Message

**From:** Kristin Hendrix [redacted]@fbworkmail.com]
**Sent:** 9/14/2021 1:56:42 PM
**To:** UX Research All FYI [redacted]@mail.workplace.com]
**BCC:** Jennifer Guadagno [redacted]@fb.mail.onmicrosoft.com]
**Subject:** [UX Research All FYI] Instagram and Teens





**Kristin Hendrix** posted in UX Research All FYI
September 14 at 6:56 AM

## Instagram and Teens

Hi everyone - I'm sharing the post I just put up in Instagram FYI here to make sure everyone sees it in reference to the Wall Street Journal article that came out this morning, which is part of a 7-part series the WSJ is publishing on Facebook. Today's article was based on leaked insights about people's experiences on Instagram. It's so disheartening when we have a leak like this, and it can feel demoralizing. But I want to encourage us to remain proud of the research we do - doing research on important topics like well-being is the right thing.

I want to say a huge thank you to the team who is managing the fallout from today's headlines and an especially big thank you to the incredible researchers who are conducting the important studies we are doing to help keep our communities safe.

Leaks are challenging for the variety of reasons I outline in the post below. However, if there is any silver lining, it's that it's an opportunity for us to take stock of our approaches for how and where we share research. This underscores the importance of our community's commitment to best practices on this front and to our #BetterResearch efforts. Not to say we should be writing our decks and reports for reporters - that's not the case. But we should always keep in the front of our minds the responsibility and privilege we have as people who collect and share insights that represent the experiences of people we're designing and building for. So a big thank you to our community for keeping this top of mind every time you compile a deck, write a report, or draft a post with insights.

We do anticipate that this story will spur more media coverage and some of you may hear from reporters directly. If you are contacted by the media, please refer them to press@fb.com



**Kristin Hendrix**
September 14 at 6:41 AM

## Addressing Instagram's Impact on Teens

Keeping people – especially young people – safe on Instagram is something we think about all the time as a company. We have teams set up to explore ways we can support young people, and we conduct our own research, read external studies, and consult with external experts to understand where we should be leaning in.

Today Instagram published a blog post about our efforts in this area. The blog addresses many of the issues raised in today's Wall Street Journal article, which cited internal, proprietary research.

As is usually the case with headlines, the WSJ article casts the research in a negative light. The reality is that our research has found that social media isn't inherently good or bad for people – it's how people use social media, and their frame of mind when they use it that impacts their experiences. This is also backed up by what we see from external studies and hear from the experts we regularly meet with. But, if some people are leaving Instagram feeling worse, we need to address that, and that's exactly why this research is so important. In the past, we've used research to build products that aim to support people when they're struggling – like Limits, Hidden Words, and updated eating disorder resources. We will and must continue our efforts here, and our new work to develop features that nudge people to explore more diverse content is one example of this.

It's always frustrating and disheartening when information is leaked to the media. Leaks diminish the hard work of our teams, rarely include relevant context and nuance of the work, potentially jeopardize our current and future efforts, divert resources to address the leak, and sideswipe employee morale. One of the things I love most about Facebook is our open and honest culture. Every time there is a leak, it makes it harder to maintain the transparency that we all appreciate. If anyone has concerns or questions about anything – our research and how we use the insights, please reach out to someone internally – to me, your manager, Adam, or HR, instead of going to the press. We face a lot of tough issues and we need to tackle them together.

As always, if a member of the media reaches out to you, please refer them directly to press@fb.com.

Like Comment Share

View on Workplace

This message was sent to [redacted]@fb.com.

If you don't want to receive these emails from Workplace in the future, please **unsubscribe**.

Facebook, Inc., Attention: Community Support, 1 Facebook Way, Menlo Park, CA 94025

