

Exhibit A

Issue rates, full dataset

Improvements in perceived violence and usability action, but a decline in perceived data privacy

The issues in the table to the right are ranked by the percentage of respondents in the full dataset who selected "Yes, during the last 7 days." Other response options were "Yes, but more than 7 days ago" and "No." Those responses are not displayed here for space reasons. Production refers to respondents in the production version of IG, while Holdout refers to respondents in the Community Pillar holdout group in H1. If an IG team was not actively working on an issue in H1, the survey question was only asked to the production condition.

Statistical tests for differences in column proportions between the production and holdout groups were conducted, with and without a Bonferroni correction for alpha error inflation (no difference in results).

There was a statistically significant improvement in perceptions of violence ("Have you ever seen any violent, bloody, or disturbing images on Instagram that bothered you?" and usability action ("Have you ever had difficulty posting a picture or video to Instagram?") between production and holdout.

There was also a statistically significant decline in perceptions of data privacy ("Have you ever had concerns about the way Instagram might use data and information about you?" between production and holdout.

	Overall		Production		Holdout	
	Column N %	n	Column N %	n	Column N %	n
commerciality	48.2%	11,493	48.2% ^a	11,493	--	
misinfo	30.3%	19,879	30.6% ^a	8,253	30.1% ^a	11,626
bully witness	28.3%	16,567	28.1% ^a	6,685	28.5% ^a	9,882
audience limitation	26.8%	19,545	26.8% ^a	8,058	26.8% ^a	11,488
usability passive	25.5%	17,344	25.6% ^a	7,626	25.5% ^a	9,718
hate witness	25.3%	13,710	25.1% ^a	5,511	25.5% ^a	8,199
data privacy	24.4%	17,293	24.8% ^b	7,277	24.1% ^a	10,016
perceived control	23.9%	5,904	23.9% ^a	5,904	--	
fake acct 1st	21.8%	7,417	21.8% ^a	7,417	--	
negative comparison	19.2%	10,549	19.3% ^a	4,311	19.2% ^a	6,237
transparency	17.5%	11,931	17.5% ^a	4,896	17.5% ^a	7,036
political posts	17.0%	4,779	17.0% ^a	4,779	--	
nudity	16.3%	6,751	16.2% ^a	2,688	16.4% ^a	4,063
over enforcement	14.8%	10,206	14.8% ^a	4,239	14.7% ^a	5,967
violence	12.8%	4,580	12.3% ^b	1,764	13.2% ^a	2,816
unwanted advances	11.9%	8,364	12.0% ^a	3,486	11.8% ^a	4,878
usability action	10.7%	6,208	10.4% ^b	2,481	10.9% ^a	3,727
bully target	8.1%	2,055	7.8% ^a	802	8.2% ^a	1,254
self harm	6.7%	894	6.7% ^a	894	--	
acct security	3.9%	880	3.9% ^a	880	--	
drugs	3.9%	494	4.0% ^a	201	3.9% ^a	292
impersonation 1st	3.7%	178	3.7% ^a	178	--	

Note: Values in the same row and subtable not sharing the same subscript are significantly different at $p < 0.05$ in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test. Tests assume equal variances. All significant findings remain significant when using a Bonferroni correction for alpha error inflation.

An expanded table with 95% confidence intervals can be found [here](#).

10