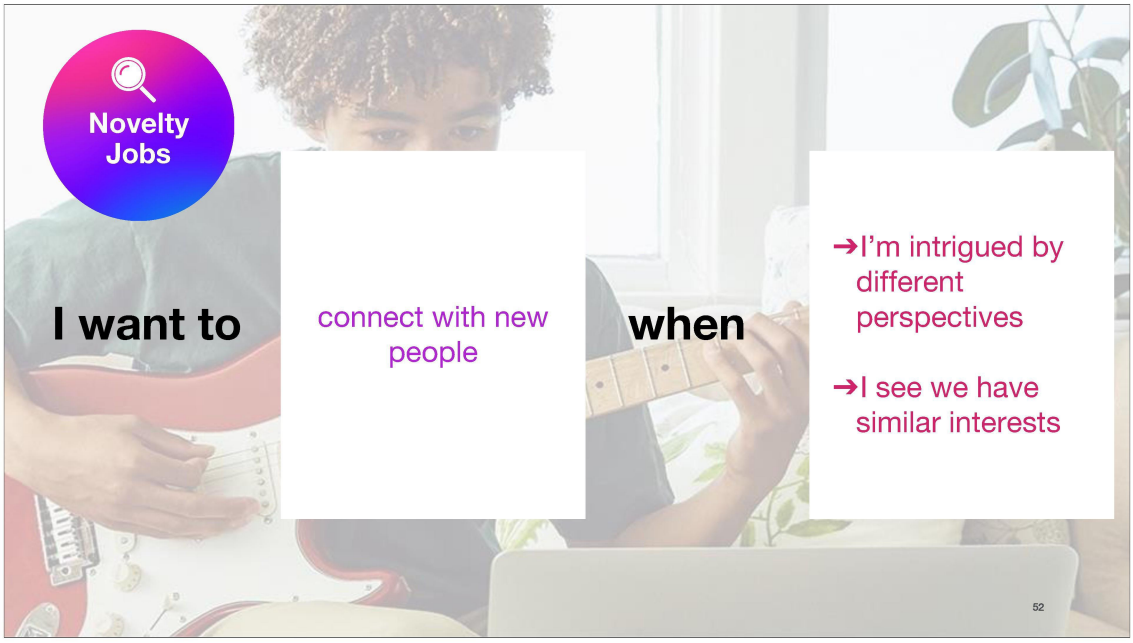
# SCA

Shared IG account




Product strategy implications/considerations
What responsibilities do we have as a teen product to promote a healthy relationship with our underage audience?


Novelty Jobs
I want to
discover and explore new interests
when
➔I want to talk about something with my friends
➔I'm learning more about myself
➔I have free time or am procrastinating
51

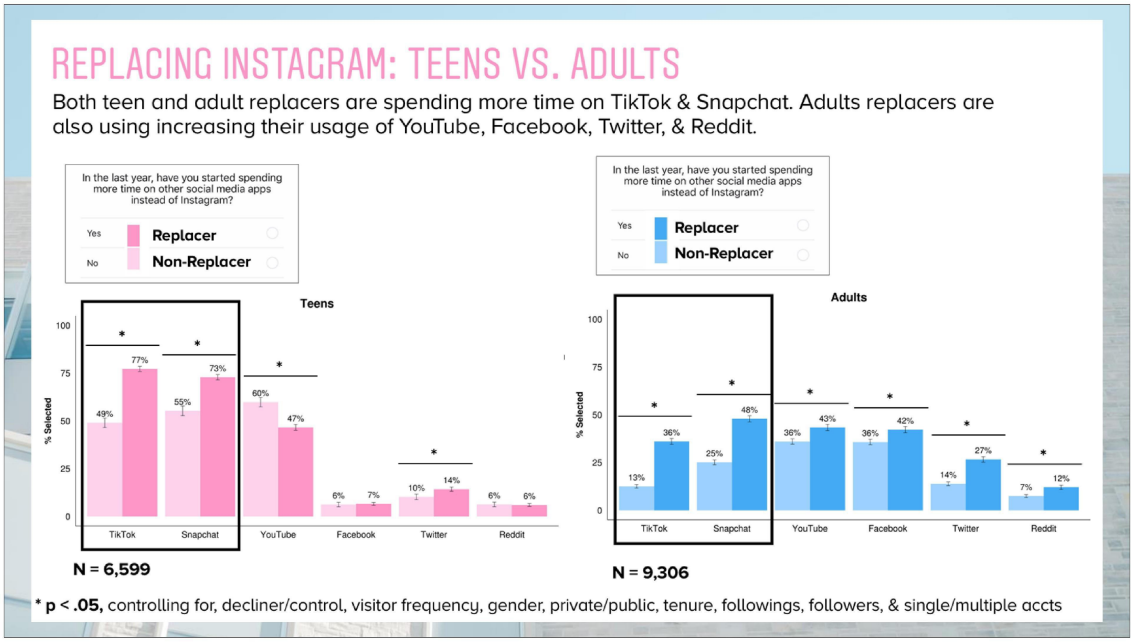

Novelty Jobs
I want to
connect with new people
when
➔I'm intrigued by different perspectives
➔I see we have similar interests
52


Emotion Jobs
I want to
be myself
when
➔communicating with my close friends
53


Emotion Jobs
I want to
express myself
when
➔I want attention
➔I want to relate to other people
54


Reward
Jobs
I want to
feel good
when
➔I consume content
➔I make content
➔I consider how I spent my time
55


Reward
Jobs
I want to
be safe
when
➔interacting with people I don't know
➔sharing content I made
56




We are not fulfilling all of these jobs and teens are turning to competitors like TikTok, Snapchat and Youtube to supplement for these needs. To what extent for each job is not quantified at this point but it has become clear that our app is not tailored to the teen mindset.

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.**

2 Teens are **prime to exploration and learning**. Interests, conversations and forming identity 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 formalizing community.**

3 Teens have **weak 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. It may also be possible to 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.**


Next Steps

## Open Questions

**What are teen's mental models for discovery and exploration?**

**What makes teens feel good about using a platform?**

**What do healthy teen communities look like?**

**What is the ideal social media experience for teens?**

**Teen Ecosystem Research Proposal**

### Teen Market Survey

Quantify teens perceptions and attitudes internationally

### Teen Digital Trends Study

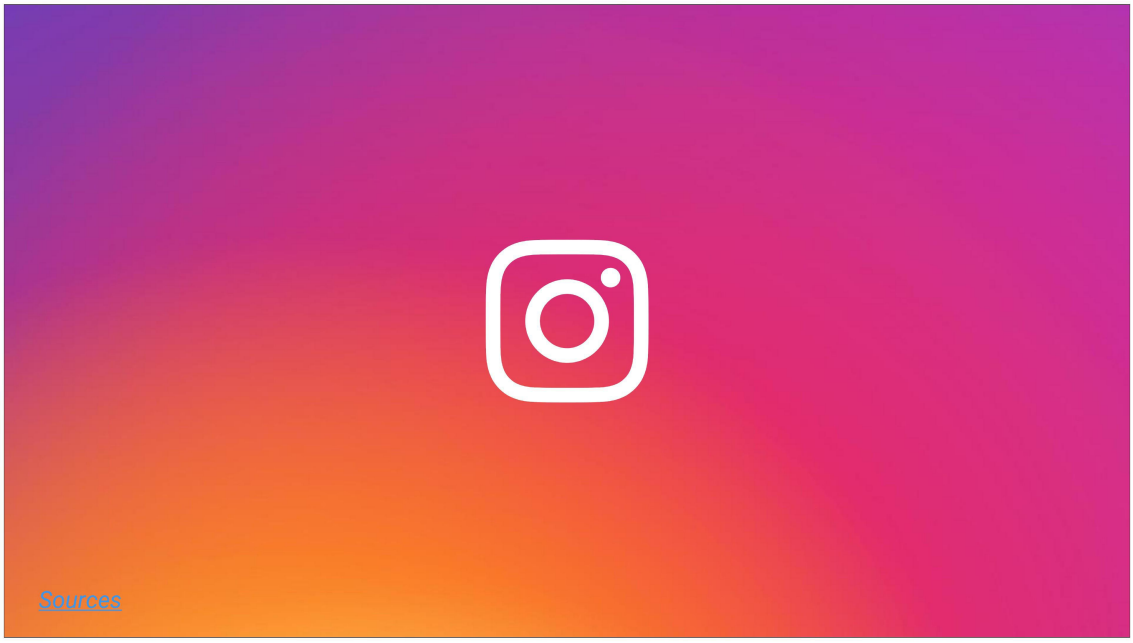
Crack the code of what catches on with teens

### Teen World Immersion

Traverse the teen ecosystem for new product opportunities

### Building Bridges FoA

Discover “Age Up” and/or other bridging opportunities to IG and from IG to other FoAs


Sources

**TLDR: Teens need access to stimulation that is productive to healthy pyschosocial development.**

Review and synthesis of nearly 80 previous internal studies in addition to relevant literature on adolescent development and neuroscience.

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.**

2 Teens are **prime to exploration and learning**. Interests, conversations and forming identity 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.**

3 Teens have **weak 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 on our platform.**

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

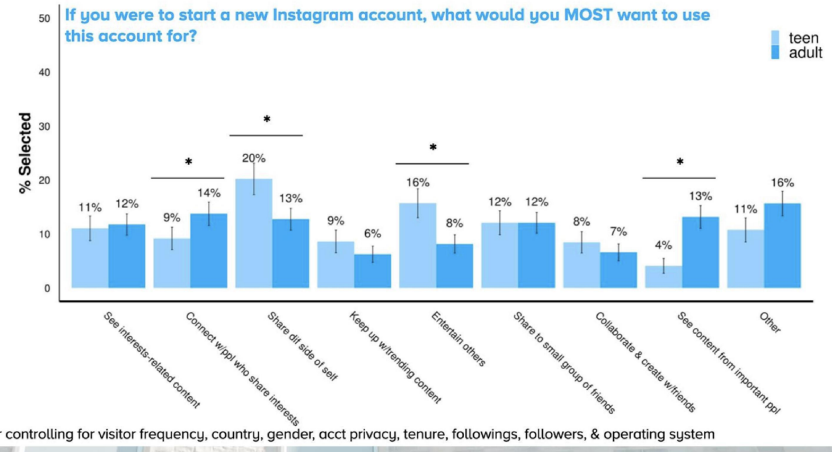
**We should continue to seek ways to prevent negative experiences and educate teens how to protect themselves from dangers on IG.**

| Drivers | I want to... | when... | Hire |
|---|---|---|---|
| Novelty | Discover and explore new interests | ➔ when I want something to talk to my friends about<br>➔ when I'm learning more about myself<br>➔ when I have free time or procrastinating | IG<br>Youtube<br>Google |
| Novelty | Connect with new people | ➔ when I'm intrigued by different perspectives<br>➔ when I see we share similar interests | IG<br>Facebook |
| Emotion | Be myself | ➔ when communicating with close friends | Snapchat<br>IG Finsta/Shared |
| Emotion | Express myself | ➔ when I want attention<br>➔ when I want to relate to other people | Tik Tok<br>IG Finsta/Shared |
| Reward | Feel good | ➔ when I consume content<br>➔ when I consider how I spent my time<br>➔ when I make content | Tik Tok |
| Reward | Be safe | ➔ when interacting with people I don't know<br>➔ when sharing content I made | Tik Tok? |
| | | | 64 |

