Federal Trade Commission
v.
Meta Platforms, Inc.

Case No. 1:20-cv-03590-JEB

Direct Examination of
Michal A. Malkiewicz

May 7, 2025

CRA Charles River Associates

Education and Professional Experience

- Current Positions
  - Vice President, Charles River Associates
  - Adjunct Lecturer, University of Southern California

- Education
  - A.B. in Economics and Environmental Studies, The University of Chicago

  - M.B.A., with Honors, The University of Chicago

  - M.S. in Applied Economics, Johns Hopkins University
    - Graduate survey methodology coursework

Assignment

Review and analyze evidence and materials from the FTC's investigation of and litigation against Meta, concerning **consumers' usage of and attitudes towards Meta's services** and other online services, and design and **conduct my own consumer survey** on issues relating to usage of these services.

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Summary of Opinions

- When asked about their most important reason for using these services, users selected "**to keep up with [their] friends' and family's lives in one place**" more than any other reason for **Facebook, Instagram**, and **Snapchat**.

- In contrast, "to keep up with [their] friends' and family's lives in one place" was not the most commonly selected most important reason for any of the other services included in the survey (besides MeWe).

- The results of my survey are consistent with those conducted by Meta and other third parties in the case, affirming that users are more likely to use Facebook, Instagram, and Snapchat for sharing information and keeping up with their friends and family than for any other reason, in contrast to the other services surveyed.

Designing the consumer survey

Review the available evidence

Incorporate design principles to ensure reliability

Identify the relevant target population

Design proper survey questions

Analyze survey results

PDX0081-005

Most Important Reason Survey Question – Example of User View

- **Block 2, Q1 :** Use Cases

YouGov

What is the most important reason why you use Facebook?

Please select one option

- ○ To buy or sell products online
- ○ To make or maintain professional connections
- ○ To keep up to date on happenings in my local area
- ○ To follow or interact with public figures (e.g., celebrities, influencers, etc.)
- ○ To enjoy entertainment content (e.g., memes, videos, etc.)
- ○ To meet new people online
- ○ To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)
- ○ To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends and family, sharing life updates, etc.)
- ○ To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)
- ○ Other, please specify
- ○ I don't know

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Survey Results – Facebook

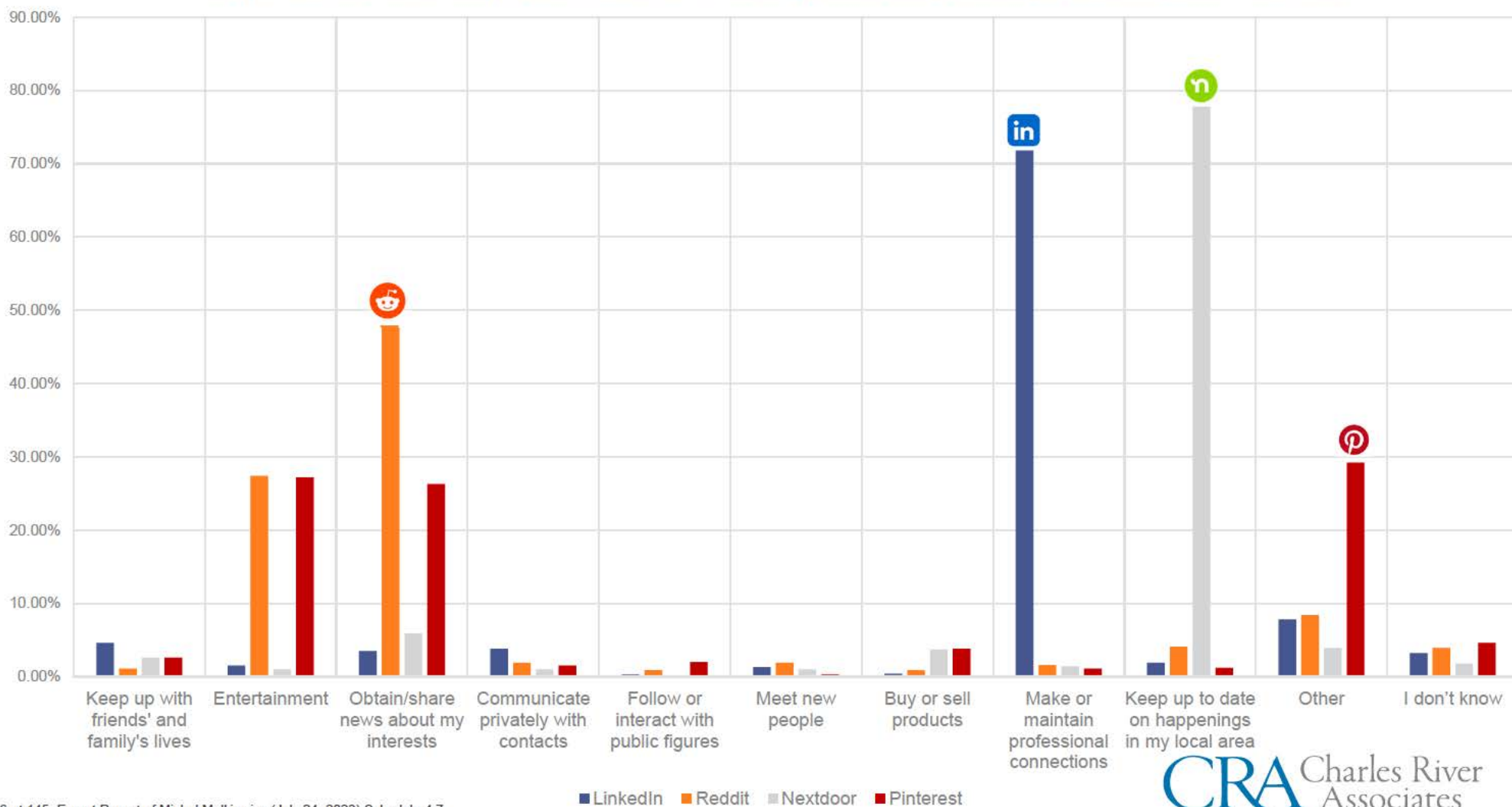| Reason	Count	Percentage[1]
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	1,129	60.1%***
To enjoy entertainment content (e.g., memes, videos, etc.)	154	8.2%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	139	7.4%***
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	113	6.0%***
To keep up to date on happenings in my local area	110	5.9%***
Miscellaneous reasons[2]	191	10.2%***
I don't know	43	2.3%***
Total Responses	1,879	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Facebook in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Facebook users as the most important reason behind their usage. These options include "Other" (3.0%***), "To buy or sell products online" (2.8%***), "To make or maintain professional connections" (1.8%***), "To meet new people online" (1.4%***), "To follow or interact with public figures (e.g., celebrities, influencers, etc.)" (1.2%***).

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PX9006 at 037, Expert Report of Michal Malkiewicz (July 24, 2023) Table 5.

PDX0081-007

Respondents' Most Important Reason for Using Facebook, Instagram, Snapchat, Twitter/X, YouTube, and TikTok

