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Exhibit C



NEGATIVE EXPERIENCES SURVEY – MAY 2019 EDITION

Shilpa Mody
[REDACTED]@instagram.com



GOALS

Get a current snapshot of peoples' perception of negative experiences on Instagram, and identify top problem areas. In particular, which negative experiences are perceived most commonly, and which are most intense?

WHO WE ASKED

Between 05/02-05/06, we surveyed 30k Instagram users with an in-app survey.

- From the top 8 Instagram countries by DAP (US, BR, IN, ID, TR, RU, JP, GB).
- Using a stratified sample by country (i.e. we surveyed more people from countries with higher DAP).
- People in India and Indonesia not asked about misinformation, due to proximity of elections.

WHAT'S A NEGATIVE EXPERIENCE?

We asked people about *seeing* or *experiencing* 14 different “negative experiences”, which covered many of the areas that the Well-Being team is working on (e.g. bullying and harassment, nudity and sexual content, inauthentic engagement, misinformation).

The language we used in the questions *did not* map onto our classifiers or policies – we were aiming to measure subjectively bad experiences, whether or not they were policy-violating. For example, if someone feels that they were bullied, even if we wouldn't take down the content, we want to count that experience.

WHAT WE DID

Sentiment

(before asking
about negative
experiences)

Satisfaction: Overall, how satisfied or dissatisfied are you with your Instagram experience?

Safety: How safe do you feel on Instagram?

Support: In your opinion, how much does Instagram support people when they have a problem on Instagram?

Reach

(each person
asked about 5 out
of 14 issues)

Reach: In the past 7 days, have you...

Follow-up

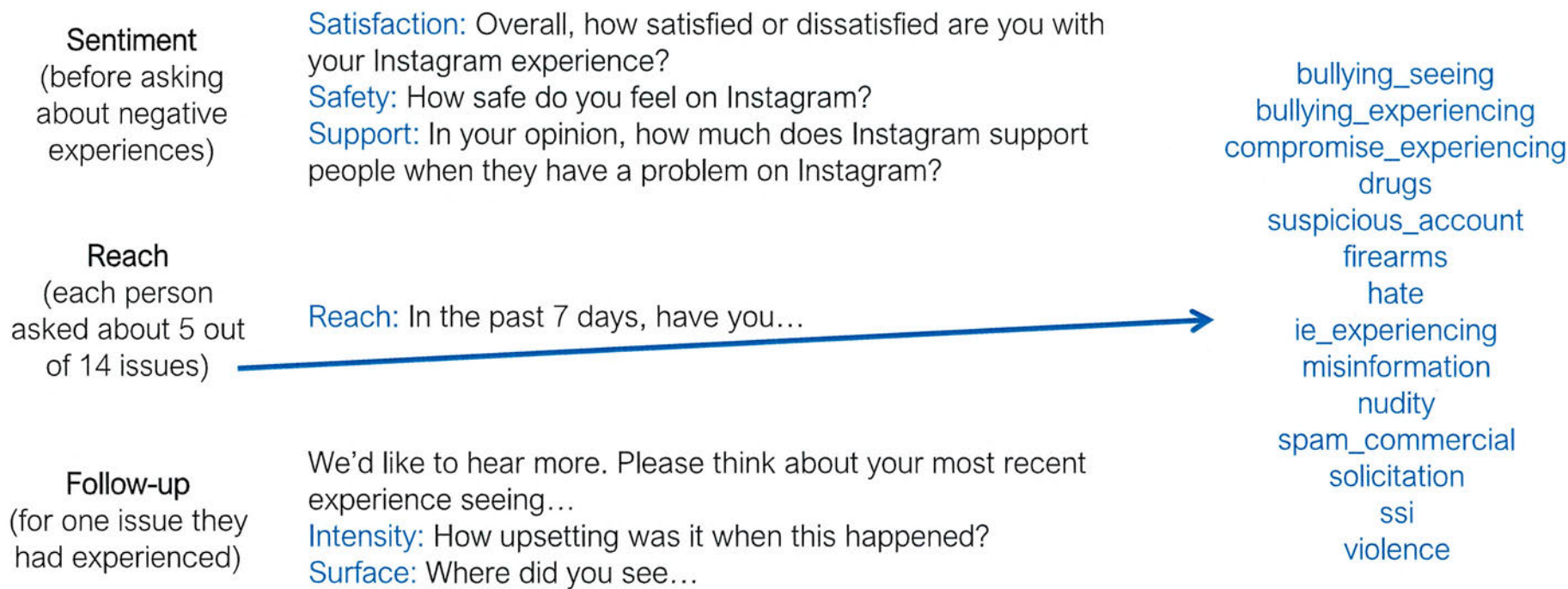
(for one issue they
had experienced)

We'd like to hear more. Please think about your most recent experience seeing...

Intensity: How upsetting was it when this happened?

Surface: Where did you see...