Framework + Jobs

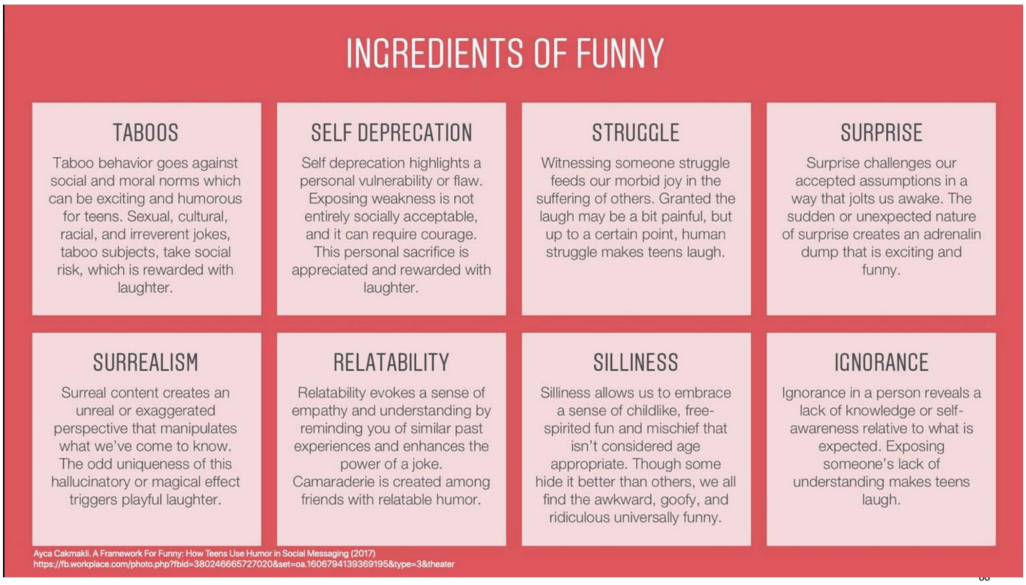
# POTENTIAL ACCOUNT TYPE: US TEENS VS ADULTS

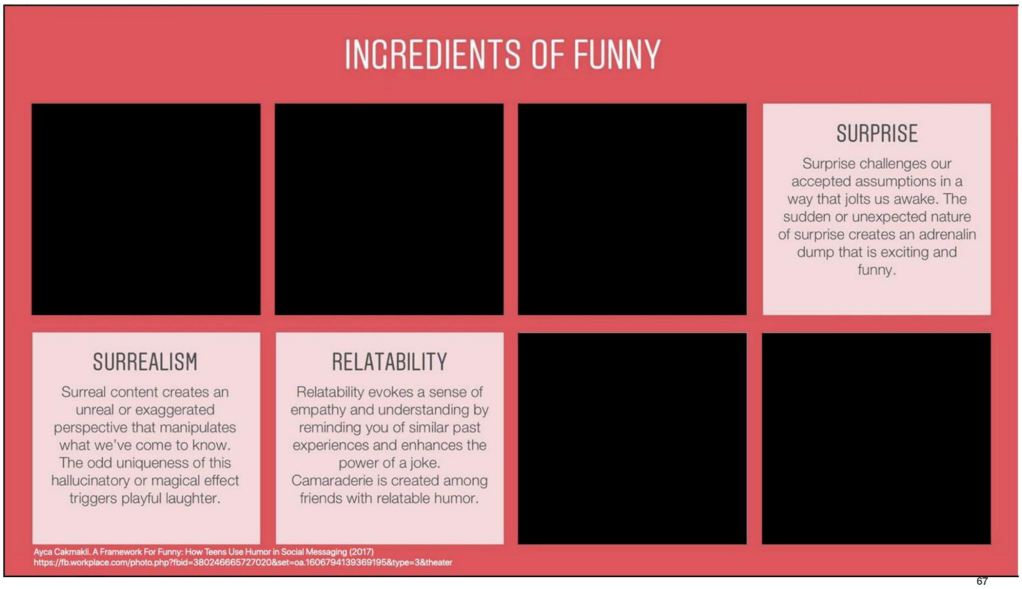
**Less frequent US teen visitors** are most interested in sharing a different side of themselves & entertaining others with funny content.




**N = 2,384**

*** p < .05** after controlling for visitor frequency, country, gender, acct privacy, tenure, followings, followers, & operating system


INGREDIENTS OF FUNNY
TABOOS
Taboo behavior goes against social and moral norms which can be exciting and humorous for teens. Sexual, cultural, racial, and irreverent jokes, taboo subjects, take social risk, which is rewarded with laughter.
SELF DEPRECATION
Self deprecation highlights a personal vulnerability or flaw. Exposing weakness is not entirely socially acceptable, and it can require courage. This personal sacrifice is appreciated and rewarded with laughter.
STRUGGLE
Witnessing someone struggle feeds our morbid joy in the suffering of others. Granted the laugh may be a bit painful, but up to a certain point, human struggle makes teens laugh.
SURPRISE
Surprise challenges our accepted assumptions in a way that jolts us awake. The sudden or unexpected nature of surprise creates an adrenalin dump that is exciting and funny.
SURREALISM
Surreal content creates an unreal or exaggerated perspective that manipulates what we've come to know. The odd uniqueness of this hallucinatory or magical effect triggers playful laughter.
RELATABILITY
Relatability evokes a sense of empathy and understanding by reminding you of similar past experiences and enhances the power of a joke. Camaraderie is created among friends with relatable humor.
SILLINESS
Silliness allows us to embrace a sense of childlike, free-spirited fun and mischief that isn't considered age appropriate. Though some hide it better than others, we all find the awkward, goofy, and ridiculous universally funny.
IGNORANCE
Ignorance in a person reveals a lack of knowledge or self-awareness relative to what is expected. Exposing someone's lack of understanding makes teens laugh.
Ayca Cakmakli. A Framework For Funny: How Teens Use Humor in Social Messaging (2017)
https://fb.workplace.com/photo.php?fbid=3802466657270 20&set=oa.1606794139369195&type=3&theater


INGREDIENTS OF FUNNY
[redacted]
[redacted]
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[redacted]
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https://fb.workplace.com/photo.php?fbid=380246665727020&set=oa.1606794139369195&type=3&theater
67

## NICHE COMMUNITY UNLOCKS UNFILTERED IDENTITY EXPRESSION

**Small audience, big impact.**

Having a supportive community with shared beliefs empowers teens to share unfiltered content without worrying about judgement.

These authentic, in-depth and sometimes vulnerable content makes connections even more meaningful and brings a sense of belonging for teens.



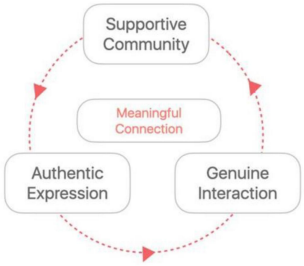

Alexa's primary account (left) vs Finsta (right)

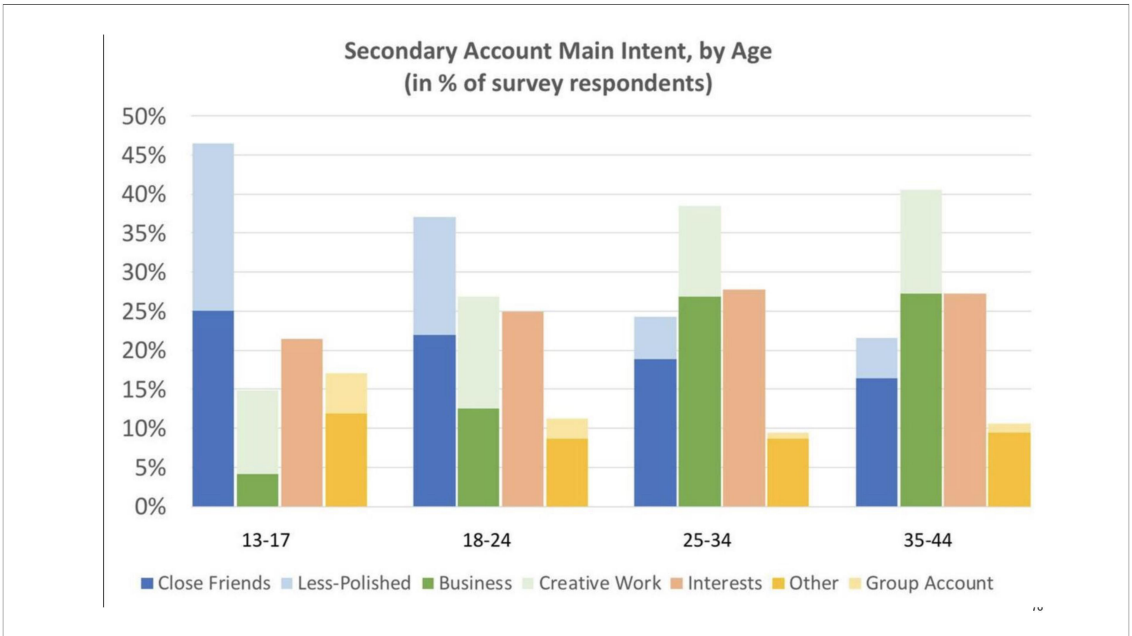
# What's so special about Finstas?

The value of Finstas is not just about allowing teens to hide from certain audience, or showcase a different side of identity.

**Finsta facilitates meaningful connection among a niche community through authentic expression and genuine interaction.**

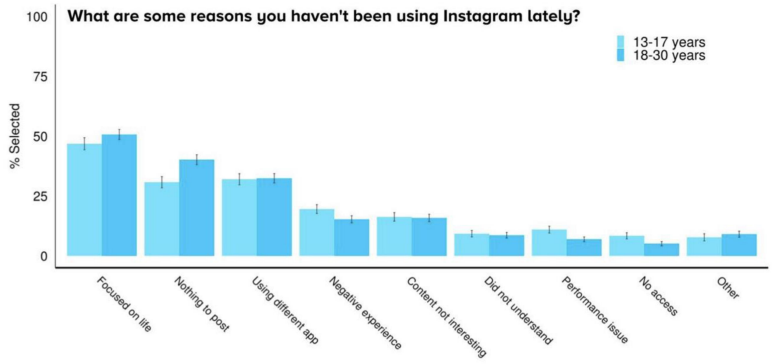
**Given its popularity with teens, we should continue our investment here.**




Secondary Account Main Intent, by Age
(in % of survey respondents)
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
13-17
18-24
25-34
35-44
Close Friends
Less-Polished
Business
Creative Work
Interests
Other
Group Account

# REASONS FOR CHURN: AGE

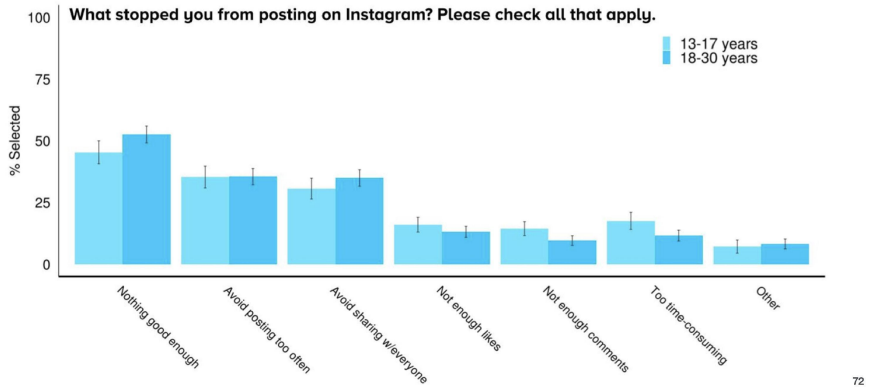
Young adults are more likely to be focused on other things in their life & have issues with posting. Teens are more likely to have issues with negative experiences, performance, & access.




