

**Decoding Instagram Use Study, Stanford Social Media Lab**  
**Data Point Descriptions**

1. Date(s) your Instagram account(s) was created.
2. Daily snapshots of your Instagram account settings for:
  - a. quiet mode
  - b. account privacy (for example, if your account was public or private)
  - c. automatic story archiving
3. Start and end time(s) of when your Instagram account(s) was used and what Instagram app you used (for example, iOS app, Android app, or desktop website).
4. Timestamp(s) of when you viewed non-ad content (for example, Feed post, Story, Reel, Live or IGTV), and other information related to this, including:
  - a. how long you viewed the content
  - b. what Instagram app you used to view the content (for example, iOS app, Android app, or desktop website)
  - c. the content type you viewed (for example, whether it was a Feed post, Story, Reel, Live, or IGTV)
  - d. the content media type (for example, whether it was an image, video, album, or broadcast)
  - e. the number of individual media contained in the content you viewed (for example, “4 individual images in a Feed carousel”)
  - f. whether the content you viewed was shared with the content author’s Close Friends list
  - g. whether the content you viewed was a reshare
  - h. whether you were following the content author at the time you viewed the content
  - i. whether you were followed by content author at the time you viewed the content
  - j. whether the content you viewed originated from a creator account or business account

*Meta will not share the following information with the Researcher: (1) the actual content you viewed; (2) the identity (or any other information) of other Instagram users you have interacted with or connected to.*

5. Timestamp(s) of when you viewed an ad on Instagram.
6. Timestamp(s) of when your device received a push notification from Instagram and when you clicked on a notification - excluding notifications for Instagram messaging and calls.
7. Timestamp(s) of when you created content on Instagram (for example, posts, Stories, or Reels) and other information related to this, including:

- a. the content type you created (for example, whether it was a post, carousel, archived Story, Reel, or IGTV)
- b. the content media type (for example, whether it was an image, video or album)
- c. the number of individual media contained in the content you created (for example, “4 individual images in a Feed carousel”)
- d. whether or not content you created was shared with your Close Friends list
- e. whether the content you created was a reshare
- f. how many in-app effects/filters you applied to the content

*Meta will not share the following information with the Researcher: (1) the actual content you viewed; (2) the identity (or any other information) of other Instagram users you have interacted with or are connected to.*

8. Timestamp(s) of when your account commented on content, and when another Instagram user commented on your content, together with information related to this, including:
  - a. the type of content (for example, whether it was a Feed post, carousel, Story, Reel, IGTV) that received the comment
  - b. the content media type (for example, whether it was an image, video or album) that received the comment
  - c. whether you sent or received the comment, or whether you commented on your own content
  - d. whether the comment was a reply to another comment

*Meta will not share the following information with the Researcher: (1) the comment made by you; (2) the content on which the comment was made; (3) the identity (or any other information) of other Instagram users you interacted with or are connected to.*

9. Timestamp(s) of when you liked content, and when another Instagram user liked your content in addition to other related information, including:
  - a. the content type (for example, whether it was a Feed post, carousel, Story, Reel, IGTV) that received the like
  - b. the content media type (for example, whether it was an image, video or album) that received the like
  - c. whether you sent or received the like, or whether you liked your own content

*Meta will not share the following information with the Researcher: (1) the actual content you viewed; (2) the identity (or any other information) of other Instagram users you interacted with or are connected to.*

10. Timestamp(s) of direct messages sent by and sent to you and other related data including:
  - a. the message type (for example, whether it was text, Story reply, link, reaction, video, photo, sticker, gif, share, or voice message)

- b. whether the message was sent by or sent to you
- c. whether the message sender followed the message receiver at the time the message was sent
- d. whether message receiver followed the message sender at the time the message was sent

*Meta will not share the following information with the Researcher: (1) the messaging content; (2) the identity (or any other information) of other Instagram users you interacted with or are connected to; (3) details about messages that are end-to-end encrypted or sent in vanish mode.*

11. Daily connection counts of each authorized Instagram account:
- a. following you
  - b. you are following
  - c. on your close friends list
  - d. blocked by you
  - e. restricted by you

*Meta will not share the following information with the Researcher: (1) the identity (or any information) of other Instagram users you have interacted with or are connected to, or have blocked or restricted.*

12. Timestamp(s) of when you viewed your own profile or another user's profile

13. How long you spent viewing any ads each day - excluding the ad content