PDX0081-008
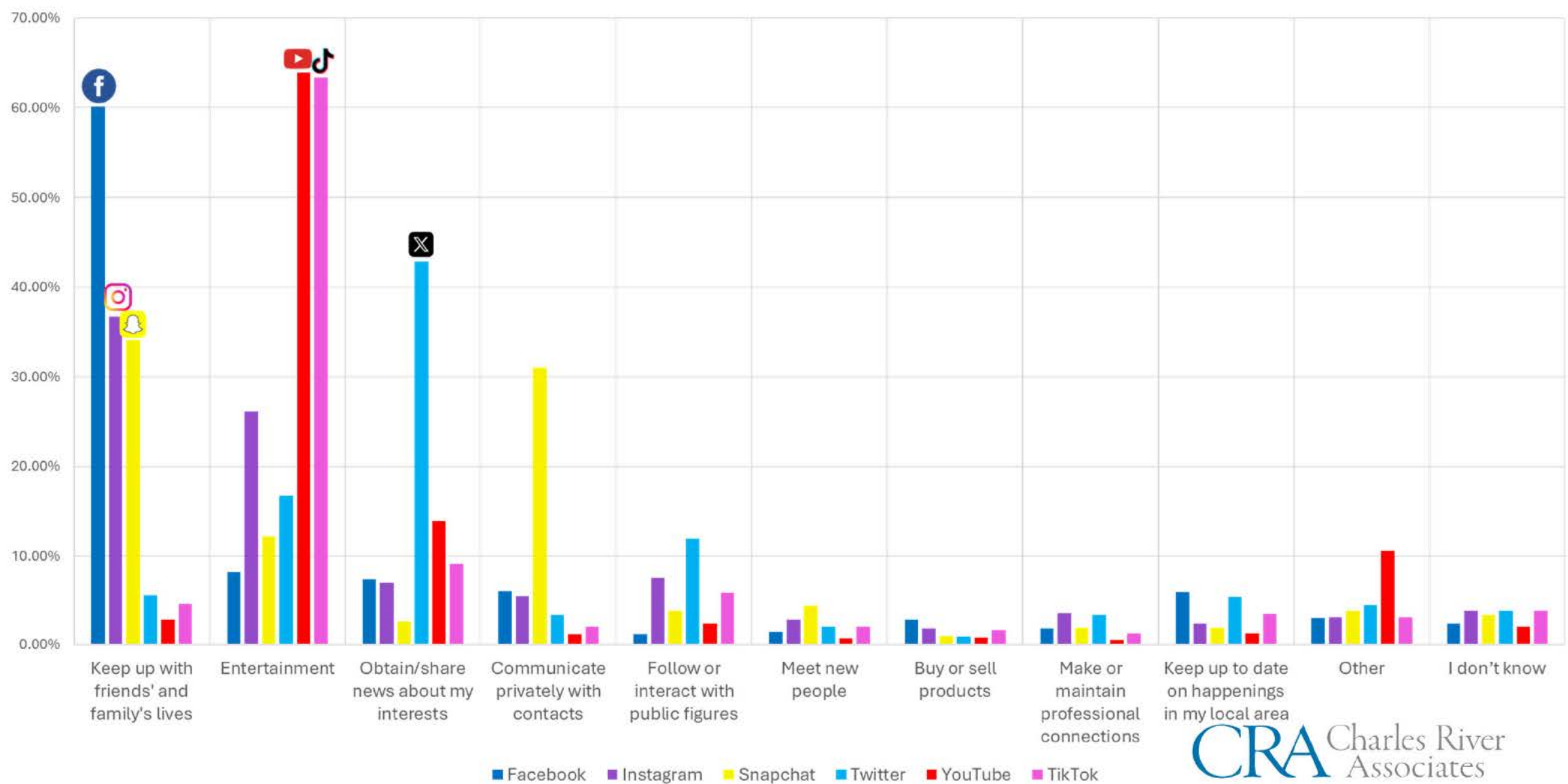
Respondents' Most Important Reason for Using LinkedIn, Reddit, Nextdoor, and Pinterest

Legend: ■ LinkedIn ■ Reddit ■ Nextdoor ■ Pinterest

Categories (x-axis): Keep up with friends' and family's lives; Entertainment; Obtain/share news about my interests; Communicate privately with contacts; Follow or interact with public figures; Meet new people; Buy or sell products; Make or maintain professional connections; Keep up to date on happenings in my local area; Other; I don't know

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PDX0081-009

Keeping Up with Friends' and Family's Lives as Respondents' Most Important Reason for Using Different Apps
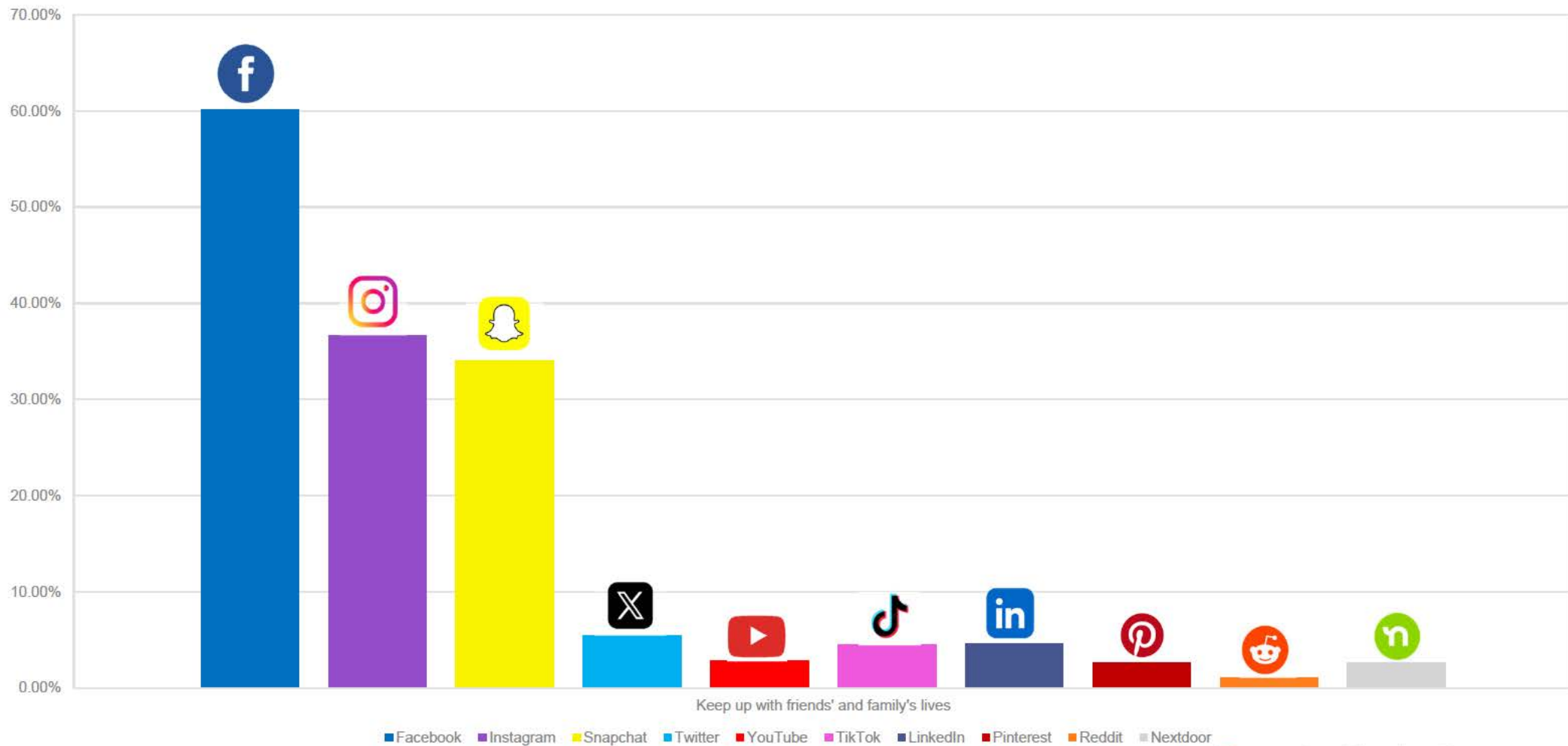
Keep up with friends' and family's lives

■ Facebook ■ Instagram ■ Snapchat ■ Twitter ■ YouTube ■ TikTok ■ LinkedIn ■ Pinterest ■ Reddit ■ Nextdoor

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PDX0081-010

App	First Choice	Second Choice
Facebook	Keep up with friends' and family's lives, 60.1% (1129)	Entertainment, 8.2% (154)
Instagram	Keep up with friends' and family's lives, 36.7% (411)	Entertainment, 26.1% (293)
Snapchat	Keep up with friends' and family's lives, 34.1% (143)	Communicate privately with contacts, 31.0% (130)
YouTube	Entertainment, 63.9% (1361)	Obtain/share news about my interests, 13.9% (297)
TikTok	Entertainment, 63.4% (350)	Obtain/share news about my interests, 9.1% (50)
X	Obtain/share news about my interests, 42.9% (349)	Entertainment, 16.7% (136)
Reddit	Obtain/share news about my interests, 47.9% (257)	Entertainment, 27.4% (147)
LinkedIn	Make or maintain professional connections, 71.8% (534)	Other, 7.8% (58)
Nextdoor	Keep up to date on happenings in my local area, 77.8% (395)	Obtain/share news about my interests, 5.9% (30)
Pinterest	Other, 29.2% (190)	Entertainment, 27.2% (177)
Messenger	Communicate privately with contacts, 58.6% (824)	Keep up with friends' and family's lives, 25.7% (362)
WhatsApp	Communicate privately with contacts, 51.8% (296)	Keep up with friends' and family's lives, 25.2% (144)
SMS	Communicate privately with contacts, 61.7% (1549)	Keep up with friends' and family's lives, 25.0% (628)
MeWe	Keep up with friends' and family's lives, 22.9% (8)	Entertainment & News about my interests, 20.0% (7)

PDX0081-011

Survey Results – Instagram

Reason	Count	Percentage[1]
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	411	36.7%***
To enjoy entertainment content (e.g., memes, videos, etc.)	293	26.1%***
To follow or interact with public figures (e.g., celebrities, influencers, etc.)	85	7.6%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	77	6.9%***
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	61	5.4%***
Miscellaneous reasons[2]	151	13.5%***
I don't know	43	3.8%***
Total Responses	**1121**	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Instagram in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Instagram users as the most important reason behind their usage. These options include "To make or maintain professional connections" (3.5%***), "Other" (3.1%***), "To meet new people online" (2.8%***), "To keep up to date on happenings in my local area" (2.3%***), "To buy or sell products online" (1.8%***).

