WELL-BEING



User perception of time spent on Instagram

Ruogu [redacted] (Research), Lori [redacted] (Research), Karen [redacted] (DS)

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Tennessee v. Meta
Case No. 23-1364-IV
PX-00108

RESEARCH OBJECTIVES

- Understand how people feel about the time they spend on Instagram
- Understand how and why people take a break from Instagram
- Explore the relationship between users' time spent and well-being

Note: this survey focuses on higher time spent users, **not the general IG user population.*

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TL;DR*

1. A majority of the respondents cannot accurately estimate the time they spend on Instagram. High TS users are relatively more accurate than low TS users.

2. More than a third of the survey respondents feel they have spent more time than they would have liked on Instagram. About one in five respondents think they have a problem controlling their time.

3. 42% of the survey respondents have taken a break from Instagram. The top reason for taking a break is "I had something at work or school that I needed to focus on." More high TS users report that the break has made them feel worse than before than low TS users.

4. People who spend longer time think their time spent is more meaningful than those who spend shorter time. Those who spend longer than 3 hrs/day have lower positive affect, lower life satisfaction, and higher negative affect than people who spend shorter time on Instagram.

** Note: Most respondents of this survey are high time spent users.*

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WHAT WE DID

Email survey

Collection date: 5/10~5/18, 2018

Sampling criteria:

- TS p25~p50
- TS p50~p75
- TS p75~p95
- TS p95~p99
- TS p99 +

	Total N	% Female	% Teens
US	2342	69%	38%
AU	2071	77%	48%
CA	2771	69%	48%
GB	2131	72%	46%
FR	3695	77%	36%
BR	2364	73%	21%
ID	1887	62%	24%
JP	1634	71%	16%
KR	873	76%	8%
Total	**19768**	**72%**	**32%**

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Our survey sample is on the higher-end of time spent among the IG user population.

Weekly TS percentile	N	Percent of the survey sample	Average TS/day (minutes)	sd	min	max
p25-p50	1947	9.85%	5.57	2.45	1.74	10.11
p50-p75	2932	14.83%	21.31	6.96	10.1	34.21
p75-p95	4165	21.07%	58.18	16.68	34.13	94.71
p95-p99	5227	26.44%	116.27	16.50	94.32	156.55
p99-p100	5497	27.81%	194.85	42.58	155.46	809.87
Total	**19768**		**100.53**	**73.43**	**1.74**	**809.87**

More than half of the survey sample are in global TS p95 and above

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1

THEME

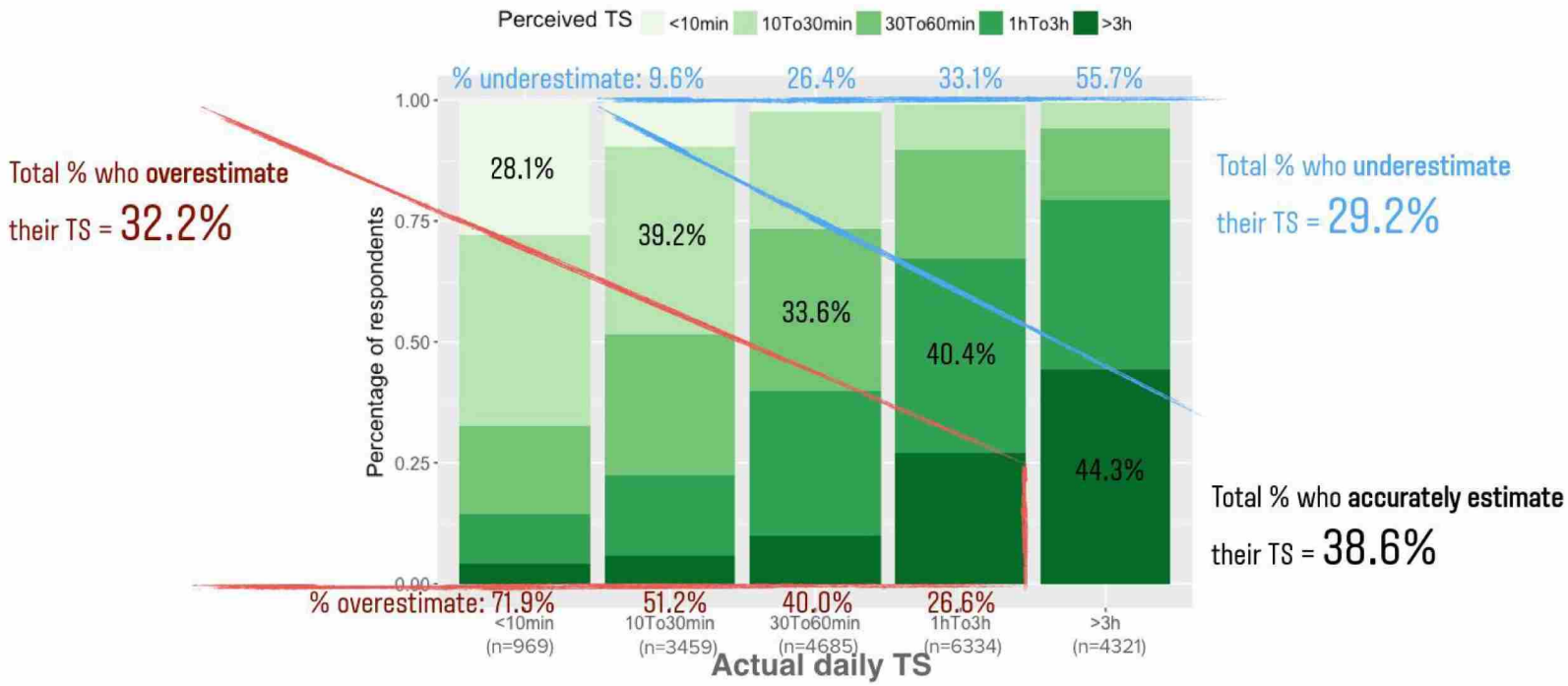
A majority of the respondents cannot accurately estimate the time they spend on Instagram.

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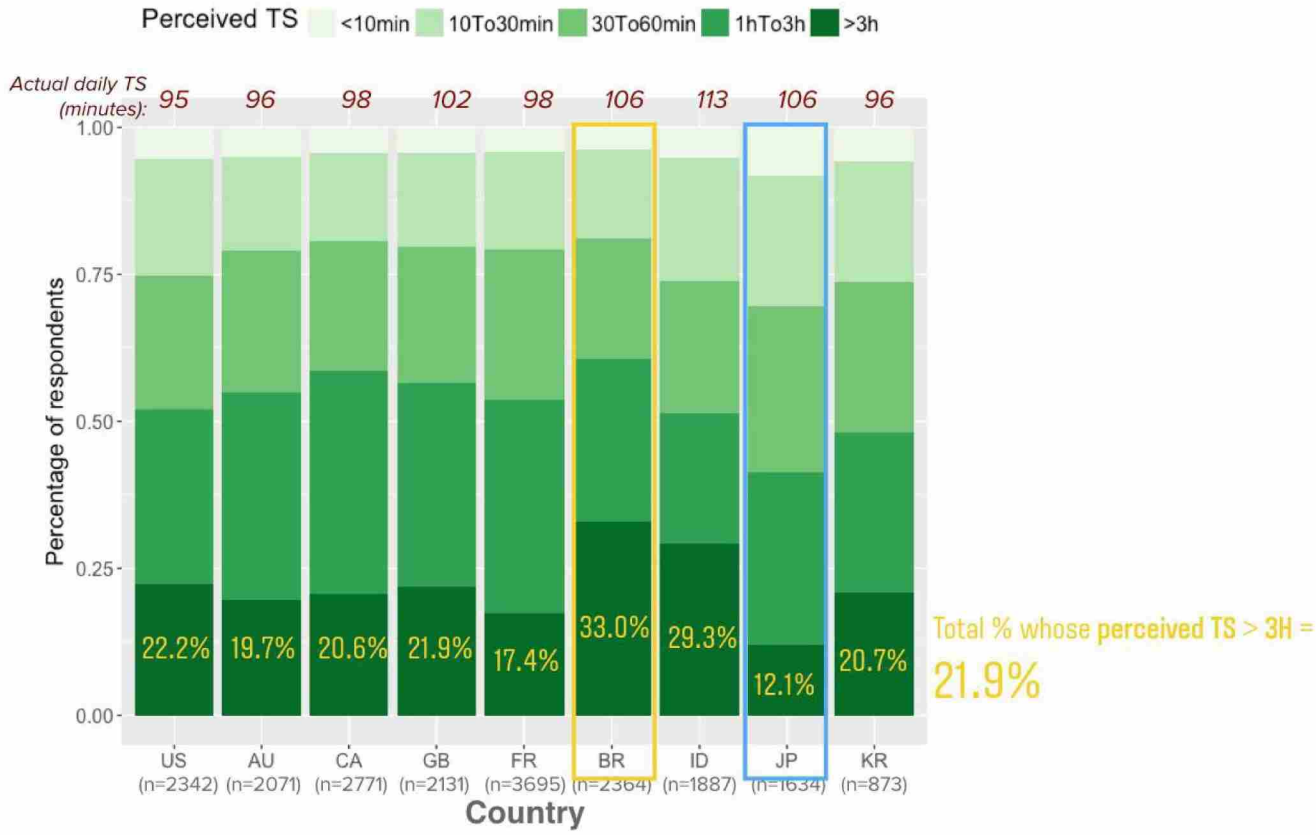
Overall, 38.6% of the survey respondents are accurate in estimating how much time they spend on Instagram. High TS users are relatively more accurate than low TS users.



Perceived TS survey question: On average, how much time do you spend on Instagram every day?

