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INSTAGRAM TEEN WELL- BEING STUDY: US TOPLINE FINDINGS

February, 2019

METHODOLOGY



WHAT

- Online Survey**
- Teens 13-18 years old in the United States
 - Topics covered beliefs, attitudes, concerns, likes & dislikes of teens in regard to their well-being and social media usage

WHEN

February 1-11, 2019

WHO

- Teens 13-18 years old in the United States**
- Use Instagram at least once a month
 - Even mix of age and gender

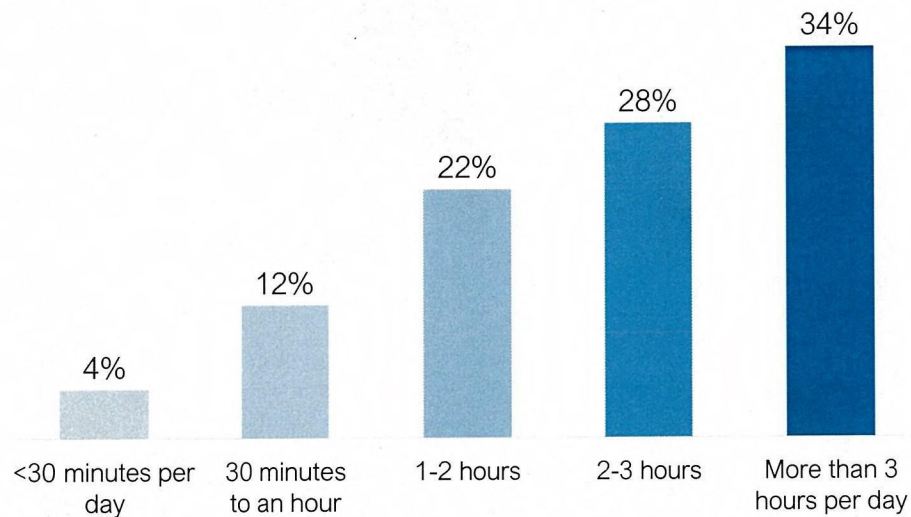
Sample Sizes	Males 13-15	Males 16-18	Females 13-15	Females 16-18	Total
Total	250	250	250	250	1,000

RESPONDENT PROFILE: TEENS SPEND A LOT OF TIME ON SOCIAL MEDIA – ABOUT 3 IN 5 ARE ON SOCIAL MEDIA AT LEAST TWO HOURS A DAY

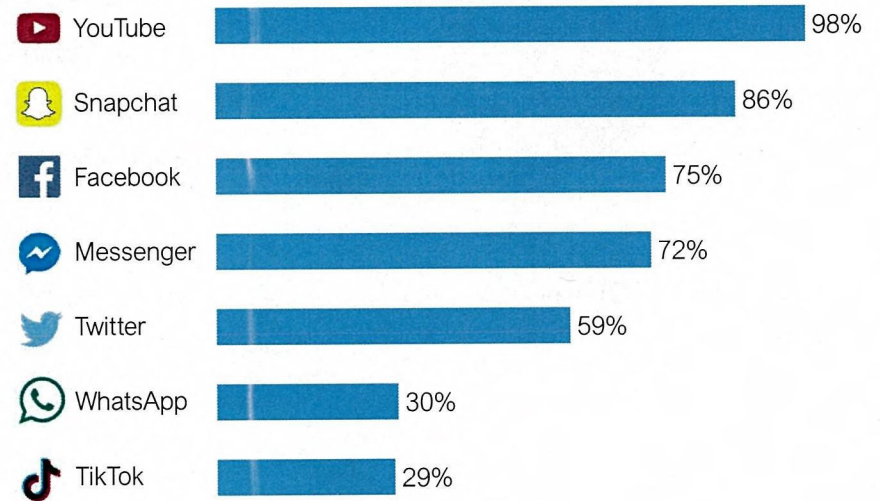


More than three-quarters of teen IG MAP also use YouTube, Snapchat, and Facebook at least monthly

Daily Use of Social Media
Among Teen IG MAP



Other Apps Used at Least Monthly
Among Teen IG MAP



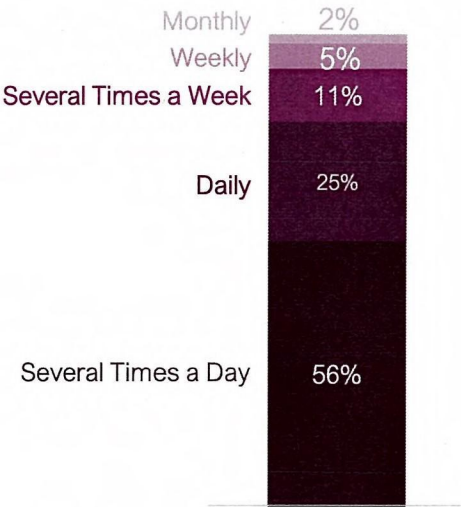
Q8. About how much time do you spend on social media each day? | S4. How often do you use each of the following apps?
US: n=1,000

RESPONDENT PROFILE: ON INSTAGRAM SPECIFICALLY, A MAJORITY USE THE APP SEVERAL TIMES A DAY

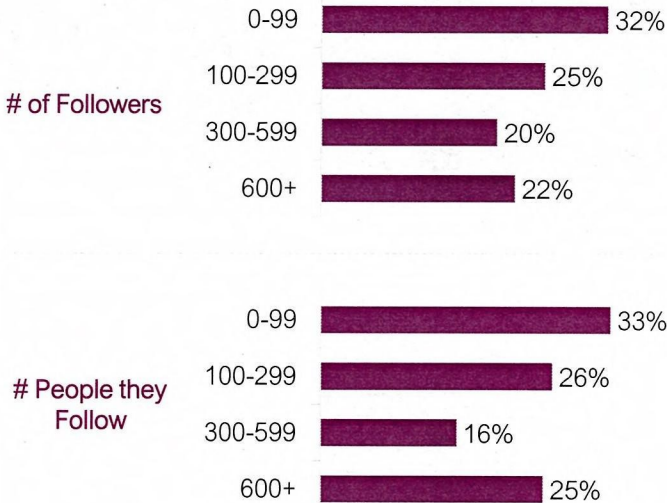


Among teens, only about 1 in 5 IG MAP have more than one account
A third of teens using IG have a public account

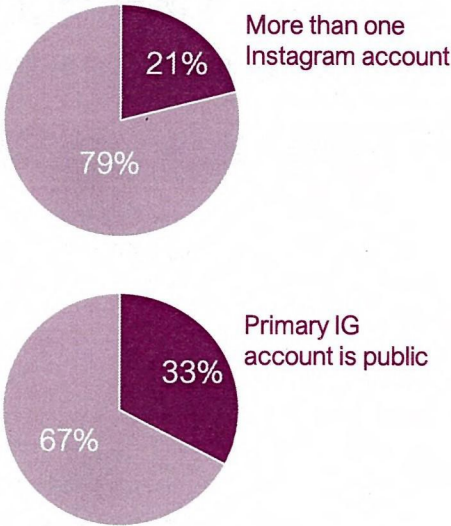
IG Usage
Among Teen IG MAP



Number of Followers / People They Follow
Among Teen IG MAP



Other IG Metrics
Among Teen IG MAP



S4. How often do you use each of the following apps? | Q22: Do you have more than one Instagram account? | Q23: Is your [primary] Instagram account public or private? | Q24. About how many people do you follow on Instagram? | Q25: About how many followers do you have on Instagram?
US: n=1,000



WHAT DOES WELL-BEING MEAN AT A HOLISTIC LEVEL?



WELL-BEING & SOCIAL MEDIA: SUMMARY OF KEY FINDINGS

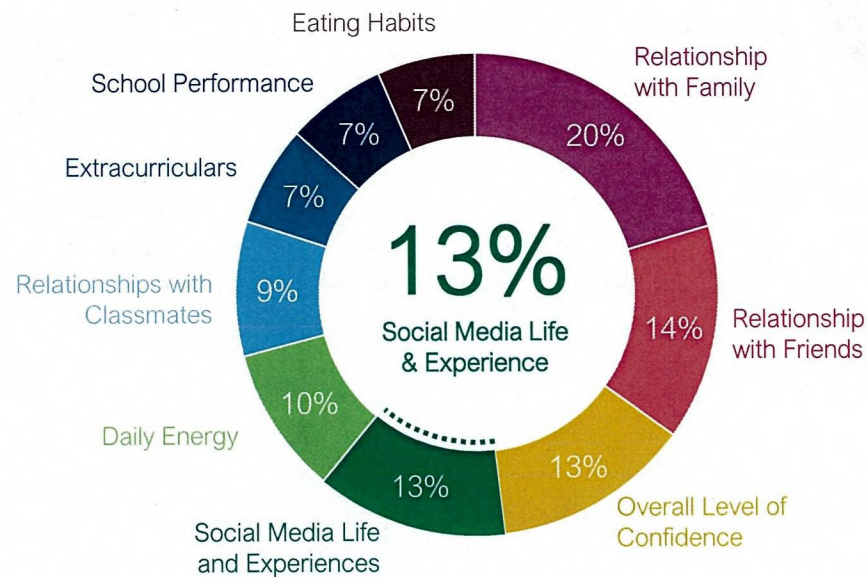
- 1 Well-Being means positive relationships with family and friends, self-confidence, and good experiences on social media**
 - Teens' satisfaction with social media does play a role in teens' overall well-being – albeit not as strong as relationships with others
 - Most teens report high levels of satisfaction with their lives and other dimensions of their well-being, specifically social dimensions
- 2 In terms of frequency, positive life experiences outweigh negative life experiences in teens' lives**
 - The most common life experiences that contribute positively to well-being include spending time with friends & family, exploring passions or interests, & eating well
 - Almost half of teens feel stressed and / or tired often
- 3 On a stated basis, most teens believe social media has had a positive impact on their lives**
 - 74% of teens claim that social media has had a somewhat or very positive impact on their lives
 - Namely, teens' relationships with friends and social lives benefit most from their experience on social media
- 4 Teens also believe Instagram has had a positive impact on their lives**
 - 69% of teens believe Instagram has had a somewhat or very positive impact on their lives
 - Teens believe YouTube, Snapchat, and Instagram have had the most positive impact on their lives

FOR TEENS, WELL-BEING MEANS RELATIONSHIPS WITH FAMILY & FRIENDS, SELF-CONFIDENCE, AND THEIR SOCIAL MEDIA EXPERIENCES

Energy levels throughout the day and school-related aspects are the next most important drivers of well-being



Top Drivers of Overall Well-Being
Regression of Overall Life Satisfaction with Satisfaction with Different Areas of their Lives Among Teen IG MAP



Regression of Q1: In general, how satisfied are you with your life today? with Q2. How satisfied are you with each of the following areas of your life? * $R^2=0.445$
US: n=1,000 *Not all Q2 attributes significant to the regression

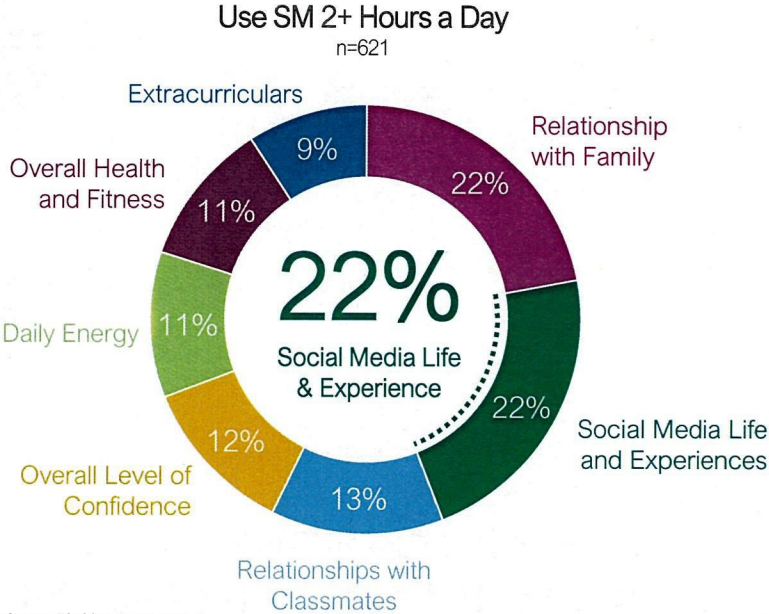
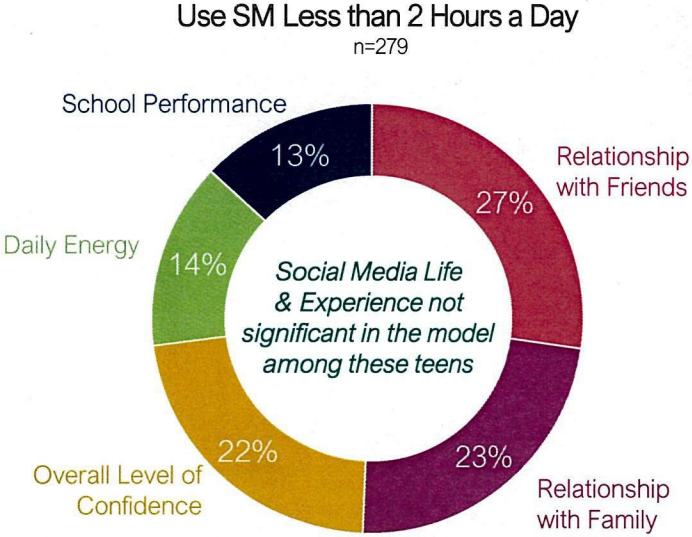
BEING, HOWEVER, VARIES BASED ON HOW MUCH SOCIAL MEDIA THEY USE



Among those who use Social Media for 2+ hours a day, Social Media Life and Experiences is one of the most important driver of overall well-being; however, it is not an important driver for those who use less than 2 hours

Top Drivers of Overall Well-Being by Social Media Usage

Regression of Overall Life Satisfaction with Satisfaction with Different Areas of their Lives Among Teen IG MAP



Regression of Q1: In general, how satisfied are you with your life today? with Q2: How satisfied are you with each of the following areas of your life?* Teens using SM less than 2 hrs. a day: $R^2=0.396$ | Teens using social media more than 2 hrs. a day $R^2=0.461$
US: n=1,000 *Not all Q2 attributes significant to the regression

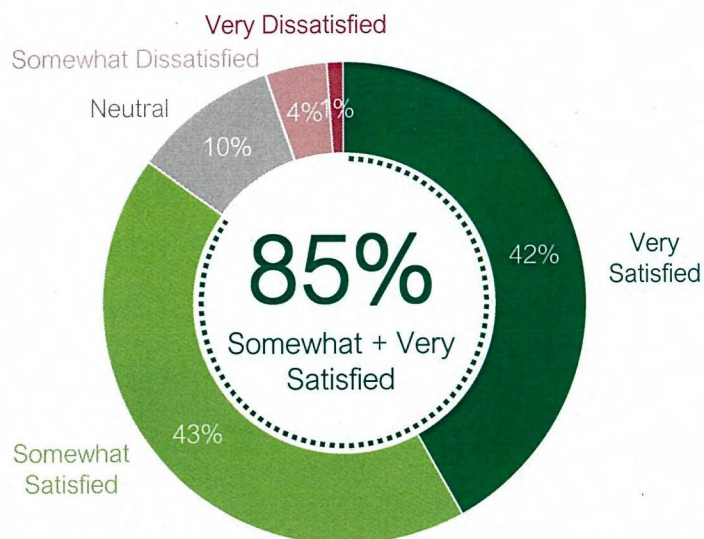
VARIOUS ASPECTS OF WELL-BEING (RELATIONSHIPS WITH FRIENDS, FAMILY, SOCIAL MEDIA EXPERIENCES, ETC.)