WHAT WE DID

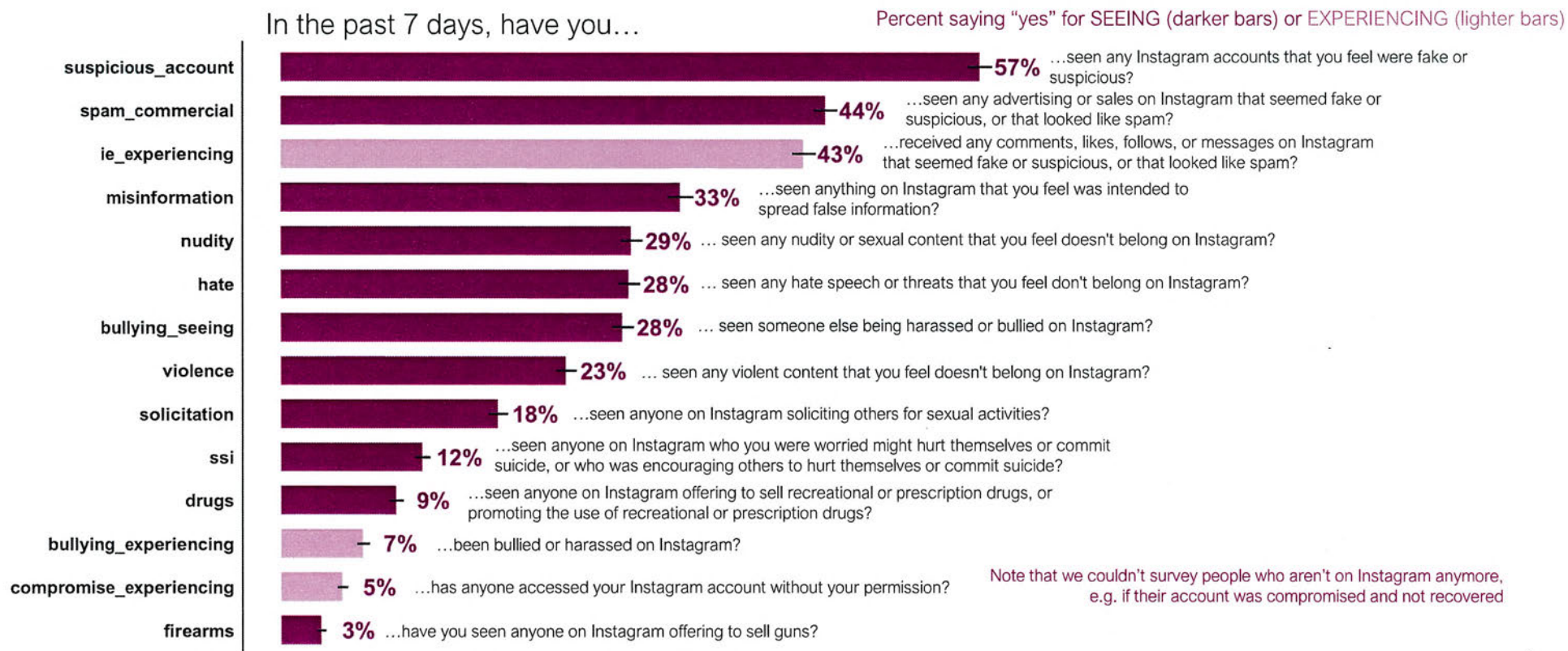




PERCEIVED REACH

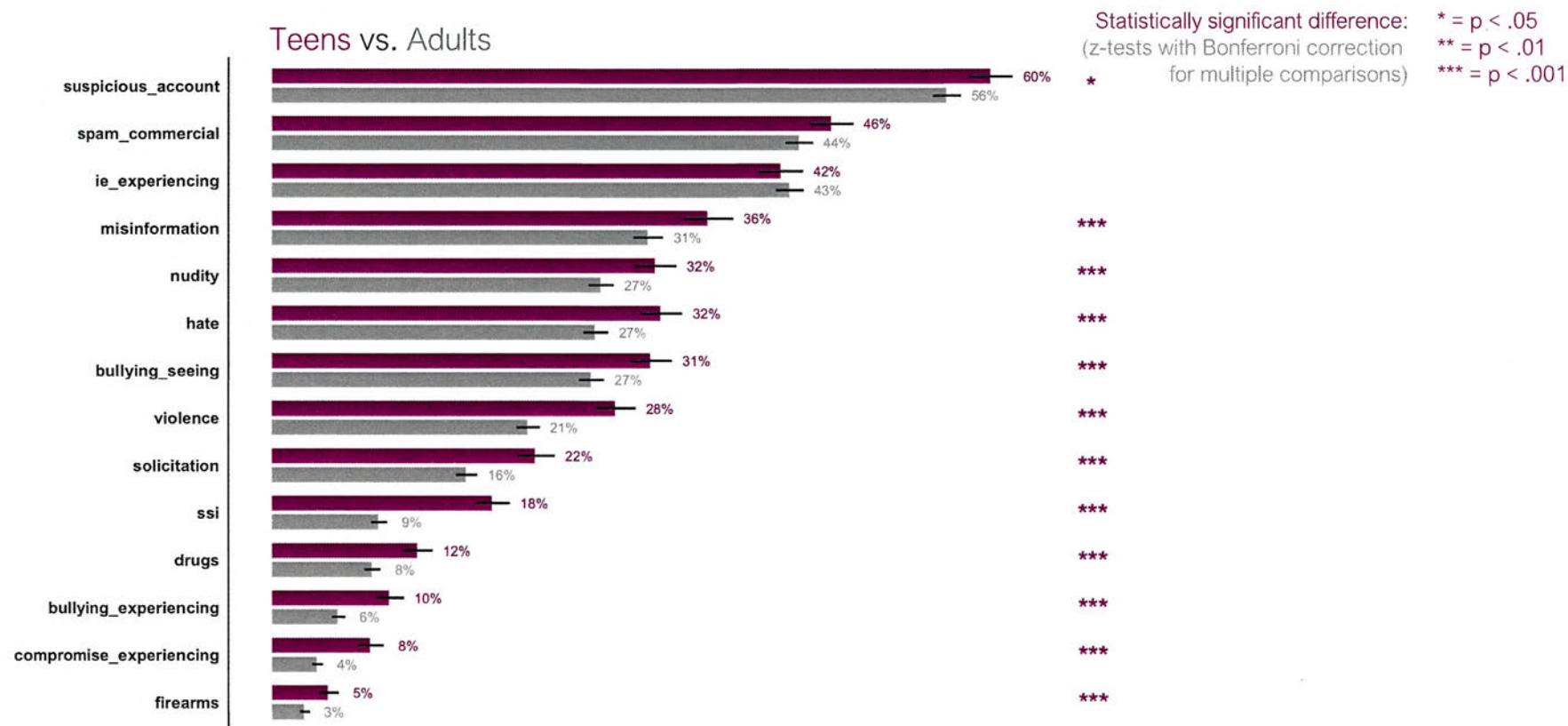
PERCEIVED REACH

Overall, the perceived reach of negative experiences on Instagram is quite high. Over half of respondents reported seeing a suspicious account in the last week. Other problems with high perceived reach are seeing commercial spam, experiencing inauthentic engagement, and seeing misinformation.



PERCEIVED REACH: TEENS & ADULTS

