

**Bridgette Norring, survivor-parent (MN); Founder, Devin J. Norring
Foundation; Co-Founder, Parents Rise!**

Testimony

**Senate Judiciary Subcommittee on Privacy, Technology, and the Law,
“From the Courtroom to Congress: Why Landmark Social Media
Verdicts Demand Federal Action to Protect Kids Online”**

May 13th, 2026

Chairman Blackburn, Ranking Member Klobuchar, and members of the Subcommittee, thank you for the opportunity to testify at this important hearing. It is an honor and privilege to be seated before you.

My name is Bridgette Norring. I am a wife, mother, grandmother, advocate, founder of the Devin J. Norring Foundation and co-founder of Parents RISE!

Six years ago, my son Devin Joseph Norring died from fentanyl poisoning after Snapchat connected him to a drug dealer. Devin was 19. He loved football, skateboarding, BMX riding, writing and creating his own music.

Prior to the start of the pandemic, he began suffering from migraines and dental pain. When critical medical appointments were cancelled, he turned to what he – and so many other American children – believed was a quick and safe solution. He turned to Snapchat, and Snapchat connected him with a local drug dealer selling counterfeit pills.

One pill ended his life, while Snapchat let the dealer continue selling to children on its platform long after Devin died.

In the Spring of 2021, myself and other families who had lost their children to Snapchat met with Snapchat executives.

That meeting is what fuels my fight to this day.

Those executives told us that as parents, we should have been monitoring our children better and that, because of Section 230, we could not sue Snapchat. That we could not hold Snapchat accountable no matter what it had done. And at first, we believed them.

Then we watched as more kids died, as Snapchat still would not take down known predators and dealers, and as they did not even warn families of the harms happening in their digital place of business as we begged them to do. A few PSAs are not meaningful reform – they are only inadequate Band-Aids on the bullet holes Snapchat created.

Section 230 is why these companies think that they have the right to trade in our children's lives, to trespass in our homes, and to put digital nicotine in the products they are stocking on toy store shelves.

For years, we were ignored and countless more children died.

Then things began to change. A Facebook whistleblower came forward. Attorneys collected just enough initial information and evidence to demand discovery, a process by which a court forces defendants to turn over internal company information in a court of law. And these lawsuits are how we finally started to get the truth – the truth in their own words, and their own records.

I submitted just a few examples of those unsealed records with my written testimony. Remember all the years these companies swore that they had done nothing wrong? Remember when they claimed they were not designing addictive products and were doing their best to protect our children.

It turns out, none of that was true.

Instead, we can now prove that these companies deliberately addicted our children, knew what they were doing, and kept going.

One YouTube document says “Vision, we aspire to create an app that is ... addictive.” A Meta employee wrote, “[Instagram] is a drug... We’re basically pushers,” and another, “child safety is an explicit non-goal this half.”

Internal documents reveal that Meta was aware that it was recommending known children to known “groomers” and at “nearly four times” the rate it recommends children to non-groomer adults. How is that not unreasonably dangerous by design? How is it not criminal?

The documents prove that there is nothing frivolous about these lawsuits.

And, yes, we are making progress, but it shouldn’t take a years’ long David and Goliath battle every time a corporate predator hurts a child ... that is NOT justice, and tech companies shouldn’t be allowed to continue to profit off of our misery and loss.

Especially now, as we enter an even more dangerous era with AI.

In fact, I just learned that while Senator Hawley has been trying to make clear that it is illegal for AI companies to allow for the sexual exploitation of children

through the Guard Act, the AI industry is getting harmful state laws passed, like one on its way to the Colorado Governor's desk right now. Colorado's HB 1263 says that AI companies CAN allow for the sexual abuse of a child, as long as they can show that it was not "technically feasible" to avoid it. Of course, it is the AI companies that get to determine what is and is not feasible.

We are talking about the sexual abuse of children versus a product you get from app stores in the "entertainment" category. That any state could excuse the sexual abuse and exploitation of children just because AI is involved is crazy to me. It's like letting a pedophile off the hook because he says he did his best to avoid hurting a child. These companies can design systems that don't hurt, abuse, and manipulate children, they are just choosing not to in the name of maximizing profit.

This is what American families are up against. These companies hid behind the Section 230 immunity that was never meant for them, and now that we are making progress, they are cleverly pushing bills at the state and federal level that require them to do virtually nothing, while allowing the abuse and

manipulation of our children to continue in the name of “innovation”. This isn’t innovation, it’s just abuse.

My family and thousands like mine have been sounding the alarm far too long. Some of you have stood strongly with us, and each day more and more lawmakers are finding the courage to look beyond political parties to truly fight for American families, safety by design, and corporate accountability.

And now, today, I am here to tell Congress that it is time to choose.

Congress must ensure that the Senate version of KOSA will not risk preemption of state and victims’ rights, and then it must pass it. Congress must pass strong, common-sense AI chatbot requirements like the Guard Act.

Congress must also pass the Cooper Davis and Devin Norring Act so that social media companies are required to report illicit drug activity occurring on their platforms to law enforcement.

Congress must reform Section 230.

And now that the courthouse doors are slowly opening, Congress must ensure they stay that way. Because the reality is that trillion-dollar companies do not fear regulatory fines; those are simply a cost of doing business.

But they do fear accountability in court.

They do fear discovery.

They do fear the truth being exposed publicly.

I made a promise to Devin that his life would not be in vain. I have since extended that promise to countless victims and families, as I carry their loved ones with me on this painful journey no mother should ever have to endure.

This is not about politics. This is about whether our elected officials are willing to protect children in a digital world that has evolved faster than our laws. I am asking all of Congress to stand with parents and families and against the wealthy and powerful companies that chose to harm American children and teens by design and then lied to Congress and the world about what they'd done. Thank you.

BIG TECH INTERNAL DOCUMENTS

I. <u>Predatory tech companies claim that they do not allow underage children on their platforms and that they do not know when a child is underage. Internal documents establish otherwise.</u>	2-14
II. <u>Predatory tech companies claim to have parental controls and similar safety features when, in fact, they know that their “safety” features are ineffective, hard to find, and/or difficult to use. According to employees, that is the point: these companies prioritize profit over safety, and children pay the price.</u>	15-17
III. <u>Predatory tech companies deny that they are designing for addiction, while countless internal documents acknowledge that addiction is the goal. This includes specific features, as well as algorithmic programming choices – even, and especially, when aimed at vulnerable minors.</u>	18-33
IV. <u>Meta has known for years that it is contributing to the sexual exploitation of minors. Instead of warning consumers, it spent years talking about whether it should implement bare minimum safety features for teens, with the determining factor being whether Meta could minimize negative impact to its own engagement.</u>	34-46
V. <u>Miscellaneous Meta Documents: studying the adolescent brain, moving too fast for safety, and making teen profiles more “stalkable.”</u>	47-53

This packet includes just a small fraction of the tech documents now in the public record.

It’s time to choose: American families or Big Tech money?

I. **Predatory tech companies claim that they do not allow underage children on their platforms and that they do not know when a child is underage. Internal documents establish otherwise.**

In 2014, Snap’s CEO was informed via a “simple analysis” that Snapchat had “penetrated 84% of users between the age of 10 and 24” – referred to as “massive monetization potential.”

From: Laffont, Thomas [tlaffont@coatue.com]
Sent: 9/11/2014 4:06:28 PM
To: evan@snapchat.com
Subject: Metrics

I ran a simple analysis on our users.

The key takeaway is that in the US – we have penetrated 84% of users between the ages of 10 and 24.

Conclusions:

1. We absolutely own the youth demo in the US – 84% penetration = massive monetization potential
2. Growth in future users will have to come from:
 - a. Users above the age of 24
 - i. Discover and Share Stories are key strategic areas to drive this based on our survey
 - b. Youth users in non-English speaking foreign countries

In 2021, a Snap employee expressed concern that the company was not escalating content clearly involving underage kids. “The examples I checked in the sheet are pretty clear-cut cases that should be escalated to T&S for review/action ... I noticed that our UGC Broadcast policy doc does not indicate that these need to be escalated, is there a reason for the confusion?”

On Wed, Oct 20, 2021 at 8:40 AM 'Jose Cipitria' via Discover Moderation <discover-moderation@snapchat.com> wrote:
+full team for viz

Many thanks for sharing, Tirelle! The examples I checked in the sheet are pretty clear-cut cases that should be escalated to T&S for review/action, they are already being rejected by our vendor team per policy (I pasted the policy below for reference).

I noticed that our UGC Broadcast policy [doc](#) does not indicate that these need to be escalated, is that the reason for the confusion? We can ask Evan G to update and update the vendor team accordingly with examples. Happy to help with collecting good examples. Once we agree on next steps, we should give T&S a heads up (Ayesa, Selena and Juliet).

- ***XSelf-recorded minors under 13 with no adult present (NOTE: When in doubt about the age of the person depicted, always proceed conservatively)***
 - ***Clear “selfie” content with individuals that seem to be below 13 (including the content where the minor is approaching the camera to turn it on/off)***
 - ***The camera is fully stationary (i.e. not moving at all), and the only person depicted seems to be under 13***

Snap executives confirmed that this was a deliberate choice, more specifically, because “this would be a ton of content.” “Correct, T&S would not be able to take this on right now.”

From: Evan Geary [evan.geary@snap.com]
Sent: 10/20/2021 12:02:36 PM
To: Aaron Altschuler [aaltschuler@snap.com]
CC: Althea Tupper [althea@snap.com]; Bryan Schilling [bschilling@snap.com]; Discover Moderation [discover-moderation@snapchat.com]; Jose Cipitria [jcupitria@snap.com]; Juliet Shen [jshen@snap.com]; Tara Weseloh [tara.weseloh@snap.com]; Tirelle Barron [tbarron@snapchat.com]
Subject: Re: Spotlight Snaps that are likely to come from a minor's account

I don't think there's a strong policy case to route these to T&S, but thanks for raising.

On Wed, Oct 20, 2021 at 11:53 AM Aaron Altschuler <aaltschuler@snap.com> wrote:
Thanks Althea. Correct, T&S would not be able to take this on right now.

On Wed, Oct 20, 2021 at 11:35 AM Althea Tupper <althea@snap.com> wrote:
+1 agree. I don't think we can make this change now due to the T&S bandwidth and this would be a ton of content. We can agree on a date and change if it makes sense and we agree with T&S.

Including [@Aaron Altschuler](#) [@Bryan Schilling](#) for visibility.

Althea Tupper
Core Eng, Ops and Integrity | Review Operations
Snap: altheatupper | Mobile: (917) 714-0450

On Wed, Oct 20, 2021 at 11:30 AM Tara Weseloh <tara.weseloh@snap.com> wrote:
+ [@Evan Geary](#) for vis if we want to make this an escalation in the UGC Broadcast doc. This will result in a large amount of escalations - I think we should try to get a rough idea of how many we are currently rejecting before implementing so we can make sure to not flood the T&S queues. I'll coordinate with the vendor teams and follow up here!

In 2020, TikTok partnered with the PTA in a strategic state, and was relieved when the news crew did not show. A large number of kids who attended ended up being too young and/or TikTok distributed to them while they were still underage. TikTok employees wrote that they “seriously dodged a bullet” and called it “learnings for the future.”



TikTok also misled regulators about its ability to detect underage users. According to TikTok documents (confirmed in the deposition of Global TikTok R & D Chief Wenjia Zhu), when regulators asked if the company had any age models capable of identifying or removing under 13 accounts, it said that it “didn’t have any U13 models online.” That response was false.

4 Q. "After we promised this new U13
5 model to the regulators, we discovered in the
6 second half of 2021 that TnS had launched a
7 model for detecting U13, referred to as
8 model 2, at the end of 2020."

When TikTok realized its error, instead of correcting it, TikTok worried internally that if EU or U.S. regulators learned the truth then the company might be forced “to delete a large volume of u13 [under-13] users,” resulting in an estimated loss of its user base.

7 QUESTIONS BY MR. MURA:
8 Q. So according to this document,
9 if the information were made public that
10 TikTok could use an AI age model to remove
11 users under 13, then US regulators would
12 follow suit and require TikTok to remove more
13 under 13 users in the US?
14 MR. MATTERN: Objection to
15 form. Characterizes document.
16 THE WITNESS: Yeah. According
17 to the previous paragraph, it said the
18 model was developed in TnS in the end
19 of 2020. I'm not sure the -- how the
20 trend model -- or whether the model is
21 accurate enough.
22 QUESTIONS BY MR. MURA:
23 Q. Sir, my question was --
24 A. Yeah.
25 Q. -- the concern that's being

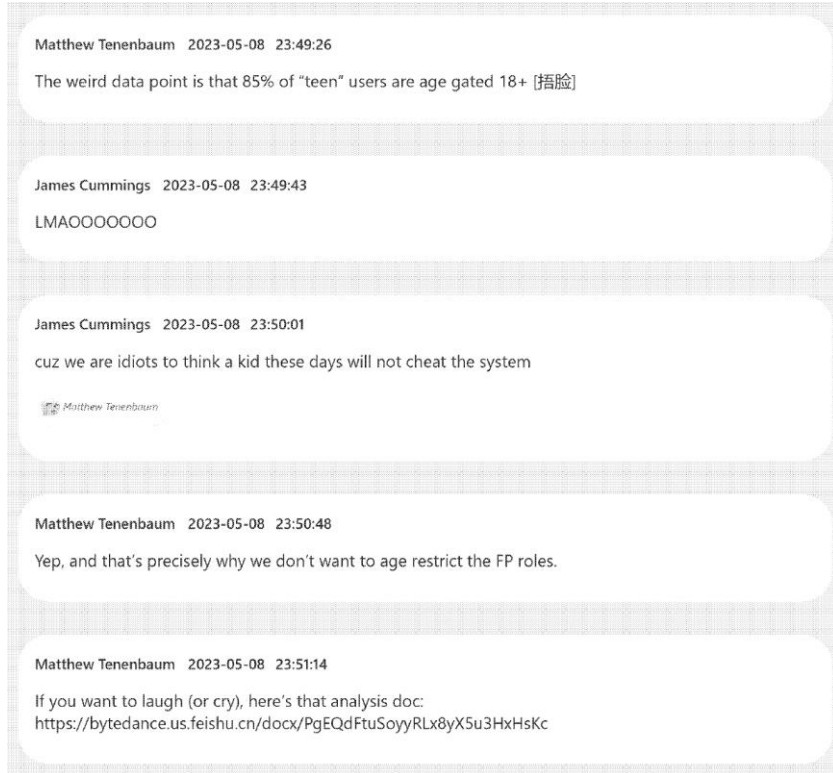
Case 4:22-md-03047-YGR Document 2875-21 Filed 03/25/26 Page 127 of 130

Wenjia Zhu 639

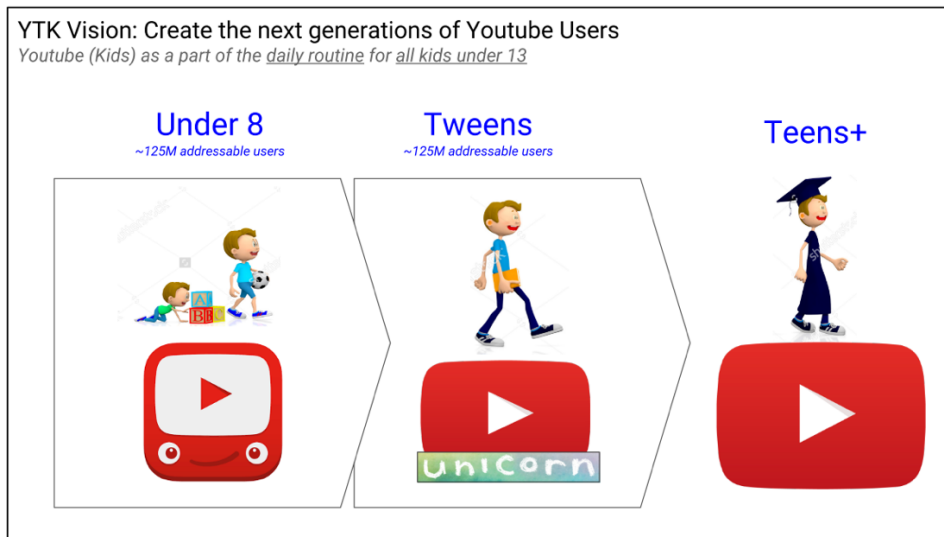
1 identified here --
2 A. Yeah.
3 Q. -- was if the information was
4 made public, the information that TikTok
5 could use an AI age model to remove users
6 under 13, then US regulators would require
7 TikTok to remove more under 13 users in the
8 US.
9 Correct? That's the concern
10 identified here?
11 MR. MATTERN: Objection to
12 form. Characterizes document.
13 THE WITNESS: Yeah, this --
14 this her concern.

