



META3047MDL-003-00109348-META3047MDL-003-00109399

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TALKING ABOUT SAFETY ON INSTAGRAM

Marketing Insights
May 2019

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EXECUTIVE SUMMARY

- When users worry about safety on Instagram, they are more concerned for **other people** and not themselves.
- Across most markets, the same safety issues rose to the top: bullying and harassment, hacking, and mental health/SSI content.
- Users see **mental health** and **bullying** as closely linked to each other, and also to **social comparison**.
- On a personal level, users worry most about **privacy** and **control** over their experience. This includes:
 - The loss of control over content that they own, often by someone they know
 - Unwanted contact, particularly within Direct

EXECUTIVE SUMMARY - CONT.

- Users are not hungry to hear about safety from Instagram until they are affected by a specific issue. When users do want to hear more, they want to know more about **what Instagram is doing to protect people**, as well as our safety tools and reporting. Data about safety issues directly from Instagram is less convincing.
- Of the territories tested, the most resonant were those that indicated Instagram's **constant** and **proactive** effort to maintain **high standards** and keep people safe on the app.



BACKGROUND & OBJECTIVES

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BACKGROUND & OBJECTIVES

We conducted market research to...

- Understand which integrity and safety issues are top-of mind for consumers and what they think Instagram should be addressing and proactively communicating about

In order to...

- Inform outreach teams on user communications and upcoming marcomm moments and initiatives

METHODOLOGY

Focus groups

We spoke to 48 people ages 16 and up in the US

We held 4 90-minute workshops in Phoenix, AZ, and New York City, NY. In each market:

- 2 groups were with teen (age 16-18) Instagram users
- 1 group with parents of teens (age 11-18)
- 1 group with adults approximating Facebook's [Policy Informed Constituent](#) definition

How did we select participants?

Participants were recruited through a regionally representative third party panel

Complete respondent qualifications are available in the [appendix](#).

Online Survey

We surveyed 8,397 Instagram users ages 13-45 in the US, DE, UK, FR, and JP

Respondents were randomly selected among Instagram users

	Total	Teens	Non-teens
	2,044	774	1,270
	2,542	1,213	1,329
	517	167	350
	1,385	645	740
	1,909	941	968

Data are weighted to gender, user group (DAP, WAP, MAP), and last user interface (iOS, Android, other) within each country, age group, and survey platform.

The survey was fielded both off platform and in-app in order to conduct methodological research comparing the two survey modes, using external data to triangulate any differences in results. Additional research will compare the data collected from each platform.



SAFETY ISSUES ON INSTAGRAM

Understanding top safety issues for Instagram to address

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INSTAGRAM USERS WORRY ABOUT THE SAFETY OF OTHER USERS MORE THAN THEY WORRY ABOUT THEIR OWN



- Almost everyone we talked to had heard about **bullying and mental health concerns (e.g. suicide and self-injury)** being magnified on the platform. However, few had recent experience with this so weren't overly worried.
- Rather, they worried about younger or more vulnerable Instagram users, especially as it relates to bullying.

“

I'm not as worried for myself because I'm leery of everyone, but I worry about other people

“

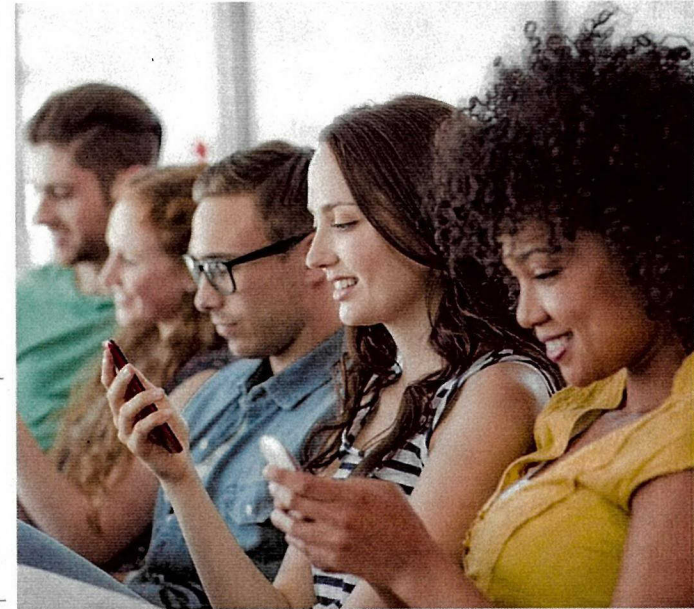
I haven't had an event that made me question my safety.

“

It's [bullying] worse for kids, who are more likely to respond

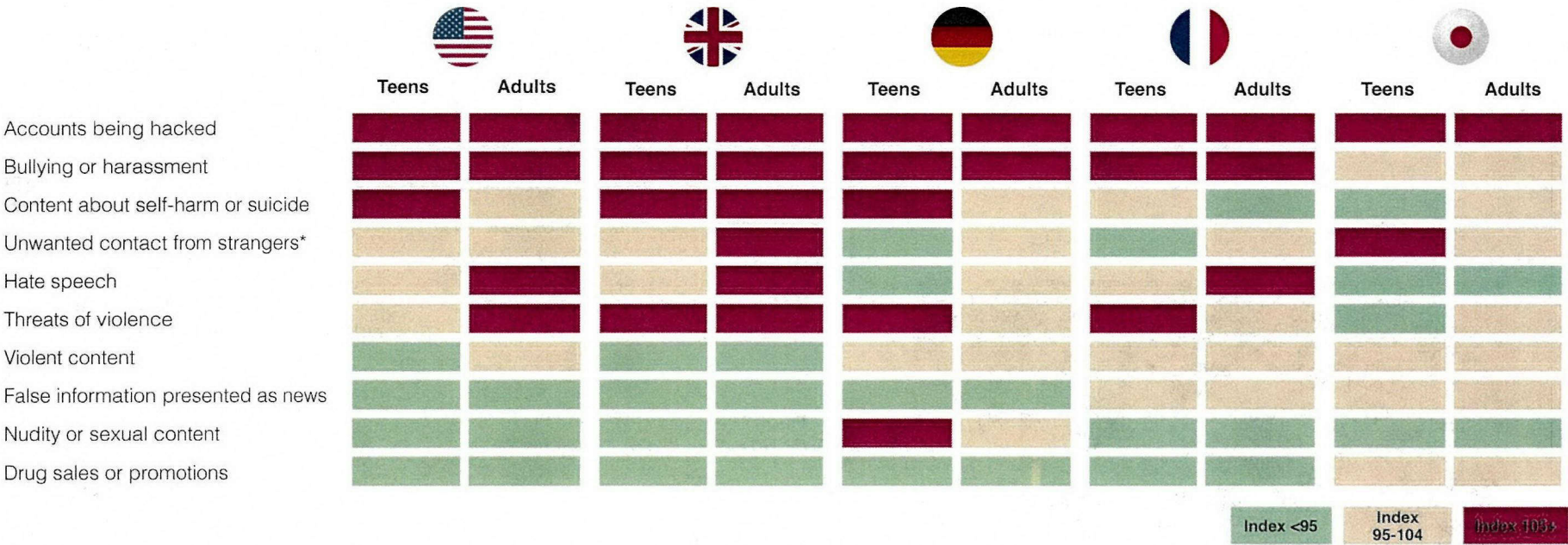
“

Our parents are much more concerned than we are about safety.



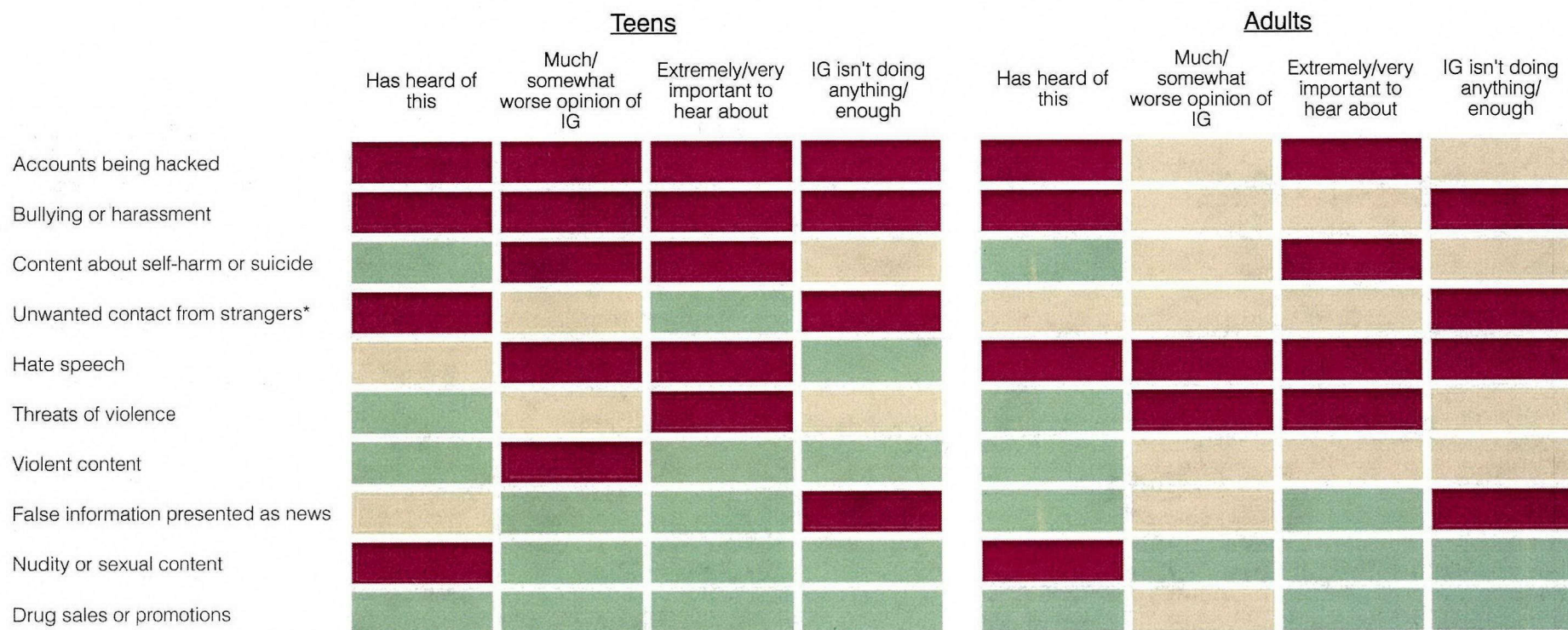
OVERALL, HACKING, BULLYING, AND SUICIDE AND SELF-HARM ARE TOP INTEGRITY ISSUES ACROSS MARKETS

Top Integrity issues



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?
*Unwanted contact from strangers asked as "Inappropriate messages or comments between adults and teens" for adults
Index calculated as the sum of proportion who have heard of the issue, much/somewhat worse perception of IG, extremely/very important to hear about, IG isn't doing enough/anything for each dimension divided by the average for that dimension.