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Survey Results – Snapchat

Reason	Count	Percentage[1]
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	143	34.1%***
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	130	31.0%***
To enjoy entertainment content (e.g., memes, videos, etc.)	51	12.2%***
Miscellaneous reasons[2]	81	19.3%
I don't know	14	3.3%***
Total Responses	419	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Snapchat in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Snapchat users as the most important reason behind their usage. These options include "To meet new people" (4.3%***), "Other" (3.8%***), "To follow or interact with public figures" (3.8%***), "To obtain and/or share news and information about my interests" (2.6%***), "To keep up to date on happenings in my local area" (1.9%***), "To make or maintain professional connections" (1.9%***), "To buy or sell products online" (1.0%**).

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Respondents' Most Important Reason for Using Messaging Apps

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PDX0081-014
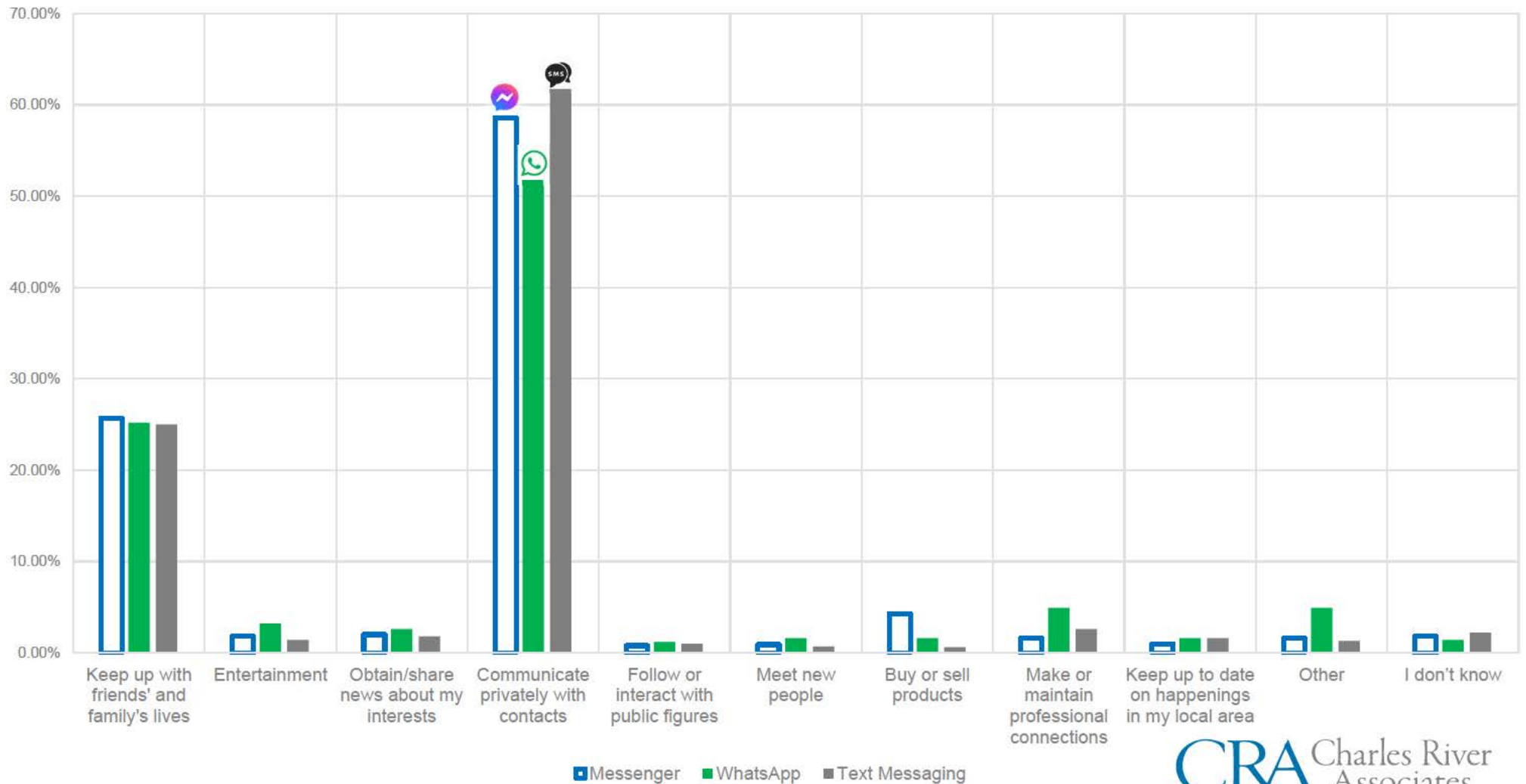
Messaging Apps – Meta's Surveys

Summary of FoA preference or preference like tracking surveys

The FB/IG preference defines use cases on purpose more broadly, closer to what people are trying to achieve across multiple types of apps (Facebook, WhatsApp, Reddit, TikTok, among others) to reflect market opportunities and are not based on features or specific products, whereas WA/M tracking studies define use cases and modalities that are more specific in a messaging and communication context. For example, 'participate in conversations with F&F' - in the FB/IG survey - compared to 'exchange messages with one person at a time' - in WA/M tracker shown below. To put it another way, FB app may not feature in some modalities, even if people could substitute WA for FB app to achieve a particular outcome (for example, 'make voice calls').

Which is better depends on the question you are trying to answer and how substitutable 'messaging' and non-messaging apps are - there is a spectrum with messaging at one end and FB app at the other.

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PX9012, Rebuttal Expert Report of Michal Malkiewicz (December 5, 2023) ¶ 103; PX12990-004, Email from I. Badea to F. Simo et al. (June 10, 2021), FTC-META-010851205.

Public/Private Sharing Question – Example of User View

- **Block 2, Q4**

YouGov

You indicated that the most important reason you use **Facebook** and **WhatsApp** is **to keep up with your friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.).** Please select the Internet service that you think is best for the following purposes. Select one option on each row.

	Facebook	WhatsApp	None of them
To publicly share casual moments with people you know	○	○	○
To privately share special moments in your life with people you know	○	○	○
To publicly share special moments in your life with people you know	○	○	○
To privately share casual moments with people you know	○	○	○
To see photos, videos, and life updates from people you know in one place	○	○	○