1 A. Yeah, that's her opinion.
2 Q. Sir, the concern she's
3 expressing is if the truth comes out, the
4 regulators would make you use the tools that
5 you have to actually remove under
6 13-year-olds from the platform.
7 Yes?
8 MR. MATTERN: Objection to
9 form. Characterizes document.
10 THE WITNESS: Yeah, I already
11 mentioned the model, it's developed
12 inside of TnS, not inside of my team.
13 And from my opinion, I believe we
14 should be honest to regulators. If we
15 found something wrong, we need to
16 correct that.
7 QUESTIONS BY MR. MURA:
8 Q. So do you know if TikTok ever
9 told the EU regulators that the company had
10 already developed an age model at the end of
11 2020?
12 MR. MATTERN: Objection to
13 form.
14 THE WITNESS: Sorry.
15 Currently, I can't remember for sure
16 whether the legal team tell or not.

TikTok employee chats from June 2023 further confirm that TikTok *knows* children are not using their real ages and goes out of its way to avoid conflicts arising from this. They wrote, “The weird data point is that 85% of ‘teen’ users are age gated 18+” “LMAOOOOO ... cuz we are idiots to think a kid these days will not cheat the system.” “Yep, and that’s precisely why we don’t want to age restrict the FP roles.”



Google (YouTube) pursued children even more overtly, including kids under the age of 8. It's internally stated goal in 2016 was to "Become a Daily Tool for All U13 Kids Globally." To make its product "part of the daily routine for all kids under 13."



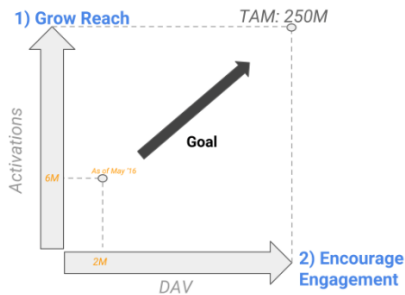
And with 250M kids under 13 in the short term contribute meaningfully to DAV growth

Market sizing:

~30M tweens

YTK Growth Strategy: Become a Daily Tool for All U13 Kids Globally

Reach xxM DAVs by the end of 2017 by focusing on Reach and Engagement



1) Grow Reach

Increase app footprint

1. I18n
2. New distribution channels (i.e. living room)
3. Parent 'deal-break' features (i.e. blacklisting)

2) Encourage Engagement

Be a part of the daily routine

1. Channel subscription
2. Create, upload and share (i.e. Musica.ly)
3. Kid friendly commenting

3) Thread the needle, YTK→Main

Age-up YTK, Age-down Main, Kid accounts

1. Age-up YTK for 8,9 and maybe 10
2. Age-down Main w/ logged-in only features
3. Kid accounts that bridge #1, #2 and 13+

Strategy: "Age-up" with features and content to address Tweens

Create 'sticky' features that increase value proposition for transition to main for Tweens and Teens



Strategic questions

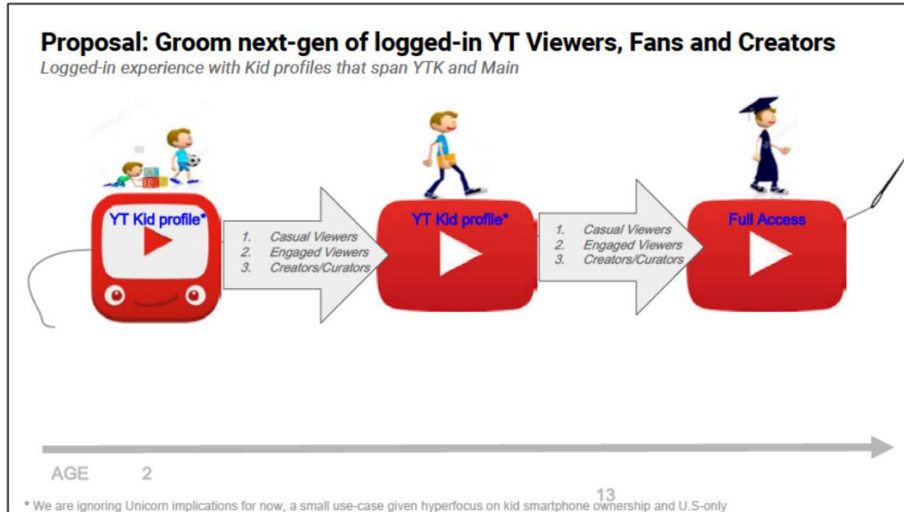
- 1 Has the existing YTK app 'solved' for the >7 use case?
- 2 How do we transition Users gracefully to the Main app?
- 3 What app, features and content will appeal to Tweens?

Engage (entertain), enrich, explore

Market sizing:

Content
Monetization
/Commercial

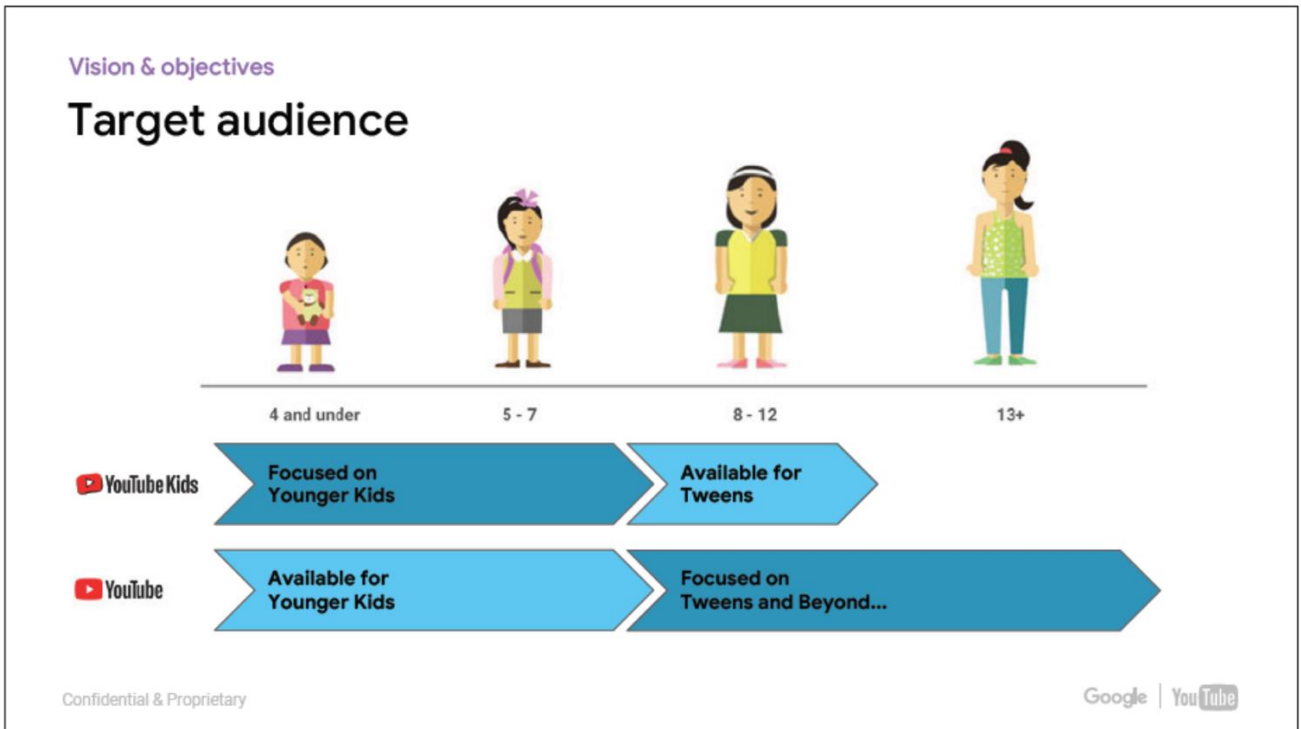
~30M tweens



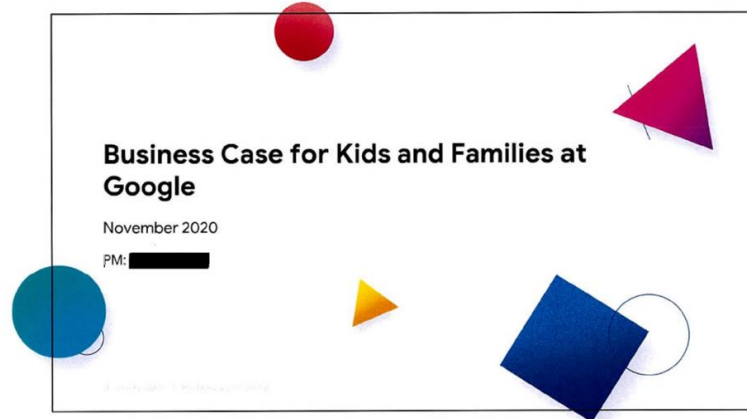
Macs in schools

Give kids a warm send off to main

YouTube’s “Vision & objectives” remained relatively unchanged in 2019, except that it created more refined age categories, including a “target audience” of “4 and under.”



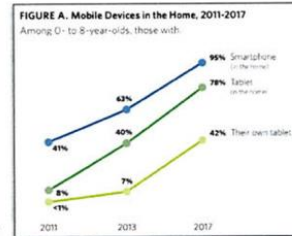
YouTube’s focus on underage children continued and, in 2020, it wrote, “Solving kids is a massive opportunity.” “Kids under 13 are the fastest-growing audience in the world.”



"...historically the internet has been designed to be used by adults, over 40 per cent of new users going online are kids. He described this transition as being as significant as the shift from desktop to mobile." - SuperAwesome

Solving Kids is a Massive Opportunity

- Kids under 13 are the fastest-growing Internet audience in the world
 - **40% of new internet users going online are kids**
 - **170k kids around the world go online for the first time every day**
- Kids are using devices at younger ages and getting devices of their own at younger ages
- Parents invest heavily in getting devices for their kids and top purchase drivers¹ are: 1) Familiarity of an OS; 2) Current ecosystem; 3) Past experiences when choosing an OS
- Marketers understand the importance of this fast growing market
 - Digital Marketing aimed at kids is **growing 25% YoY**
- Within Google, we have the Family Group construct and Supervised Users
 - Google Family Groups eclipsed **100M** in 2020 and will **double in 2021**
 - Supervised Users have a **30M 28DA** user base and is **growing 130% YoY**
- And our own data shows,
 - Family and Kid Users have **higher engagement** and are **more likely to be buyers**
 - Families lead to **better retention** and **more overall value**



¹Android users consider price, openness/choice and anti-Apple sentiment when choosing/switching an OS.
iOS users consider brand identity, quality of device, good customer service and starting with iOS when choosing/switching an OS.

- 1) if parents are already familiar with a certain OS, they are more likely to buy a device with the same OS for their kid,
- 2) parents choose devices that are compatible with their families existing ecosystem,
- 3) parents give their kids hand-me-down devices (more common with iOS)

Meta also targets kids under 13 and knows that they are on its products. In a 2017 study, Meta wrote that “Instagram sells itself” to kids “ages 11-12.” It examined children’s developmental differences and unique vulnerabilities for product development purposes. Meta also went to great lengths to ensure that there were “No IG-specific questions asked among A11-12.”

EXECUTIVE SUMMARY

- It's a **small world** - activity and thinking are school and home-life centric
- Early teens progress thru **three phases**: 11-12yo are humor-hungry, 13yo indulge in the paradox and drama of life, and 14-15yo are on an identity quest.
- **Two major shifts at age 13**: 1) The door to the external world opens; 2) Self-led curiosity and discovery become driving forces
- **Top struggles**: 1) Developing confidence & feeling secure; 2) Non-familial relationships; 3) Creating self-identity; 4) Scheduling imbalance (11-12yo bored; 13-15-year-olds over-programmed)

EXECUTIVE SUMMARY CONT'D

- **Social media and IRL moments** are equal sources for understanding what's new/on-trend
- **NOW**= two things, both of which matter and IG only supports one. 1) NOW= external news and trends (IG owns); 2) NOW= what my friends/peers are doing at this moment (SC/WA owns).
Friend/peer now-ness is IG Achilles' heel - IG significantly weakened by early teen judgment and unwritten rule of "less is more". IG now-ness propped up by top accounts
- #1 IG **barrier**, caused by #1 Teen tension— Confidence. Fighting thru hormones, peer judgment, a need to fit in and pressure to impress boys/girls— all while identity questing.
- IG **opportunities**: 1) Keep the Attention— interactivity + relevance; 2) Be a Place of comfort/acceptance— more teen stuff & less judgy comments; 3) YouTube product parity— relevant auto-video/content experience trends.

JOINING INSTAGRAM

INSTAGRAM SELLS ITSELF:

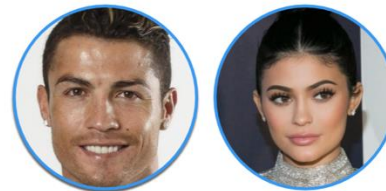
In 6th grade, age 11-12, teens get first phone and are "invited" in one of two ways...



BFF

"My friend just got it and told me to download it."

— [redacted], 12, LA



TOP ACCOUNTS

"I want to see what my favorite YouTubers and soccer players are doing in real-life (off the screen... off the field)!"

— [redacted] friend group, 14, S. Brazil

BACKGROUND AND METHODOLOGY

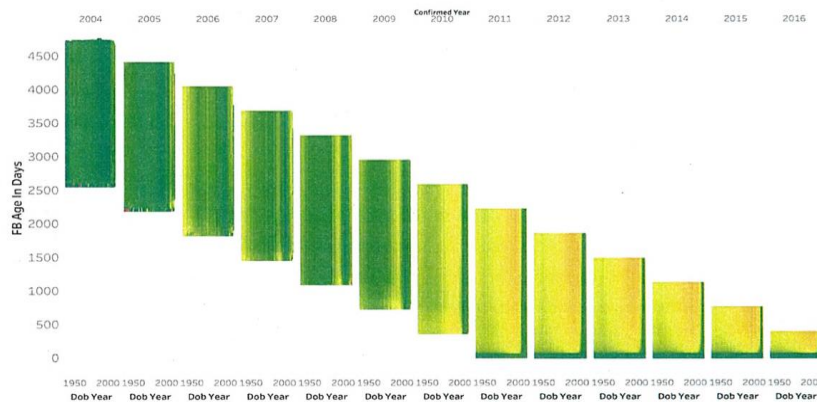
OBJECTIVE	Understand early teens and create illumination foundation. Foundation that will inspire high impact marketing messages and campaigns that drive Instagram platform production and engagement and bring in new users
TARGET	Early teens ages 11-15, mix of gender and IG usage or interest
METHODOLOGY	<ul style="list-style-type: none"> • Ethnographies, in-home friends parties, focus groups, pre-session homework including deprivation exercise • Markets: US (LA and Chicago), UK (London), Brazil (Porto Alegre, Recife) • Total of 220 early teens <p>*Learnings apply to all countries unless noted *No IG-specific questions asked among A11-12</p>

In 2018, Meta consultants confirmed that underage children were Meta’s most profitable users. Meta documents include things like “The young ones are the best ones,” “Tweens (approximate age 10-12) are special. People who join Facebook as tweens have the highest long term retention out of all age groups,” and “If we want to win big with teens, we must bring them in as tweens.”

Long Term Retention: The Young Ones are the Best Ones and Other Learnings

By [REDACTED] and Robert Chen

(cover photo below)



Our three major findings and associated implications are below.

1. Tweens (approximate age 10-12) are special. People who join Facebook as tweens have the highest long term retention out of all age groups.

a. Observations

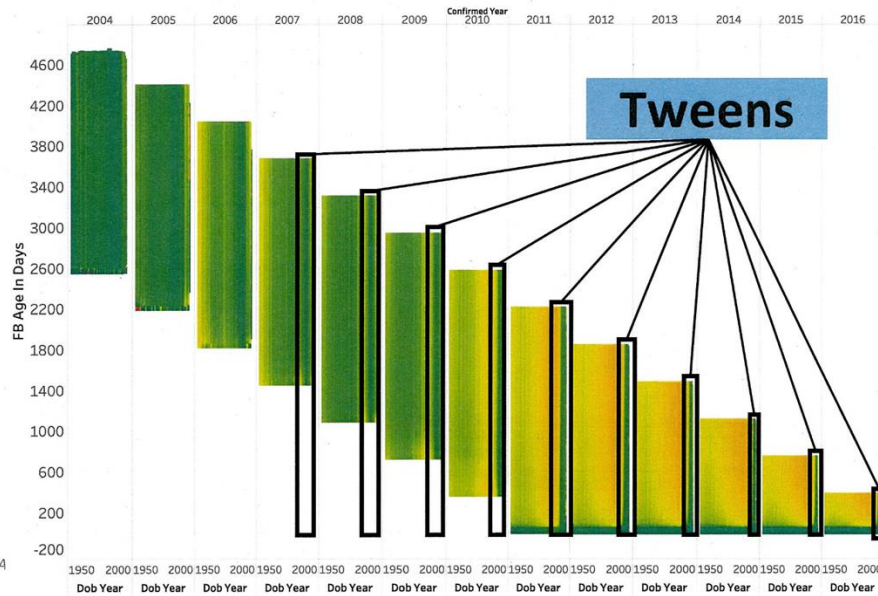
- i. As an example, for people who joined Facebook in 2016, 12 year-olds (born in 2004) have long term retention (LTR) MAP_28 of 72% at an FB age of 365. 32 year-olds (born in 1984) have long term retention of 25% at the same FB age. This is a **3x difference** for a 12 y/o versus a 32 y/o! The difference is similar in magnitude across multiple confirmation years.
- ii. You can also see this very clearly in the Chart 2 below. There is a green band (indicating high retention) on the right in every confirmation year. The exceptions are in the very early days of Facebook (2004 and 2005) when high schoolers did not have access to Facebook.
- iii. Caveat: These findings rely on the Age Affinity model, and while it is the best we have for age, there are biases in the model which may influence the results.

b. Implications

- i. **ACTION:** Given that tweens have long term retention multiple times (~3X) more than adults, understand why this is the case.
 - 1. Facebook as a whole should consider investing more heavily in bringing in larger volumes of tweens.
 - 2. For the Youth Team, **prioritize tweens over all other age groups.**
- ii. **ACTION:** Track down the former tweens who have incredibly high retention on Facebook and find out why they joined Facebook when they did and what keeps them on Facebook till this day. Can we replicate some of those conditions so that we have a greater number of highly retentive tweens in our pipeline?

