

Mental Health Findings

This document from Facebook researchers, posted in November 2019 on an internal company site, discusses mental-health issues and their relationship to Instagram. Some title pages have been modified to remove extraneous material. Some pages are missing from this version at the beginning and the end.

THE WALL STREET JOURNAL.

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MENTAL HEALTH FINDINGS

Deep dive into the Reach, Intensity, IG Impact, Expectation, Self Reported Usage and Support of mental health issues. Overall analyses and analysis split by age when relevant

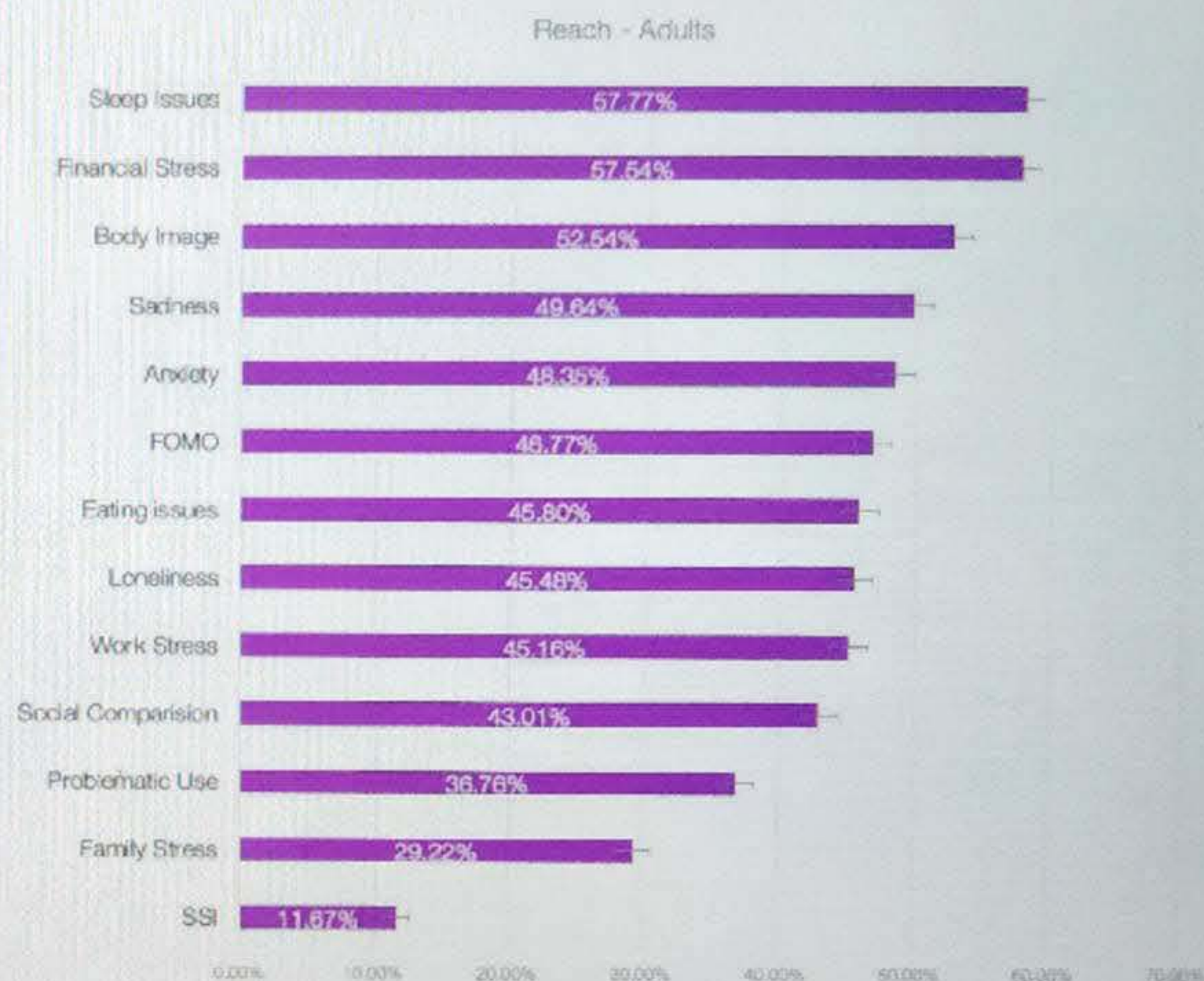
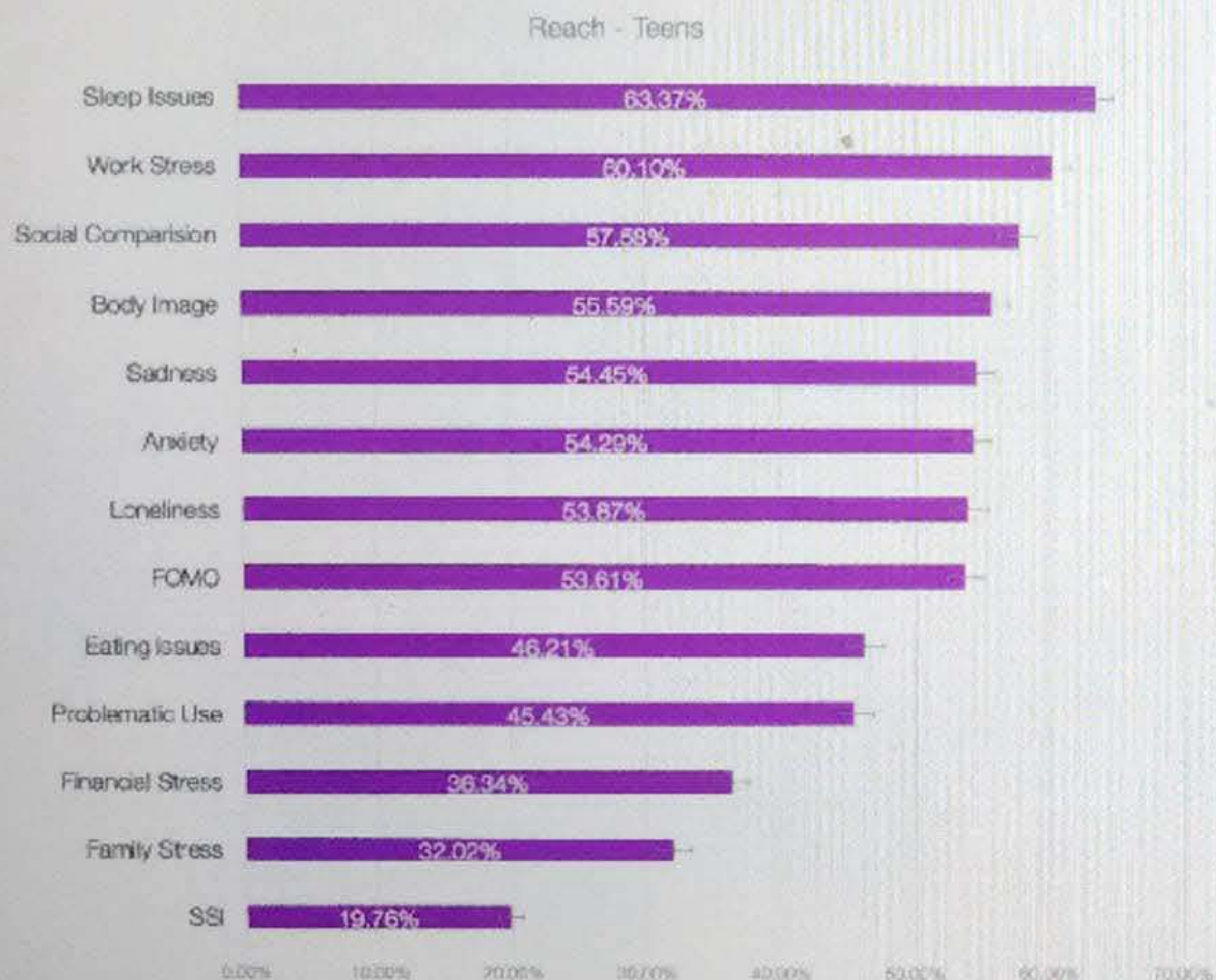
WORK/SCHOOL STRESS HAS THE HIGHEST REACH

