

van Driel, I. I., Giachanou, A., Pouwels, J. L., Boeschoten, L., Beyens, I., & Valkenburg, P. M. (2021). Promises and Pitfalls of Instagram Data Donations.

Data Donation in Practice

Promises & Pitfalls of Instagram Data Donations

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This talk:

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1. Background & overall aim

 2. Practical: DDP data collection

 3. Challenges along the way

 4. What did we learn?

 5. What questions are we left with?

1. Background & overall aim

NEWS

Home | Coronavirus | Video | World | UK | Business | Tech | Science | Stories | Entertainment

Tech

Social media damages teenagers' mental health, report says

By Cristina Criddle
Technology reporter

27 January | Comments

Coronavirus pandemic



NEWS

Home | Video | World | UK | Business | Tech | Science | Stories | Entertainment & Arts

Health

Social media effect 'tiny' in teenagers, large study finds

7 May 2019 | Share



1. Background & overall aim

→ Overall: small effects, mixed findings

1. Focus on screentime

2. Comparisons between persons

→ activities: active use = positive, passive use = negative

→ social media use measures = a bit of a mess





1. Background & overall aim

Main question:

Why do some adolescents benefit from social media use and others not?

When

Who (person-specific)

Short- and long-term associations

→ Who does what on social media? When?

1. Background & overall aim

Why Instagram:

- Variety of “common” activities: Messages, posts, stories, browsing
- Image-based platform

Why DDPs:

- Full account use, not limited to mobile app only
- Timestamped content
- Text and images “organized”
- Public and private use

- direct
- photos
- profile
- stories
- videos
- autofill
- comments
- connections
- devices
- events
- fundraisers
- guides
- information_about_you
- likes
- media
- messages
- saved
- searches
- seen_content
- settings
- shopping
- stories_activities
- uploaded_contacts



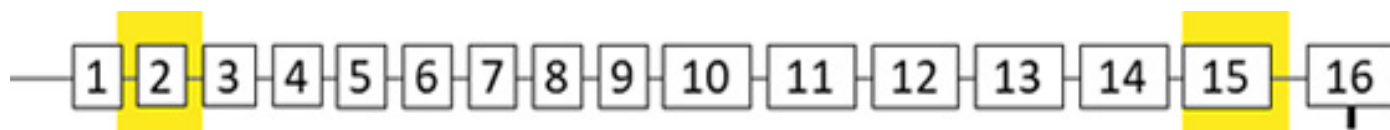
N = 388 (age 13-15)

T > 250



2. DDP data collection

1. Ethical and legal process
2. Informing parents
3. Consent parents
4. DDP collection
5. Processing (deidentification)



Start November 2019:

388 adolescents

287 (74%) obtained parental consent

209 indicated to use Instagram

End July 2020:

+/-300 adolescents



DDINTRO2 **Wat is een Instagram download?** Je kan je gebruiksgeschiedenis downloaden van Instagram. Dit is een overzicht van alles wat je gedaan hebt op Instagram sinds je je account hebt aangemaakt. Je posts, je likes, je berichten en je stories. Deze kan je bewaren voor jezelf als een soort herinnering van je leven op Insta.

Klik op het pijltje om door te gaan naar het volgende scherm.

DDINTRO3 **Als ik mijn Instagram download, komen jullie dan alles van mij te weten?** Goede vraag, maar wees gerust. Dat is niet zo. Een computerprogramma maakt je foto's en video's onherkenbaar. Dit programma verwijdert ook alle namen en gebruikersnamen uit de tekst. Op die manier weten we niet dat de bestanden bij jou horen. *Klik op het pijltje om door te gaan naar het volgende scherm.*