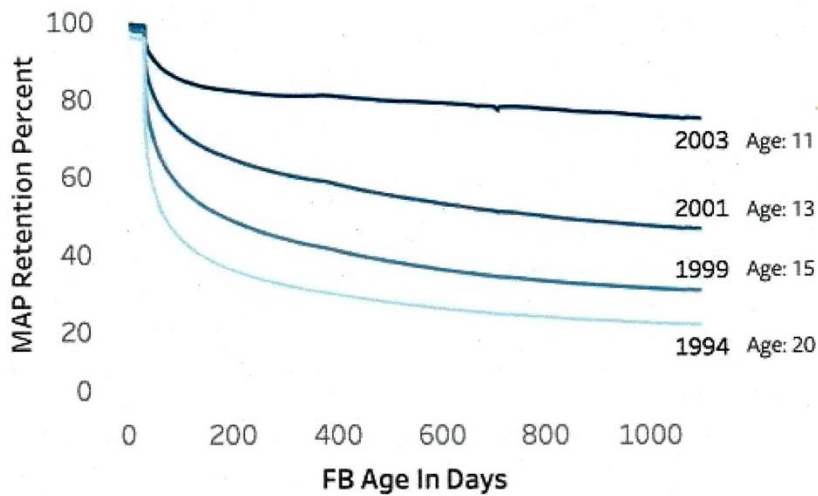
If we want to win big with teens, we must bring them in as tweens

We have definitively established tweens as the highest retention age group in the United States



Source: Market Strategy A

To give you a sense of scale, people who joined Facebook at 11 years old have almost 4X the LTR of those who joined as 20 year-olds



Source: Market Strategy Analysis

5

And in 2020, Meta employees discussed that they were not allowed to ask any question that might elicit evidence that a user was under 13. In the context of an “approved age question,” one employee noted “We can’t give people the ability to say they’re under 13, right? So maybe there’s also an ‘other’ category?” “I’ve been given a hard no to other category ... especially if the upper end if 46+, since other would, by definition, be under [13].” “My understanding is that we can’t ask if they’re under 13 because it means we’d have to delete their account.”

Kyle Robert Andrews (10/28/2020 10:43:06 PDT):
 >hey peeps, can someone send me our currently approved age question?

Kyle Robert Andrews (10/28/2020 10:49:21 PDT):
 >My memory is something like:
 >
 >13-15
 >16-18
 >19-25
 >26-30
 >31-45
 >46+

Kyle Robert Andrews (10/28/2020 10:50:08 PDT):
 >We can't give people the ability to say they're under 13, right? So maybe there's also an 'other' category?

Wendy Tegge Gross (10/28/2020 10:51:21 PDT):
 >I've been given a hard no to other category

Wendy Tegge Gross (10/28/2020 10:51:40 PDT):
 >especially if the upper end is a 46+, since other would, by definition, be under 14

Wendy Tegge Gross (10/28/2020 10:51:41 PDT):
 >*13

Wendy Tegge Gross (10/28/2020 10:53:39 PDT):
 >The overall guidance I've been given from PFXN is:
 >(1) use "what is your age?" as the stem
 >(2) don't use "other age" as a category, especially if the highest category is "and up"
 >(3) include a "Prefer not to disclose" option

>Jen and I were just joking that 'just a number' would be a great response option instead of 'prefer not to disclose'

[REDACTED] (10/28/2020 12:42:14 PDT):
>Would it be ok to let people choose under 13 for off-platform, unbranded surveys (so that they can be terminated)?

Kyle Robert Andrews (10/28/2020 14:25:12 PDT):
>Hmm, maybe if we're not collecting any identifying info before terminating? My understanding was we can't ask if they're under 13 because it means we'd have to delete their account

[REDACTED] (10/28/2020 15:26:22 PDT):
>Makes sense. I'm reviewing an off-platform survey asking that, and it's unbranded, so it's not associated with any FB/IG account or collecting any PII. So I guess that is fine.

Dr. Kristin Shay Hendrix (10/28/2020 16:22:25 PDT):
>I just thought it was a "select all that apply" question ... ☺

In 2021, a Meta employee wrote, “For context on age selection: I have not included younger kids (10-12 yos) in this research for a number of reasons: ... 2) Although there are definitely kids this age on IG, I’m concerned about risks of disclosure since they aren’t supposed to be on IG at all.”

[REDACTED] (2/05/2021 10:04:36 PST):
>Happy Friday, [REDACTED] I wanted to check in on if my feedback to the youth safety proposal makes sense?

[REDACTED] (2/05/2021 10:06:32 PST):
>Hi [REDACTED] Yea totally all makes sense. I responded to your email with responses and also a question for you regarding inclusion of 10-12 yos. Here is my response for that particular request:

>
>For context on age selection: I have not included younger kids (10-12 yos) in this research for a number of reasons: 1) Already high risk to kids, 2) Although there are definitely kids this age on IG, I'm concerned about risks of disclosure since they aren't supposed to be on IG at all. Note, I'm keeping the recruit as tight as possible given the very wide ask (i.e., to understand child-adult sexual-related content/behavior/interactions, and to also explore viable product opportunities).

>
>With that said we can definitely look into whether this is possible (and what kind of questions we can ask them). I'd love to set up time with you to understand your biggest questions. I can ask vendors to outline their capabilities and costs.

[REDACTED] (2/05/2021 10:10:44 PST):
>Oh I am still behind on email and missed that response, thank you! I'll read through that now.
>For ages 10-12, I'm not suggesting we find this age group using IG (and I think policy wouldn't allow us to try due to violation). What I'm wondering is how big we are going here for child safety. Should we be looking at how these younger ages use digital products more broadly (not IG) - and where they are establishing norms or risks in this digital ecosystem (do they make friends on fortnite or discord that they bring to social media later). We also have messenger kids for those ages 8-12 which could potentially come up too

[REDACTED] (2/05/2021 10:13:47 PST):
>Hmm good point. We're already coving a ton of stuff in the interviews (that are really specific to bad interactions), but I definitely see the value in speaking with younger kids to see what's on the horizon for us. Let me think a bit deeper on this and how we can either incorporate this into this study or maybe a different study.

In 2023, another Meta document discusses a decision to “not trigger age verification” in certain instances due to “the potential revenue impact it can cause.”

Enforce age verification checkpoint

[REDACTED] 9:01 PM, Sep 7 (PDT)
[REDACTED] BTW - through the protocol to identify over-age and under-age we probably have experience in identifying if a user is a teen.

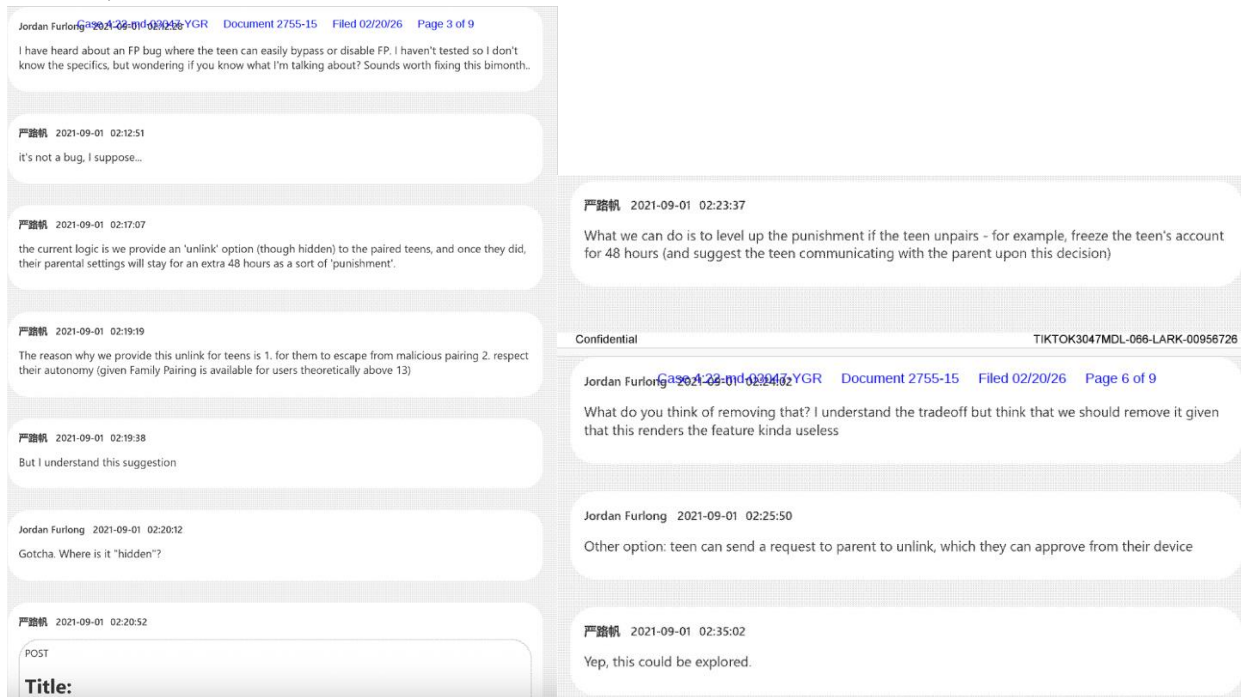
[REDACTED] 7:22 AM, Sep 8 (PDT)

We do - however, we do not trigger an Age Verification in such a case today given the potential revenue impact it can cause.

We discussed a dismissable approach when stated and predicted age do not match that we might get to in the next half.

II. Predatory tech companies claim to have parental controls and similar safety features when, in fact, they know that their “safety” features are ineffective, hard to find, and/or difficult to use. According to employees, that is the point: these companies prioritize profit over safety, and children pay the price.

In September 2021, a TikTok employee asked about a “FP [Family Pairing] bug where the teen can easily bypass or disable FP.” Another employee responded, “it’s not a bug, I suppose ...” and explained that TikTok has a “hidden” unlink option kids can use to unpair from their parent. The first employee observes, “this renders the feature kinda useless.”



In the words of the TikTok leader responsible for Family Pairing, “Family Pairing is where all good product design goes to die[.]”

Snapchat likewise wrote that the primary purpose of Family Center “was to have a feature we can point regulators, interested parents, and the press to, rather than broadly tell everyone to adopt this.” Ex. 897. Why? It worried parental controls, even weak ones like Family Center, might negatively impact “engagement . . . if this lands the wrong way with teens.”

In 2016, Meta CEO Mark Zuckerberg warned in connection with Facebook’s Live product that notifying adults as to what their children were doing on Live “will probably ruin the product from the start” and instructed employees “be very good about not notifying parents/teachers.”

>
>If we tell teens' parents and teachers about their live videos, that will probably ruin the product from the start. At the same time, even blasting notifs to many of your young friends may require a different graph to make sure you don't feel like you're spamming people by going live. My guess is we'll need to be very good about not notifying parents / teachers, and then also use machine learning to find the optimal balance between sending enough notifs to get producers enough audience while also not having people feel like we're spamming. Since the brand effects of feeling like live video is spammy will be long term pain that's harder to measure in the short term compared to the short term benefits of getting people more audience, we should probably be a bit more conservative in the near term and send somewhat fewer notifs than the short term metrics indicate.
>

In 2021, Meta discussed looking into making their features “more challenging for parents.” “Both Snapchat and TikTok are somewhat confusing to parents, in turn affording teens a protected place to play/engage.”



What we need to better understand

We need to understand risk in having an app be used by an entire household. Namely, are teens able to maintain spaces that feel sacred to them (and their friends) or do we see decreased usage or new behavior patterns emerge as household members join? If Mom starts using an app all the time, the app can lose a "cool" factor, if we're not conscious of separation. **Preservation of protected spaces will require:**

- Learning how to create spaces within the app where teens feel like they have privacy both from their own parents but also privacy from non-peers (e.g. Aunt Sally, neighbor down the street, teachers, etc.).
- Finding opportunities, such as close friends where teens have their own, protected peer communities.
- Understanding the value of certain features being more complex (i.e. indirectly made for teens because more challenging for parents or preteens). Both Snapchat and TikTok are somewhat confusing to parents, in turn affording teens a protected place to play/engage.

In fact, Meta affirmatively works to ensure that all young users know they can create FINSTA accounts (secondary accounts that teens and children typically keep hidden from parents). “Finsta Growth is an effort on the Growth team to encourage teens to create their first Finsta account and to teach them to use the multi-account switcher.”

Parental controls also ran contrary to the objectives of Instagram's "Finsta growth team":

- For people, especially teens, their Instagram profile represents their image online, and they are concerned about how they appear on their profile grid. One workaround is creating Finstas, the ultimate Identity & Audience Control.
 - WHAT WE'RE DOING: Favorites, Finsta Growth

Document 194: META3047MDL-031-00086272, -6272

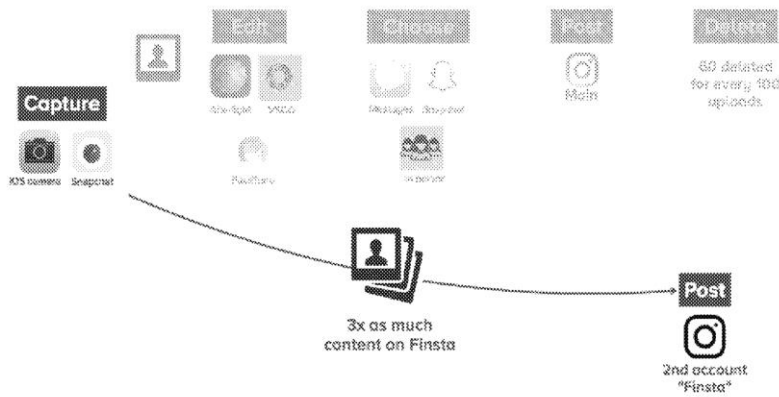
As the name "Finsta Growth" implies, Meta actively promoted usage of finstas by teenagers:

- Finsta Growth is an effort on the Growth team to encourage teens to create their first Finsta account and to teach them to use the multi-account switcher.
- Future Opportunities: The team hasn't explored teaching about Multiple Account Switching (MAS) in more depth, an opportunity to consider in the future.

Document 195: META3047MDL-031-00086272, -6274

4:22-md-03047-YGR Document 2758-9 Filed 02/20/26 Page 5

ON FINSTAS, TEENS POST 3X AS MUCH CONTENT WITHOUT CURATION



III. Predatory tech companies deny that they are designing for addiction, while countless internal documents acknowledge that addiction is the goal. This includes specific features, as well as algorithmic programming choices – even, and especially, when aimed at vulnerable minors.

“oh my gosh yall IG is a drug... We’re basically pushers... We are causing Reward Deficit Disorder bc people are binging on IG so much they can’t feel reward anymore...like their reward tolerance is so high...I know Adam [Mosseri] doesn’t want to hear it – he freaked out when I talked about dopamine in my teen fundamentals leads review but its undeniable! Its biological and psychological... the top-down directives drive it all towards making sure people keep coming back for more.” - Meta UX Researcher

Internal documents discuss the fact that TikTok contains unique “elements of persuasive design” and more common “coercive design tactics that detract from user agency such as infinite scroll, constant notifications, and the ‘slot machine’ effect.” “TikTok is particularly popular with younger users, who are particularly sensitive to reinforcement in the form of social reward and have minimal ability to self-regulate effectively.”

