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EXHIBIT 25



Bad Experiences and Encounters Framework (BEEF) Survey

Data collection: June 27-July 8, 2021

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Background

Why are we doing this?

*To develop a **holistic, consistent** picture of user bad experiences on Instagram that allows us to **track our progress** each half.*

Holistic: TRIPS focuses on policy-violating experiences, but there are additional causes of bad experiences on Instagram. By contrast, the BEEF Survey pulls issues from the [Bad Experiences and Encounters Framework](#), which sourced issues from all of our user input channels.

Consistent: We have many sources of valuable user data, such as individual UXR surveys and interviews, FRX reports, flytrap, app store reviews, and social media listening. But, it's hard to make apples-to-apples comparisons between these data points, because of differences in how they're collected and weighted. The BEEF Survey asks a random sample of users the top 22 issues from BEEF, so we can compare and contrast easily.

Track our progress: Without a control group, it's impossible to determine causality from our other signals. The BEEF Survey was fielded to both the well-being holdout and production groups.

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Issues by all age groups

Younger people report higher rates of every issue, with some issues felt more universally than others

In general, the older the respondent, the less likely they are to report experiencing any of the 22 issues measured. All red cells (the age group with the highest rate of experiencing an issue) are within the four youngest age groups.

The gap between the lowest and highest issue rates vary by issue. Bullying witness, for instance, has the widest delta: 31.1% of the 22-26 age group report experiencing it, compared to only 10.5% of the 45+ group, a delta of 20.5 percentage points. Other large deltas include usability passive (delta = 20 points), hate witness (19.5), and misinfo (17.5).

By contrast, certain issues are experienced at similar rates regardless of age. For example, drug sales (delta = 2.1), account security (3.9), and usability action (4.6).

	Overall %	13-15	16-17	18-21	22-26	27-34	35-44	45+	Delta
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Highest-lowest
commerciality	48.2%	37.7%a	42.5%b,f,g	47.6%c	51.2% d	50.5% d	44.8% e	39.6% f	13.50%
misinfo	30.3%	24.4%a	29.2% b	30.0% b,d	33.6% c	31.2% d	24.4% a	16.1% e	17.50%
bully witness	26.3%	27.2%a	29.4% b	29.9% b,c	31.1% c	27.4% a	19.8% d	10.8% e	20.30%
audience limitation	26.8%	28.2% a	29.3% a	28.1% a	28.7% b	24.9% c	20.3% d	15.9% e	13.40%
usability passive	25.5%	30.1% a	30.0% a	29.5% a	25.5% b	21.6% c	17.1% d	10.1% e	20.00%
hate witness	25.3%	26.0% a	28.5% b	27.9% b	27.9% b	22.5% c	16.7% d	9.0% e	18.90%
data privacy	24.4%	17.9% a	21.4% b	23.0% c	25.9% d	24.8% d,f	20.2% e	14.3% e	11.80%
perceived control	23.9%	18.4% a	20.0% a	24.8% b	26.7% c	24.7% b,c	20.9% a	14.2% d	12.50%
fake acct list	21.8%	15.8% a	21.2% b	24.8% c	23.4% c,d	22.9% b,d	17.4% a	13.2% e	11.60%
negative comparison	19.2%	21.4% a	19.5% b	20.1% a,b	19.4% b	17.5% c	13.4% d	6.8% e	14.60%
transparency	17.5%	14.9% a	18.1% b,f	18.0% b	17.1% c	15.1% a	12.0% d	8.4% e	10.70%
political posts	17.0%	14.3% a,d	16.3% a,b	17.3% b	18.0% b,c	15.2% a,f	12.4% d	8.7% e	9.30%
nudity	16.3%	19.2% a	18.4% a	18.2% a	16.7% b	13.8% c	11.3% d	6.2% e	13.00%
over enforcement	14.8%	14.1% a,c	16.8% b	16.3% b	14.8% a,f	12.9% c	9.1% d	5.9% e	10.90%
violence	12.8%	12.8% a,b	14.3% a	13.2% a	13.1% a	11.5% b	8.2% c	6.0% d	8.30%
unwanted advances	11.9%	13.0% a	14.1% a	14.2% a	11.0% b	6.0% c	7.7% c,d	6.9% d	7.30%
usability action	10.7%	11.2% a,e	11.1% a,e	11.1% a	10.3% a,b	9.6% b	8.5% c	6.6% d	4.60%
bully target	8.1%	10.6% a	9.7% a	8.1% b	7.1% b,c	6.5% c	4.9% d	3.4% e	7.40%
self harm	6.7%	8.4% a	7.2% a,b	7.5% a	5.8% b	3.5% c	2.5% c,d	1.9% d	6.50%
acct security	3.9%	5.2% a	3.2% b,c	4.2% a,b	3.2% c	2.1% d	1.6% d	1.3% d	3.90%
drugs	3.9%	3.7% a,b	3.5% a,b	3.8% a	2.7% a,b,c	3.6% a,b	2.3% b,c	1.7% c	2.10%
impersonation 1st	3.7%	6.5% a	3.5% a	5.0% a	3.1% a	1.2% b	0.7% b	0.3% b	5.20%

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