

EXHIBIT 4

States v. Meta

Schedule 5.3

Rate, Frequency and Average Weekly Encounters per Person for Issues for 13-17 Year-Olds Based on BEEF Survey

	a	b	c = a * b
	13-17 Year Old Instagram Users		
Issue	Rate	Average Frequency	Average Weekly Encounters Per User (Rate x Frequency)
commerciality	40.5%	5.76	2.33
misinfo	27.4%	3.40	0.93
bully witness	28.6%	3.89	1.11
audience limitation	28.8%	4.09	1.18
usability passive	30.0%	3.56	1.07
hate witness	27.5%	4.37	1.20
data privacy	20.0%	2.75	0.55
perceived control	19.3%	4.22	0.81
fake acct 1st	19.0%	2.76	0.52
negative comparison	20.2%	4.33	0.88
transparency	17.4%	3.15	0.55
political posts	15.5%	4.78	0.74
nudity	18.7%	4.03	0.75
over enforcement	15.7%	3.04	0.48
violence	13.7%	3.42	0.47
unwanted advances	13.7%	3.32	0.45
usability action	11.1%	3.10	0.34
bully target	10.1%	3.45	0.35
self harm	7.7%	2.89	0.22
acct security	4.0%	3.16	0.13
drugs	3.6%	2.50	0.09
impersonation 1st	4.3%	3.40	0.15

Sources and Notes

[1] Bad Experiences and Encounters Framework (BEEF) Survey Presentation (META3047MDL-004-00015029).

[2] BEEF Survey Respondent Data, worksheet "Issue rates by subgroups" (META3047MDL-019-00099822).