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Respondents' Comparison of Messaging Services and Facebook for Public Versus Private Sharing Among Users who Selected "To Keep Up with My Friends and Family's Lives in One Place" as Their Most Important Reason
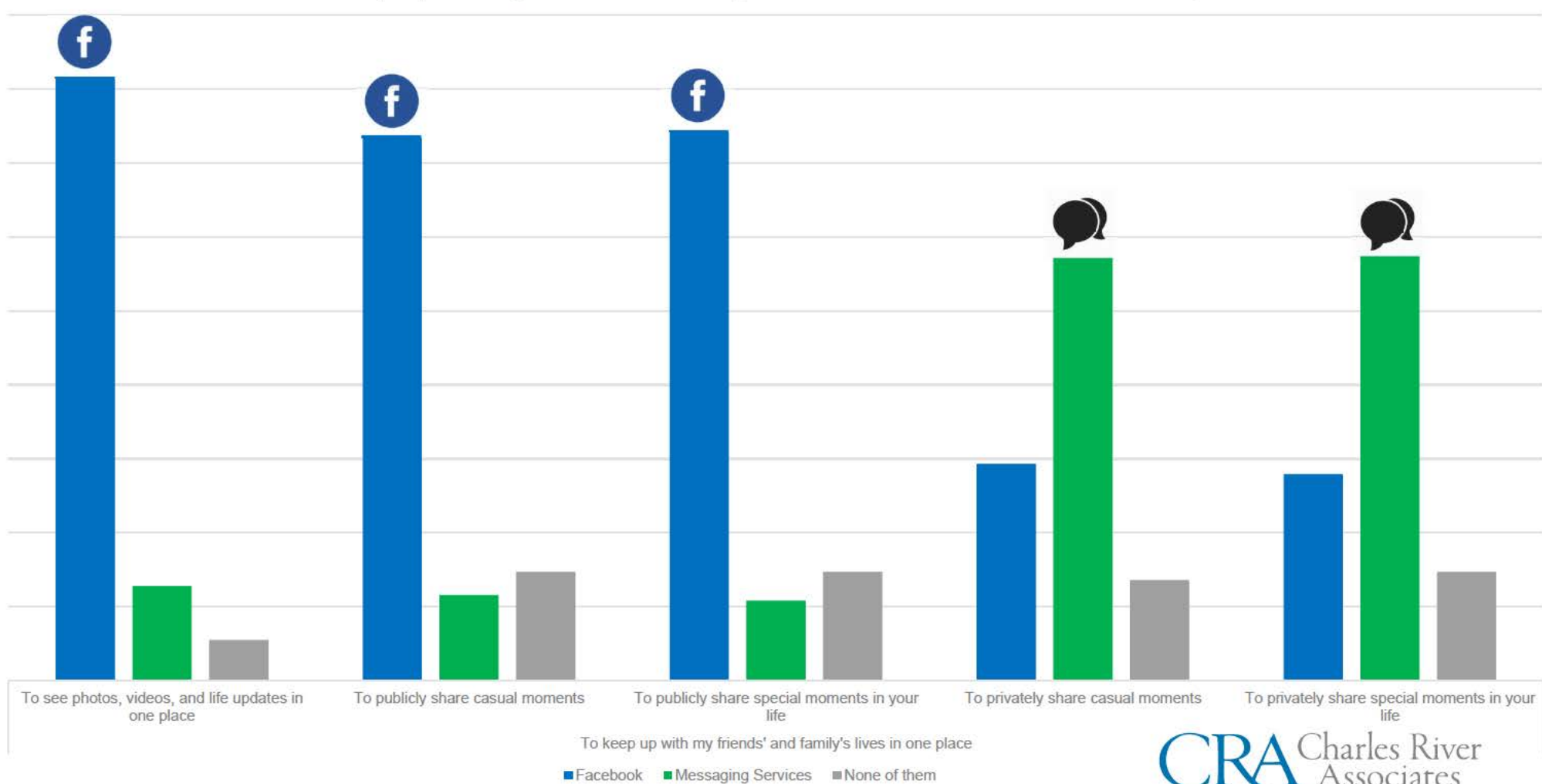
PX9006 at 065, Expert Report of Michal Malkiewicz (July 24, 2023) Table 19.

PDX0081-017

Respondents' Comparison of Messaging Services and Facebook for Public Versus Private Sharing Among Users who Selected "To Communicate Privately with My Contacts" as Their Most Important Reason

PX9006 at 065, Expert Report of Michal Malkiewicz (July 24, 2023) Table 19.

PDX0081-018
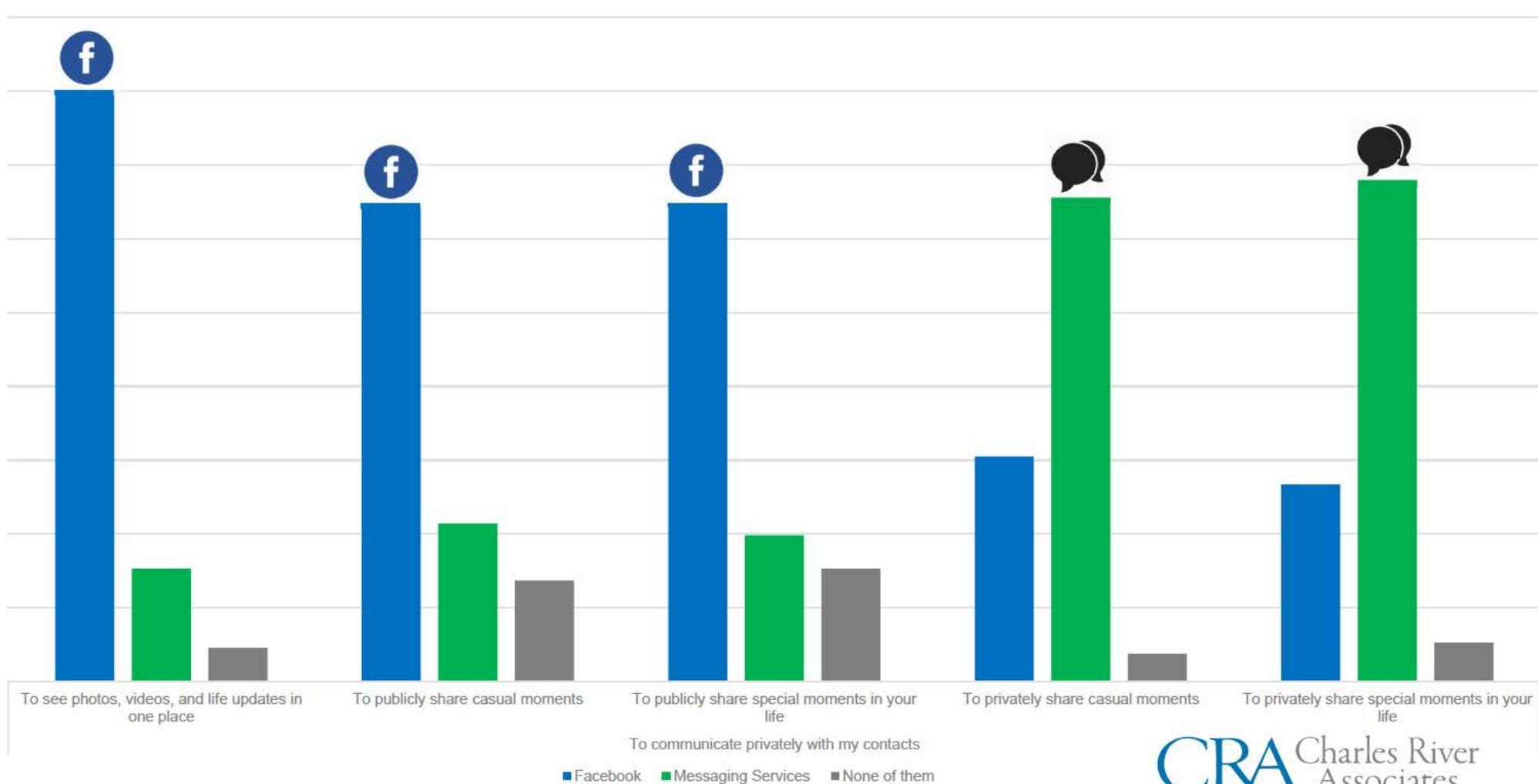
My Survey Is Not A "Matching Game" – Exemplary Setup

City	Basketball Team
Boston	Squadron
New York	Lakers
Birmingham	Knicks
Los Angeles	Celtics

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My Survey Is Not A "Matching Game" – Exemplary Subsequent Selections

City

Boston

New York

Birmingham

Los Angeles

Basketball Team

Squadron

Lakers

Knicks

Celtics

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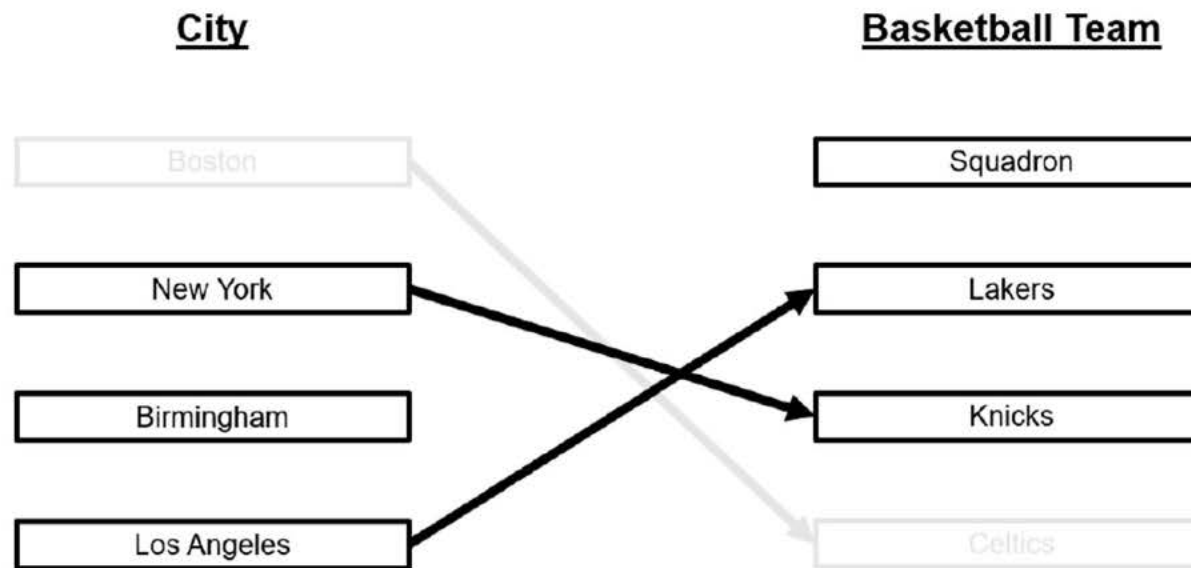
My Survey Results Are Consistent with Ordinary Course Surveys

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Meta Survey – March 2008

- Users easily rattle off a long list of benefits to using Facebook.
- First and foremost is the ability to connect with friends and family.
- Functional benefits clear the way for emotional benefits.