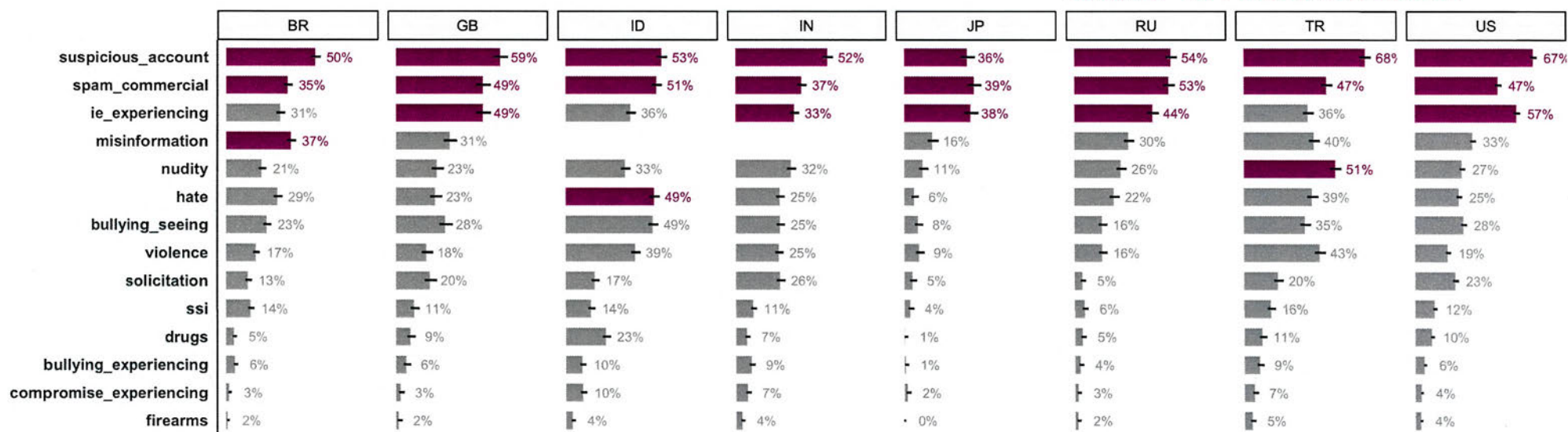
Overall, teens have significantly more negative experiences than adults. Perceived reach was higher among teens than adults for 12 out of the 14 problem areas that we asked about.



PERCEIVED REACH BY COUNTRY

Suspicious accounts and commercial spam have high perceived reach in each of the countries we surveyed. The Top 3 problems are rounded out by inauthentic engagement in GB, IN, JP, RU, & US; misinformation in BR; nudity in TR, and hate in ID.