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Brazil has the highest perceived TS; Japan has the lowest perceived TS.

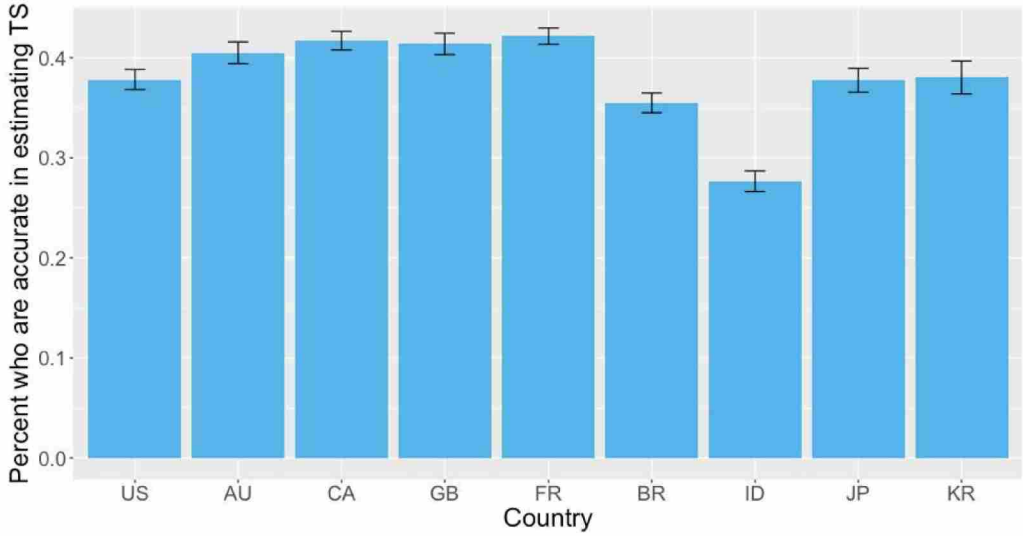


Perceived TS survey question: On average, how much time do you spend on Instagram every day?

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Indonesia is the least accurate in estimating their time spent, followed by Brazil.



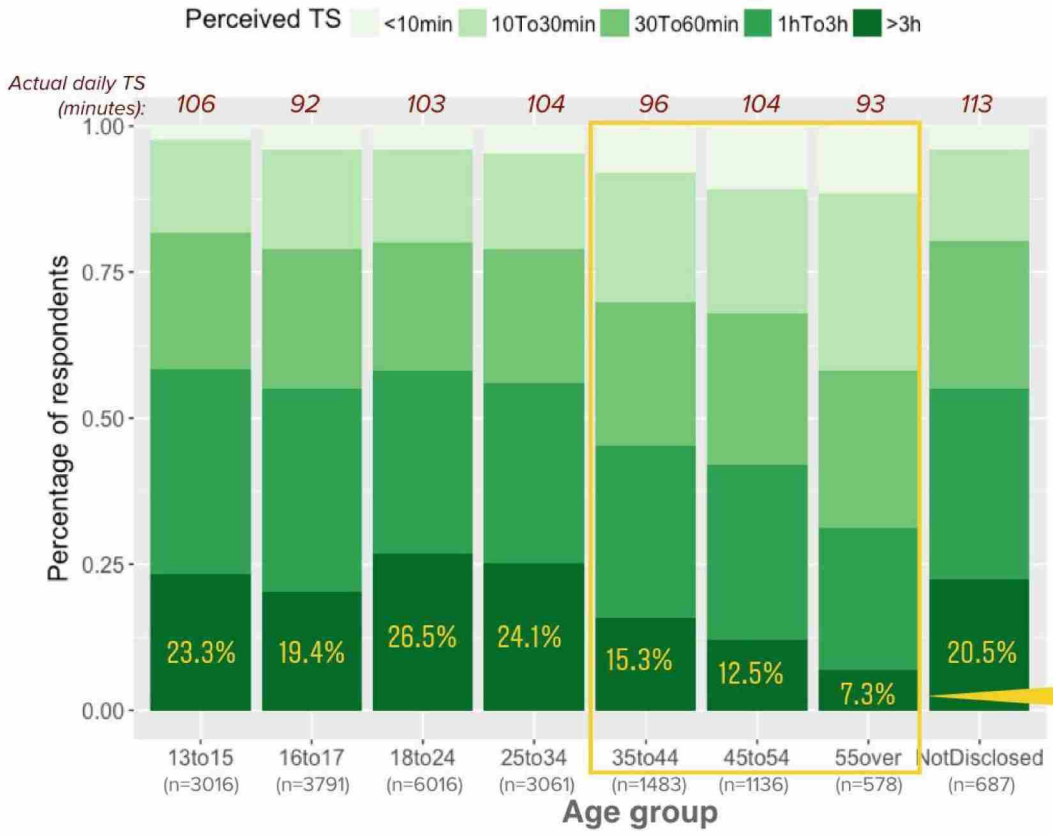
Consistent with International research trip in Indonesia

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Older users perceive their time spent to be shorter than younger users' perception.



Significantly fewer people who are older than 35 perceive their daily TS to be 3 hours or more than those who are younger than 35.

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1

OPPORTUNITY

Help people better manage their time by bridging the gap between perceived time spent and actual time spent

How would people feel if we...
inform people of their actual time spent?

How might we...
provide more transparency and control when displaying users' actual time spent?

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2

THEME

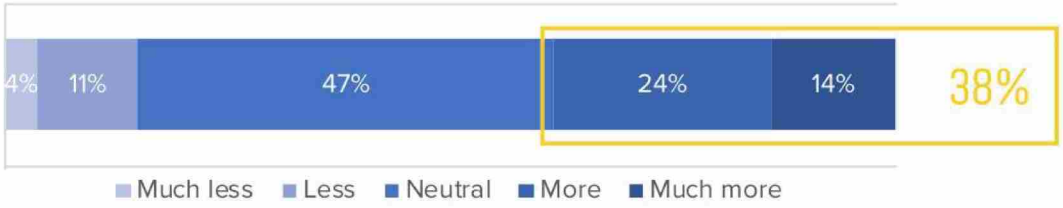
More than a third of the survey respondents* feel they have spent more time than they've liked on Instagram. About one in five respondents think they have a problem controlling their time.

* *Note: Most survey respondents are high time spent users.*

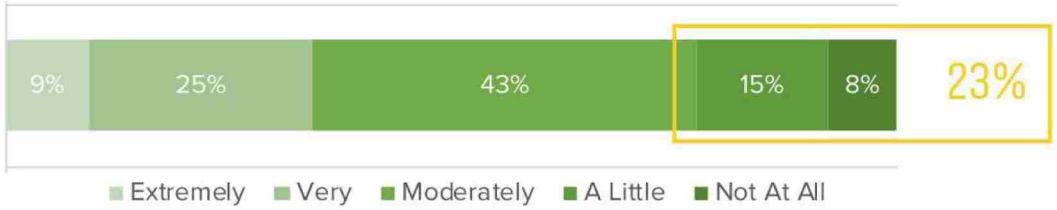
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38% of the survey respondents feel they've spent more time than they would have liked on Instagram, but fewer respondents express a lack of control or show interests in receiving help in managing their time.

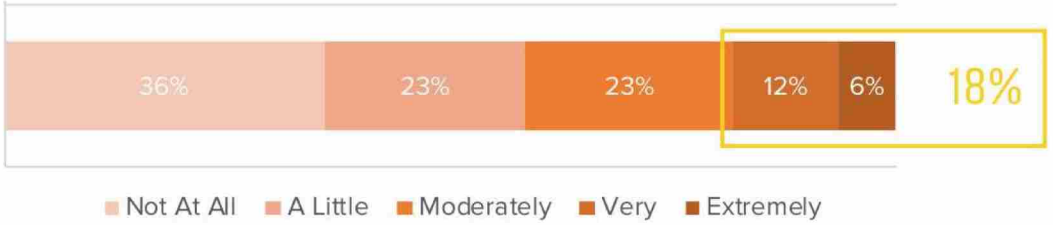
Did you spend more or less time on Instagram than you would have liked?



How much do you feel in control of your time on Instagram?



How interested are you in receiving help managing your time spent on Instagram?

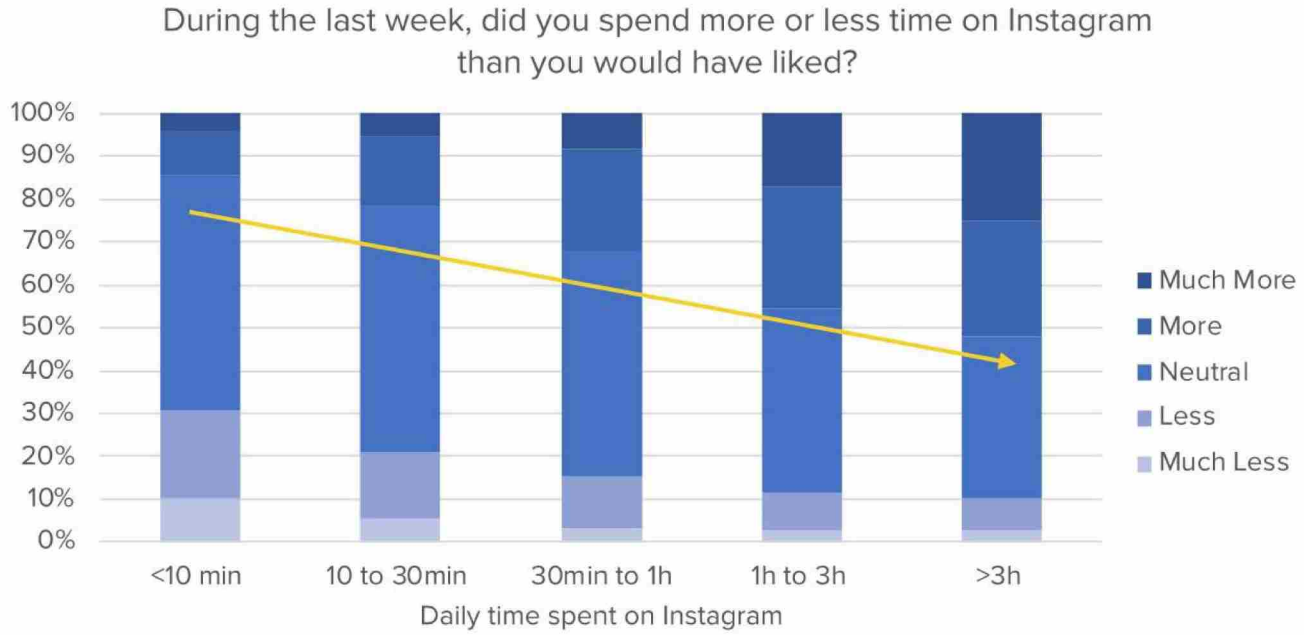


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More high TS users think they've spent more time than they would have liked on Instagram than low TS users.

