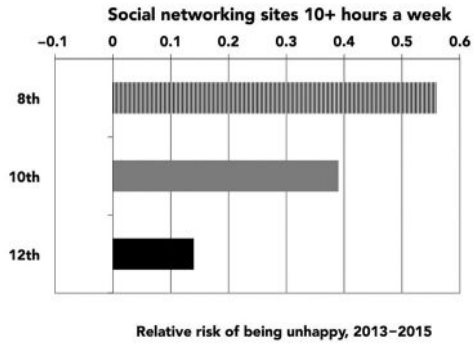


IMPORTANT TO PREVENT NEGATIVE EXPERIENCES...

Support well-being by making Instagram the **safest**, most supportive and accepting platform online.

To make Instagram the safest platform online, we must do our best to **prevent negative experiences** which will **decrease** subjective well-being.

1 SOCIAL MEDIA ADDICTION: TEENS USING SOCIAL NETWORKING 10+ HRS/WEEK HAVE GREATER RISK OF UNHAPPINESS



Relative risk of being unhappy from spending ten or more hours a week on social networking sites, 8th, 10th, and 12th graders., Monitoring the Future, 2013-2015



- Risk of unhappiness due to social media use is highest for youngest teens
- 8th graders who use social media for 10+ hrs/week are 56% more likely to be unhappy

Source: iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy—and Completely Unprepared for Adulthood—and What That Means for the Rest of Us—Jean Twenge (Aug 2017)

NUMEROUS STUDIES AND PRESS ARTICLES HAVE CALLED OUT INSTAGRAM FOR NEGATIVE SELF-CONCEPT

"Apps like Instagram let teens present the rosiest possible picture (literally) to their peers, while leaving out the inevitable low points of real life."

Fortune: "[Social Media Is Fueling a Scary Trend for Teen Anxiety](#)"

"Instagram is the worst social media network for mental health and wellbeing, according to a recent survey of almost 1,500 teens and young adults. While the photo-based platform got points for self-expression and self-identity, it was also associated with high levels of anxiety, depression, bullying and FOMO, or the 'fear of missing out.'"

Time: "[Why Instagram Is the Worst Social Media for Mental Health](#)"

"Instagram... topped the list in terms of negative impact, most notably among young women, stated the report, published Friday. Instagram draws young women to 'compare themselves against unrealistic, largely curated, filtered and Photoshopped versions of reality,' said Matt Keracher, author of the report."

CNN: "[Instagram worst social media app for young people's mental health](#)"

"By scrutinising national surveys, with data collected from over 500,000 American teenagers, Ms Twenge found that adolescents who spent more time on new media—using Snapchat, Facebook, or Instagram on a smartphone, for instance—were more likely to agree with remarks such as: 'The future often seems hopeless,' or 'I feel that I can't do anything right.'"

Economist: "[Teenagers are growing more anxious and depressed](#)"