

# Positive or negative?

Girls assess how social media platform features shape their online experiences.

From appearance-altering filters to location sharing, the social media platforms that girls use share features that shape their online experiences. Here's a look at what some of these features are designed to do, and whether the girls in our survey felt they were positive, negative, or somewhere in between.\*



\*For girls' evaluations of all 12 design features, see Figure Q in the full report.

## Mostly negative



### Location sharing

Automatic sharing of users' locations.

Girls believe location sharing has a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Concerns about safety  
Fear of missing out ("FOMO") or social exclusion

#### POTENTIAL POSITIVE EXPERIENCES

Social connection

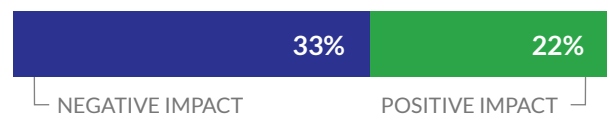
"They really need to block older people from stalking younger." —13-year-old



### Public accounts

All users can see one's posts or contact them, even if not a "friend" or "follower."

Girls believe public accounts have a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Unwanted contact by strangers  
Reputational concerns or social comparison

#### POTENTIAL POSITIVE EXPERIENCES

Social connection  
Activism

"I would make it a safer platform for teens to hang out and talk together. Right now, anyone can find you and bullies are mean." —12-year-old



## Mostly positive



### Recommended videos

An algorithm recommends videos to watch.

Girls believe recommended videos have a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Feelings of "addiction" or overuse  
Exposure to negative content (e.g., harmful suicide or eating disorder content, racist content)

#### POTENTIAL POSITIVE EXPERIENCES

Exposure to positive content (e.g., helpful mental health resources, identity-affirming content)

"I would keep all the negative or bad videos off." —14-year-old

### Private messaging

Users can send or receive direct messages, photos, videos.

Girls believe private messaging has a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Unwanted contact by strangers

#### POTENTIAL POSITIVE EXPERIENCES

Social connection

"Create a version for teens only to limit who can interact with us." —14-year-old



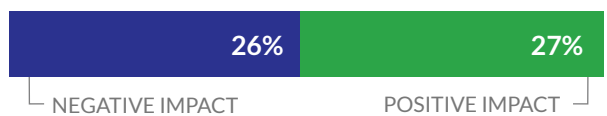
## Mixed reviews



### Endless scrolling

No clear end point to the "feed" of videos or posts.

Girls believe endless scrolling has a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Feelings of "addiction" or overuse  
Interference with sleep

#### POTENTIAL POSITIVE EXPERIENCES

Discovery of content relevant to interests  
Discovery of identity-affirming content

"I felt like I was spending too much time on it, and it was turning into an addiction." —14-year-old

### Filters

Effects that change the appearance of photos or videos.



Girls believe filters have a ...



#### POTENTIAL NEGATIVE EXPERIENCES

Body image and appearance concerns

#### POTENTIAL POSITIVE EXPERIENCES

Fun and entertainment  
Self-expression

"The filters cause a lot of facial dysmorphia." —14-year-old

Note: Included quotations from teens were in response to questions about changes they would make to improve specific platforms and whether they'd ever stopped using a platform (and why). Potential experiences listed are offered as examples only.

Methodology: A demographically representative online survey of 1,397 girls (as identified by their parent/guardian) in the United States age 11 to 15, conducted from November 11 to December 5, 2022. The survey was administered by SSRS and approved by the Advarra IRB #IRB00000971. Once parent/guardian consent was obtained, the teen was then asked to give their assent to participate and complete the survey.