2. DDP data collection

1. Survey questions: e.g. number of accounts

2. Download instructions for app or web

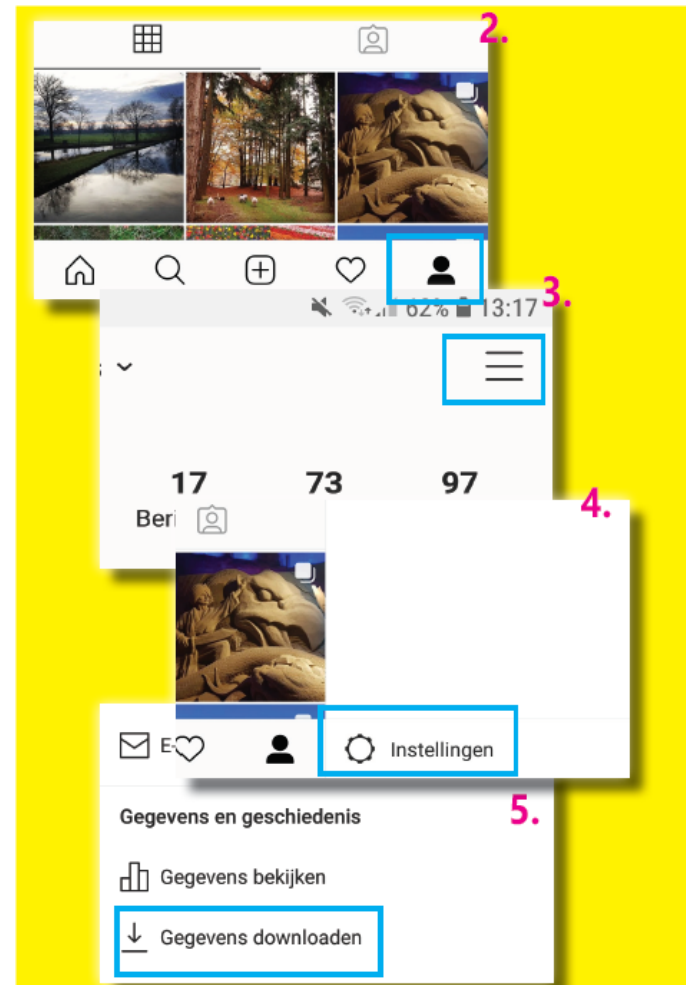
3. Upload instructions: personal link

Three researchers checked if files were in,
resolved tech issues, answered questions



DOWNLOAD JE INSTA VIA DE APP

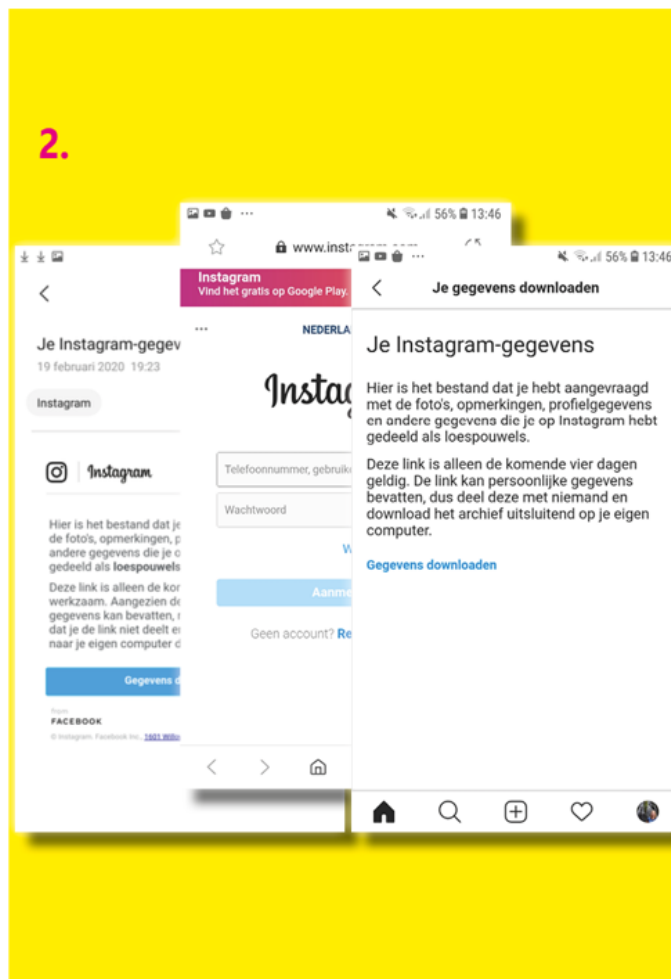
1. Open je Instagram app.
2. Klik op je profiel ('t poppetje onderaan).
3. En dan op de drie streepjes rechtsboven.
4. Klik nu op Instellingen (het tandwiel).
5. Klik op Beveiliging en scroll naar Gegevens downloaden.
6. Vul het emailadres in waarop je de download wil ontvangen. Dit hoeft niet je Instagram-emailadres te zijn.
7. Zodra je de mail hebt ontvangen klik je op de link en log je in. Vervolgens kan je het zip-bestandje downloaden.