Over half of users also experienced sleep issues, body image issues, sadness and financial stress



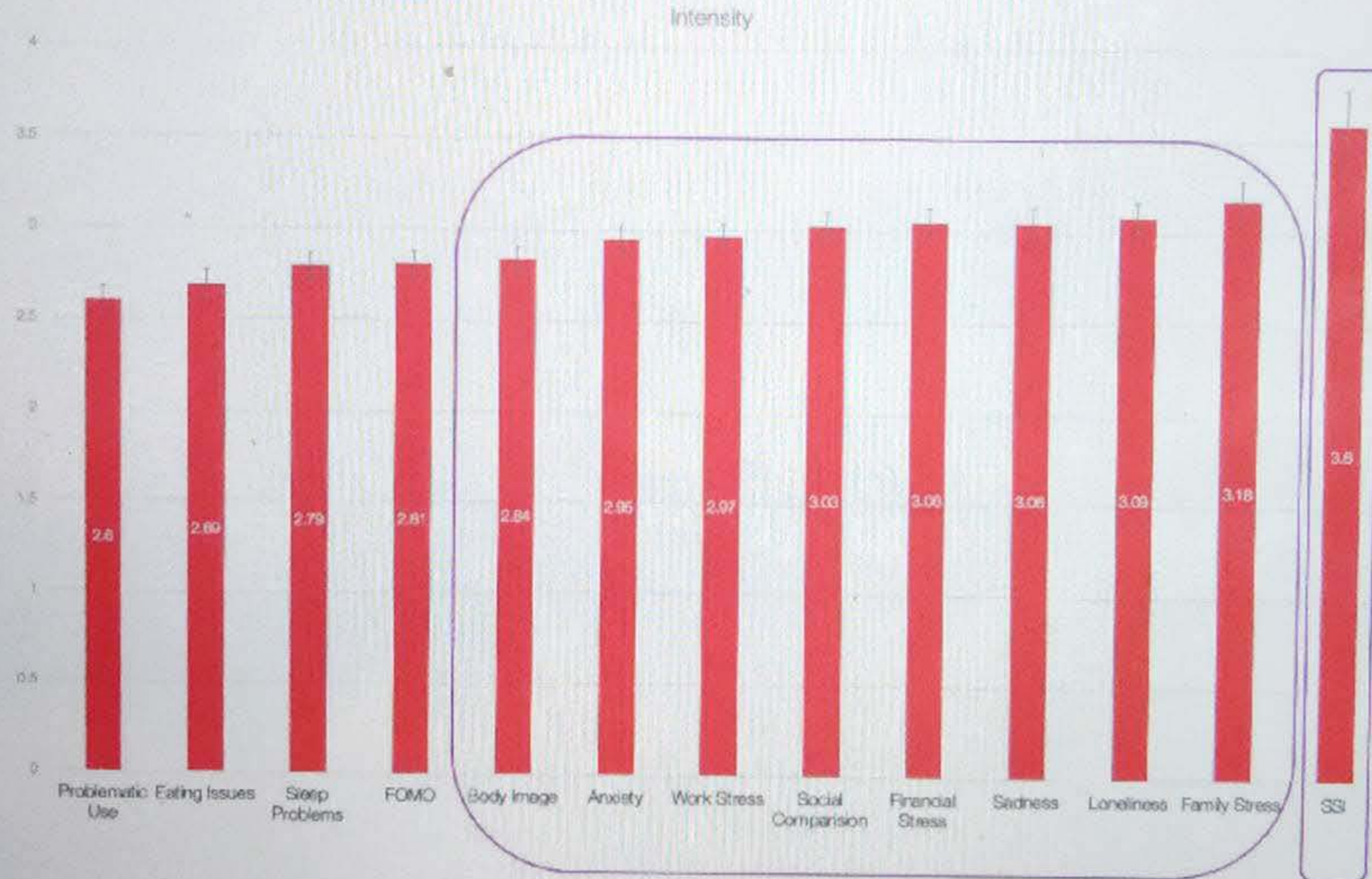
MOST ISSUES HAD HIGHER REACH AMONG TEENS

While financial and family stress which were higher for adults, social comparison and body image issues had higher reach among teens



SSI WAS THE MOST INTENSE EXPERIENCE

Social Comparison, Loneliness, Stress and Depression ranked next, were similar in intensity and moderately negative



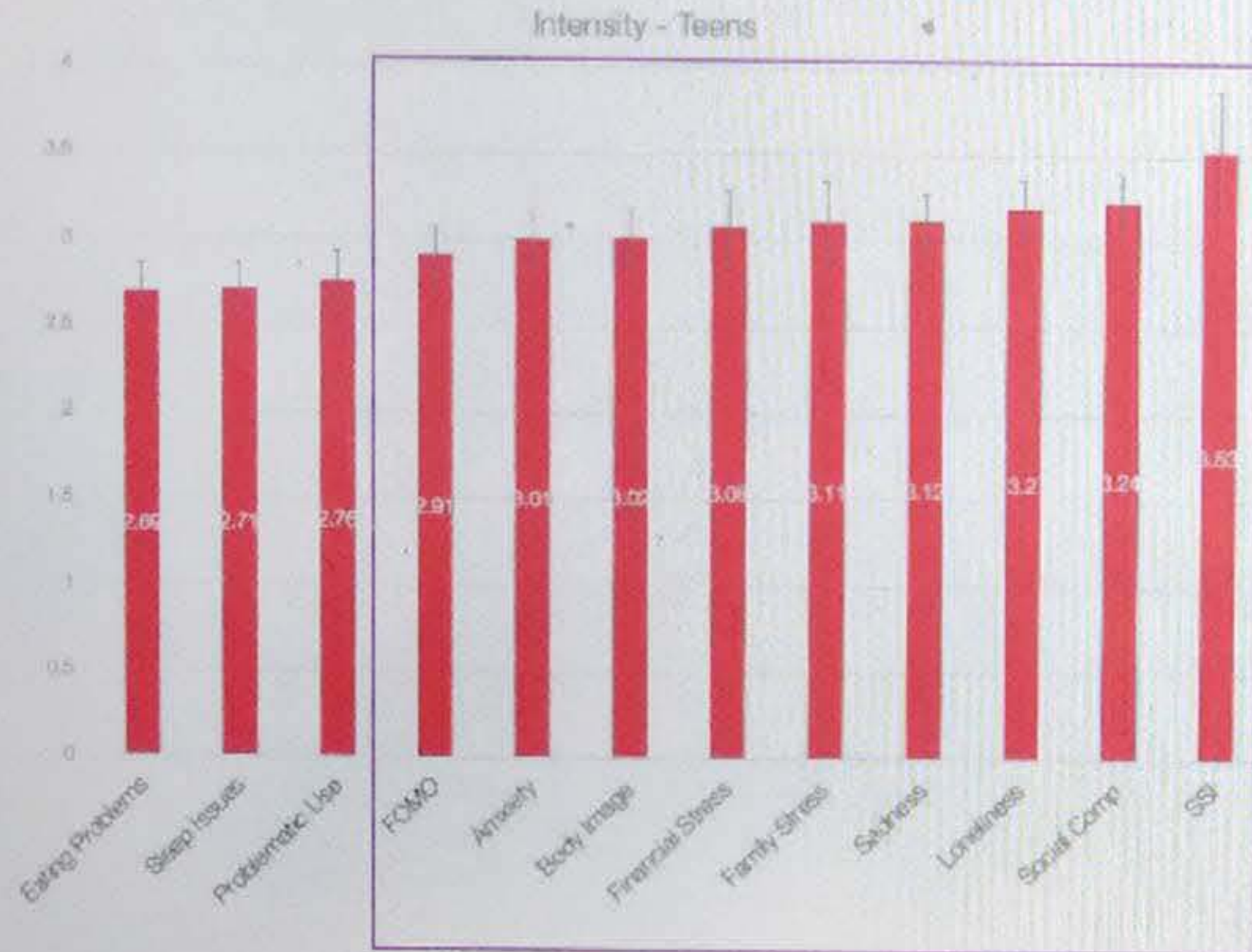
Q: How bad did this experience make you feel?

*Buckata highlight groups of issues that were not statistically different from each other.

**Differences are statistically significant at 95% CI. No significant differences between Social Comparison, Stress, Depression and Loneliness.

SSI WAS THE MOST NEGATIVE EXPERIENCE ACROSS TEENS AND ADULTS

Social comparison and loneliness were equally intense experiences and significantly more negative than problematic use for teens and adults



Q: How bad did this experience make you feel?

*Buckets highlight groups of issues that were not stat sig different from each other

**Differences are statistically significant at 95% CL. No significant differences between Social Comparison, Stress, Depression and Loneliness.