Teens are relatively less satisfied with their energy levels throughout the day and overall confidence

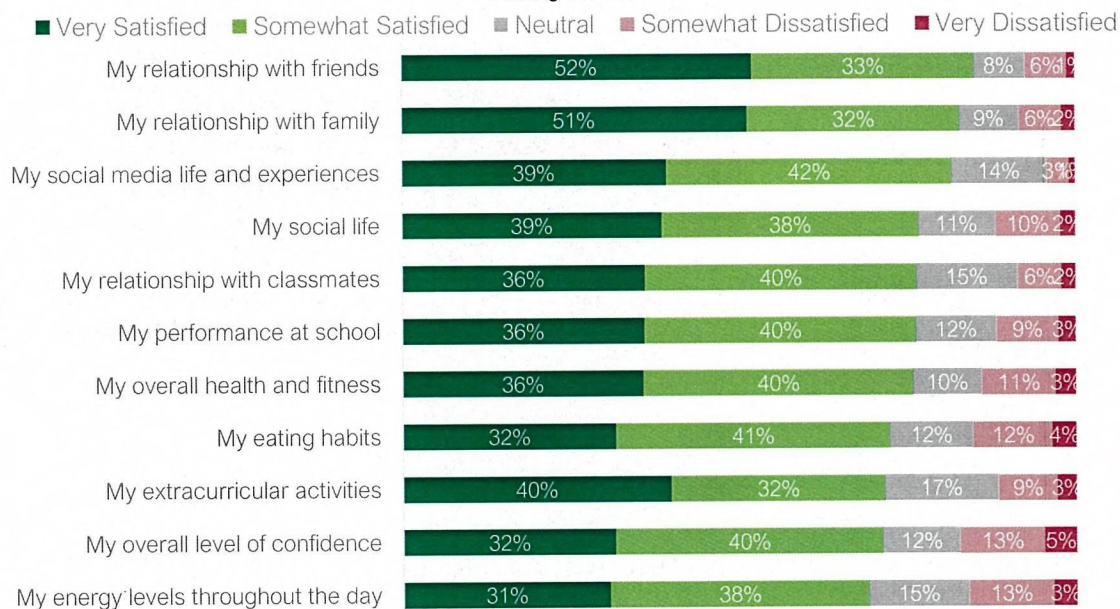
Overall Life Satisfaction

Among Teen IG MAP



Satisfaction of Well-Being Dimensions

Among Teen IG MAP

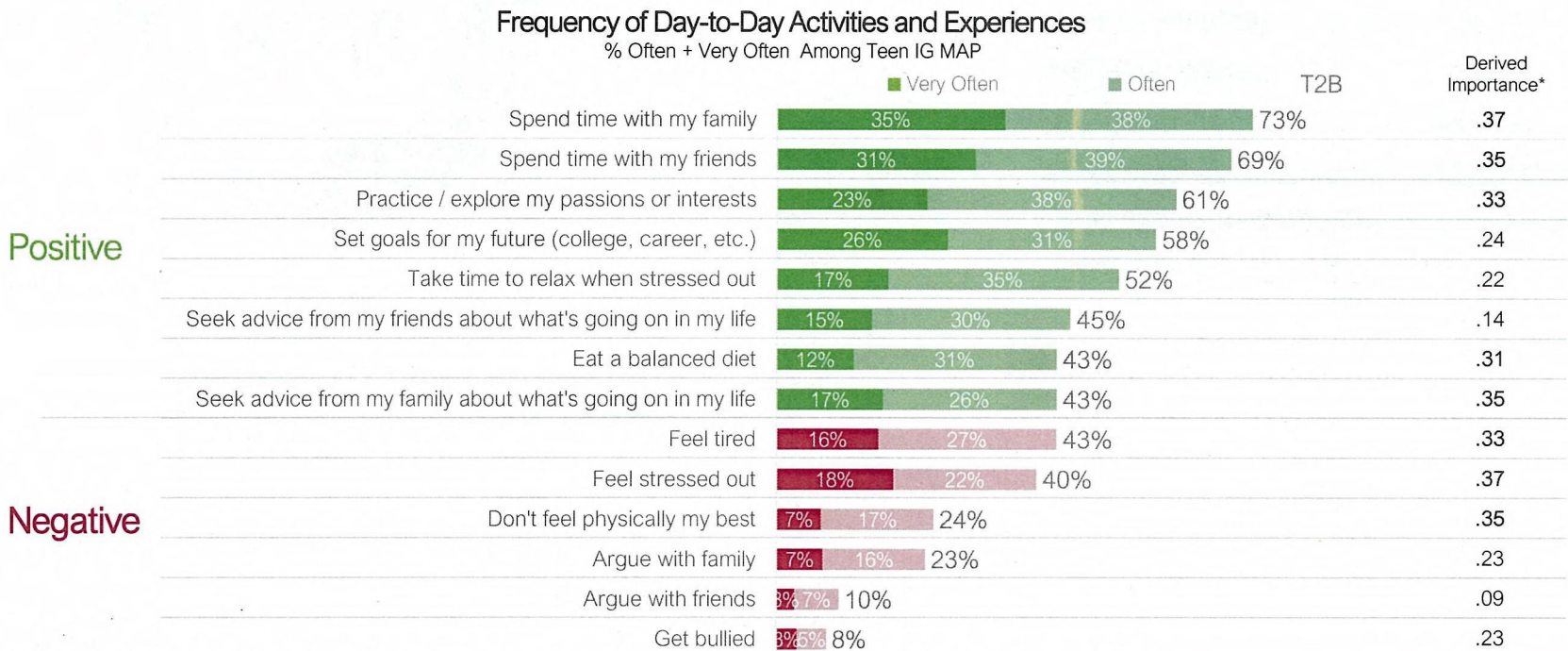


Q1: In general, how satisfied are you with your life today? | Q2: How satisfied are you with each of the following areas of your life?
US: n=1,000

DO OR EXPERIENCE POSITIVE ACTIVITIES MORE OFTEN THAN THEY EXPERIENCE NEGATIVE ONES



However, how often teens engage in positive or negative experiences or activities are not strongly correlated with overall well-being



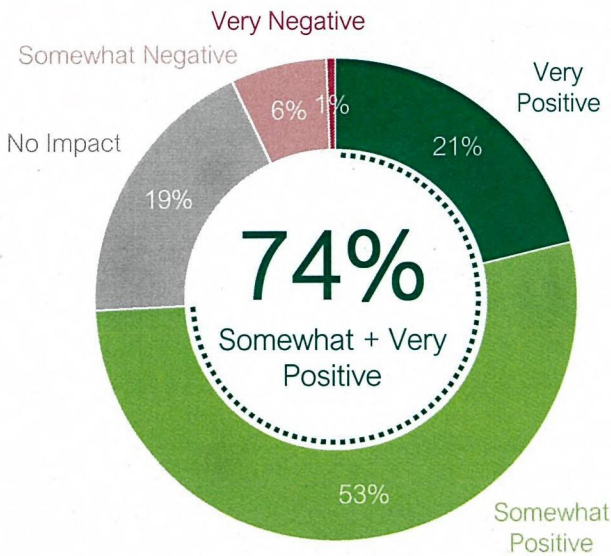
Q3. How often do you do or experience each of the following? Derived Importance: Correlation of Q3 with Q1 (In general, how satisfied are you with your life today?)
US: n=1,000

IMPACT ON THEIR LIVES, ESPECIALLY IN THE AREA OF SOCIAL LIFE AND CONFIDENCE

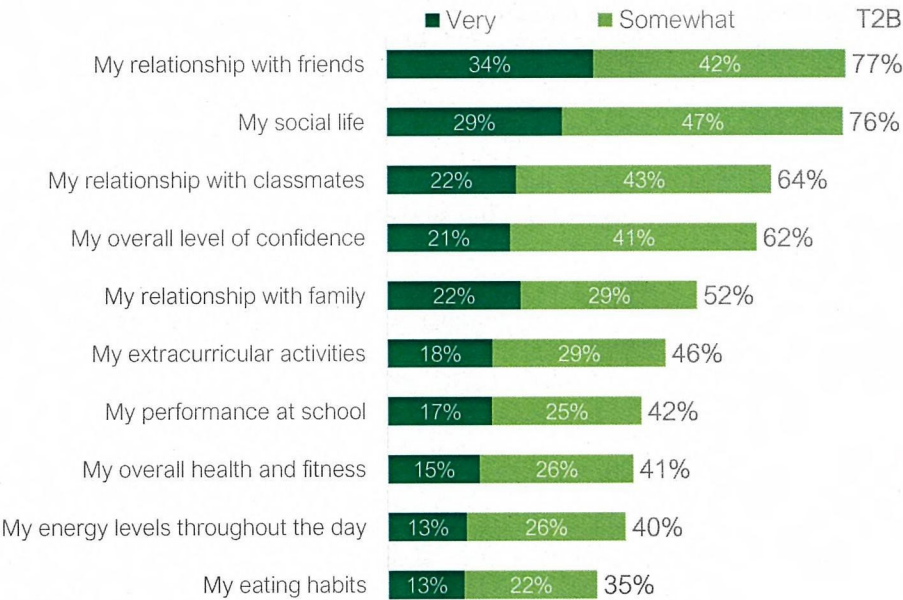


However, there is an opportunity to improve in building positive life habits (e.g., eating well, energy levels, overall health / fitness) as these are areas where the perceived impact of social media is lower yet are drivers of overall well-being

Perceived Impact of Social Media on Overall Well-Being
Among Teen IG MAP



Perceived Impact of Social Media on Well-Being Dimensions
Among Teen IG MAP



Q5: Overall, how has social media impacted your life? | Q6. How has social media impacted each of the following areas of your life?
US: n=1,000

CONNECTING WITH OTHERS / RELATIONSHIPS, SELF-EXPRESSION, ENTERTAINMENT, & EXPLORING PASSIONS



However, SM has a negative impact when it magnifies their insecurities, e.g., comparing themselves to others physically and socially; teens also express feeling addicted to it and being bullied

Reasons Why Social Media has Positive or Negative Impact on Well-Being

Among Teen IG MAP

Reasons Why Social Media has had a Positive Impact on their Life

Connection

"I have a chronic illness that causes me to be at home almost all of the time, which can be very isolating. Social media helps me reach out to maintain relationships with friends and meet new friends even when I'm stuck in bed on most days." – Female 16-18

Self-Expression

"Because it allowed me to meet people all over the world and gives me a way to express my self and see others and how their lives are." – Male 13-15

Entertainment

"Social Media can make me have a good laugh if I ever need one, it contains so many things that people around the world have posted and can cause stress relief and relaxation." – Male 13-15

Explore Passions

"It gives me the ability to pursue my passion (creating and playing music/singing) by expanding my audience and helping me to learn to play guitar and write my own songs. – Male-16-18

Reasons Why Social Media has had a Negative Impact on their Life

Pressure to Look Perfect

"I feel I compare my life to others so if someone appears to have a good life I start feeling down about mine." – Female 13-15

Inauthentic

"I believe that social media causes me to live life less in the moment and more digital. It makes me sad." – Female 16-18

App Addiction

"I am addicted to it, it takes away time from other things I should be doing at times." – Female 16-18

Fear of Missing Out

"It makes me see things I wish I had and see people I wish I could be like and I'm only me and it makes me sad because people have fun all the time and I don't." – Male 13-15

Bullying

"A while back I got social media but I got bullied on it by my friends as they said mean things in a group chat but I couldn't do anything about it." – Female 13-15

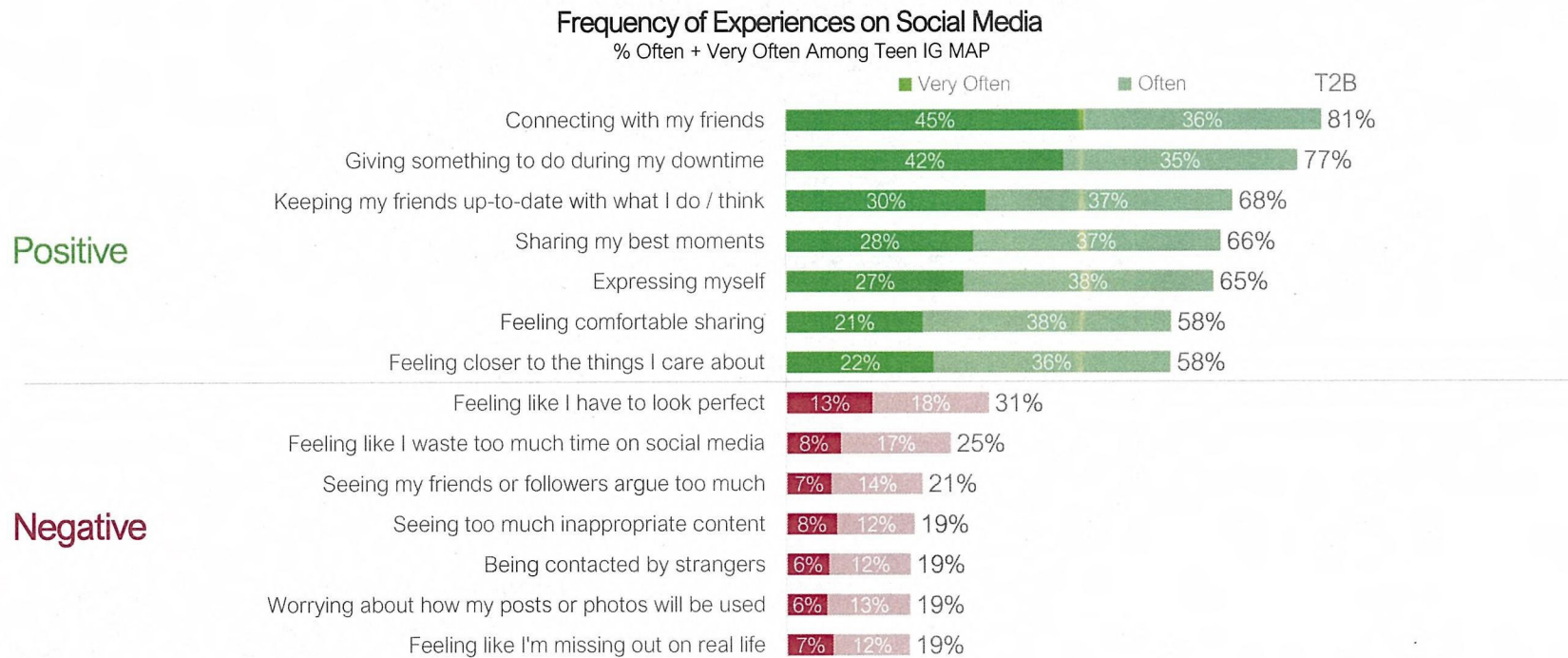
Q5b: Why do you say that social media has had [pipe: pQ5] on your life?