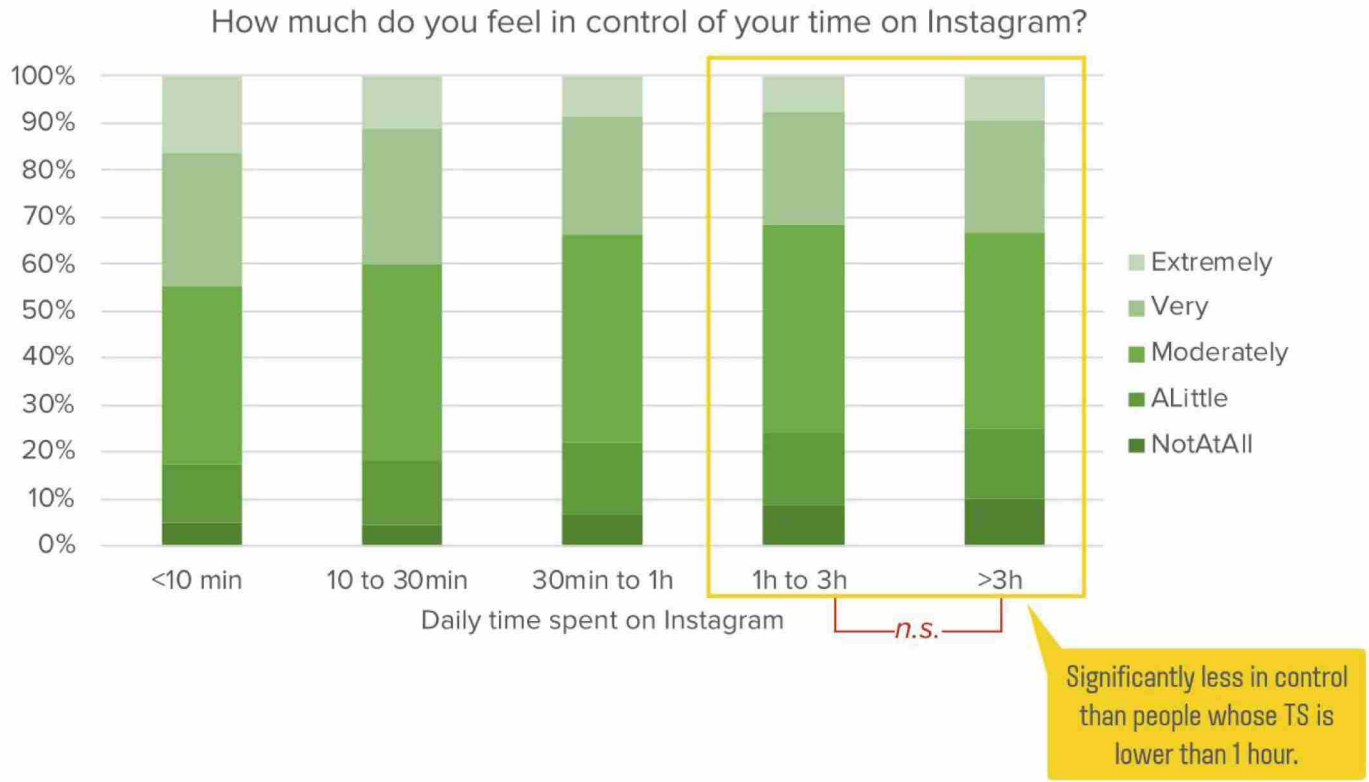


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People who spend more than 1 hour a day feel they are less in control than those who spend shorter time on Instagram.

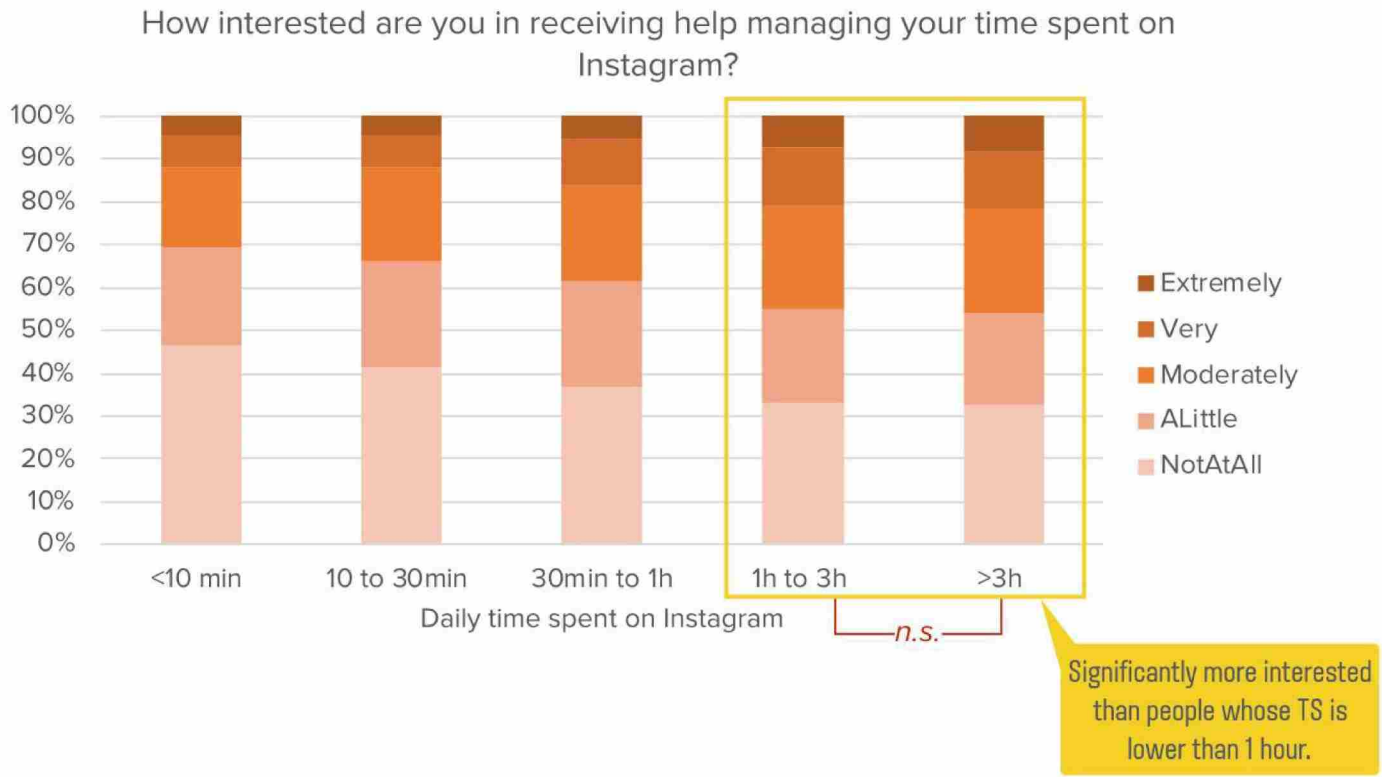


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People who spend more than 1 hour a day are also more interested in receiving help in managing their time than those who spend shorter time on Instagram