Download je Insta via de app - in 7 stappen
Vragen? Stuur ons dan meteen een berichtje [06 28 75 93 18](tel:0628759318)

UPLOAD JE INSTA

1. Ga naar een plek waar jouw internetverbinding het beste is.
2. Open de email en download het Instagram Zip bestand. Je moet hiervoor nog een keer inloggen. Sla het zip bestand veilig op.
3. Klik dan hieronder op “Klik hier” om het bestand te uploaden. Hoe groter je bestand, hoe langer het uploaden duurt (dit kan wel een paar minuten duren!).
4. Je hebt aangegeven dat je meerdere accounts met ons wil delen. Herhaal deze stappen voor al je accounts.
5. We sturen je, binnen 24 uur, via WhatsApp een bericht ter bevestiging van jouw upload.



Upload je Insta accounts.
Vragen? Stuur ons dan meteen een berichtje 06 28 75 93 18



AIS
GoR

3. Challenges along the way

In preparation:

- have information ready → weariness

In order of down-/upload process:

- login information lost / parental “lock”

- time between request and and file available

- technical issues phones: limited space for downloads

- multiple zip files

- unable to find file on phone once downloaded

- Phone does not allow uploading zip files

- spotty/slow wifi

- not fully uploaded zip files/missing files

20200623_part_1.zip	Awesome	...	1.4 MB
20200623_part_2.zip	Awesome	...	172.1 MB
20200623_part_3.zip	Awesome	...	79.1 MB
20200623_part_4.zip	Awesome	...	89.9 MB
20200623_part_5.zip	Awesome	...	43.2 MB

Overall: number of steps involved

From 209 at start → 148 with assent → 104 donated

4. What did we learn?

102 participants - 110 useable Instagram DDPs:

- 96 participants donated one account
- four donated two accounts
- two donated three accounts

Some differences in sample at start versus donation:

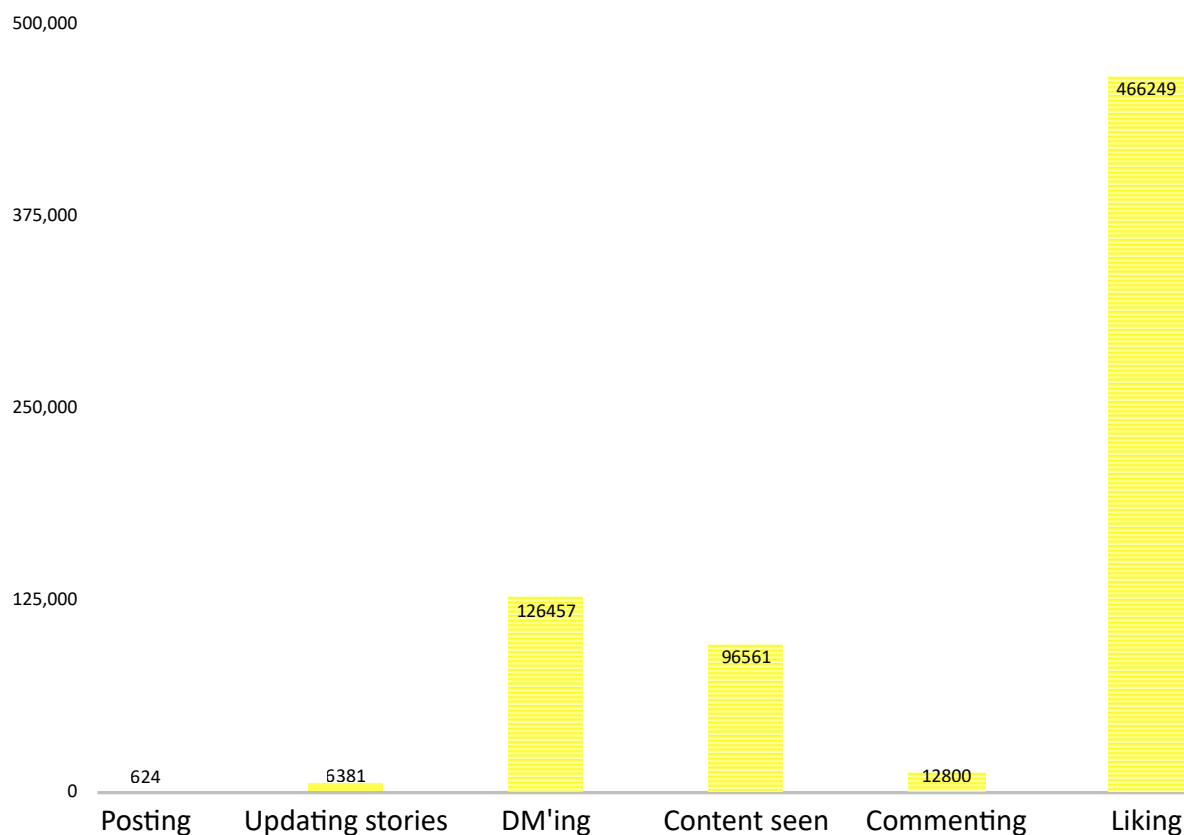
Sample (388)	DDP Sample (102)
<i>M</i> age = 14.11	<i>M</i> age = 14.04
26% pre-university	34% pre-university
29% prep secondary vocational	43% prep secondary vocational



4. What did we learn?

❖ Huge variety of activities
(shopping, saving, messages)