US: Teens who believe SM has a positive impact (n=743); Believe SM has had a negative impact (n=70)

POSITIVE EXPERIENCES ON SOCIAL MEDIA OUTWEIGH THE BAD IN TERMS OF FREQUENCY



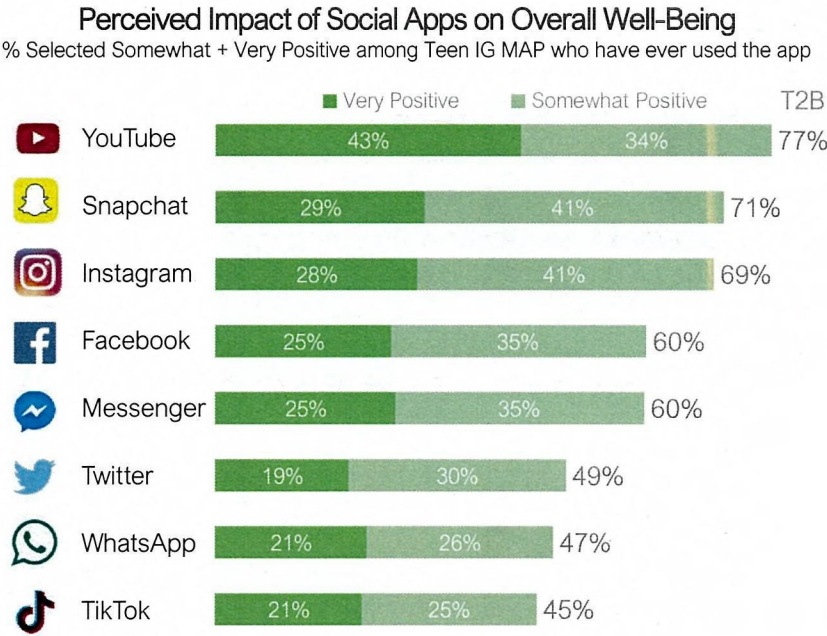
About 4 in 5 teens are entertained and get to connect with friends at least often on social apps
Almost a third of teens feel a pressure to look perfect at least often on social media



Q11. How often have you experienced each of the following on social media?
US: n=1,000

YOUTUBE, SNAPCHAT, AND INSTAGRAM HAVE THE MOST POSITIVE IMPACT ON TEENS' LIVES

TikTok, WhatsApp, and Twitter are less likely to have a positive impact



Q7. How have each of the following apps impacted your life?
US: n=1,000 (base size varies by app; n=350 to 1,000)



IS THERE A RELATIONSHIP BETWEEN WELL-BEING AND SOCIAL MEDIA USAGE BEHAVIORS?

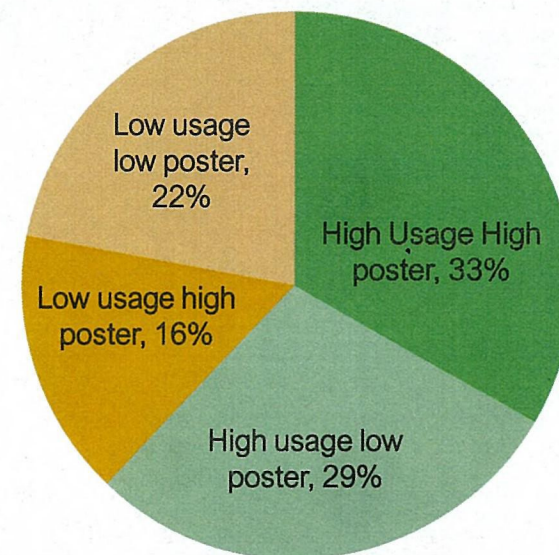
Well-Being by Usage Groups

WELL-BEING AND SOCIAL MEDIA USAGE: SUMMARY OF KEY FINDINGS – AMOUNT AND TYPE OF ACTIVITY SEEM TO MATTER



- 1 Teens who frequently post original content to social media are more likely to be satisfied with their social lives, express themselves, and feel comfortable sharing on social apps
- 2 Teen IG MAP who post original content frequently but are on it <2 hours/day have among the highest levels of satisfaction with their lives
- 3 In contrast, teens who use social media 2+ hours a day are more likely to feel tired and stressed out – those who use social media 2+ hours but don't often are less likely to be satisfied overall

Daily Use of Social Media vs. Frequency of Posting Original Content
Among Teen IG MAP



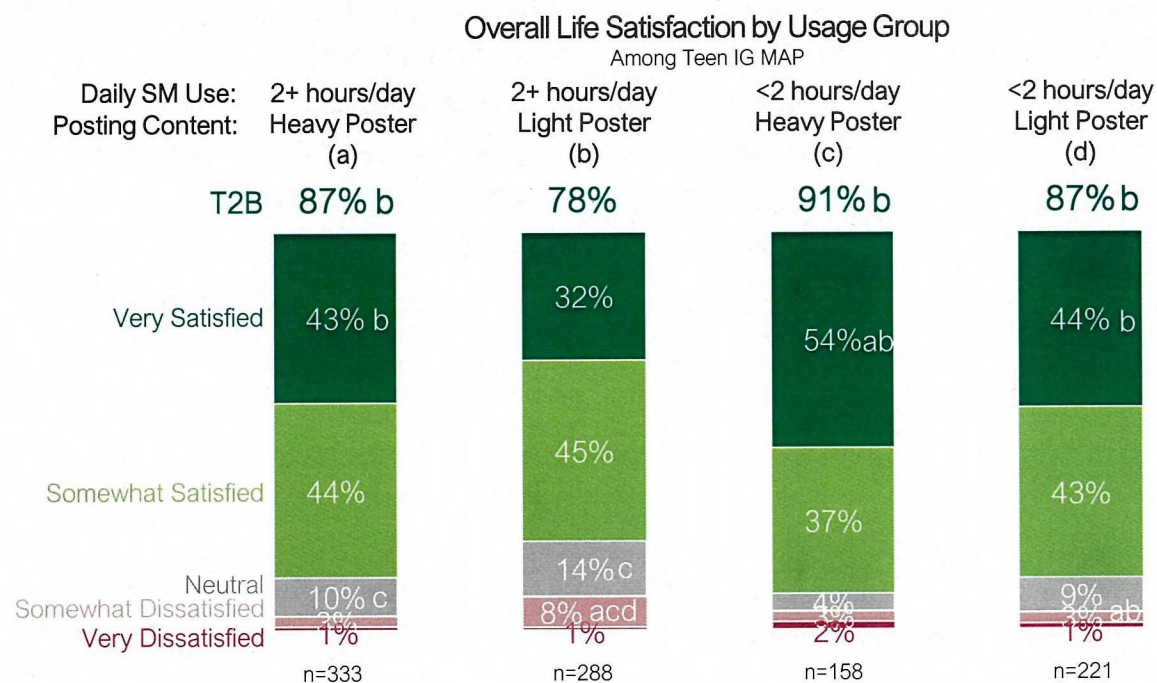
High Poster: Post Original Content at Least Several Times a Week (Q9)
High Usage: 2+ Hours/Day on any Social Media (Q8)

Q8. About how much time do you spend on social media each day? | Q9. How often do you post original content to social media?
US: n=1,000

ORIGINAL CONTENT ARE LESS LIKELY TO BE SATISFIED WITH THEIR OVERALL LIVES



In contrast, those who post often but spend less than 2 hours/day have among the highest satisfaction with their lives

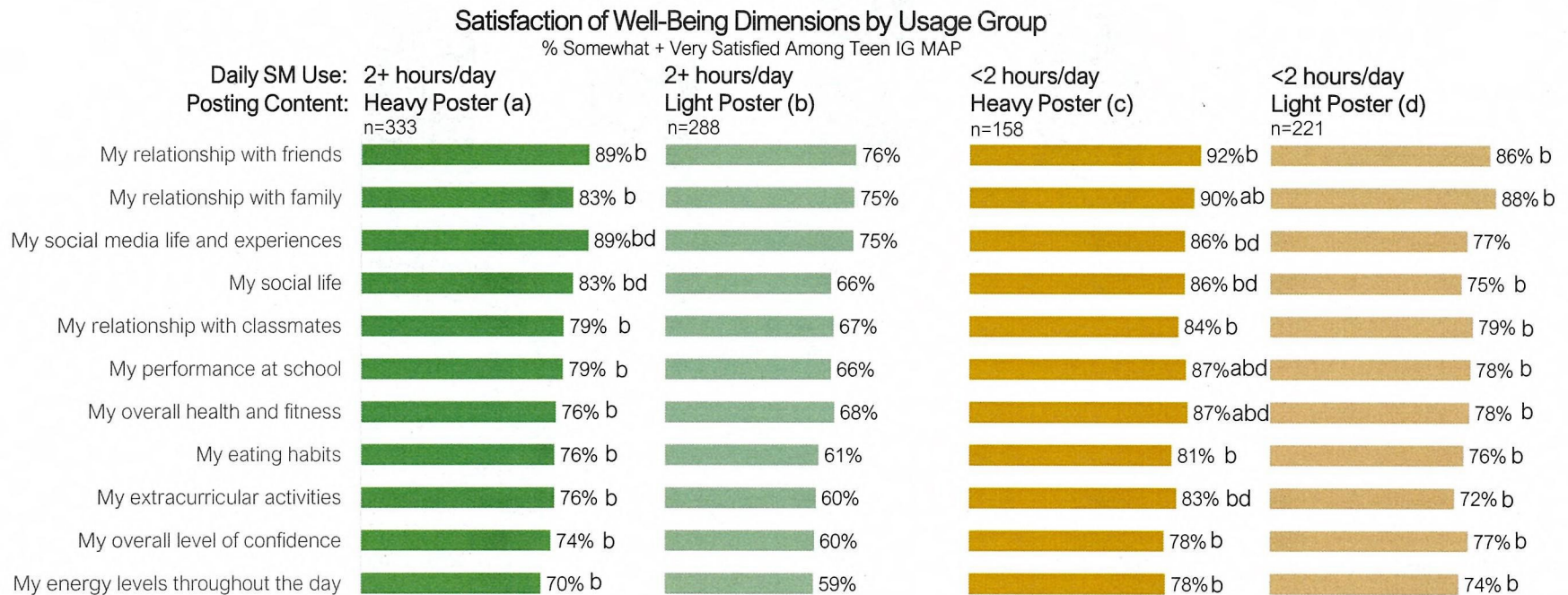


Q1: In general, how satisfied are you with your life today?

LEVELS OF SATISFACTION ACROSS MANY OF THEIR WELL-BEING DIMENSIONS



In contrast, those who also spend <2 hours/day on SM but post often are most satisfied with performance at school and overall health and fitness, as well as extracurricular activities

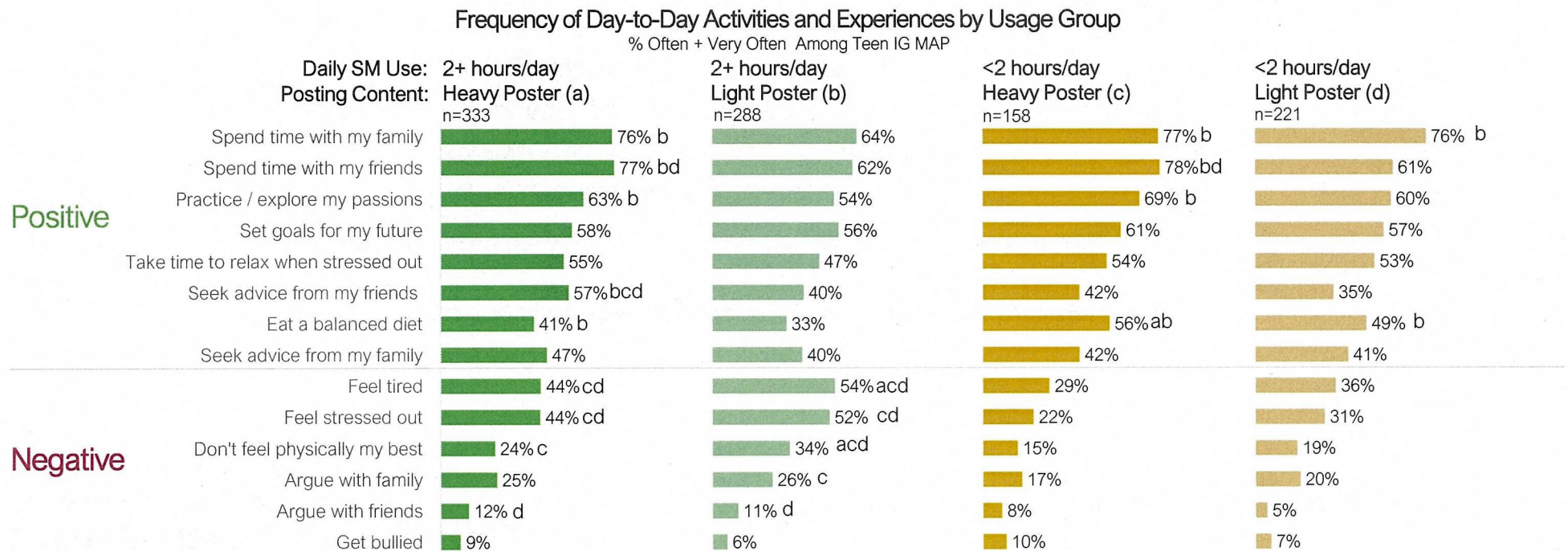


Q2. How satisfied are you with each of the following areas of your life?

FREQUENT CONTENT POSTERS ARE MORE LIKELY TO SPEND TIME WITH FRIENDS AND LESS LIKELY TO FEEL TIRED AND STRESSED OUT



Conversely, those who spend 2+ hours a day on social apps and don't frequently post content are more likely to encounter negative day to day experiences – especially feeling tired and not physically their best

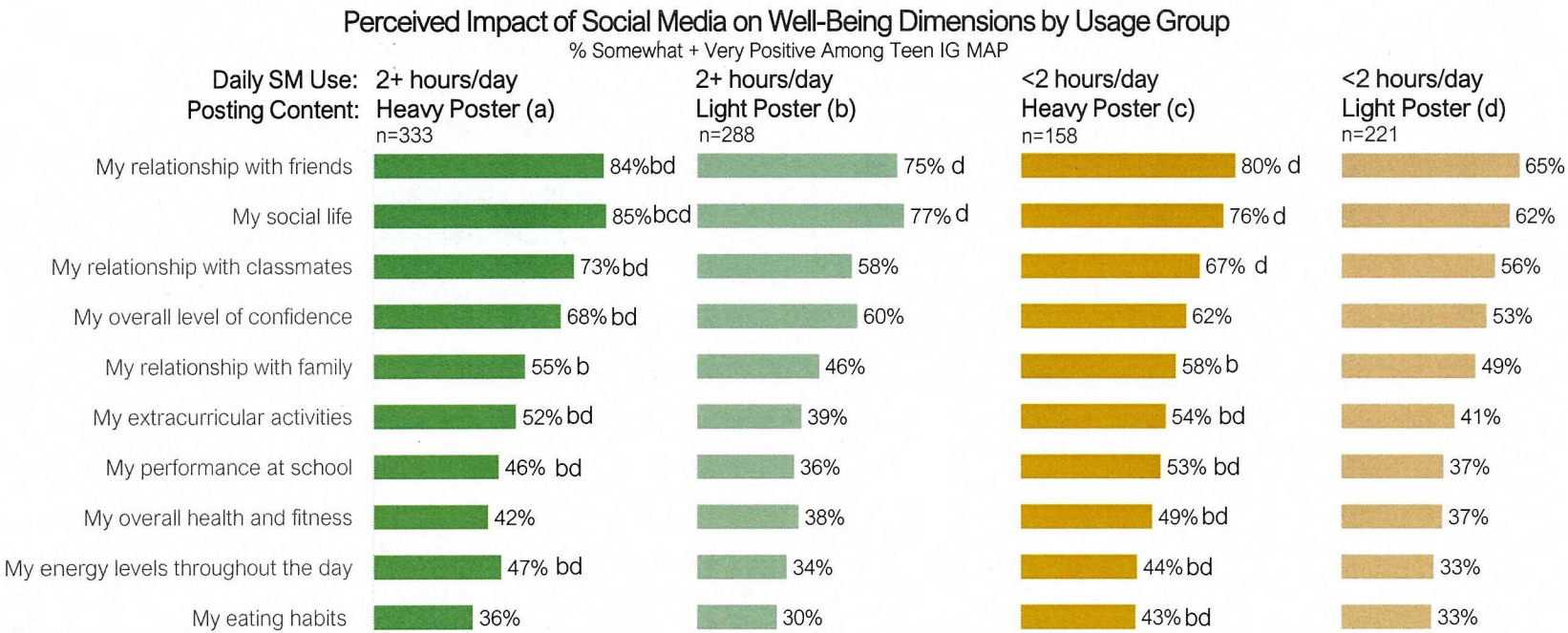


Q3. How often do you do or experience each of the following?

