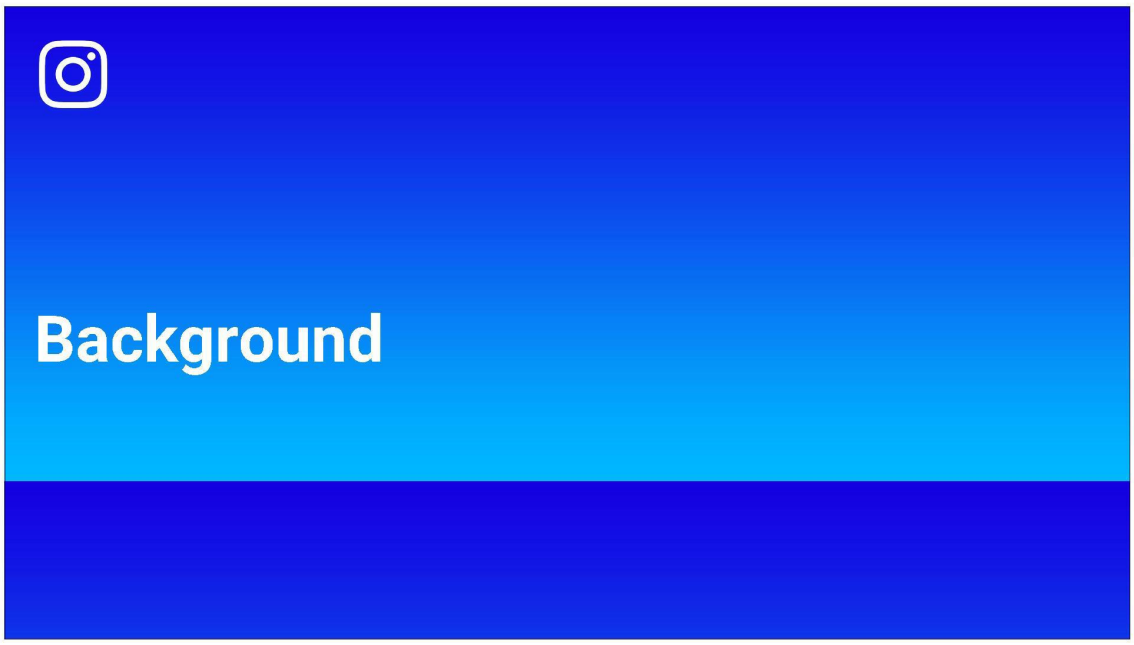
Bad Experiences and Encounters Framework (BEEF) Survey

Data collection: June 27-July 8, 2021

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Signals and Insights Platform

Tennessee v. Meta
Case No. 23-1364-IV
PX-00007


Background

Why are we doing this?

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

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

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

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

3

Survey timeline

Date	To do	Status
April 12	Agree on which TRIPS questions to include	Complete
April 19	Use framework project results to generate proposal for additional survey constructs	Complete
April 26	Develop survey questions/ look for questions from existing surveys	Complete
May 3	Develop survey questions/ look for questions from existing surveys	Complete
May 10	Submit to research review	Complete (June 3)
~~May 24~~ June 3	Submit to survey review	Complete (June 9)
~~May 31~~ June 16	Submit to translations	Complete (June 29)
~~June 14~~ June 30	Launch survey	Complete (June 30)
~~June 21~~ July 6	Data cleaning	Complete
~~June 28~~ August 25	Data weighting/ appending	Complete (August 25)
~~July 19~~ August 26	Data cleaning	Complete (September 6)
~~July 26~~ September 7	Analysis/ reporting	In progress
October 4	Socialization	
October 11	v2 Framework	
October 18	Begin BEEF Survey v2 development	
December 16	Launch BEEF Survey v2 (code freeze Dec 16-Jan 4)	

What's next?

The plan is to add findings to this deck and the Bad Experiences Working Group as I go, with the goal of having a draft completed in the next two weeks. After that, I will focus on 1:1 and small group meetings with various teams, to share the findings relevant to them.

As I engage in socialization of the findings, I will also begin a literature review of work done since the v1 BEEF, to see if any new issues have emerged that should be included in the next BEEF Survey (v2 Framework, although it will be much more lightweight than the v1 effort).

I will use the current BEEF Survey and any new insights gathered during the v2 Framework to begin the survey development process for the v2 BEEF Survey.

Survey questions, issues

Questions that are also in TRIPS are highlighted in yellow. All questions had the same response options as TRIPS: 'Yes, during the last 7 days,' 'Yes, but more than 7 days ago,' and 'No.'

False or misleading	Have you ever seen anything on Instagram that was false or misleading?
Violence	Have you ever seen any violent, bloody, or disturbing images on Instagram that bothered you?
Hate (witness)	Have you ever seen anyone discriminating against people on Instagram because of their gender, religion, race, sexual orientation, or another part of their identity?
Bullying (witness)	Have you ever seen anyone do any of these things to someone else on Instagram? -Insult or disrespect them -Contact them in an inappropriate way -Damage their reputation -Threaten them -Exclude them or leave them out
SRG drug sales	Have you ever seen anyone trying to buy or sell any of the following things on Instagram? -Prescription drugs -Illegal drugs
Bullying (target)	Has anyone ever done any of these things to you on Instagram? -Insulted or disrespected you -Contacted you in an inappropriate way -Damaged your reputation -Threatened you -Excluded you or left you out
Nudity	Have you ever seen nudity or sexual images on Instagram that you didn't want to see?
Negative Social Comparison	Have you ever felt worse about yourself because of other peoples' posts on Instagram?

Unwanted advances	Have you ever received unwanted sexual advances on Instagram?
Account security	Have you ever been unable to access your Instagram account, either because of a lost password or because your account was hacked?
Civic content	Have you ever felt that you have seen too many political posts on Instagram?
Impersonation	Have you ever found out that a Instagram account was pretending to be you?
Self-harm	Have you ever seen someone harm themselves, or threaten to do so, on Instagram?
Spam/ fake account contact	Have you ever been contacted on Instagram by an account that seemed fake?
Over enforcement	Have you ever felt that Instagram was wrong when it removed a post or video for violating the rules?
Audience limitation	Have you felt that not enough people see the things you share on Instagram?
Usability, action	Have you ever had difficulty posting a picture or video to Instagram?
Transparency	Have you ever felt Instagram isn't transparent about why it removes posts that are against the rules?
Usability, consumption	Have you ever experienced the Instagram app freezing, crashing, or closing unexpectedly?
Data privacy	Have you ever had concerns about the way Instagram might use data and information about you?
Perceived control	Have you ever felt a lack of control over what you see on Instagram?
Commerciality	Have you ever felt that you have seen too many ads on Instagram?

5

Survey questions and log data, context

All questions with response options can be found here.

Question name	Question text
Surface	In the last 7 days, where in Instagram did you see this? Please select all that apply.
Frequency	In the last 7 days, how many times have you seen something like this?
Specific emotion felt	Which specific emotions did you feel? Please select all that apply.
Length of emotional reaction	For how long after the experience did you feel this way?
Perceived support	Thinking about this experience, did you feel supported by Instagram?
Action taken (both on and off app)	Did you take any of the following actions as a result of this experience? Select all that apply.
Stops posting?	Did this experience stop or discourage you from posting on Instagram?
Known person, online/offline	What's your relationship with the account that posted this?
Age (13-15, 16-17, 18...)	What is your age?

Log data	Name	Table
Country	country	dim_ig_users:instagram
App use	interface_l28: instagram_classic	dim_ig_users:instagram
Gender	gender	dim_ig_users:instagram
Followers	followers	dim_ig_users:instagram
Public or private account	is_private	dim_ig_users:instagram
Feed posts	feed_media_7d	dim_ig_creators:instagram
Reels posted	reels_media_7d	dim_ig_creators:instagram
Stories posted	story_media_7d	dim_ig_creators:instagram
Public media posted	public_media_7d	dim_ig_creators:instagram
Creator segmentation	ig_creator_segment	dim_ig_creators:instagram
iOS vs Android	primary_interface	dim_ig_user_primary_device:instagram
RAM	ram_class	dim_ig_user_primary_device:instagram
Hi NAC views*	viewer_high_nac_vpvs_l7	ig_user_social_comparison_metrics:instagram
Overall views	viewer_vpvs_w_prediction_l7	ig_user_social_comparison_metrics:instagram
Sessions^	num_sessions	ig_user_app_session_counts:instagram
time spent^	time_spent	ig_user_app_session_counts:instagram
meaningful impressions^	sum_meaningful_engagement_viewer_score	ig_meaningful_engagement_user_agg:instagram

6

Sample size by issue

The sample size was calculated to detect a 1% absolute difference between the two groups (production and holdout). Part of that calculation is the baseline prevalence of each issue; past research was used to provide those estimates. If an issue wasn't actively being worked on by a team in the IG Community Pillar in H1 2021, then that issue was only asked in the production group.

