

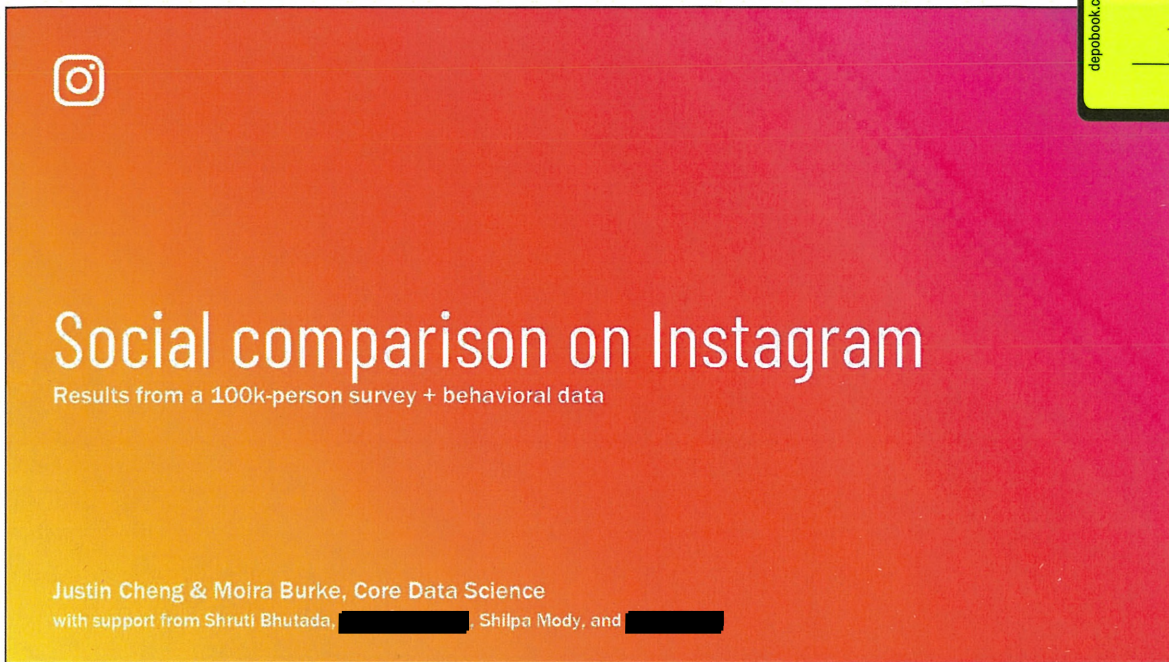
AMENDED Exhibit 129

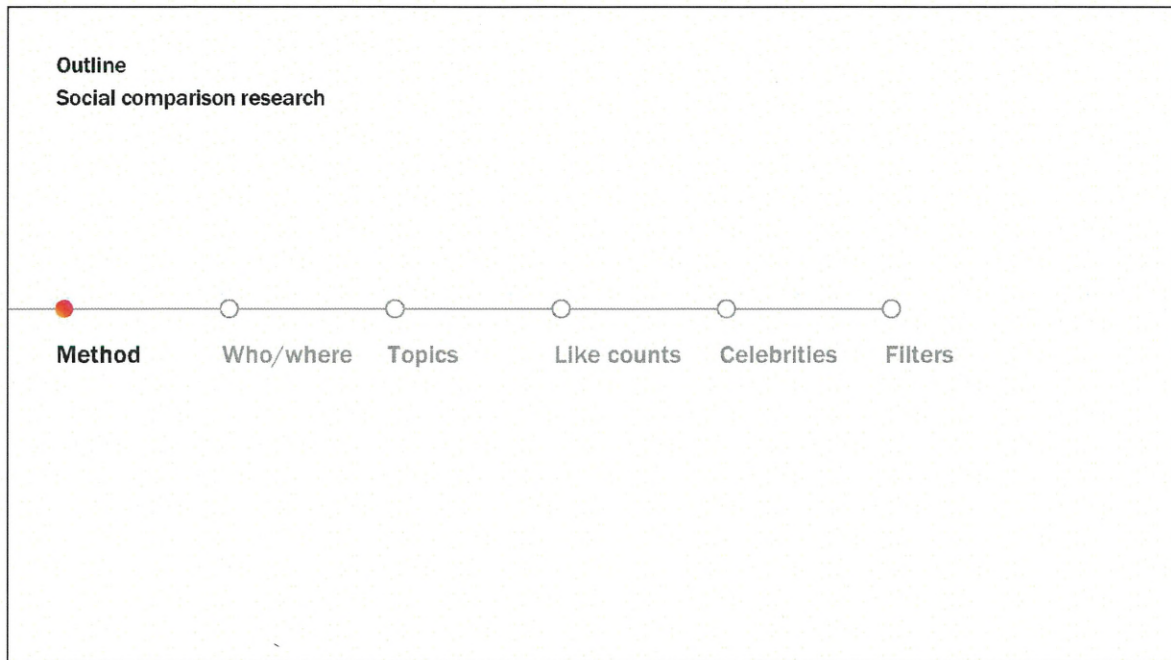
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