71

# NOTHING TO SHARE: AGE

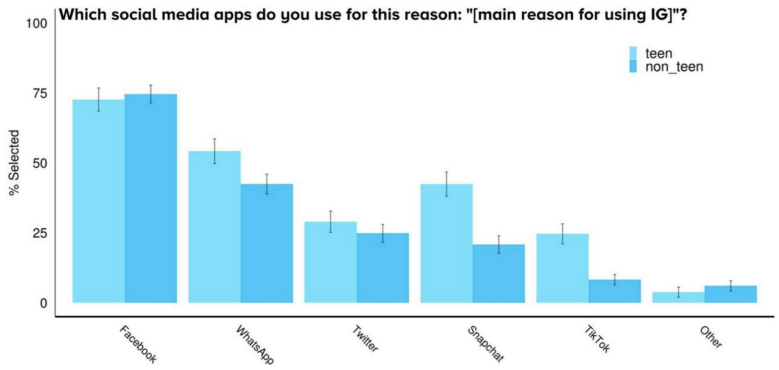
Young adults are more concerned about not having anything good enough to post.




72

# ALTERNATIVE APPS: AGE

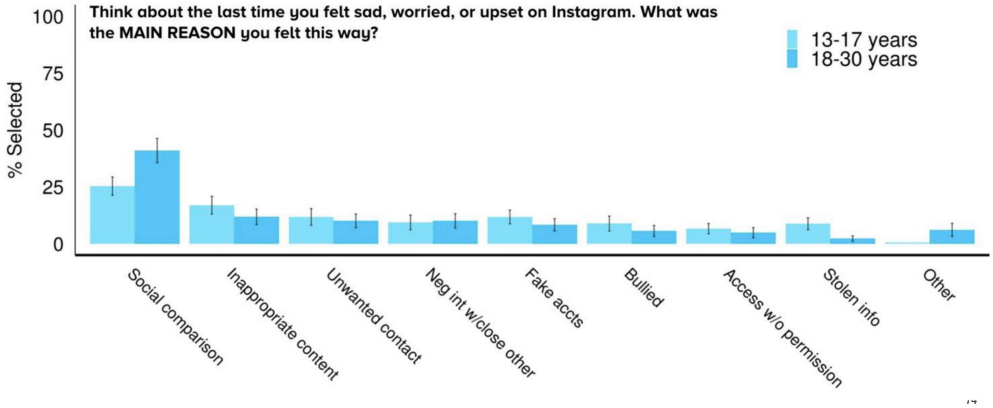
SnapChat, TikTok, & WhatsApp are used more heavily by teens.



# NEGATIVE EXPERIENCES: AGE

Young adults are more likely to engage in social comparison.

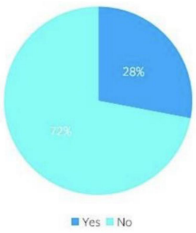
CHURNED USERS



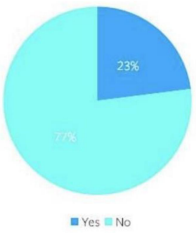
## Secondary Account among Instagram Users

About one out of every four teens who have an Instagram account also have a secondary account on the app.

*Secondary Account among Instagram Users*
*iPhone*



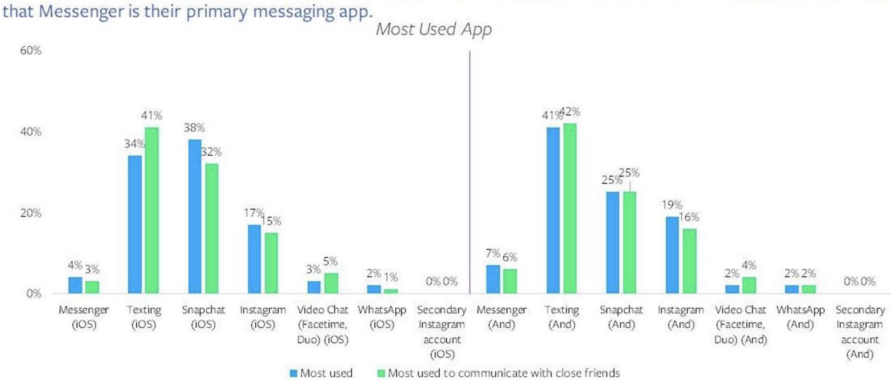

*Secondary Account among Instagram Users*
*Android*




*Do you have your own secondary Instagram account (A "Finsta" or "Spam" account)? (Asked of Instagram users).

## Primary Messaging App

Teens are most likely to report that text messaging is their primary tool for communicating overall and with close friends, and Snapchat is the next more popular. Snapchat is more popular on iPhone than Android. Few teens say that Messenger is their primary messaging app.

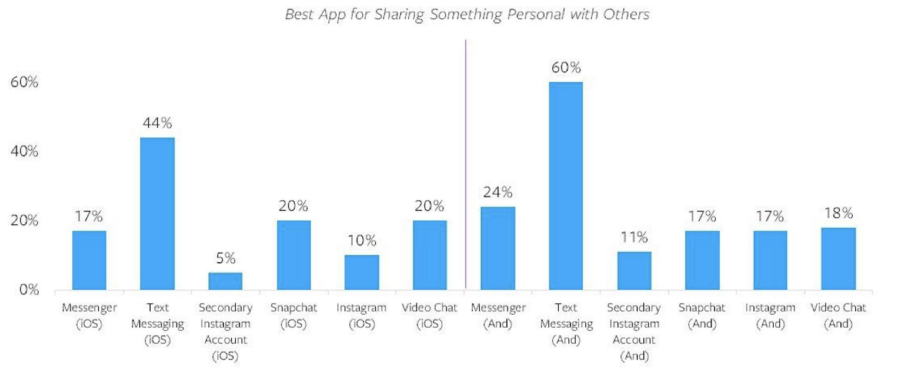



*Which messaging app do you use the most? / Which messaging app do you use the most to communicate with close friends? (Asked of respondents who have used at least 1 app in the past 6 months).

## Best App– Sharing something personal

### For users who ranked this job, very or extremely important (Top 2)

Text messaging leads the competitive set as the preferred app to use. Snapchat is second preferred for iPhone and Messenger second most preferred for Android.



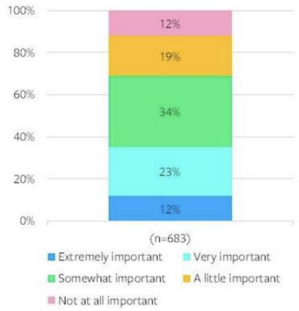

*In order of preference, please rank how much the following apps make you more comfortable when you are sharing something really personal and want support from others. (Asked of respondents with at least 2 accounts, top 2 importance)

77

## Likelihood of Finding Others with Similar Interests to Talk about a Topic You are Passionate About

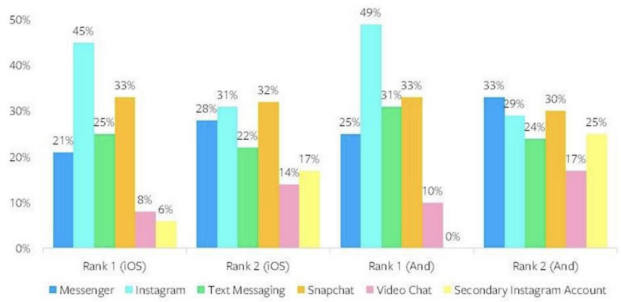
One third of teens rank finding others with similar interests as very or extremely important. Texting is again the most popular for this, followed by Instagram and Snapchat.

*Importance of Likelihood of Finding Others with Similar Interests*




*When you are using a messaging app to communicate, how important is it for the app to make it more likely that you can find others with similar interests when you want to talk about a topic that you are passionate about? (Asked of all respondents shown this job module).

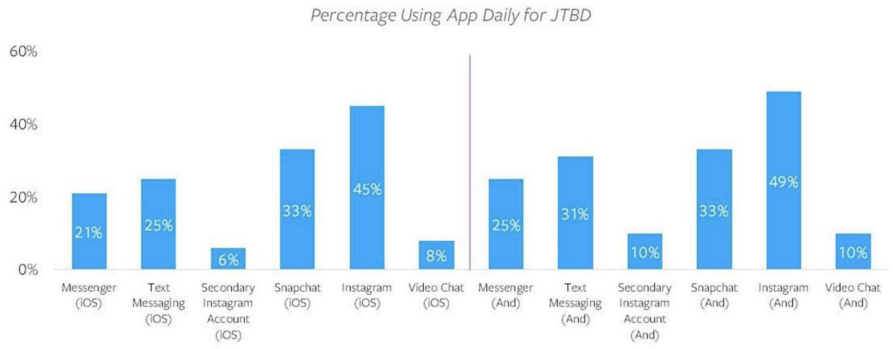
*Best App for Likelihood of Finding Others with Similar Interests*




*In order of preference, please rank how much the following apps make it more likely that you can find others with similar interests when you want to talk about a topic that you are passionate about. (Asked of respondents who have used more than 1 app in the past 6 months. Data rebased on total number of of respondents who have used more than 1 app in the past 6 months and who were shown this job module).

## App Usage: Finding Others with Similar Interests to Talk about a Topic You are Passionate About

Instagram is the most commonly used app to find others with similar interests.

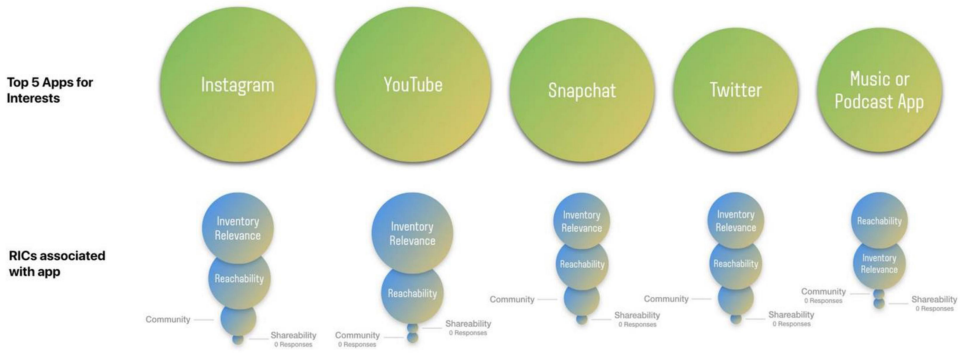



*How often do you use [APP] to find others with similar interests when you want to talk about a topic that you are passionate about? (Asked of respondents shown this job module who have used the app in the past 6 months).