Each respondent was asked about five issues (randomly chosen from the set of 22). If they reported experiencing at least one of the five issues, the survey system randomly chose one of the issues they said yes to and asked a series of follow-up questions. If they said they didn't experience any of the five issues, they were asked their age followed by a series of questions unrelated to this report.

Issue	Baseline Prevalence	Detectable drop	n per group	# of groups	Subtotal, planned	Subtotal, actual
Account security (access)	20.00%	19.00%	24,641	1	24,641	26,907
Audience limitation	33.70%	32.70%	34,813	2	69,626	71,845
Bullying and harassment, target	7.80%	6.80%	10,622	2	21,244	24,790
Bullying and harassment, witness	22.43%	21.43%	26,875	2	53,750	57,744
Commerciality	21.50%	20.50%	26,042	1	26,042	28,498
Data privacy	31.90%	30.90%	33,813	2	67,626	69,802
Drugs and Related Goods	3.64%	2.64%	4,774	2	9,548	12,242
False or Misleading	26.68%	25.68%	30,337	2	60,674	64,854
Graphic Violence	11.30%	10.30%	15,122	2	30,244	34,928
Hate Witness	19.73%	18.73%	24,381	2	48,762	53,283
Impersonation (first person)	3.10%	2.10%	301	1	301	5,880
Negative Social Comparison	20.00%	19.00%	24,641	2	49,282	53,954
Nudity	13.46%	12.46%	17,707	2	35,414	40,571
Over enforcement	30.00%	29.00%	32,647	2	65,294	68,226
Perceived control / sense of place	23.10%	22.10%	27,458	1	27,458	29,774
Political posts	28.20%	27.20%	31,437	1	31,437	33,516
Unwanted advances / solicitation	30.00%	29.00%	32,647	2	65,294	69,146
Self-harm (witness)	10.00%	9.00%	13,495	1	13,495	15,830
Spam (fake account)	50.00%	49.00%	39,240	1	39,240	40,629
Transparency	30.00%	29.00%	32,647	2	65,294	66,966
Usability / action-oriented	21.30%	20.30%	25,859	2	51,718	57,160
Usability / consumption-oriented	26.20%	25.20%	29,974	2	59,948	67,836
				question *n* =	**916,332**	**994,381**
				respondent *n* =	**238,246**	**237,923**

Planned analyses (green = drafts complete)

1. **Issue prevalence for holdout vs prod, and overall**
2. **Issue prevalence by subgroups**
   a. Age
   b. Creators
   c. Gender
3. **Add frequency, surface, and other context data to the issue prevalence tables**
4. **Additional cuts by subgroups**
   a. RAM class/interface
   b. NAC (negative experience content) I7
   c. App use (number of sessions, time spent)
   d. Meaningful impressions
   e. Surface
5. **Issue-specific analyses.** 22 issues by 9 follow-up questions—I'll start with issues that our teams are actively working on, then go by prevalence
6. **Grouping of issues.** Analyze the ways individual issues cluster (or don't) with each other. Assuming I find one or more commonalities between issues, I'll use those to create rubrics to understand the full slate of issues users experience

8


Results

Issue rates, full dataset

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

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

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

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

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

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

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

An expanded table with 95% confidence intervals can be found here.

Issue rates and frequencies in last 7 days

Commerciality and political posts have the highest frequencies among respondents who have experienced the issue, while fake accounts and impersonation have the lowest.

If a respondent experienced an issue (i.e., responded *"Yes, during the last 7 days"*), they were then asked *how often* they experienced that issue. The percentage of respondents selecting each of the answer options is displayed in the table, along with the average frequency (first yellow column).. The issues (rows) are ranked by average frequency, with the most frequent issues on top. Commerciality and political posts have the highest frequencies, while impersonation and fake account contact have the lowest.

The second yellow column is a rate x frequency composite score (the rate of an issue being experienced in the dataset, multiplied by the average frequency). Commerciality also has the highest score on this metric, followed by bullying witness; impersonation is the lowest.

Finally, the last two columns rank the issues by issue rate (penultimate column) and issue x frequency composite (last column). Highlighted in blue are the issues with the biggest deltas: the largest is political posts, which ranks 12th by issue rate, but 7th by issue rate x frequency.

Issue	Rate	Frequency, last 7 days							Rank	
	%	Once	2-3	4-5	6-9	10+	Average freq*	Rate x Freq	Issue	Issue x freq
commerciality	48.2%	5.3%	22.1%	28.8%	15.0%	28.8%	5.90	2.85	1	1
political posts	17.0%	7.3%	31.8%	27.4%	10.0%	23.4%	5.20	0.88	12	7
nudity	16.3%	18.0%	39.3%	17.0%	6.8%	19.0%	4.33	0.71	13	11
perceived control	23.9%	15.7%	38.4%	22.2%	7.2%	16.5%	4.31	1.03	8	6
hate witness	25.3%	16.9%	41.4%	18.2%	5.8%	17.6%	4.22	1.07	6	5
negative comparison	19.2%	17.9%	39.1%	19.3%	7.2%	16.6%	4.22	0.81	10	9
audience limitation	26.8%	25.4%	34.9%	17.5%	6.0%	16.2%	3.99	1.07	4	4
bully witness	28.3%	23.0%	39.6%	16.0%	4.8%	16.6%	3.96	1.12	3	2
misinfo	30.3%	21.7%	46.3%	15.3%	4.4%	12.3%	3.62	1.10	2	3
usability passive	25.5%	21.5%	46.0%	18.5%	5.6%	8.4%	3.46	0.88	5	8
violence	12.8%	27.4%	42.9%	14.6%	4.5%	10.6%	3.40	0.44	15	15
drugs	3.9%	34.1%	37.6%	11.3%	5.1%	12.0%	3.36	0.13	21	20
self harm	6.7%	33.9%	38.3%	12.3%	4.3%	11.1%	3.28	0.22	19	19
bully target	8.1%	38.3%	34.0%	12.0%	3.9%	11.8%	3.24	0.26	18	18
transparency	17.5%	35.7%	37.9%	11.7%	3.5%	11.2%	3.21	0.56	11	13
unwanted advances	11.9%	33.5%	40.1%	12.9%	5.0%	8.4%	3.14	0.37	16	16
acct security	3.9%	50.4%	22.9%	10.1%	2.3%	14.3%	3.13	0.12	20	21
data privacy	24.4%	38.4%	35.2%	12.3%	3.9%	10.3%	3.13	0.76	7	10
over enforcement	14.8%	36.1%	37.9%	12.7%	3.6%	9.8%	3.13	0.46	14	14
usability action	10.7%	34.0%	40.1%	13.5%	3.5%	9.0%	3.11	0.33	17	17
fake acct 1st	21.8%	38.9%	40.9%	10.8%	3.4%	6.1%	2.76	0.60	9	12
impersonation 1st	3.7%	54.1%	25.5%	7.0%	3.8%	9.6%	2.75	0.10	22	22

* In order to calculate the average, the frequency range selected by the respondent was converted into a single number: Once = 1, 2-3 = 2.5, 4-5 = 4.5, 6-9 = 7.5, and 10+ = 10.

CONFIDENTIAL
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Issue rates by surface

DM/chat has the two highest rates of issues across surfaces: 73.1% of the time for fake account contact, and 68.6% of the time for unwanted sexual advances.

If a respondent experienced an issue, they were asked where in Instagram it happened. The question allowed for multiple responses, so the rows will add up to more than 100%. Higher numbers are shaded in darker reds, and the highest number per issue/row is in bold.

A few patterns are clear--first, some surfaces are more likely to have issues occur than others, but no app surfaces are immune to bad experiences. Surface comparisons, however, should be taken with a grain of salt--people spend more time on some surfaces than others, so we'd expect differences just because of that.

Second, specific issues happen more often on specific surfaces. When respondents experienced fake account contact in the last 7 days, they said it occurred via DM/chat 73.1% of the time; the next highest is someone's profile, at 14.6%. By contrast, when respondents reported seeing self harm in the last 7 days, it was spread across various surfaces: witnessed in post comments 12.6% of the time, and Feed/Stories 31.9% of the time.