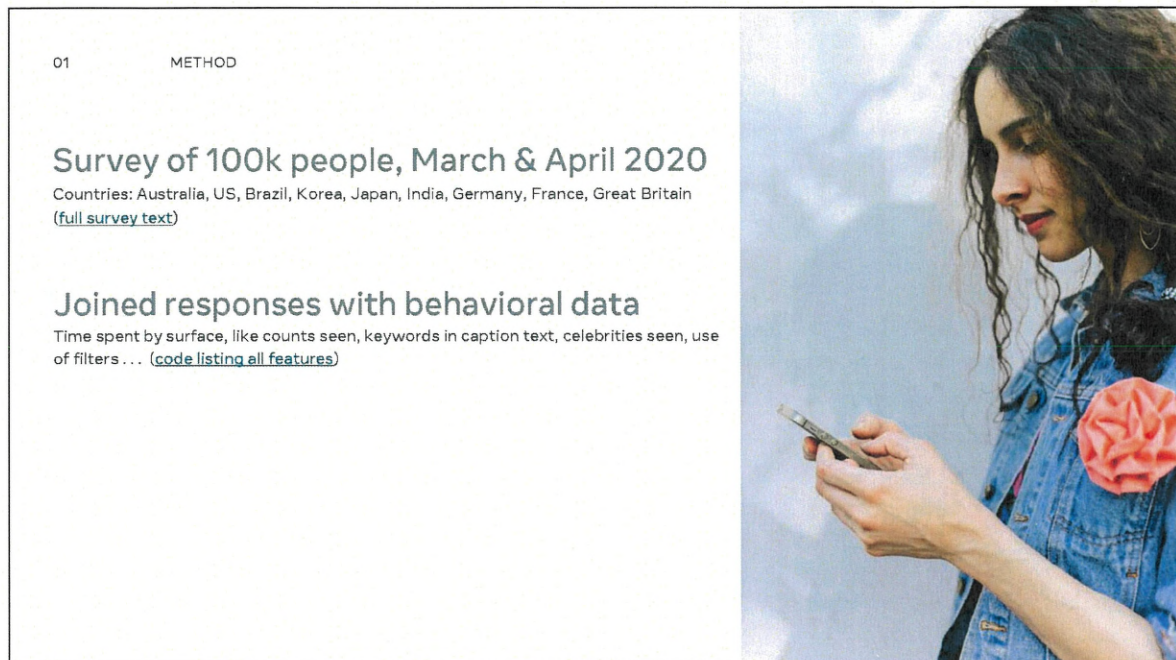
MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation





We'll share our method, then walk through most relevant results, including who experiences social comparison, what topics people see . . .



Collected data longitudinally from same people; about 100k took first wave and 15k returned for a second wave. For the most part we'll report cross-sectional results from Wave 1 unless otherwise noted.

This is a method that Justin and I use a lot -- survey a large # of people, and then pull thousands of pieces of data from behavioral logs to understand what kinds of experiences on IG are associated with people's feelings.

We're sharing the results of our social comparison survey today, and we're currently running a survey specifically about body image and appearance-based comparison and working on the same kind of analysis...

01

METHOD: SURVEY QUESTIONS

Negative social comparison scale ($\alpha=0.80$)