PEOPLE EXPECT SUPPORT FROM INSTAGRAM

Generally people felt that it was moderately to pretty important that IG support users who were having a hard time



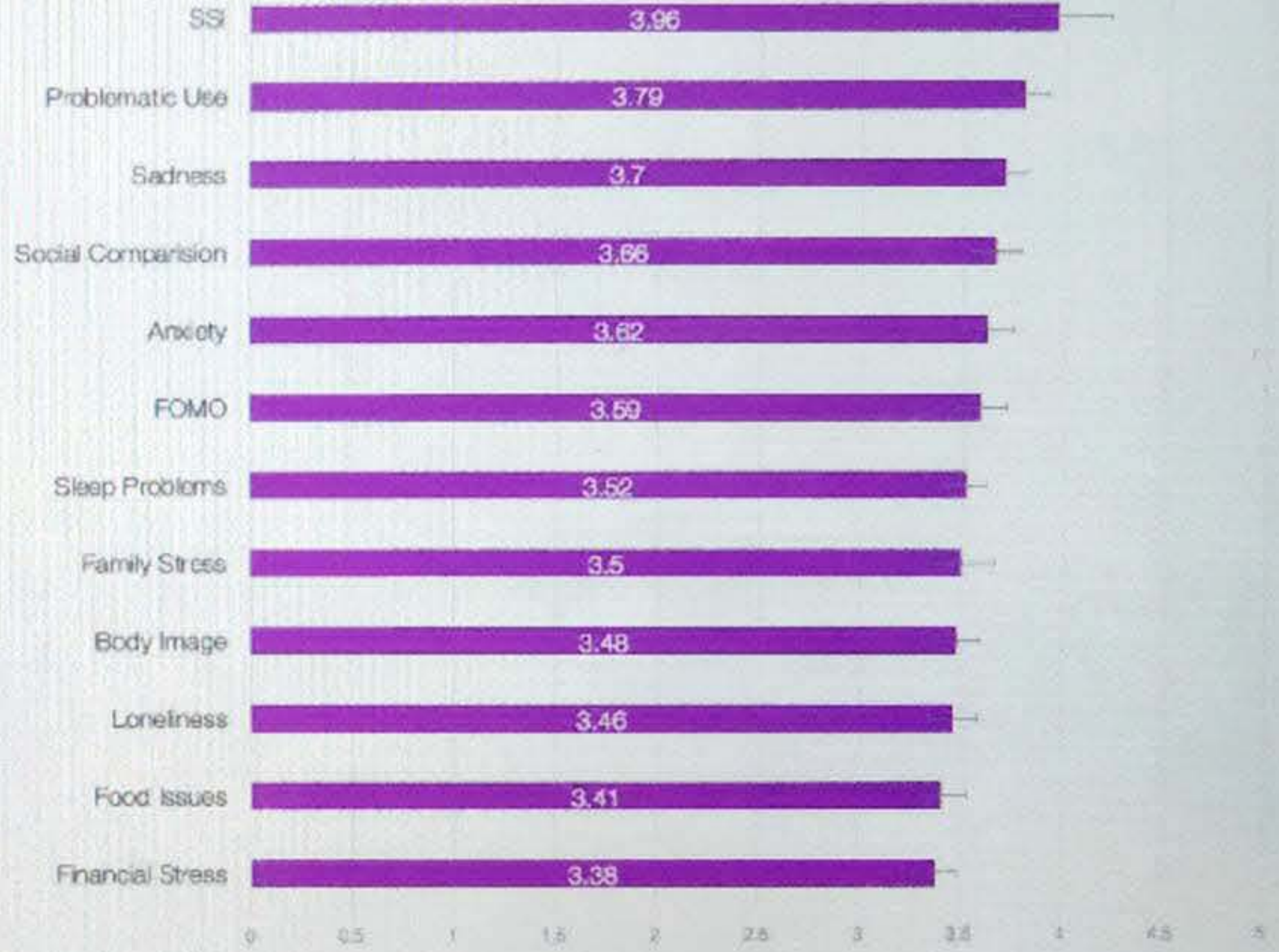
TEENS AND ADULTS HAD SLIGHTLY DIFFERENT EXPECTATIONS

Teens generally thought that it was somewhat important for IG to support people going through a hard time, irrespective of experience. Adults had stronger opinions about SSI, problematic use, depression and social comparison