In the last 7 days, where in Instagram did you see this? Please select all that apply.

	DM/ Chat	Feed/ Stories	Comment on my post	Explore/ Search	Hashtag/ Location Page	Reels	Someone's Profile	Somewhere else	I don't remember
fake accounts	**73.1%**	7.6%	10.5%	4.9%	4.2%	3.6%	14.6%	10.3%	16.0%
unwanted advances	**68.6%**	9.2%	7.4%	9.2%	5.5%	6.0%	16.7%	10.6%	12.9%
bully target	**60.1%**	17.6%	18.5%	12.1%	12.0%	10.2%	20.5%	15.2%	17.7%
impersonation 1st	26.0%	23.0%	21.9%	24.0%	21.3%	19.5%	35.4%	27.2%	**35.8%**
nudity	23.4%	26.4%	7.9%	**37.6%**	18.1%	22.7%	37.0%	12.8%	18.6%
usability action	20.8%	**46.6%**	11.1%	14.5%	8.9%	17.0%	16.4%	13.6%	30.6%
usability passive	20.7%	**49.7%**	7.5%	21.4%	7.6%	19.9%	15.6%	12.2%	29.1%
acct security	18.4%	24.0%	11.2%	15.1%	12.5%	12.6%	18.0%	16.2%	**55.2%**
misinfo	18.2%	37.3%	6.4%	**38.3%**	11.5%	17.4%	24.1%	13.3%	21.2%
bully witness	17.8%	30.6%	10.1%	24.4%	13.3%	16.7%	**40.8%**	17.2%	23.2%
self harm	14.9%	**31.9%**	12.6%	25.3%	14.4%	19.1%	29.4%	13.8%	26.9%
drugs	14.8%	**34.8%**	11.7%	22.5%	17.6%	16.4%	26.6%	13.5%	28.3%
perceived control	13.7%	**37.9%**	5.8%	37.8%	12.2%	25.9%	13.0%	9.6%	25.5%
data privacy	13.5%	26.3%	5.8%	21.7%	10.3%	11.9%	11.9%	14.3%	**46.8%**
violence	11.3%	**34.0%**	7.2%	34.5%	16.2%	20.2%	29.7%	11.2%	23.1%
transparency	10.1%	28.4%	7.5%	14.5%	10.4%	11.2%	**35.6%**	11.5%	34.5%
hate witness	9.5%	31.0%	9.9%	31.3%	17.5%	20.2%	**39.4%**	19.6%	21.9%
audience limitation	9.3%	**44.4%**	9.2%	13.0%	10.9%	9.9%	13.0%	7.3%	41.3%
negative comparison	8.7%	**40.9%**	6.4%	36.3%	12.3%	24.7%	34.8%	9.0%	22.4%
over enforcement	7.0%	35.7%	6.5%	12.1%	9.6%	11.6%	**42.7%**	11.2%	29.7%
commerciality	6.9%	**64.7%**	5.0%	20.6%	10.2%	17.1%	8.9%	7.4%	23.4%
political posts	6.2%	**44.4%**	6.6%	34.0%	16.3%	20.0%	23.7%	10.4%	27.8%

An expanded table with 95% confidence intervals can be found here.

12

Relationship between respondent and antagonist

Issues are largely caused by strangers, with negative social comparison (15.5%) and bullying target (14.6%) having the highest rates of known instigators.

If respondents experienced an issue, they were then asked, "*What's your relationship with the account that posted this?*" (This follow-up question wasn't asked for issues that wouldn't make sense, like commerciality or over-enforcement.)

The content labeled an issue by the respondent was usually posted by someone they don't know. 93.8% of unwanted sexual advances are from people the respondent doesn't know, the highest percentage of the 12 issues; negative social comparison has the lowest, at 64.9%.

Conversely, the highest rates of issues instigated by someone the respondent knows offline were negative comparison (15.5%) and bullying target (14.6%). No other issue is above 10%. The lowest is unwanted sexual advances, with only 2.1% from people the respondent knows offline.

	I know them offline/ in real life	I know them, but only online	I don't know them
Negative comparison	15.5%	19.6%	64.9%
Bullying target	14.6%	16.0%	69.4%
Impersonation	9.9%	21.1%	69.0%
Drugs	9.7%	12.3%	78.0%
Self harm	9.5%	19.2%	71.3%
Political posts	8.9%	16.2%	75.0%
Bullying witness	6.4%	17.6%	76.0%
Violence	5.1%	13.7%	81.2%
Hate witness	4.6%	14.3%	81.1%
Misinfo	4.5%	9.7%	85.8%
Nudity	3.7%	9.1%	87.1%
Unwanted sexual advances	2.1%	4.2%	93.8%

An expanded table with 95% confidence intervals can be found here.

13

Relationship with antagonist by creator status

Low response rates among creators prevent strong conclusions

In the table to the right, responses to the question "*What's your relationship with the account that posted this?*" are split by creator status (the "*I don't know them*" response option is excluded for the sake of space). The rates of knowing the antagonist offline is highlighted in blue.

Given the very low numbers of creators (especially aspiring+ creators) who answered the known antagonist question, it's not possible to make confident statements about the relationship between creator status and knowing the antagonist.

I also looked at the relationship between knowing the antagonist* and number of followers/number of stories posted in the last seven days (not official proxies for creator status, but they do correlate with creator status--see the creator segmentation descriptives slide). There aren't any statistically significant correlations between follower count and knowing the antagonist. There are, however, multiple significant correlations between L7 stories production and knowing the antagonist for bullying witness (r = 0.048), hate witness (r = 0.025), misinfo (r = 0.042), self harm (r = 0.12), and negative social comparison (r = 0.046).

*for the purposes of the correlation analysis, the known antagonist variable was coded: 1 = I don't know them, 2 = only online, and 3 = offline.

		not creator		experimenting		aspiring+	
	I know them...	%	n	%	n	%	n
Bullying target	only online	16.2%	227	15.0%	19	3.4%	1
	offline/ in real life	15.0%	210	11.9%	15	5.7%	1
Bullying witness	only online	17.2%	1479	23.8%	145	20.5%	8
	offline/ in real life	6.4%	554	6.0%	37	2.5%	1
Political posts	only online	15.7%	250	21.4%	23	38.7%	2
	offline/ in real life	9.0%	142	7.3%	8	13.7%	1
Drugs	only online	12.0%	38	17.0%	4	0.0%	0
	offline/ in real life	9.5%	30	12.5%	3	0.0%	0
Hate witness	only online	14.0%	1227	19.0%	115	12.1%	5
	offline/ in real life	4.6%	400	6.1%	37	2.6%	1
Violence	only online	13.5%	431	16.6%	36	5.2%	1
	offline/ in real life	5.1%	163	5.7%	12	0.0%	0
Unwanted sexual advances	only online	4.1%	84	5.0%	6	0.0%	0
	offline/ in real life	2.1%	42	2.1%	3	0.0%	0
Negative social comparision	only online	19.1%	908	27.8%	85	22.2%	4
	offline/ in real life	15.3%	727	17.6%	54	20.8%	4
Self harm	only online	19.3%	107	17.7%	8	23.7%	1
	offline/ in real life	9.5%	53	9.1%	4	15.0%	1
Nudity	only online	8.8%	404	14.6%	42	13.7%	3
	offline/ in real life	3.7%	171	4.3%	12	9.5%	2
Misinfo	only online	9.7%	786	10.4%	48	8.2%	3
	offline/ in real life	4.5%	367	4.9%	23	4.5%	1
Impersonation 1st	only online	21.4%	26	15.8%	1	0.0%	0
	offline/ in real life	9.9%	12	13.2%	0	0.0%	0

An expanded table with confidence intervals can be found here.

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Actions taken as a result of experiencing an issue

Blocking or muting the account is the most frequent action taken as a result of an issue experience, with closing Instagram as the second most frequent.

If a respondent reported experiencing an issue in the last 7 days, they were asked if they took any actions as a result. The table to the right shows the percentage of people who reported taking each action, with larger percentages shaded in darker reds. Actions (columns) are arranged from least to most frequently used.

Changing privacy settings is the least-used action across issues, with one outlier, first-person impersonation (29%). Talked to a parent or close friend was the second least-used action. Blocking or muting the account was the most frequent action, followed by closing Instagram.

Among issues, impersonation elicited the most actions overall, followed by bullying target and bullying witness.

