Message

From: Chris Cox [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[redacted]
Sent: 8/16/2023 5:52:35 PM
To: David Wehner [[redacted]@meta.com]; lori
CC: David Ginsberg[redacted]@meta.com]
Subject: Re: Leadership update - Oxford study et al.

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

DX0551

From: David Wehner <[redacted]@meta.com>
Sent: Wednesday, August 16, 2023 10:48:46 AM
To: Chris Cox <[redacted]@meta.com>
Cc: David Ginsberg <[redacted]@meta.com>
Subject: Leadership update - Oxford study et al.

Hi Chris,
If you are looking for content in an upcoming leadership meeting I think it's worth thinking about Curtiss walking through the recent research around social media impact. The recently released Oxford Internet Institute study found no evidence of social media causing psychological harm. I think it's great to get this top of mind with our leaders so that they can be evangelists. As Nick notes below we could also include the US2020 project.
Best,
Dave

From: Nick Clegg <[redacted]@meta.com>
Sent: Tuesday, August 15, 2023 2:15 AM
To: David Ginsberg <[redacted]@meta.com>; David Wehner <[redacted]@meta.com>
Subject: Re: Leadership update - Oxford study et al.

+1

I think there's also a wider story to tell re the value of good research – the US2020 project yielded similarly helpful headlines recently (to the effect that there's little evidence FB drives political polarization etc) and we're standing up new research access tools (not least for DSA compliance). Would be good to socialize these trends with the leadership group too – I've always believed that since the caricature of us by our critics is invariably so overdone/absurd, even nuanced research outcomes are useful correctives. N

From: David Ginsberg <[redacted]@meta.com>
Date: Tuesday, August 15, 2023 at 4:09 AM
To: David Wehner <[redacted]@meta.com>, Nick Clegg <[redacted]@meta.com>
Subject: RE: Leadership update - Oxford study et al.

I think that's a great idea! Would be great for Curtiss to do it – this was his baby! Though happy to chime in or add color if desired.

From: David Wehner <[redacted]@meta.com>
Sent: Monday, August 14, 2023 7:33 PM
To: Nick Clegg <[redacted]@meta.com>; David Ginsberg <[redacted]@meta.com>
Subject: Leadership update - Oxford study et al.

Hey Nick/David:

The Oxford Internet Institute study seems like something worth highlighting to the Leadership team in the next Leadership meeting. Not sure what you think. And I say that being someone who was largely against sharing data here so was super pleased I ended up being wrong. See thread with Curtiss.

Best,

Dave

From: Curtiss Cobb <[redacted]@meta.com>
Sent: Wednesday, August 9, 2023 8:42 AM
To: David Wehner <[redacted]@meta.com>
Subject: Re: [AC PRIV] Oxford Internet Institute Paper is Public

Hey David,

Along the lines of a leadership update, here are some of the headlines coming out of the OII paper:

The Oxford Internet Institute released a study looking at the relationship between Facebook adoption and well-being.

- **Full Study: No evidence linking Facebook adoption and negative well-being: Oxford study**
- **Key Takeaway**: *"The largest independent scientific study ever conducted, investigating the spread of Facebook across the globe found no evidence that the social media platform's worldwide penetration is linked to widespread psychological harm."*
- **Coverage Snapshot:**
  - **Facebook might actually benefit mental health, new study suggests,** Sky News
  - **Facebook's growth not linked to psychological harm, study finds,** BBC
  - **Why Facebook may actually be GOOD for you: Social media site is not linked to psychological harm and could even have a positive impact on wellbeing, study suggests,** Daily Mail

I also wanted to share with you the first results from the youth well-being tracker we stood up for the company. We already shared these with Cox, Mosseri and a few others. If we do a leadership update, we might want to highlight a few things from it as well if we do a leadership update. Some high level findings include:

1. Instagram leads TikTok and lags YouTube in parental alignment among social media apps in all measured countries.
2. Gatekeeping of social media overall is not very common - typically reported by less than 10% of teens.
3. Parents are divided on whether Instagram is appropriate for 13-year-olds (42% in the US). By age 16 most parents say IG is appropriate (79% in the US).
4. Awareness of Instagram parental supervision tools is associated with positive outcomes - higher parental alignment, higher proportions of parents stating that Instagram is appropriate for younger teens, and higher brand love among teens.