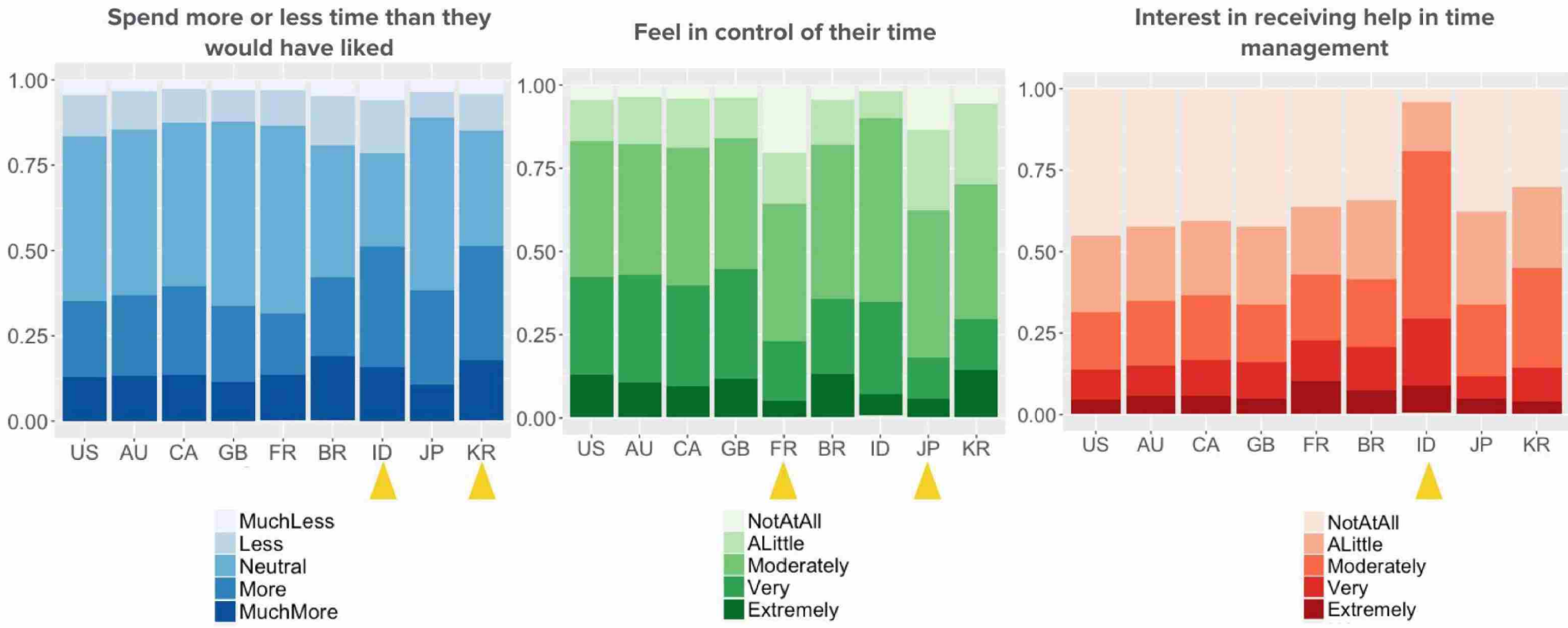


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Country differences

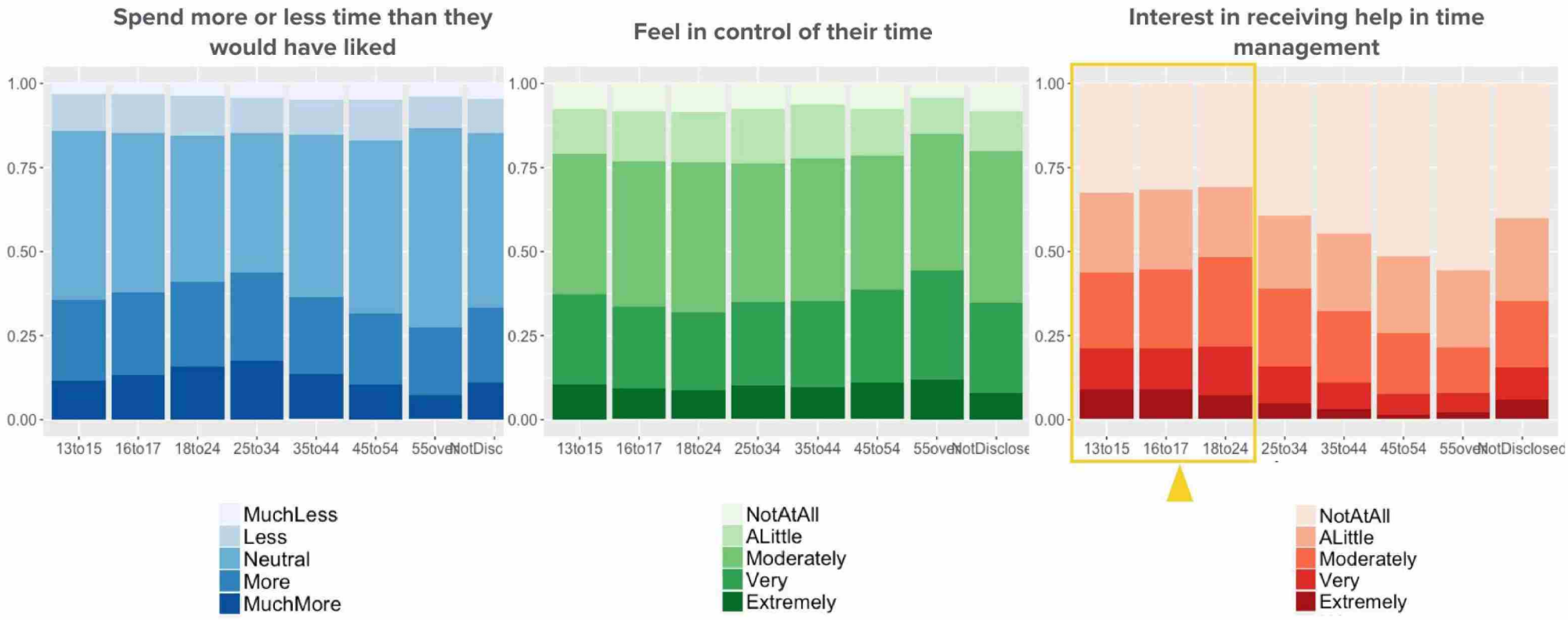


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Age differences



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METATNAG-009-00279277

2

OPPORTUNITY

A time management feature might have more opportunities among high time spent users (daily TS > 1h) and younger users (< 25 years old).

How might we...
help people who feel they've spent more time than they've wanted but don't feel a lack of control?

How might we...
understand what drives people's feeling of control?

Should we...
identify users who are more likely to benefit from this feature and promote this feature in app?

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3

THEME

42% of the survey respondents* have taken a break from Instagram. More high TS users report that the break has made them feel worse than before.

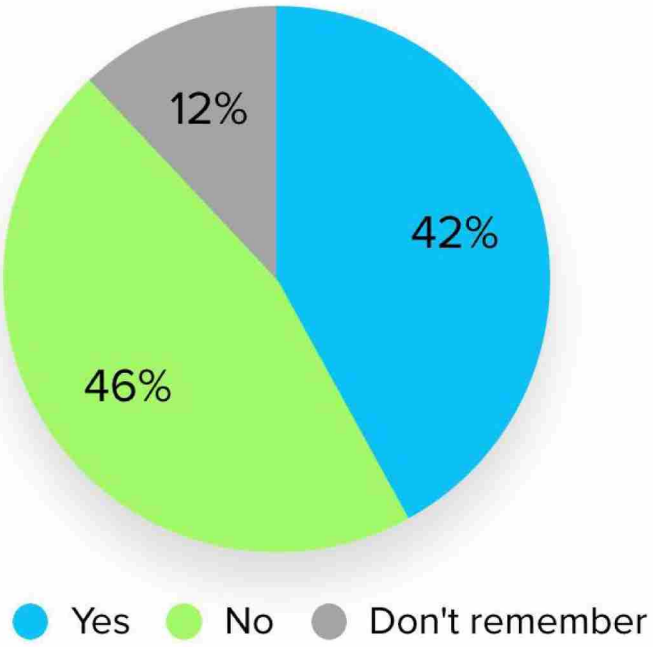
** Note: Most survey respondents are high time spent users.*

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Overall, 42% of the survey respondents have taken a break from Instagram.

Have you ever taken a break from using Instagram (i.e., intentionally stopped using Instagram for some period of time)?