Did you take any of the following actions as a result of this experience? Select all that apply.

	Changed my privacy settings	Talked to a parent or close friend about it	Deleted the post or comment	Reported the post, Story, or Reel	Unfollowed the account	Reported the account	Closed the Instagram app	Blocked or muted the account
Bullying target	12.0%	12.0%	22.9%	12.9%	28.5%	37.6%	25.7%	62.9%
Bullying witness	8.1%	12.5%	10.3%	18.3%	32.7%	39.3%	36.9%	37.6%
Drugs	8.2%	9.8%	12.0%	13.2%	30.4%	27.3%	32.9%	36.0%
Fake account	7.4%	3.8%	20.3%	6.2%	17.7%	28.7%	14.5%	68.7%
Hate witness	5.3%	14.4%	8.3%	21.0%	31.5%	38.1%	39.4%	32.1%
Impersonation 1st	29.0%	17.8%	18.8%	21.5%	23.7%	44.9%	24.0%	39.6%
Misinfo	5.8%	8.7%	9.5%	16.3%	32.4%	30.6%	35.5%	35.5%
Negative social comparison	7.4%	12.0%	6.7%	8.8%	29.2%	15.0%	54.8%	24.4%
Nudity	8.6%	7.7%	11.9%	20.8%	29.3%	36.1%	35.6%	42.0%
Political posts	6.6%	12.0%	9.1%	7.9%	31.0%	11.9%	45.9%	26.7%
Self harm	10.4%	14.9%	10.6%	16.2%	28.0%	29.8%	41.9%	32.3%
Unwanted sexual advances	8.6%	4.8%	21.8%	7.6%	19.3%	30.9%	17.6%	66.5%
Violence	6.3%	13.0%	9.7%	22.0%	27.1%	34.0%	36.6%	31.3%

An expanded table with confidence intervals can be found here.

15

Perceived support from Instagram

Respondents felt the least supported by Instagram when they were the target of bullying, had difficulty posting, or felt Instagram took down content when it shouldn't.

If a respondent reported experiencing an issue in the last 7 days, they were asked if they took any actions as a result. The table to the right shows the percentage of people who reported taking each action, with larger percentages shaded in darker reds. Actions (columns) are arranged from least to most frequently used.

Changing privacy settings is the least-used action across issues, with one outlier, first-person impersonation (29%). Talked to a parent or close friend was the second least-used action. Blocking or muting the account was the most frequent action, followed by closing Instagram.

Among issues, impersonation elicited the most actions overall, followed by bullying target and bullying witness.

Thinking about this experience, did you feel supported by Instagram?

	Completely/ mostly supported	Somewhat Supported	Not very/ not at all supported	Does not apply to my situation
Bullying target	16.5%	12.3%	49.2%	22.0%
Usability action	15.5%	13.1%	45.9%	25.6%
Over enforcement	12.5%	14.2%	42.9%	30.4%
Impersonation	27.6%	14.6%	41.4%	16.5%
Perceived control	12.3%	14.6%	41.1%	32.0%
Account security	25.6%	16.3%	40.0%	18.0%
Hate witness	13.8%	15.6%	39.5%	31.2%
Nudity	18.6%	16.2%	38.9%	26.3%
Violence	19.8%	14.0%	38.9%	27.3%
Self harm	19.5%	12.4%	38.0%	30.1%
Audience limitation	17.4%	15.8%	37.9%	28.8%
Transparency	16.6%	14.7%	37.6%	31.0%
Drugs	21.5%	13.1%	37.0%	28.4%
Bullying witness	14.7%	15.0%	36.9%	33.4%
Usability passive	16.0%	14.8%	36.6%	32.6%
Data privacy	17.2%	17.0%	35.0%	30.8%
Misinfo	15.1%	14.1%	34.5%	36.4%
Negative social comparison	14.7%	13.7%	34.1%	37.6%
Unwanted sexual advances	23.0%	15.4%	33.3%	28.3%
Commerciality	15.2%	14.2%	32.9%	37.7%
Political posts	18.2%	15.1%	29.4%	37.4%
Fake account	20.8%	15.5%	27.2%	36.5%

An expanded table with confidence intervals can be found here.

16

Impact of issue experience on creation behavior

All issues cause some reduction in self-reported creation behavior, with impersonation hindering creation the most.

If a respondent experienced an issue, they were asked if it stopped or discouraged them from posting on Instagram. The table to the right shows the percentage of respondents selecting each of response options; issues are sorted by the percentage of respondents who selected 'yes' or 'somewhat.'

First-person impersonation, usability action, and account security are the top three, which makes sense; they all involve being physically unable to access or use your account. Negative comparison is #4, followed by over enforcement and audience limitation.

Contact by a fake account and unwanted advances are the issues that reduce creation the least (it's worth noting, however, that even the issue with the least impact on creation, fake account contact, resulted in 22.6% of respondents choosing 'yes' or 'somewhat.')

Did this experience stop or discourage you from posting on Instagram?

	Yes	Somewhat	No
impersonation 1st	35.9%	31.0%	33.1%
usability action	30.2%	28.1%	41.7%
acct security	31.3%	25.4%	43.4%
negative comparison	27.5%	28.5%	44.0%
over enforcement	23.7%	28.6%	47.7%
audience limitation	22.2%	29.9%	47.9%
self harm	28.0%	23.8%	48.2%
bully target	30.1%	21.6%	48.3%
drugs	32.1%	18.7%	49.2%
transparency	23.0%	27.7%	49.3%
data privacy	17.4%	30.5%	52.0%
hate witness	20.8%	25.5%	53.7%
bully witness	20.0%	25.8%	54.2%
nudity	22.5%	23.0%	54.4%
violence	22.6%	22.2%	55.2%
perceived control	19.6%	23.8%	56.5%
political posts	16.3%	24.1%	59.6%
usability passive	14.9%	20.9%	64.2%
misinfo	15.2%	20.1%	64.7%
commerciality	11.8%	21.0%	67.2%
unwanted advances	10.1%	18.4%	71.6%
fake acct 1st	7.9%	14.7%	77.4%

An expanded table with confidence intervals can be found here.

17


Results by age and gender

Respondents experiencing one or more issues

A little over half of respondents (51.6%) experienced at least one issue in the past 7 days

Each respondent was asked whether they've experienced any of five issues, randomly selected out of a set of 22 issues. 51.6% of respondents said they've experienced at least one issue. Within age groups, the percentage is highest among those age 16-17 (57.3%), followed by 18-21 (55.7%), and 13-15 (54.1%). The group with the lowest percentage of experiencing one or more issue is age 45+, at 31.2%. (Note: Age was the last question asked, so we only have age data for the 67.5% of respondents who completed the survey.)

	None	1 or more (out of 5)	% of each age group experiencing one or more issues
13-15	5,283	6,215	54.1%
16-17	7,371	9,888	57.3%
18-21	16,033	21,164	56.9%
22-26	12,520	15,713	55.7%
27-34	13,019	13,426	50.8%
35-44	9,978	7,689	43.5%
45 or older	7,877	3,564	31.2%
Prefer not to say	5,647	5,229	48.1%
Total	**77,727**	**82,888**	**51.6%**

19

Issues by most and least impacted age groups

The 13-15 age group has the highest rates for 8/22 issues, while the 45+ group has the lowest rates of 21/22 issues

The table to the right shows the percentages of respondents who selected "Yes, during the last 7 days" for each of the issues, split by self-reported age. The green cells represent the lowest incidence for that issue across all age groups, and the red cells represent the highest incidence. Numbers that share a numeric subscript are not statistically significantly different from each other at $p < 0.05$. The full breakdown by all age groups is on the next slide.

The 13-15 age group has the most red cells (8)--that is, they have the highest rates of issue experience in 8 of the 22 issues, more than any other age group. By contrast, the oldest age group (45+) has the most green cells (21)--they have the lowest rates of issue experience in 10 of the 22 cells.