Highlighted = Top 3 issues by perceived reach

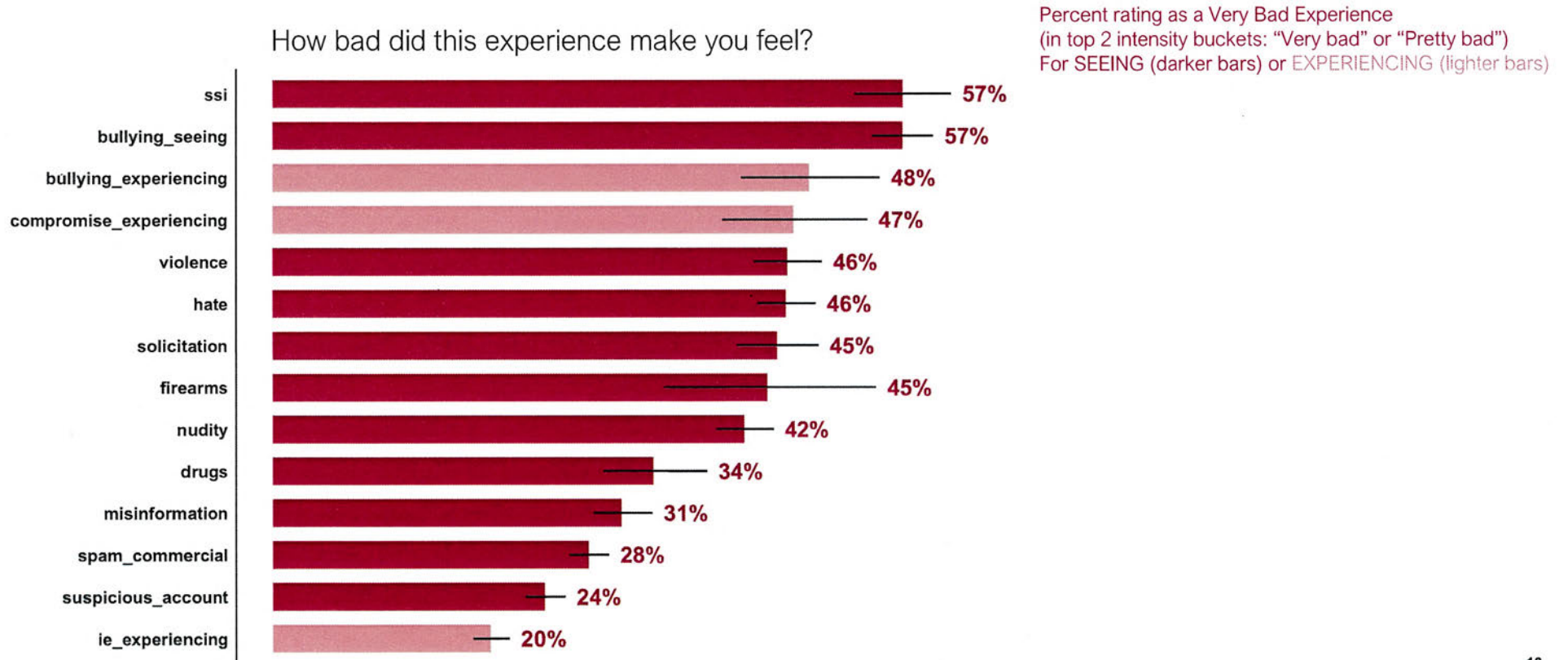




INTENSITY

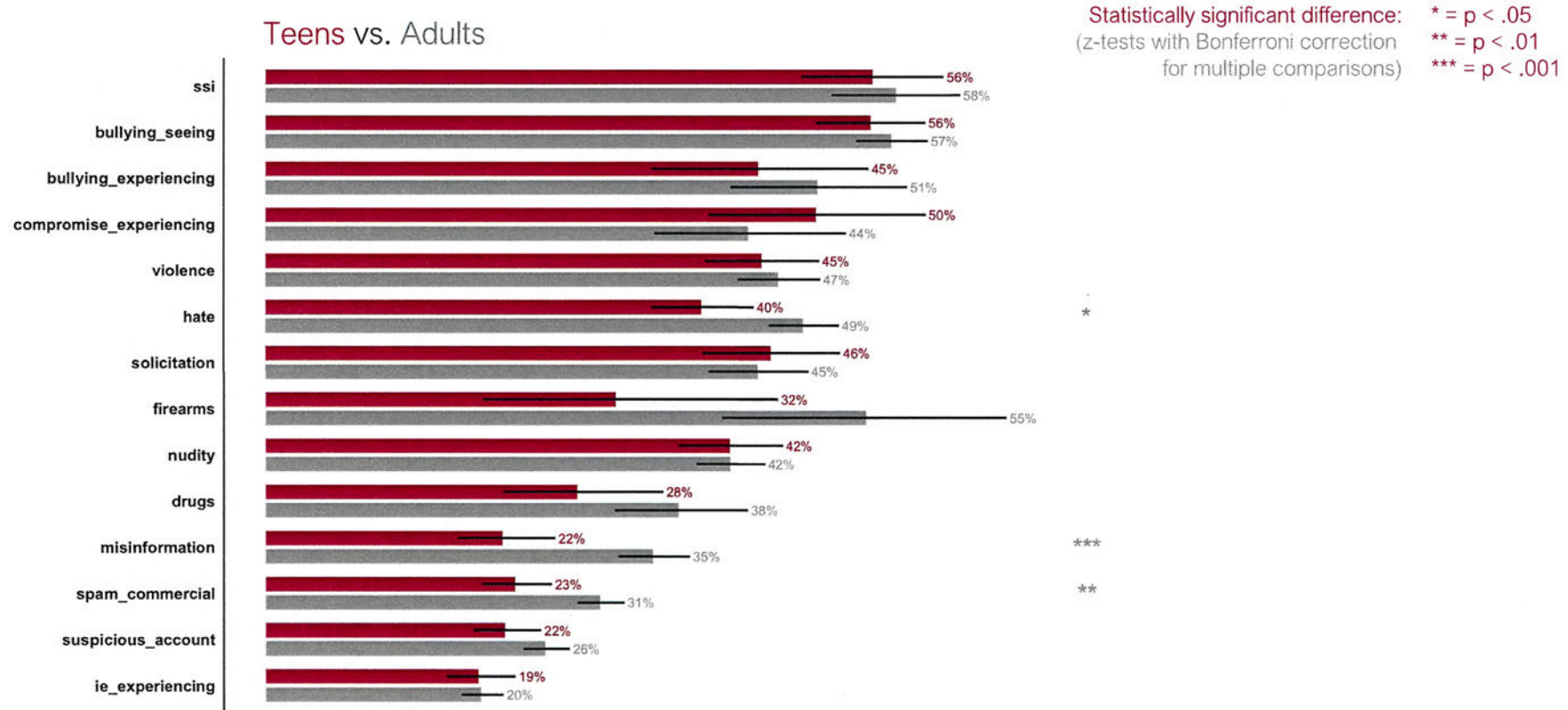
INTENSITY

Seeing SSI content and seeing someone get bullied or harassed top the list in terms of intensity: more than half of people who've encountered these problems rate them as Very Bad Experiences. Experiencing bullying and having your account compromised are also particularly intense experiences.



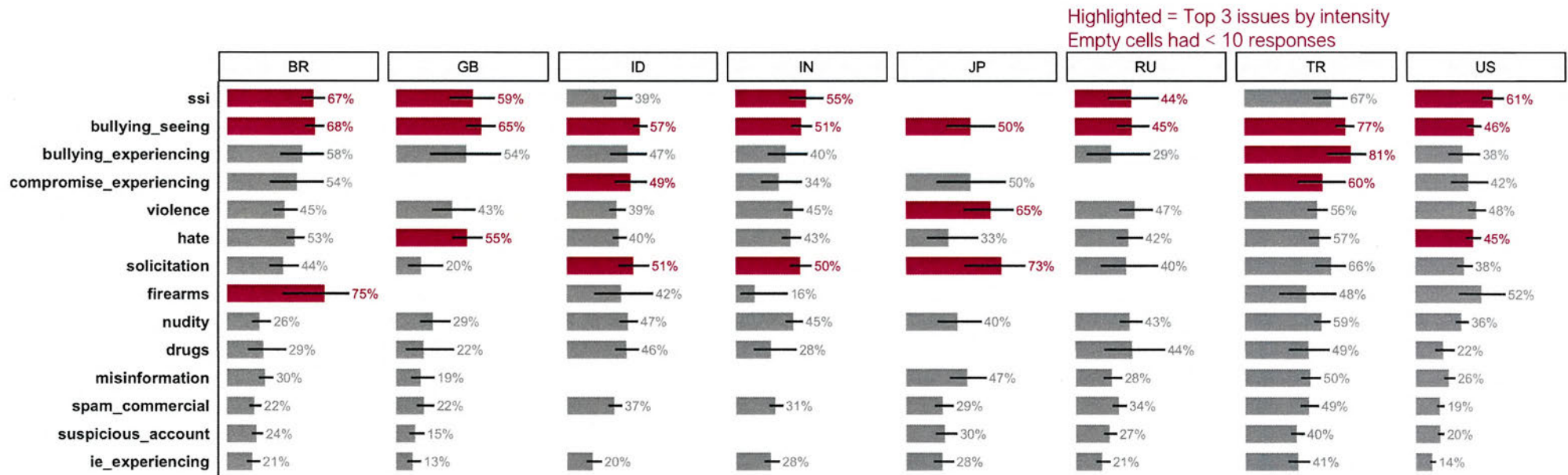
INTENSITY: TEENS & ADULTS

For most negative experiences, teens and adults reported similar levels of intensity. However, teens reported that their most recent experiences seeing hate speech, misinformation, and spam were *less* upsetting than adults.



INTENSITY BY COUNTRY

When we split out the results by country, there's significant variability in which issues people rate as most intense. However, [seeing someone being bullied or harassed](#) is in the Top 3 for every country.