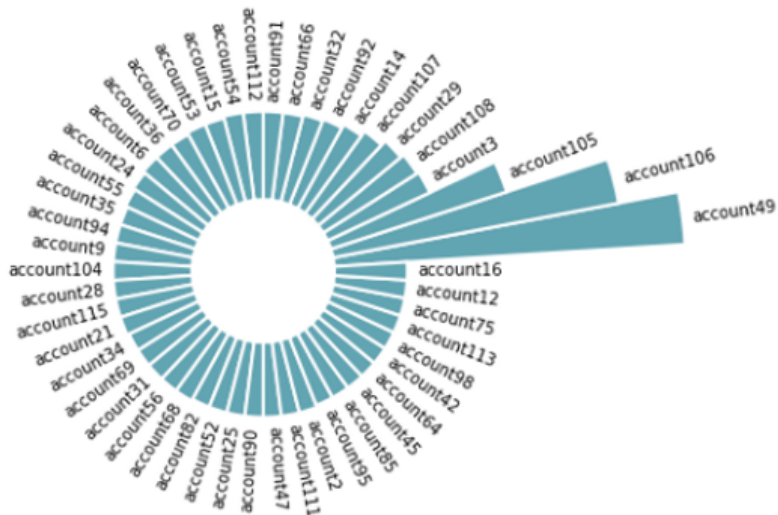
❖ Most users don't "do" much



4. What did we learn?

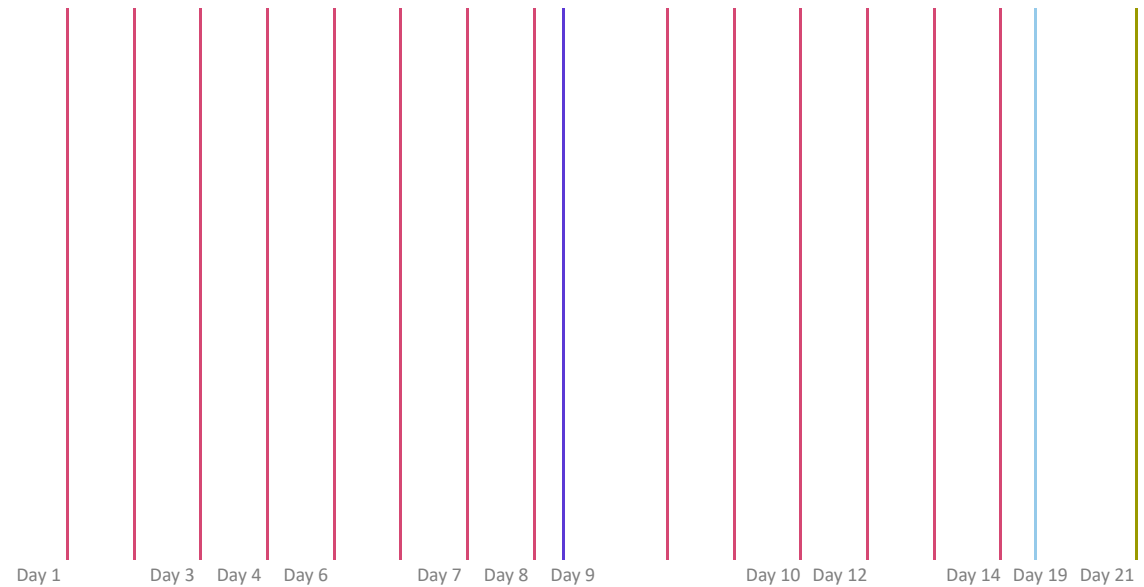
❖ Only a few users are highly active

(a) Posting



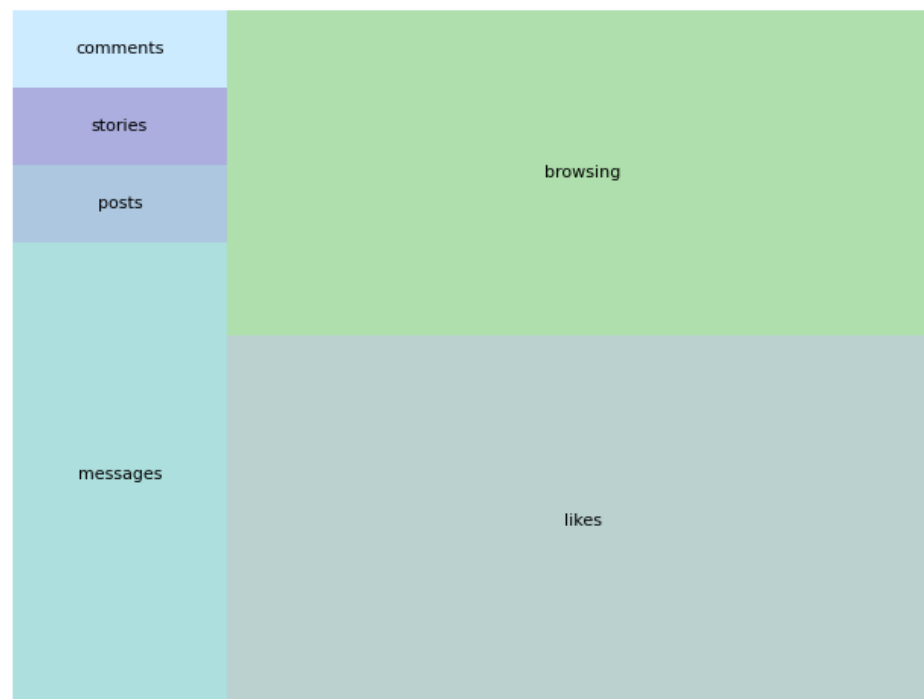
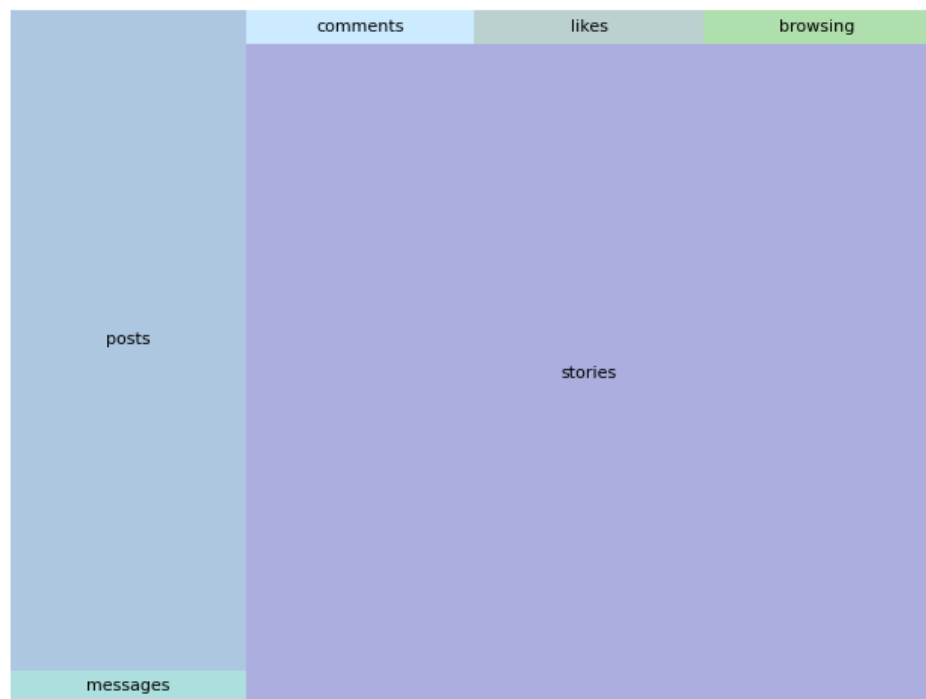
Note. Range of posting across all accounts = 0 - 148.

Insta Posts ESM I



4. What did we learn?

❖ There is no “average” user





5. What questions are we left with?

Instagram DDP specific:

- No information about what the participant is interacting with
- No manual of the data: bit of a puzzle
- Is it complete? What have they “seen”
- Content of data not stable

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stunning.", "rpavelko"], ["2019-06-09T22:55:53+00:00", "@iibeyens woops, ik tagde de verkeerde  
Ine Beyens ðŸ~Ž", "iidriel"], ["2019-06-09T22:51:15+00:00", "@rpavelko ðŸ|„ðŸ|„ðŸ|„ðŸ|„â•œï, •â•œ
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5. What questions are we left with?

DDP more broadly:

- Teens/adults use around 5 different SNS, how can we approach this?
- Snapchat? WhatsApp? TikTok?
- How can we optimize data structure : images and text + self-reports
- Best approach to analyzing these data
- How can we take into account teen language, slang, spelling errors, English/dutch
- Ethics: what can and should we ask people to share (manual coding/anonimization)
- How can we make sure everyone can participate (tech/wifi)