	Overall	13-15	45+
commerciality	48.2%	37.7%a	39.6%a,f
misinfo	30.3%	24.4%a	16.1%e
bully witness	28.3%	27.2%a	10.6%e
audience limitation	26.8%	28.2%a,b	15.9%e
usability passive	25.5%	30.1%a	10.1%e
hate witness	25.3%	26.0%a	9.0%e
data privacy	24.4%	17.9%a	14.3%e
perceived control	23.9%	18.4%a	14.2%d
fake acct 1st	21.8%	15.8%a	13.2%e
negative comparison	19.2%	21.4%a	6.8%e
transparency	17.5%	14.9%a	8.4%e
political posts	17.0%	14.3%a,d	8.7%e
nudity	16.3%	19.2%a	6.2%e
over enforcement	14.8%	14.1%a,c	5.9%e
violence	12.8%	12.8%a,b	5.0%d
unwanted advances	11.9%	13.0%a	6.9%d
usability action	10.7%	11.2%a,e	6.6%d
bully target	8.1%	10.8%a	3.4%e
self harm	6.7%	8.4%a	1.9%d
acct security	3.9%	5.2%a	1.3%d
drugs	3.9%	3.7%a,b	1.7%c
impersonation 1st	3.7%	5.5%a	0.3%b

An expanded table with confidence intervals can be found here.

20

Issues by all age groups

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

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

The gap between the lowest and highest issue rates vary by issue. Bullying witness, for instance, has the widest delta: 31.1% of the 22-26 age group report experiencing it, compared to only 10.6% of the 45+ group, a delta of 20.5 percentage points. Other large deltas include usability passive (delta = 20 points), hate witness (19.5), and misinfo (17.5).

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

	Overall %	13-15	16-17	18-21	22-26	27-34	35-44	45+	Delta
		Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Highest-lowest
commerciality	48.2%	37.7%a	42.5%b,f,g	47.6%c	51.2%d	50.5%d	44.8%b,e	39.6%a,f	13.50%
misinfo	30.3%	24.4%a	29.2%b	30.0%b,d	33.6%c	31.2%d	24.4%a	16.1%e	17.50%
bully witness	28.3%	27.2%a	29.4%b	29.9%b,c	31.1%c	27.4%a	19.8%d	10.6%e	20.50%
audience limitation	26.8%	28.2%a,b	29.3%a	28.1%a	26.7%b	24.9%c	20.3%d	15.9%e	13.40%
usability passive	25.5%	30.1%a	30.0%a	29.5%a	25.9%b	21.6%c	17.1%d	10.1%e	20.00%
hate witness	25.3%	26.0%a	28.5%b	27.9%b	27.9%b	22.5%c	15.7%d	9.0%e	19.50%
data privacy	24.4%	17.9%a	21.4%b	23.0%c	25.9%d	24.8%d,f	20.2%b	14.3%e	11.60%
perceived control	23.9%	18.4%a	20.0%a	24.8%b	26.7%c	24.7%b,c	20.9%a	14.2%d	12.50%
fake acct 1st	21.8%	15.8%a	21.2%b	24.8%c	23.4%c,d	22.9%b,d	17.4%a	13.2%e	11.60%
negative comparison	19.2%	21.4%a	19.5%b	20.1%a,b	19.4%b	17.5%c	13.4%d	6.8%e	14.60%
transparency	17.5%	14.9%a	19.1%b,f	19.0%b	17.1%c	15.1%a	12.0%d	8.4%e	10.70%
political posts	17.0%	14.3%a,d	16.3%a,b	17.3%b	18.0%b,c	15.2%a,f	12.4%d	8.7%e	9.30%
nudity	16.3%	19.2%a	18.4%a	18.2%a	16.7%b	13.6%c	11.3%d	6.2%e	13.00%
over enforcement	14.8%	14.1%a,c	16.8%b	16.3%b	14.8%a,f	12.9%c	9.1%d	5.9%e	10.90%
violence	12.8%	12.8%a,b	14.3%a	13.2%a	13.1%a	11.5%b	8.2%c	5.0%d	9.30%
unwanted advances	11.9%	13.0%a	14.1%a	14.2%a	11.0%b	8.0%c	7.7%c,d	6.9%d	7.30%
usability action	10.7%	11.2%a,e	11.1%a,e	11.1%a	10.3%a,b	9.6%b	8.5%c	6.6%d	4.60%
bully target	8.1%	10.8%a	9.7%a	8.1%b	7.1%b,c	6.5%c	4.9%d	3.4%e	7.40%
self harm	6.7%	8.4%a	7.2%a,b	7.5%a	5.8%b	3.5%c	2.5%c,d	1.9%d	6.50%
acct security	3.9%	5.2%a	3.2%b,c	4.2%a,b	3.2%c	2.1%d	1.6%d	1.3%d	3.90%
drugs	3.9%	3.7%a,b	3.5%a,b	3.8%a	2.7%a,b,c	3.6%a,b	2.3%b,c	1.7%c	2.10%
impersonation 1st	3.7%	5.5%a	3.5%a	5.0%a	3.1%a	1.2%b	0.7%b	0.3%b	5.20%

An expanded table with confidence intervals can be found here.

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Issue rates by age group and gender*

Males and females experience issues at significantly different rates, and those patterns remain consistent across age groups.

Pairs of green cells within each age group represent statistically significant comparisons where females experienced the issues at higher rates than males. For example, in the 13-15 age group, 27.4% of females experienced negative comparison in the last 7 days, compared to only 14.6% of males.

Pairs of yellow cells within each age group represent statistically significant comparisons where males experienced issues at higher rates than females. For example, 14.4% of males in the 13-15 age group reported being the target of bullying in the last 7 days, compared to 8.6% of females.

Interestingly, when an issue is experienced differently by males and females, that difference tends to hold across age groups. The only exception is data privacy concerns, where males report higher rates in the 13-15 and 16-17 age groups, but females report higher rates from age 27 and up.

	13-15		16-17		18-21		22-26		27-34		35-44		45 or older	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F
acct security	5.6%a	4.2%a	3.3%a	2.9%a	3.8%a	3.6%a	3.2%a	3.4%a	1.6%a	2.6%a	1.4%a	1.5%a	1.5%a	1.3%a
audience limitation	26.0%a	31.0%b	26.7%a	33.9%b	27.3%a	31.0%b	24.9%a	30.2%b	24.7%a	25.1%a	22.1%a	21.6%a	18.7%a	14.5%b
bully target	14.4%a	8.6%b	9.8%a	9.6%a	8.7%a	7.9%a	7.5%a	6.0%a	8.1%a	5.0%b	6.7%a	3.6%b	4.7%a	2.4%b
bully witness	27.7%a	27.8%a	28.1%a	30.4%a	28.2%a	32.1%b	29.0%a	32.4%b	25.4%a	28.7%b	18.8%a	21.8%b	11.1%a	11.4%a
commerciality	37.2%a	39.4%a	41.2%a	42.4%a	47.7%a	45.4%a	51.0%a	50.7%a	51.7%a	49.2%a	48.3%a	42.8%b	40.0%a	39.9%a
data privacy	16.4%a	20.6%b	19.2%a	22.1%b	22.9%a	22.7%a	26.4%a	25.0%a	27.3%a	22.8%b	23.0%a	19.4%b	16.3%a	12.1%b
drugs	3.1%a	4.4%a	4.1%a	2.7%a	4.9%a	3.5%a	2.3%a	2.4%a	5.6%a	2.1%b	1.8%a	0.9%a	1.5%a	1.7%a
fake acct 1st	20.1%a	14.7%b	23.9%a	19.2%b	25.5%a	22.4%b	23.7%a	23.8%a	23.3%a	22.6%a	23.6%a	14.2%b	15.6%a	12.6%a
hate witness	23.7%a	27.8%a	25.9%a	29.4%b	26.1%a	28.7%b	25.9%a	28.6%b	21.7%a	23.0%a	15.9%a	16.2%a	9.4%a	9.4%a
impersonation 1st	4.3%a	1.2%a	2.9%a	4.4%a	5.2%a	3.6%a	4.0%a	2.9%a	0.4%a	1.2%a	1.6%a	0.5%a	0.3%a	0.5%a
misinfo	28.8%a	22.3%b	33.2%a	26.1%b	32.6%a	28.3%b	36.7%a	30.5%b	35.8%a	27.3%b	28.9%a	22.7%b	17.8%a	16.0%a
negative comparison	14.6%a	27.4%b	12.8%a	25.2%b	14.9%a	24.3%b	15.0%a	22.5%b	13.8%a	19.2%b	12.1%a	14.4%b	6.5%a	6.3%a
nudity	20.7%a	17.7%a	20.0%a	17.7%a	17.8%a	16.7%a	17.4%a	16.1%a	13.4%a	12.9%a	11.3%a	10.7%a	6.5%a	6.3%a
over enforcement	16.3%a	15.2%a	17.9%a	14.5%b	17.7%a	14.9%b	14.0%a	15.1%a	13.2%a	11.5%b	11.0%a	8.4%b	9.3%a	3.7%b
perceived control	22.2%a	19.7%a	21.0%a	19.3%a	24.9%a	21.4%b	29.7%a	24.2%b	24.8%a	23.7%a	21.0%a	20.1%a	16.3%a	15.0%a
political posts	19.1%a	13.8%b	17.0%a	14.6%a	20.6%a	15.3%b	20.4%a	16.1%b	17.9%a	14.2%b	14.4%a	10.3%b	11.3%a	9.2%a
self harm	8.2%a	9.5%a	6.3%a	6.1%a	7.5%a	7.2%a	6.7%a	5.6%a	4.6%a	2.9%a	4.1%a	1.4%b	2.0%a	1.0%a
transparency	19.0%a	13.5%b	21.2%a	19.0%a	20.8%a	17.5%b	18.1%a	16.3%b	17.1%a	14.2%b	15.3%a	10.7%b	11.2%a	7.3%b
unwanted advances	14.4%a	11.6%b	17.1%a	12.2%b	15.8%a	12.6%b	13.1%a	9.1%b	10.6%a	6.4%b	9.6%a	6.5%b	11.0%a	4.2%b
usability action	8.6%a	12.6%b	10.2%a	11.0%a	9.5%a	12.1%b	9.5%a	11.5%b	8.9%a	10.1%a	8.1%a	9.6%a	7.5%a	6.4%a
usability passive	24.9%a	34.5%b	29.1%a	31.5%a	27.5%a	31.6%b	23.7%a	28.0%b	20.4%a	23.2%b	16.2%a	17.8%a	9.8%a	10.5%a
violence	14.1%a	11.5%a	14.4%a	13.9%a	12.2%a	12.8%a	12.9%a	11.7%a	10.9%a	12.0%a	8.1%a	8.1%a	6.2%a	4.5%a