Responsibility - Teens

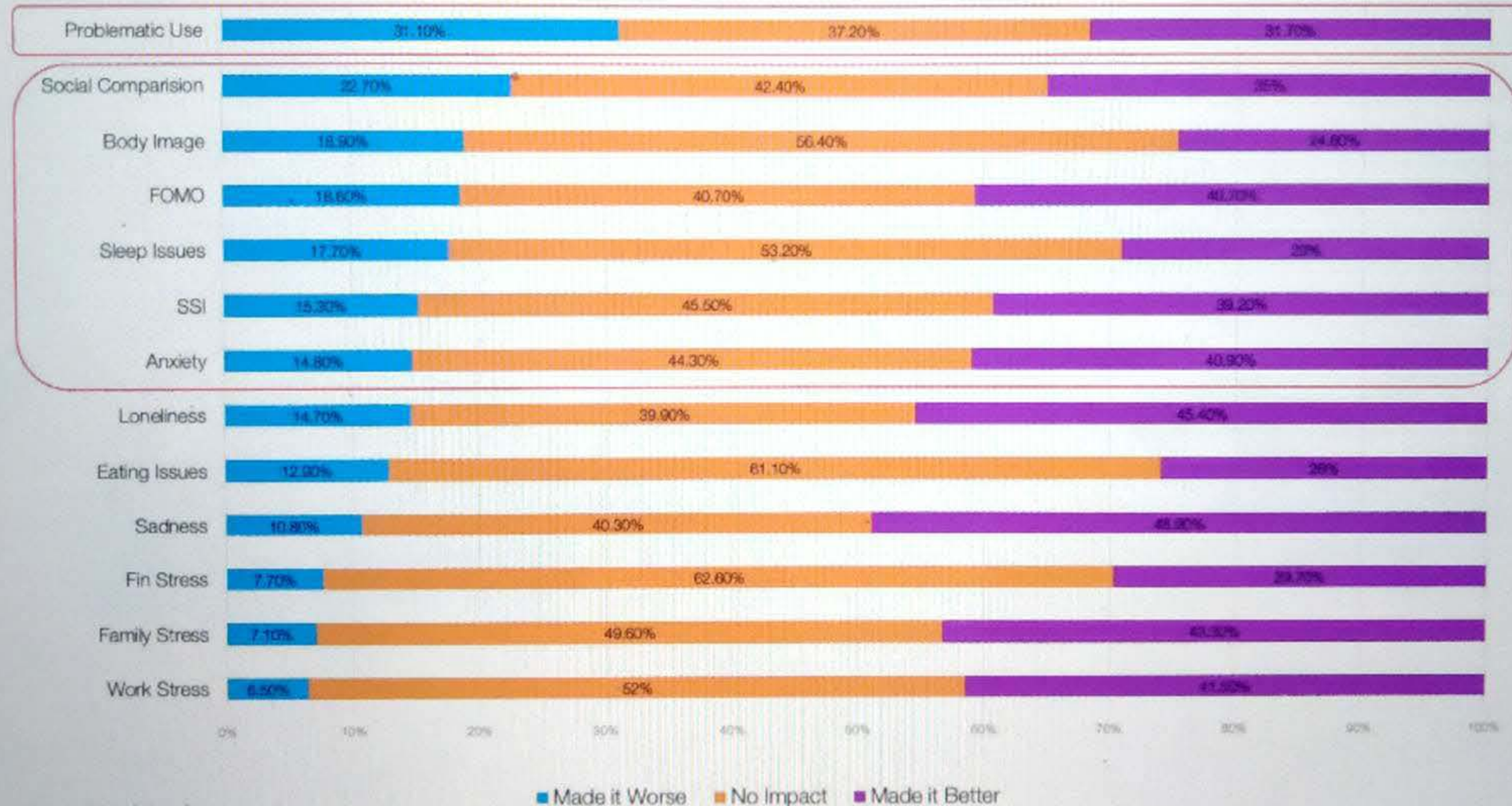


Responsibility - Adults



INSTAGRAM IS MORE LIKELY TO MAKE THINGS BETTER THAN WORSE

Generally users thought that IG made things better or had no impact. However, they were more likely to think that IG made problematic use worse, followed by social comparison, body image, FOMO, sleep issues, SSI and anxiety*.



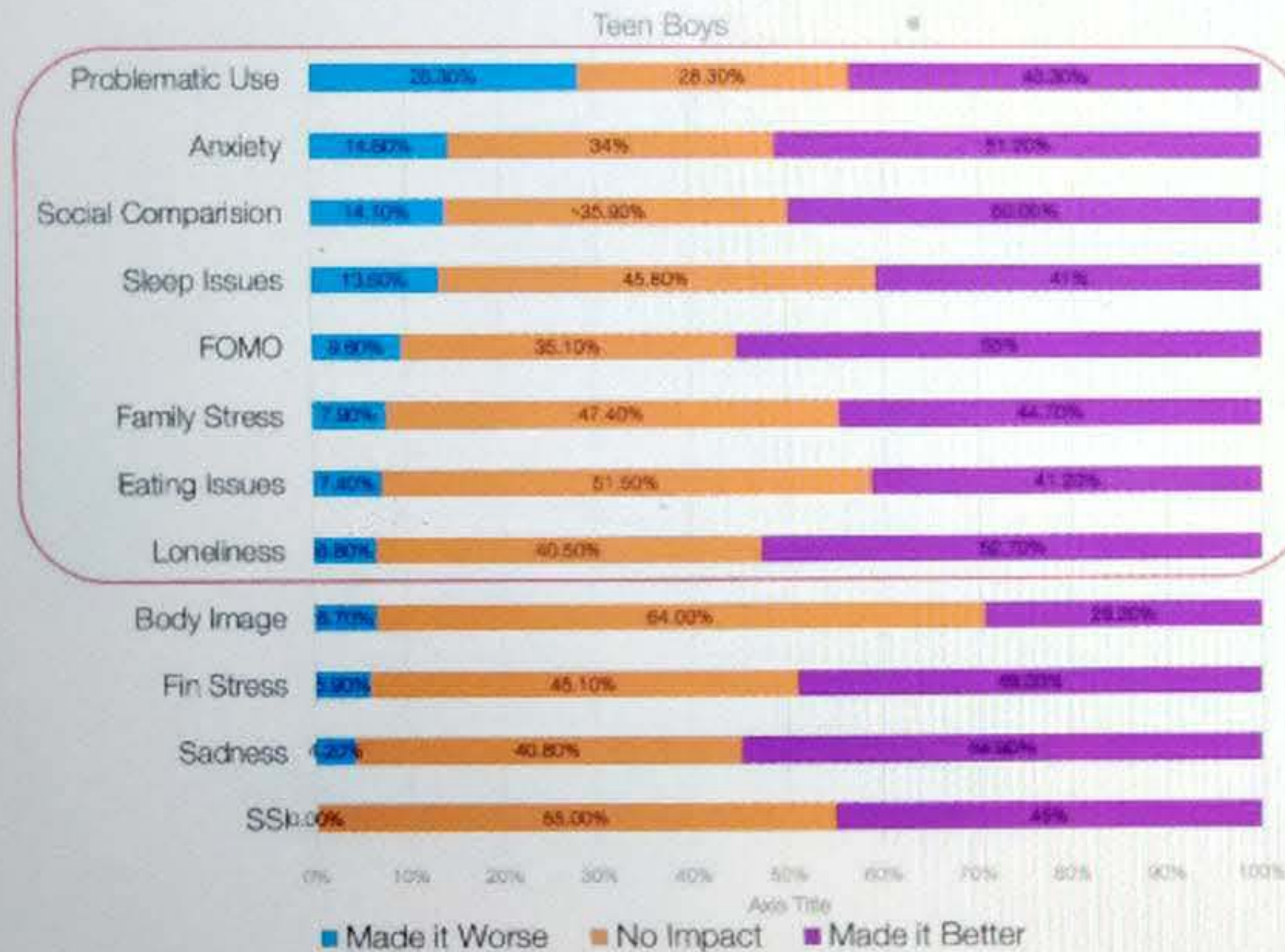
Q: What impact did using Instagram have on this experience?