~curtiss cobb

From: Curtiss Cobb <[redacted]@meta.com>
Date: Tuesday, August 8, 2023 at 1:02 PM
To: David Wehner <[redacted]@meta.com>
Subject: Re: [AC PRIV] Oxford Internet Institute Paper is Public

I think so. Some in leadership already know about it as you can see from the email below, but many do not. Also, we can make it a bit more substantive by also pointing a couple more recently published studies that we did not share data with but also present strong analyses/evidence of that impacts of social media are likely overblown.

Let me know if you want me to prepare something for you.

~curtiss cobb

From: David Wehner <[redacted]@meta.com>
Date: Tuesday, August 8, 2023 at 12:57 PM
To: Curtiss Cobb <[redacted]@meta.com>
Subject: RE: [AC PRIV] Oxford Internet Institute Paper is Public

Would this be a good Leadership Team update?

From: David Wehner
Sent: Monday, August 7, 2023 2:44 PM
To: Curtiss Cobb <[redacted]@meta.com>
Subject: FW: [AC PRIV] Oxford Internet Institute Paper is Public

This seems about as positive as we could hope!

From: Monika Bickert <[redacted]@meta.com>
Sent: Monday, August 7, 2023 11:44 AM
To: David Wehner <[redacted]@meta.com>
Subject: FW: [AC PRIV] Oxford Internet Institute Paper is Public

Wanted to highlight this awesome work by your team. It goes public Aug 9.

From: Curtiss Cobb <[redacted]@meta.com>
Date: Wednesday, August 2, 2023 at 1:40 PM
To: Nick Clegg <[redacted]@meta.com>, Scott Tucker <[redacted]@meta.com>, Pratiti Raychoudhury <[redacted]@meta.com>, Tucker Bounds <[redacted]@meta.com>, Holly [redacted]@meta.com>, N[redacted] <[redacted]@meta.com>, Tim [redacted]@meta.com>, Emily Dalton Smith [redacted]@meta.com>, Antigone Davis <[redacted]@meta.com>, Adam Mosseri <[redacted]@meta.com>, Molly Cutler <[redacted]@meta.com>, Jennifer Newstead <[redacted]@meta.com>, David Ginsberg <[redacted]@meta.com>, Monika Bickert <[redacted]@meta.com>, Andrea Saul <[redacted]@meta.com>, Markus Reinisch <[redacted]@meta.com>, Nathan [redacted]@meta.com>, Kevin Martin <[redacted]@meta.com>, Lindsay [redacted]@meta.com>
Cc: Anna [redacted]@meta.com>, Danny Ferrante <[redacted]@meta.com>, Alex Schultz <[redacted]@meta.com>, Lauren [redacted]@meta.com>, Stephanie [redacted] <[redacted]@meta.com>, Bao [redacted]@meta.com>, Jon [redacted]@meta.com>, Chaya [redacted]@meta.com>, Sarah [redacted]@meta.com>, Funda [redacted]

<[redacted]@meta.com>, Bryce [redacted] <[redacted]@meta.com>, Katherine [redacted]@meta.com>, Kristin Hendrix <[redacted]@meta.com>, Heather [redacted]@meta.com>
Subject: Re: [AC PRIV] Oxford Internet Institute Paper is Public

Hi Everyone,

It's me again with a wonderful update regarding the OII well being paper. It will be officially published on Wednesday, August 9th in the Royal Society's Open Science journal (peer reviewed). Stephanie and her Comms team are liaising with the OII team on their comms approach and will circle back with any additional tactics we will take to generate interest in the study.

OII has shared with us the embargoed Oxford University press release they shared out with UK and global reporters today and we could not have asked for a more positive narrative--it is great news for us. I have copied it here for you all to see. Please do not share it around until after next Wednesday.