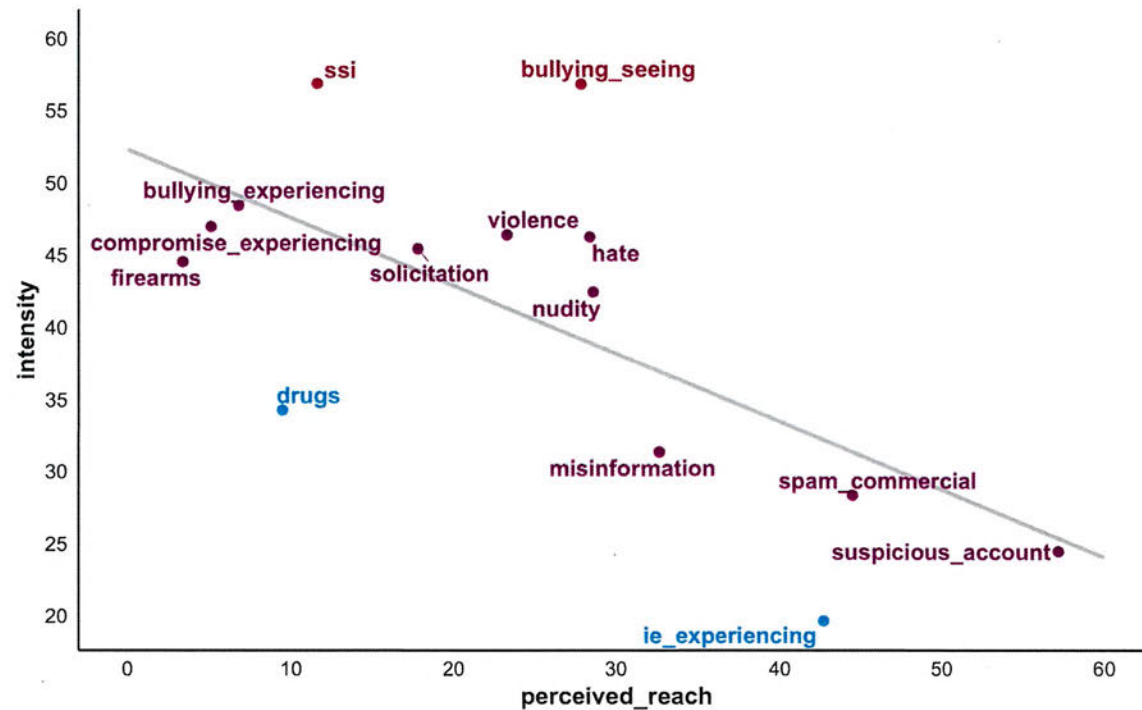


REACH X INTENSITY

PERCEIVED REACH X INTENSITY

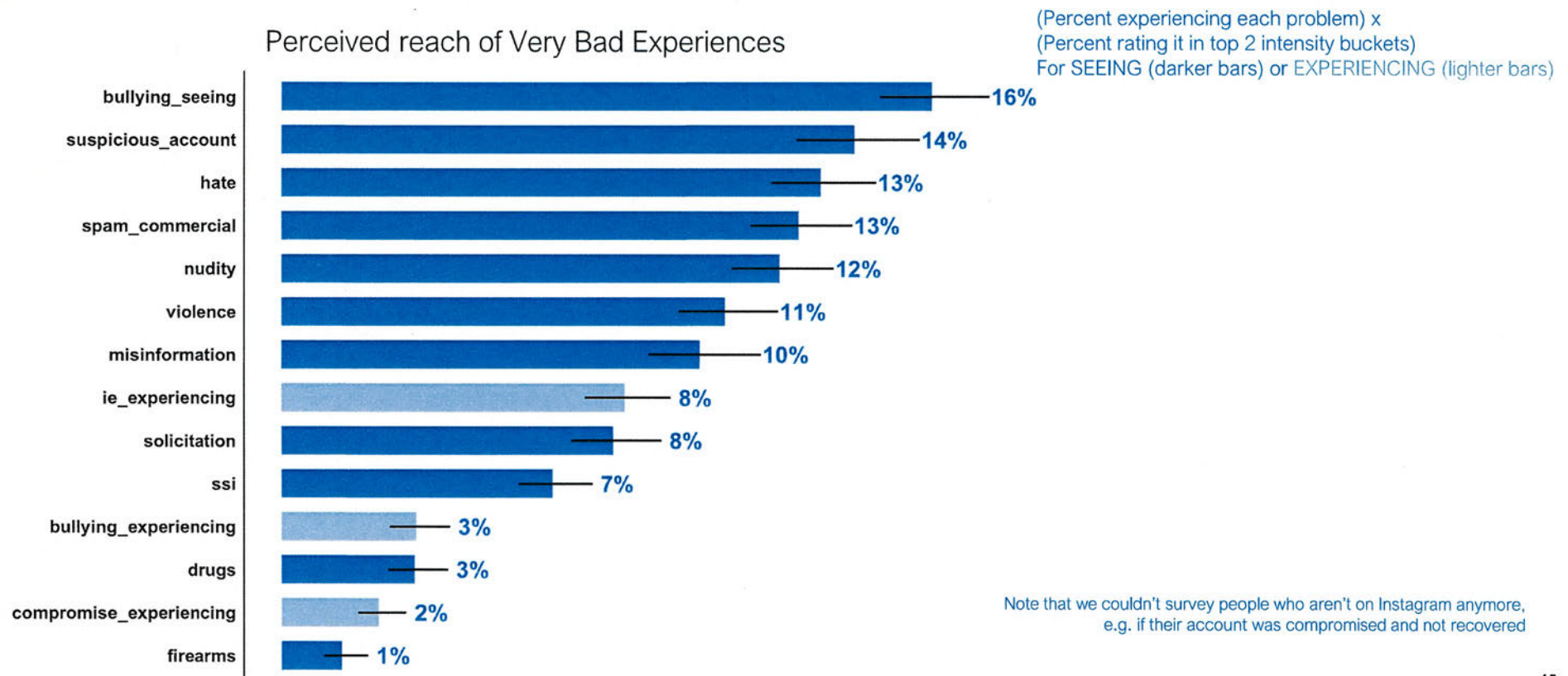
When we plot intensity and perceived reach together, most negative experiences fall roughly along a line – more intense experiences have lower reach, while less intense experiences have higher reach.