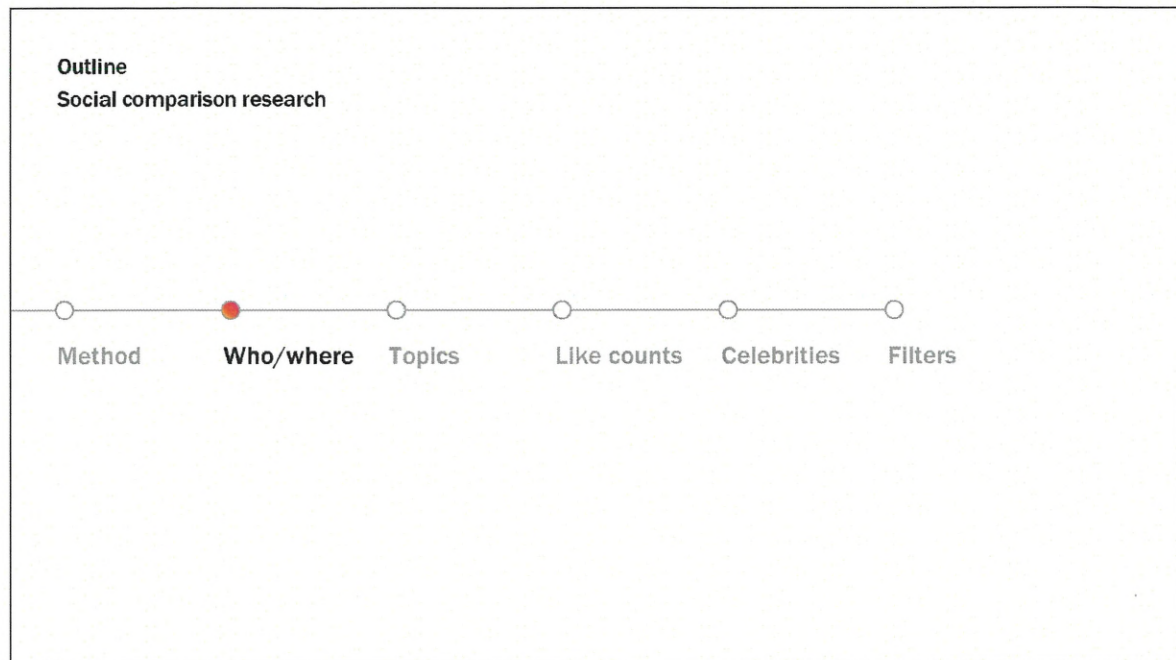
1. How bad, if at all, do you feel about yourself because of other people's posts on Instagram?
2. How often do you feel discouraged about your own life after seeing others' accomplishments on Instagram?
3. How often do you feel like you are not as successful or attractive as other people you see on Instagram?

Positive social comparison scale ($\alpha=0.70$)

1. How good, if at all, do you feel about yourself because of other people's posts on Instagram?
2. How often do you feel encouraged about your own life after seeing others' accomplishments on Instagram?
3. How often do you feel inspired or motivated in your life after seeing other people on Instagram?

[\(full survey text\)](#)

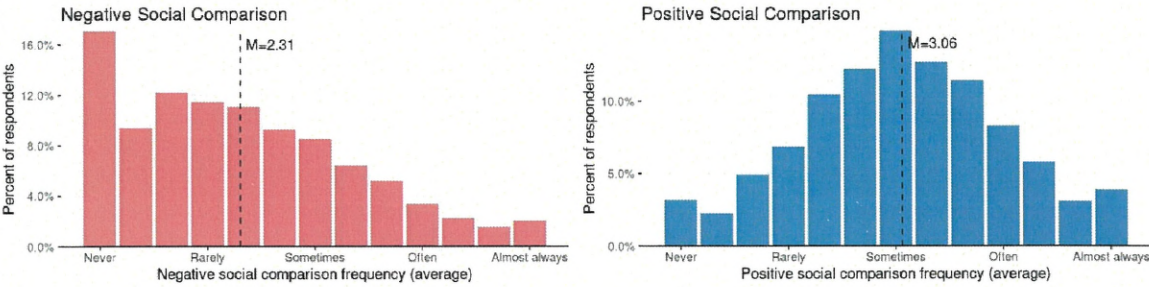
Most of what we'll share today is based on these two sets of questions. There were other questions that I'll share briefly when I go over initial survey results.



02 WHO EXPERIENCES
COMPARISON

Social comparison is common and people’s experiences vary widely.

- About **1 out of 10 people** experience negative social comparison on Instagram *often or always*
- About **1 in 4 people** think that Instagram makes social comparison worse (source: [Hard Life Moments survey](#))
- Positive comparison (inspiration) is more common than negative comparison (consistent with Wendy and Mia’s findings)
- Social comparison didn’t change during early COVID ([note](#))

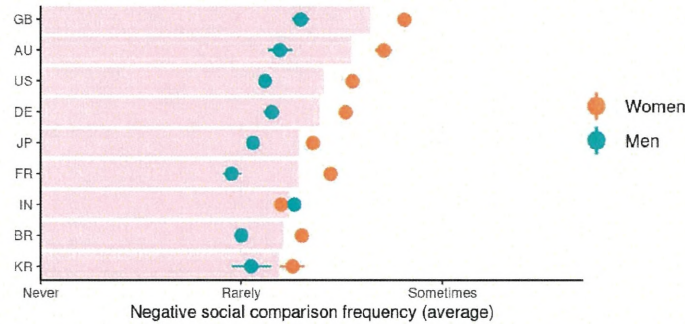


Source: [Positive and negative social comparison on Instagram](#) (May 2020)

02 WHO EXPERIENCES
COMPARISON

Social comparison varies by country and is often worse for women.