Risks

- The advertising-based business model encourages optimization for time spent in the app. In a user [[HYPERLINK "https://bytedance.feishu.cn/docs/doccn4bkf1Fr1n3llgdhzbuhVe" \h](https://bytedance.feishu.cn/docs/doccn4bkf1Fr1n3llgdhzbuhVe)] of over 2,300 users in February 2020, when respondents were asked to give a score out of 5 to indicate strength of agreement with the statement 'I spend too much time on TikTok', the average response was 4.0.
 - This is an issue common for many platforms. However, some elements of persuasive design may be unique to TikTok; for instance, the fact that when you click the back button on your phone to leave the For You feed/app, you get a prompt saying, 'Tap again to exit,' which can be seen as increasing friction for users seeking to leave the app.
- The TikTok product experience utilizes many coercive design tactics that detract from user agency such as infinite scroll, constant notifications, and the "slot machine" effect
- TikTok is particularly popular with younger users, who are particularly sensitive to reinforcement in the form of social reward and have minimal ability to self-regulate effectively
- Not being able to cross functionally align on goals and metrics

TikTok considered giving “vulnerable users” more choice in terms of less addictive feeds (such as “a reset option” and “non-personalized feed”) but worried about “Ads revenue.”

<ul style="list-style-type: none"> * "... [it would] help vulnerable users who need to distance themselves from their current viewing preferences. The research indicates that we could offer a reset option for those 'in extremis' and the majority would not misuse it. Focus group research: Providing Users With Choice Over Our Algorithm (focus groups across 5 EU countries) * Algo proposed "non-personalized feed" in consideration of algo explainability and technical feasibility. 			
	Algo proposed plans	Pros	Cons
1	Non-personalized feed	* High feasibility	* Ads revenues

Document 134: TIKTOK3047MDL-002-00091625, -1625

In 2013, YouTube's "Big Hairy Audacious Goal" was to reach "1 Billion Hours/day in Watch Time by the end of 2016."

YOUTUBE'S *BIG HAIRY AUDACIOUS GOAL:*

1 Billion Hours/day in Watch Time by the end of 2016

- Current course: 400-500M hours by 2016
- Bandwidth: 2x today's total internet usage
- 20% of TV daily usage
- @ current YT monetization rates = \$15B revenue
 - Although 20% of today's video market = \$90B
- Usage per user per day
 - 30 minutes per internet user
 - 10 minutes per person on the planet

Google Confidential and Proprietary

It prioritized this goal, even at the expense of children. This YouTube document called out employee ideas for how to reach 1 Billion Hours, and the "Honorary Mention: Best Written" suggested "1 Billion hours: KidsTube. Suck it up, jump through the legal hoops needed to make it happen." YouTube launched Kids YouTube in early 2015.

Honorary Mention: Best Written

"1 Billion hours: KidsTube. Suck it up, jump through the legal hoops needed to make it happen."

In 2016, YouTube priorities included: "We aspire to create an app that is ... Addictive ... Our app experience should compel users to come back more and more often."

Vision	<i>We aspire to create an app that is....</i>
Best in class	Viewers should prefer to watch videos in our app even if they're available elsewhere, and they should consider our recommendations superior to those they find elsewhere
Robust	Our app should set and constantly raise the standard for reliability and snappiness throughout the entire experience
Innovative	We should introduce delightful new features big and small before other apps do. We value rapid-fire experimentation and taking risks by trying new things we're not sure about
Cohesive	All user journeys should be intuitive and effortless, and the level of quality is always consistent throughout the app
Addictive	Our app experience should compel users to come back more and more often
Polished	Unparalleled UI is all about details, and no detail is too small to get right. We are proud perfectionists, and we hold other teams to the same standard

To be refined through XFN team offsites - Product Excellence; Product Playbook

YouTube documents from 2018 focused on targeting habitual users. "The new initiative focuses on making YouTube a daily habit." "Feed refresh: build an optimal experience for visiting YouTube multiple times a day, e.g. user controls to see more new uploads, client and user-based models to predict optimal refresh rate."

2) Increase habitual users (10+/14 days) (Habitual)
<p>This new initiative focuses on making YouTube a daily habit. We typically have been optimizing the product for single-session watchtime and DAVs, and not for repeat, regular usage. We increased our logged-in DAV/MAV from █% last year to █% today but FB is at 66% with many intraday visits.</p> <p>We have substantial opportunity to enable more use cases for increasing the frequency of visits. If we drive an additional 1% to DAV/MAV, this would represent █ DAV. Reaching parity with FB would add █ DAVs.</p> <p>The keys to habit formation are content, context, and intra-day optimizations. In 2018, we will invest in those areas, including projects like:</p> <ul style="list-style-type: none">• Habitual interests: identify diverse interests that drive frequent, regular usage on YouTube and introduce more users to this content, e.g., we'll learn which creators or content clusters are likely to increase your engagement, and build the optimal UX to introduce that content and provide relevant information about why you'll love it.• Contextual use cases: build experiences that piggyback on recurring user habits to drive regular engagement, e.g., personalized digests catering your context (catch up on news at the end of the day, playing music at work, or watching funny videos when relaxing before sleep)• Feed refresh: build an optimal experience for visiting YouTube multiple times a day, e.g., user controls to see more new uploads, client and user-based models to predict optimal refresh rate

- Increase habitual users (10+/14 days active²⁰): Similar to S&D for Watchtime, we plan to make progress on this by trying different ideas with rapid experimentation. We will focus on making YouTube a daily habit by driving habitual interests, contextual use cases and optimizing for intra-day usage.

In 2018, a YouTube employee wrote that “if DSM criteria were applied to watching gaming videos, 1 in 5 teens would be diagnosed with addiction.”

Gaming content on YouTube is sought out by inappropriately-aged children

- Research suggests that YouTube’s wealthy **gaming content is being watched by viewers who are underage** to actually play the game.
 - These “vicarious” players are still exposed to the features in the game that are not age appropriate.
- **Watching this gaming content can become addictive, as well.**
 - If DSM Criteria were applied to watching gaming videos, 1 in 5 teens would be diagnosed with addiction.



(Howard, 2012)

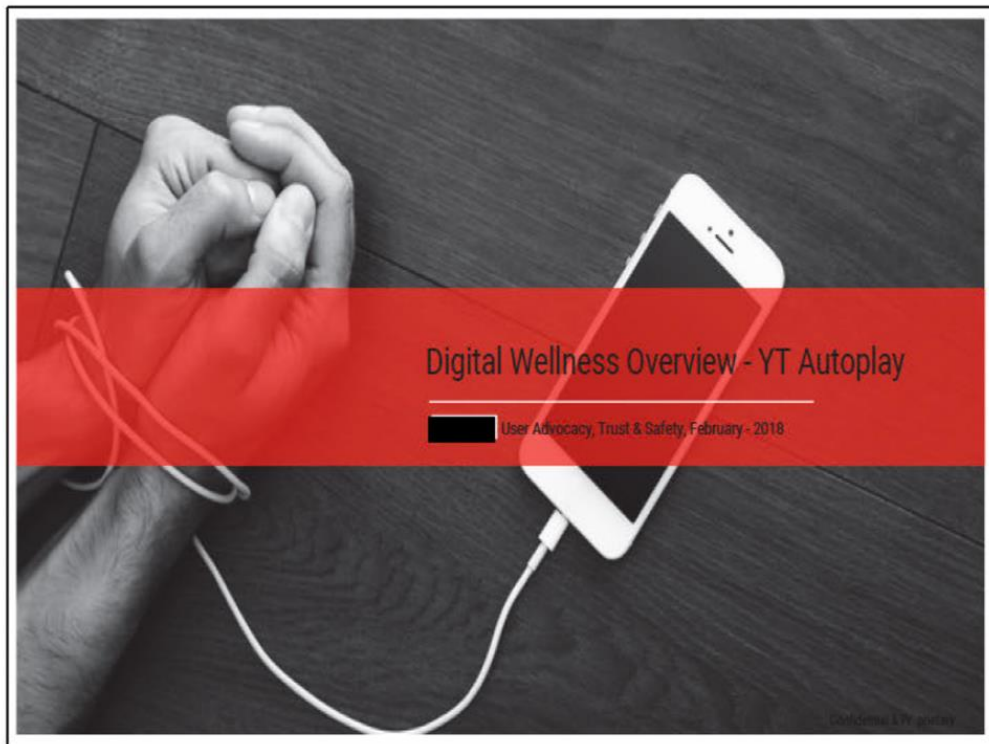
Other YouTube documents conclude that “[f]our video-watching behaviors bring about the majority of negative wellbeing effects.”

Four video-watching behaviors bring about the majority of negative wellbeing effects.

Behavior	Behavior	Behavior + Content	Content
 Late night Use	 Habitual Heavy Use	 Unintentional Use	 Problematic Content
HIGH Scientific Evidence _ Physical: Sleep Quality / Duration _ Mental: Stimulation, Mood _ Effectual: Displacement of obligations	MED-HIGH Scientific Evidence _ Physical: Sedentary, Cardiometabolic _ Physical: Eye _ Mental: Overstimulation _ Effectual: Productivity _ Social: Isolation, Social skills, Escapism _ Emotional: Mood	MOST FREQUENT User Regret _ Effectual: Productivity _ Mental: Distraction _ Financial: Regretted Spending	HIGH Expert and Parent Concern _ Physical: problematic how-tos, misinformation _ Mental: Body image issues _ Emotional: Shock, Graphic content _ Social: Bullying



While others acknowledge that auto-play contributes to loss of sleep and related harms among young users. YouTube knew that “Disabling or limiting Autoplay during the night could result in sleep savings.” Likewise as it relates to push notifications creating fear of missing out (FOMO).



Google Products & Tech Addiction

- Compulsive Content Consumption
 - YT Autoplay
 - Google News Feed
- Fear of Missing Out
 - Push notifications
- Immersive Engagement
 - Mobile Gaming and Micropayments

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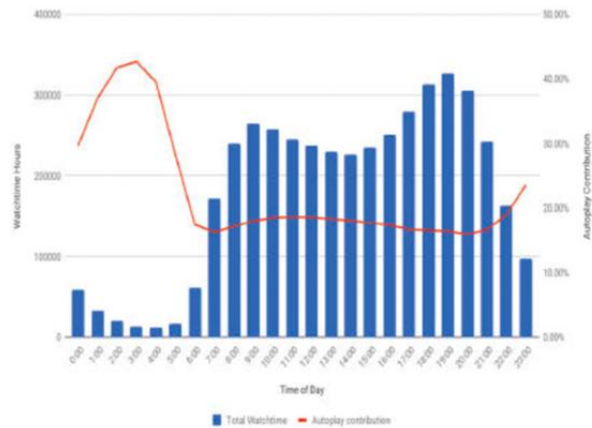
Autoplay driven watchtime at night is higher in the YT-Kids App

At its peak, Autoplay watchtime contribution triples during the night

Autoplay contribution to Watchtime spikes between 11 PM to 7 AM and kids in California spend up to **214K hours a week** watching YT videos late into the night.

Disabling autoplay late into the night could potentially help in adding **9K** hours in children's sleep time in California everyday!

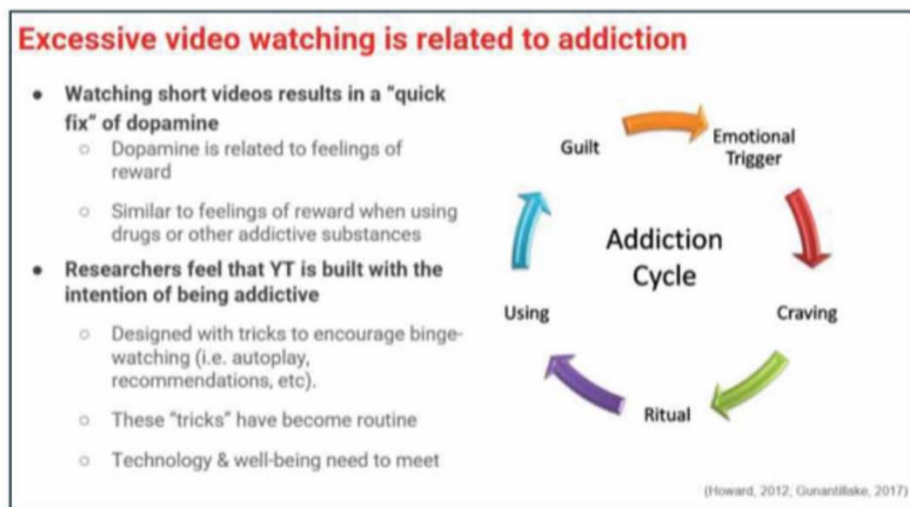
YT-Kids Weekly Watchtime by hour of Day (CA-US)



Verdict: Autoplay could be potentially disrupting sleep patterns.

Disabling or limiting Autoplay during the night could result in sleep savings

Other YouTube documents talk about dopamine and addiction by design.



Document 33: GOOG-3047MDL-04918852 at Slide 12

According to Snap documents, Snapchat is designed to “drive a phenomenon commonly called FOMO—Fear of Missing Out. Knowing that a funny video or a party photo will vanish by tomorrow compels teens to open the app frequently, so they don’t ‘miss’ what their friends are doing. It creates a 24/7 urgency to be online.” And here are some Snap quotes relating to the addictive nature of Snap’s Streaks feature.

WHAT SNAPCHAT

Tells You

- “We never want anyone to feel pressure to be ‘perfect’ or ‘popular’ on Snapchat!”
- “Snapstreaks are meant to be a fun way to illustrate who you’re snapping with the most.”



Says Internally

(unsealed because of litigation)

- “Daily Habit Training.”
- “compelling users—especially teens—to return to the platform daily in order to avoid losing [the Streak].”
- A “self-perpetuating, anxiety driven system” with “compulsive behavior pattern[s]”
- “an accidentally addictive, somewhat unhealthy feature that gamifies friendship in a weird way.”

Meta documents discuss addiction by design. This first document is from 2017. Meta lists the sending of push notifications at night as a “solution” to increase engagement among teens. “US Teen DAP is the most important goal of IG this half.”

FEEDBACK & ASKS FROM ENGAGEMENT LEADS

- **Be bold:** Don't be incremental. Success is re-inventing ourselves, specifically through video.
- **Invest in US Teens:** US Teen DAP is the most important goal for IG this half. Explore is uniquely positioned to help, through video products and sourcing / ranking.
- **Don't feel pressured to build for everyone:** On that note, we are too big to build products that work for everyone, everywhere. We won't advance if we try to, so we must build for a cohort (teens) and define alternative "fallbacks" for others.
- **Fix the new user experience:** Leverage Explore as a

19

1. PLACE A BIG BET ON VIDEO

PROBLEM TO SOLVE

"It's hard to find interesting videos on Instagram when I'm in the mood to watch them; I have to hunt around."

SOLUTIONS

- Mini video home
- New viewer
- Make VYML awesome
- More channels & ranking
- Auto play in grid
- Push notifications at night
- Performance

Internal team challenge!

Be 50% of IG Video TS by end of H2.

SCA

21

In the following 2020 document, Meta employees discuss whether, “we’re creating addicts or facilitating them.”

[REDACTED] (9/11/2020 09:41:44 PDT):

>I think there's a question of whether we're creating addicts or facilitating them. I read addiction is basically 50% genetic, 50% terrible coping skills, so is FB creating addicts or giving existing addicts a really accessible outlet?

[REDACTED] [REDACTED] (9/11/2020 09:45:43 PDT):

>a really accessible outlet that optimizes for time spent

[REDACTED] [REDACTED] (9/11/2020 09:47:04 PDT):

>which isn't inherently bad - it just keeps people coming back even when it stops being good for them

[REDACTED] [REDACTED] (9/11/2020 09:48:26 PDT):

>that's why I love things like "You're all caught up for now" on feed for example - I feel like we should have a responsibility to minimize the negative externality

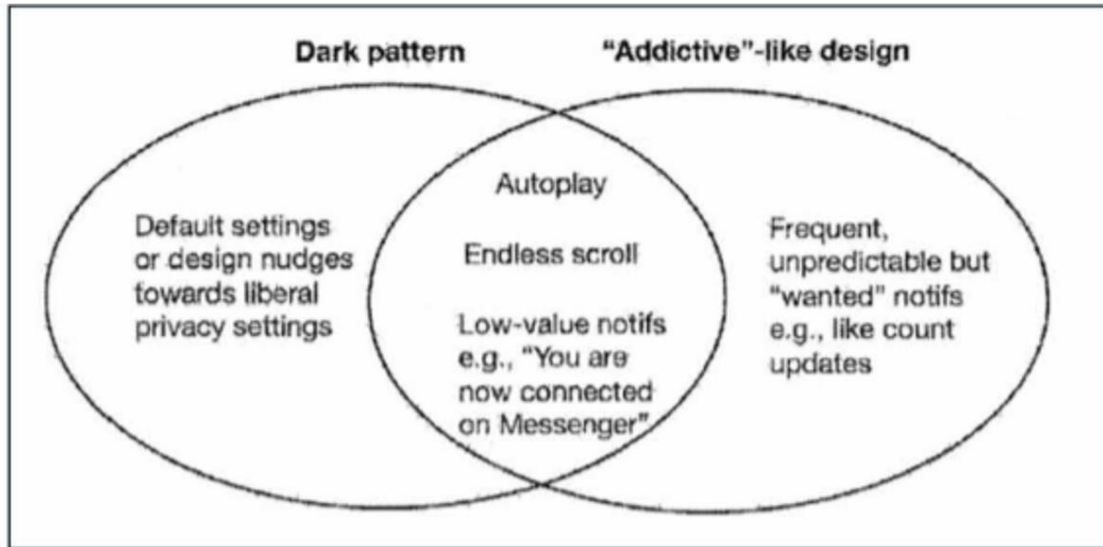
Darius Kilstein (9/11/2020 09:49:33 PDT):

>Yeh it's definitely facilitation

Darius Kilstein (9/11/2020 09:49:43 PDT):

>NOT creation

The following is from another Meta document, which refers to “‘Addictive’ – like design.”