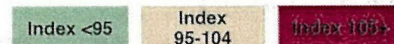
IN THE US, TOP INTEGRITY ISSUES ARE HACKING, BULLYING, HATE SPEECH (FOR ADULTS), AND SSI CONTENT (FOR TEENS)



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?

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Index calculated as the score for each dimension divided by the average for that dimension.



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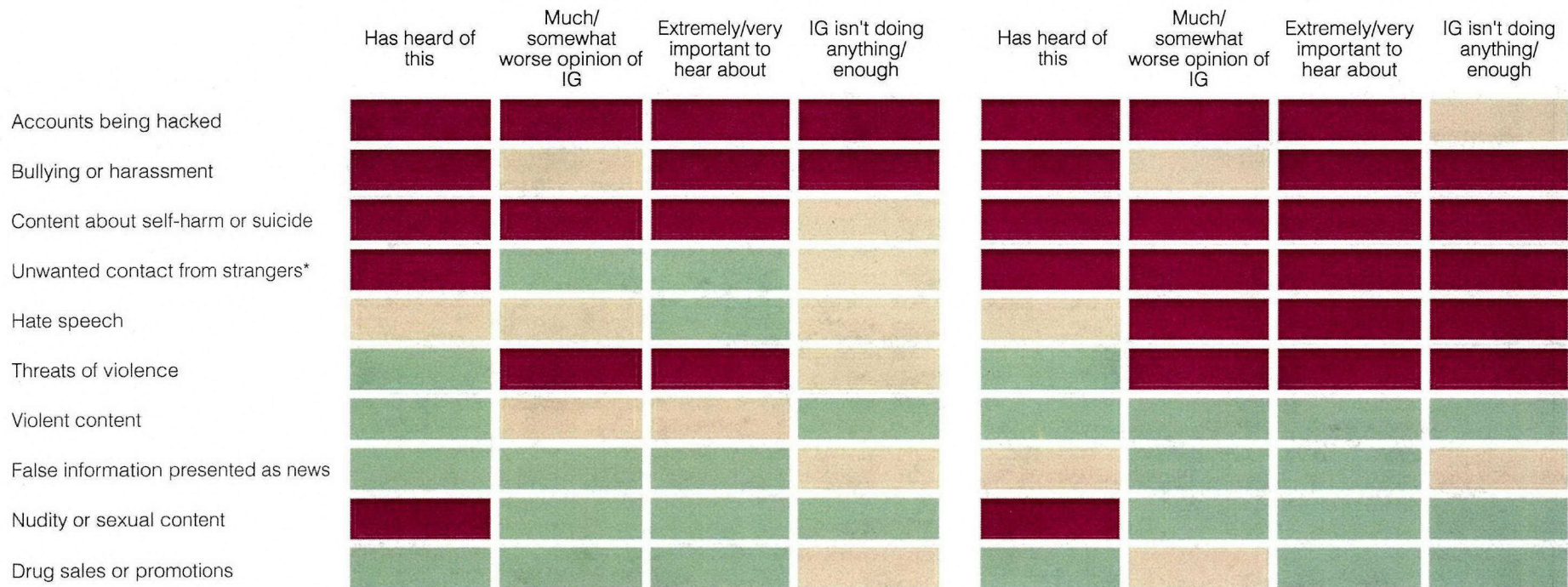
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ACCOUNTS BEING HACKED, SSI CONTENT, AND BULLYING/HARASSMENT ARE TOP INTEGRITY ISSUES IN THE UK



Teens

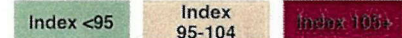
Adults



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?

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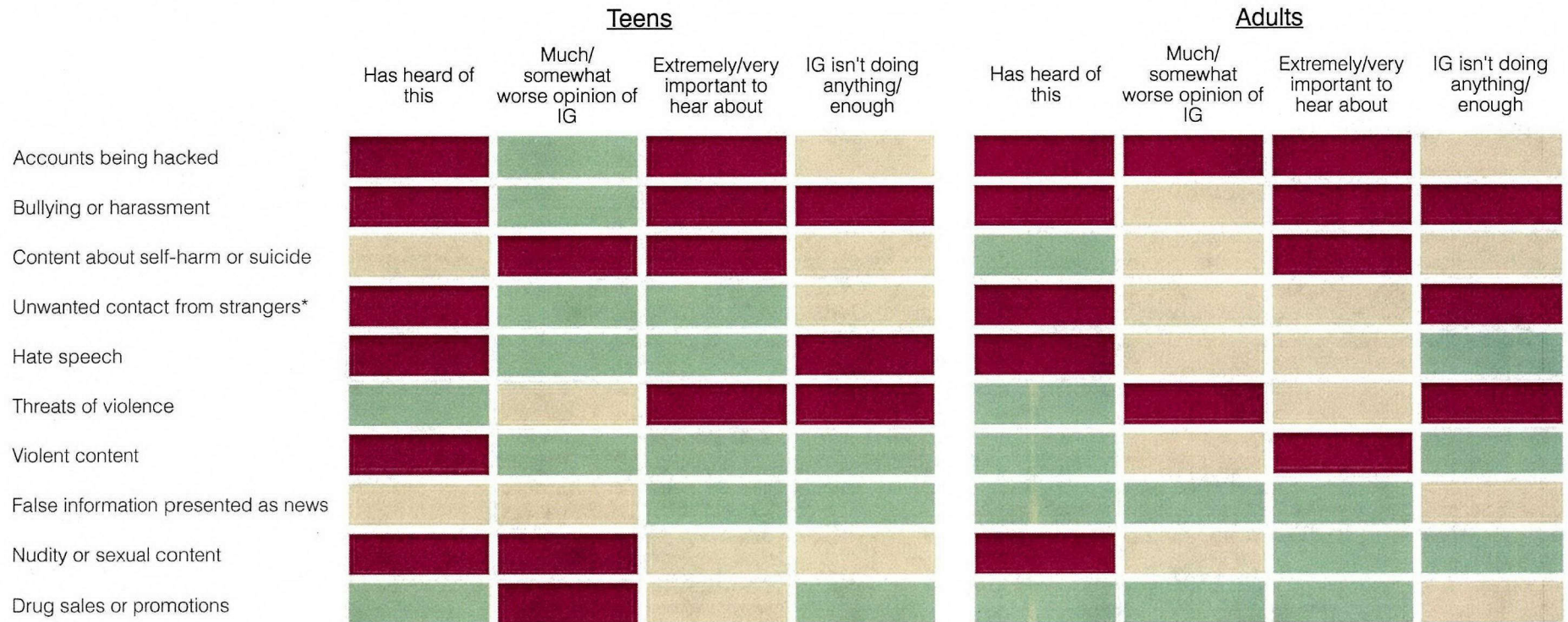


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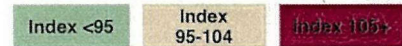
TOP INTEGRITY ISSUES FOR TEENS ARE NUDITY, SSI CONTENT, AND BULLYING. FOR ADULTS: HACKING, BULLYING, AND IIC.



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?

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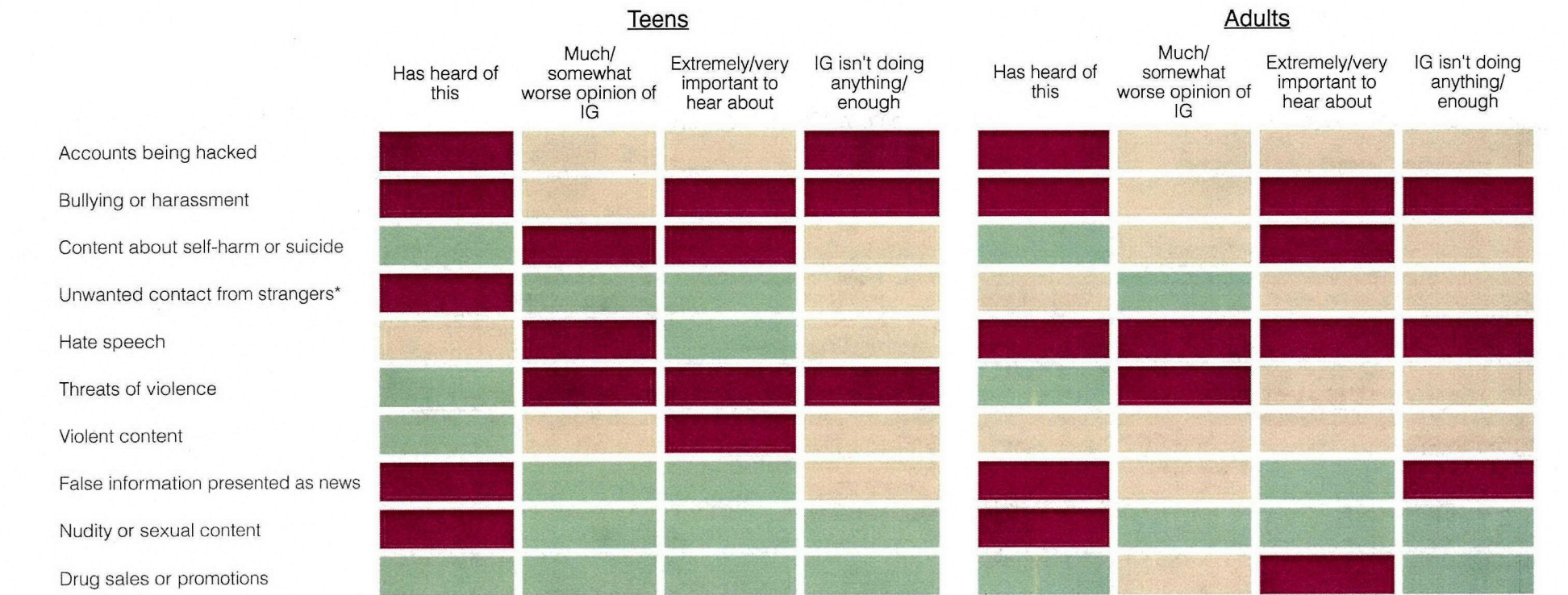