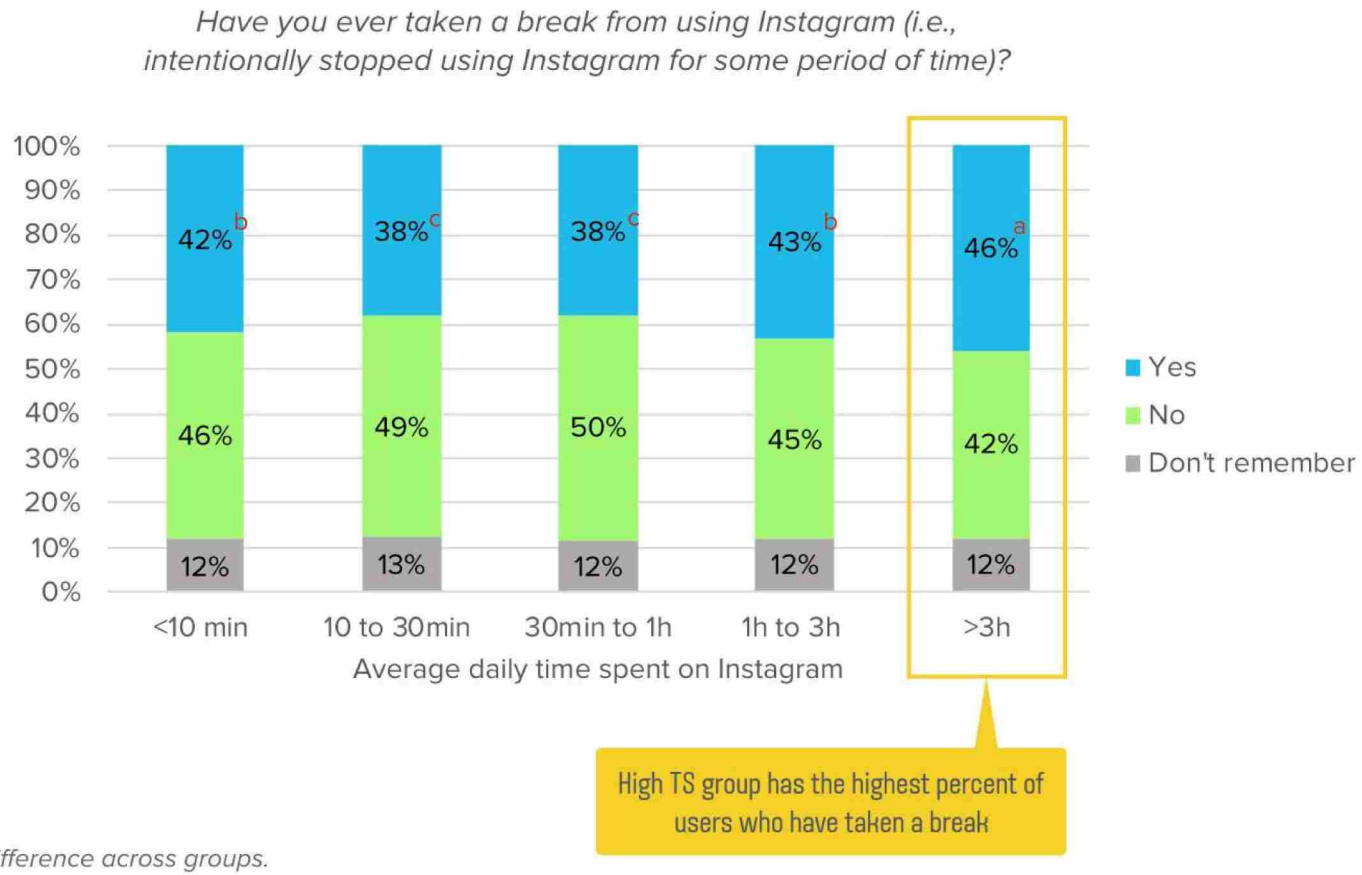


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A higher percent of high TS users has taken a break than low TS users.

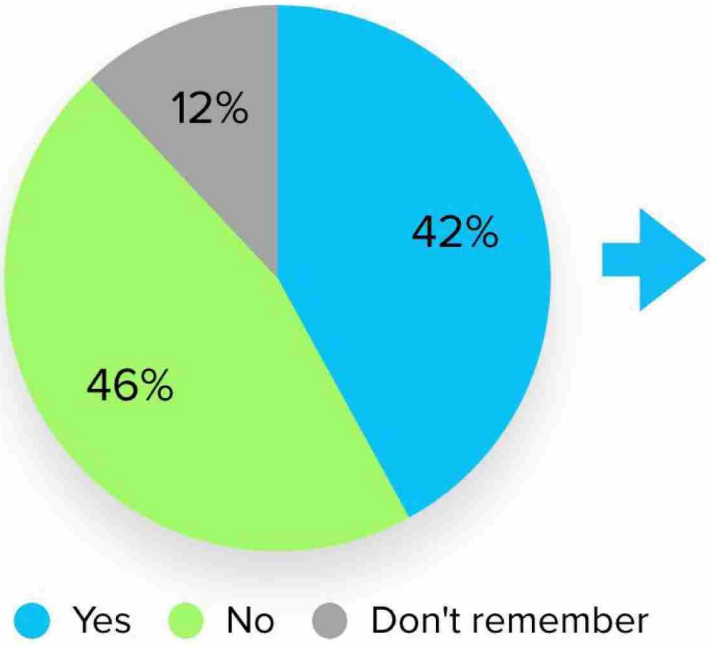


Different letter indicates significant difference across groups.

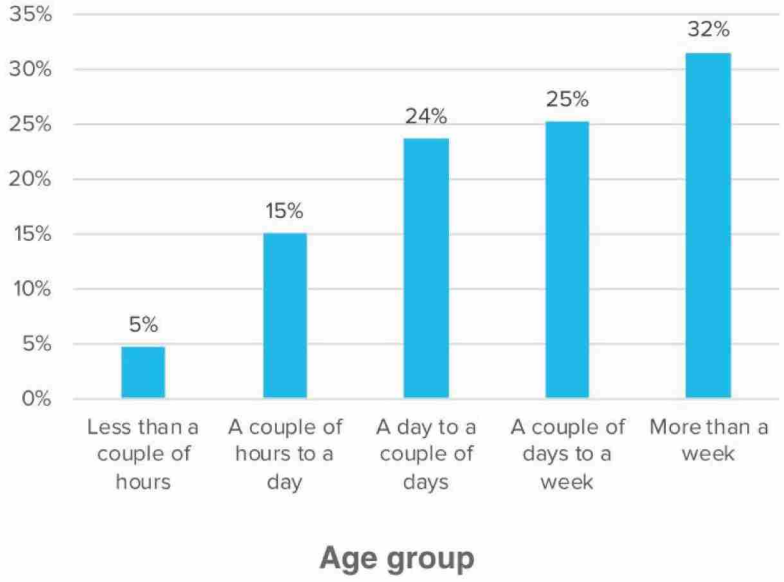
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More people took a break for more than a week.

Have you ever taken a break from using Instagram (i.e., intentionally stopped using Instagram for some period of time)?



How long did you take a break from Instagram?



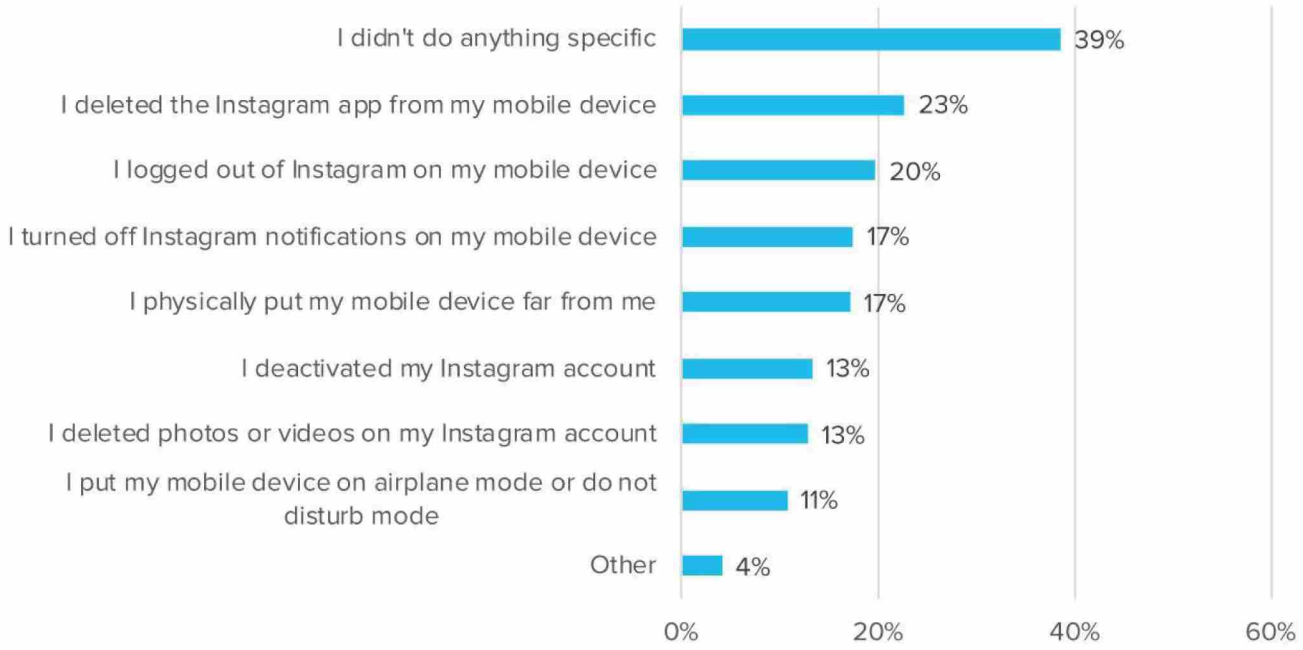
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Most people said they didn't do anything to help them take a break. The second most common action is to delete the app.

During your break, did you take any of the following actions? Please select all that apply.



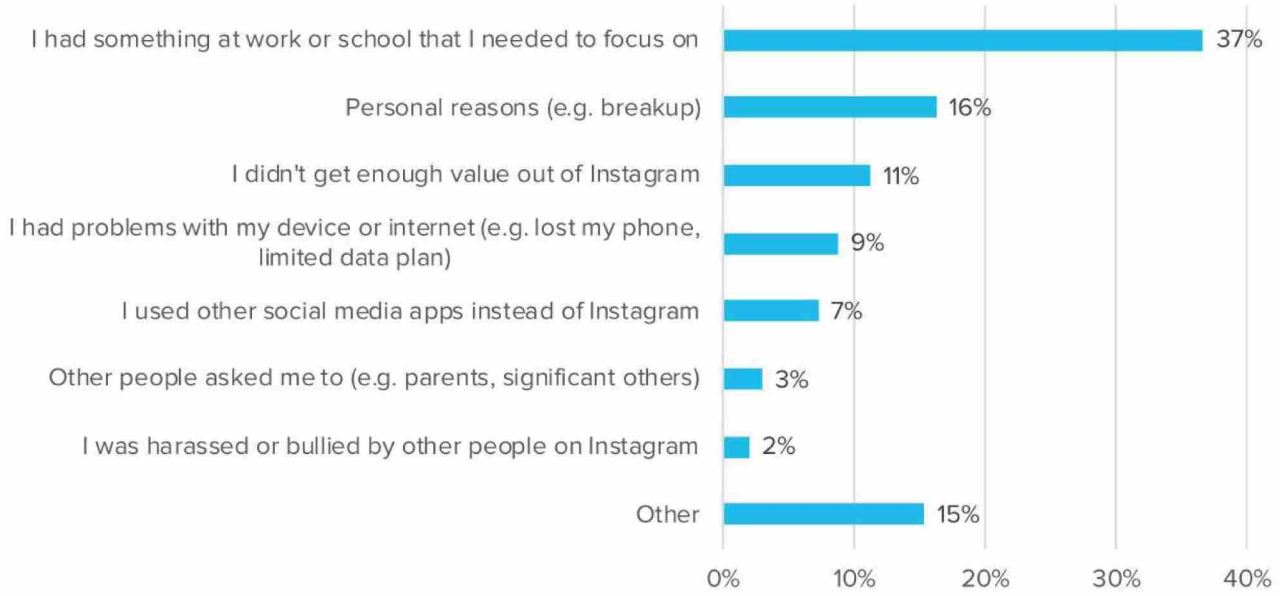
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The top reason for taking a break is "I had something at work or school that I needed to focus on."