What's positive?	Benefits	
Emotional • Easily see what my friends are up to • Can find old friends • Can stay up to date **Functional** • Easy to use • Well organized • Can do a lot of things • Can block certain people • Must "accept" friends • High number of users overall increases likelihood of finding someone	**Emotional benefits** • Connect • Stay in touch • Rekindle old friendships • Maintain relationships • Be part of friends' and families' lives • Stay updated • Be in the know • Be happy **Functional benefits** • Save time • Be in control • Maintain privacy	• *"When I sign in, I have a sense of anticipation, I wonder "what's new?""* • *"I love seeing a new picture of my friend's baby."* • *"It makes me happy to see what my friends are doing."*

cognito | Facebook Brand study, March 2008

DRAFT FOR REVIEW   8

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PDX0081-022

Meta Survey – May 2017

Understanding Value Prop of Social Apps: Which Activities are BEST done on FB?

Posting research that aimed to understand which activities people feel are best done on Facebook, Twitter, Instagram, Snapchat, WhatsApp, and YouTube, and the reasons why.

TLDR

- Facebook was seen as the best app to keep up with family/friends who are far away.
- Instagram was seen as the best app for seeing interesting photos/videos shared by friends.
- YouTube was seen as the best app for being entertained, relaxing/winding down from a stressful day, and learning something new.
- Twitter was seen as the best app for reading/watching news to learn what's happening in the world.
- WhatsApp was seen as the best app for having meaningful communication with a friend.

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PX3431, FTC-META-004676091 at 091 (Meta, "[Research Insights] # Understanding Value Prop of Social Apps: Which...," May 30, 2017).

Meta Survey – August 2018

Q: In the past month, which activity did you do the most with the feed feature on [APP]?

The primary use cases of Feed on FB,IG and other competitors in US

Legend: ■ Facebook ■ Instagram ■ Twitter ■ YouTube ■ SnapChat
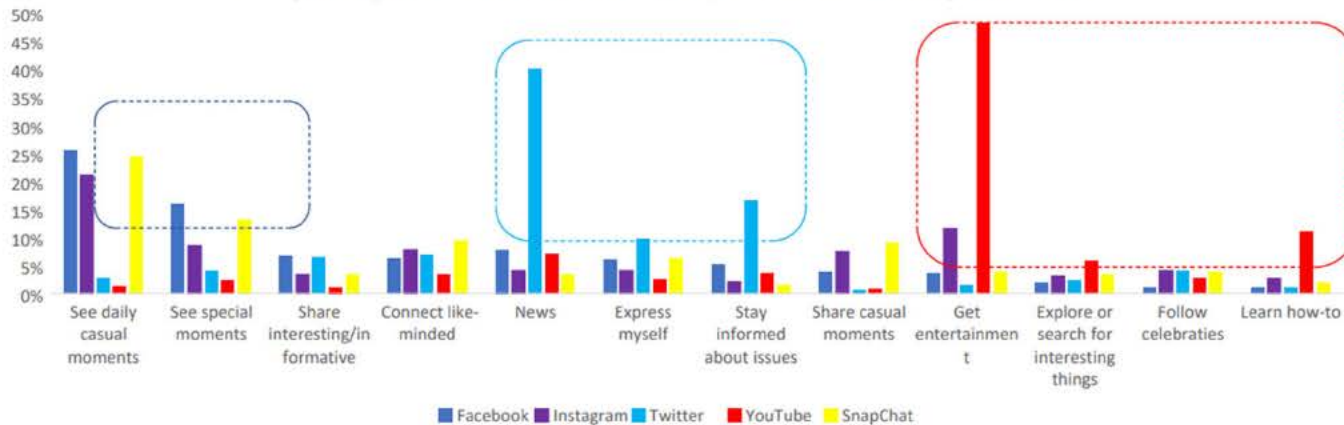
- Those whose primary SNS is SnapChat used its Discovery (Feed feature) mainly for private content consumption. The use cases are also the two top primary use cases of the Feed of Facebook/Instagram.

- Among people who use Twitter as their primary SNS, about half of them perceived its Feed mainly for consuming news.

- In US, there are a big proportion of respondents indicate they use YouTube the most often (18% adults and 26% teens). YouTube Feed is perceived as a place to get entertainment among people who use it the most.

"[A] set of work that we did to understand how – **how users think about and use the apps**, the elements of the families of apps, similarly or differently, with the intent of better understanding what the users' intent were around behaviors that they were doing consistently on both apps, so that we could increase the -- or enhance the user experience."

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Meta Survey – November 2021

Estimated (Weighted) proportion of intent
q: In general, what is the main reason you use Instagram?

us

34.7% 15.8% 10.6% 12.6% 7.4% 7.5% 6.2% 5.2%
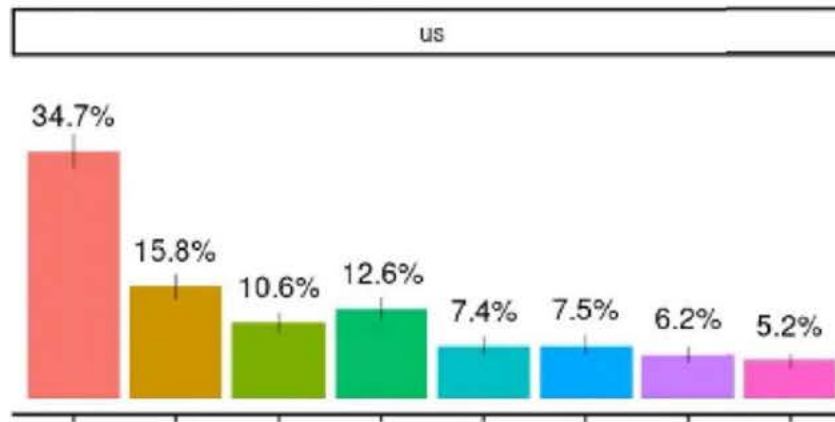
Primary Intent

To connect or share with people I'm close to

To explore my interests or hobbies

To follow or keep up with celebrities, creators, social media stars, athletes, or experts

To share my creative work (e.g., fashion, beauty, art, entertainment)

To connect with new people

To browse content I might like from people I don't follow

To promote my business or professional work

Other (please specify)

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Twitter/X Research Findings

"Q. Do you have any data, nonpublic data about the proportion of users that use Facebook for friends and family versus news?

A. I don't have the -- I don't know the proportion. **But we spend a lot of time talking to our customers to understand what they -- what they did in their lives and what products -- what products filled those roles. And I recall very consistently hearing that products like Facebook, Instagram and Snap were used to see what friends and family were doing as their primary use case.** And that was, let's say, in contrast to seeing news or what Twitter's main use was, and is, of seeing what's happening in the world, which is more akin to news."

"Q. If we wanted to know for certain, we could just look at Facebook's data about what content people actually look at on Facebook. Would that be the best way to do it?

A. If I were to assess -- you know, this is in my capacity as someone who builds Twitter and has built products like this. **If I were to assess what -- whether a product was filling a use case, I'd want to try to find out from customers what they were actually doing with it and why they were bringing it into their lives.**"

PX6144, Coleman (Twitter) Dep. Tr. 51:8-22, 52:1-15 (emphasis added).

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TikTok Surveys and User Research

I would say that **Instagram and Facebook**, from when I was at TikTok, we'd see that **those would be apps that people would primarily use to connect with people that they already know**, in some way or another, **versus TikTok** was a little bit more random than that and **not necessarily serving that need to connect to people that you already know**.

Q. Okay. And did you see that distinction in surveys?

A. Yeah.

Q. Did you see that distinction in other types of user research as well?

A. Yeah, constantly.

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Third Party Survey – TikTok Survey 2019

TIKTOK POLLING PRESENTATION

User Profile & Use Cases

M MORNING CONSULT

SLIDE / 6

Similar to YouTube, Tumblr, and Reddit, TikTok is seen as an entertainment platform.

What is the primary reason you use the following platforms?