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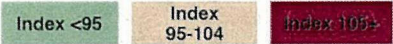
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BULLYING AND ACCOUNT HACKING ARE THE TOP ISSUES FOR IN FRANCE



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?
*Unwanted contact from strangers asked as "Inappropriate messages or comments between adults and teens" for adults
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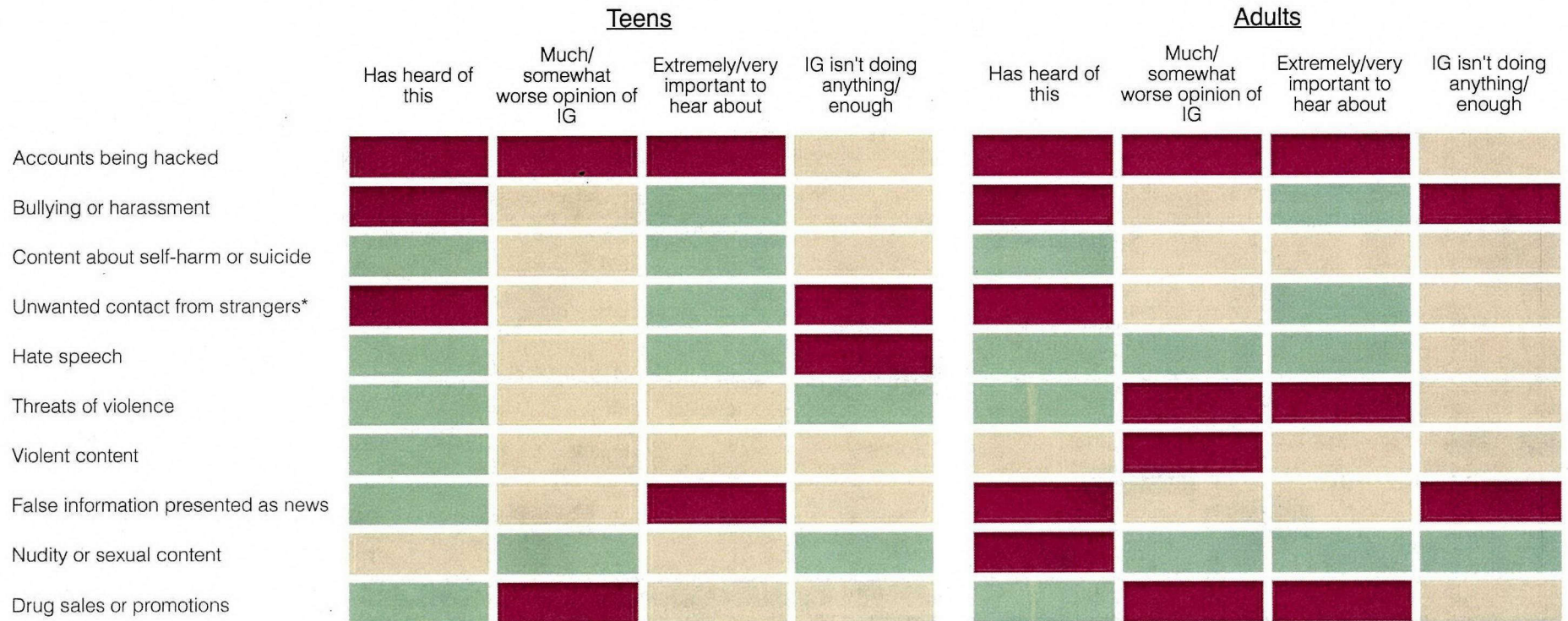


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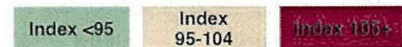
IN JAPAN, ACCOUNTS BEING HACKED IS THE TOP INTEGRITY ISSUES ON INSTAGRAM



Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?

*Unwanted contact from strangers asked as "Inappropriate messages or comments between adults and teens" for adults

Index calculated as the score for each dimension divided by the average for that dimension.



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OVERALL, ACCOUNTS BEING HACKED, BULLYING OR HARASSMENT, AND SSI CONTENT ARE TOP INTEGRITY ISSUES ACROSS MARKETS

As rankings

										
	Teens	Adults	Teens	Adults	Teens	Adults	Teens	Adults	Teens	Adults
Accounts being hacked	1	3	1	2	5	1	2	3	1	1
Bullying or harassment	2	2	3	1	3	2	1	1	3	3
Content about self-harm or suicide	3	6	2	3	2	8	5	8	8	8
Unwanted contact from strangers*	4	5	6	4	7	3	9	5	2	5
Hate speech	5	1	5	5	8	4	4	2	9	10
Threats of violence	6	4	4	6	4	5	3	4	10	7
Violent content	7	7	7	8	6	7	6	7	5	2
False information presented as news	8	8	8	7	9	9	7	6	4	4
Nudity or sexual content	9	9	9	10	1	6	8	9	7	9
Drug sales or promotions	10	10	10	9	10	10	10	10	6	6

Q. Which of the following have you heard of happening on Instagram?/How does hearing about each of the following change your perception of Instagram?/How important is it for you to hear what Instagram is doing for each of the following on its app?/How much is Instagram doing to make sure each of the following stays off the app?

*Unwanted contact from strangers asked as "Inappropriate messages or comments between adults and teens" for adults

Issues ranked by sum of proportion who have heard of the issue, much/somewhat worse perception of IG, extremely/very important to hear about, IG isn't doing enough/anything

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MANY KEY ISSUES TAKE DIFFERENT FORMS THAN EXPECTED

Key issue	Top learning	Details
Accounts being hacked	The term "hacking" means the release of information the user intended to be private	• Being hacked by a stranger would be more annoying than painful, and most felt they were knowledgeable enough to prevent this in the first place. The key stressor is rebuilding a reputation. • More concerning is people they know (parents, friends, exes) accessing their account and seeing or releasing personal information.
Bullying or harassment	Users worry about bullying for others, but not for themselves anymore (feels like an issue for younger teens)	• Bullying represents a broad behavior spectrum, and the most frequent forms are less extreme. Teens avoid using the terms "bullying" to describe their experiences, likely because there is awareness of the severe consequences. • Maturity, confidence and desire to protect reputation for the future decrease more nefarious forms of bullying by high school
Content about self-harm or suicide	SSI is only one of a plethora of concerns around mental health	• While suicide and self-harm are the most extreme mental health concerns, we also heard about eating disorders and body dysmorphia. • Users saw clear causal links among mental health, bullying, and perfectionism.
Unwanted contact from strangers	The most common form of unwanted contact is spam in DM, followed by creepy messages (especially among females)	• Specifically, users are most bothered by bots (including porn bots), spam, and phishing. • Predators (sexual and financial) are less common and are more of a concern for females and younger users

HACKING FITS INTO LARGER CONCERNS ABOUT USERS' CONTROL OVER THEIR INFORMATION



- The key safety issue for the users we talked to was being able to control their own content and information. This included:
 - Account hacking (e.g. being hacked by a stranger)
 - "Personal hacking" (e.g. people accessing things you wanted to be private, this can be done by parents who take your phone or friends/exes with your password)
 - Permanence of content
 - Screenshotting
 - Location sharing

PRIVACY CONTROLS

*When my account is private, I'm fine
I can choose to have a private account and choose who sees what I share.*

HACKING

If someone gets your password, you're pretty much screwed. They can edit and post whatever on your account.

PERMANENCE

Once you post something, it's out there forever. It eliminates privacy; it could be used against you at any time.

SCREENSHOTTING

*Screenshotting has become normalized ... so people frequently share images without others' knowledge.
Screenshotting is power.*

LOCATION DATA

*I never post when on vacation, I wait until I am home, so potential burglars don't know I'm away
We want to know where our kids are, but we don't want other people to know*

USERS ALSO WANT CONTROL OVER WHO CAN CONTACT THEM



PREDATORS



I get vulgar messages from randoms all of the time

Kids are susceptible and aren't taught about safety.

I don't think they're getting a lot, but kids aren't experienced enough to know these aren't light hearted issues

[I get] creepy messages about myself and my daughter by randoms especially on IG

UNWANTED CONTACT - DMs



So many types, from porn sites to viruses, fishing, creeps and spam.

They're annoying and put me in a bad mood.

They're like flies, they come in and then go away completely...but when they return, it is even worse.

I didn't realize how bad things were for girls. My friend tells me she gets really nasty DMs from creeps all the time.

- The users we talked to wanted to be able to control who could contact them.
- Parents were also concerned about strangers being able to reach out to their teens
- Current safety tools, particularly private accounts and blocking, reduce the amount of unwanted contact but still leave users feeling like "opening a DM from [an unknown account] is a really risky game"
- Examples include:
 - Unsolicited sexual images and messages (from both individuals and bots)
 - Spam
 - Phishing expeditions

PEOPLE WE TALKED TO CLEARLY LINKED BULLYING, MENTAL HEALTH ISSUES, AND SOCIAL COMPARISON



MENTAL HEALTH



There is an unhealthy toxicity when connecting people who are struggling emotionally because they see other sad posts and this can lead to a downward mood spiral.

Perfectionism can easily spiral and this can lead to depression and mental illness.