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## Inventory relevance is Instagram's super power: people feel that Instagram has the content related to their interests, but this isn't the whole story.

This is similar to what we have found in studies with adults. Inventory relevance is a primary need followed by reachability when people are engaging with their interests online.



## Teens' top interests are memes & humor long with gaming.

Teens top interests are very similar to adults' top interests. The primary difference is the omission of food & drink interest and the addition of gaming for teens.





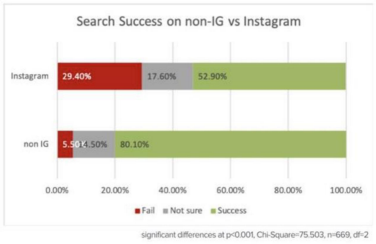


Top multi-select, reported five days of usage. Bottom single-select, responded to once.

81

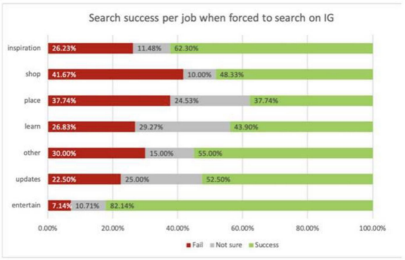
# COMPARING NON-IG VS. INSTAGRAM SEARCH EXPERIENCES

When we asked participants to compare their non-IG interest search to Instagram search, they reported their non-IG searches much more often as successful (80.1%) versus the same search on Instagram (52.9% success).




significant differences at p<0.001, Chi-Square=75.503, n=669, df=2

Participants reported to be the most successful for **entertainment and inspiration** searches on Instagram, and the least successful at **shopping and place** search intents.




15

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# HOW SUCCESSFUL ARE PEOPLE AT DIFFERENT INTEREST SEARCH JOBS AND ON DIFFERENT PLATFORMS?

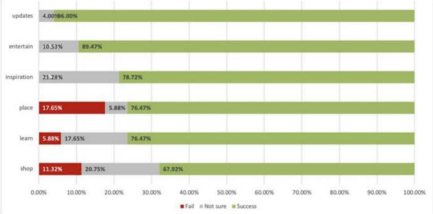
Finding **updates** had the highest success rate (96%), followed by finding **entertainment** (89.5%).

**Shopping** search had the lowest success rate (67.9%) and **place** search had the highest fail rate (17.7%)

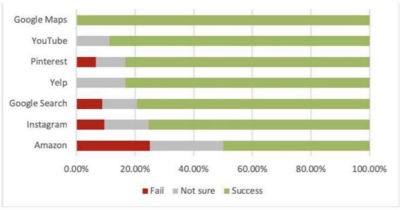
Participants were the most successful on **Google Maps** (100%) and **YouTube** (88.9%,).

Interest search success was lowest on **Instagram** (75.5%) and **Amazon** (50.0%).

SUCCESS RATE BY SEARCH JOB




SUCCESS RATE BY SEARCH PLATFORM




83

# WHICH PLATFORMS WERE HIRED FOR WHICH INTEREST SEARCH JOBS?

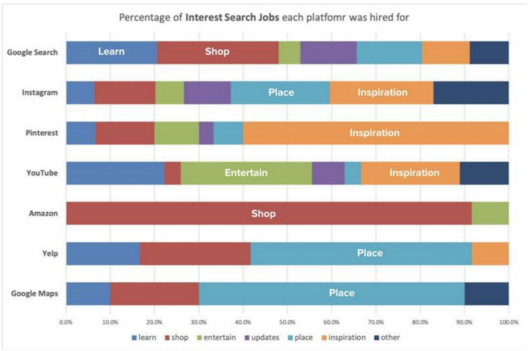
**Google** was most often chosen for shopping, learning, but also for updates, place info, and inspiration. Also note how Google is most diverse and evenly split in the number of different jobs it is hired for.

**Instagram** was most often chosen for inspiration, place info, but also shopping, updates, learning, and entertainment. Note how entertainment is quite low here, contrary to recent survey work (add link).

**Pinterest** was most often, and almost solely hired for inspiration, but also in a few cases for shopping, entertainment, and learning.

**YouTube** was most often hired for entertainment, closely followed by learning and inspiration.

**Amazon** was (as expected) mainly hired for shopping, while **Yelp** and **Google Maps** (as expected) mainly were hired for place searches.



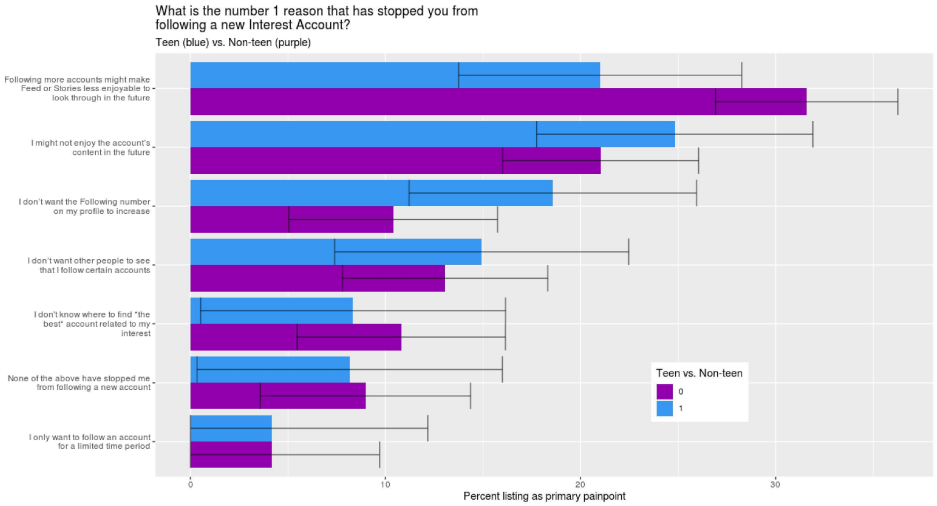



HIGHLY CONFIDENTIAL (COMPETITOR)
HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

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PX-00849, Page 84 of 127

## Teens are marginally less likely to worry about unmanageable feed; But it's still a top-3 painpoint

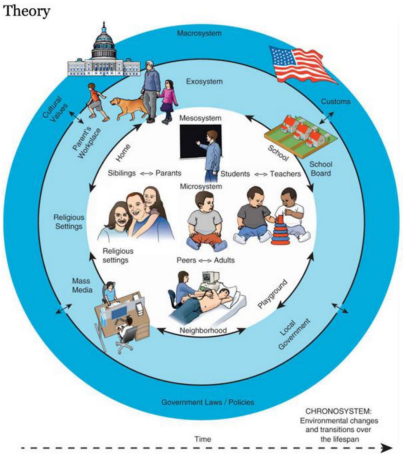


emphasize the role of the cultural context in influencing children's development. Critics argue that sociocultural theory overemphasizes the role of context, minimizes the role of children in their own development, and neglects the influence of genetic and biological factors (Crain, 2016).

## Bronfenbrenner's Bioecological Systems Theory

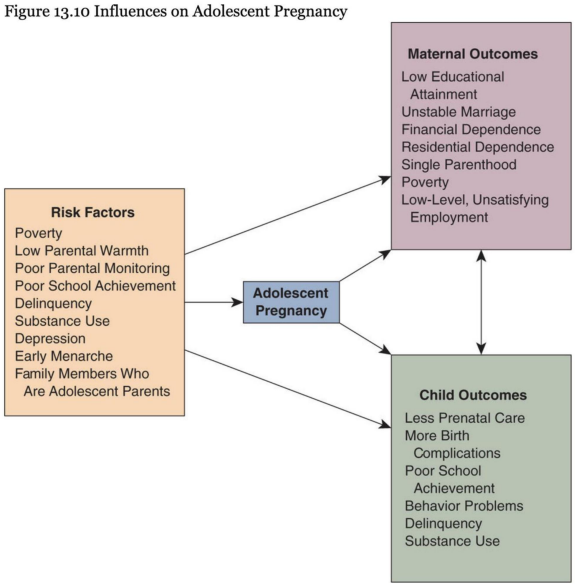
Similar to other developmental theorists, Urie Bronfenbrenner (1917–2005) believed that children are active in their own development. Specifically, Bronfenbrenner's **bioecological systems theory** poses that development is a result of the ongoing interactions among biological, cognitive, and psychological changes within the person and his or her changing context (Bronfenbrenner & Morris, 2006). Bronfenbrenner proposed that all individuals are embedded in, or surrounded by, a series of contexts: home, school, neighborhood, culture, and society, as shown in Figure 1.4. The bioecological systems theory thus offers a comprehensive perspective on the role of context as an influence on development. As shown in Figure 1.4, contexts are organized into a series of systems in which individuals are embedded and that interact with one another and the person to influence development.

Figure 1.4 Bronfenbrenner's Bioecological Systems Theory

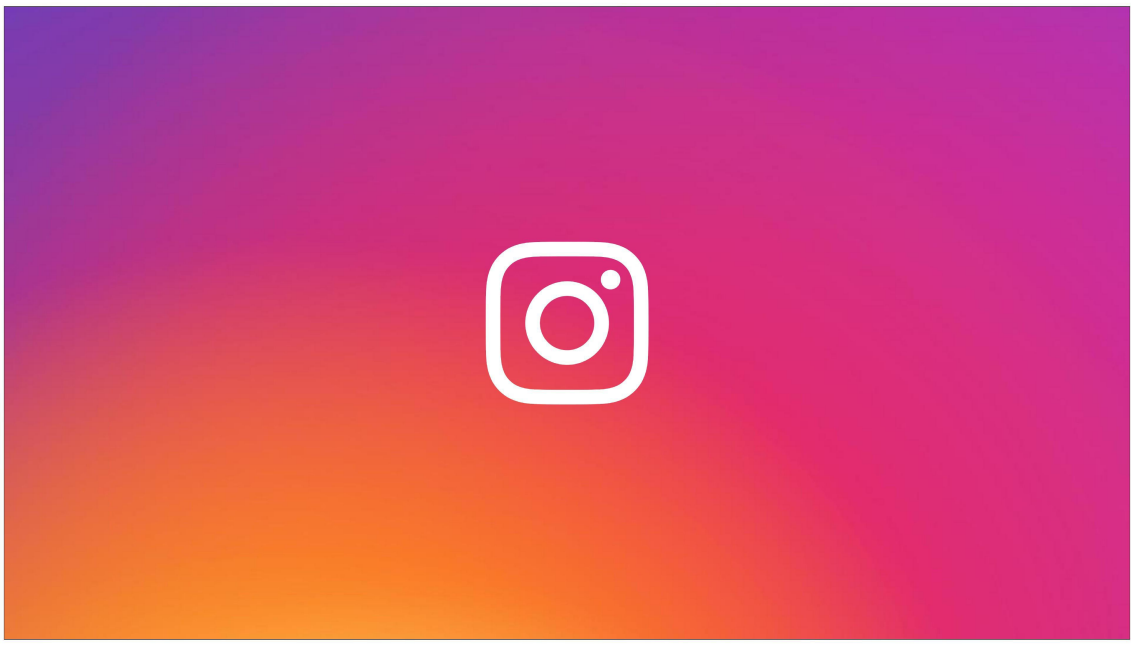



**Source:** Adapted from Bronfenbrenner and Morris

Figure 13.10 Influences on Adolescent Pregnancy




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## Problem 1: Sellers and Creators can't tag products on Checkout before they're for sale

Many people didn't know where to click to create a story. Many people didn't know where to click to create a story.