TO BELIEVE SOCIAL MEDIA HAS HAD A POSITIVE IMPACT ON VARIOUS DIMENSIONS OF THEIR LIVES



Teens who use social apps more than 2 hours a day and post frequently are more likely to believe social media has had a positive impact on their social lives

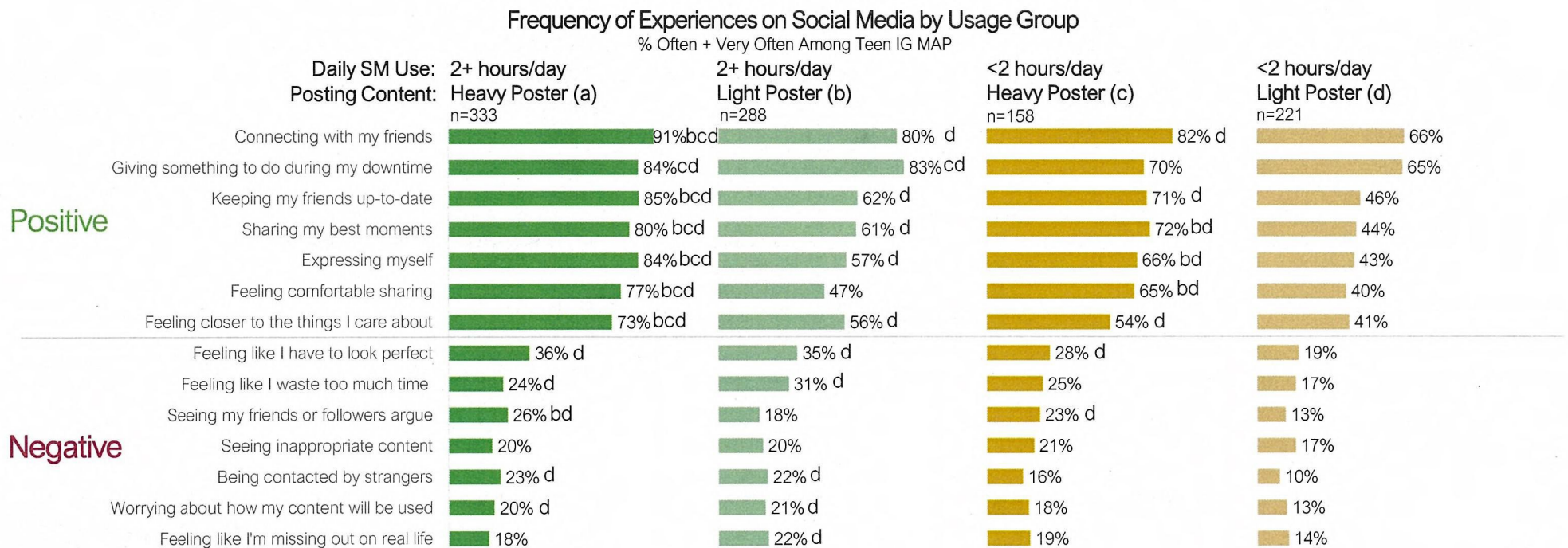


Q6. How has social media impacted each of the following areas of your life?

HEAVY POSTERS ARE MORE LIKELY TO SHARE THEIR BEST MOMENTS, EXPRESS THEMSELVES, AND FEEL COMFORTABLE SHARING



Unsurprisingly, teens who don't use social apps as often or post to them are less likely to experience many of the positives and negatives of social media

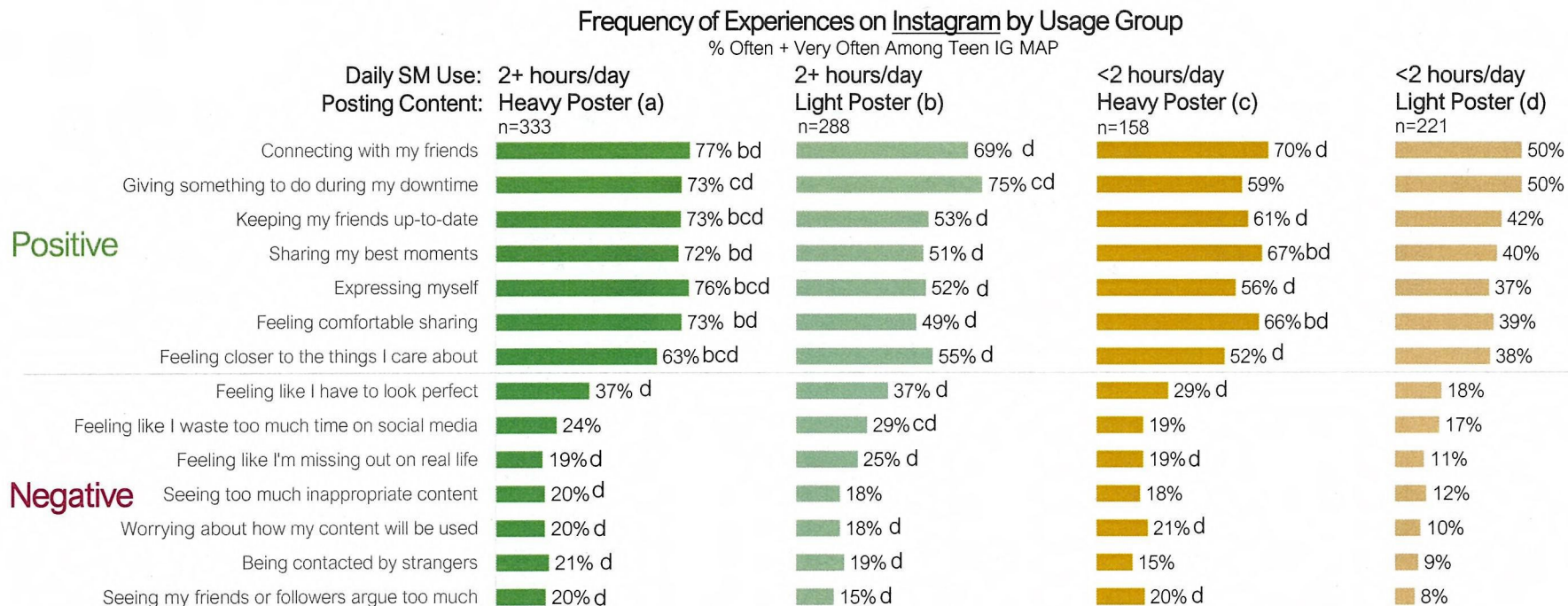


Q11. How often have you experienced each of the following on social media?

MEDIA ARE LESS LIKELY TO EXPERIENCE MANY POSITIVES AND NEGATIVES



Teens who use social media and post to it frequently over-index on many positive experiences on Instagram



Q12. How often have you done or experienced each of the following on Instagram?



HOW DOES INSTAGRAM IMPACT TEENS' WELL-BEING?



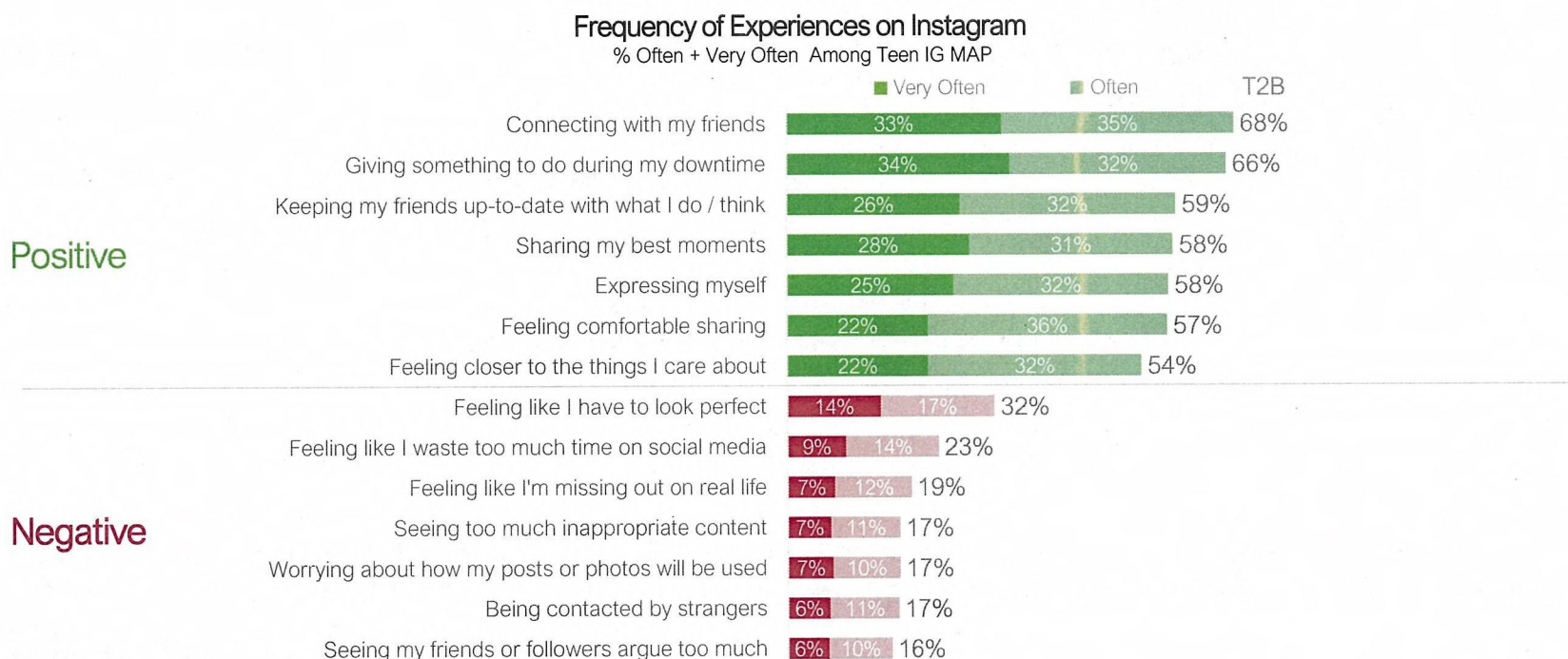
WELL-BEING & INSTAGRAM: SUMMARY OF KEY FINDINGS

- 1** Connecting with friends and having something to do during downtime are teens' most common positive experiences on Instagram
 - In general, teens have more positive experiences on Instagram than negative ones
 - The pressure to look perfect is the most common negative experience on IG with about a third of teens feeling this way often
- 2** The most common course of action taken among teens who run into issues is enabling Instagram's privacy features
 - Almost half of teens have blocked individuals on the app or made their account private
 - About a third of teens have taken action IRL and discussed their negative experiences on Instagram with a trusted friend or family member
- 3** Among teens that have reported a problem to IG, the majority are satisfied with how Instagram handled the situation
 - Specifically, teens were most satisfied with how IG managed reports related to potential misuse of their posts / pictures

DOWNTIME ARE TEENS' MOST COMMON POSITIVE EXPERIENCES ON INSTAGRAM



In general, teens have more positive experiences on Instagram than negative ones
One-third often feel like they have to look perfect on Instagram



Q12. How often have you done or experienced each of the following on Instagram?
US: n=1,000

WHERE NEGATIVE EXPERIENCES OCCUR IN THE APP DEPENDS ON THE TYPE OF ISSUE



Pressure to be perfect and worrying about how your content will be used are most common on teens' profiles
Other issues including FOMO, arguments, inappropriate content, and wasting time are most common on feed

IG Features Where Negative Experiences Occur

% Selected Among Teen IG MAP who have a Negative Experience at Least Occasionally

= Top App for Each Negative Experience

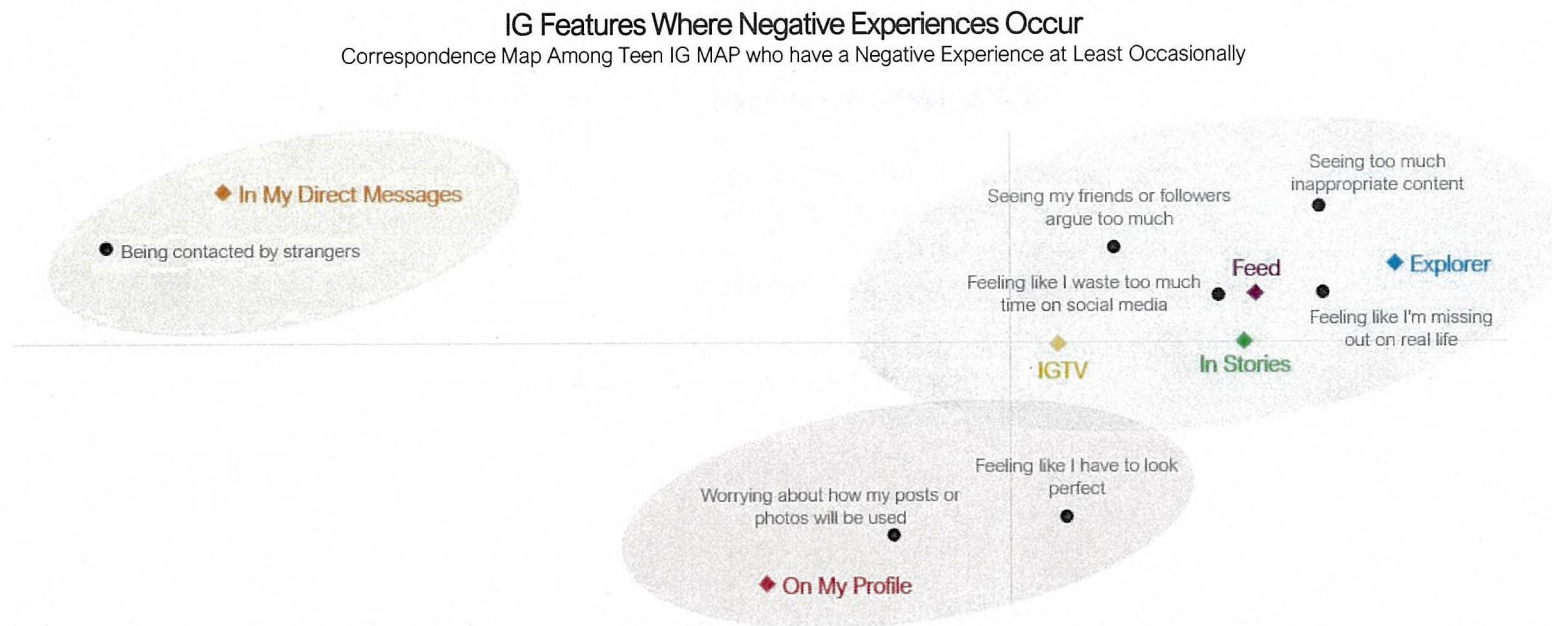
Negative Social Media Experiences	On My Profile	In My Direct Messages	In Stories	Feed	Explorer	IGTV
Feeling like I have to look perfect	50%	12%	34%	40%	17%	9%
Feeling like I'm missing out on real life	18%	14%	38%	44%	25%	9%
Seeing my friends or followers argue too much	13%	19%	27%	45%	11%	6%
Seeing too much inappropriate content	9%	16%	31%	44%	23%	8%
Worrying about how my posts or photos will be used	46%	16%	28%	32%	10%	8%
Being contacted by strangers	29%	56%	16%	22%	8%	7%
Feeling like I waste too much time on social media	21%	17%	29%	46%	25%	9%