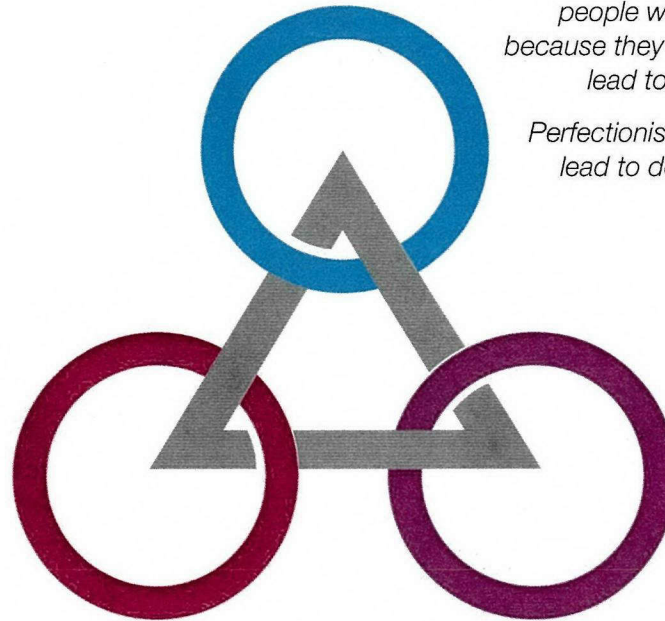
BULLYING



Being bullied makes you lose self confidence and spirit

When you get bullied, you could get depressed

@ is the highest form of disrespect



SOCIAL COMPARISON



People make innocent things a competition. This hurts, messes me up.

I don't want to show them the real things. But if I don't, they say I'm fake

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OTHER SAFETY ISSUES WERE PRESENT BUT LESS CONCERNING



- Inauthentic accounts and contact
 - Fake accounts
 - Spam
 - Bots, especially in DMs
- Nudity
 - Hacked porn accounts
 - Revenge porn
 - Porn bots
 - Parents worried teens seeing this content
- Graphic violence

INAUTHENTIC ACCOUNTS AND CONTACT



I get DMs from marketing bots, especially to porn sites

I don't think they are prioritizing safety. They do a lot to make their aesthetics better, bringing new filters. But I have fake accounts following me, I care more about them doing something about that

It's not safety, but it's really annoying

NUDITY



I can't stop my kids from looking at it

I worry my kid will send nude photos, and it would get out their control

Spam nude accounts following me, i block them but they come back. I know you can have a finsta, but why can't they get rid of these clearly fake accounts?

VIOLENCE

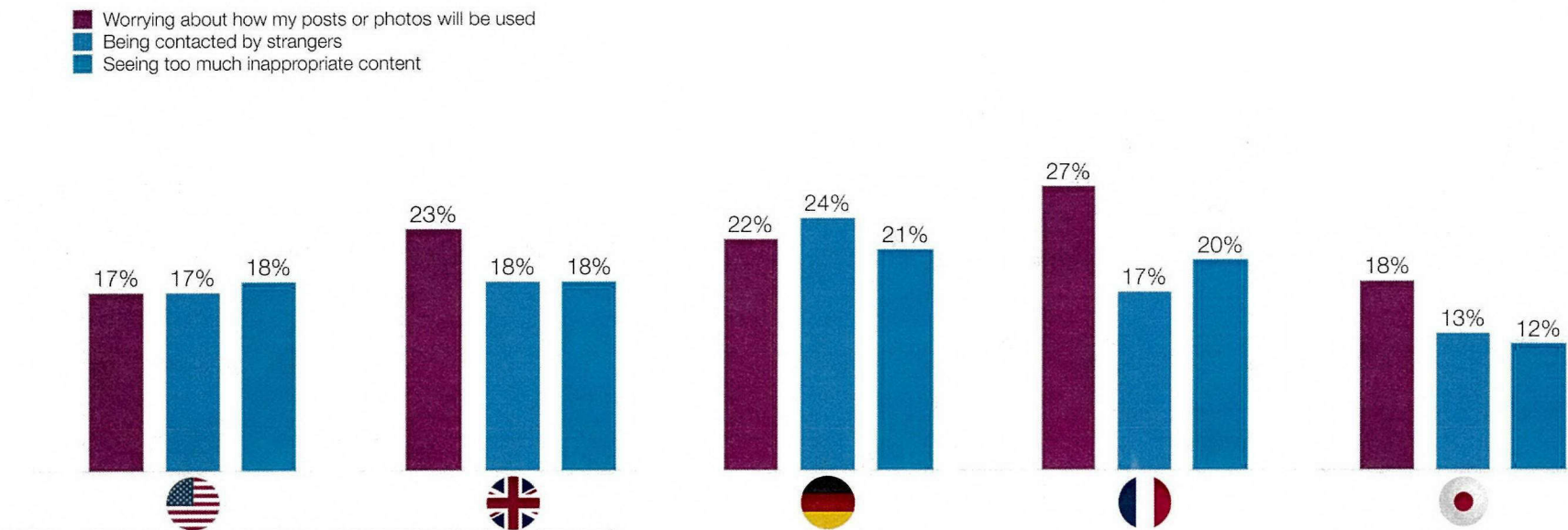


[I worry about] uncensored images getting through filters

You often see blood, gore and violent content but it has a warning screen over it. The warning screen makes me want to click it, but this is my own decision

FEWER THAN 25% OF TEEN MAP WORRY EXPERIENCE UNWANTED CONTACT OR INAPPROPRIATE CONTACT ON A FREQUENT BASIS

Frequency of Experiences on Instagram
% Often + Very Often Among Teen IG MAP



Q12. How often have you done or experienced each of the following on Instagram?
Base: Monthly Instagram users
US: n=1,000 GB: n=1,000; DE: n=,1000; FR: n=1,000; JP: n=1,002
Source: [Teen Well-Being Foundational Research: US, UK, DE, FR, JP](#)

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SAFETY ISSUES ON INSTAGRAM

Takeaway 1

Users are generally less concerned with their own safety on social media than they are with others' safety, especially when it comes to vulnerable populations (e.g. younger teens). The same key issues rise to the top in terms of safety on Instagram -- bullying, mental health, and hacking.

Takeaway 2

For many users, safety on Instagram revolves around control over their information and their experience. Having their account "hacked" is a subset of this loss of control.

Takeaway 3

Users see clear links among bullying, mental health concerns (including SSI), and social comparison.



SOURCES OF INFORMATION

Understanding where information about safety issues comes from

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FRIENDS AND PERSONAL EXPERIENCE ARE THE PRIMARY WAYS TEENS HEAR ABOUT SAFETY ISSUES ON INSTAGRAM

Where Teens Say They've Heard about Safety Issues on Instagram
(Top Selected)

					
<i>n's vary</i>					
Bullying or harassment	I've seen it happen	Friends	It's happened to me	Media	Media
Content about self-harm or suicide	I've seen it happen	Media	Other	Media	Media
Unwanted contact*	Friends	Friends	Friends	It's happened to me	Friends
Accounts being hacked	Friends	Friends	Friends	Friends	Friends
Hate speech	I've seen it happen	Media	--	Media	--
Nudity/sexual content	I've seen it happen	I've seen it happen	--	Media	--
Violent content	Media	I've seen it happen	--	I've seen it happen	--
Threats of violence	I've seen it happen	Media	--	Media	--
Drug sales or promotions	--	I've seen it happen	--	--	--
False information presented as news	Media	Media	--	Media	--

Q. Where did you hear about each of the following happening on Instagram? (select all that apply)
Data not shown if sample size is less than 50

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ADULTS ARE MOST LIKELY TO HEAR ABOUT SAFETY ISSUES FROM MEDIA OUTLETS

Where Adults Say They've Heard about Safety Issues on Instagram
(Top Selected)

					
<i>n's vary</i>					
Bullying or harassment	I've seen it happen	Media	Media	Media	Media
Content about self-harm or suicide	Media	Media	Media	Media	Media
IIC*	Media	Media	Media	Media	Media
Accounts being hacked	Friends	Friends	Friends	Friends	Media
Hate speech	Media	I've seen it happen	Media	Media	Media
Nudity/sexual content	I've seen it happen	I've seen it happen	IG Help Center	I've seen it happen	Media
Violent content	I've seen it happen	Media	--	Media	--
Threats of violence	Media	Media	--	Media	--
Drug sales or promotions	Friends	I've seen it happen	--	--	--
False information presented as news	Media	Media	--	Media	Media

Q. Where did you hear about each of the following happening on Instagram? (select all that apply)

* IIC is short for "Inappropriate messages or comments between adults and teens"