However, there are a few outliers: [SSI and seeing someone being bullied or harassed are particularly problematic](#), with high reach for how intense they are. Seeing drug sales and receiving inauthentic engagement are less problematic than other experiences.



PERCEIVED REACH X INTENSITY

We can also combine reach and intensity into a single score by multiplying the percent of people who've had the problem and the percent of people who rate it as a Very Bad Experience. [Seeing bullying, suspicious accounts, and hate speech generate the largest number of Very Bad Experiences.](#)



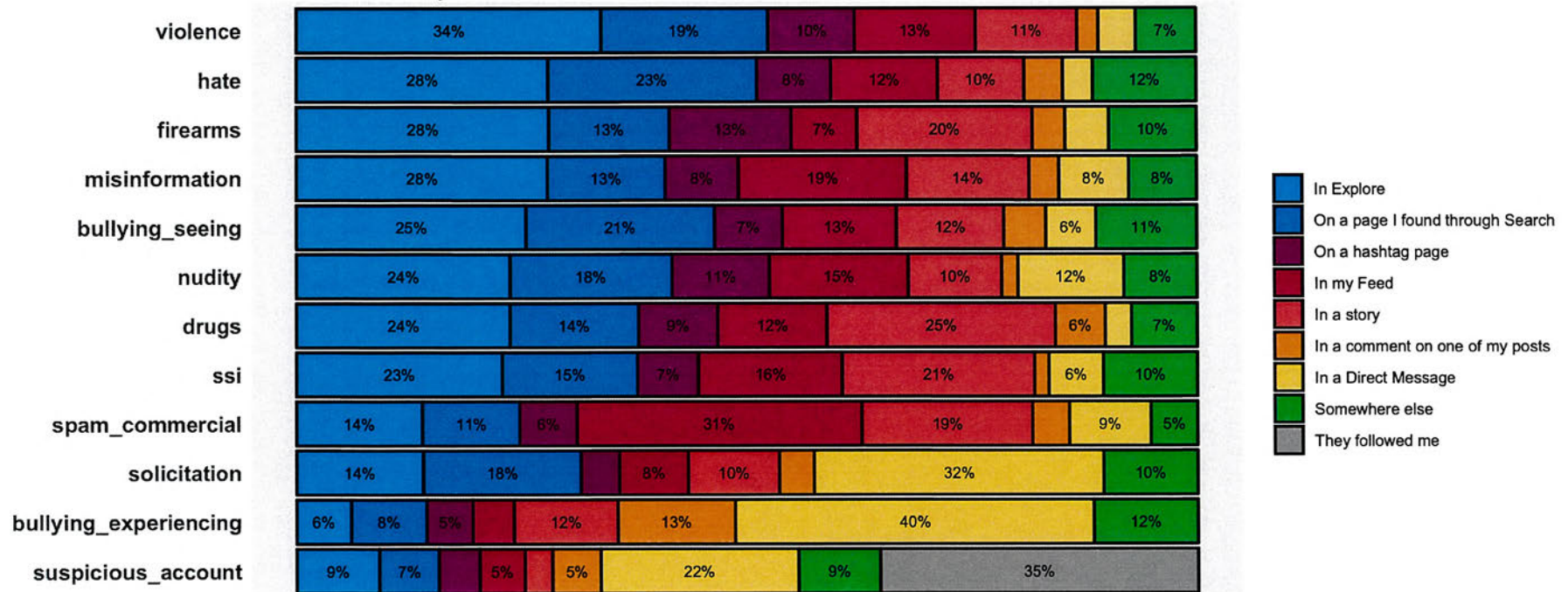


SURFACE

PERCEIVED REACH: SURFACE BREAKDOWN

The most common surface for 9 out of 14 negative experiences is Explore. In addition, people most commonly encounter suspicious accounts when they're followed by them, see spam in Feed, see drug sales in Stories, and experience bullying and solicitation in Direct.