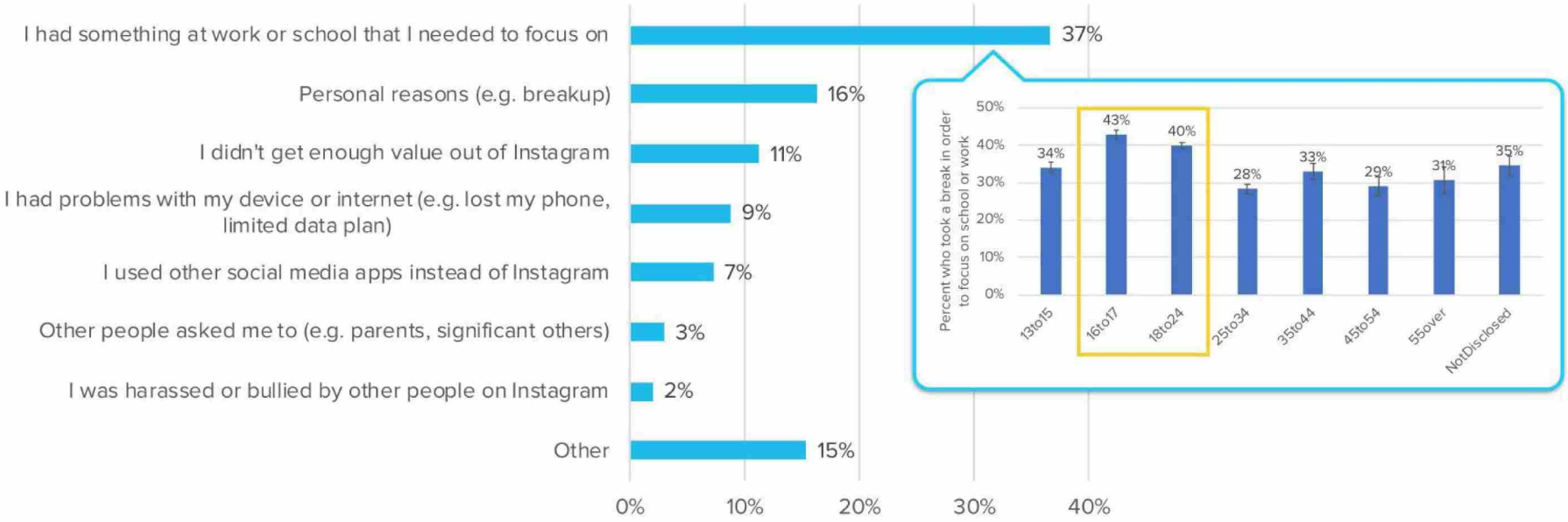
Thinking about the last time you intentionally stopped using Instagram for some period of time, what was the primary reason you stopped using Instagram?



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The 16 to 24 age groups have a higher percent of users who took a break because they needed to focus on work or school.

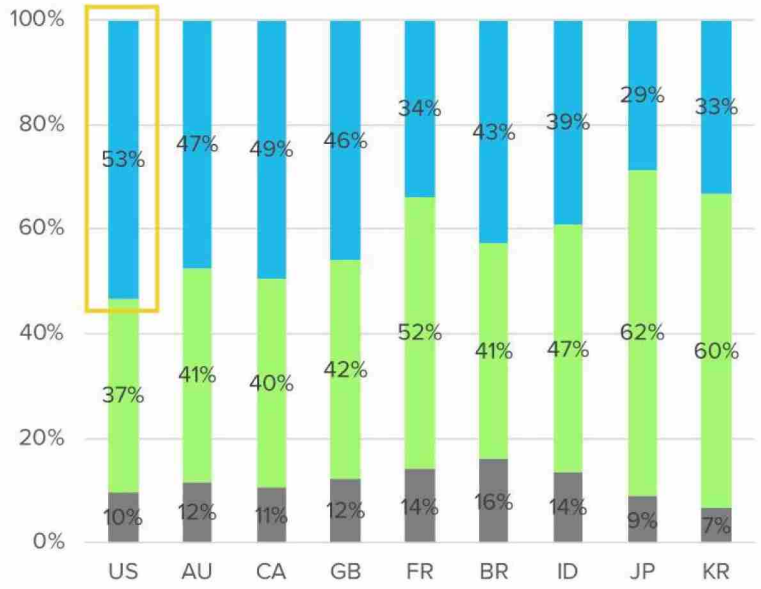
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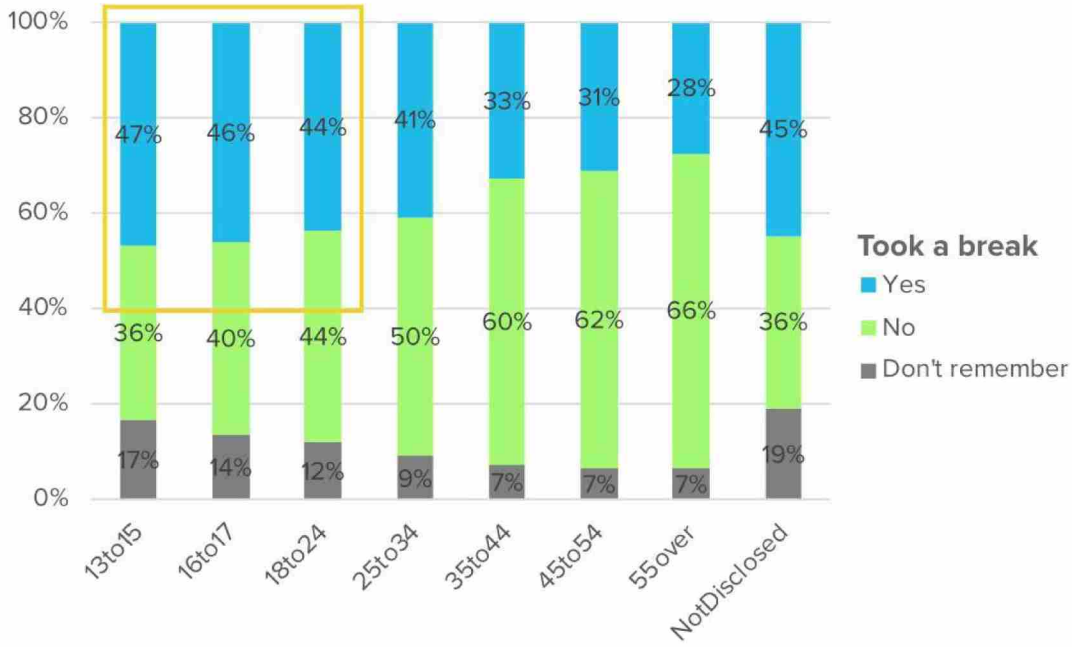


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US has the highest percent of users who have taken a break from Instagram. More younger users have taken a break than older users.

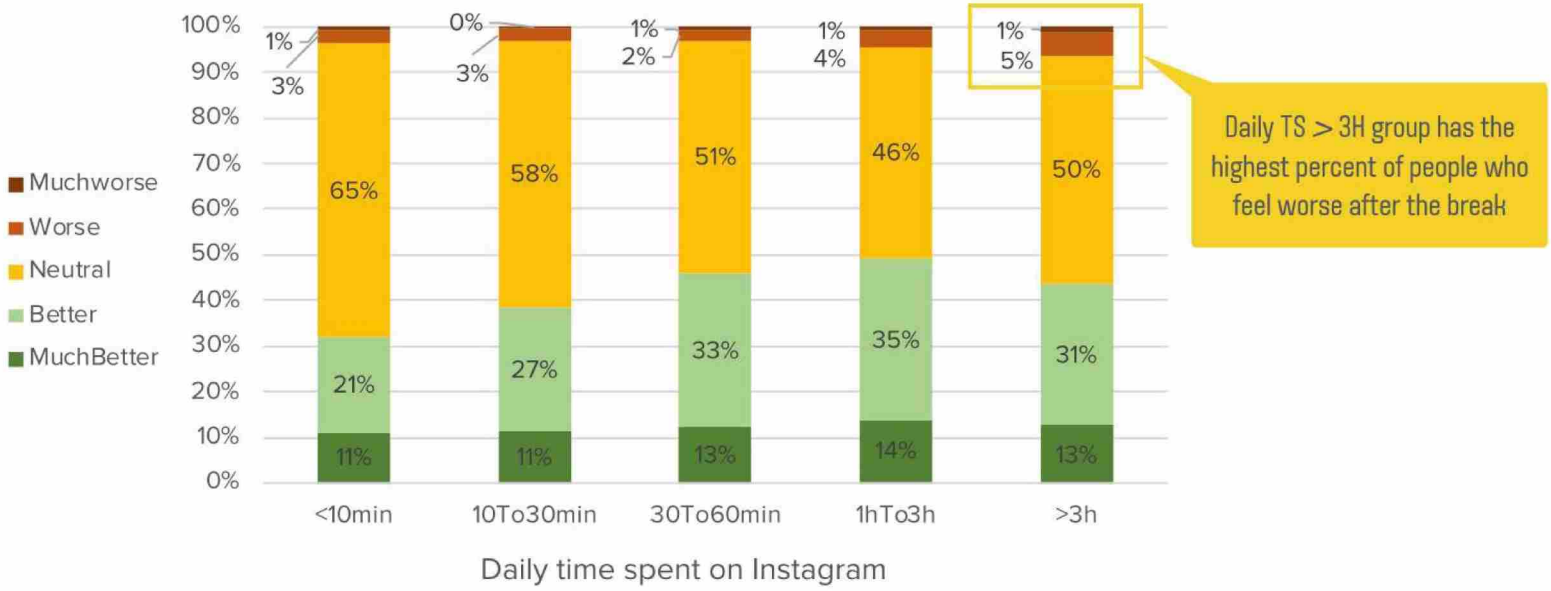




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Most people feel neutral after they take a break. However, more high TS respondents said they felt worse after the break.