Data not shown if sample size is less than 50

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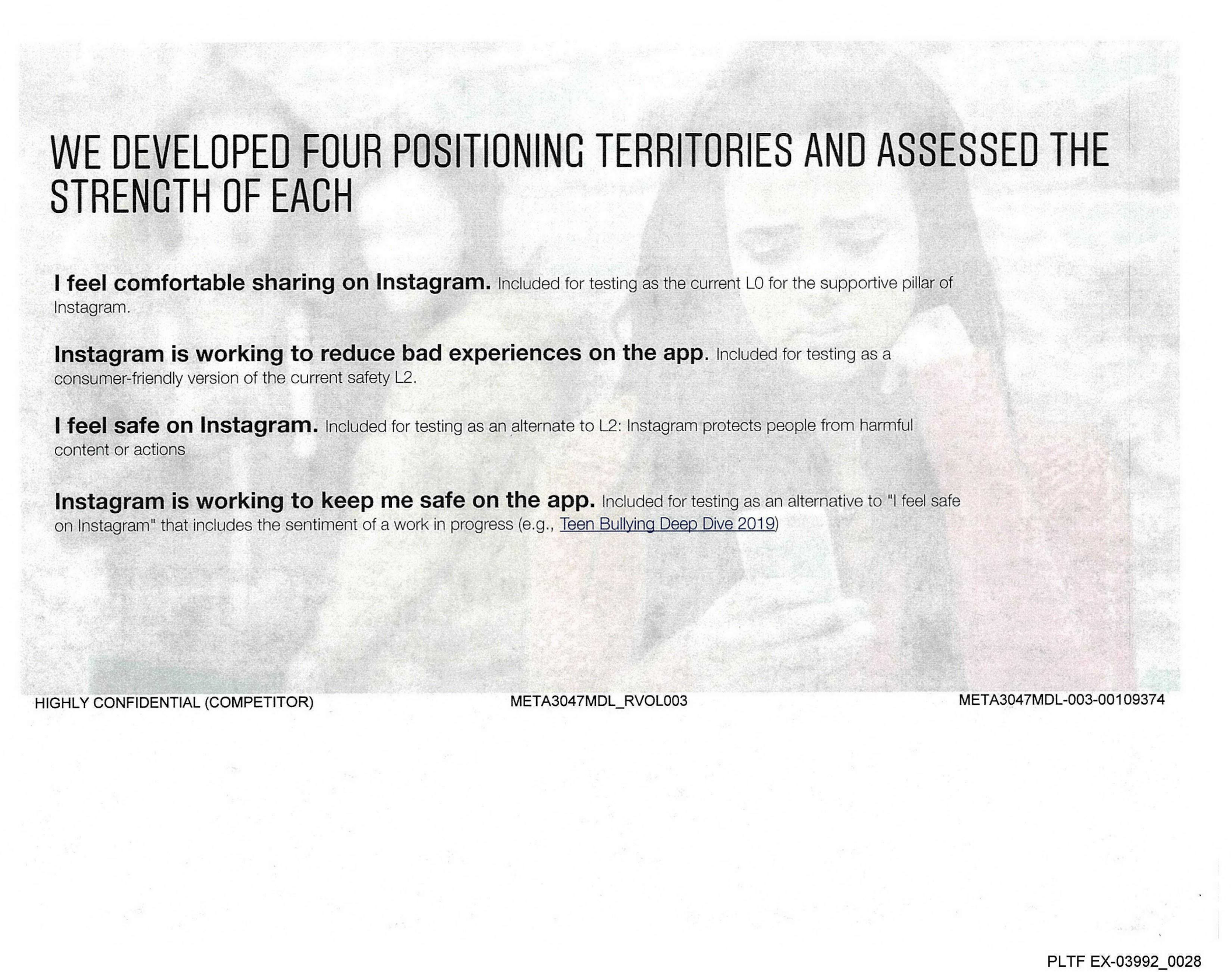
SAFETY MESSAGING

Understanding fit and appeal of potential territories

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WE DEVELOPED FOUR POSITIONING TERRITORIES AND ASSESSED THE STRENGTH OF EACH

I feel comfortable sharing on Instagram. Included for testing as the current L0 for the supportive pillar of Instagram.

Instagram is working to reduce bad experiences on the app. Included for testing as a consumer-friendly version of the current safety L2.

I feel safe on Instagram. Included for testing as an alternate to L2: Instagram protects people from harmful content or actions

Instagram is working to keep me safe on the app. Included for testing as an alternative to "I feel safe on Instagram" that includes the sentiment of a work in progress (e.g., [Teen Bullying Deep Dive 2019](#))

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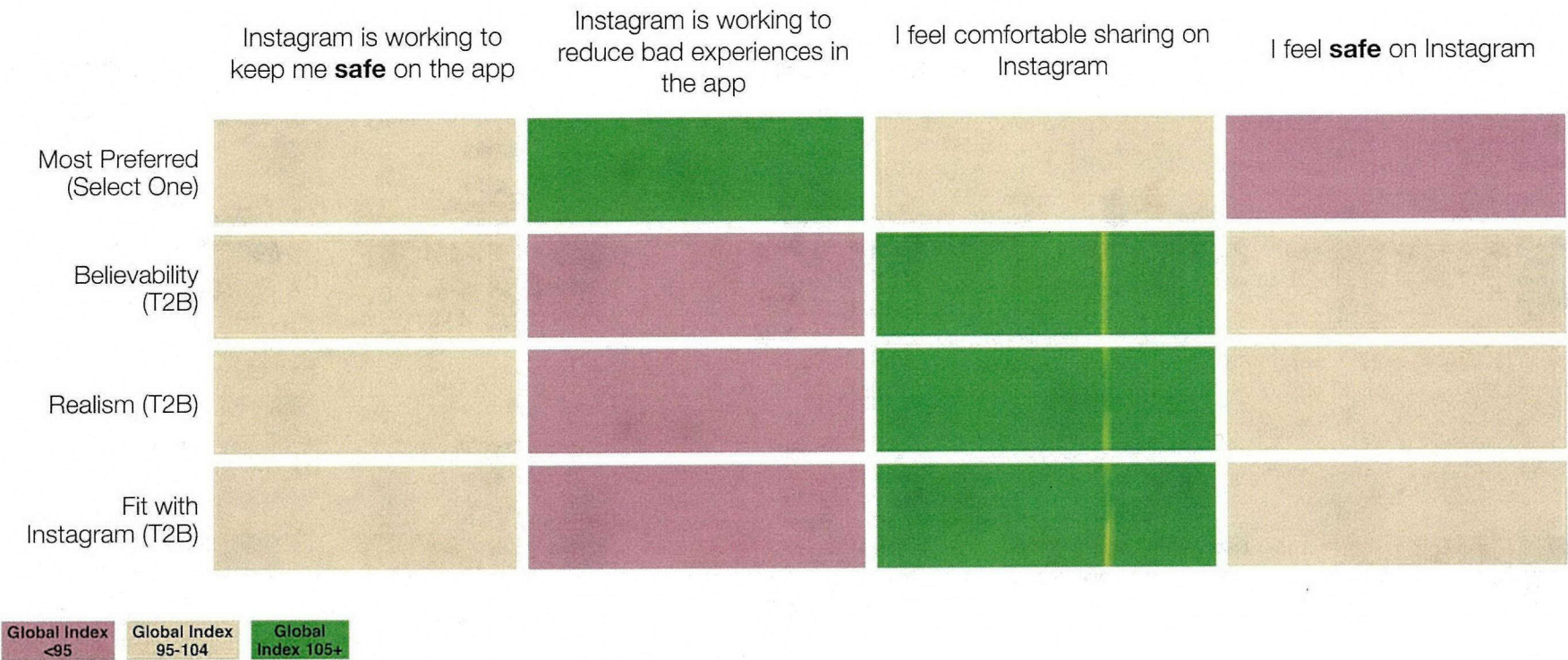
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'I FEEL COMFORTABLE SHARING' IS THE MOST BELIEVABLE AND REALISTIC AND FITS BEST WITH THE INSTAGRAM BRAND

'Working to reduce bad experiences' is the most preferred territory

Global Performance Scorecard



Global index is calculated as the weighted mean of the territory / weighted mean of all territories.

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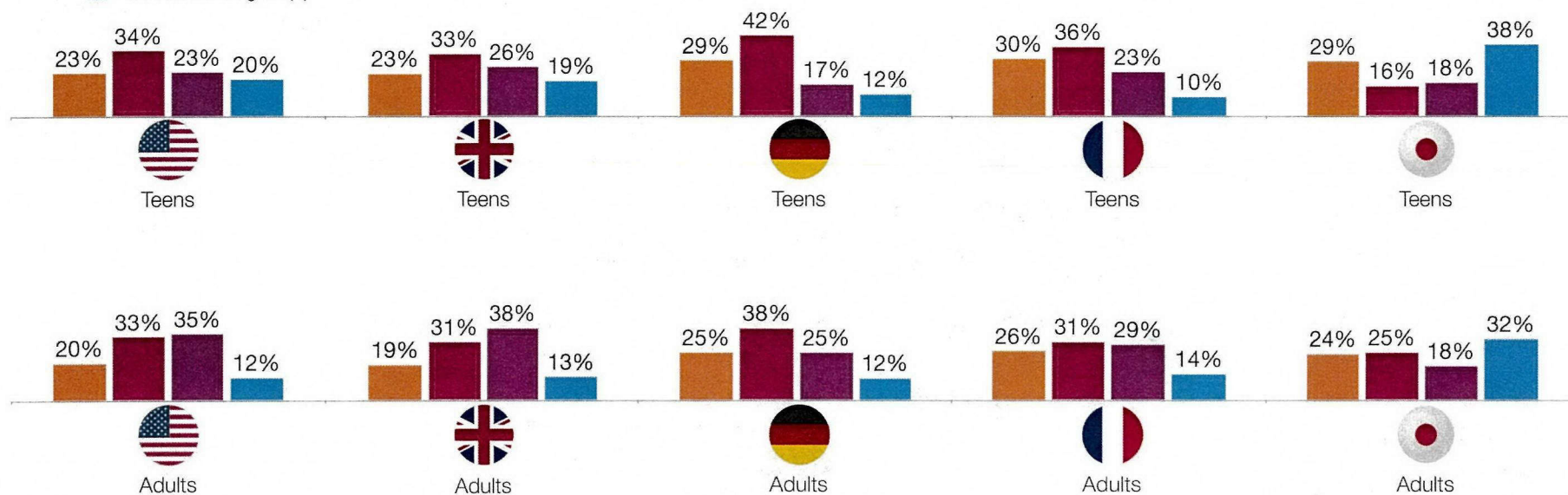
'WORKING TO REDUCE BAD EXPERIENCES' WAS THE MOST PREFERRED TERRITORY IN MOST MARKETS

Japan is the notable exception, where 'feel safe' was the most preferred

Most Preferred Territory

(Select one)

- Instagram is working to keep me safe on the app (A)
- Instagram is working to reduce bad experiences on the app (B)
- I feel comfortable sharing on Instagram (C)
- I feel safe on Instagram (D)