*Gender is measured with log data. 37.3% of the sample was labeled male, 35.1% female, 27.2% unknown, and 0.5% custom. Unknown and custom were excluded from this analysis.

An expanded table with confidence intervals can be found here.

22

Bullying and known antagonists, by gender

Females respondents are more likely than males to know the antagonist offline when the target of bullying, but less likely to know the antagonist offline when witnessing bullying.

The percentage of females responding that they know the antagonist offline/ in real life for bullying target is 17.4%, versus 11.8% for males. This difference is statistically significant, measured via a 2x2 chi square test (the 'I know them, but only online' and 'I don't know them' response options were combined for this analysis).

Interestingly, the pattern is reversed for bullying witness. The percentage of females responding that they know the antagonist offline/ in real life for bullying witness is 5.5%, versus 7.2% for males. This difference is also statistically significant.

These two patterns are particularly pronounced in the 13-15 age group (bottom table), although the pattern is found in most age groups. Because of small sample sizes when cutting by age, though, separate statistical tests were not run for those subsets.

Known antagonist by gender

		male			female		
		Offline	Online	DK	Offline	Online	DK
Bullying target	Row %	11.8%	16.6%	71.6%	17.4%	13.0%	69.5%
	95% Lower CI	9.3%	13.7%	67.8%	14.3%	10.4%	65.5%
	95% Upper CI	14.5%	19.7%	75.1%	20.8%	16.1%	73.4%
	n	69	97	420	92	69	368
Bullying witness	Row %	7.2%	15.5%	77.3%	5.5%	21.1%	73.4%
	95% Lower CI	6.3%	14.2%	75.7%	4.8%	19.8%	72.0%
	95% Upper CI	8.2%	16.9%	78.7%	6.3%	22.3%	74.8%
	n	211	455	2266	219	836	2916

Known antagonist by gender, ages 13-15 only

		male			female		
		Offline	Online	DK	Offline	Online	DK
Bullying target	Row %	17.3%	24.6%	58.1%	29.5%	23.3%	47.2%
	95% Lower CI	8.7%	14.5%	45.1%	17.4%	12.6%	33.5%
	95% Upper CI	28.7%	37.2%	71.0%	42.2%	35.5%	60.8%
	n	9	13	31	14	11	23
Bullying witness	Row %	8.4%	20.1%	71.5%	5.4%	17.3%	77.3%
	95% Lower CI	4.3%	13.4%	62.9%	3.0%	13.0%	71.9%
	95% Upper CI	14.1%	27.4%	78.8%	8.5%	22.4%	82.3%
	n	10	24	87	13	43	192

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PX-00007, Page 23 of 35


Results by creator segmentation

Creator segmentation

5.41% of survey respondents are classified as creators, based on ig_creator_segment.

Because there are too few emerging (n=51) and established (n=9) respondents in the dataset to analyze those categories separately, they were combined with aspiring (n=698) respondents into an 'aspiring+' group for further analyses. The former pre-experimenting category was added to the not creator category.

		IG creator segment				
		Not creator	Experimenting	Aspiring	Emerging	Established
feed_media_7d	Mean	1	2	4	8	6
	Median	0	0	1	3	4
	n	225,143	12,128	698	51	9
story_media_7d	Mean	7	19	35	51	78
	Median	1	11	21	29	60
	n	225,143	12,128	698	51	9
reels_media_7d	Mean	0	0	1	1	0
	Median	0	0	0	0	0
	n	225,143	12,128	698	51	9
followers	Mean	514	2,110	22,843	266,696	1,807,007
	Median	182	1,512	15,683	178,042	1,556,500
	n	225,143	12,128	698	51	9

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Issues by creator segmentation

Most issues are experienced more often by larger creators, but the gap varies by issue

In this table, issues are ranked by the issue rates of the aspiring+ creator group (a combination of the aspiring, emerging, and established segments). Red/green cells are the highest/lowest value in each row. 12 of the 22 issues are experienced most often by the aspiring+ group, while nearly all (21 of 22) issues are experienced most often by either the large or experimenting groups. By contrast, 21 of 22 issues are experienced the *least often* by respondents without a creator status.

Similar to age, not all issues have large gaps in experience rates across creator status. Not surprisingly, audience limitation (*"Have you felt that not enough people see the things you share on Instagram?"*) is both the most frequent issue for aspiring+ creators, as well as the issue with the largest gap: 53.5% of aspiring+ creators experienced this issue in the past 7 days, compared to only 25.7% of non-creators, a delta of 27.8 percentage points. Bullying target has the second highest delta (18.3), followed by fake account (15.9).

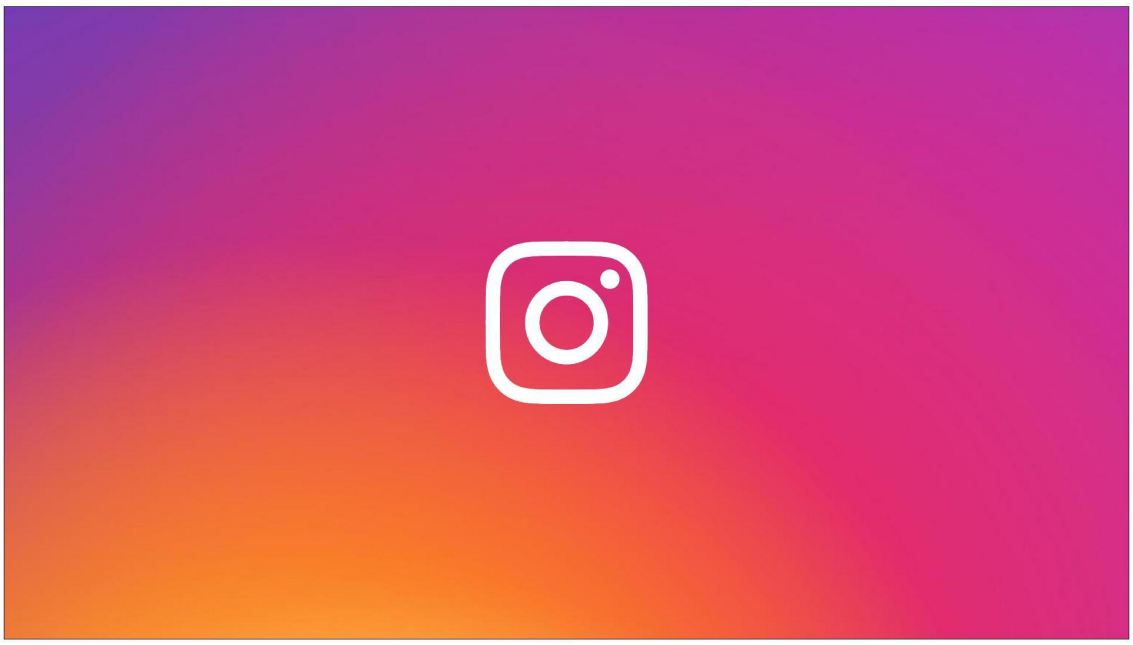
By contrast, issues such as drugs (1.2), account security (1.4), data privacy (1.7), and violence (2.0) are experienced similarly regardless of creator status.