Let me know if you have any questions. Thanks again for all the support and effort to get this data shared.

~curtiss cobb

University of Oxford news release
Strict embargo until Wednesday, 9 August 2023 (00:01 BST)

No evidence linking Facebook adoption and negative well-being: Oxford study

The largest scientific study ever conducted, investigating the spread of Facebook across the globe found no evidence that the social media platform's worldwide penetration is linked to widespread psychological harm. The Oxford study used well-being data from nearly a million people across 72 countries over 12 years and harnessed actual individual usage data from millions of Facebook users worldwide to investigate the impact of Facebook on well-being.

Despite popular claims about the impact of social media on well-being, the Oxford Internet Institute research, led by Professor Andrew Przybylski and Professor Matti Vuorre, found 'no evidence' that Facebook's spread was consistently linked negatively to well-being – quite the opposite. The research paper states, 'Although reports of negative psychological outcomes associated with social media are common in academic and popular writing, evidence for harms is, on balance, more speculative than conclusive.'

Professor Przybylski explains, 'We examined the best available data carefully – and found they did not support the idea that Facebook membership is related to harm, quite the opposite. In fact, our analysis indicates Facebook is possibly related to positive well-being.'

Working with massive amounts of information, the Oxford team did not find evidence to support popular misconceptions about Facebook. But, says Professor Przybylski, 'This is not to say this is evidence that Facebook is good for the well-being of users. Rather, the best global data does not support the idea that the expansion of social media has a negative global association with well-being across nations and different demographics.'

Co-author Professor Vuorre observes, 'Much of the past research into social media use and well-being has been hampered by an exclusive focus on well-being data in the Global North and a reliance on inaccurate self-reports of social media engagement.

'In our new study, we cover the broadest possible geography for the first-time, analysing Facebook usage data overlaid with robust wellbeing data, giving a truly global perspective of the impact of Facebook use on wellbeing for the first time.'

Facebook was involved in the research, but only to provide data and did not commission or fund the study. Researchers from Facebook helped ensure the data was accurate, but did not influence the design of the study or know the findings before the Oxford team made the results public. The Oxford research project started before the Covid pandemic, and the team worked for more than two years to secure critically-needed data from Facebook. The researchers combined existing well-being data from Gallup, covering nearly one million people from 2008 to 2019, with Facebook data relating to global platform engagement. For the first time, the team was able to see how the spread of Facebook engagement related to the high-quality country-wide well-being data.

'It was a monumental ask for the Facebook data scientists,' says Professor Przybylski. 'Once they shared it with us, we were able to combine two types of data: the best well-being data we could put our hands on, with Facebook data tracking the uptake of their platform in the same countries at the same times.'

Facebook currently reports nearly three billion users worldwide, but this research looks at the earlier days of the platform's international penetration from 2008 to 2019. This period was critical because popular commentators have claimed, without evidence, that trends in social media use and well-being during this period are linked.

Professors Przybylski and Vuorre tackled this idea head-on, 'To better understand the plausible range of associations, we linked data tracking Facebook's global adoption with three indicators of well-being: life satisfaction, negative and positive psychological experiences. We examined 72 countries' per capita active Facebook users in males and females in two age brackets (13-34yrs and 35+years).'

They found no evidence for negative associations and in many cases, there were positive correlations between Facebook and well-being indicators. The researchers also investigated differences relating to age and gender. Their analysis showed thatthe association between Facebook adoption and well-being was slightly more positive for males than females, across all well-being measures but these trends were not significant. Furthermore, Facebook adoption and well-being was generally more positive for younger individuals across countries. These effects were small but significant.

This latest study aligns with previous research from the Oxford experts exploring the link between digital technology and mental health, which found technology use has not become increasingly associated with negative psychological outcomes over time.

Dr Vuorre concludes, 'Our findings should help guide the debate surrounding social media towards more empirical research foundations. We need more transparent collaborative research between independent scientists and the technology industry to better determine how, when and why modern online platforms might be affecting their users.'