Q. Which statement do you prefer the most?

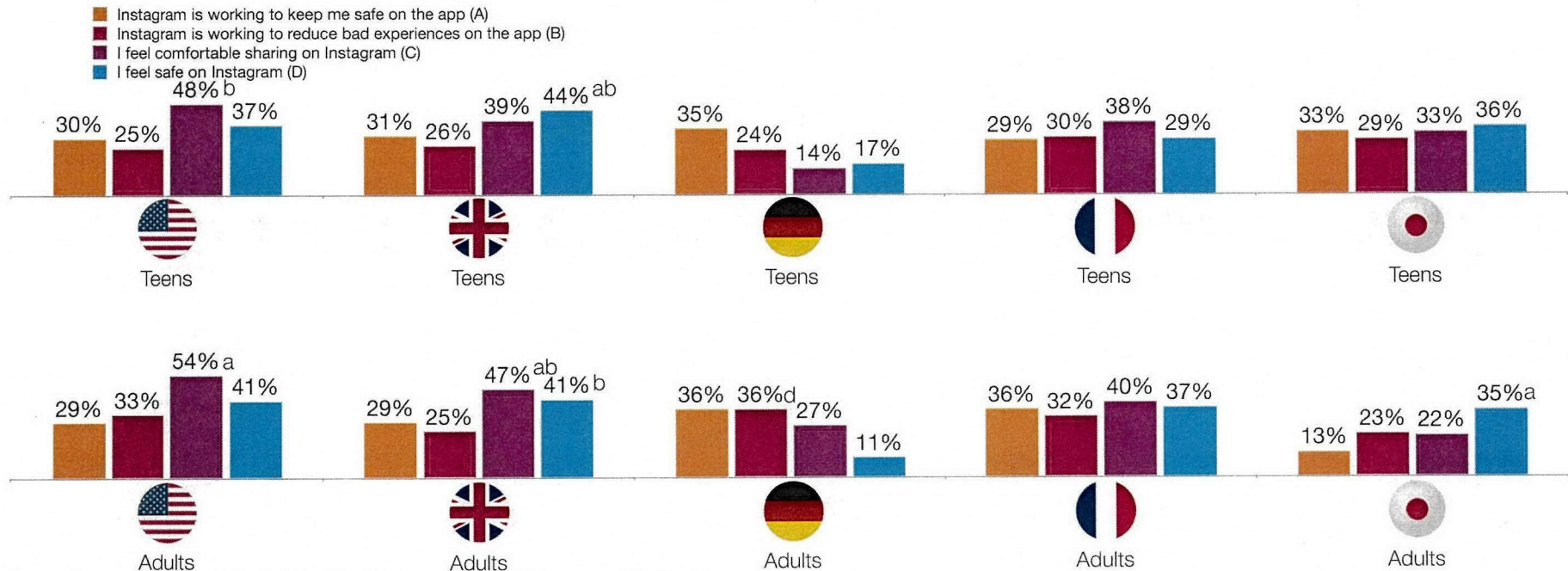
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'COMFORTABLE SHARING' AND 'I FEEL SAFE' WERE THE MOST BELIEVABLE TERRITORIES

Territory Believability
(Top 2 Box Score)



Q. How well does each of the following describe this statement about Instagram -- Is believable
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

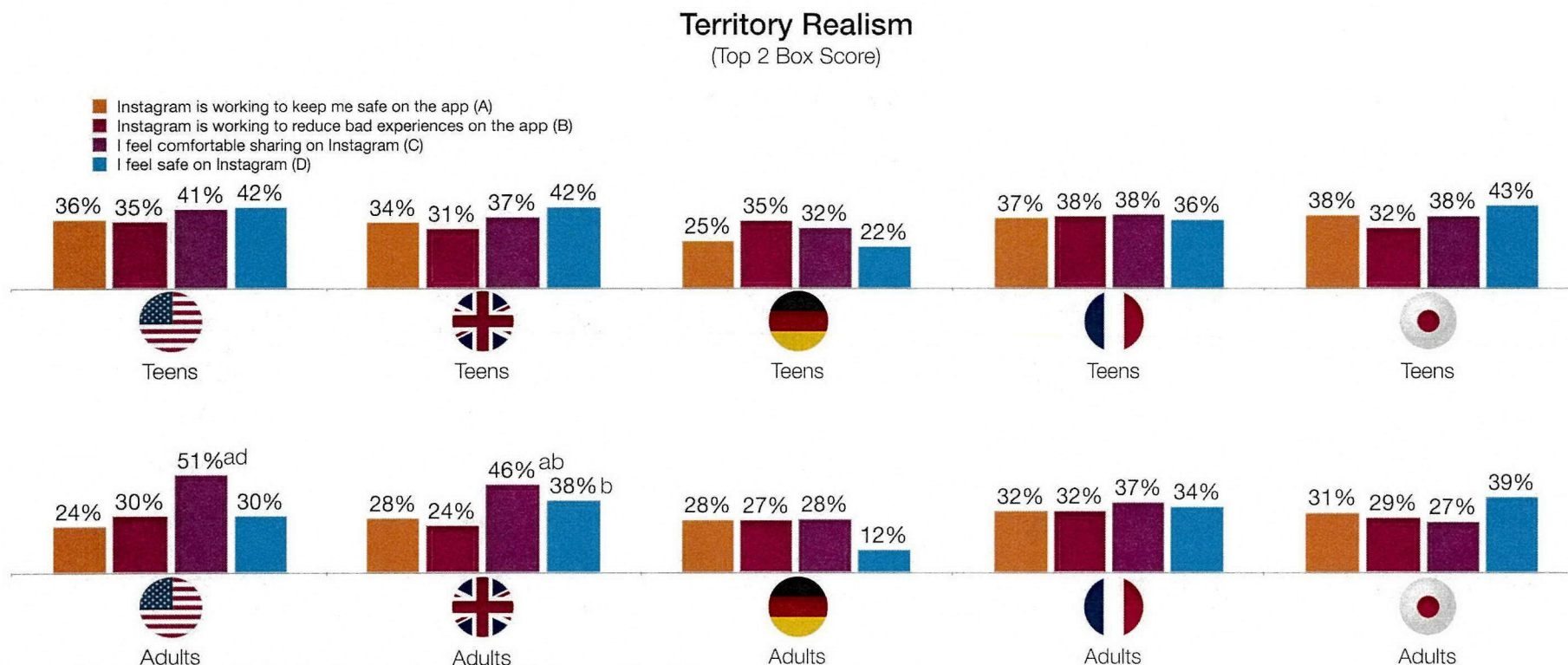
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'COMFORTABLE SHARING' WAS THE MOST REALISTIC TO ENGLISH-SPEAKING ADULTS

In most markets, there was no clear winner on territory realism



Q. How well does each of the following describe this statement about Instagram -- Is realistic
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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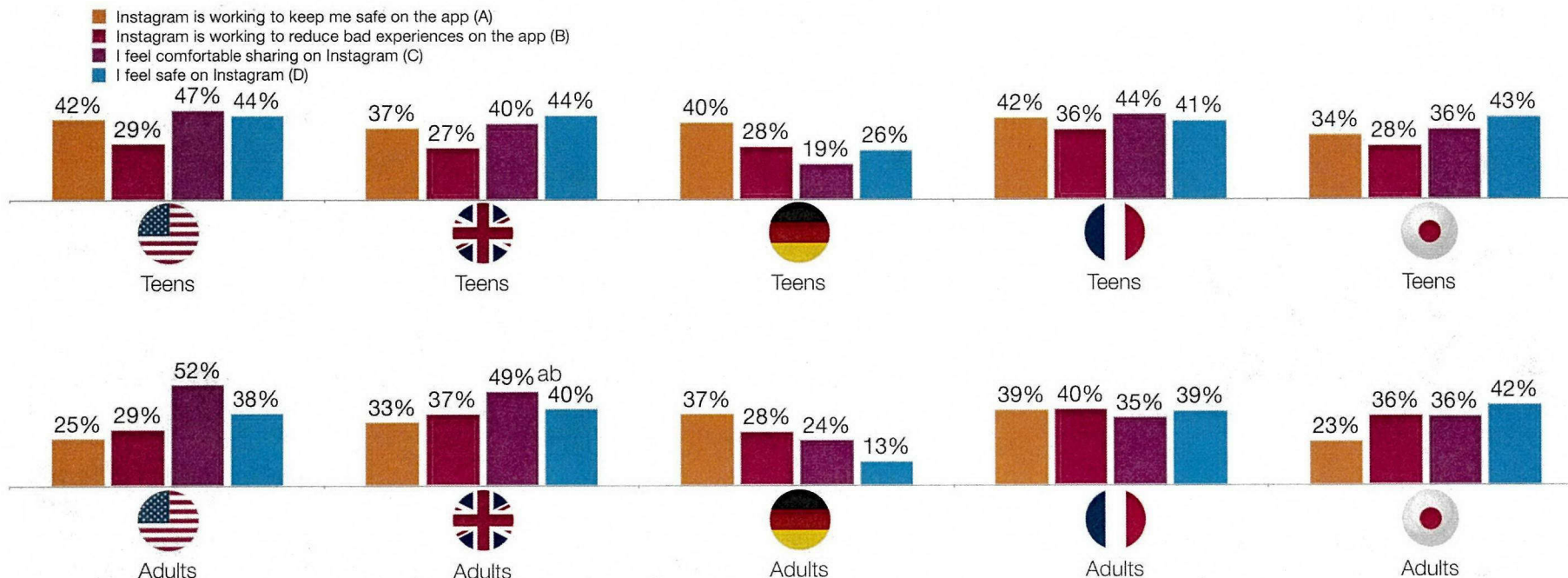
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I FEEL COMFORTABLE SHARING ON INSTAGRAM IS THE BEST FIT IN ALMOST EVERY MARKET EXCEPT GERMANY

In Germany, "working to keep me safe" was the best fit

Territory Fit with Instagram

(Top 2 Box Score)



Q. How well does each of the following describe this statement about Instagram -- Fits well with my image of Instagram
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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WE TALKED TO TEENS AND ADULTS TO UNDERSTAND WHICH WORDS AND PHASES RESONATED IN RELATION TO SAFETY



MOST RESONATE

PROACTIVELY WORKING

"Preemptive, active, adaptive"

HIGH STANDARDS

"shows they are going above-and-beyond, not just status quo of other apps"

"Reputable yet realistic"