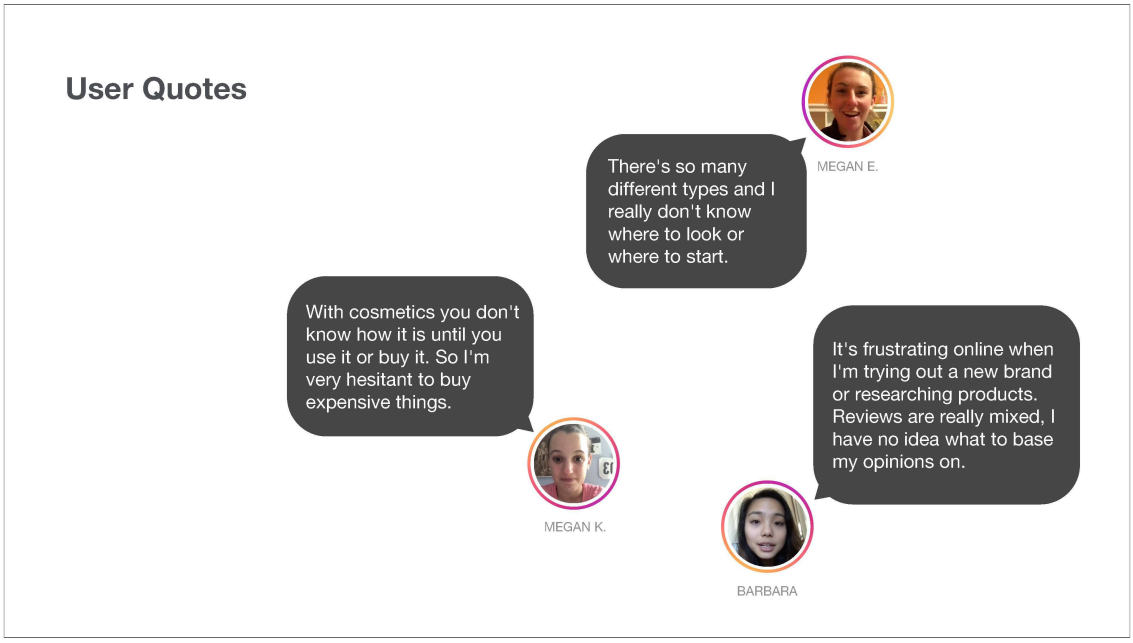
It's an incredibly manual process... So even just being able to put something live on Instagram - if it goes from preview mode only to actually live sale at 10 o'clock Pacific Time, that's better than our website.



If we could tag it with a delay because we go live with a post and we say, coming soon...We're not gonna retroactively go back and tag posts.



89

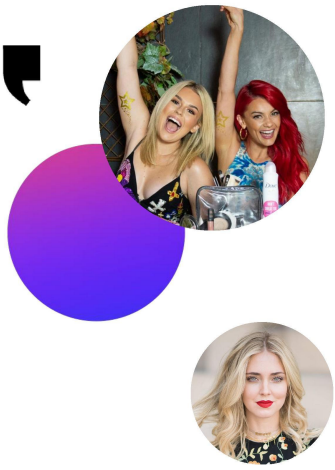



But online, just like with my running shoes, personal guidance isn't great.

## Single Person Spotlight

"I felt violated...a tremendous sense of defeat. I have spent the last two years, yes TWO YEARS building up my Instagram account. I've spent HOURS on it EVERY DAY

...I didn't want someone else to own that, to have someone take that away from me felt like a death of some sort."





91



@doosyfeng45

# SCA

92

# User Quotes with Screen



**Mashable**

"...it could make life more difficult for hackers — at least until they find new ways to circumvent Instagram's policies. But it should also give users more power to get their accounts back."



**VICE**

"...Instagram announced it is testing changes that could make it easier for users to regain access to hacked accounts, as well as security features that could make it harder to steal Instagram usernames in the first place."



**DailyMail**

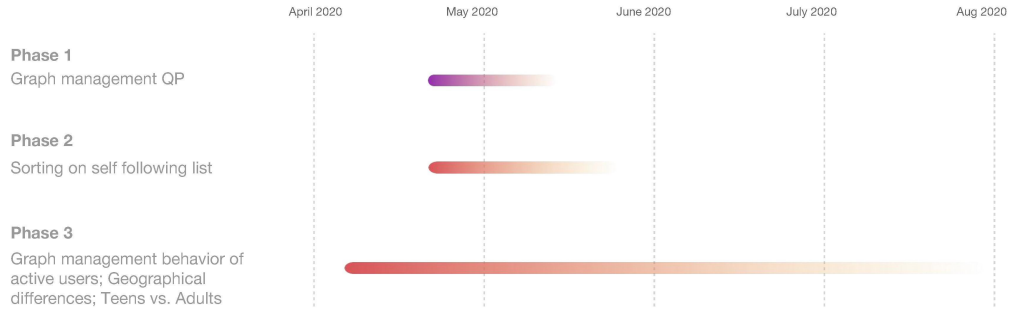
"Instagram will test new security and recovery features meant to guard against thieves who steal users' accounts."



93

## Timeline

Subtitle




94

## Timeline

**June**
Define product strategy

**July/Early Aug**
Finalize designs and specs
UXR

**August**
Eng building UI

**September**
Target client cut

**October**
Launch with limited set partners

95

**Businesses just want to have fun and run a bunch of ads.**

So what's wrong with that?

**Businesses just want to have fun and run a bunch of ads.**

So what's wrong with that?

**Text with bullets that are numbered**

1. Point one
2. Point two
3. Point three
4. Point four

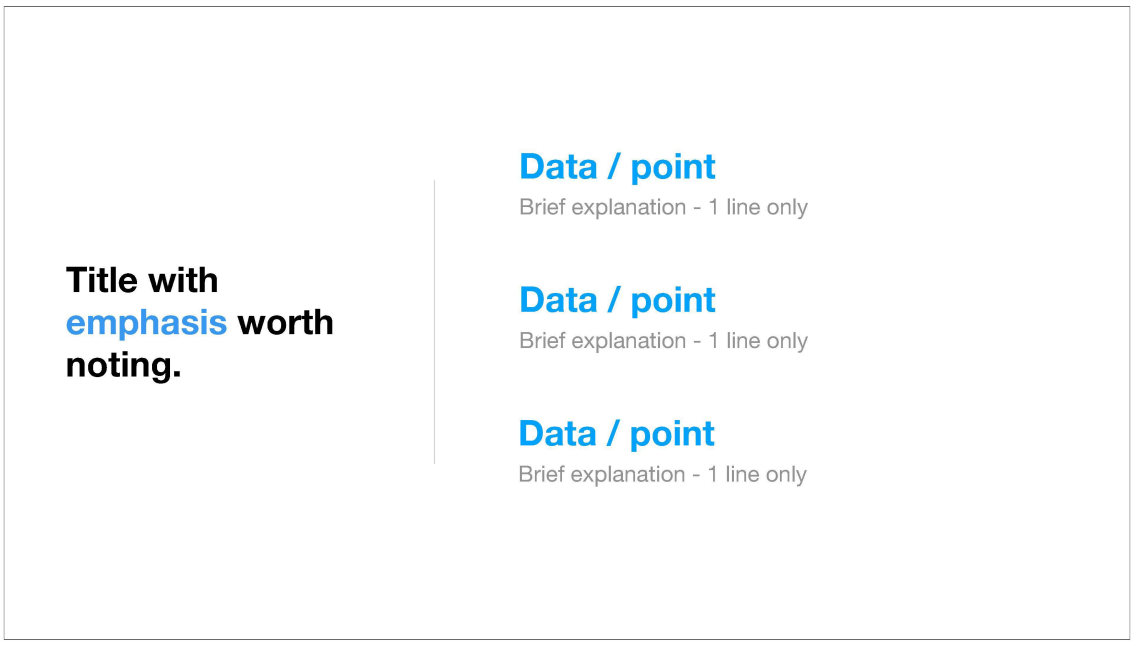
98

1

## Harry joins Hogwarts

This is the first time he see the wonders of the magical world. But soon to find out everyone wants to kill him…. Poor child.

99




But what's ALSO growing is Direct with with businesses

We have 42 conversations every day between people and businesses — more than Facebook and WhatsApp.

7.2M People message a retail business each week.

And there's a 2.5% conversion rate when a person taps a link in Direct, that's nearly twice that of any surface in Instagram.

---
(FB has 25M and WhatsApp has 36M)

People messaging retail businesses:
P2B Convo only 3.6M
P2B Convos + unanswered threads: 5.6M
P2B Convos + B2P Convos: 5.1M

