Myers et al. (2021) studied the relationship between Facebook use and negative outcomes, including sleep disruption, mental health issues, and relational problems. The study found that people who use Facebook more frequently are more likely to report experiencing negative outcomes. However, the study's purposefully expansive definition of problematic use may not be because of exposure to these types of content. Therefore, the relationship between Facebook use and negative outcomes should be studied with caution.

Within different cultures, correlations between problematic use and real-world harms may not be clear. Between-country comparison suggests that differences in measures are driven by shared cultural perceptions of social media. However, because of the limited validation steps taken in the design of the Facebook research, we do not have a strong understanding of how respondents across most of the world interpret and understand the survey items used. This means that there is no consensus in how problematic use should be measured - either in industry or by academia. In this case, the Facebook study's expansive definition of problematic use is driven by the cultural context in which it is conducted.

All the factors measured are self-reported, and they are based on how people perceive their lives and their experiences. The goal of this work was not to build a predictive model for Facebook use, but to arrive at a small set of behaviors that correlate with self-reported problematic use. Facebook's measurement strategy for problematic use is different from most other approaches to measurement. Different studies vary in estimates of problematic use because of different assumptions about the definitions of problematic use, and differences in questions and analytical approaches. Further research is necessary to improve the accuracy of this information, and we do not know how these experiences and negative outcomes correlate with each other.

It is worth noting that the wording of the questions used in the Facebook survey could systematically vary with problematic use. For example, some cultures, especially newer adopters of social media, may have greater concerns over how media usage is perceived. Moreover, responses to this question could be more strongly tied to personal experiences and cultural norms or expectations. The interpretation of these factors will inherently vary between individuals, and based on how the question is worded. As above, these questions also presume a negative outcome, whether Facebook use disrupts their sleep. Responses may be driven by a combination of personal experiences and experiences disrupted sleep and so they use Facebook, or Facebook use are linked - for instance, whether someone has more notifications to respond to in the first place.

Facebook's expansive definition of problematic use assumes that high PU users check Facebook compulsively, spend more time messaging and viewing profiles. This finding may not be because of exposure to these types of content. People who are more engaged or follow more groups are more likely to have more notifications to respond to in the first place. People who use the site more are in more groups, follow more pages, and so on. Therefore, the relationship between Facebook use and negative outcomes should be studied with caution.

Sleep disruption is measured as “less sleep than you want.” It is not clear if there is evidence for this reported experience, but studies using the same question could systematically vary with problematic use. The question about parenting is not about concern over their children’s Facebook use, but about parents’ perceptions about how their own Facebook use could impact their children - for instance, taking time away from their kids. The question about whether Facebook use disrupts their sleep is worded to measure whether someone experiences an acute condition. By definition, we will then find a higher percentage of problematic use across countries. This could lead to an inflation of estimates over other approaches to measurement.