There were no stat sig differences between those that thought IG made things better vs. had no impact.

* Differences are statistically significant at 95% CI. There are no meaningful differences between social comparison, body image, FOMO, Sleep issues, SSI and Anxiety.

BUT, WE MAKE BODY IMAGE ISSUES WORSE FOR 1 IN 3 TEEN GIRLS

Teens also generally thought that IG made things better or had no impact. However they were also more split around problematic social media use and the role we played in it. More teen girls thought that IG made body image issues worse rather than better



Q: What impact did using Instagram have on this experience?

*Buckets highlight groups of issues that were not stat sig different from each other.

**All differences called out are statistically significant at 95% CL following a Bonferroni correction for multiple comparisons.

MOST USERS USED INSTAGRAM TO TAKE THEIR MIND OFF EXPERIENCE

They also used Instagram to find inspiration when having a hard time and get support from friends and family. Instagram was rarely used to raise awareness, learn more about the experience or inform friends and family about it. Self-reported usage of Instagram did not differ between teens and adults.

	Distract from experience	Did not engage	Get support from friends and family	Find Inspiration	Raise Awareness	Inform friends and family	Learn more about it	Something else
SSI	42.40%	32.70%	15.50%	25.00%	4.20%	6.50%	5.40%	5.40%
Body Image	27.90%	43.30%	8.70%	22.40%	9.50%	3.50%	13.00%	6.20%
Loneliness	53.30%	30.10%	17.70%	27.30%	6.60%	6.60%	7.40%	6.00%
Social Comparison	41.30%	31.00%	13.80%	25.80%	9.50%	5.30%	10.50%	5.20%
Financial Stress	39.90%	36.80%	11.50%	21.40%	5.80%	4.60%	8.80%	8.10%
Work Stress	52.90%	30.10%	12.70%	21.50%	7.90%	6.90%	7.90%	6.90%
Family Stress	52.20%	31.10%	14.60%	21.10%	7.90%	7.20%	8.80%	4.90%
Sadness/Depression	54.20%	24.40%	12.90%	24.20%	7.00%	7.10%	10.60%	9.10%
Anxiety	39.70%	26.90%	14.40%	23.60%	8.50%	7.50%	9.60%	4.50%
Sleep Problems	38.00%	42.90%	10.80%	15.30%	6.00%	5.70%	8.90%	6.30%
Problematic social media use	29.70%	45.00%	15.60%	19.20%	10.10%	9.80%	12.10%	8.20%
Eating Problems	28.20%	44.50%	8.40%	15.80%	7.40%	5.40%	9.90%	6.70%
FOMO	43.90%	27.50%	15.30%	23.40%	10.20%	7.40%	14.50%	7.30%

G: When you had this experience, did you use Instagram in any of these ways? Please select all that apply:

*% correspond with colors such that the higher the % of people that selected the options, the darker the color of the tile and the lower the percentage of people that selected an option, the lighter the color of the tile.

MOST WISHED INSTAGRAM HAD GIVEN THEM BETTER CONTROL OVER WHAT THEY SAW (EXCEPT SSI)

Apart from content controls, ability to connect with others who had gone through similar experiences was another area where users wished Instagram had supported them. Teens and adults had similar expectations of support from Instagram.

	Connected with Experts	Connected with close friends and family	Connected with people with similar experience	Given me control over what I saw	Helped me share my experience	Something else
SSI	17.50%	17.90%	30.20%	24.10%	14.20%	7.40%
Body Image	20.60%	10.40%	28.30%	26.60%	10.40%	16.20%
Loneliness	18.70%	19.90%	26.90%	24.30%	11.50%	11.60%
Social Comparison	19.60%	17.80%	25.20%	35.70%	16.60%	10.30%
Financial Stress	20.50%	16.70%	19.50%	21.90%	10.10%	15.80%
Work Stress	16.60%	17.70%	21.80%	25.60%	14.00%	14.00%
Family Stress	18.70%	17.30%	24.10%	27.50%	10.20%	14.10%
Sadness/Depression	20.80%	19.80%	25.90%	29.00%	17.70%	13.80%
Anxiety	16.90%	17.30%	25.60%	31.60%	12.70%	11.90%
Sleep Problems	19.00%	16.80%	21.60%	25.00%	13.80%	16.20%
Problematic social media use	18.60%	19.90%	22.00%	26.30%	15.60%	12.00%
Eating Problems	17.40%	13.70%	21.00%	27.90%	11.00%	15.60%
FOMO	17.60%	21.10%	24.50%	30.00%	17.70%	13.60%

Q: What do you wish Instagram could have done to better support you during this experience? Please select all that apply:

*% correspond with colors such that the higher the % of people that selected the options, the darker the color of the tile and the lower the percentage of people that selected an option, the lighter the color of the tile.