Legend: To check specific influencer/celebrity accounts · To stay connected to friends and family · To stay up to date with what's trending · To create and share my personal content · To be entertained · For inspiration

Platform	To check specific influencer/celebrity accounts	To stay connected to friends and family	To stay up to date with what's trending	To create and share my personal content	To be entertained	For inspiration
Twitter	16%	19%	26%	9%	28%	
VSCO	11%	11%	18%	19%	19%	22%
TikTok	10%	10%	9%	8%	60%	
Instagram	9%	38%	11%	12%	25%	5%
Reddit	7%	5%	30%	6%	41%	11%
YouTube	7%	5%	12%		65%	9%
Snapchat	6%	51%		8%	9%	25%
Tumblr	5%	8%	15%	13%	44%	14%
Pinterest	4%	5%	16%	6%	21%	48%
Facebook		69%			8% 7%	13%

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Third Party Survey – TikTok Survey 2019

TIKTOK POLLING
PRESENTATION

User Profile & Use Cases

MORNING CONSULT

SLIDE / 7

Compared to other platform users, TikTok users are more prone to follow platform-influencers.

What types of accounts do you follow most on the following platforms?

Legend:
- Friends, family, and personal acquaintances
- Celebrities
- News outlets
- I don't follow any accounts on this platform
- Influencers on the platform
- Brands
- Hashtags or interest-related accounts (such as sports teams, food accounts, etc.)

Platform							
Facebook	75%					4%	12%
Snapchat	68%			5%	4%	5%	14%
Instagram	54%	7%	11%	4%	10%	11%	
Twitter	27%	10%	17%	4%	10%	14%	17%
TikTok	19%	18%	10%	7%	4%	15%	28%
VSCO	16%	7%	11%	11%	10%	11%	33%
Pinterest	15%	7%	10%		31%		31%
Tumblr	12%	12%	6%	6%	5%	28%	31%
YouTube	10%	18%	11%	4%	7%	15%	35%
Reddit	5%	6%	4%	5%	11%	30%	39%

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My Survey Results Are Consistent with Academic Research

Reviewed **academic** and other publicly available **research**

Conducted my own **consumer survey**

Reviewed ordinary course **evidence produced by Meta and third parties**

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Academic Literature – 2016 Study

Table 1. Spearman's rank correlation indicators between the general frequency of using Facebook and the frequency of performing particular communication activities

Mark	Communication activities	US R	Mark	Communication activities	US R
C1	I maintain contacts with friends	0.401*	C9	I recommend interesting websites to others	0.130*
C2	I maintain contacts with family	0.379*	C10	I invite friends to various kinds of events	0.259*
C3	I meet new people with similar interests	0.013	C11	I am being invited by friends to various events	0.332*
C4	I exchange opinions on different topics	0.029	C12	I share information I am interested in	0.190*
C5	I comment on entries made by others	0.234*	C13	I comment on the information shared by other users	0.174*
C6	I look through photographs and watch films uploaded by others	0.224*	C14	I 'like' the information shared by other users	0.146*
C7	I upload my own photographs and films	0.304*	C15	I belong to thematic groups	0.169*
C8	I visit websites recommended by others	0.171*	C16	I look for current information about different events	0.186*

* Correlation is significant at the $p = 0{,}05$ level

Małgorzata Bartosik-Purgat, "The use of social networking websites in the international market: example of Facebook from the perspective of individual users," 35 INTERNATIONAL BUSINESS AND GLOBAL ECONOMY 235, 240-45 (2016).

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Academic Literature – 2018 Study

Mirror of celebrity: Social interaction

Participants interact with others to maintain relationships on Instagram. Social interaction on Instagram has two distinctive purposes: First, similar to other social media, the participants use Instagram to maintain relationships with current friends in their daily lives; second, the participants also use Instagram to interact with celebrities and gain celebrity-like experiences.

On the one hand, similar to Facebook usage, participants' Instagram use is directly centered on friendships. Participants were motivated to use Instagram due to a friend's reference or recommendation. All participants named "friends" as their main followers, and people they follow. Many users also utilize Instagram as a way of seeking information about their followers or their social circle. For example, as Kim mentioned, Instagram is an important social media platform for her to manage her social relations:

> I mean, I don't know, it's a nice, easy way to like stay in touch with people and like know what they're doing day-to-day or in their life, you know. Since I've graduated college I've got friends that have moved all over the country, and it's nice to look at their Instagrams and know, like, oh, that's what their apartment looks like, or like that's their new hometown, their new friends and what they look like. That type of thing. So, I mean it's a nice way to stay in touch, I guess, and like I said, it's something to keep me busy when I have free time. (Kim, 22, female, office assistant)
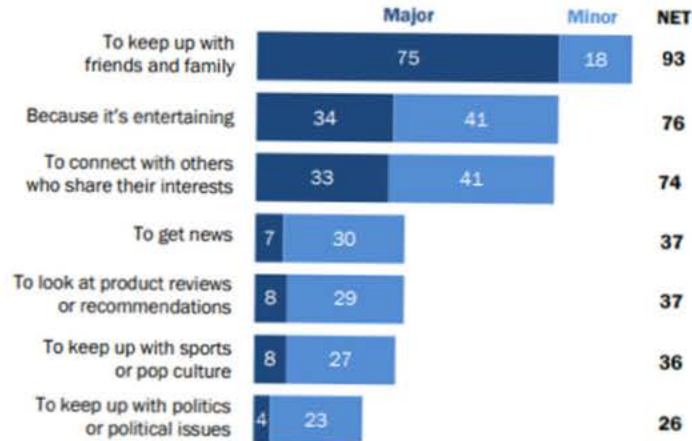
On the other hand, different from Facebook usage, the participants also use Instagram to build fame and reputation in order to gain celebrity-like experiences. Additionally, the participants also use Instagram to stalk, communicate, and interact with celebrities, whom they would not necessarily have the chance to interact with in the real world. In this way, Instagram creates an illusion for the participants of a closeness between themselves and celebrities. Rachel vividly described her celebrity-like experiences on Instagram:

> If you look on Instagram or Twitter when people tweet at celebrities it is like begging them to tweet back or begging them to like their photo. Like you're looking for attention, you want people to see that and then you—like one time I had Sbarro retweet me because, they tweeted at me or something because I burned my mouth on their pizza. And I was like, "Oh, I'm so sorry I at under 400 degrees." I'm like I took a screenshot of it and I Instagrammed it because I was like, "Oh, I'm so popular, Sbarro tweeted at me." (Rachel, 21, female assistant manager)

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Pew Research – 2024 Study

About 9 in 10 Facebook users say keeping up with friends, family is a reason they use the platform; far fewer cite news or politics

% of U.S. Facebook users who say each of the following is a ___ reason they use Facebook

	Major	Minor	NET
To keep up with friends and family	75	18	93
Because it's entertaining	34	41	76
To connect with others who share their interests	33	41	74
To get news	7	30	37
To look at product reviews or recommendations	8	29	37
To keep up with sports or pop culture	8	27	36
To keep up with politics or political issues	4	23	26

Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or who gave other options are not shown.
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.
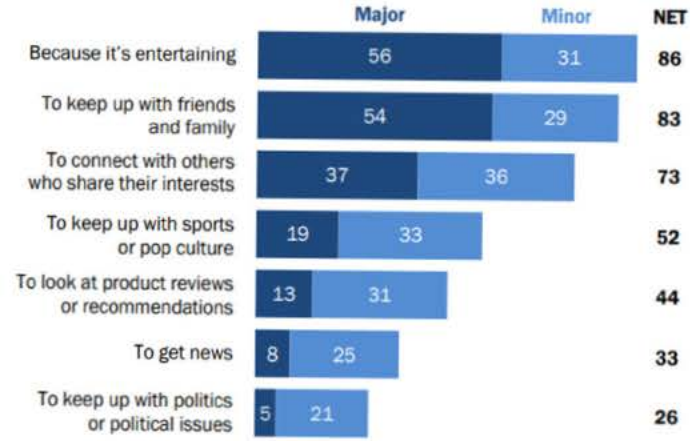"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

PEW-KNIGHT INITIATIVE

PX0735, Colleen McClain et al., *3. How Facebook users view, experience the platform*, PEW RESEARCH CENTER (Jun. 12, 2024), https://www.pewresearch.org/internet/2024/06/12/how-facebook-users-view-experience-the-platform/.