Q13. Where on the Instagram app have these instances occurred?
US: n=1,000 *Base size varies by experience (n=322-484)

WHERE NEGATIVE EXPERIENCES OCCUR IN THE APP DEPENDS ON THE TYPE OF ISSUE



Direct Messaging is uniquely associated with being contacted by strangers

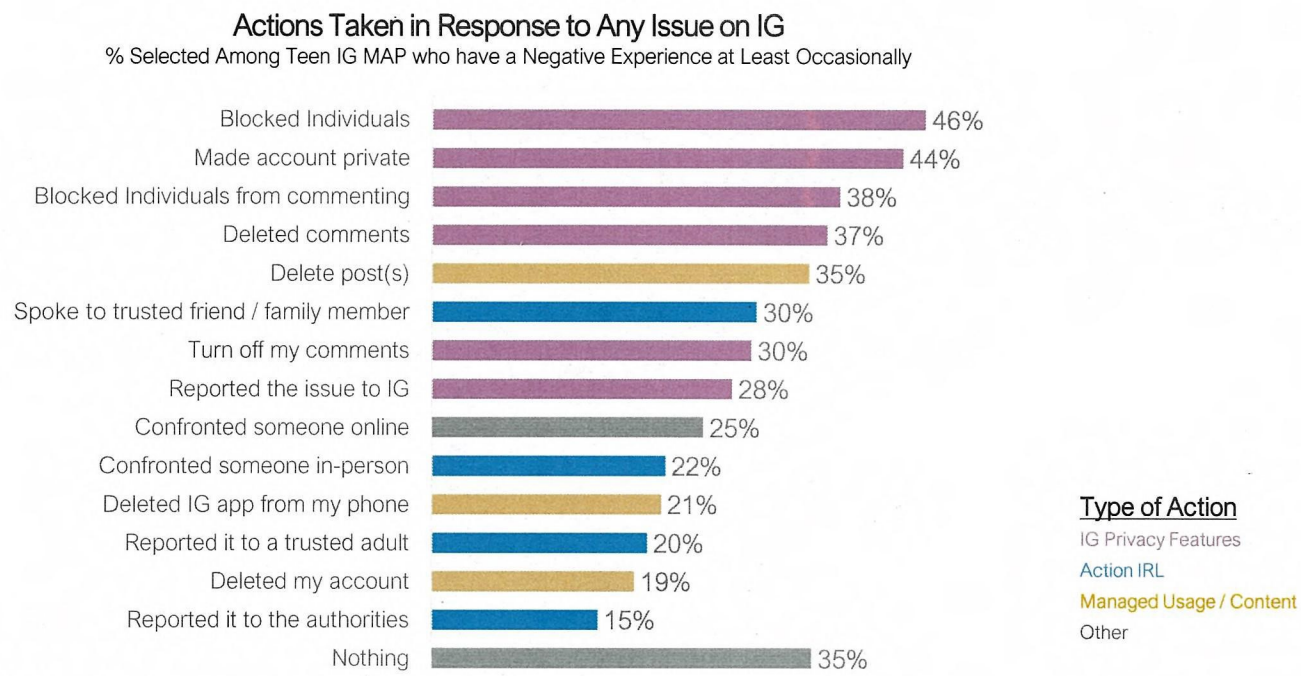


Q13. Where on the Instagram app have these instances occurred?
US: n=1,000

TEENS ARE MOST LIKELY TO TAKE ADVANTAGE OF INSTAGRAM'S PRIVACY FEATURES WHEN CONFRONTED WITH AN ISSUE ON THE APP



35% of teen IG MAP have deleted posts in response to a negative experience using Instagram



Q14. Which of the following have you done in response to these instances?
US: Have a negative experience on IG at least occasionally n=673

WHAT TEENS DO IN RESPONSE TO PROBLEMS FACED ON THE APP DEPENDS ON THE TYPE OF ISSUE THEY EXPERIENCE



Being contacted by strangers is commonly met with enabling specific privacy features while teens manage their own use of the app when they feel like they are wasting time

Types of Actions

IG Privacy Features

Managed Usage / Content

Action IRL

Other

Actions Taken in Response to Issues on IG

% Selected Among Teen IG MAP who have a Negative Experience at Least Occasionally

■ = Top 3 Actions for Each Negative Experience

Actions Taken	Feeling like I have to look perfect	Fear of Missing Out (FOMO)	Seeing friends or followers argue	Seeing too much inappropriate content	Worrying about how content will be used	Being contacted by strangers	Feeling like I waste too much time
Blocked individuals from following me	19%	14%	24%	36%	26%	46%	14%
Blocked individuals from commenting on my posts	20%	10%	23%	27%	21%	38%	12%
Made my account private	29%	18%	18%	26%	41%	38%	15%
Turned off my comments	16%	14%	23%	18%	17%	18%	12%
Reported it to Instagram	7%	8%	12%	29%	15%	23%	7%
Confronted someone online	12%	11%	19%	11%	13%	17%	10%
Deleted comments	21%	13%	25%	20%	21%	26%	14%
Deleted my account	7%	14%	8%	11%	9%	11%	12%
Deleted my post(s)	26%	15%	19%	16%	27%	20%	17%
Spoke to a trusted friend or family member	19%	17%	17%	14%	18%	15%	14%
Deleted the Instagram app from my phone	9%	16%	11%	10%	10%	8%	16%
Reported it to a trusted adult	6%	8%	11%	16%	13%	15%	7%
Reported it to the police or authorities	5%	11%	7%	11%	10%	10%	7%
Confronted someone in-person	12%	13%	21%	9%	12%	8%	7%
Nothing	32%	37%	25%	21%	22%	16%	40%

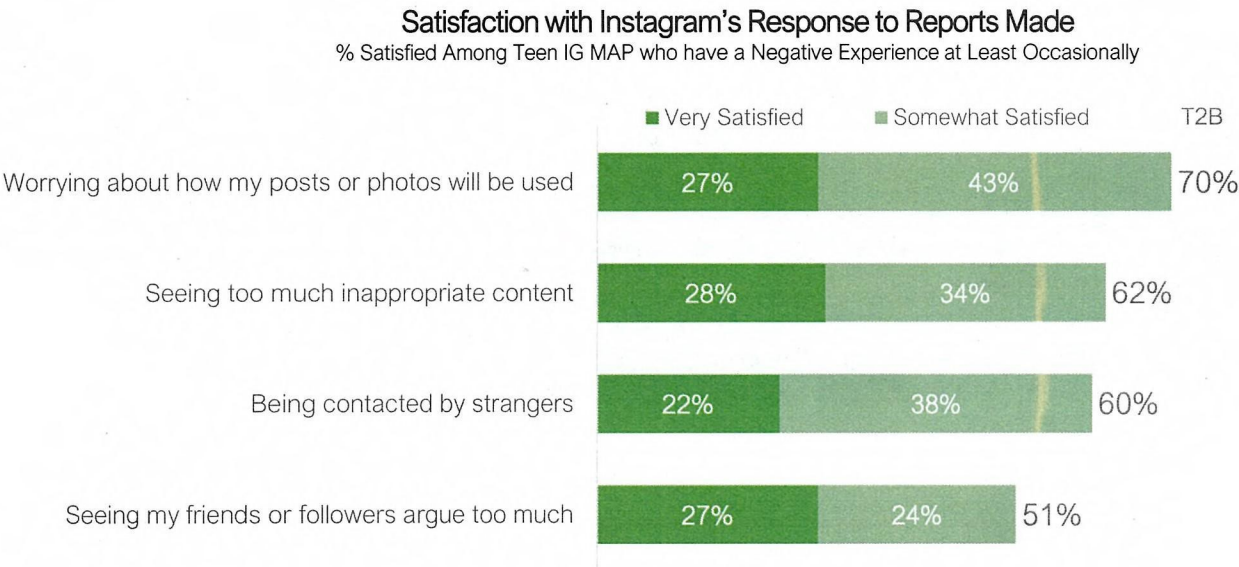
Q14. Which of the following have you done in response to these instances?

US: n=1,000 *Base size varies by experience (n=322-484)

MAJORITY ARE SATISFIED WITH HOW INSTAGRAM HANDLED THE SITUATION



Teens were most satisfied with how IG managed reports related to potential misuse of content



Q15. How satisfied are you with Instagram's response?
US: n=1,000 *Base size varies by experience (n=45-116)



NEGATIVE EXPERIENCES ON INSTAGRAM

NEGATIVE EXPERIENCES ON INSTAGRAM: SUMMARY OF KEY FINDINGS



1 Teens that feel pressure to look perfect, spending too much time, and fear of missing out often on IG are less likely to be satisfied with various dimensions of their well-being

2 These issues are also most prevalent on IG than any other social app

- Specifically, the pressure to look perfect is significantly more common on Instagram than all other apps

3 While the general messaging of “Connecting me to my friends” is the most preferred, “Discovering new things to try” may be another effective messaging to address various issues

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



Q12. How often have you done or experienced each of the following on Instagram?
US: n=1,000

MISSING OUT AND SPENDING TOO MUCH TIME ON IG ARE LIKELY TO “GO TOGETHER”



Overlap of Negative Experiences on Instagram
Among Teen IG MAP

Issues Experienced Often + Very Often Column %	Feeling like I have to look perfect (a)	Feeling like I waste too much time on social media (b)	Feeling like I'm missing out on real life (c)	Seeing too much inappropriate content (d)	Worrying about how my posts or photos will be used (e)	Being contacted by strangers (f)	Seeing my friends or followers argue too much (g)
Feeling like I have to look perfect	-	65%	72% d	63%	73% d	67%	71%
Feeling like I waste too much time on social media	48%	-	67% adef	54%	53%	53%	59% a
Feeling like I'm missing out on real life	43%	55% a	-	50%	53% a	51%	59% a
Seeing too much inappropriate content	34%	40%	45% a	-	47% a	44% a	52% ab
Worrying about how my posts or photos will be used	40%	39%	48%	47%	-	51% ab	54% ab
Being contacted by strangers	36%	39%	46% a	44%	50% ab	-	46% a
Seeing my friends or followers argue too much	36%	40%	49% a	48% a	50% ab	43%	-
n-size	315	231	189	171	171	169	158

Q12. How often have you done or experienced each of the following on Instagram?
US: n=1,000

TOO MUCH TIME ON INSTAGRAM ARE CORRELATED WITH ONE ANOTHER



Correlation of Negative Experiences on Instagram
Among Teen IG MAP

Issues Experienced Bivariate Correlation Scores	Feeling like I have to look perfect	Feeling like I waste too much time on social media	Feeling like I'm missing out on real life	Seeing too much inappropriate content	Worrying about how my posts or photos will be used	Being contacted by strangers	Seeing my friends or followers argue too much
Feeling like I have to look perfect		0.465	0.539	0.380	0.496	0.404	0.426
Feeling like I waste too much time on social media	0.465		0.623	0.467	0.470	0.390	0.450
Feeling like I'm missing out on real life	0.539	0.623		0.460	0.518	0.451	0.513
Seeing too much inappropriate content	0.380	0.467	0.460		0.460	0.439	0.515
Worrying about how my posts or photos will be used	0.496	0.470	0.518	0.460		0.424	0.531
Being contacted by strangers	0.404	0.390	0.451	0.439	0.424		0.464
Seeing my friends or followers argue too much	0.426	0.450	0.513	0.515	0.531	0.464	

Q12. How often have you done or experienced each of the following on Instagram?
US: n=1,000

IN GENERAL, “INSTAGRAM HELPS ME BY CONNECTING ME WITH MY FRIENDS” IS THE CLEAR WINNING MESSAGE AMONG THOSE EVALUATED



About 4 in 10 ranked this message as their top message (41%)

Key Metrics Across Instagram Messaging

Among Teen IG MAP

= Top Message for Each Metric

Key Metrics	Instagram helps me feel good by connecting me to my friends (a)	Instagram helps me feel good by connecting me with people who support me (b)	Instagram helps me feel good by letting me show people who I really am (c)	Instagram helps me feel good by helping me discover new things to try (d)	Instagram helps me feel good by encouraging people to be kind to each other on its app (e)
Appeal (% Very + Extremely)	64% cde	63% cde	44%	43%	52%
Is Believable (% Describes Very + Extremely Well)	52% de	50% e	44%	40%	39%
Makes me more Likely to use IG (% Describes Very + Extremely Well)	52% cd	52% cd	42%	36%	47% d
Fits Well with my Perceptions of IG (% Describes Very + Extremely Well)	53% d	49% d	44%	39%	45%
Rank #1	41% bcde	17% e	14%	18% ce	11%

Q16: How appealing is this statement about Instagram? | Q17: How well does each of the following describe this statement about Instagram? | Q18: Which statement do you prefer the most?
US: Base size varies depending on app assignment (n=199-201)

TEENS FEEL PRESSURE TO LOOK PERFECT ON INSTAGRAM MORE THAN ANY OTHER APP



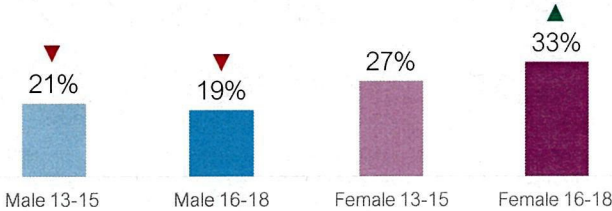
Older teen girls in particular are most likely to experience this often on IG
They are also less likely to be satisfied with various dimensions of well-being
While “Connecting me to my friends” is less a preferable messaging, there is no clear alternative

Feeling Pressure to Look Perfect

Satisfaction of Well-Being Dimensions
Among Teens who Often Feel Pressure to Look Perfect on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with family	80%
My social media life	79%
My relationship with friends	79% ▽
My performance at school	73%
My social life	71% ▽
My overall health and fitness	70% ▽
My relationship with classmates	70% ▽
My extracurricular activities	68%
My eating habits	66% ▽
My energy levels	63% ▽
My overall level of confidence	62% ▽

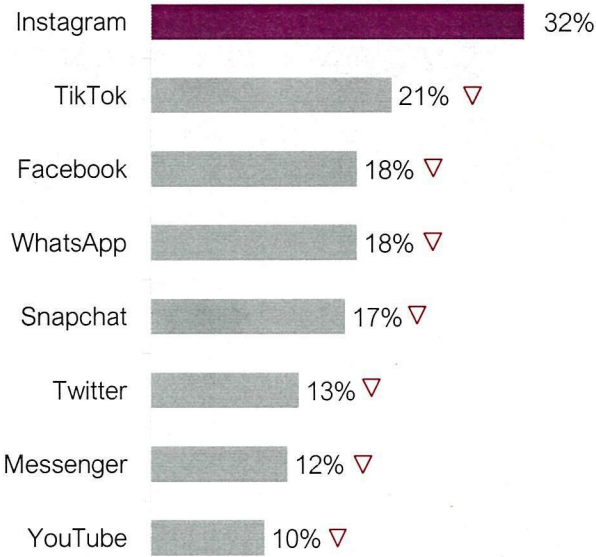
Age and Gender Distribution
Among Teens who Often Feel Pressure to Look Perfect on IG



Messaging Rank
Among Teens who Often Feel Pressure to Look Perfect on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	34% ▽
Connecting me with people who support me	18%
Letting me show people who I really am	16%
Helping me discover new things to try	18%
Encouraging people to be kind to each other on its app	13%

Apps Where this Issue Occurs Often + Very Often
Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B – How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=315
*Base sizes vary depending on the app (n=140-1,000)

▽ Arrows indicate values significantly higher/lower than IG
▴ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

WHILE APP ADDICTION IS COMMON ON IG, IT ALSO OCCURS ON MANY OTHER APPS



Older teens girls are most likely to experience this issue and also have lower well-being scores in general
Beyond “Connecting me to my friends” “Helping me discover new things to try” and “Connecting me with people who support me” are preferable messaging