In your opinion, did this break from Instagram make you feel better or worse than how you felt before?



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3

OPPORTUNITY

Users' motivation for taking a break varies among different age groups. We need to further investigate the impact of a break on different TS groups.

How might we...
better help users who are between 16 and 24 to focus on their work and school?

How might we...
further understand the impact of a break from Instagram on users' well-being?

Should we...
design different product solutions for low and high TS users?

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4

THEME

People who spend longer time think their time spent is more meaningful than those who spend shorter time. Those who spend longer than 3 hrs/day have lower positive affect, lower life satisfaction, and higher negative affect than people who spend shorter time.

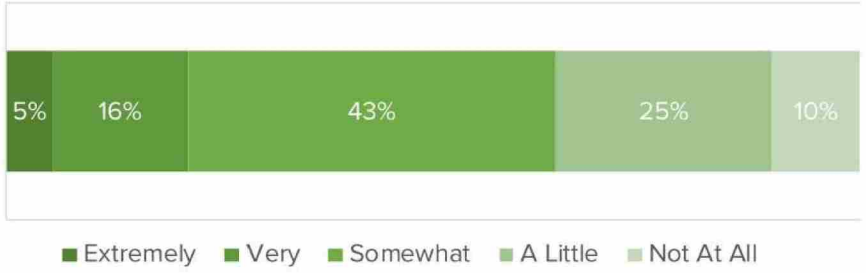
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About 21% of survey respondents think the time they spent on Instagram is very to extremely meaningful, and 35% think the time they spent is a little to not at all meaningful.

How meaningful was the time you spent on Instagram?

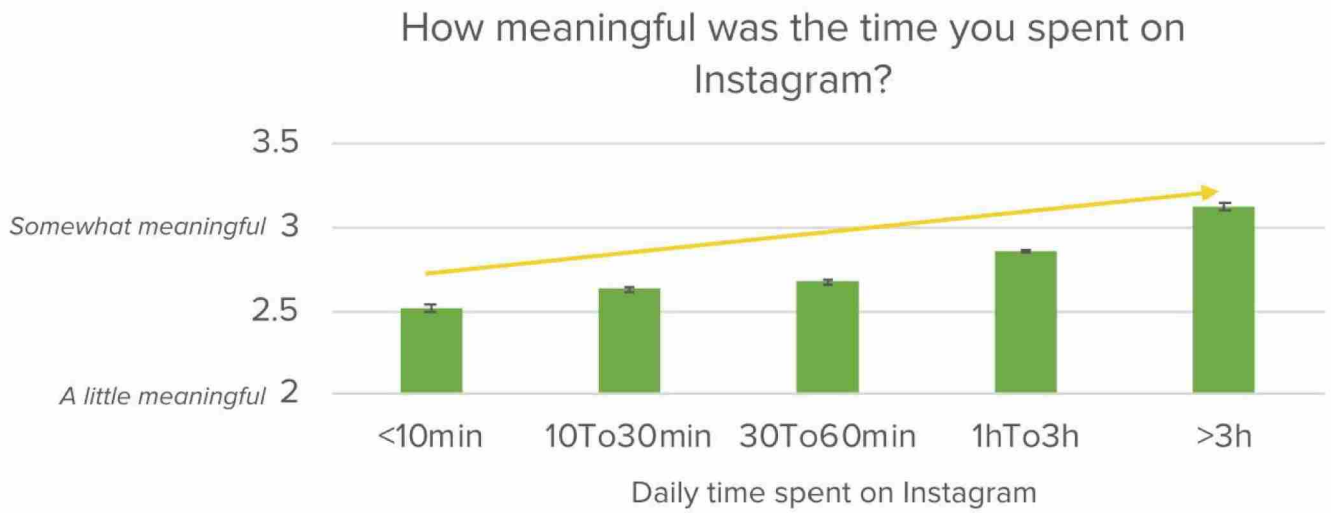


* *Note: Most survey respondents are high time spent users.*

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HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY

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People who spend longer time on IG think their time spent is more meaningful than those who spend shorter time on IG.



* *The difference between these five TS groups remains significant when controlling for country, age, and gender.*

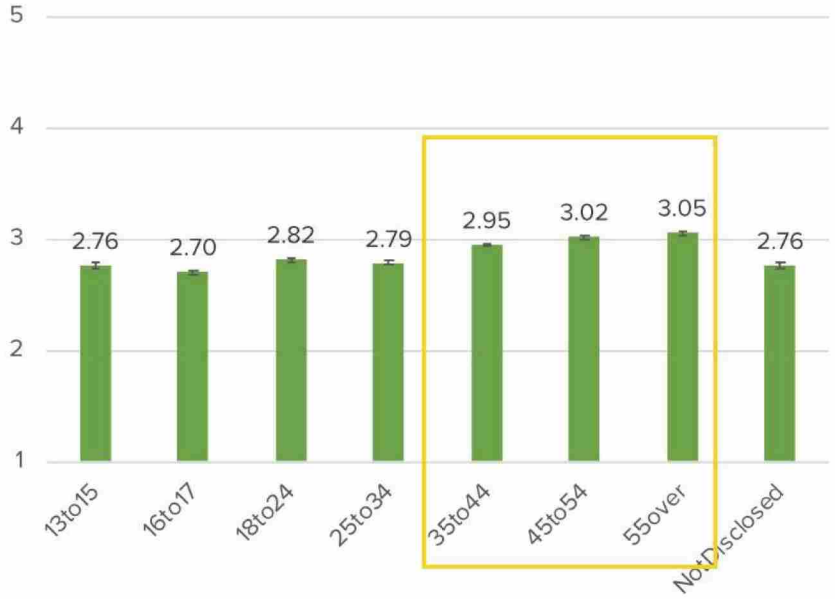
HIGHLY CONFIDENTIAL (COMPETITOR)
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Users in Japan, Brazil, and Indonesia perceive their time on Instagram to be more meaningful than other countries. Older users (>35) perceive their time on Instagram to be more meaningful than younger users.

How meaningful was the time you spent on Instagram?





** These differences remain significant when controlling for daily TS.*

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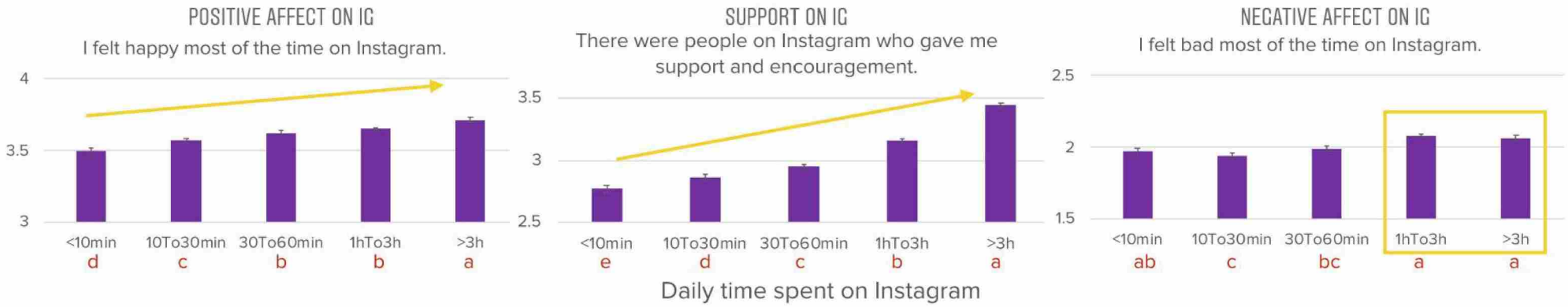
People who spend longer than 3 hours a day on Instagram have lower positive affect and lower overall life satisfaction. Those who spend longer than 1 hour on IG have higher negative WB.



All survey measures use 5-point likert scale: 1 strongly disagree ~ 5 strongly agree
Different letter indicates significant difference across groups, when controlling for country, age, gender.

HIGHLY CONFIDENTIAL (COMPETITOR)
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People who spend longer time on IG give higher ratings for all IG well-being measures, including IG negative affect.