Document 46: META3047MDL-044-00108564, -8566

Documents from 2023 also establish that Meta was programming for addiction. A number of discussions took place in which employees noted that litigation and legislation concerns were valid, and that Meta could have made meaningful changes – but instead, that Meta chose to throw relatively useless tools at the issue while more children were harmed.

- “I feel like i’m reading totally different litigation and legislation than our org leaders... We literally are optimizing teen feeds for engagement. We can change that, but none of the YIPs actually address this core issue.” ...
- “The whole company is set up to avoid this problem. Like XI is sequenced to be *after* Relevance, and explicitly does not engage with them, to allow Relevance to optimize for engagement and XI runs around trying to pick up the pieces.”
- “I dunno why we’re doing cartwheels to avoid doing the thing we’re actually being asked to do *which we can easily do at very little topline cost!*”
- “this is so funny ...
Regulators: Stop optimizing for engagement!
Meta: we have built 30 tools!”
- “the lawsuit is extremely explicit about the problem ... it actually specifically calls out our comms strategy of throwing a bunch of partial mitigations to avoid dealing with the core problem.”

Message

From: [REDACTED] [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 10/26/2023 6:31:53 PM
To: [REDACTED]@meta.com; [REDACTED]@meta.com
Subject: Message summary [{"otherUserFbId":100028925479616,"threadFbId":null}]

[REDACTED] (10/26/2023 11:30:56 PDT):
>(Y) so, relevant to [REDACTED] and some foreshadowing from Mark in Q&A just now -- basically the company position is that time spent and engagement metrics proxy user value and we are 'not' just tuning the algorithm to keep people scrolling as much and as long as possible.. except mechanically, we absolutely do through a process called the "guided value model" (GVM) process. GVM halves and doubles the weights on every major relevance term, which is then fed into an algorithm that is told to optimize for (a) sessions; and (b) vpv's. It spits out a bunch of changes to the weights of different terms and then we ship it. So really, the algorithm is absolutely tuned to maximize engagement in an maximally empirical, principle-less way. I am not sure that the youth [REDACTED] people realize this, and that it applies to teens just as much as gen pop... so the things [REDACTED] are somewhat hard to refute so long as Teens are part of the GVM process.

[REDACTED]

[REDACTED] (10/24/2023 11:21:35 PDT):
>I feel like i'm reading totally different litigation and legislation than our org leaders... we literally are optimizing teen feeds for engagement. We can change that, but none of the YIPs actually address this core issue.

[REDACTED] (10/24/2023 11:24:58 PDT):
>first off - thank you for checking in on me last week, i'm sorry for not responding [REDACTED]

[REDACTED] (10/24/2023 11:25:34 PDT):
>secondly, which org leaders, and where do you see this?

[REDACTED] (10/24/2023 11:25:54 PDT):
>and do we do this differently/more for teens than adults?

[REDACTED] (10/24/2023 11:26:25 PDT):
[REDACTED]

[REDACTED] (10/24/2023 11:26:37 PDT):
>the people determining the YIPs

[REDACTED] (10/24/2023 11:26:43 PDT):
>no, exactly the same

[REDACTED] (10/24/2023 11:28:10 PDT):
>i thought I remembered you saying that there are specific engagement-boosting things we're doing specifically for teens (and some of those are what influence teen SWOP).

[REDACTED] (10/24/2023 11:28:35 PDT):
>or was it that the same enagement-boosting things have different effects on teens?

[REDACTED] (10/24/2023 11:29:15 PDT):
>this one

[REDACTED] (10/24/2023 11:29:34 PDT):
>teens seem to just be more responsive to some of the engagement-optimization stuff we do for *all* users

[REDACTED] (10/24/2023 11:29:39 PDT):
>which seems consistent with the external concerns

[REDACTED] (10/24/2023 11:29:57 PDT):
>but YIPs are all policy/competitor driven. if you want us to not optimize for teen engagement we have to get TikTok to do that

(10/24/2023 11:30:09 PDT):
>and by "you", I mean "we"

(10/24/2023 11:31:06 PDT):
>the whole 'compliance' thing that is coalescing around closing the SWOP gap, which I am all for, seems like a necessary but not sufficient condition of compliance -- I think we need to stop optimizing teen users' algos for engagement metrics to be in compliance but nobody seems to be talking beyond building new tools and strong enforcements

(10/24/2023 11:32:27 PDT):
>yeah. prob because there's a whole other side of the company working equally frenziedly on how to achieve teen growth

(10/24/2023 11:32:53 PDT):
>yeaz

(10/24/2023 11:33:05 PDT):
>I actually don't really understand how you reconcile those as equal prios

(10/24/2023 11:33:21 PDT):

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META3047MDL-048-00328644

Case 4:22-md-03047-YGR Document 2889-24 Filed 03/27/26 Page 3 of 3

>It feels like the UI tooling is an attempt to "not" disrupt the core business model

(10/24/2023 11:33:25 PDT):
><https://fb.workplace.com/groups/commsupdates/permalink/25359058740382735/>

(10/24/2023 11:33:38 PDT):
>Regulators: "Stop optimizing for teen engagement"
>Meta: "30 tools!"

(10/24/2023 11:37:26 PDT):
>The whole company is set up to avoid this problem. Like XI is sequenced to be "after" Relevance, and explicitly does not engage with them, to allow Relevance to optimize for engagement and XI runs around trying to pick up the pieces.

(10/24/2023 09:39:53 PDT):
>again I have to ask... Are the compliance people reading the same litigation and legislation that I am? <https://www.nytimes.com/2023/10/24/technology/states-lawsuit-children-instagram-facebook.html>

(10/24/2023 09:40:09 PDT):

PRIV

(10/24/2023 09:40:20 PDT):
> I am asking the same question.

(10/24/2023 09:40:56 PDT):
>does realize how the core algo is set up? Like it's literally just mathematically optimizing for vpv's and sessions "for teens" as with everyone else, which is the thing we're being told we cannot do...

(10/24/2023 09:41:09 PDT):
>So my answer is: something is going missing in translation because this is our press response.
>We share the attorneys general's commitment to providing teens with safe, positive experiences online, and have already introduced over 30 tools to support teens and their families. We're disappointed that instead of working productively with companies across the industry to create clear, age-appropriate standards for the many apps teens use, the attorneys general have chosen this path.

(10/24/2023 09:41:20 PDT):
>Like nobody is asking us to build 30 tools.

(10/24/2023 09:41:26 PDT):
>Right:

(10/24/2023 09:41:34 PDT):
>I had the exact same reaction this morning

(10/24/2023 09:41:40 PDT):
>who asked you to build 30 tools

(10/24/2023 09:41:41 PDT):
>nobody

(10/24/2023 09:41:46 PDT):
>I dunno why we're doing cartwheels to avoid doing the thing we're actually being asked to do "which we can easily do at very little topline cost!"

[REDACTED] (10/24/2023 11:32:01 PDT):
><https://fb.workplace.com/groups/commsupdates/permalink/25359058740382735/>

[REDACTED] (10/24/2023 11:32:12 PDT):
>i saw. don't get me started.

[REDACTED] (10/24/2023 11:32:24 PDT):
>this is so funny...
>
>Regulators: Stop optimizing for engagement!
>Meta: "We have built 30 tools!"

[REDACTED] (10/24/2023 15:08:20 PDT):
>does [REDACTED] know that we literally optimize Teen Feeds for engagement?

[REDACTED] (10/24/2023 15:08:41 PDT):
> [REDACTED] you need to understand that these folks don't know / go into the technical details.

[REDACTED] (10/24/2023 15:08:44 PDT):
PRIV [REDACTED] Legal PRIV

[REDACTED] (10/24/2023 15:08:52 PDT):
>that's why I ask, because someone has to tell them

[REDACTED] (10/24/2023 15:10:52 PDT):
>at the ground floor, they sound like partisan defenders of the company who are wilfully avoiding knowing the things they are refuting

[REDACTED] (10/24/2023 15:10:53 PDT):
shared: 396040808_393873692974528_8150676540219452764_n.png

[REDACTED] (10/24/2023 15:10:57 PDT):
>i had a rather uninspiring conversation with miki about this tbh

[REDACTED] (10/24/2023 15:11:07 PDT):
>just today

[REDACTED] (10/24/2023 15:11:29 PDT):
>he was like "we must have tried optimizing for things other than engagement and it was probably worse"

[REDACTED] (10/24/2023 15:11:51 PDT):
>it was worse for the engagement metrics yes

[REDACTED] (10/24/2023 15:12:13 PDT):
>he had not considered that there may be a universe where we rank content differently for U18

[REDACTED] (10/24/2023 12:14:40 PDT):
>the lawsuit is extremely explicit about the problem

[REDACTED] (10/24/2023 12:15:05 PDT):
>send me the doc please

[REDACTED] (10/24/2023 12:15:11 PDT):

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META3047MDL-072-00032553

>i meant to dig it and haven't had time yet

[REDACTED] (10/24/2023 12:16:10 PDT):
shared: California-v-Meta-complaint.pdf

[REDACTED] (10/24/2023 12:19:43 PDT):
>it actually specifically calls out our comms strategy of throwing a bunch of partial mitigations to avoid dealing with the core problem

[REDACTED] (10/24/2023 12:19:48 PDT):
>what a time to be alive

[REDACTED] (10/24/2023 12:20:20 PDT):
>it's a joke.

[REDACTED] (10/24/2023 12:20:28 PDT):
>classic david ginsberg deflection

Meta employees had similar discussions in 2024. "They should audit every surface team's goal across the company, think about whether we would be comfortable telling the world that we are optimizing for x for their kid, and when the answer is no, come up with a defensible alternative ... imagine going out in public

and telling people we rank their kid's facebook by what makes them consume the most content IDs lol ... and then when they hear what things keep their kid consuming the most content IDs – sorting their feed by controversial, eye-popping filth – we're off to the races on a really fun conversation.”

[REDACTED] (1/26/2024 14:05:51 PST):
>good starting point for "what do we optimize for; is it defensible to do so for teens; what should we optimize for"

[REDACTED] (1/26/2024 14:06:14 PST):
>came up in the product policy VP / XI discussion around youth, [REDACTED] is probably the one pushing it to diana

[REDACTED] (1/26/2024 16:10:35 PST):
>seems more promising than whatever [REDACTED] roadmap is... they simply cannot do another half of finding themselves

[REDACTED] (1/26/2024 16:10:42 PST):
>this would be the what, 4th in a row?

[REDACTED] (1/26/2024 16:29:31 PST):
>4th year

[REDACTED] (1/26/2024 16:37:47 PST):
>They should audit every surface team's goal across the company, think about whether we would be comfortable telling the world that we are optimizing for x for their kid, and when the answer is no, come up with a defensible alternative.

[REDACTED] (1/26/2024 16:37:54 PST):
>Do they still have too many PD?

[REDACTED] (1/26/2024 16:38:18 PST):
>Too many and they can't work with ig without fighting

[REDACTED] (1/26/2024 16:38:37 PST):
>that's fine, keep them busy fighting IG while they audit the company's goals

[REDACTED] (1/26/2024 16:38:53 PST):
>imagine going out in public and telling people we rank their kid's facebook by what makes them consume the most content IDs lol

[REDACTED] (1/26/2024 16:39:01 PST):
>this will be a public conversation and we are not ready for it

[REDACTED] (1/26/2024 16:39:35 PST):
>and then when they hear what things keep their kid consuming the most content IDs -- sorting their feed by controversial, eye-popping filth -- we're off to the races on a really fun conversation

More Meta quotes:

“Teens are hooked despite how it makes them feel. Instagram is addictive, and time-spend on platform is having a negative impact on mental health.”

“(1) teens feel addicted to IG and feel a pressure to be present, (2) like addicts, they feel that they are unable to stop themselves from being on IG, and (3) the tools we currently have aren't effective at limiting their time on the ap[p]”

“Are there teens that use too much Instagram? It sure looks like it.... It seems relatively clear that younger people are less equipped to handle social media addictions.... In the US alone, there are 550K+ teens that spend 28 hours a week on Instagram (4 hours a day, 7 days).”

“social media addiction: heavy usage of Facebook correlates with lower happiness.”

“56% of IG teens surveyed say it's difficult to manage how much time they spend on social media and 14% say IG makes it worse.”

Big Tech documents also discuss push notifications, and how they are programmed to push users back onto the platforms. The following are screenshots from just one Meta document and more Meta quotes from others.

Notifications Impact to Sessions and Engagement (WIP)

TLDR

1 Push notifications impacts 50% of Android DAP and 1/3 of iPhone DAP. (i.e. 50% of Android DAP and 1/3 of iPhone DAP open FB Blue app via clicking on a push notif or open the app soon after receiving a push notif) [1a]

2 Push notifications contribute to 17% of Android Sessions and 9% of iPhone Sessions [1b] (sessions here, unless otherwise specified, are foreground sessions)

3 Push sessions are shorter than average, but these sessions:

- have 8 - 29% higher likes and 110% to 170% more Comments in each session [1c]
- do not disproportionately drive the sub-5-sec micro-sessions [2b]
- lead to shorter time-spent in Feed [2d]

These characteristics are likely related to the fact that most popular push notifications are about feedback and comment, so they are very action-driven and less passive

4 15-20% of sessions(foreground) are shorter than 5-sec, but they only contribute to less than 1% of time [2b]

5 40 - 45% of time-spent are from the 5-6% of sessions lasting longer than 10-min [2c]

6 1/3 of the micro-sessions(<=5sec) have startup status as "CANCEL" or "FAIL", whereas sessions longer than 5-sec only have 20% of cancel or failure rate. [3a]

1c Push Sessions are shorter than average but have 8 - 29% higher likes and 110% to 170% more Comments.

The most comment push notifications are *comment and feedback related*, therefore it is unsurprising that these sessions enjoy disproportionately *higher rates of engagement*. Push notifications navigate users directly to their destinations so these visits are more goal and action-oriented. Besides, when a push is sent is also important. This launch [post](#) shows that by better optimizing SmartScheduler, we see a 7% lift in conversion.

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Part 2: Session Length vs Notif Source

2a 25% of sessions are shorter than 10-sec w/ or w/o Push

Looking at sessions length by their notif source(push-click vs push-view), we see that 20% of sessions are shorter than 8 to 11 seconds, regardless of whether the session from push notifications.

2b Session length between 6-30 seconds have the highest share from Push

Comparing sessions bucketed by duration and further segmented by session notification sources, we see:

- 1) sub-5-sec sessions do not have higher % of sessions from push
- 2) sessions longer than 10-min have the least % of sessions from push
- 3) #1 & #2 could be explained by the fact that push sessions tend to be more goal & action-oriented and less passive consumption

3b Sessions <= 5-sec have the highest cancel rate, but lower success & fail rate, reflecting the survival bias.

- The graphs below look at session length by 1-sec interval, and segment each interval by startup status.
- *What does the startup statuses mean?* According to this [wiki](#), we track startup by checking to see if all checks/ criteria on a given surface are successful, if any criteria fails, then it is counted as FAIL. If any condition are not yet completed before user navigates away or background the app, then it is logged as CANCEL. (Fail takes precedence over cancel).
- Sessions shorter than 5-sec have the highest CANCEL rate, but have much lower success and fail rate. The biggest drivers of these, according to ██████████, could be
 - changing his/her mind about launching the app, or fat fingers
 - bad performance - app was too slow launch
 - user wanted to do something else. maybe they wanted to scroll through feed, but stories wasn't done loading yet, so we recorded a cancel because they started looking at feed and scrolled stories off the page
 - We believe this is related to multiple factors such as low user-intend app-checking behavior, survival bias for high-intend visits, and app performance.
- One learning from ██████████ on Growth Notif is that perf metrics reflect strong survival bias. For example, if we do a better job at notifying you when your best friend commented on your post, you are more willing to wait for the app to load in order to see the comments, so improved notif ranking might results in regression in perf metrics.
- One fascinating idea to understand whether user-intent is a big factor that ██████████ proposed is to dig into the relationship between push conversion rate, relationship(coefficient) between notif sender and receiver, session length and startup time.