-ends-

Note for Editors:

Contacts: for an embargoed copy of the paper, interviews and briefings, please contact Mark Malbas mark.malbas@oii.ox.ac.uk or news.office@admin.ox.ac.uk

About the study
Researchers linked data tracking Facebook's global adoption with three indicators of well-being; life satisfaction, negative and positive psychological experiences. They examined 72 countries per capita active Facebook users in two age brackets: 13-34yrs and 35+ yrs, spanning 2008-2019. The well-being data represented 946,798 individuals' responses from the nationally representative Gallup World Poll Survey. The study is part of the 'Programme on Adolescent Well-Being in the Digital Age' funded by the Huo Family Foundation and underwent peer review by the journal Royal Society Open Science. Analytical code, synthetic datasets and an online analysis supplement is available here: digital-wellbeing/fb-wb: v3.2 | Zenodo

The full study will be published on the Royal Society website, after the embargo lifts. The full title of the research is:, *'Estimating the association between Facebook adoption and well-being in 72 countries'*, Professor Matti Vuorre, Research Associate, Oxford Internet Institute and Assistant Professor, Tilburg School of Social and behavioural Sciences, Tilburg University and Professor of Human Behaviour and Technology, Andrew K. Przybylski, Oxford Internet Institute, University of Oxford.

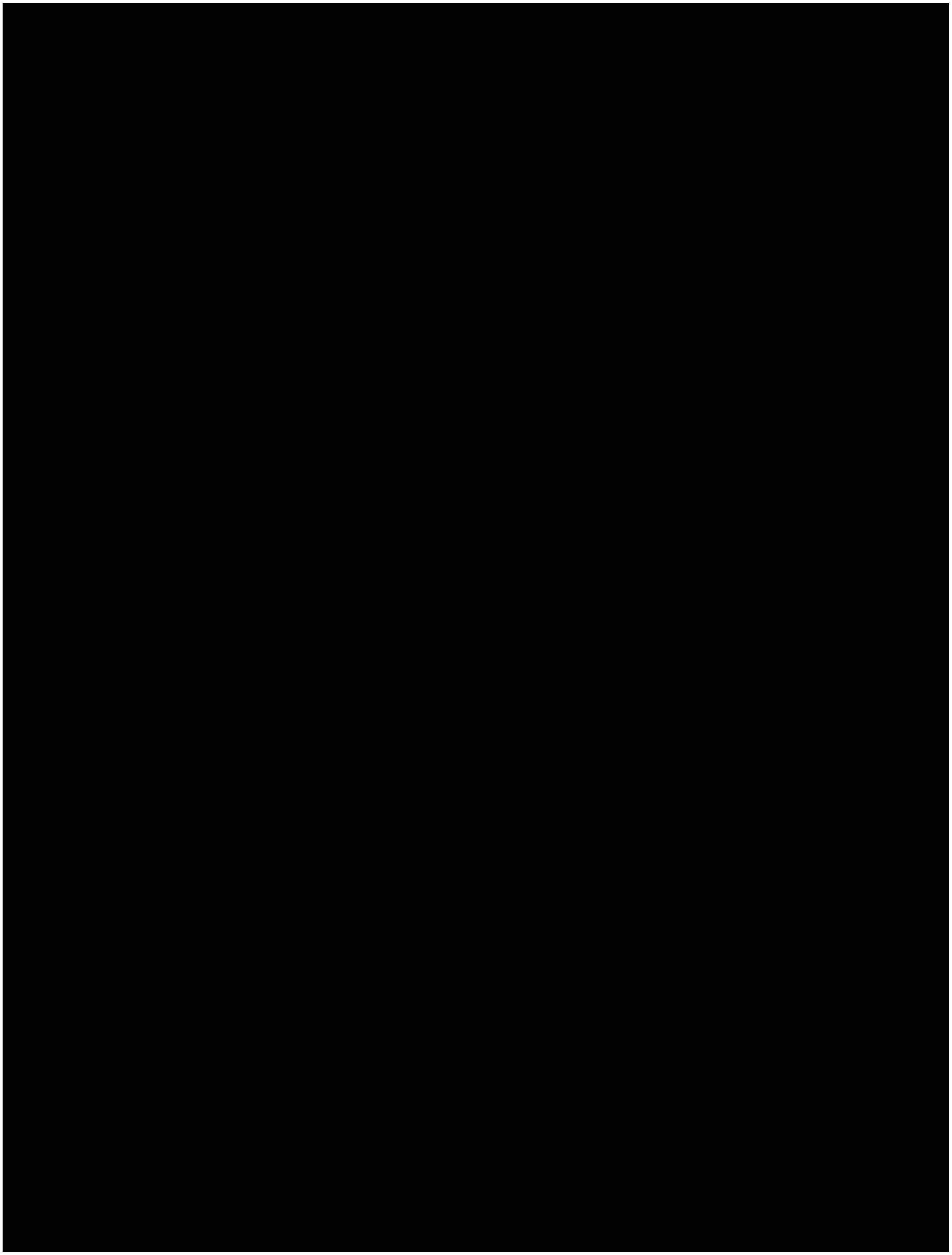
About the OII
The Oxford Internet Institute (OII) is a multidisciplinary research and teaching department of the University of Oxford, dedicated to the social science of the Internet. Drawing from many different disciplines, the OII works to understand how individual and collective behaviour online shapes our social, economic and political world. Since its founding in 2001, research from the OII has had a significant impact on policy debate, formulation and implementation around the globe, as well as a secondary impact on people's wellbeing, safety and understanding. Drawing on many different disciplines, the OII takes a combined approach to tackling society's big questions, with the aim of positively shaping the development of the digital world for the public good. https://www.oii.ox.ac.uk/