Feeling Like I Waste too Much Time on Social Media

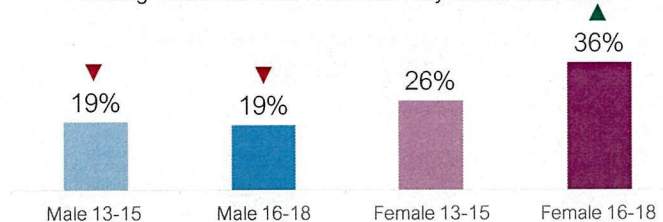
Satisfaction of Well-Being Dimensions

Among Teens who Often Feel Like They Waste Time on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	81% ▼
My social media life	77%
My relationship with family	77% ▼
My relationship with classmates	74%
My performance at school	74%
My social life	73%
My overall health and fitness	69% ▼
My extracurricular activities	65% ▼
My overall level of confidence	65% ▼
My eating habits	63% ▼
My energy levels	61% ▼

Age and Gender Distribution

Among Teens who Often Feel Like They Waste Time on IG



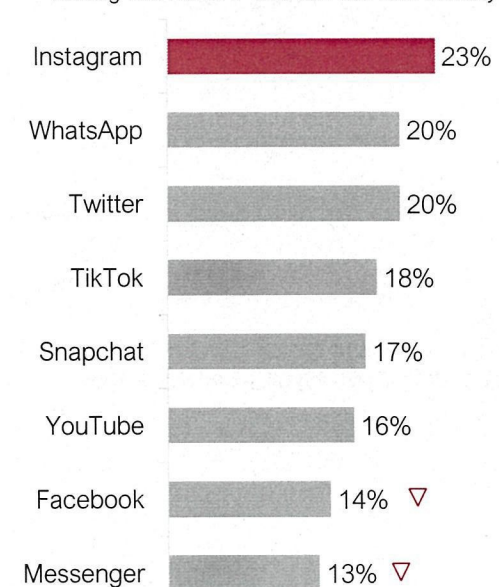
Messaging Rank

Among Teens who Often Feel Like They Waste Time on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	36%
Helping me discover new things to try	19%
Connecting me with people who support me	18%
Encouraging people to be kind to each other on its app	13%
Letting me show people who I really am	13%

Apps Where this Issue Occurs Often

Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B – How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=231
*Base sizes vary depending on the app (n=140-1,000)

▲▼ Arrows indicate values significantly higher/lower than IG
▲▼ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

RESONATE WITH THE MESSAGING OF “INSTAGRAM HELPS ME DISCOVER NEW THINGS TO TRY”



This issue is most likely to be experienced among older girls (16-18) followed by younger boys (13-15)
These teens are also less satisfied across various dimensions of well-being

Feeling Like I'm Missing out on Life

Satisfaction of Well-Being Dimensions
Among Teens who Often Feel FOMO on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	78% ▼
My relationship with family	77% ▼
My social media life	76% ▼
My performance at school	75%
My relationship with classmates	72%
My social life	71% ▼
My overall health and fitness	68% ▼
My extracurricular activities	65% ▼
My eating habits	65% ▼
My overall level of confidence	63% ▼
My energy levels	62% ▼

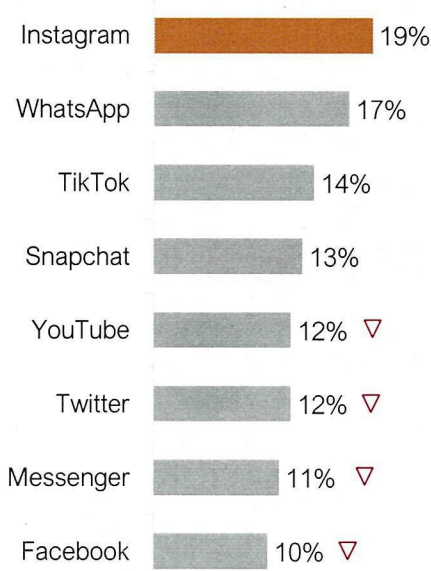
Age and Gender Distribution
Among Teens who Often Feel FOMO on IG



Messaging Rank
Among Teens who Often Feel FOMO on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	34% ▼
Helping me discover new things to try	24% ▲
Connecting me with people who support me	14%
Encouraging people to be kind to each other on its app	14%
Letting me show people who I really am	13%

Apps Where this Issue Occurs Often
Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B – How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=189
*Base sizes vary depending on the app (n=140-1,000)

▲ ▼ Arrows indicate values significantly higher/lower than IG
▲ ▼ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

THOSE WHO EXPERIENCE THIS ISSUE DO NOT REPORT LOWER WELL-BEING



Likely due to their age, younger teens (13-15) are the most likely to experience this issue
Beyond “Connecting me to my friends”, “Helping me discover new things to try” is the next most preferred messaging

Seeing too Much Inappropriate Content

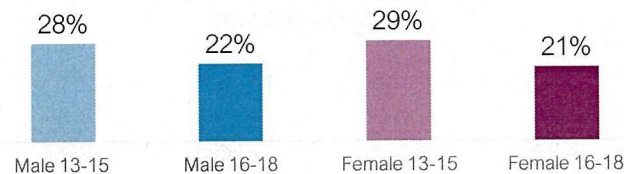
Satisfaction of Well-Being Dimensions

Among Teens who Often See Inappropriate Content on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	86%
My relationship with family	84%
My social media life	81%
My social life	78%
My performance at school	75%
My relationship with classmates	75%
My overall health and fitness	75%
My overall level of confidence	73%
My eating habits	73%
My extracurricular activities	70%
My energy levels	70%

Age and Gender Distribution

Among Teens who Often See Inappropriate Content on IG



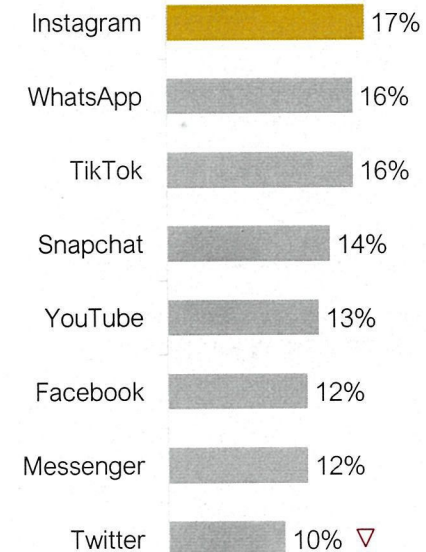
Messaging Rank

Among Teens who Often See Inappropriate Content on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	39%
Helping me discover new things to try	22%
Letting me show people who I really am	14%
Encouraging people to be kind to each other on its app	13%
Connecting me with people who support me	12%

Apps Where this Issue Occurs Often

Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B - How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=171
*Base sizes vary depending on the app (n=140-1,000)

△ ▽ Arrows indicate values significantly higher/lower than IG
▲ ▽ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

ABOUT HOW THEIR CONTENT WILL BE USED DO NOT EXHIBIT LOWER LEVELS OF WELL-BEING

Younger teens (13-15) are more likely to experience this issue



Worrying about how Posts or Photos will be Used

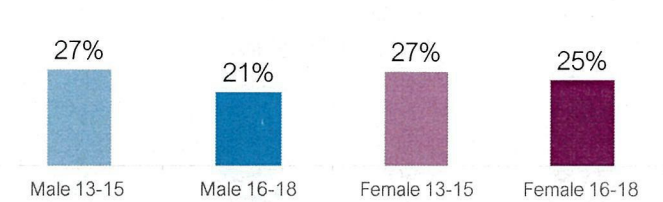
Satisfaction of Well-Being Dimensions

Among Teens who Often Worry about how Posts will be used on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	84%
My relationship with family	82%
My social media life	82%
My social life	78%
My relationship with classmates	78%
My performance at school	77%
My extracurricular activities	75%
My overall health and fitness	74%
My energy levels	72%
My overall level of confidence	71%
My eating habits	71%

Age and Gender Distribution

Among Teens who Often Worry about how Posts will be used on IG



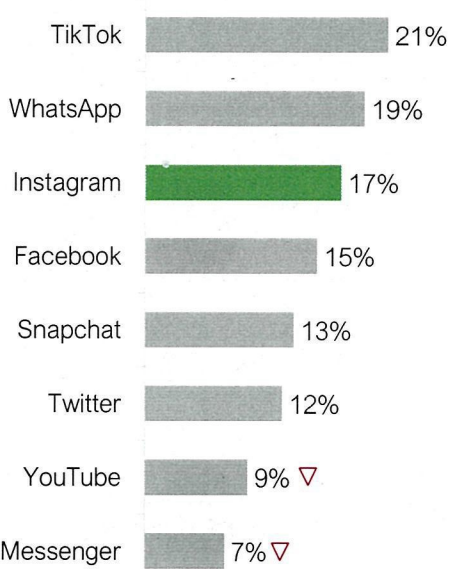
Messaging Rank

Among Teens who Often Worry about how Posts will be used on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	33% ▼
Helping me discover new things to try	20%
Connecting me with people who support me	17%
Letting me show people who I really am	16%
Encouraging people to be kind to each other on its app	13%

Apps Where this Issue Occurs Often

Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B - How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=171
*Base sizes vary depending on the app (n=140-1,000)

Arrows indicate values significantly higher/lower than IG
Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

WHILE BEING CONTACTED BY STRANGERS IS AN ISSUE, IT IS NOT ALSO ASSOCIATED WITH LOWER LEVELS OF WELL-BEING



While “Connecting me to my friends” is the most preferred messaging, it is less preferred than for other issues; “Helping me discover new things to try” is the next most preferred messaging

Being Contacted by Strangers

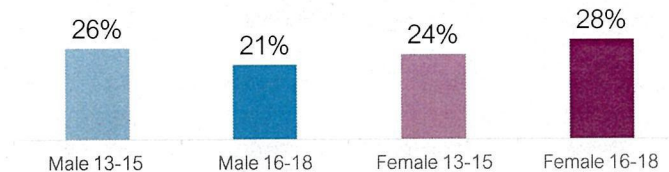
Satisfaction of Well-Being Dimensions

Among Teens who are Often Contacted by Strangers on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	85%
My relationship with family	81%
My social media life	81%
My social life	79%
My relationship with classmates	75%
My extracurricular activities	75%
My performance at school	73%
My overall level of confidence	73%
My overall health and fitness	73%
My eating habits	67%
My energy levels	66%

Age and Gender Distribution

Among Teens who are Often Contacted by Strangers on IG



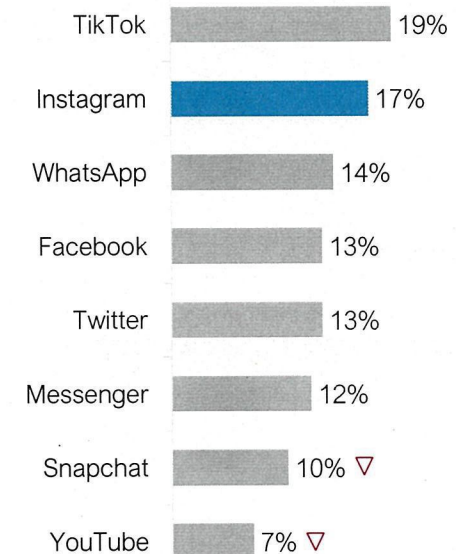
Messaging Rank

Among Teens who are Often Contacted by Strangers on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	32% ▼
Helping me discover new things to try	22%
Connecting me with people who support me	18%
Letting me show people who I really am	15%
Encouraging people to be kind to each other on its app	13%

Apps Where this Issue Occurs Often

Among Teen IG MAP who use each site monthly or more



△▽ Arrows indicate values significantly higher/lower than IG

▲▼ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence

Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B - How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=169
*Base sizes vary depending on the app (n=140-1,000)

TO RESONATE WITH MESSAGING SURROUNDING BEING KINDER TO EACH OTHER ON THE APP



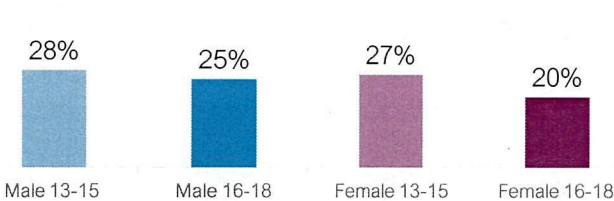
Older girls are least likely to experience this issue
This issue is also not likely to be associated with lower well-being scores
Seeing friends argue is most common on Facebook and Twitter

Seeing Friends / Followers Argue too Much

Satisfaction of Well-Being Dimensions
Among Teens who Often See Followers Argue on IG

Well-Being Dimension	% Very + Somewhat Satisfied
My relationship with friends	84%
My relationship with family	84%
My social media life	83%
My social life	81%
My relationship with classmates	81%
My extracurricular activities	78% ▲
My performance at school	78%
My overall health and fitness	77%
My overall level of confidence	75%
My eating habits	73%
My energy levels	69%

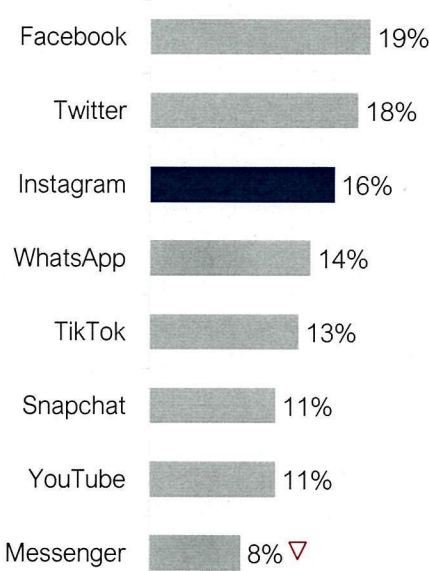
Age and Gender Distribution
Among Teens who Often See Followers Argue on IG



Messaging Rank
Among Teens who Often See Followers Argue on IG

Instagram helps me feel good by...	Rank #1
Connecting me to my friends	36%
Helping me discover new things to try	20%
Encouraging people to be kind to each other on its app	16% ▲
Connecting me with people who support me	16%
Letting me show people who I really am	12%

Apps Where this Issue Occurs Often
Among Teen IG MAP who use each site monthly or more



Q2. T2B - How satisfied are you with each of the following areas of your life? | Q12 T2B - How often have you experienced each of the following on Instagram? | Q18: Which statement do you prefer the most? | Q12/19. Have you ever experienced any of the following while using [pipe: App]? US: n=158
*Base sizes vary depending on the app (n=140-1,000)

▲ ▼ Arrows indicate values significantly higher/lower than IG
▲ ▼ Arrows indicate values significantly higher/lower than teens who do not experience this issue at 95% confidence



HOW DO DIFFERENT APPS IMPACT TEENS' WELL-BEING?