“Notifications may prompt people to use Facebook at times when they wouldn’t have otherwise, thus reducing feelings of control by interrupting other tasks or in-person social interactions. ... Previous research also found that notifications can cause inattention and hyperactivity, which in turn decreases productivity and subjective well-being.”

“Problematic Users found it incredibly difficult avoiding notifications compared to those without PU [problematic use]”; and “The majority intended to have a quick look, but would get hooked by something on FB, losing all track of time.”

Instagram internal documents describe “frequent checking,” including “clearing of notifications,” as a key aspect of Instagram Problematic Use (PU). The document further described that 42% (74 million) global teens struggle with frequent checking and clearing of notification, and “21% of US teen WAU [Weekly Active Users] say notifications make it harder for them to manage the amount of time they spend on the app, and 32% say the number of notifications they receive can be overwhelming.”

IV. **Meta has known for years that it is contributing to the sexual exploitation of minors. Instead of warning consumers, it spent years talking about whether it should implement bare minimum safety features for teens, with the determining factor being whether Meta could minimize negative impact to its own engagement.**

In 2019, Meta testing resulted in Instagram “recommending a minor through top suggested to an account engaged in groomer-esque behavior.” “Root: The recommendation algorithms worked as intended.” Meta determined that “7% of all follow recommendations to adults were minors” while “27% of all follow recommendations to groomers were minors.” It concluded that it was “recommending nearly 4x as many minors to groomers (nearly 2 million minors in the last three months)” and that “22% of those recommendations resulted in a follow request. That equates to roughly 440,000 children who received follow requests from “groomers” over just three months.

Inappropriate Interactions with Children on Instagram

Proactive Risk Investigation

██████████, ██████████, ██████████, and ██████████
June 20, 2019

1. Discoverability - Test

- | | |
|------------|--|
| Hypothesis | We may be facilitating possible groomers finding young people through following, hashtags, explore, and search. |
| Test | <ul style="list-style-type: none">Created two test users<ul style="list-style-type: none">One followed teen hashtagsOne followed sexy teen accounts |
| Results | <ul style="list-style-type: none">Following hashtags with minors did not result in content being served to us.IG recommended a minor through top suggested to an account engaged in groomer-esque behavior. |



13rftc

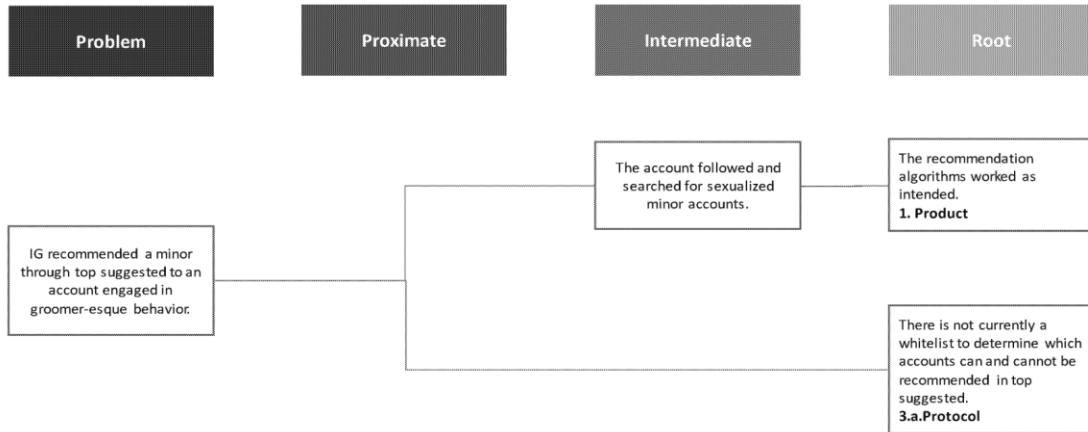
Test User 1



gogo1980atx

Test User 2

1. Discoverability



1. Discoverability - Recommendations for Groomers

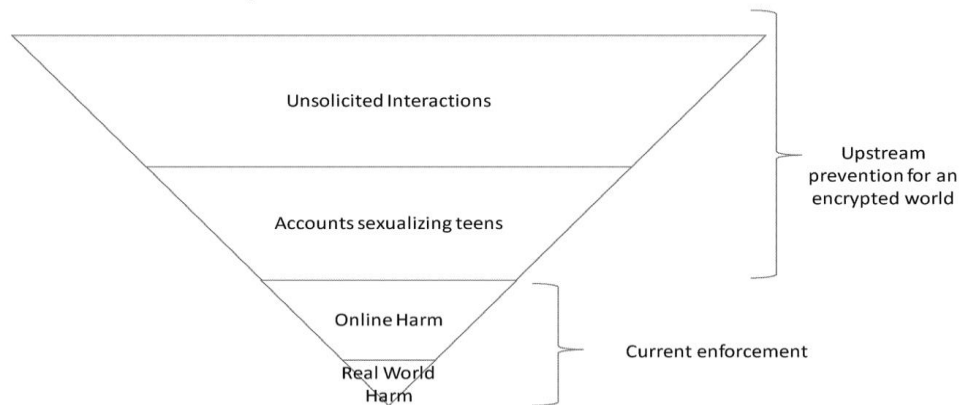
Overall IG: 7% of all follow recommendations to adults were minors

Groomers: 27% of all follow recommendations to groomers were minors

- We are recommending nearly 4X as many minors to groomers (nearly 2 million minors in the last 3 months)
- 22% of those recommendations resulted in a follow request

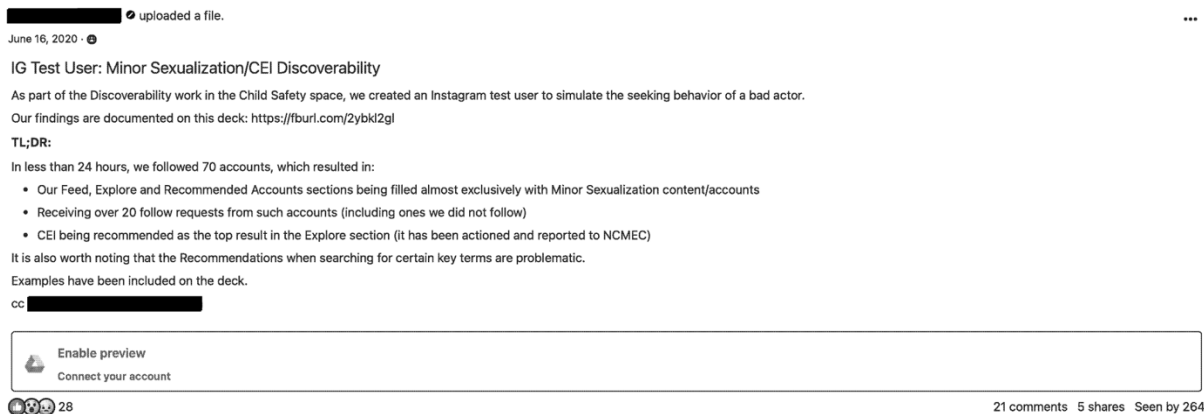


1. Discoverability



Meta ran a similar test in June 2020. When it created a test account and followed accounts sexualizing minors, its programming pushed “Minor Sexualization content/accounts.” Even to the point of

recommending something “as the top result in the Explore section” that Meta then had to action and report to NCMEC.



In June 2020, a memo from Instagram’s Safety Product Manager) to FB’s Safety Product Manager related to Inappropriate Interactions with Children (IIC) made clear that Meta was not de-platforming adult accounts it believed to have engaged in ICC with underage accounts.

Problem Summary
Messenger implements a classifier that predicts adult accounts that engage in IIC with underage accounts. Messenger subsequently restricts those flagged adult accounts from being able to make friend requests to all non-adult accounts. Messenger does not de-platform flagged adult accounts and believes the restriction is a sufficient deterrent. Instagram (IG) has historically not been able to classify non-adult accounts, until recently. The CI team has concluded a study (the numbers have not yet been formalized) and currently show that **500,000 IG underage accounts receive IIC on a weekly basis**. The IG prevalence number is 3x Messenger's.

Document 145: META3047MDL-003-00028214, -8218

The actual figure according to a different Meta employee was “**500k victims per DAY in ENGLISH markets ONLY**” (emphasis in original).

But by 2018 at the latest, Meta understood that it had an issue with its decision decisions pushing and making minors vulnerable to sexual predators. Meta waited to study the issue and, when it did (in the fall of 2019), the feedback it received was that “younger users and new users should be defaulted to private.” Meta’s researcher recommended private mode defaults and, “for private mode defaults, limit tagging, mentioning, and group DMs to connected accounts.”

But Meta pushed back on private by default due to engagement and growth concerns,

“What’s the rationale for the push? This will likely smash engagement, DAP, MAP etc”

“current climate? policy pressure? potentially contributing to teen suicides?”

“what policy pressure?”

[REDACTED] (8/29/2019 14:16:10 PDT):
>ah thanks. I just got looped into a thread here from [REDACTED]. I asked about default to private vs. defaulting no DM'ing from people you aren't connected to as part of private account. My POV is the latter would be more impactful for bullying. We have tested this in the past and it has been very negative for ecosystem metrics IIRC

[REDACTED] (8/29/2019 14:16:53 PDT):
>I think we could try for Teens in the US as a first pass. we can't really do Teens outside US as we don't have age modeling esp at registration. I'm not sure we have the data at registration to be confident in teen/non-teen at registration either, tbh

[REDACTED] (8/29/2019 14:18:40 PDT):
>i think the discussion was for when we add age to registration in October

[REDACTED] (8/29/2019 14:19:04 PDT):
>so we'll have the specific cohort of teens 13-18 based on self-reported age

[REDACTED] (8/29/2019 14:19:42 PDT):
>considering the data Vivek showed for India (63% of women going in and making their accounts private post-factum)

[REDACTED] (8/29/2019 14:19:48 PDT):
>I'd say it's worth testing there too

Darius Kilstein (8/29/2019 14:20:03 PDT):
>holy shit

Darius Kilstein (8/29/2019 14:20:21 PDT):
>what's the rationale for the push?

Darius Kilstein (8/29/2019 14:20:41 PDT):
>This will likely smash engagement, DAP, MAP etc

[REDACTED] (8/29/2019 14:20:53 PDT):
>current climate? policy pressure? potentially contributing to teen suicides?

Darius Kilstein (8/29/2019 14:21:24 PDT):
>what policy pressure?

[REDACTED] (8/29/2019 14:21:36 PDT):
>What are we doing to protect minors

Darius Kilstein (8/29/2019 14:21:40 PDT):
>i see

In July 2020, one Meta employee asked what “are we doing for child grooming ...?” Another responded, “Somewhere between zero and negligible. Child safety is an explicit non-goal this half. I’d argue we’re making it work with Interop, but that’s a can of worms.”

[REDACTED] (7/09/2020 11:42:58 PDT):
>what specifically are we doing for child grooming (something I just heard about that is happening a lot on TikTok)?

[REDACTED] (7/09/2020 11:43:36 PDT):
>somewhere between zero and negligible. Child safety is an explicit non-goal this half. I'd argue we're making it worse with Interop, but's that's a can of worms.

Document 166: META3047MDL-003-00069904, -9908

In 2020, Meta’s growth team also was asked to examine “the growth and engagement knock-on effects of rolling out a private by default feature, including potential “friending losses” and “engagement declines.” In August 2020, Meta determined that Private by Default would result in a “HUGE” hit to DAU (Daily Active Users), so it did nothing to protect teens in this manner.

“I see blocking this launch as more impactful than US DAU. We’re ensuring that our core demographic for the family (Teens) continue to have a strong experience on the platform. There’s a 2.2% hit on DAU ... and 2.2% hit to global for teens ... that is HUGE”

[REDACTED] (8/21/2020 09:28:40 PDT):

>hey morning Darius, just wanted to understand more about the ask for changing the nux step experience, what is the objective here and how can we conclude PBD work? I understand we are doing this due to drop in metrics but by running this test, what do we hope to achieve? Obvious thing is metrics will drop less, but by how much would be enough to ship? and how much more work do we need to do in space when growth isn't even the main stakeholders for shipping this experience (pxfn and wb team are). I am asking since you already know we have other priorities such as US dau, su in stories, etc just making sure we don't keep going back and forth on this for next few weeks or longer. And i know you may not have all the answers to this but just wanted to get more clarity on expectations and objectives so we know why we are doing this work and hoping to help close this out soon. thanks!

Darius Kilstein (8/21/2020 09:29:42 PDT):

>Hey

Darius Kilstein (8/21/2020 09:29:44 PDT):

>Fair question

Darius Kilstein (8/21/2020 09:29:56 PDT):

>I see blocking this launch as more impactful than US DAU

Darius Kilstein (8/21/2020 09:30:23 PDT):

>we're ensuring that our core demographic for the family (Teens) continue to have a strong experience on the platform

Darius Kilstein (8/21/2020 09:30:35 PDT):

>There's a 2.2% hit to US DAU

Darius Kilstein (8/21/2020 09:30:43 PDT):

>and 2.2% hit to global for teens

Darius Kilstein (8/21/2020 09:30:45 PDT):

>that is HUGE

Darius Kilstein (8/21/2020 09:30:45 PDT):

>that is HUGE

Darius Kilstein (8/21/2020 09:30:52 PDT):

>so I see this as future-proofing and longterm

Darius Kilstein (8/21/2020 09:30:59 PDT):

>and I'd actually stack rank this above US DAU

Darius Kilstein (8/21/2020 09:31:08 PDT):

>[REDACTED] is putting together a plan now

Darius Kilstein (8/21/2020 09:31:34 PDT):

>We will make sure that the people that work on this are recognized

Darius Kilstein (8/21/2020 09:31:52 PDT):

>gotta run to a meeting but i can write more a bit later

[REDACTED] (8/21/2020 09:32:15 PDT):

>thanks for the context Darius!

[REDACTED] (8/21/2020 09:32:40 PDT):

>i know your views on this and understand that this is the right thing to do for growth

[REDACTED] (8/21/2020 09:33:28 PDT):

>just wondering for after we run this test, we should see less drop, do you have any baseline in mind where less say if its only x% hit to us dau it'd be fine

[REDACTED] (8/21/2020 09:33:46 PDT):

>from data perspective

[REDACTED] (8/21/2020 09:36:04 PDT):

>is this test a way for us to mitigate as much of the drop (by not defaulting ppl to private) and then seeing if the metrics drop from this is much less detrimental to the ecosystem thus shipping this

experience instead? i guesss im wondering is this purely understand test or something we are pushing to ship if metrics impact are a lot lower

Darius Kilstein (8/21/2020 10:49:53 PDT):
>Pushing to ship

Darius Kilstein (8/21/2020 10:49:58 PDT):
>Basically they were going to ship the last thing

Darius Kilstein (8/21/2020 10:50:11 PDT):
>So we want to see how much better this is for the ecosystem

Darius Kilstein (8/21/2020 10:50:15 PDT):
>and then let [REDACTED] choose

Darius Kilstein (8/21/2020 10:50:24 PDT):
>between Private by default, or this new method

Darius Kilstein (8/21/2020 10:50:35 PDT):
>Based on Pricavacy Wins vs Ecosystem impact for the two approaches

[REDACTED] (8/21/2020 10:55:44 PDT):
>i see, that makes sense

[REDACTED] (8/21/2020 10:56:32 PDT):
>basically having 2 options with different levels of impact on metrics, wb, policy etc and let [REDACTED] decide based on the results

In fact, as per a Meta chat dated August 24, 2020, Meta “scrapped [this critical safety feature] due to growth concerns.”

“...do you happen to know the status of the IG Smart Defaults launch?”

“I do – we were initially supposed to launch private by default on september 2 after approval from IG leads, but that has now been scrapped due to growth concerns, and the product team has been given some time to come up with ways to mitigate the drop in growth”

Ms. [REDACTED] (8/24/2020 09:46:56 PDT):
>hi! hope you are doing well. do you happen to know the status of the IG Smart Defaults launch?

Vaishnavi Jayakumar (8/24/2020 10:05:32 PDT):
>I do - we were initially supposed to launch private by default on september 2 after approval from IG leads, but that has now been scrapped due to growth concerns, and the product team has been given some time to come up with ways to mitigate the drop in growth

Vaishnavi Jayakumar (8/24/2020 10:05:42 PDT):
>happy to chat more on a quick call today if you'd like more details

Ms. [REDACTED] (8/24/2020 10:10:36 PDT):
>Hi! That would be great if you have time. This came to mind because in light of the Age-Appropriate Design Code coming into effect on 9/2 with a 12 month compliance period

In Sept. 2020, Growth confirmed that it did NOT have the “bandwidth” to “Make teens safe.”