About the University of Oxford
Oxford University has been placed number one in the Times Higher Education World University Rankings for the seventh year running, and number two in the QS World Rankings 2022. At the heart of this success are the twin-pillars of our ground-breaking research and innovation and our distinctive educational offer. Oxford is world-famous for research and teaching excellence and home to some of the most talented people from across the globe. Our work helps the lives of millions, solving real-world problems through a huge network of partnerships and collaborations. The breadth and interdisciplinary nature of our research alongside our personalised approach to teaching sparks imaginative and inventive insights and solutions.

From: Curtiss Cobb <[redacted]@meta.com>
Date: Friday, September 16, 2022 at 3:42 PM
To: Nick Clegg <[redacted]@meta.com>, Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>, Sheryl Sandberg <[redacted]@meta.com>, Antigone Davis <[redacted]@fb.com>, Adam Mosseri <[redacted]@meta.com>, Molly Cutler <[redacted]@fb.com>, Jennifer Newstead <[redacted]@meta.com>, David Ginsberg [redacted]@meta.com>, Monika Bickert <[redacted]@meta.com>
Cc: Anna [redacted]@fb.com>, Danny Ferrante <[redacted]@fb.com>, Alex Schultz <[redacted]@meta.com>, Lauren [redacted]@fb.com>, Stephanie [redacted]@fb.com>, Bao [redacted]@fb.com>, Jon [redacted]@fb.com>, Kang-Xing Jin <[redacted]@fb.com>, Chaya [redacted] <[redacted]@fb.com>, Sarah [redacted]@fb.com>
Subject: [AC PRIV] Oxford Internet Institute Paper is Public

Hi Everyone,

[redacted]



[redacted]

From: Nick Clegg <[redacted]@meta.com>
Date: Thursday, August 11, 2022 at 5:55 AM
To: Curtiss Cobb <[redacted]@fb.com>, Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>, Danny Ferrante <[redacted]@fb.com>, Alex Schultz <[redacted]@fb.com>, Lauren [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

Many thanks all – really grateful for the progress on this. N

From: Curtiss Cobb <[redacted]@fb.com>
Date: Thursday, August 11, 2022 at 3:08 AM
To: Nick Clegg <[redacted]@fb.com>, Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>, Danny Ferrante <[redacted]@fb.com>, Alex Schultz <[redacted]@fb.com>, Lauren [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

+ Danny, Alex S., Lauren B.