Entertainment, keeping up with friends and family are main reasons people use Instagram; relatively few say they use it for politics or news

% of U.S. Instagram users who say each of the following is a ___ reason they use Instagram

	Major	Minor	NET
Because it's entertaining	56	31	86
To keep up with friends and family	54	29	83
To connect with others who share their interests	37	36	73
To keep up with sports or pop culture	19	33	52
To look at product reviews or recommendations	13	31	44
To get news	8	25	33
To keep up with politics or political issues	5	21	26

Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.
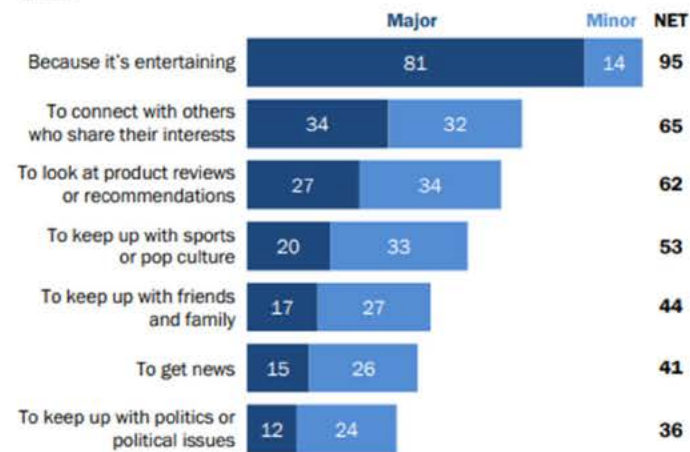"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

PEW-KNIGHT INITIATIVE

PX0735, Colleen McClain et al., *4. How Instagram users view, experience the platform*, PEW RESEARCH CENTER (Jun. 12, 2024), https://www.pewresearch.org/internet/2024/06/12/how-instagram-users-view-experience-the-platform/.

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PDX0081-033

Pew Research – 2024 Study

95% of TikTok users say entertainment is a reason for using the platform; only about a third say politics is

% of U.S. TikTok users who say each of the following is a ___ reason they use TikTok

	Major	Minor	NET
Because it's entertaining	81	14	95
To connect with others who share their interests	34	32	65
To look at product reviews or recommendations	27	34	62
To keep up with sports or pop culture	20	33	53
To keep up with friends and family	17	27	44
To get news	15	26	41
To keep up with politics or political issues	12	24	36

Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.
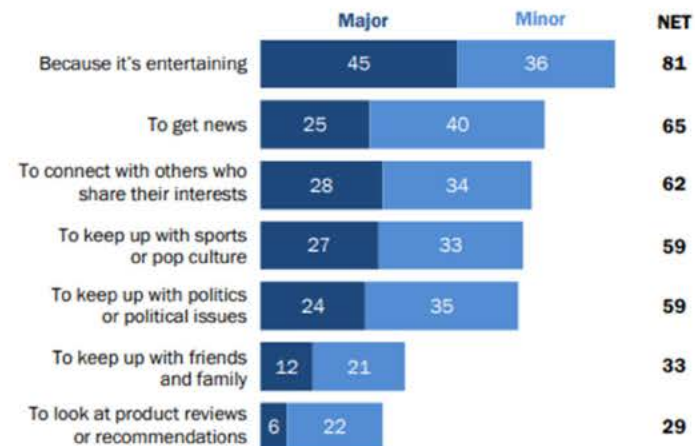Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.
"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

PEW-KNIGHT INITIATIVE

PX0735, Colleen McClain et al., *1. How TikTok users view, experience the platform*, PEW RESEARCH CENTER (Jun. 12, 2024), https://www.pewresearch.org/internet/2024/06/12/how-tiktok-users-view-experience-the-platform/.

Most users are on X because it's entertaining, but majorities also use it for politics, news

% of U.S. X (formerly Twitter) users who say each of the following is a ___ reason they use X

	Major	Minor	NET
Because it's entertaining	45	36	81
To get news	25	40	65
To connect with others who share their interests	28	34	62
To keep up with sports or pop culture	27	33	59
To keep up with politics or political issues	24	35	59
To keep up with friends and family	12	21	33
To look at product reviews or recommendations	6	22	29

Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.
"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

PEW-KNIGHT INITIATIVE

PX0735, Colleen McClain et al., *2. How X users view, experience the platform*, PEW RESEARCH CENTER (Jun. 12, 2024), https://www.pewresearch.org/internet/2024/06/12/how-x-users-view-experience-the-platform/.

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PDX0081-034

Conclusions

Reviewed **academic** and other publicly available **research**

Conducted my own **consumer survey**

Reviewed ordinary course **evidence produced by Meta and third parties**

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Appendix A

Additional Survey Results

Survey Results – MeWe

Reason	Count	Percentage[1]
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	8	22.9%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	7	20.0%***
To enjoy entertainment content	7	20.0%***
To communicate privately with my contacts	4	11.4%**
Other	2	5.7%
To buy or sell products online	2	5.7%
To meet new people online	2	5.7%
Miscellaneous reasons[2]	3	8.6%
Total Responses	35	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used MeWe in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the MeWe users as the most important reason behind their usage. These options include "To make or maintain professional connections" (2.9%), "To keep up to date on happenings in my local area" (2.9%), "To follow or interact with public figures" (2.9%).

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Survey Results – YouTube

Reason	Count	Percentage[1]
To enjoy entertainment content (e.g., memes, videos, etc.)	1361	63.9%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	297	13.9%***
Other	226	10.6%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	59	2.8%***
Miscellaneous reasons[2]	144	6.8%***
I don't know	43	2.0%***
Total Responses	2,130	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used YouTube in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the YouTube users as the most important reason behind their usage. These options include "To follow or interact with public figures" (2.3%***), "To keep up to date on happenings in my local area" (1.3%***), "To communicate privately with my contacts" (1.2%***), "To buy or sell products online" (0.8%***), "To meet new people online" (0.7%***), "To make or maintain professional connections" (0.5%***).

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Survey Results – TikTok

Reason	Count	Percentage[1]
To enjoy entertainment content (e.g., memes, videos, etc.)	350	63.4%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	50	9.1%***
To follow or interact with public figures (e.g., celebrities, influencers, etc.)	32	5.8%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	25	4.5%***
Miscellaneous reasons[2]	74	13.4%***
I don't know	21	3.8%***
Total Responses	552	100.0%

$*p<0.1; **p<0.05; ***p<0.01$

Notes:

[1] The percentage of users who indicated that the most important reason why they used TikTok in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the TikTok users as the most important reason behind their usage. These options include "To keep up to date on happenings in my local area" (3.4%***), "Other" (3.1%***), "To communicate privately with my contacts" (2.0%***), "To meet new people online" (2.0%***), "To buy or sell products online" (1.6%***), "To make or maintain professional connections" (1.3%***).

Survey Results – Twitter/X

Reason	Count	Percentage[1]
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	349	42.9%***
To enjoy entertainment content (e.g., memes, videos, etc.)	136	16.7%***
To follow or interact with public figures (e.g., celebrities, influencers, etc.)	97	11.9%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	45	5.5%***
To keep up to date on happenings in my local area	43	5.3%***
Miscellaneous reasons[2]	113	13.9%***
I don't know	31	3.8%***
Total Responses	814	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Twitter in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Twitter users as the most important reason behind their usage. These options include "Other" (4.4%***), "To communicate privately with my contacts" (3.3%***), "To make or maintain professional connections" (3.3%***), "To meet new people online" (2.0%***), "To buy or sell products online" (0.9%***).

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Survey Results – Reddit

Reason	Count	Percentage[1]
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	257	47.9%***
To enjoy entertainment content (e.g., memes, videos, etc.)	147	27.4%***
Other	45	8.4%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	6	1.1%**
Miscellaneous reasons[2]	60	11.2%
I don't know	21	3.9%***
Total Responses	536	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Reddit in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Reddit users as the most important reason behind their usage. These options include "To keep up to date on happenings in my local area" (4.1%***), "To communicate privately with my contacts" (1.9%***), "To meet new people online" (1.9%***), "To buy or sell products online" (0.9%**), and "To follow or interact with public figures" (0.9%**).

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PX9006 at 055, Expert Report of Michal Malkiewicz (July 24, 2023) Table 14.

Survey Results – Pinterest

Reason	Count	Percentage[1]
Other	190	29.2%***
To enjoy entertainment content (e.g., memes, videos, etc.)	177	27.2%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	171	26.3%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	17	2.6%***
Miscellaneous reasons[2]	65	10.0%
I don't know	30	4.6%***
Total Responses	650	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Pinterest in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Pinterest users as the most important reason behind their usage. These options include "To buy or sell products online" (3.8%***), "To follow or interact with public figures" (2.0%***), "To communicate privately with my contacts" (1.5%***), "To keep up to date on happenings in my local area" (1.2%***), "To make or maintain professional connections (1.1%***), "To meet new people online" (0.3%).