PEOPLE

"Instagram is taking care of everybody, not just me, and that's important to me"

EVERYDAY

"Feels like they constantly have people that are on top of our safety, continuous"

SAFE

Positive, clear, important

MIXED

BAD EXPERIENCES

"Broader, so would include BOTS and DM scam"

"Too vague. Would be a complex and difficult task"

"Highlights the negative"

PROTECT

"Includes blocking content, but feels 'big brother'"

"I can take care of myself"

REDUCING

"Trying, but not necessarily succeeding"

LEAST RESONATE

I FEEL COMFORTABLE ON INSTAGRAM

"Yes, true, duh"

I FEEL SAFE ON INSTAGRAM

"I feel safe now, so they don't need to be working that hard on it"

These don't resonate because they're assumed to be true

THE TWO MOST RESONATE TERRITORIES CENTERED ON PROACTIVITY, HIGH STANDARDS, AND COMMUNITY



	Why it works	Opportunities	Feedback
Instagram is proactively working to keep people safe on the app	• Connotes a pre-emptive and adaptive approach to safety • Suggests that Instagram is constantly adding tools and features	The people we talked to wanted more information. Needs to be paired with action to be trustworthy.	<i>"It's ongoing and a work in progress"</i> <i>"It denotes that there isn't one solution, the the solution is constantly changing, so there is regular adaptation"</i>
Instagram has high standards for keeping people safe on the app	• Perceived as realistic. • Doesn't promise complete success but is still reputable and definitive. • Trust, confidence, security, privacy • Implies a sense of community	People wanted a clearer explanation of what the "high standards" are.	<i>"They really do care about the safety of the people on the app"</i> <i>"There are rules they're abiding by and what they want their users to abide by"</i> <i>"High standards means it's a priority"</i>

x

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TERRITORY SUMMARY **ALSO APPEALING**



	HEADLINE	WHAT WORKS	WHAT DOESN'T WORK
INSTAGRAM IS WORKING TO PROTECT PEOPLE EVERYDAY	Everyday for everybody	"Everyday" is the hero of this territory – continual, constant, adaptive Signals active blocking, blurring and striking Reassures people that Instagram is on top of this People includes everyone – again they care about others! The word "protect" feels inclusive and also covers nudes and data hackers	CYA Generic, everyone says Working = trying Protect = big brother • "Soldier, cop, parents" • "I can take care of myself"
INSTAGRAM IS PROACTIVELY WORKING TO REDUCE BAD EXPERIENCES ON THE APP	Bad experiences = polarizing Breadth = complex and impossible task	"Bad experiences" = polarizing Complex task would be impossible to achieve Covers annoyances beyond safety, such as DM creeps; however, too vague	Negative take-away: points out potential Instagram flaw Untrue – bots, scam spam still there "Reduce" signals "trying", but not getting it a 100% right Not considered new news

x

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FEEDBACK ON A WIP SAFETY NARRATIVE WAS GENERALLY POSITIVE

*Harmful content can appear from nowhere. That's why, together with **experts** we've built **community guidelines** that determines what is and isn't allowed on Instagram. We also use **machine learning** to identify and take action on harmful content before it takes over your feed, and have people working **24/7** to go through the things you guys report.*

***Some bad stuff may get through**, but we're always working to better prevent it.*

WHAT IT MEANS



They're trying to get their tech geeks and bots to be smarter about content and content viewing

- To teens, the narrative suggested that they are in control of their own interactions on Instagram.
- Framed as a friendly conversation, communicates that Instagram is working hard for the entire community.
- Some felt that the narrative was a censorship warning, which was good for some (parents) and bad for others (teen boys).
- Some felt this communicated the bare minimum for safety on Instagram.

x

THE FINAL POSITIONING COMBINES THE LEARNINGS FROM BOTH PHASES OF RESEARCH

Instagram has high standards and is proactively working to reduce bad experiences on the app

This statement incorporates the most resonant words from the qualitative research with the most preferred statement from the quantitative work:

- "Instagram has high standards" indicates our commitment to safety¹
- "Proactively" connotes that we are trying to solve issues before they arise
- "Reduce" comes through as honest, because we're not promising elimination
- "Bad experiences" is broad enough to encompass multiple issues. This was also the most preferred statement from the quantitative work.

¹ Instagram's high standards is also a reason teens think we can be a leader on [fighting bullying on social media](#) and [talking about well-being](#).

REASONS TO BELIEVE INSTAGRAM'S COMMITMENT TO SAFETY CENTER ON INFORMATION ABOUT REPORTING AND SAFETY TOOLS



Ways to show commitment to safety territories (% Selected)

	<u>Teens</u>				<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
<i>n</i> =	139	168	176	160	281	202	272	258
Hearing more about how reporting works on Instagram	61%	56%	41%	42%	60%	53%	52%	59%
Hearing more about Instagram's safety tools	56%	46%	37%	44%	59%	54%	57%	60%
Hearing validation from someone I trust	48%	48%	55%	40%	27%	37%	32%	46%
Hear about data from Instagram	44%	57%	40%	43%	49%	61% d	41%	37%
Hearing more about Instagram's community guidelines	38%	37%	36%	36%	48%	25%	30%	32%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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THE SAME IS TRUE FOR THE UK ...

Ways to show commitment to safety territories (% Selected)

	<u>Teens</u>				<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
n =	268	301	279	261	245	258	249	238
Hearing more about how reporting works on Instagram	58%	48%	51%	51%	63% _C	55%	48%	61%
Hearing more about Instagram's safety tools	54%	55%	49%	54%	67%	60%	58%	63%
Hearing validation from someone I trust	47%	40%	53%	54%	39%	44%	36%	35%
Hearing more about Instagram's community guidelines	43%	32%	31%	33%	37%	33%	33%	41%
Hear about data from Instagram	41%	41%	41%	37%	42%	45%	37%	42%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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... AND GERMANY ...



Ways to show commitment to safety territories (% Selected)

	<u>Teens</u>					<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)		Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
<i>n</i> =	37	34	33	42		79	66	69	56
Hearing more about how reporting works on Instagram	52%	68%	70%	79%		73%	74%	71%	73%
Hearing more about Instagram's safety tools	55%	71%	61%	54%		55%	66%	65%	49%
Hearing validation from someone I trust	51%	49%	44%	38%		26%	28%	46%	32%
Hear about data from Instagram	26%	41%	42%	53%		47%	43%	51%	40%
Hearing more about Instagram's community guidelines	22%	60%	53%	45%		25%	28%	38%	35%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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... AND FRANCE ...

Ways to show commitment to safety territories (% Selected)

	<u>Teens</u>					<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)		Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
<i>n</i> =	139	139	105	143		152	159	133	158
Hearing more about Instagram's safety tools	71%	76%	68%	64%		71%	65%	63%	64%
Hearing more about how reporting works on Instagram	59%	75%	56%	67%		52%	60%	63%	55%
Hear about data from Instagram	49%	45%	52%	37%		48%	47%	43%	37%
Hearing validation from someone I trust	43%	38%	44%	44%		27%	35%	38%	28%
Hearing more about Instagram's community guidelines	42%	51%	38%	35%		34%	47%	43%	37%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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... AND JAPAN



Ways to show commitment to safety territories (% Selected)

	<u>Teens</u>				<u>Adults</u>			
	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)	Working to keep me safe on the app (a)	Working to reduce bad experiences on the app (b)	Feel comfortable sharing (c)	Feel safe on Instagram (d)
<i>n</i> =	202	175	182	201	175	145	143	152
Hearing more about Instagram's safety tools	62%	61%	62%	59%	67%	50%	45%	51%
Hearing more about how reporting works on Instagram	41% ^c	32%	25%	33%	53%	38%	44%	33%
Hear about data from Instagram	38%	27%	29%	40%	27%	30%	27%	34%
Hearing validation from someone I trust	33%	23%	38%	36%	29%	31%	37%	35%
Hearing more about Instagram's community guidelines	27%	27%	25%	28%	26%	20%	37%	29%

Q. What actions would show commitment to the following statement? (select all that apply)
Letters denote statistical significance using pair-wise comparisons with a Bonferroni correction.

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PARENTS ARE THE KEY TARGET FOR SAFETY INFORMATION, BUT IT NEEDS TO REACH THEM AT THE RIGHT TIME AND PLACE



Why parents	How to reach them	What they already know
• Parents had the most safety concerns about Instagram, particularly in relation to the safety of their teens. • Parents don't talk to their teens about safety concerns before they arise; they wait until issues arise before addressing them. • Nearly all parents we spoke to had joined Instagram to monitor their kids.	• Parents seek out information about safety when they need it. An internet search is often the first resource. • Safety information from traditional media outlets doesn't always stay with parents. • TV series, such as <i>Law and Order: SVU</i> or <i>Dr. Phil</i> fuel concerns about safety.	• Most of the parents we talked to are unaware of the Instagram Parents' Guide. • However, they are beginning to use Instagram and are aware of safety tools on the app. • Private accounts • Reporting • Turn off comments

TEENS AND YOUNG ADULTS APPRECIATE IN-THE-MOMENT INFORMATION WHEN THEY ENCOUNTER SAFETY ISSUES



Why teens and young adults	How to reach them	Opportunities
• Teens and young adults had no dire safety concerns that were constantly on. • Safety concerns become salient to teens when they are directly effected.	• Teens want information about safety tools and resources <i>in the moment</i>, such as the SSI popup with tips. • Instagram is seen as the best source, but information from the app is lacking.	• Explore expanding SSI popup screen to different safety issues. • Improve messaging to users when they report inappropriate content or interactions on Instagram. • Explore targeted megaphone QP's to users when/if they have negative experiences. • Include more safety-related information on @instagram account.

SAFETY MESSAGING

Takeaway 1

Words that resonate the most with users expand the idea of community, high standards, and proactivity. The final positioning statement incorporates these words

Takeaway 2

Parents are the most keen audience for information about safety on Instagram. The information they hear in the media doesn't always stay with them, and many seek out information via web searches when an issue arises.