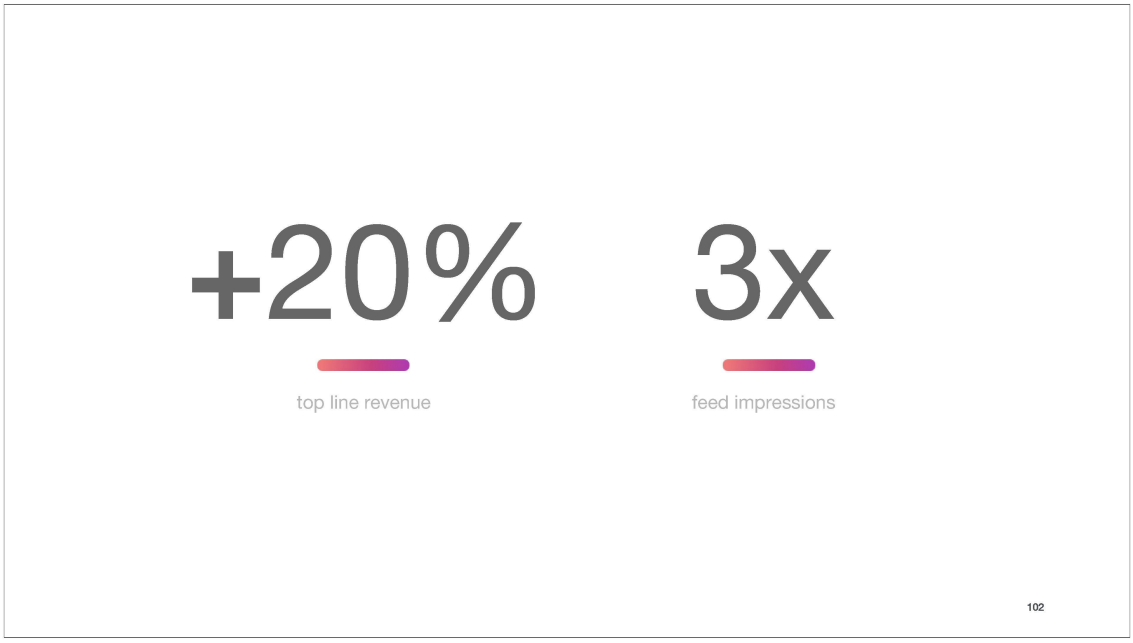
## Index

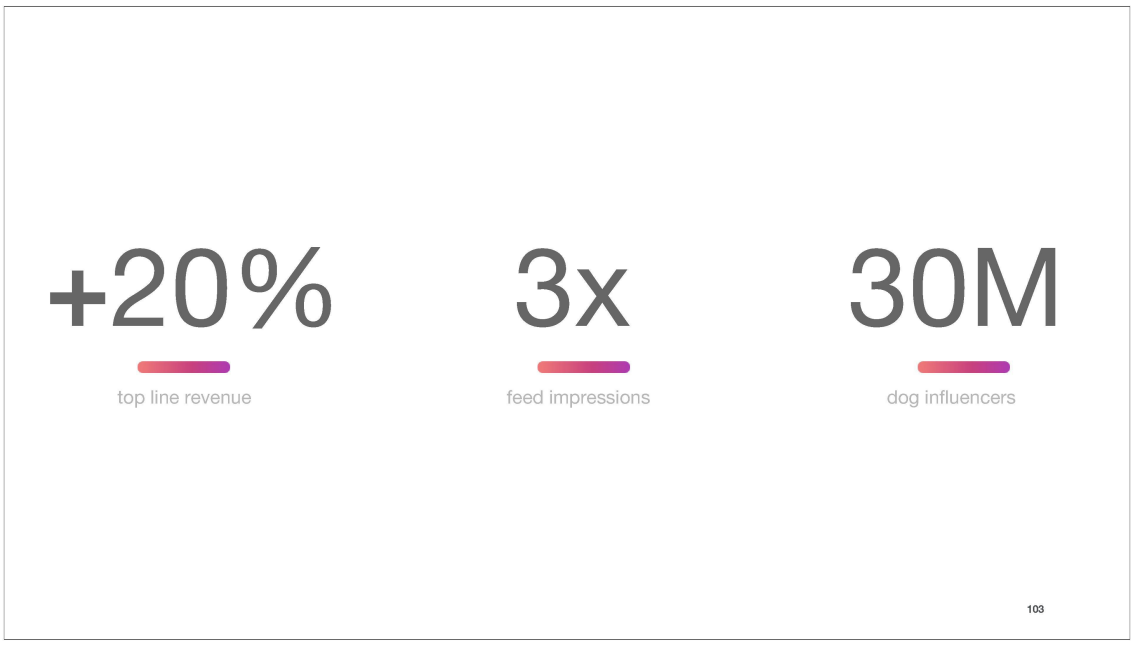

1 A Thing

2 A Thing

3 A Thing

4 A Thing


+20%
top line revenue
3x
feed impressions
102


+20%
top line revenue
3x
feed impressions
30M
dog influencers
103

Title with a question?

Point 1

Details details



Point 2

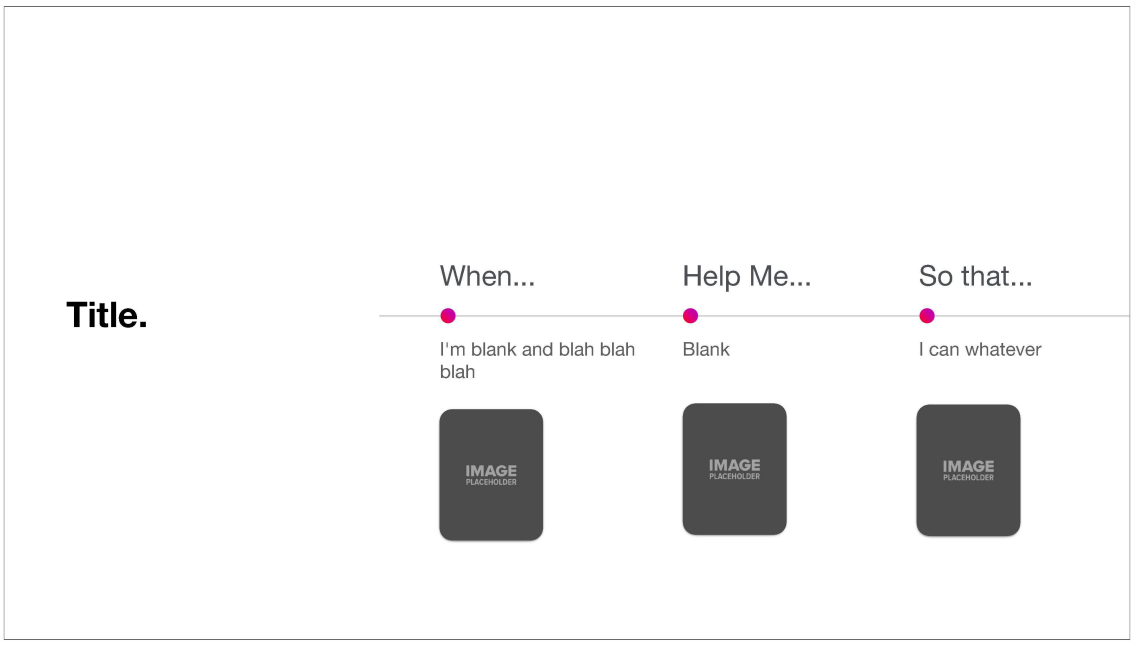
Details details



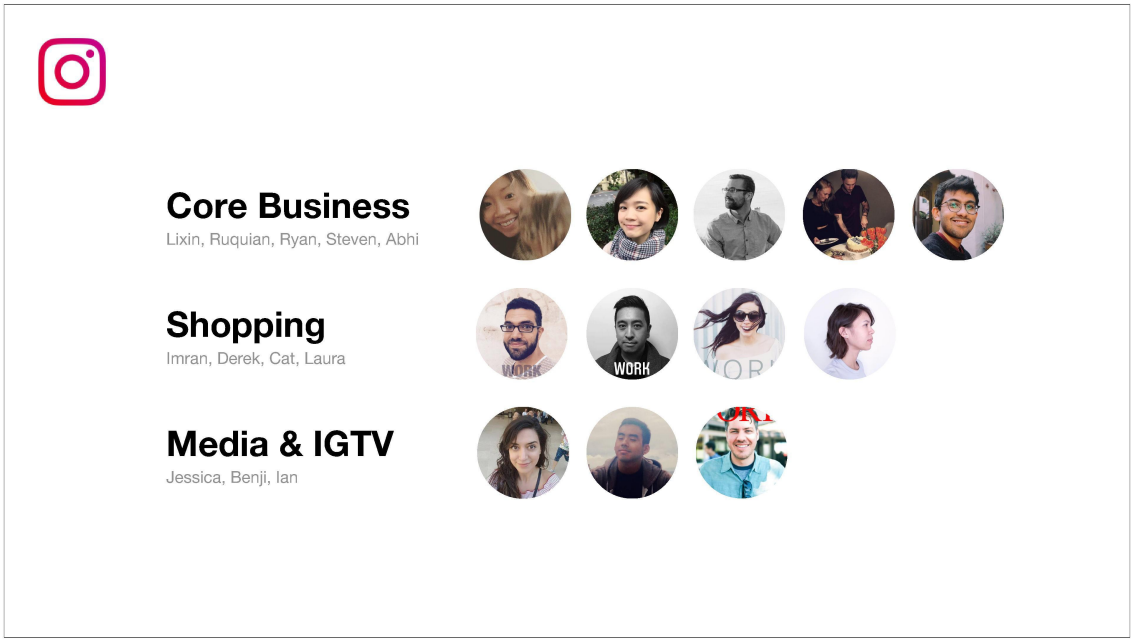
Point 3

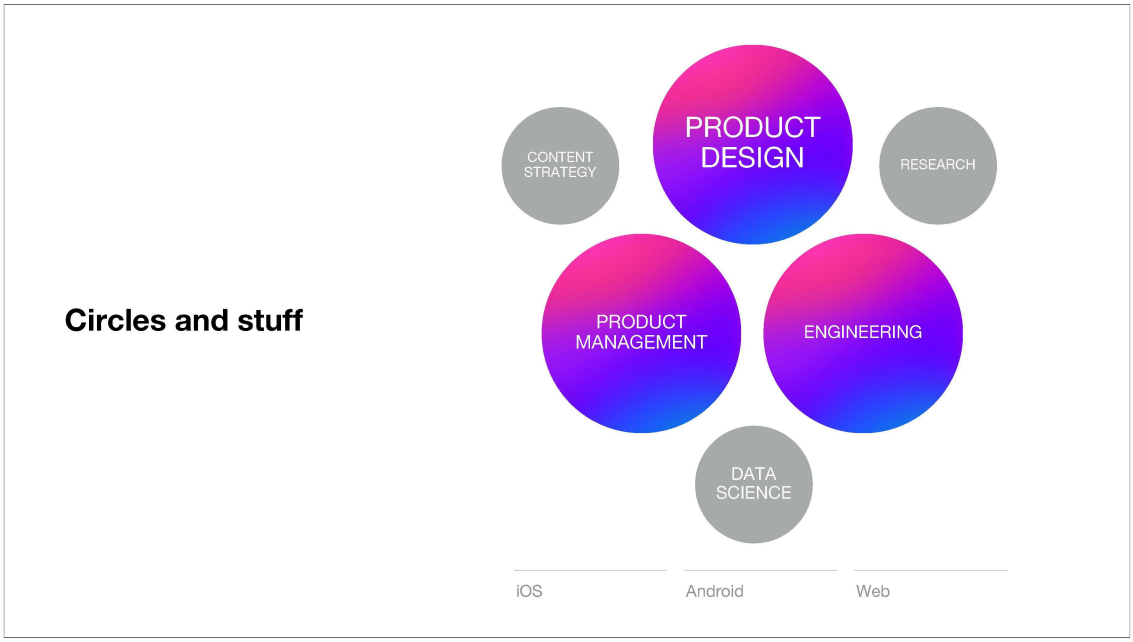
Details details






Job to be done


Core Business
Lixin, Ruquian, Ryan, Steven, Abhi
Shopping
Imran, Derek, Cat, Laura
Media & IGTV
Jessica, Benji, Ian




This creates ownership and emphasizes that building the right product is everybody's responsibility. EPD triumvirate drives planning, roadmaps, strategy on our product teams while leveraging the skills of our research, data, and content strategy team members. Teams are responsible for designing and building their products across platforms (iOS, Android, web) — i.e. there is no "Android team."