- Negative social comparison on Instagram is more common in globally western countries (GB, AU, US)
- Negative comparison is more common for women in many parts of the world, but more common for men in India (and other countries). We shouldn't focus exclusively on women in the west.
- It's more common among teens than non-teens (not shown), especially teen girls.
- Inspiration (positive comparison) is more common in India and Brazil (not shown).

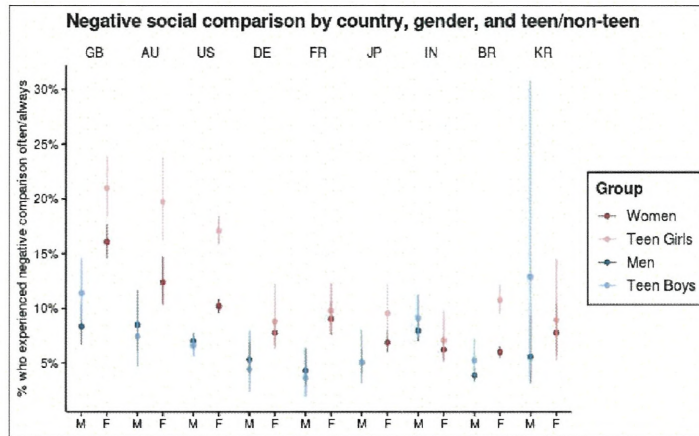
Source: [Positive and negative social comparison on Instagram](#) (May 2020)

These bars are the 9 countries where we surveyed people. Focusing just on negative comparison: You can see that on average, it's higher in Great Britain, Australia, US, and lower in Korea, Brazil, and India, though these gross averages don't vary that much by country.

What's more interesting are the gender dynamics: The orange dots are women and the green dots are men, and you can see that the line of orange dots is almost always farther to the right -- women experience it more than men in most of the countries we surveyed. However, if you look at India, you see the dots switch places. In India, men experience social comparison more than women. Justin and I traveled to India in 2019 along with [REDACTED] to interview people and better understand social comparison there. Because women are a smaller prop of the workforce, they have fewer dimensions to compare themselves to others -- social circles rather than ALSO financial and professional. (On average, individuals vary a lot.)

02 WHO EXPERIENCES
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06

SEEING AND USING FILTERS

Sharing or viewing filtered selfies in Stories made people feel worse

- In Stories, **sharing or viewing more filtered selfies** (i.e., that had a color filter or a camera AR effect) was associated with increased negative comparison. The effects of filters are weaker for Feed, likely because Feed camera filters are less selfie-centric.
- More generally, **sharing selfies** (both filtered or not; and to Feed or Stories) is also associated with increased negative comparison, but this effect is weaker.

Method: We measured how social comparison differed based on proportion of either viewed or shared photos that were taken using the front-facing camera and/or had a filter applied in a regression controlling for gender, teen/non-teen, follower count, following count, whether account is private, and country.

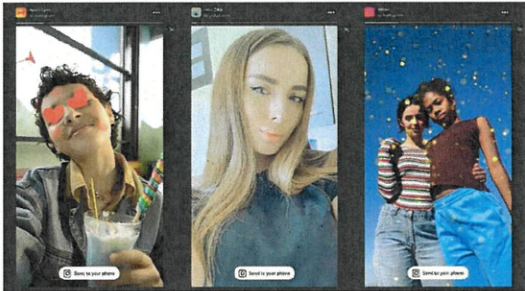
Source: [Selfies, filters, and social comparison on Instagram](#) (Aug 2020)



06 SEEING AND USING FILTERS

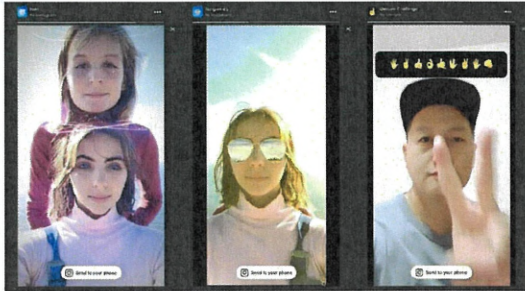
Seeing these camera effects can lead to more negative comparison:

Why? These may focus on beautification; heart eyes may be interpreted as showing off a relationship.



Seeing these camera effects can lead to more positive comparison:

Why? These tend to be more "fun", focusing on additional objects or taking part in a challenge.



Source: [Selfies, filters, and social comparison on Instagram](#) (Aug 2020)

Some possible reasons:

More negative;

Heart eyes may indicate being in love, and we know from qual research that seeing others in relationships makes people envious

The other two also seem to be more of the skin-smoothing/beautifying-type

More positive:

These filters are more "fun" - adding a halo, sunglasses, or doing a challenge