CLOSER TO THINGS THEY CARE ABOUT ON INSTAGRAM MORE FREQUENTLY THAN OTHER SOCIAL APPS



However, teens also run into negative experiences on IG more than other apps like pressure to look perfect, wasting time, and missing out on life

Frequency of Experiences on Social Media Sites
% Often + Very Often Among Teen IG MAP who use the site monthly or more
■ = Most Selected App for Each Experience

Positive

Negative

Social Media Experiences	Instagram	Facebook	Snapchat	YouTube	Messenger	WhatsApp	Twitter	TikTok
Connecting with my friends	68%	57% ▼	69%	28% ▼	63%	66%	50% ▼	39% ▼
Giving something to do during my downtime	66%	50% ▼	56% ▼	69%	47% ▼	50% ▼	48% ▼	57% ▼
Keeping my friends up-to-date with what I do / think	59%	55%	59%	21% ▼	56%	48% ▼	42% ▼	38% ▼
Sharing my best moments	58%	52%	59%	24% ▼	41% ▼	50%	46% ▼	39% ▼
Expressing myself	58%	51%	56%	24% ▼	45% ▼	49%	48% ▼	55%
Feeling comfortable sharing	57%	54%	56%	28% ▼	52%	52%	49%	46% ▼
Feeling closer to the things I care about	54%	41% ▼	35% ▼	41% ▼	44% ▼	46%	41% ▼	39% ▼
Feeling like I have to look perfect	32%	18% ▼	17% ▼	10% ▼	12% ▼	18% ▼	13% ▼	21% ▼
Feeling like I waste too much time on social media	23%	14% ▼	17%	16%	13% ▼	20%	20%	18%
Feeling like I'm missing out on real life	19%	10% ▼	13%	12% ▼	11% ▼	17%	12% ▼	14%
Seeing too much inappropriate content	17%	12%	14%	13%	12%	16%	10% ▼	16%
Worrying about how my posts or photos will be used	17%	15%	13%	9% ▼	7% ▼	19%	12%	21%
Being contacted by strangers	17%	13%	10% ▼	7% ▼	12%	14%	13%	19%
Seeing my friends or followers argue too much	16%	19%	11%	11%	8% ▼	14%	18%	13%

Q12/19. Have you ever experienced any of the following while using [pipe: App]?
US: Base size varies depending on app assigned (n=140-144); Assigned IG (n=1,000)

▲ ▼ Arrows indicate values significantly higher/lower than IG at 95% confidence



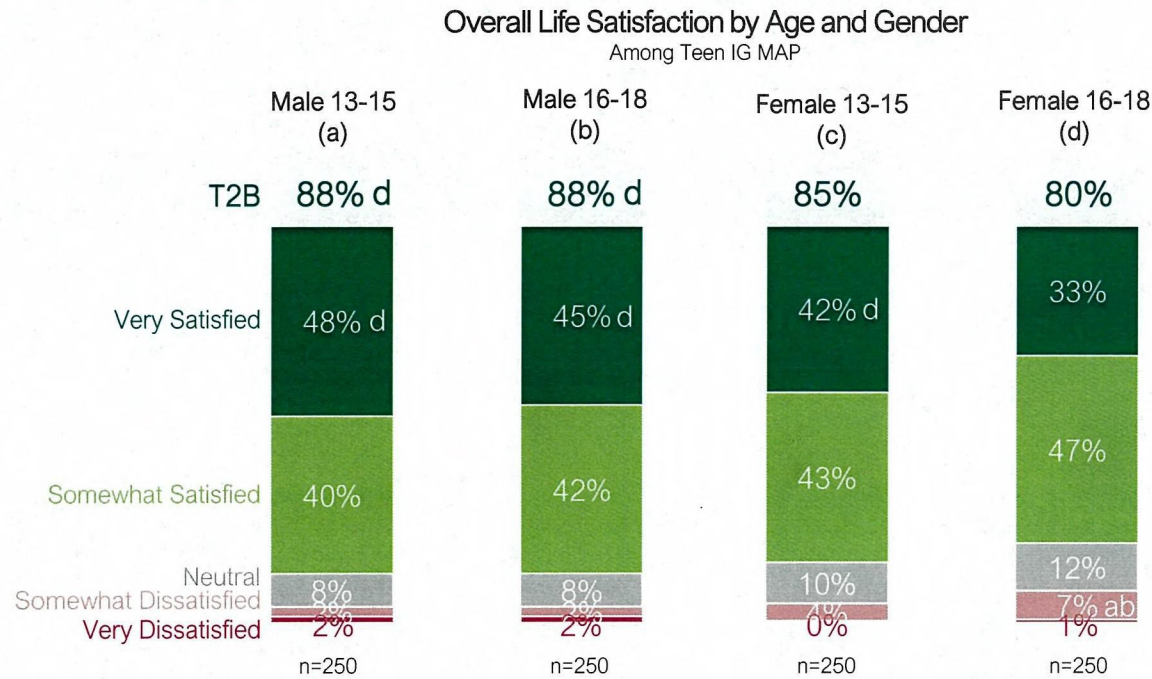
APPENDIX

Well-Being by Age & Gender

OLDER TEEN FEMALES ARE LESS SATISFIED WITH THEIR OVERALL LIVES THAN TEEN MALES



Older teen females are the least likely to be “Very Satisfied” with their life today



Q1: In general, how satisfied are you with your life today?

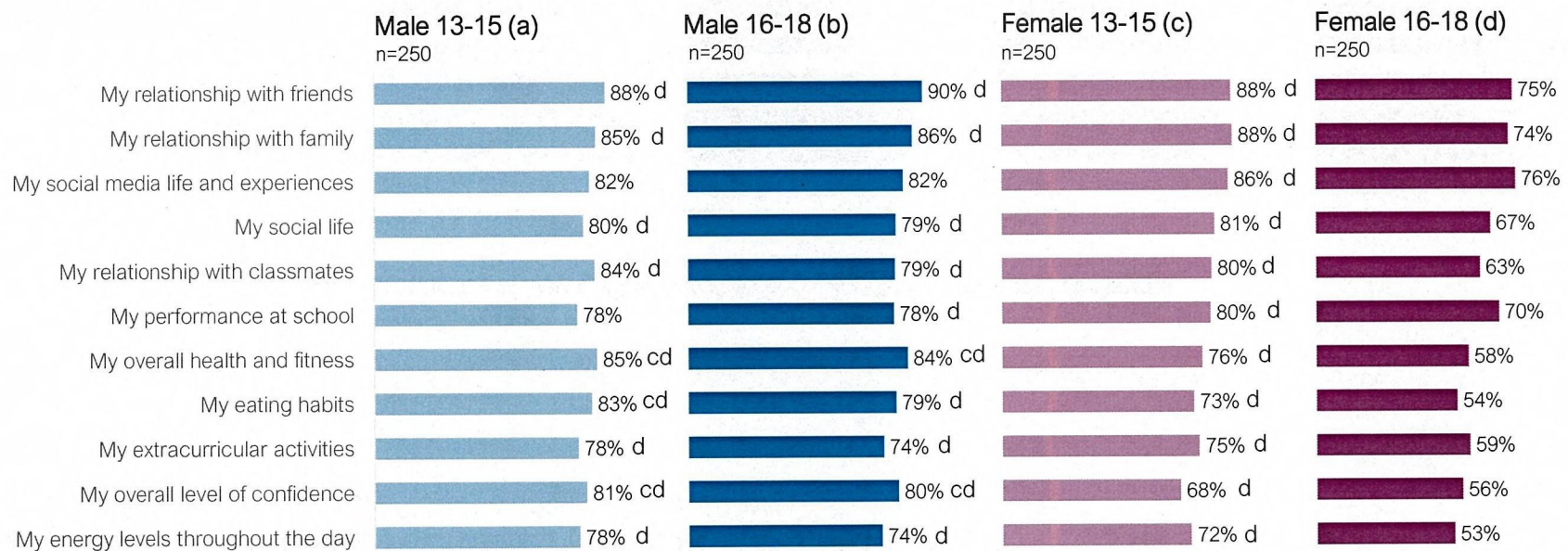
FEMALE TEENS ARE LESS SATISFIED THAN MALES WHEN IT COMES TO THEIR OVERALL HEALTH & FITNESS AND CONFIDENCE



Older teen females are generally less satisfied than all other teens across various dimensions of well-being

Satisfaction of Well-Being Dimensions by Age and Gender

% Somewhat + Very Satisfied Among Teen IG MAP



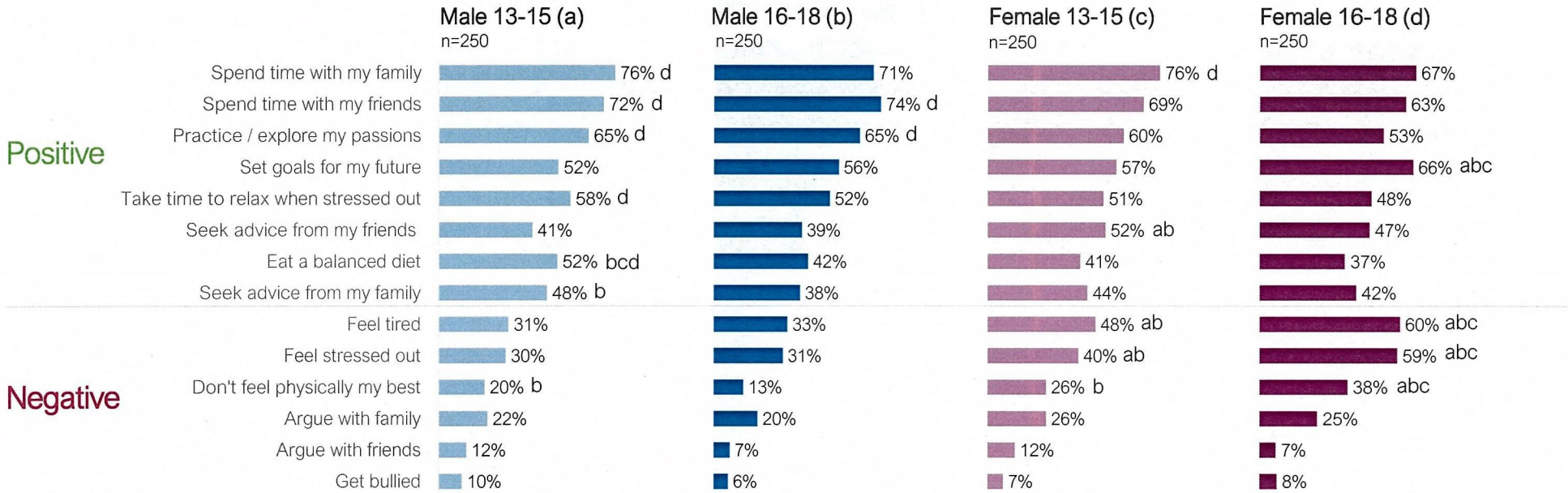
Q2. How satisfied are you with each of the following areas of your life?

TEEN FEMALES ARE MORE LIKELY THAN TEEN MALES TO FEEL TIRED & STRESSED, ESPECIALLY OLDER TEEN FEMALES

Older teen females are most likely to set goals for their future



Frequency of Day-to-Day Activities and Experiences by Age and Gender
% Often + Very Often Among Teen IG MAP

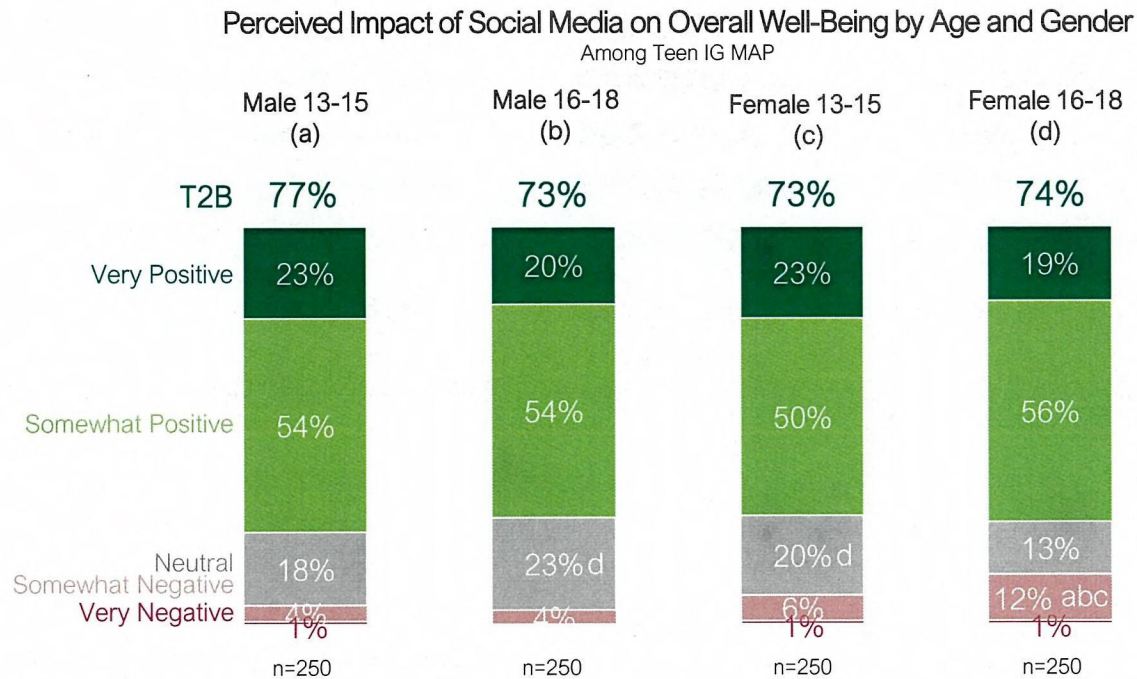


Q3. How often do you do or experience each of the following?

REGARDLESS OF AGE OR GENDER, MAJORITY OF TEENS BELIEVE SOCIAL MEDIA HAS HAD A POSITIVE IMPACT ON THEIR LIVES



Older teen females are more likely to believe social media has had a “somewhat negative” impact on their overall lives

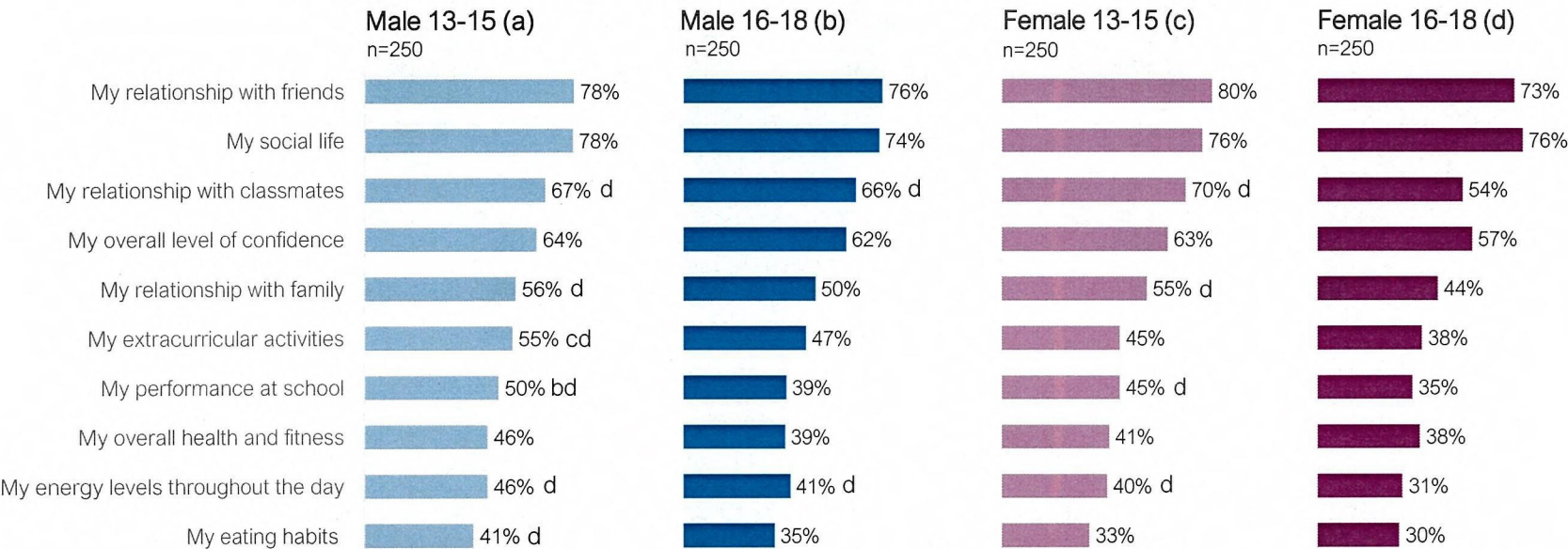


Q5: Overall, how has social media impacted your life?