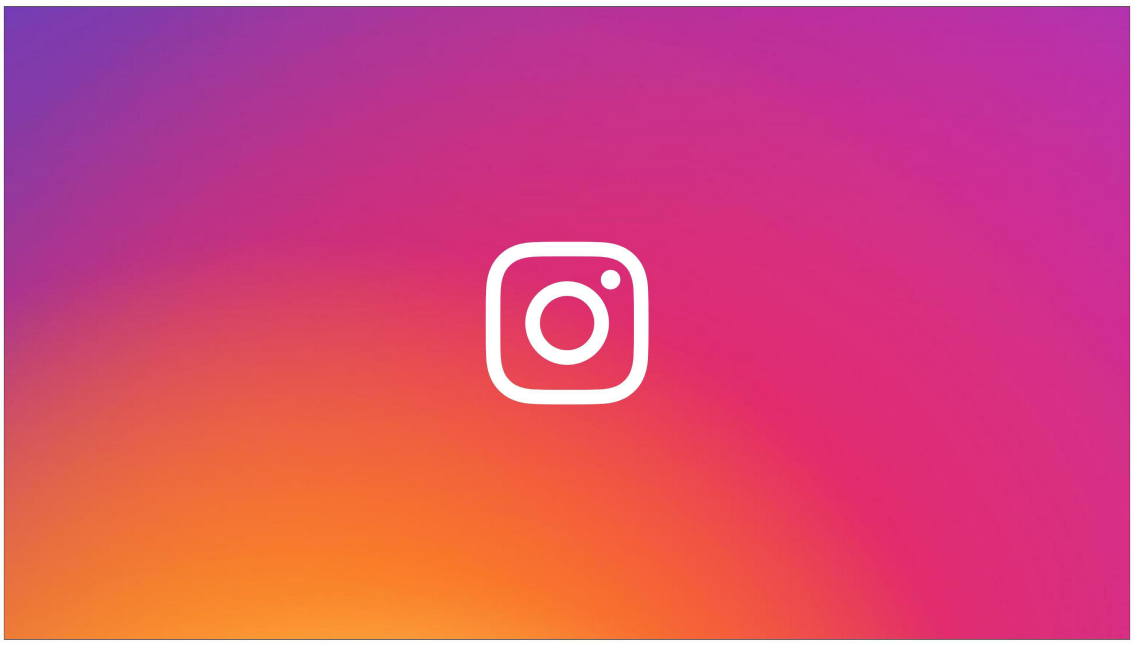
**Menlo Park**
~53 Total
~34 designers, 5 CS, 14 research

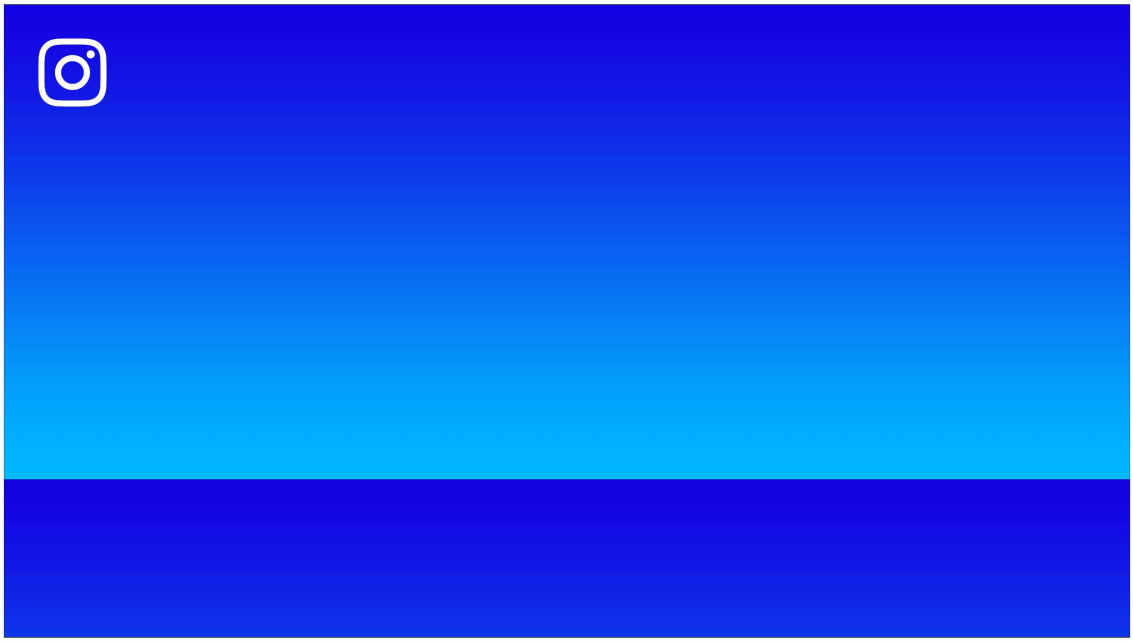
**San Francisco**
~43 Total
~31 designers, 4 CS, 8 research

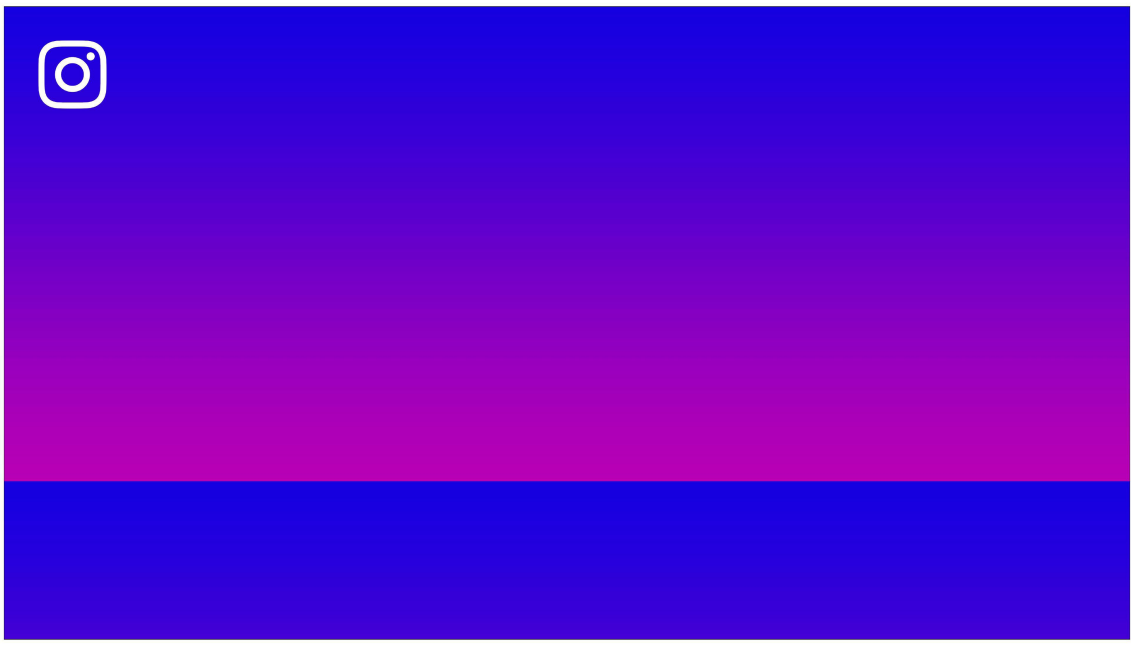
**New York**
~33 Total
~16 designers, 3 CS, 14 research

We have product teams in MPK, NYC, and San Francisco. It's important for us all to spend time in each location because working across time zones and without any face-to-face interaction can be really challenging. (Since I work with the Shopping team out in NY, I make sure to fly out for a week every month. I also have a VC "portal" on my desk that's called in at all times to my team's "war room." Wear a "telemarketer" headset at my desk — seems like a small thing, but makes a massive impact on team cohesion, conversations.)

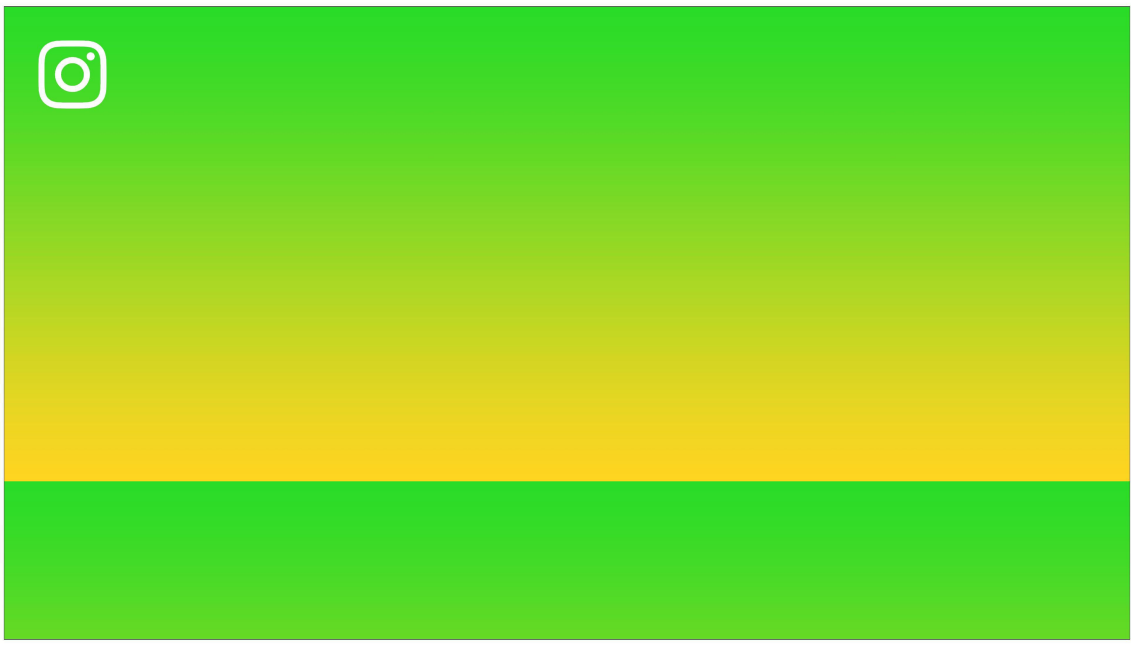
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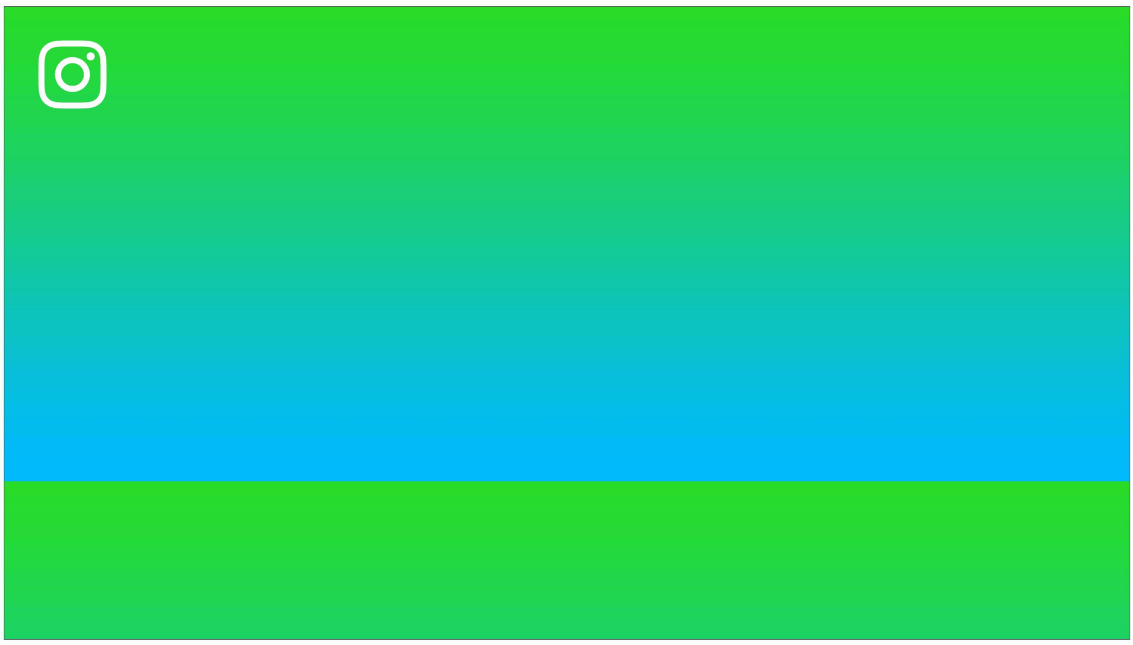