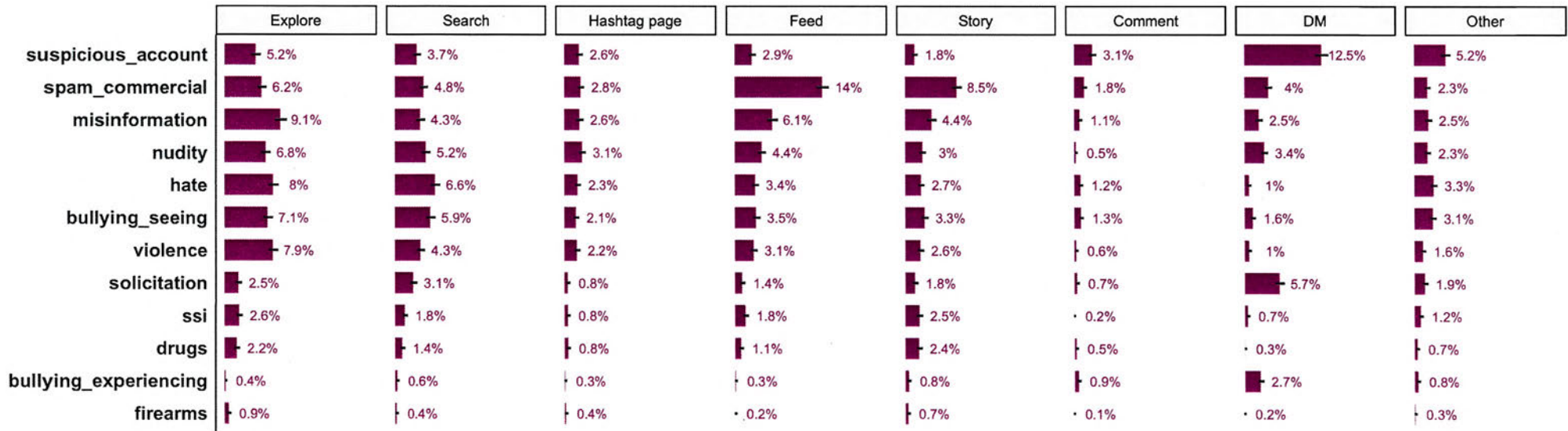
Where did you see...



* We didn't ask this surface follow-up for experiencing a compromised account or inauthentic engagement

TOPLINE PERCEIVED REACH BY SURFACE

Combining the surface and overall reach data, we can see that negative experiences on Explore and pages found through Search are quite variable, with no problem standing out as most common. In contrast, the most common negative experience in Feed and Stories is clearly spam, while suspicious accounts and solicitation are common problems via DM.

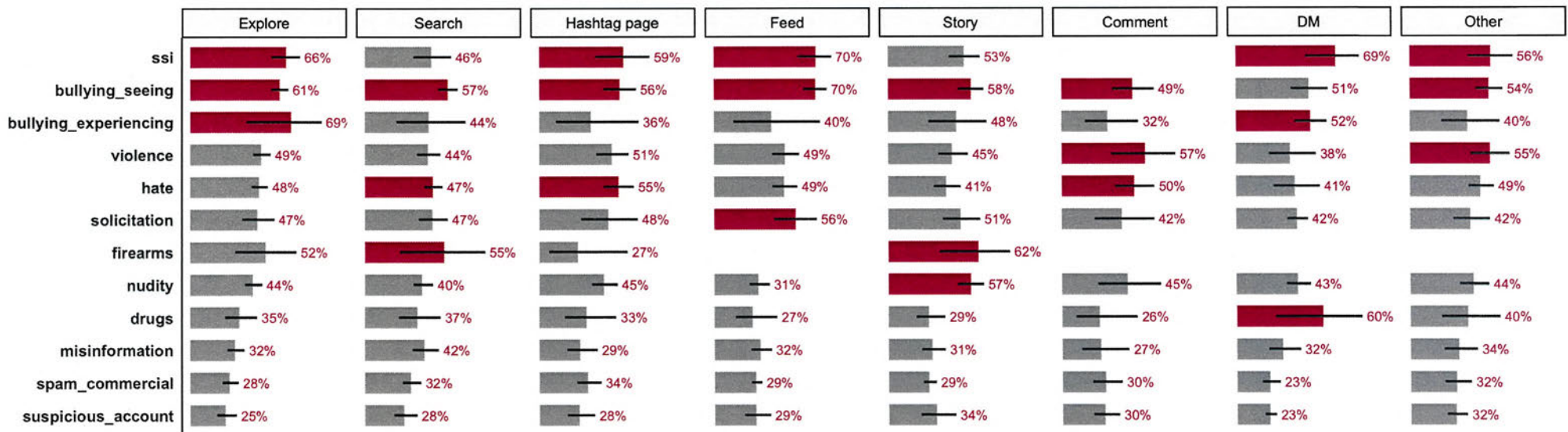


* We didn't ask this surface follow-up for experiencing a compromised account or inauthentic engagement

INTENSITY BY SURFACE

When we split out the intensity data by surface, there's significant variability in which issues people most commonly rate as Very Bad Experiences. However, seeing SSI content and seeing someone being bullied or harassed are in the Top 3 for most surfaces.

Highlighted = Top 3 issues by intensity
Empty cells had < 10 responses



* We didn't ask this surface follow-up for experiencing a compromised account or inauthentic engagement

TL;DR

- 1** **Perceived reach:** Overall, the perceived reach of negative experiences on Instagram is quite high. Over one-third of survey respondents said they'd encountered suspicious accounts, commercial spam, inauthentic engagement, and misinformation in the last week.

- 2** **Intensity:** More than half of people who've seen SSI content or someone being bullied rated it as a Very Bad Experience. Experiencing bullying and having your account compromised are also particularly intense.

- 3** **Putting them together:** In general, more intense experiences have lower reach, while less intense experiences have higher reach. Seeing bullying, suspicious accounts, and hate speech generate the largest number of Very Bad Experiences.

- 4** **Surface:** The most common surface for 9 out of 14 negative experiences is Explore. In addition, people most commonly encounter suspicious accounts when they're followed by them, see spam in Feed, see drug sales in Stories, and experience bullying and solicitation in Direct.