[redacted]

~curtiss cobb

From: Nick Clegg <[redacted]@fb.com>
Date: Wednesday, August 10, 2022 at 5:39 PM
To: Curtiss Cobb <[redacted]@fb.com>, Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted]

<[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

[redacted]

Get Outlook for iOS

From: Curtiss Cobb <[redacted]@fb.com>
Sent: Wednesday, August 10, 2022 8:27:10 PM
To: Scott Tucker <[redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; Pratiti Raychoudhury <[redacted]@fb.com>; Tucker Bounds <[redacted]@fb.com>; Holly T[redacted]@fb.com>; [redacted] <[redacted]@fb.com>; Tim [redacted]@fb.com>; Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

Hi Everyone,

[redacted]

Thanks.

~curtiss cobb

[redacted]

[redacted]

From: Scott Tucker <[redacted]@fb.com>
Date: Wednesday, August 10, 2022 at 2:02 PM
To: Nick Clegg <[redacted]@fb.com>, Curtiss Cobb <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Tucker Bounds [redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

[redacted]

From: Nick Clegg <[redacted]@fb.com>
Sent: Wednesday, August 10, 2022 2:34 AM
To: Curtiss Cobb <[redacted]@fb.com>; Scott Tucker <[redacted]@fb.com>; Pratiti Raychoudhury <[redacted]@fb.com>; Tucker Bounds [redacted]@fb.com>; Holly [redacted]@fb.com>; [redacted] <[redacted]@fb.com>; Tim [redacted]@fb.com>; Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

[redacted]

N

From: Curtiss Cobb <[redacted]@fb.com>
Date: Wednesday, August 10, 2022 at 5:47 AM
To: Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>, Emily Dalton Smith <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

Hi Nick,

[redacted]

[redacted]

Let me know if you have any questions. And thank you all for your patience.

~curtiss cobb

From: Curtiss Cobb <[redacted]@fb.com>
Date: Wednesday, August 3, 2022 at 11:29 AM
To: Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly T[redacted]@fb.com>, [redacted] <[redacted]@fb.com>, Tim [redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

[redacted]

Thanks.

~curtiss cobb

From: Curtiss Cobb <[redacted]@fb.com>
Date: Tuesday, August 2, 2022 at 6:18 PM
To: Scott Tucker <[redacted]@fb.com>, Pratiti Raychoudhury <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly T[redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

[redacted]

~curtiss cobb

From: Scott Tucker <[redacted]@fb.com>
Date: Tuesday, August 2, 2022 at 5:48 PM
To: Pratiti Raychoudhury <[redacted]@fb.com>, Curtiss Cobb <[redacted]@fb.com>, Nick Clegg <[redacted]@fb.com>, Tucker Bounds <[redacted]@fb.com>, Holly [redacted]@fb.com>, [redacted] <[redacted]@fb.com>
Cc: Anna [redacted]@fb.com>
Subject: Re: [AC PRIV] OII data release discussion