“I see that as two workstreams that are separate but related. 1. Keep regulators away, keep teens engaged ... 2. Make teens safe ... I think where Growth is coming from is that for us, we only really have bandwidth for 1/. We all believe 2/ is important, and the right thing to do, and so the question is, how important is it for Community Leads + IG Leads, and who should invest in it? ... I guess the misalignment between where you & I are today is, should we take the hatchet approach or not? As a guardian of ecosystem metrics, of course i'm going to favor the nuanced approach. And you as a guardian of ‘doing the right thing’, will favor safety at all costs. Neither of us is right or wrong! :)”

Darius Kilstein (9/02/2020 14:04:54 PDT):

>Also i'd like to checkin at some point in the next week or so, i feel like we've done a pretty shitty job incorporating your PBD feedback into the latest round, just because it's extremely difficult to do, so would love to spend some time debriefing on that.

[REDACTED] (9/02/2020 14:06:25 PDT):

>The CC deck is insightful I hadn't seen this shared before, hopefully we can get an update with the PSC data - I'll reach out to Donna/HR team on that

[REDACTED] (9/02/2020 14:07:07 PDT):

>Yeah I've jumped into the PBD doc and it seems very much WIP at different stages each time I peek at it. Thanks for flagging, I think we're anchoring a bit on current systems of measurement that may be detracting from the narrative I'm trying to help craft.

Darius Kilstein (9/02/2020 14:13:09 PDT):

>Ya I see this as two workstreams that are separate but related.

>

>1. Keep regulators away, keep teens engaged

>

>2. Make teens safe

>

>I think where Growth is coming from is that for us, we only really have bandwidth for 1/.

>

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META3047MDL-003-00011385

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>We all believe 2/ is important, and the right thing to do, and so the question is, how important is it for Community Leads + IG Leads, and who should invest in it?

>

>what we've learnt is that the hatchet approach of defaulting people to private on day 1 means that people just use the platform a lot less, so it's not really the most elegant solution to solving the specific teen safety concerns.

>

>I think the biggest areas we should be looking at for teen safety are: 1/ DM Reachability, 2/ Discoverability (Following lists, like lists SU, Mentions/comments).

>

>

>

>I guess the misalignment between where you & I are today is, should we take the hatchet approach or not?

>As a guardian of ecosystem metrics, of course i'm going to favor the nuanced approach. And you as a guardian of "doing the right thing", will favor safety at all costs. Neither of us is right or wrong! :)

>

>Anyways it's a great conversation to have and i'm looking forward to our next catchup!

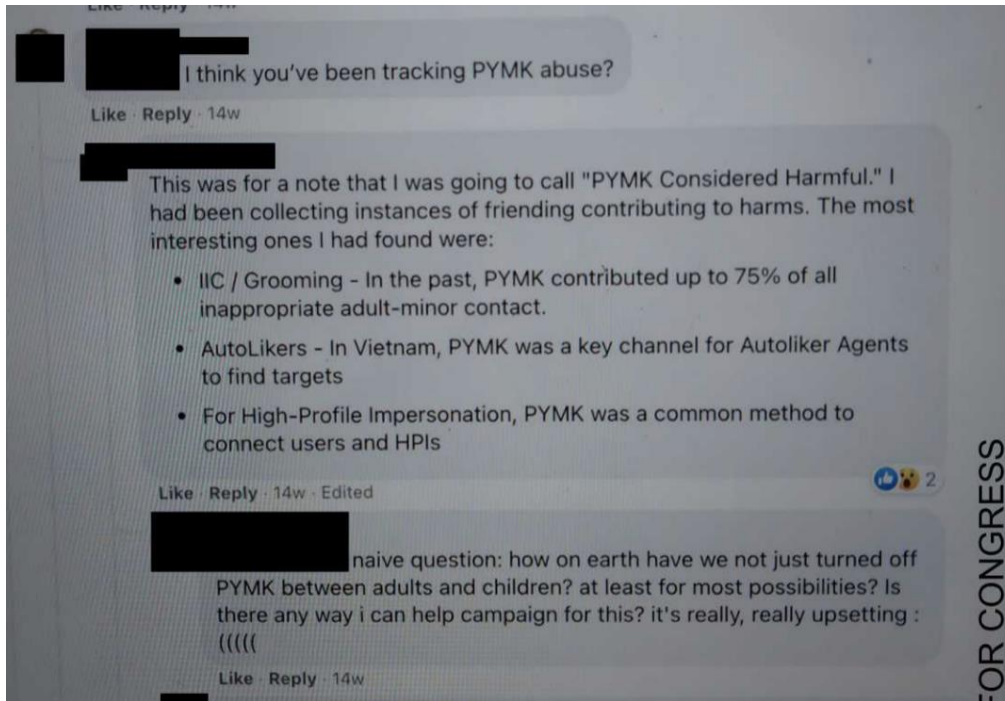
[REDACTED] (9/02/2020 14:15:51 PDT):

>I think I'm more of a nuanced POV than you might suspect! I would love to see a world where we can parse the content visibility (including followers list) from the DM reachability - and giving people those controls upfront or more accessible is where I'd like to take it. Looking forward to chatting more!

Darius Kilstein (9/02/2020 14:26:18 PDT):

>Makes sense!

Yet by 2020, at the latest, Meta employees knew that it's platform features, like the People You May Know recommendation feature, were contributing to a massive amount of sexual abuse on its platforms. "e.g. PYMK was responsible for 80% of violating adult/minor connections."



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[REDACTED] (10/30/2020 00:50:55 PDT):
 >These restrictions on messaging and recommendations/search are what we have on FB today. We need to have some equivalency on Instagram.

[REDACTED] (10/30/2020 00:51:39 PDT):
 >eg: PYMK was responsible for 80% of violating adult/minor connections

Darius Kilstein (10/30/2020 00:52:03 PDT):
 >I do worry about the effectiveness of the 1 nfx action, I mean definitely better than what we have today and excited to see where it goes

Darius Kilstein (10/30/2020 00:52:17 PDT):
 >But ppl can create new accounts etc

[REDACTED] (10/30/2020 00:52:37 PDT):
 >Yeah this is something that needs a lot of investment

Darius Kilstein (10/30/2020 00:52:44 PDT):
 >Happy to help you explore a way to make it work for 0

Darius Kilstein (10/30/2020 00:53:27 PDT):
 >For example I could look at people who have actions taken against them and their stated age to confirm or deny your hypothesis about age lying

[REDACTED] (10/30/2020 00:53:34 PDT):
 >Is there anyone on your team who could spin a few cycles on this?

[REDACTED] (10/30/2020 00:53:40 PDT):
 >This would be great!!

Darius Kilstein (10/30/2020 00:53:43 PDT):
 >Ya

Darius Kilstein (10/30/2020 00:54:35 PDT):
 >Eg, if we took stated age > 30 and said those people cannot message teens (via model or stated age) if they aren't being followed

Darius Kilstein (10/30/2020 00:55:06 PDT):
 >Irrespective of nfx actions

Meta still refused to implement even the most basic safety features, such as “private by default,” and because the “growth impact was too high.”

[REDACTED] (10/30/2020 00:45:24 PDT):
>The issue here is that people lie, and we know that's quite prevalent

[REDACTED] (10/30/2020 00:46:04 PDT):
>Especially groomers - they lie to bypass our detection and even help them find minors

[REDACTED] (10/30/2020 00:46:28 PDT):
>Will work with DS on this to size up

[REDACTED] (10/30/2020 00:46:48 PDT):
>It's in progress now

Darius Kilstein (10/30/2020 00:47:55 PDT):
>Have we considered settings to just let people turn off receiving messages from people that do t follow them ?

Darius Kilstein (10/30/2020 00:48:04 PDT):
>Don't^

[REDACTED] (10/30/2020 00:49:35 PDT):
>We have, and IGWB even explored private by default for teens but the growth impact was too high and the decision was to explore more nuanced and less blunt solutions.

[REDACTED] (10/30/2020 00:49:49 PDT):
>Which is how we got here!

Darius Kilstein (10/30/2020 00:50:20 PDT):
>Ya PBD was my team :-p wasn't an elegant solution. Nobody looked at the messaging solution tho

Darius Kilstein (10/30/2020 00:50:36 PDT):
>I think it's worth considering down the track

According to a 2024 document, Meta did not even begin to address this one issue (Meta's programming of its recommendation systems in a harmful manner) until the second half of 2023.

Ravi Sinha (1/14/2024 16:37:56 PST):
>[REDACTED] - I don't think the highlighted section is correct. Is that the part you're trying to confirm?

Ravi Sinha (1/14/2024 16:39:36 PST):
>Prior to the Task Force, we had some limitations the recommendations between minors and potentially suspicious adults, but they didn't cover everything and we're always bi-directional. As part of the task force, we rolled out bi-directional protections to, most notably, PYMK recommendations. But they didn't exist there prior to the Task Force.

[REDACTED] (1/14/2024 16:41:02 PST):
>hi Ravi - yes, especially in relation to the added comment (highlight on the right with the comment vs highlight on the left from the graphic)

[REDACTED] (1/14/2024 16:43:31 PST):
>this is what Antigone said for full vis - want to just make sure we're all aligned before we lock that slide in

[REDACTED] (1/14/2024 16:43:36 PST):
shared: 418658110_1072190597459905_4522473452912131958_n.png

Ravi Sinha (1/14/2024 16:45:15 PST):
>OK, thanks. We can spin up a chat with Antigone and others as needed. My understanding is that, prior to the CSTF, we were recommending minors to potentially suspicious adults and vice versa in PYMK. Closing that gap, which we did, was accomplished as part of the CSTF. Here's post documenting that we closed it in H2 of last year:

Ravi Sinha (1/14/2024 16:45:36 PST):
><https://fb.workplace.com/groups/friendingteam/permalink/25122540500701228/>

Ravi Sinha (1/14/2024 16:45:46 PST):
><https://fb.workplace.com/groups/2359448527672153/permalink/3653537714929888/>

[REDACTED] (1/14/2024 16:46:37 PST):
>I can just add here here if that works?

Ravi Sinha (1/14/2024 16:46:51 PST):
>Sure, please do.

[REDACTED] (1/14/2024 16:47:22 PST):

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>hi Antigone, sorry to add you to yet another chat - just wanted to have full clarity on this slide that we're finalizing

[REDACTED] (1/14/2024 16:47:49 PST):
>this is Ravi's recollection so just want to make sure we give OC the latest guidance on what that slide should say

Ravi Sinha (1/14/2024 16:53:51 PST):
>@[REDACTED] - could you please confirm that:
>(1) we implemented bi-directional MaCSA protections for adult-minor PYMK recommendations
>and
>(2) that MaCSA-based adult minor-PYMK protections didn't exist prior to the CSTF?

Ravi Sinha (1/14/2024 16:55:21 PST):
>[REDACTED]'s team drove that work as part of the Task Force, as I recall. Here's the escalation doc for it:
><https://docs.google.com/document/d/15vpR9H1e02CP4SMdWYwNP2q6qkhZniYr1LQICkWUGM/edit>
>
>#shareadoc

But it still did not address the issue of private by default for teens. In March 2021, when the issue was revisited again, a Meta employee commented, “Guess what, they’re revising private by default LOL ... mygod”

Darius Kilstein (3/26/2021 11:56:26 PDT):
>Guess what, they're reviving private by default LOL

Darius Kilstein (3/26/2021 11:56:31 PDT):
>mygod

Darius Kilstein (3/26/2021 11:56:45 PDT):
>Remember this

Darius Kilstein (3/26/2021 11:56:45 PDT):
shared: 165411936_189386109415354_4584297144204434788_n.png

Darius Kilstein (3/26/2021 11:56:59 PDT):
>Was Private By Default (we give them the option to choose private and public and private is defaulted)

Darius Kilstein (3/26/2021 11:57:04 PDT):
>i cant remember lol

[REDACTED] (3/26/2021 12:07:25 PDT):
>chag sameach!

[REDACTED] (3/26/2021 12:07:53 PDT):
>Yeah, I heard that this morning... I felt bad for everyone involved in this next round of litigation

[REDACTED] (3/26/2021 12:08:22 PDT):
>You are correct- private by default was where they had the option to choose private or public and private was defaulted

Then, in March 16, 2021, Meta announced that it would be “restricting DMs between teens and adults they don’t follow.” Only Meta cut corners (and did not disclose this fact). For example, it only applied these features to “new users under the age of 16” and not existing users, and it opted for a “default preselected option on a screen” rather than a “true default setting.”

But also, Meta’s own employees determined that even those safety settings were defective. After launch, they found that 13% of 13- to 15- year-olds still were receiving unwanted sexual advances on Instagram, overwhelmingly from strangers. One Meta employee observed, “they are experiencing these issues ... facilitated by the product design of Instagram.”

19 “[C]ritically, private by default was originally supposed to be for all users;” what launched instead
20 “was for new users under the age of 16”—not existing teen users, new 17- or 18-year old users, or new
21 teen users who lied about their birthday. Ex. 2B at 748:5-11, 749:1-3, 749:21-750:4; Ex. 2A at 71:9-21;
22 *accord* Ex. 7 at 241:13-14. Meta knew this was a problem. In July 2021 (after the launch), it learned from
23 an internal survey that 13% of 13- to 15-years-old had received unwanted sexual advances on Instagram
24 in the past seven days, overwhelmingly from strangers. Ex. 145 at 5033, 49; Ex. 168 at 307:10-25, 319:8-
25 23 (“they are experiencing these issues... facilitated by the product design of Instagram”).

26 Further, what launched wasn’t actually a “true default setting.” Ex. 2A at 74:13-75:2. As
27 Instagram’s former Head of Safety and Well-Being testified, “if you said to somebody, oh, this is an
28 account that is private by default, I think an assumption would be, I sign up, I’m a teenager on the platform,

1 my account is private. I will go into settings and change that to be a public account if I want to.” *Id.* at
2 73:8-13. Instead, what Meta launched was a “default preselected option on a screen,” *id.* at 73:1-2—
3 meaning, new users who self-identified as 16-or-under would “get a screen asking me if want to have a
4 public account or a private account, and the private option is selected.” *Id.* at 73:14-74:1. Meta knew this
5 would result in fewer private accounts and knew this would be less protective of teen safety, but did it
6 anyway because of growth concerns. *Id.* at 74:20-75:16. As one employee groused internally: “[this] is
7 about looking good to regulators so that they don’t block our under 13 year old IG version we are working
8 on. Thats it. It has a terrible impact on teen engagement and retention and no detectable benefit on integrity
9 metrics.” Ex. 349 at 6694.

10 Moreover, while Meta’s public announcement indicated that adults would not be able to DM
11 minors with a private account, *see* Ex. 338 at 3, this belied the spotty execution of this tool. That was cast
12 into stark relief a year later when a “sitewide emergency event” in February 2022 revealed that teens were
13 *still* “receiving DM requests from unconnected adults, breaking [the] public commitment that we made.”
14 Ex. 339 at 2959; Ex. 113A at 271:17-23. Indeed, fully “50% of message requests” to teen users were still
15 coming from adults. Ex. 339 at 2960; Ex. 35 at slide 15. The problem appears to have had numerous
16 causes. First, “the logic to block DM requests from adults to minors” did not include users whose age
17 Meta couldn’t predict. *Id.*; Ex. 113A at 280:4-281:14. Meta knew this was dangerous because it knew
18 groomers regularly claim to be minors—and “[o]ur age models are totally blind to this extraordinarily
19 obvious exploit.” Ex. 340 at 1116. Second, Instagram “still allow[ed]” teens to receive DM requests from
20 “senders with no stated age.” Ex. 35 at slide 14. Third, it allowed such DM requests from “senders outside
21 the US who state they are teens, but may not be teens.” *Id.*

22 Taken together, “unwanted DM requests” remained a serious risk issue for teens fully a year after
23 Meta’s “private by default” announcement, with Meta conceding (internally, never externally) that “there
24 have been many gaps in fulfilling our promise.” Ex. 35 at slide 15. Meta never corrected the
25 representations in its March 2021 blog post to say that adults could still interact with minors on Instagram.
26 Ex. 351; Ex. 113 at 290:25-291:11.

In November 2021, Meta employees discussed how even these ineffective half-step took years, and that Meta leadership is unwilling to actually fix things when growth is on the line.

“we will never get out of this mess if he/we’re not just prepared to ERR ON THE SIDE OF SAFETY ... i know i'm advocating for NOT letting them switch back – but i don’t get why defaulting into private was contentious, given that they CAN just switch back!”

“It was mostly adam for sure ... it was a huge growth hit ... like shockingly so”

“would he want any tom dick or harry being able to see all his kids’ content, follow them etc.? is he f***** nuts?”

[REDACTED] (11/02/2021 11:11:04 PDT):
>it just made me think, then what example are we actually thinking of when we say there are lots of valid reason why young people would want/need a public PERSONAL account

Elizabeth Crenshaw (11/02/2021 11:12:00 PDT):
>well some athletes and such still use personal accounts

[REDACTED] (11/02/2021 11:12:13 PDT):
>i guess

[REDACTED] (11/02/2021 11:12:33 PDT):
>just feels like we're then making the rules for those exceptions, versus deciding to err on safety and just say under 16 accounts on IG are private

[REDACTED] (11/02/2021 11:13:13 PDT):
>the risk could then be if u16s then switched to professional accounts so they could have public accounts - but im not sure how big a risk that is

Elizabeth Crenshaw (11/02/2021 11:14:02 PDT):
>i dont disagree

Elizabeth Crenshaw (11/02/2021 11:14:08 PDT):
>but you know how contentious this change alone was

[REDACTED] (11/02/2021 11:16:54 PDT):
>it's absolutely mad that it was so contentious

[REDACTED] (11/02/2021 11:17:01 PDT):
>with adam or others too?