IMPACT ON THEIR RELATIONSHIPS WITH CLASSMATES AND ENERGY LEVELS THROUGHOUT THE DAY



Perceived Impact of Social Media on Well-Being Dimensions by Age and Gender
 % Somewhat + Very Positive Among Teen IG MAP

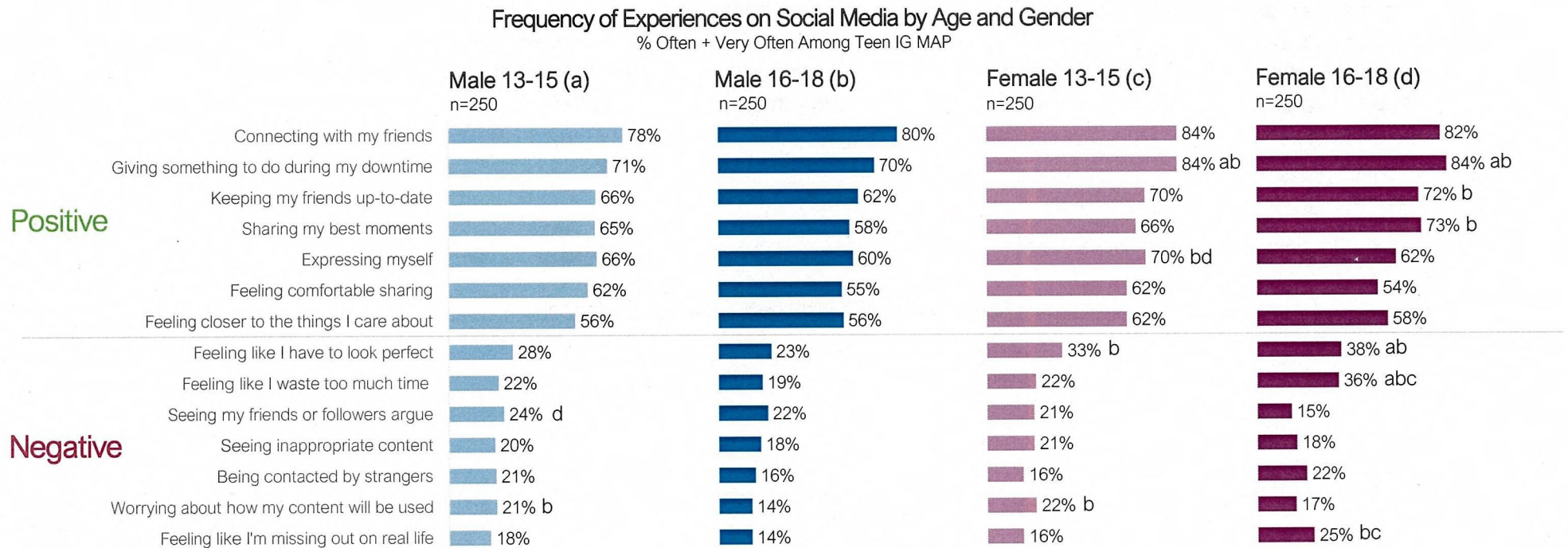


Q6. How has social media impacted each of the following areas of your life?

OLDER TEEN FEMALES ARE MORE LIKELY TO FEEL LIKE THEY WASTE TIME ON SOCIAL MEDIA



36% of females 16-18 years old say they often waste too much time on social media



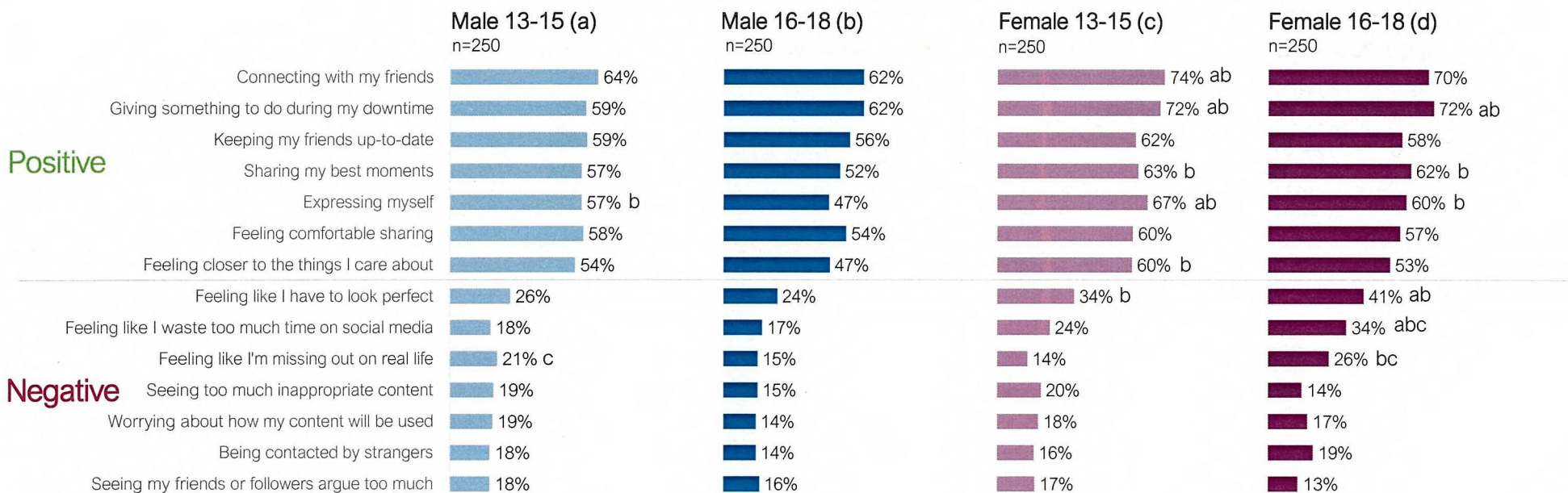
Q11. How often have you experienced each of the following on social media?

FEMALE TEENS ARE MORE LIKELY THAN MALES TO SAY THEY USE IG DURING DOWNTIME



Older teen girls are more likely to say they waste too much time using Instagram than other age / gender groups

Frequency of Experiences on Instagram by Age and Gender
% Often + Very Often Among Teen IG MAP



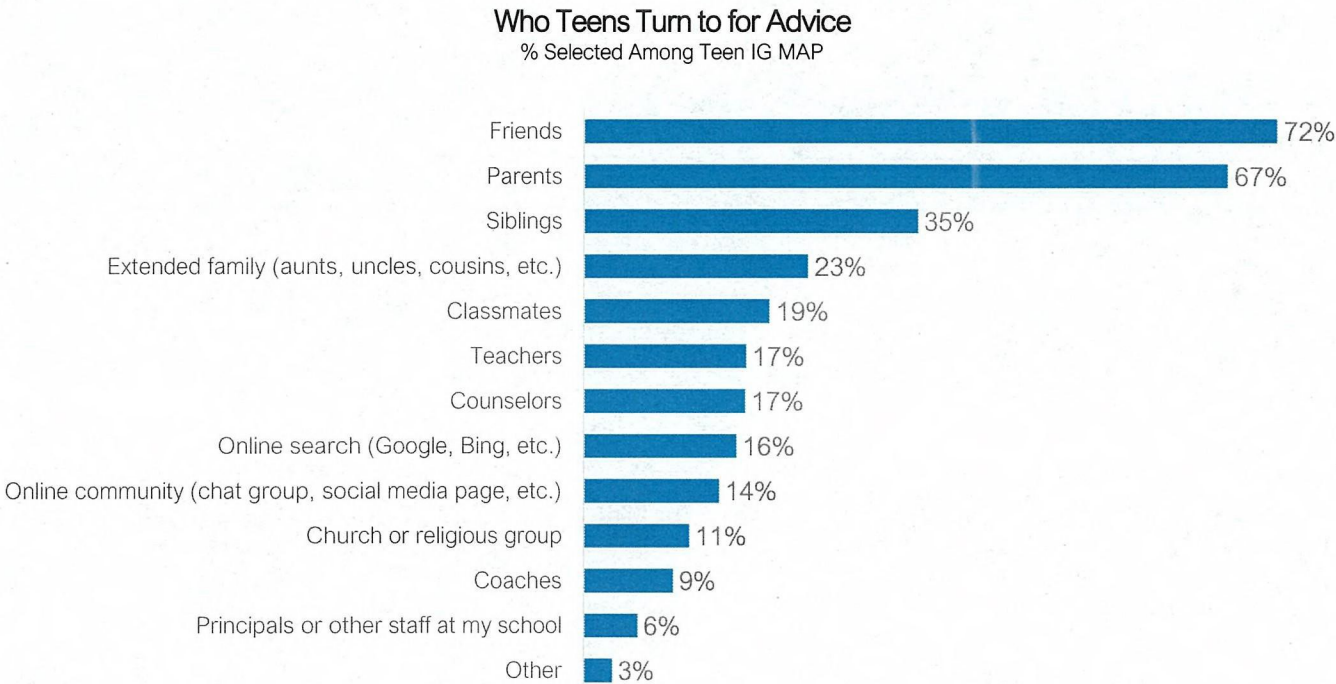
Q12. How often have you done or experienced each of the following on Instagram?



APPENDIX

Additional Metrics

THE MOST COMMON PEOPLE TEENS TURN TO FOR ADVICE WHEN THEY ARE STRESSED ARE THEIR FRIENDS AND PARENTS



Q4. Who or where would you turn to for advice or information when you're stressed or upset about something?
US: n=1,000

ALMOST A THIRD OF TEENS EXPERIENCE ALL SOCIAL MEDIA BENEFITS AT LEAST OFTEN

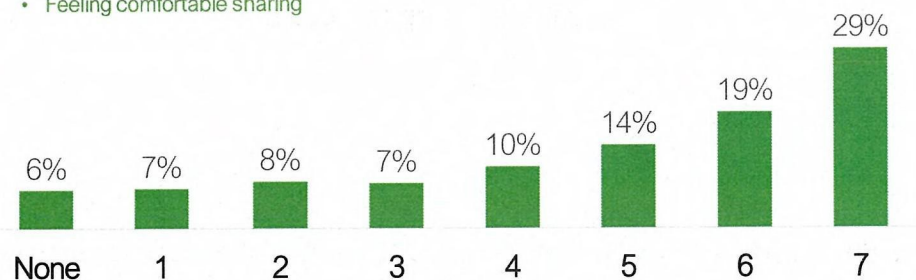


43% of teens don't encounter any negative experiences often, about a third encounter only one or two negative experiences at least often

Count of Positive SM Experiences
% Often + Very Often Among Teen IG MAP

Positive Social Media Experiences

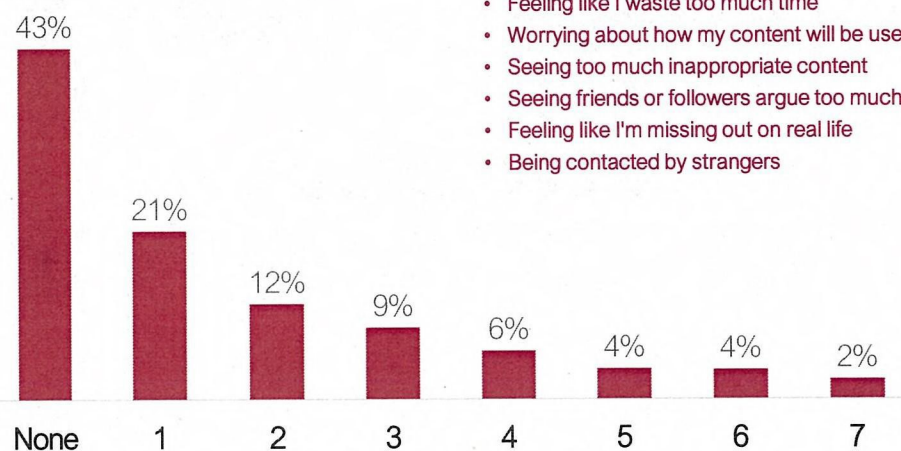
- Connecting with my friends
- Give me something to do for downtime
- Feel close to things I care about
- Keep my friends up to date on my life
- Expressing myself
- Sharing my best moments
- Feeling comfortable sharing



Count of Negative SM Experiences
% Often + Very Often Among Teen IG MAP

Negative Social Media Experiences

- Feeling like I have to look perfect
- Feeling like I waste too much time
- Worrying about how my content will be used
- Seeing too much inappropriate content
- Seeing friends or followers argue too much
- Feeling like I'm missing out on real life
- Being contacted by strangers



Q11. How often have you experienced each of the following on social media?
US: n=1,000

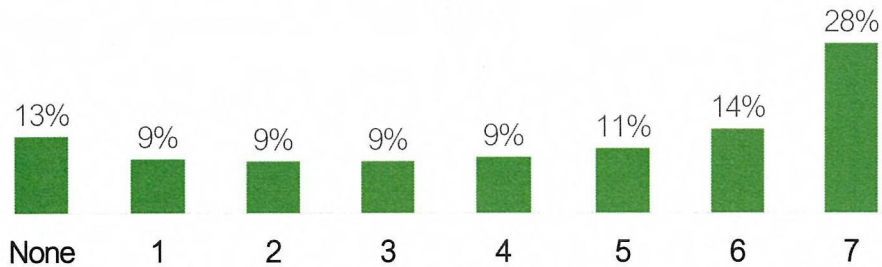
EXPERIENCE OFTEN, MANY OF THEM ALSO FEEL AT LEAST ONE NEGATIVE FREQUENTLY

About half of teens face at least one negative experience often or very often

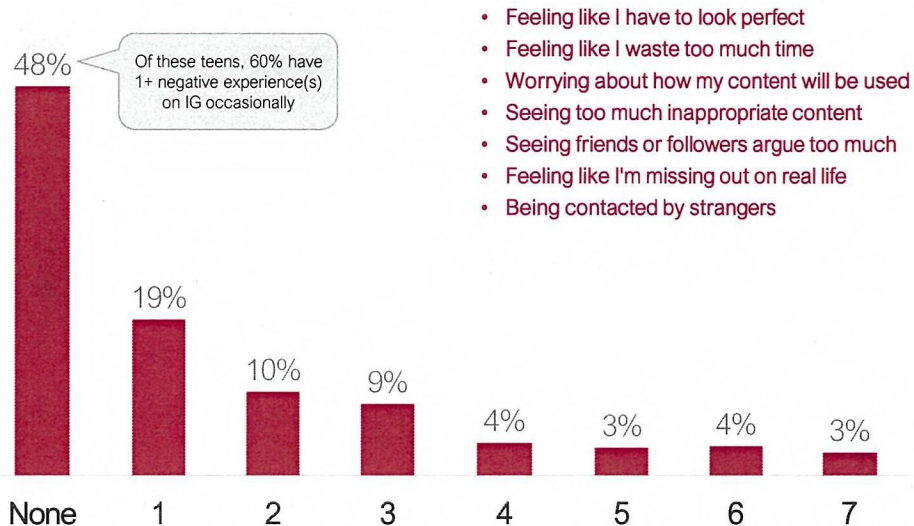


Count of Positive IG Experiences
% Often + Very Often Among Teen IG MAP

- Connecting with my friends
- Give me something to do for downtime
- Feel close to things I care about
- Keep my friends up to date on my life
- Expressing myself
- Sharing my best moments
- Feeling comfortable sharing



Count of Negative IG Experiences
% Often + Very Often Among Teen IG MAP



Q12. How often have you have experienced each of the following on Instagram?
US: n=1,000



THANK YOU