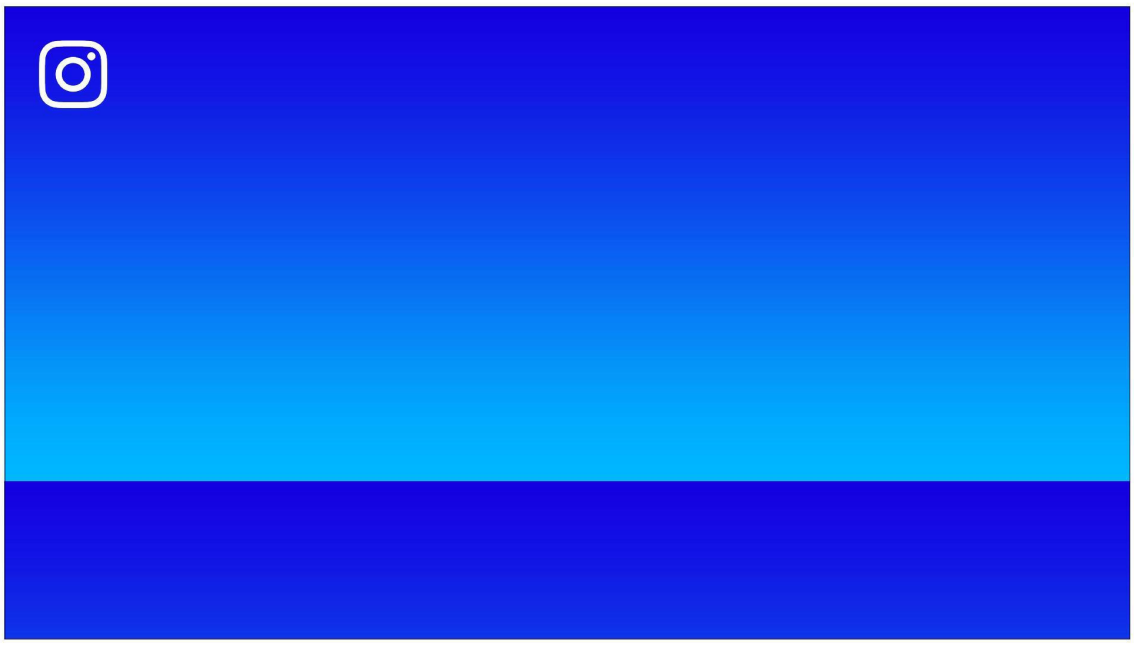
	None	Experimenting	Aspiring+	Delta
Issue	**Column N %**	**Column N %**	**Column N %**	**High-low**
audience limitation	25.7%c	45.5%b	53.5%a	27.8%
bully witness	28.0%b	34.0%a	37.7%a	9.7%
misinfo	30.2%b	31.9%a	37.5%a	6.1%
fake acct 1st	21.4%b	29.2%a	37.3%a	15.9%
commerciality	48.2%b	48.0%a,b	36.3%a	11.9%
usability passive	25.0%b	33.6%a	32.1%a	8.6%
hate witness	25.1%b	30.0%a	28.4%a,b	4.9%
bully target	7.8%c	12.1%b	26.1%a	18.3%
data privacy	24.4%a	24.7%a	26.1%a	1.7%
perceived control	23.7%b	26.4%a	24.7%a,b	2.7%
nudity	16.2%a	17.4%a	21.3%a	5.1%
political posts	16.8%b	21.1%a	20.4%a,b	4.3%
unwanted advances	11.7%b	15.2%a	19.2%a	7.5%
negative comparison	19.0%b	21.9%a	17.9%a,b	4.0%
transparency	17.3%b	20.4%a	16.6%a,b	3.8%
usability action	10.4%b	15.6%a	16.2%a	5.8%
over enforcement	14.6%b	16.8%a	15.3%a,b	2.2%
violence	12.7%b	14.7%a	14.7%a,b	2.0%
impersonation 1st	3.7%b	3.2%b	14.7%a	11.5%
self harm	6.6%b	8.9%a	12.1%a,b	5.5%
drugs	3.9%a	5.1%a	4.0%a	1.2%
acct security	3.8%b	5.2%a	3.8%a,b	1.4%

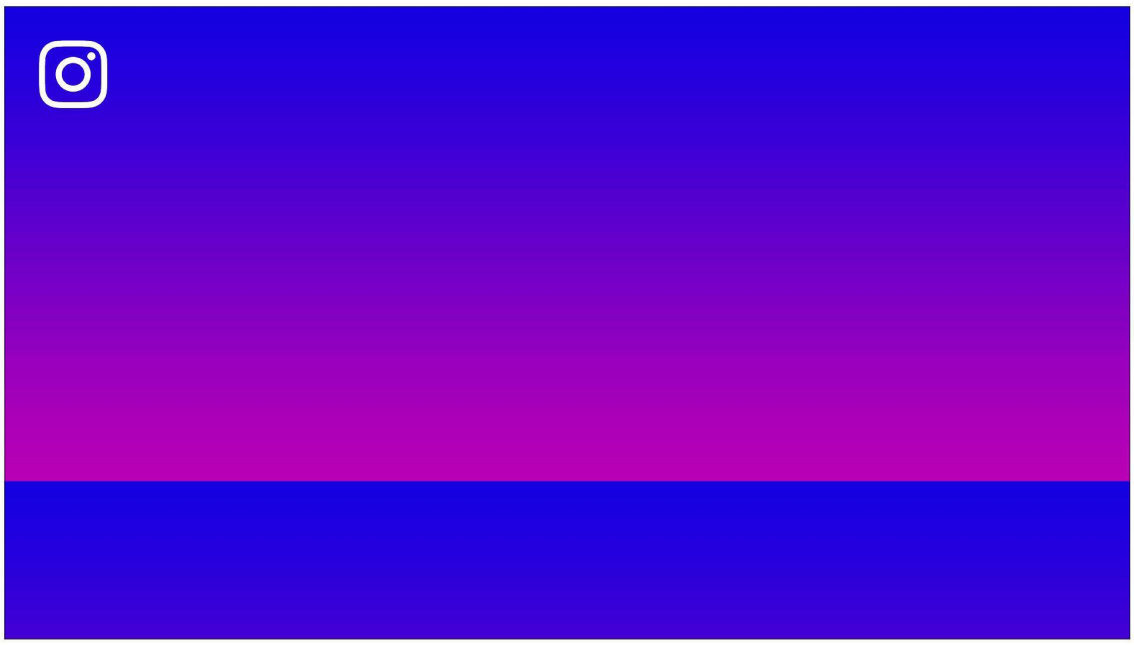
*Aspiring, emerging, and established creator segments combined

**Cells in each row not sharing a subscript are statistically significant from each other, $p < 0.05$

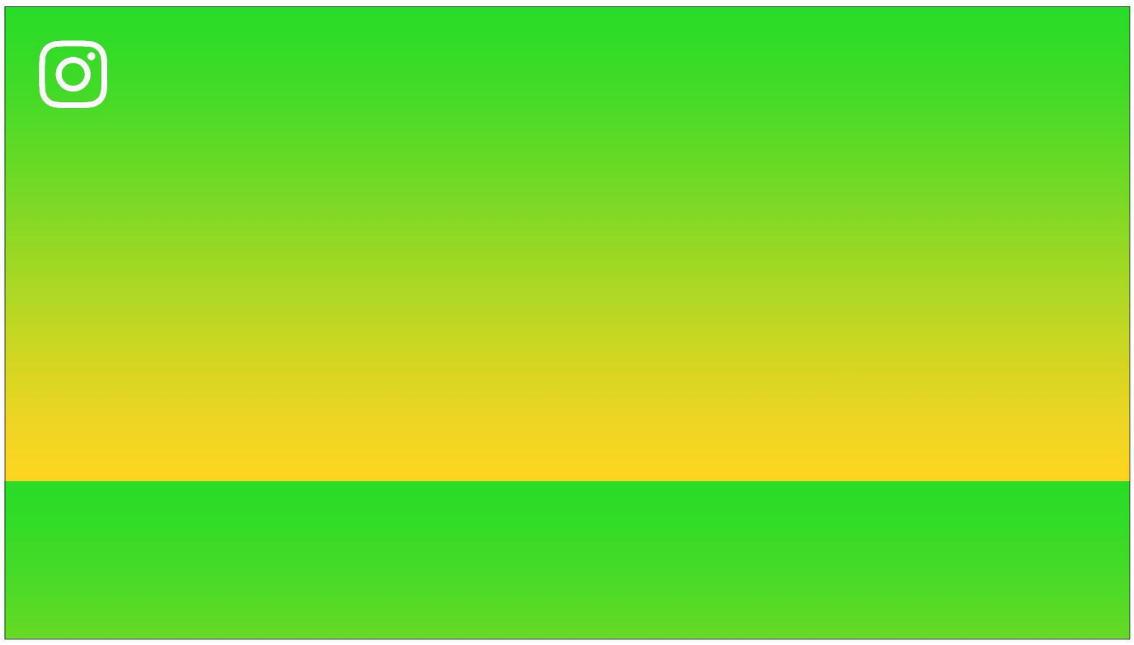
An expanded table with confidence intervals can be found here.