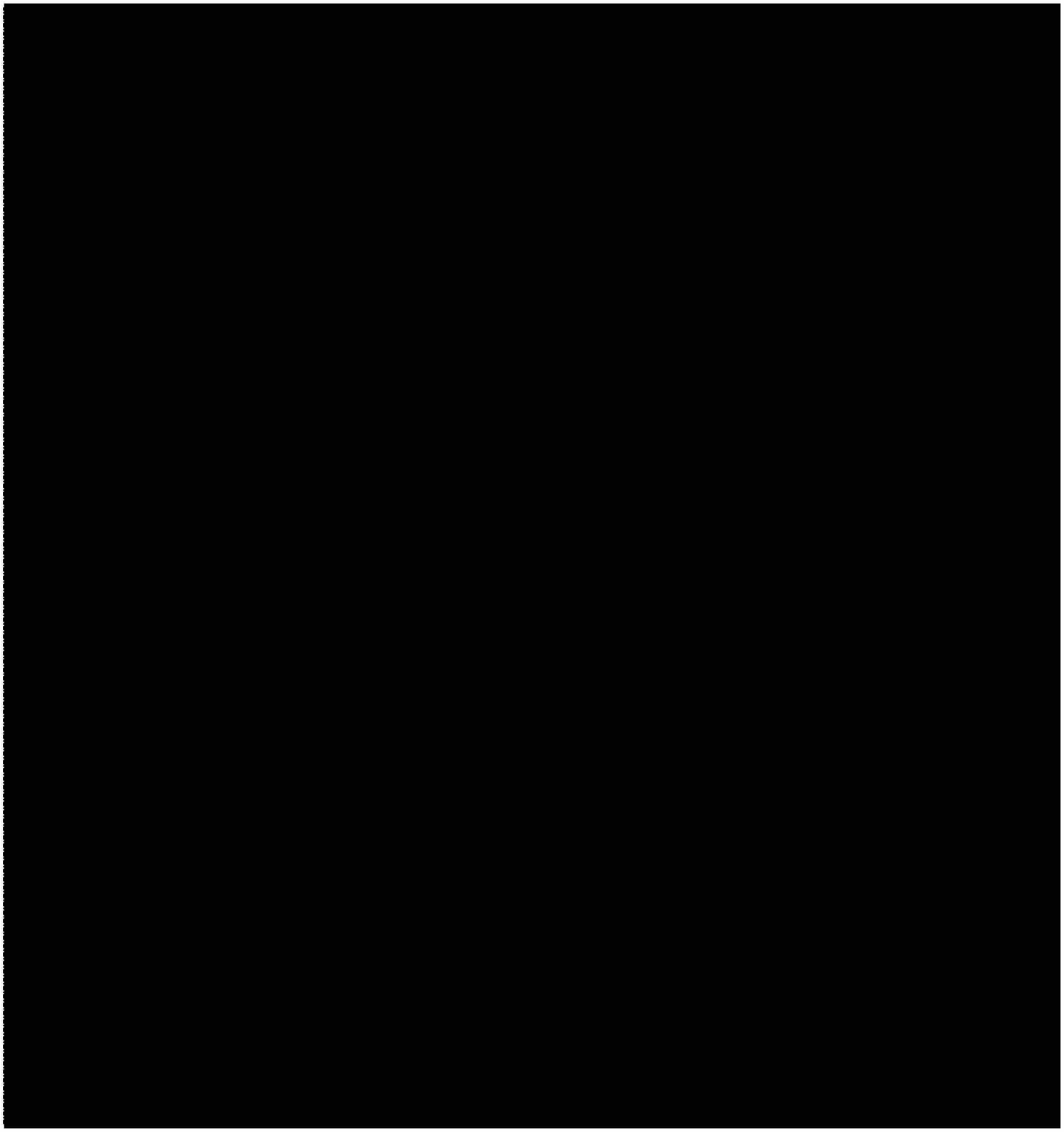
[redacted]

From: Pratiti Raychoudhury <[redacted]@fb.com>
Sent: Tuesday, August 2, 2022 3:13 PM
To: Curtiss Cobb <[redacted]@fb.com>; Nick Clegg <[redacted]@fb.com>; Tucker Bounds <[redacted]@fb.com>; Scott Tucker <[redacted]@fb.com>; Holly [redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: RE: [AC PRIV] OII data release discussion

[redacted]

From: Curtiss Cobb <[redacted]@fb.com>
Sent: Tuesday, August 2, 2022 3:05 PM
To: Nick Clegg <[redacted]@fb.com>; Pratiti Raychoudhury <[redacted]@fb.com>; Tucker Bounds <[redacted]@fb.com>; Scott Tucker <[redacted]@fb.com>; Holly [redacted] <[redacted]@fb.com>; [redacted] <[redacted]@fb.com>
Subject: [AC PRIV] OII data release discussion

[redacted]



From: [redacted]@fb.com
When: 9:30 AM - 10:00 AM August 3, 2022
Subject: OII data release discussion

Ways to join

Computer or Mobile:

https://fb.zoom.us/j/94579992118?pwd=dWlSZmJtY0xRWE9UNmJBanhET04yZz09

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Passcode: **379639**

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