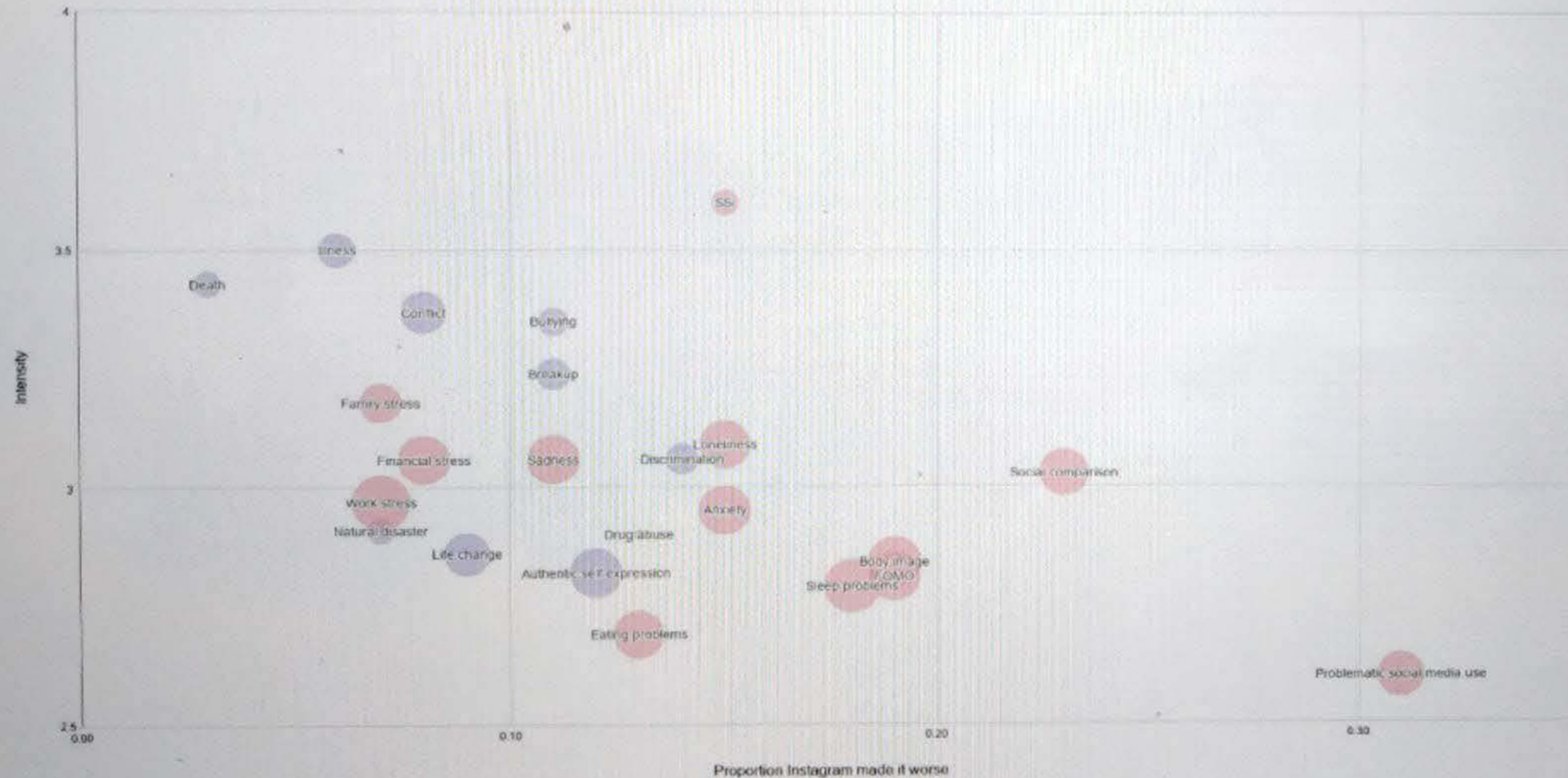
PRIORITIZATION

Which issues come on top and what should we care about?

SOCIAL COMPARISON HAS HIGH REACH, MODERATE INTENSITY AND WE ARE MAKING IT WORSE FOR 1 IN 4 PEOPLE

Just under 1 in 3 people blame Instagram for making problematic social media use worse. However this issue is specific to social media use only (unlike others)