[REDACTED] (11/02/2021 11:17:17 PDT):
>we will never get out of this mess if he/we're not just prepared to ERR ON THE SIDE OF SAFETY

[REDACTED] (11/02/2021 11:17:18 PDT):
>jesus

[REDACTED] (11/02/2021 11:17:39 PDT):
>i know i'm advocating for NOT letting them switch back - but i don't get why defaulting into private was contentious, given they CAN just switch back!

Elizabeth Crenshaw (11/02/2021 11:17:45 PDT):
>it was mostly adam for sure

Elizabeth Crenshaw (11/02/2021 11:17:49 PDT):
>it was a huge growth hit

Elizabeth Crenshaw (11/02/2021 11:17:55 PDT):
>like shockingly so

[REDACTED] (11/02/2021 11:18:25 PDT):
>would he want any tom dick or harry being able to see all his kids' content, follow them etc? is he fucking nuts?

[REDACTED] (11/02/2021 11:18:41 PDT):
>interesting

[REDACTED] (11/02/2021 11:18:54 PDT):
>well not doing it for that reason would have been unforgivable so im glad we did!

Elizabeth Crenshaw (11/02/2021 11:19:52 PDT):
>i mean we did NOT do it for a very long period of time because of that

Elizabeth Crenshaw (11/02/2021 11:19:57 PDT):
>i agree though

V. **Miscellaneous Meta Documents: studying the adolescent brain, moving too fast for safety, and making teen profiles more “stalkable.”**

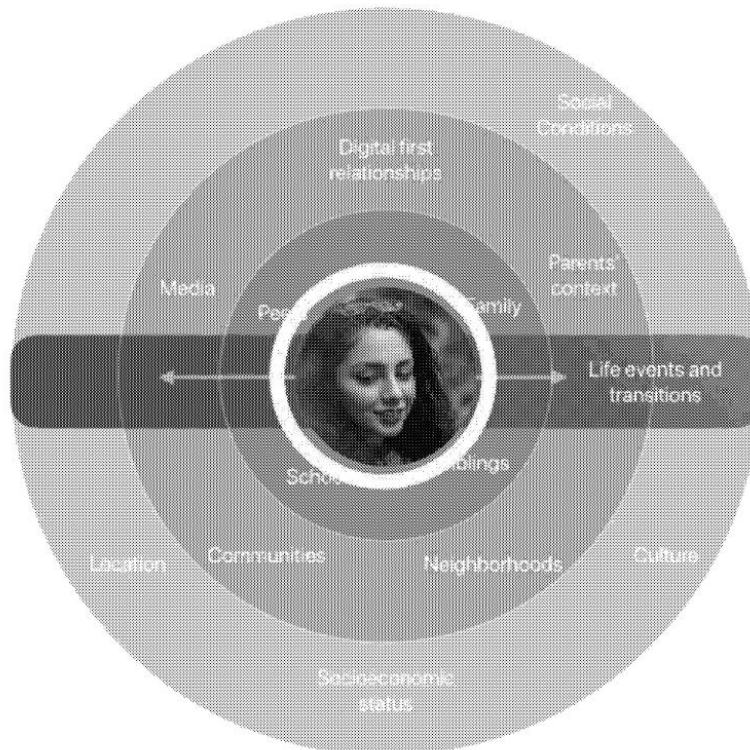
Meta designs with the vulnerability of minors in mind.

What Makes Teens Tick?

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

It could have been in the 80s (neon colors, cassettes, big bangs), 90s (butterfly clips, CDs and pagers) or 2000s (velour track suits, flip phones and iPods). In any case, each generation is marked by different trends in entertainment, style and technology and while many of these things happened before our eyes, there are many aspects of teenage life that evolve behind the scenes.

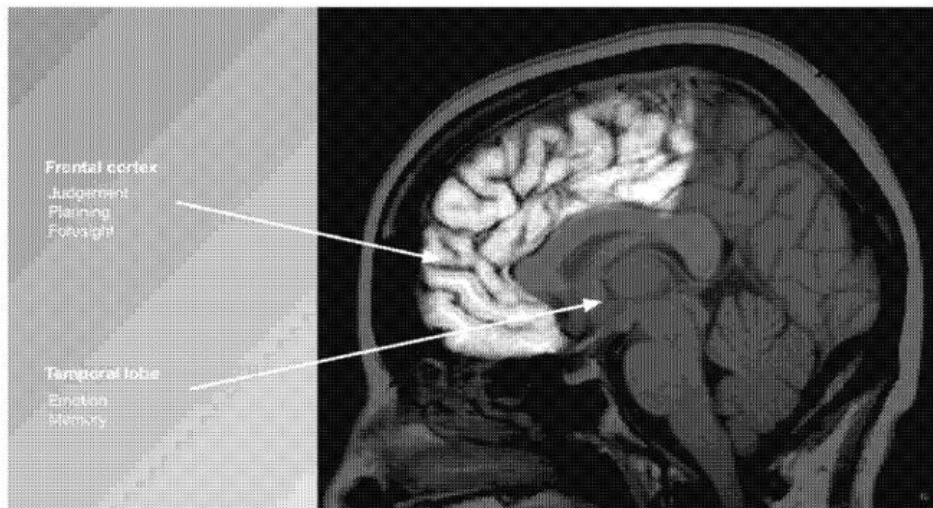
The teenage experience consists of complex layers of circumstances that play a part in the future person a teen will become. And while there is immense variability of culture, socioeconomic status, family, location, etc. — We can first look inward to biological factors that are relatively consistent across adolescent development and gain valuable *unchanging* insights to inform product strategy today.



Adolescent Development

Puberty is the most obvious outward evidence of progression to maturity. We are all aware of what happens - there is increased hormone production, new environmental effects and cognitive changes that cause an abundance of confusion for youth at all stages.

But what is less evident is teenage brain development. As you would expect this also matures over time - but not at the same speed as the body. Your brain's maturity occurs from the back to front and gray matter density (which drives connections in the brain) increases over a long period of time. Unlike the body which functions wholly from day one, the brain essentially spot trains certain areas and functions at a partial capacity before it is wholly developed which in some cases doesn't happen until age 30.



Emotion

Sex hormones are particularly active in the limbic system, which is the emotional center of the brain. There are also unique features of teenage emotional experience — increased sensitivity, as well as established psychological concepts known as “personal fable” and “imaginary audience.”

The root of these concepts has to do with the fact that adolescents find it difficult to distinguish their view of what others think of them from reality. They show adolescent egotism, a perspective taking error that renders them highly sensitive. Teens often refer to all the “drama” of their lives, which to adults may seem frivolous. But it is a reality for teens.

“Personal Fable” When teens believe the intensity of their emotions are different from other people’s emotions and that others simply do not understand. Teen psychologists coin this “personal fable”. This may move teens towards a desire to express themselves in various introspective ways such as journaling and engage with relatable content such as that is expressed through memes and vlogs.

“Imaginary Audience”

Personal fable is compounded by another psychological concept called “imaginary audience”, which is a heightened self consciousness fueled by the belief that all eyes are on them. This proves true in the data as well. At least in the [[HYPERLINK "https://fb.workplace.com/permalink.php?story_fbid=229574601466828&id=100032428698906"](https://fb.workplace.com/permalink.php?story_fbid=229574601466828&id=100032428698906) \h]. It’s no wonder then why there are so many [[HYPERLINK "https://fb.workplace.com/permalink.php?story_fbid=326200728365106&id=100029255447206"](https://fb.workplace.com/permalink.php?story_fbid=326200728365106&id=100029255447206) \h].

“Imaginary audience” is a heightened self consciousness fueled by the belief that all eyes are on them.

Negative Experiences There is quite a bit of threat to be wary of especially among teens on Instagram, [[HYPERLINK "https://fb.workplace.com/notes/diego-castaneda/how-should-we-default-new-teens-into-new-interactions-settings-a-survey-of-safet/888495351577331/"](https://fb.workplace.com/notes/diego-castaneda/how-should-we-default-new-teens-into-new-interactions-settings-a-survey-of-safet/888495351577331/) \h] and most notably in DM ([[HYPERLINK "https://fb.workplace.com/notes/diego-castaneda/how-should-we-default-new-teens-into-new-interactions-settings-a-survey-of-safet/888495351577331/"](https://fb.workplace.com/notes/diego-castaneda/how-should-we-default-new-teens-into-new-interactions-settings-a-survey-of-safet/888495351577331/) \h]).

Unsurprisingly, people being bullied on IG are [[HYPERLINK "https://fb.workplace.com/notes/moira-burke/bullyings-impact-on-account-deletion-deactivation-and-engagement/729832067760685/"](https://fb.workplace.com/notes/moira-burke/bullyings-impact-on-account-deletion-deactivation-and-engagement/729832067760685/) \h]

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.

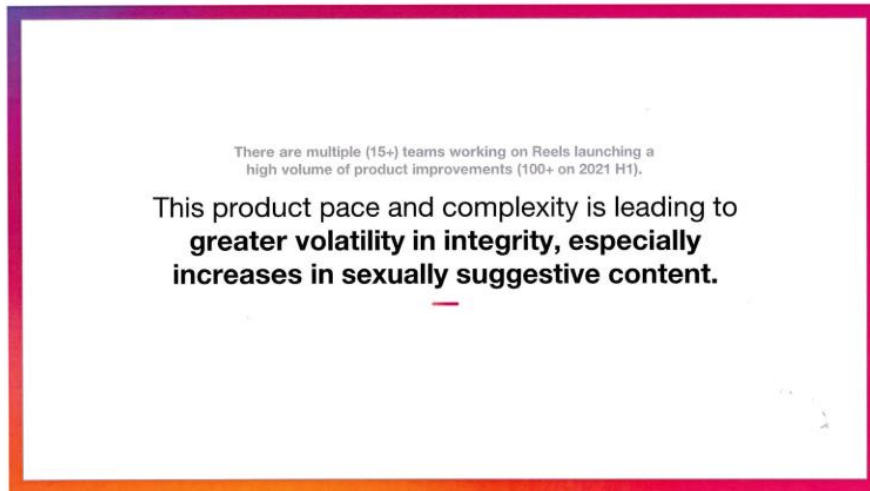
Reward

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 it's the same thing that keeps them scrolling and scrolling. Due to the immature brain, they have a much harder time stopping even though they want to -- our own product foundation research has shown [[HYPERLINK "https://fb.workplace.com/notes/kenzie-snyder/what-do-marshmallows-have-in-common-with-notifications/557554604816727/" \h](https://fb.workplace.com/notes/kenzie-snyder/what-do-marshmallows-have-in-common-with-notifications/557554604816727/)]

And sadly, a short term reward 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.

Meta opts for speed over safety (because it can),



Reels is a quickly evolving surface, with lots of moving parts.

We released a high volume (100+ in H1 2021) of product launches, 17 leading to integrity regressions.

The pace at which these launches occur make it difficult for us to identify the additive, interaction or long-term integrity effects of each launch.

Multiple Teams simultaneously work on Reels.

Including the Reels Recommendation Relevance team (3 sub-teams), Reels & Camera team (4 sub-teams), Reels Sharing (3 sub-teams), Reels Engagement, Family Reels, as well as other non-surface specific teams such as Integrity, Well-being, and Equity.

We have less sophisticated knowledge + tools for empowering users to address harm.

Example: tuning the 'Not Interested' button to better customize Reels ranking can help recommendations teams better personalize recommendations and integrity teams document "grey area" content.

5

Meta also chose to make its profiles more “stalk-worthy,” so it could be an “urgent” app again.

Laughing, Stalking and Fandoms - How to make IG an urgent app for US (Girl) Teens again

Owner: [REDACTED]

The below is based on learnings, ideas, discussions with and from [REDACTED] [REDACTED] [REDACTED], Kyle.

Primary thesis - We need to make instagram an “urgent app” again for US teens

- We are still a friends and family app and we are not going to be top of mind as an entertainment / video app.
- However, being a friends and family app is the greatest position of strength because having that position leads to “urgency to check” the app – if you don’t check IG today, you might miss something from your friends. You want to see what your friends are up to right now, however that same “urgency to check” doesn’t exist for an entertainment app.
- Products with “urgency to check” i.e., multi-player apps, take precedence over single player entertainment apps when a person is bored (they are top off funnel in solving “boredom”). From our research we hear again and again that “I’m bored” leads to: check notifications / messaging products (e.g. Snapchat) → check Instagram feed. If there is even more “bored time” remaining, then people go to longer form entertainment products: Explore is in the check-out aisle or people go to YouTube or Netflix.
- The problem is that US teens have lost this “urgency to check” IG because their friend’s most recent stuff is on SC. Instagram is no longer an urgent app.

secondary thesis - Teen girls are more important, therefore build with them in mind

- The boys will go where the girls are.
- Girls are more likely to exhibit the behaviors that we are going to need to draw on in order to make the app urgent again – specifically their propensity for –
 - Sharing: "Lololol. So funny."
 - Stalking: "What's [redacted] up to? OMG do you think he and [redacted] broke up???"
 - Convening: "Who would you ship me with? [redacted] [redacted] [redacted]?"
 - Multi-tasking: "I was watching YT, while DMing a boy and talking to my BFF on iMessage."

a tangential thesis - Teens are not vapid and our wellness efforts are important for brand affinity

- "Wellness" - self care, mental health - is the "cause" that these kids care about. So we should continue to push here and better leverage the channels that reach them, specifically their stars, to make IG feel like a place that is safe, "gets it," and is an ally in addressing the problems that their generation wants to champion and address.

so what's our strategy for bringing back the urgency? there are 5 themes:

- Get teens to re-share more with their friends 1:1 or in small groups (Laughing / Sharing)
- Ensure Home delivers what they want to see first (Stalking)
- Give profile more stalk-worthy mechanics (Stalking)
- Be where US teen girl fandoms can easily convene on the internet (Convening)
- Be present all the time (Multi-tasking)

Ensure Home delivers what they want to see first (Stalking)

Why? Tablestakes. Make sure that every time teens come to the app, Home delivers all the content and people that teens would deem to be "urgent." We need to make them feel like they were correct to open the app today, because had they hadn't, they would have missed something they wanted to see about someone they wanted to keep up with. [redacted] ran a p(profile tap) feed experiment, which was not shipped to production, however it is showing +1.2% US Teen DAP, building his case that Home is currently not optimized for showing US Teens the thing they want to see first.

[redacted]'s hypothesis is that US Teens value actions differently and therefore a "like," which is what we are currently predicting, is a way less meaningful action (they like all the things), and instead we should be predicting actions that better reflect what they value.

How? [redacted]'s reco is...

- US Teen specific feed ranking model
- US Teen specific stories ranking model
- Favorites

Give profile more stalk-worthy mechanics (Stalking)

Why? IG profile is (currently and who knows for how much longer because SC is going to do this soon) the only permanent online presence of teens on the internet. Where do you convey who you are, what you are about other than IG? Teens take their profiles seriously. They visit and tweak their own profiles all the time. They visit each other's profiles and see what others have tweaked too. But, we aren't fully owning this strength. There is NO PLACE for teens to break-up on the internet! There's NO PLACE on the internet to tell the world who your BFF is! There is no place for "pull-based" drama and stalking! And, a lot of teens are private, so unless you follow the boy you have a crush on, you can't stalk him and lovingly stare at his photos before bed.

Thomas and I believe that if we give teens the mechanics for making their profile more communicative and tweak-able and therefore more stalk-able, then it will create more urgency in the app for teens to check out each others profiles and see what has been recently tweaked.

How?

Expressive bio ([REDACTED] has already hacked on / designed an idea for this i.e., annotating your bio with social connections and connecting emoji). In other words, feature your bff's profile pic with 🧑🏻 and your bf's profile pic with 🧑🏻 .

Public highlights for private profiles

INITIAL (COMPETITOR)

META3047MDL-019

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Favorites (will create curiosity and drama - "Did he add me to his favorites yet?")

Be present all the time (multi-tasking)

Why? Simply put, we need to "push" them more. They have several apps running at all times and those apps talk to them all the time. We are probably the least proactive app in terms of trying to garner their attention.

How?

Direct message system drop downs that are present in any app

Post notifications for the top post in feed / top Story in tray

"Entertainment" / interest notifications

And let's make sure to instrument really well

- Every product should have US Teen (total, girls, boys) for each of their major metrics in deltoid and in dashes
- Every product should report the impact of their experiments on US teen #s - topline for app, for their product and other products

This packet includes just a small fraction of the tech documents now in the public record.