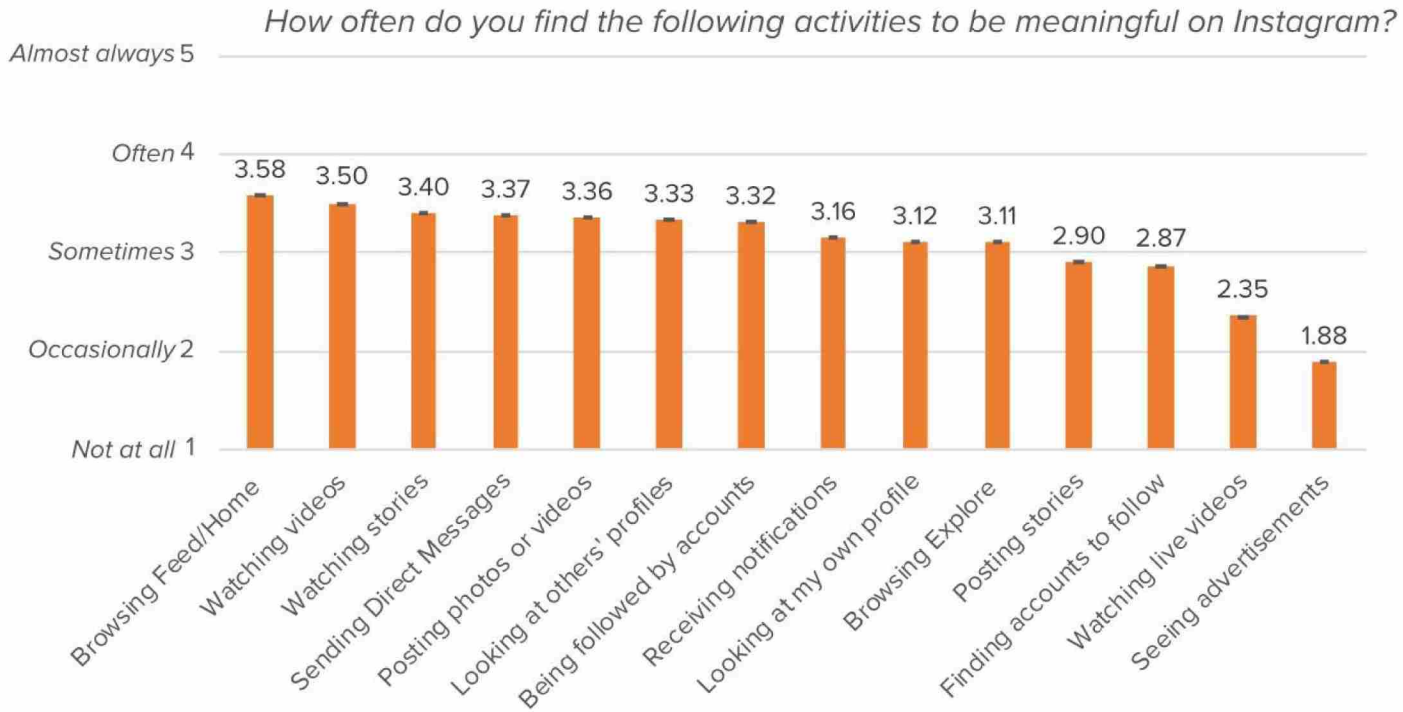


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Browsing Feed is considered to be most meaningful activity. Seeing ads is considered to be least meaningful among the activities surveyed.

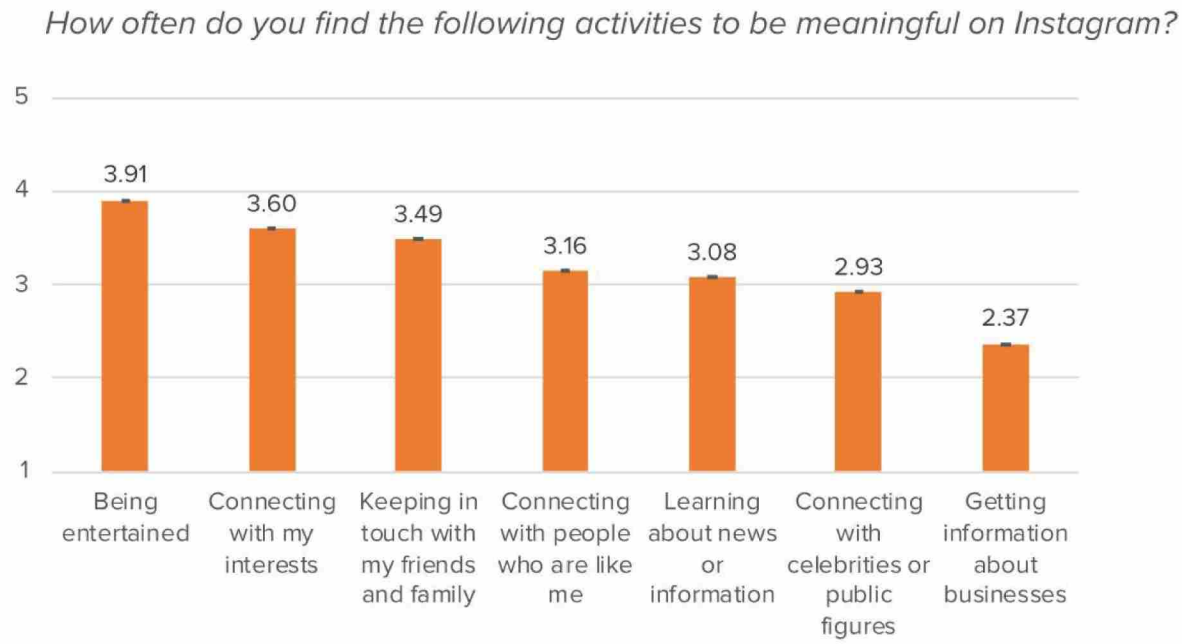


Note: participants' responses may be biased by whether or not they have used each feature.

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Being entertained is rated as most meaningful activity.



Note: participants' responses may be biased by whether or not they have done this on Instagram.

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4

OPPORTUNITY

Users' perceived meaningfulness of their time spent is positively related to their actual time spent. High TS users seem to have lower overall well-being than low TS users, but the reason for that remains unknown.

How might we...
further understand the drivers for lower well-being among high TS users?

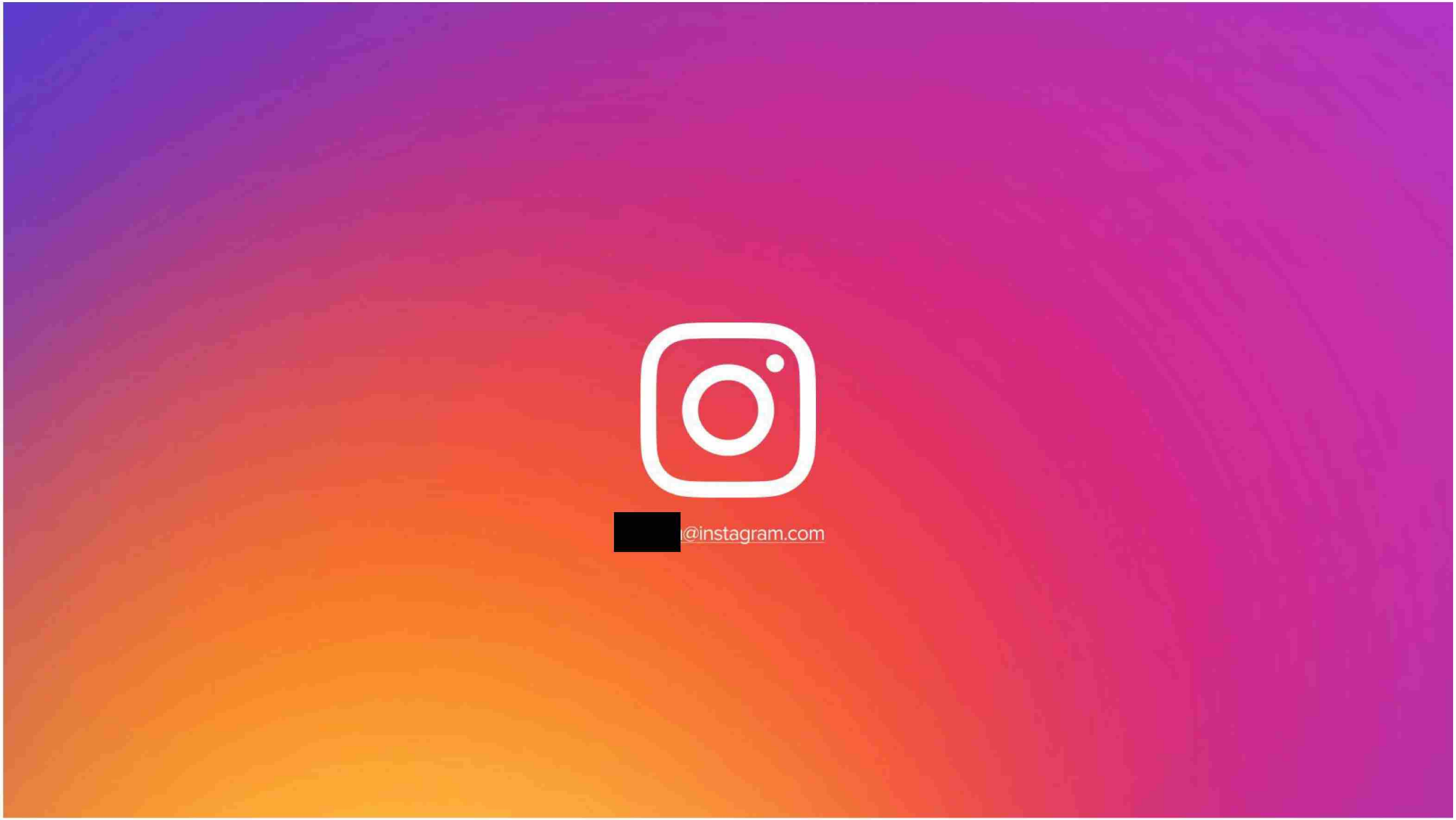
What if we...
design different solutions for low and high TS users to improve their well-being?

Should we...
target at improving users' well-being on instagram, or their overall well-being?

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