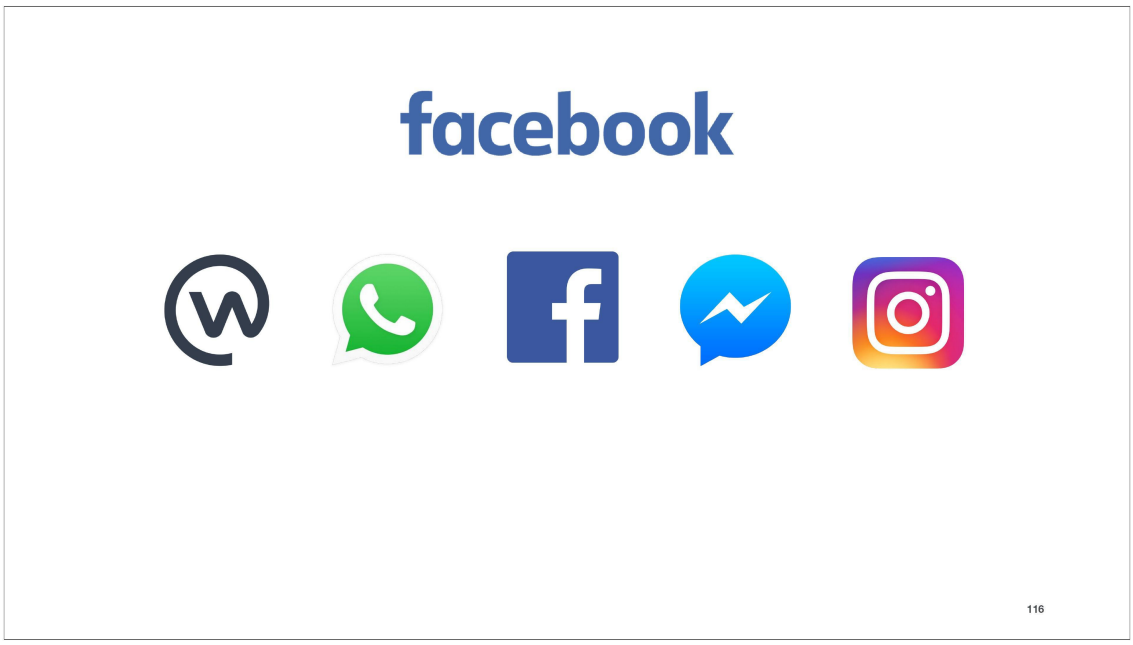









115




Link to logos


GLOBAL
45%
22%
117

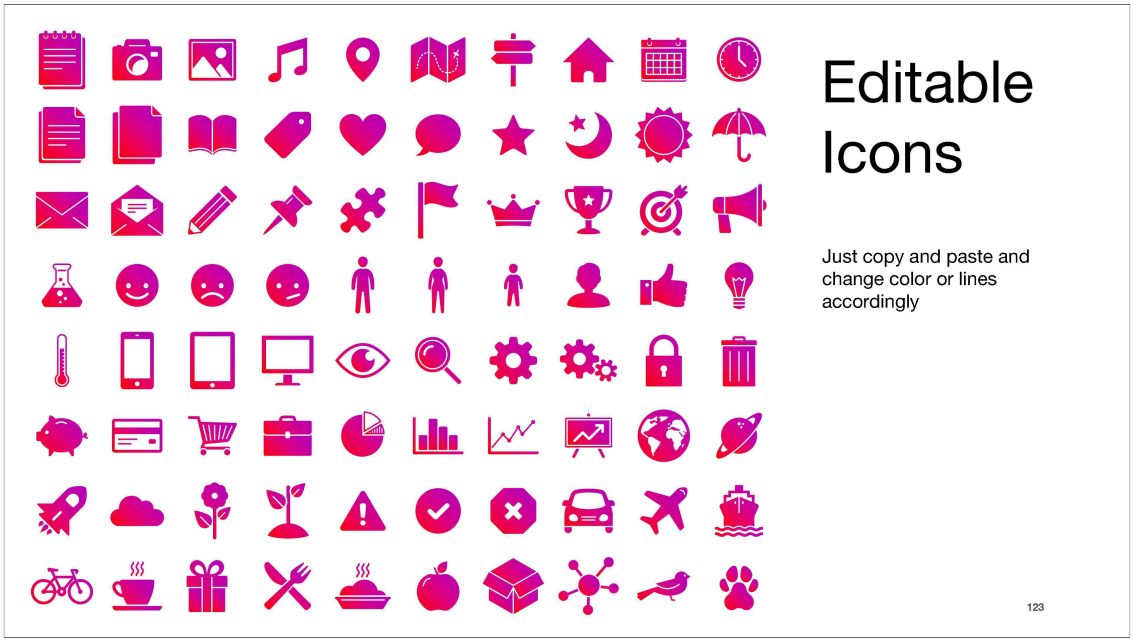

NA
118


EMEA
119


LATIN
AMERICA
120


APAC
121


122


Editable Icons
Just copy and paste and change color or lines accordingly
123

## TLDR: Plug in your top takeaway

Brief description of what you did

1 What is one of your most important findings you got from this study. Type it here.

**What is one of your product or strategic recommendation based on that finding. Type it here.**

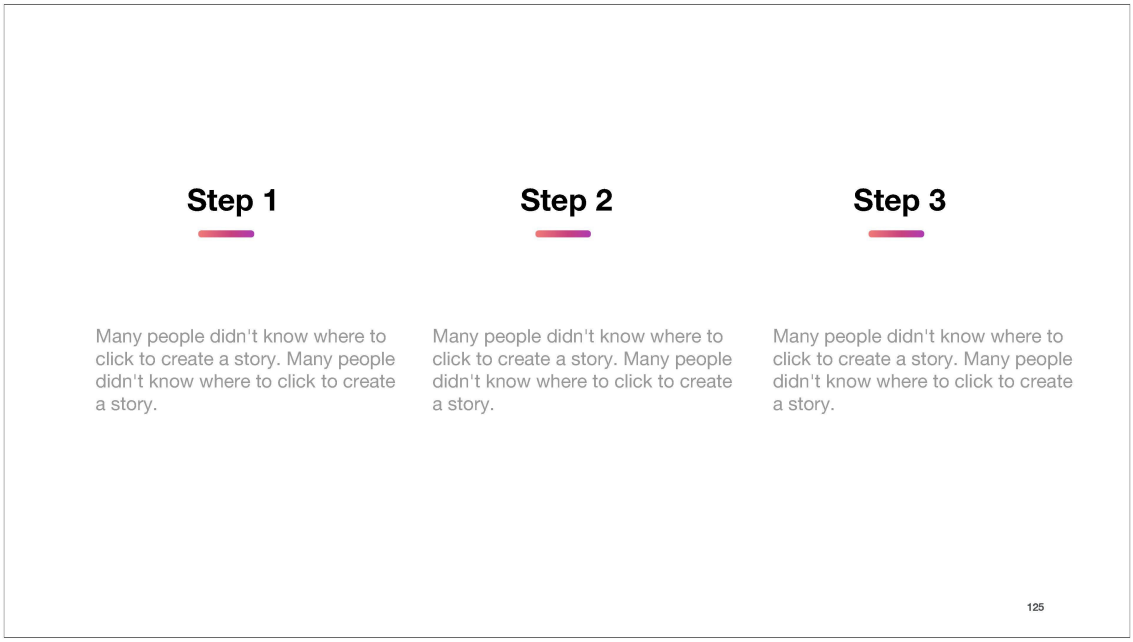
2 What is one of your most important findings you got from this study. Type it here.

**What is one of your product or strategic recommendation based on that finding. Type it here.**

3 What is one of your most important findings you got from this study. Type it here.

**What is one of your product or strategic recommendation based on that finding. Type it here.**

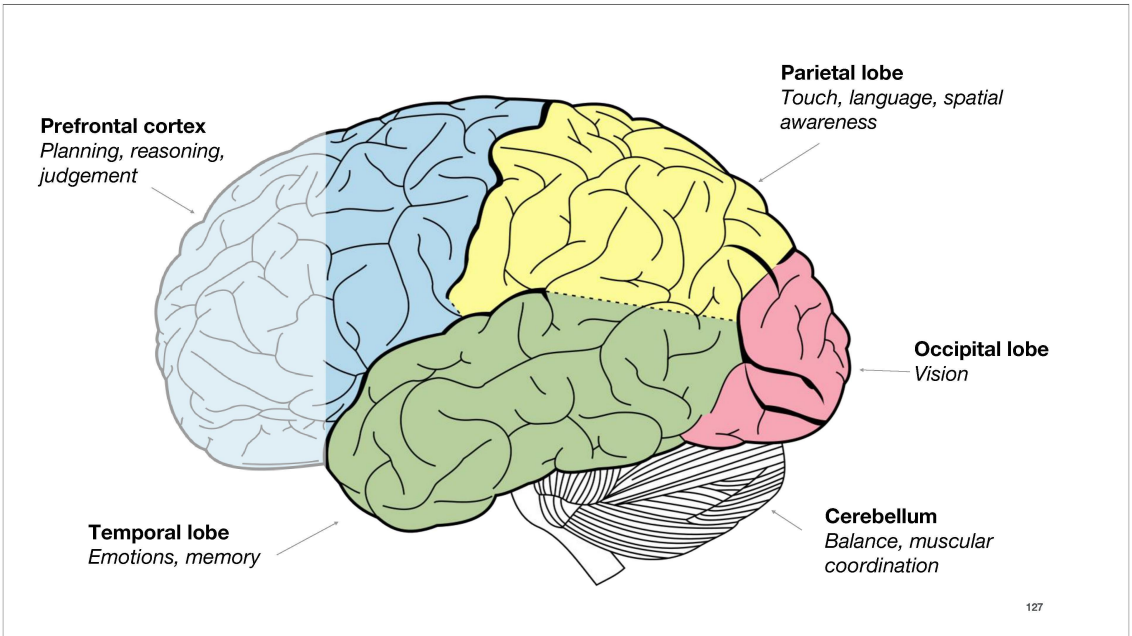
124


Step 1
Many people didn't know where to click to create a story. Many people didn't know where to click to create a story.
Step 2
Many people didn't know where to click to create a story. Many people didn't know where to click to create a story.
Step 3
Many people didn't know where to click to create a story. Many people didn't know where to click to create a story.
125

**Participants**

| | |
|---|---|
| N from X population | Behavior Y |
| N from X population | Behavior Z |
| N from X population | |

126




The teenage brain is about 80% mature. The remaining 20% rests in the pre-frontal cortex - the area of the brain responsible for...The temporal lobe houses the limbic system which is where emotions and memory operate.