Intensity x % Made worse x Reach



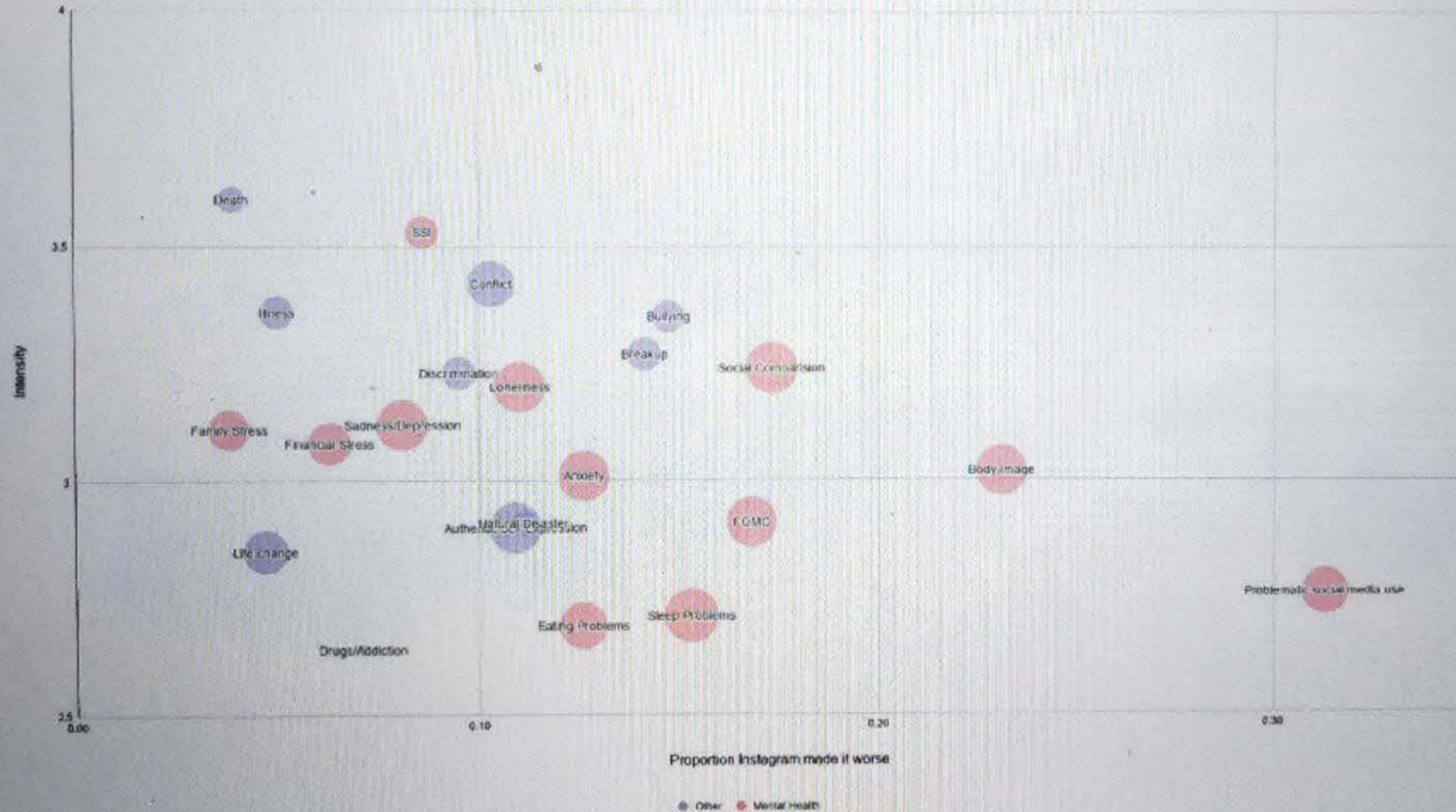
*Bubble sizes represent reach of issues such that the larger the bubble, the larger reach an issue has.

● Mental Health ● Other

BODY IMAGE (A RELATED ISSUE) ALSO STANDS OUT FOR TEENS

1 in 3 teen girls blame Instagram for making their body image issues and problematic social media use worse. Social Comparison is a high reach, high intensity issue that 1 in 5 teens thought we made worse

Intensity x Proportion IG Made worse x Reach - For Teens



● Other ● Mental Health

*Bubble size represent reach of issues such that the larger the bubble, the larger reach an issue has.

SOCIAL COMPARISON RANKS HIGHEST AMONG ISSUES IG SHOULD CARE ABOUT

We ranked issues by each category (reach, intensity, IG impact and expectation), to generate a composite average rank such that lower average indicates that the issue should be higher on our list.

- Based on composite ranked scores, social comparison ranked highest across all age cohorts
- SSI ranked second, followed by depression (sadness), body image, anxiety and loneliness
- FB Survey: In the 2017 FB survey, social comparison ranked well below SSI, loneliness, anxiety and body image issues
- Opportunity: Negative social comparison is a unique opportunity area for Instagram to tackle given its relatively higher reach, intensity and our assumed responsibility.

	Reach Rank	Intensity Rank	Expectation Rank	Impact Rank	Overall Rank
Social Comparison	8	6	2	2	1
SSI	12	1	1	6	2
Depression (Sadness)	3	4	4	10	3
Body Image	2	8	9	3	4
Anxiety	5	7	5	7	5
Loneliness	7	3	8	8	6
Sleep Issues	1	10	10	5	6
Problematic Use	10	12	3	1	6
FOMO	6	9	7	4	6
Family Stress	11	2	6	12	7
Financial Stress	4	5	12	11	8
Eating Issues (relationship with food)	9	11	11	9	9

FOR TEENS, IT IS FOLLOWED BY BODY IMAGE ISSUES

We ranked issues by each category reach, intensity, IG impact and expectation, to generate a composite average rank such that lower average indicate that the issue should be higher on our list.

- Based on composite ranked scores, social comparison still ranked highest for IG teens.
- For teens, body image (an issue related to and exacerbated by negative social comparison) ranks second.
- **Opportunity:** Negative social comparison and related issues with body image are especially crucial to tackle given the high ranking among teens
- **Opportunity:** There is opportunity to understand social comparison and the role it plays in impacting body image issues of teen girls

	Reach Rank	Intensity Rank	Expectation Rank	Impact Rank	Overall Rank
Social Comparison	2	2	2	3	1
Body Image	3	7	8	2	2
Loneliness	6	3	3	8	2
SSI	12	1	1	9	3
Problematic Use	9	10	4	1	4
Anxiety	5	8	5	7	5
Depression/Sadness	4	4	9	10	6
Sleep Issues	1	11	10	5	6
FOMO	7	9	11	4	7
Eating Issues (relationship with food)	8	12	7	6	8
Family Stress	11	5	6	12	9
Financial Stress	10	6	12	11	10