Takeaway 3

Teens want to hear information directly from Instagram when they encounter safety issues on the app. Many mentioned the SSI pop-up screen as an example of the type of information -- and delivery system -- they want available to them.

OPPORTUNITIES AROUND SAFETY

Opportunity 1

Safety information needs to reach people when they need it, and some parents mentioned internet search engines as their current helpline. There is an opportunity to optimize search engine so that users reach Instagram resources when they search for them.

Opportunity 2

Spam, bots, and sometimes creepy messages from strangers in DMs are a growing concern among the users we talked to. There is an opportunity to help users reduce this unwanted contact, which will help them feel more in control and safer on Instagram.

Opportunity 3

Mental health, bullying, and social comparison are linked to one another. There is an opportunity to integrate the three for a larger impact.

Opportunity 4

For IG users, we should explore in-product touchpoint for when a bad experience happens, such as improving reporting messaging or considering the use of targeted megaphones. Our SSI tips popup was mentioned multiple times as something very helpful in the moment, so we should continue to expand on that work.



APPENDIX - DEMOGRAPHICS

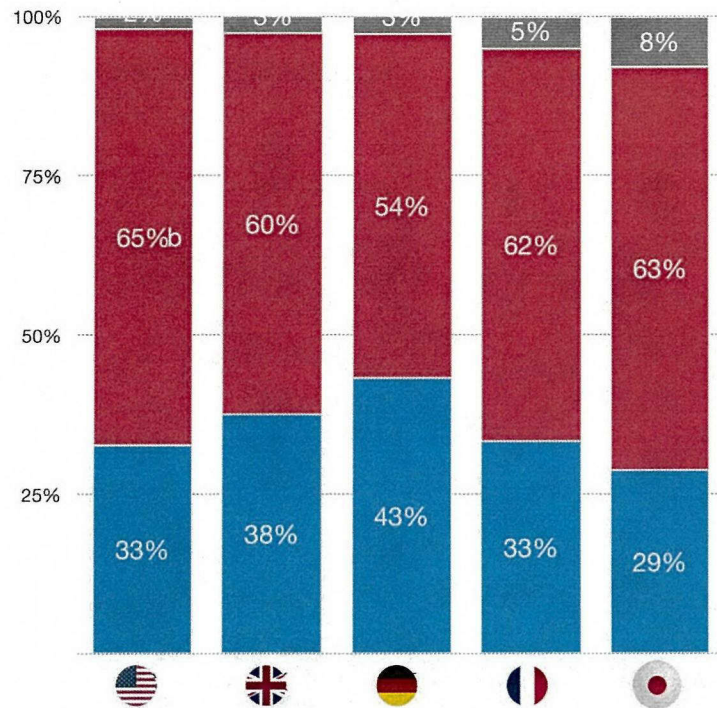
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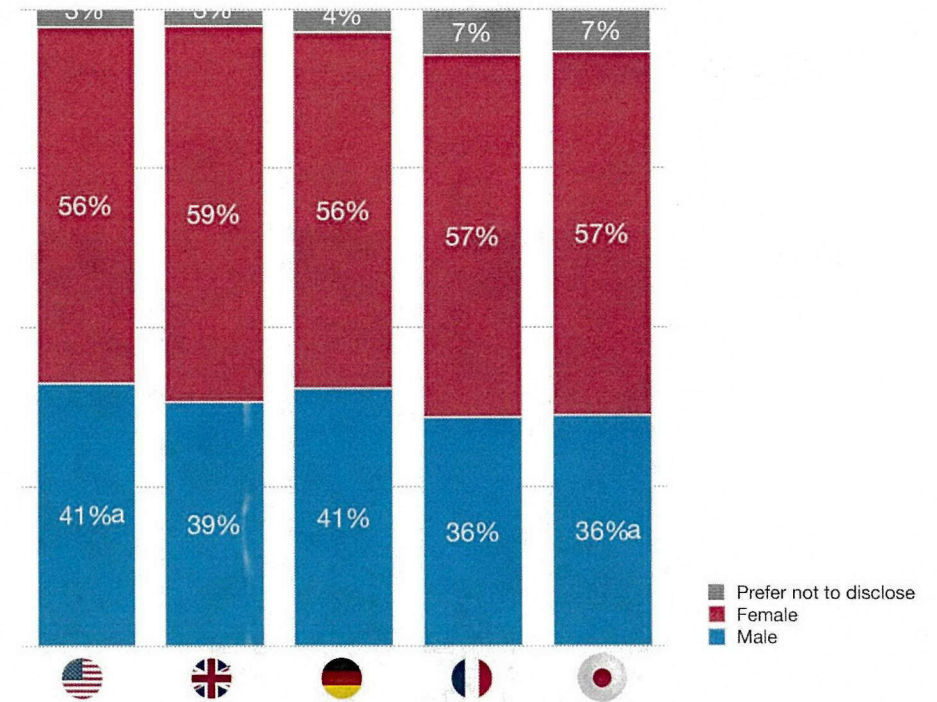
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SELF-REPORTED GENDER

Teens (a)



Adults (b)



Q. What is your gender?

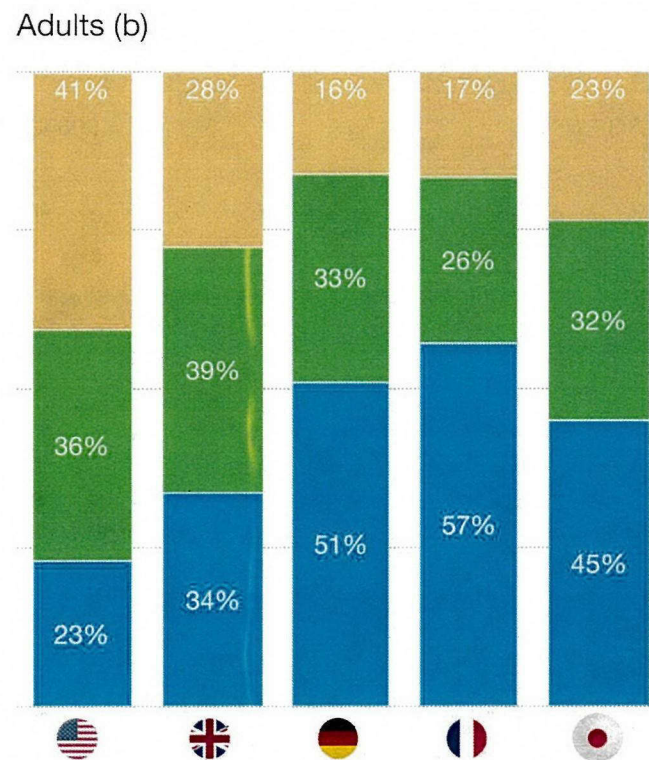
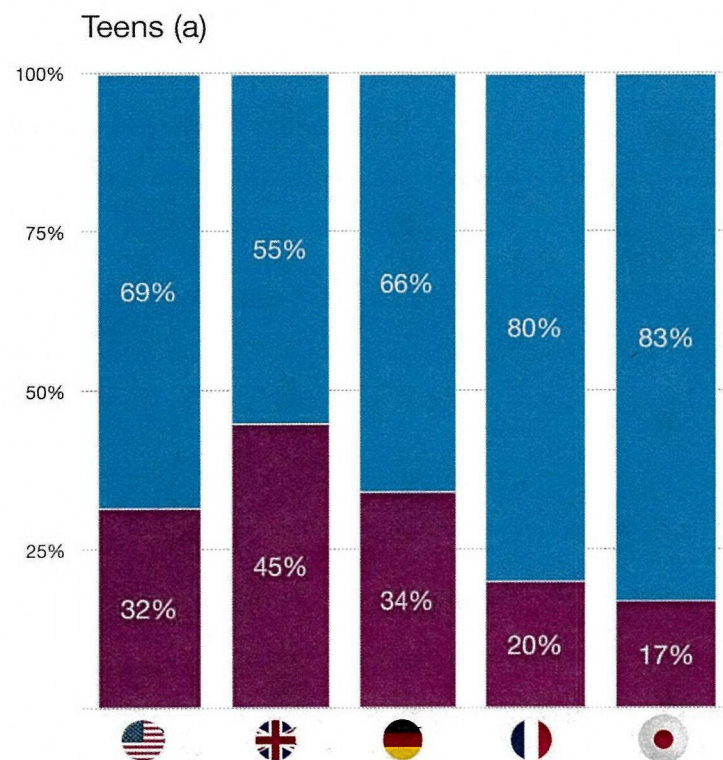
Letters denote statistical significance using pair-wise comparisons. Data weighted to database gender.

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AGE



35-45
25-34
19-24
16-18
13-15

Q. How old are you?

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PARENTAL STATUS (AMONG ADULTS)

					
0-7 years old	23%	19%	14%	16%	17%
8-10 years old	12%	7%	4%	5%	5%
11-12 years old	5%	6%	3%	3%	2%
13-15 years old	7%	6%	1%	3%	3%
16-17 years old	5%	3%	3%	3%	2%
None of the above	62%	73%	80%	79%	76%

Q. Do you have any children or grandchildren that are the following ages? (select all that apply)

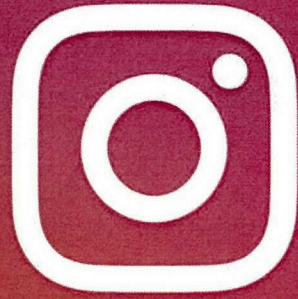
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FOCUS GROUP QUALIFICATIONS

	Teens	Parents	Informed adults
Age	• 16-18	• 31-55	• 25-45
Additional qualifications	• Has owned their own iPhone or Android for at least 6 months • Uses Instagram monthly	• Parent of at least one child age 11-18 • For parents of teens age 13-18, teen uses Instagram monthly	• Graduate of 4-year college • Annual household income above thresholds (\$50K in Phoenix, \$75K in New York) • Reads at least two different news publications at least monthly
Sensitive Industry	No household member works in sensitive industry (advertising, public relations, market research, marketing, technology, media/journalism, government/politics)		
Previous research	Has not participated in research study about media or technology in past year		



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