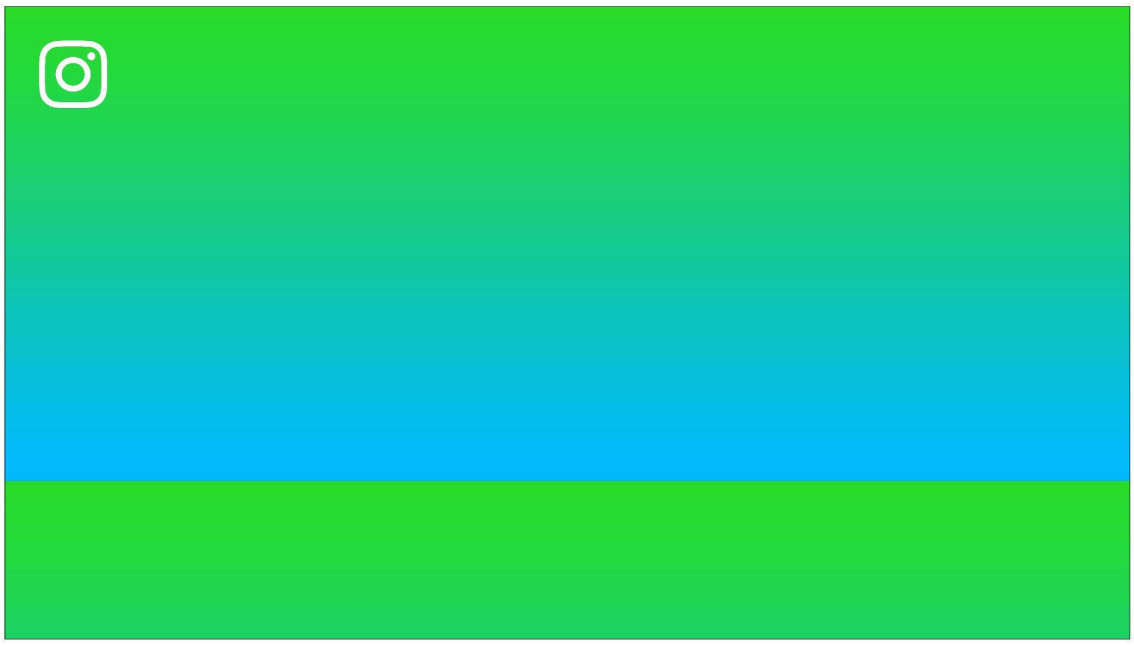




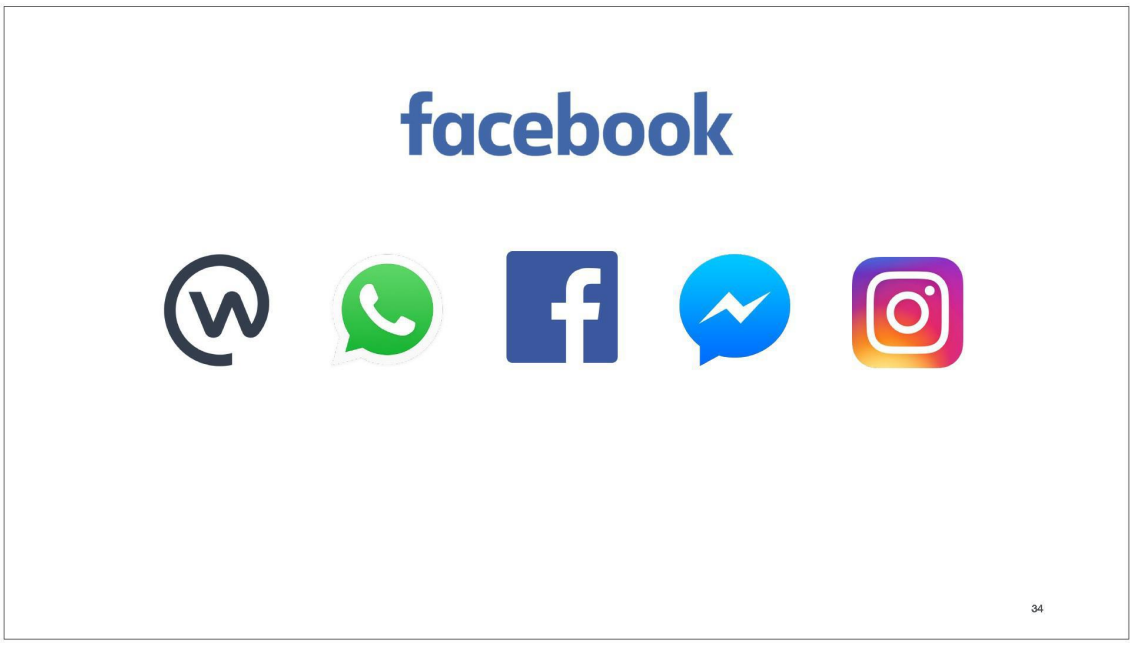


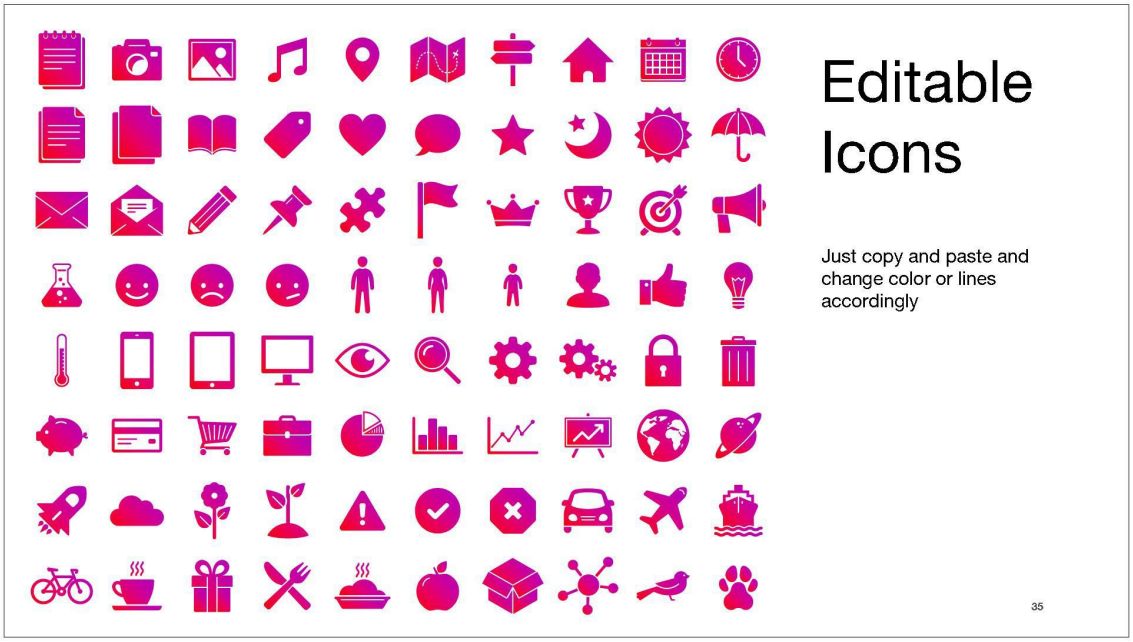







33


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