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Survey Results – LinkedIn

Reason	Count	Percentage[1]
To make or maintain professional connections	534	71.8%***
Other	58	7.8%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	34	4.6%***
Miscellaneous reasons[2]	94	12.6%
I don't know	24	3.2%***
Total Responses	744	100.0%

$*p<0.1; **p<0.05; ***p<0.01$

Notes:

[1] The percentage of users who indicated that the most important reason why they used LinkedIn in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the LinkedIn users as the most important reason behind their usage. These options include "To communicate privately with my contacts" (3.8%***), "To obtain and/or share news and information about my interests" (3.5%***), "To keep up to date on happenings in my local area" (1.9%***), "To enjoy entertainment content" (1.5%***), "To meet new people online" (1.3%***), "To buy or sell products online" (0.4%*), "To follow or interact with public figures" (0.3%).

PX9006 at 049, Expert Report of Michal Malkiewicz (July 24, 2023) Table 11.

Survey Results – Nextdoor

Reason	Count	Percentage[1]
To keep up to date on happenings in my local area	395	77.8%***
To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)	30	5.9%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	13	2.6%***
Miscellaneous reasons[2]	61	12.0%
I don't know	9	1.8%***
Total Responses	508	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Nextdoor in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Nextdoor users as the most important reason behind their usage. These options include "Other" (3.9%***), "To buy or sell products online" (3.7%***), "To make or maintain professional connections" (1.4%***), "To communicate privately with my contacts" (1.0%**), "To enjoy entertainment content" (1.0%**), "To meet new people online" (1.0%**).

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Survey Results – Messenger

Reason	Count	Percentage[1]
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	824	58.6%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	362	25.7%***
Miscellaneous reasons[2]	196	13.9%***
I don't know	25	1.8%***
Total Responses	1,407	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Facebook Messenger in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Messenger users as the most important reason behind their usage. These options include "To buy or sell products online" (4.3%***), "To obtain and/or share news and information about my interests" (2.0%***), "To enjoy entertainment content" (1.8%***), "Other" (1.6%***), "To make or maintain professional connections" (1.6%***), "To keep up to date on happenings in my local area" (1.0%***), "To meet new poeple online" (0.9%***), "To follow or interact with public figures" (0.8%***).

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Survey Results – WhatsApp

Reason	Count	Percentage[1]
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	296	51.8%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	144	25.2%***
Miscellaneous reasons[2]	123	21.5%***
I don't know	8	1.4%***
Total Responses	571	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used WhatsApp in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this internet service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the WhatsApp users as the most important reason behind their usage. These options include "Other" (4.9%***), "To make or maintain professional connections" (4.9%***), "To enjoy entertainment content" (3.2%***), "To obtain and/or share news and information about my interests" (2.6%***), "To buy or sell products online" (1.6%***), "To keep up to date on happenings in my local area" (1.6%***), "To meet new people online," (1.6%***), "To follow or interact with public figures" (1.2%***).

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Survey Results – Text Messaging Function on Mobile Phone

Reason	Count	Percentage[1]
To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)	1549	61.7%***
To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)	628	25.0%***
Miscellaneous reasons[2]	277	11.0%***
I don't know	55	2.2%***
Total Responses	2,509	100.0%

*p<0.1; **p<0.05; ***p<0.01

Notes:

[1] The percentage of users who indicated that the most important reason why they used Text Messaging function on their mobile phones in the last 12 months was determined by dividing the number of individuals who chose that specific reason for this service by the total number of respondents who answered this question pertaining to that particular service.

[2] Miscellaneous reason comprise options that are selected by less than 5% of the Text Messaging function users as the most important reason behind their usage. These options include "To make or maintain professional connections" (2.6%***), "To obtain and/or share news and information about my interests" (1.8%***), "To keep up to date on happenings in my local area" (1.6%***), "To enjoy entertainment content" (1.4%***), "Other" (1.3%***), "To follow or interact with public figures" (1.0%***), "To meet new poeple online" (0.7%***), "To buy or sell products online" (0.6%***).

PX9006 at 062, Expert Report of Michal Malkiewicz (July 24, 2023) Table 18.

PDX0081-047

Survey Sample Disposition

Sample Disposition Code

Process	Count	Sub Count
Number of panelists who initiated the survey	4,798	
Number of panelists who were terminated	1,093	
QS1 - Gender		27
QS2 - Age		173
QS3 - Device		19
QS5 - Education		21
QS6 - Income		130
QS7 - Employment		602
QS8 - Internet Services Used		121
Number of panelists who did not complete the survey	240	
Number of panelists who failed YouGov's quality checks	107	
Number of respondents who provided conflicting answers in QS2 and Block 3 - Q3	119	
Number of respondents who provided conflicting answers in Block 2 - Q1	11	
Final Sample	**3,228**	

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Appendix B

Survey Questionnaire

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Screening Question 1 - Gender

YouGov

What is your gender?

○ Male

○ Female

○ Prefer to self-describe as:

[   ]

○ Prefer not to say

>

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Screening Question 2 - Age

YouGov

Into which of the following categories does your age fall?

Please select one option.

- ○ Under 18
- ○ 18 to 29 years old
- ○ 30 to 49 years old
- ○ 50 to 64 years old
- ○ 65 and older
- ○ Prefer not to answer

>

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Screening Question 3 - Device

YouGov

What type of electronic device are you using to complete this survey?

Please select one option.

- ○ Laptop computer
- ○ Smartphone (e.g., Apple iPhone, Samsung Galaxy S21+, Google Pixel, etc.)
- ○ Tablet computer (e.g., Apple iPad, Kindle Fire, Samsung Galaxy Tab, Microsoft Surface, etc.)
- ○ Desktop computer
- ○ Other mobile or electronic device
- ○ Prefer not to answer

>

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Screening Question 4 – Geographical Region

YouGov

What is your State of Residence?

[∨]

[>]

PX9006 at 116, Expert Report of Michal Malkiewicz (July 24, 2023) Schedule 3.2.

Screening Question 5 - Education

YouGov

What is the highest degree or level of school you have completed?

Please select the option that best applies.

○ No high school diploma

○ High school, no college

○ Some college

○ Bachelor's degree or higher

○ Prefer not to answer

>

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Screening Question 6 - Income

YouGov

In the past 12 months, what was your total income (from all sources, such as wages, salary, commissions, bonuses, interest, dividends, or tips)? Please select the amount before taxes or other deductions.

○ Less than $25,000

○ $25,000 - $49,999

○ $50,000 - $99,999

○ $100,000 - $149,999

○ $150,000 or more

○ Prefer not to answer

>

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Screening Question 7 - Employment

YouGov

Have you or has any member of your household worked for any of the following types of companies or any of the following industries?

Please select all that apply.

☐ A company that makes or sells sporting equipment

☐ An online social platform company

☐ A pharmaceutical or healthcare company

☐ A market research or advertising agency

☐ A company that designs or sells women's clothing

☐ A federal government agency

☐ A restaurant or catering company

☐ None of these

>

Screening Question 8 – Internet Service Use

Which, if any, of the following Internet services have you used in the past 12 months? Please select all Internet services that you have used, even if you used them rarely.

Please select all that apply.

☐ Nextdoor

☐ TikTok

☐ MeWe

☐ Pinterest

☐ Facebook Messenger

☐ Reddit

☐ Snapchat

☐ Facebook

☐ Orouchit

☐ Twitter

☐ LinkedIn

☐ Instagram

☐ YouTube

☐ WhatsApp

☐ Other, please specify

[ ]

☐ Not applicable – I have not used any of the Internet services above in the past 12 months

☐ I don't know

PX9006 at 120, Expert Report of Michal Malkiewicz (July 24, 2023) Schedule 3.2.

Block 1: Frequency of Use

YouGov

How often have you used the following Internet service(s) in the past 12 months?

	Multiple times a day	Once a day	Not daily, but once or multiple times a week	Not weekly, but once or multiple times a month	Less than once a month	I have not used this service in the past 12 months	I don't know
Snapchat	○	○	○	○	○	○	○
LinkedIn	○	○	○	○	○	○	○
WhatsApp	○	○	○	○	○	○	○
Facebook	○	○	○	○	○	○	○
Instagram	○	○	○	○	○	○	○

>

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Block 2, Q1: Use Cases

YouGov

What is the most important reason why you use Facebook?

Please select one option.

- ○ To buy or sell products online

- ○ To make or maintain professional connections

- ○ To keep up to date on happenings in my local area

- ○ To follow or interact with public figures (e.g., celebrities, influencers, etc.)

- ○ To enjoy entertainment content (e.g., memes, videos, etc.)

- ○ To meet new people online

- ○ To communicate privately with my contacts (e.g., sending messages, sharing photos, etc.)

- ○ To keep up with my friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)

- ○ To obtain and/or share news and information about my interests (e.g., news about politics, sports, business, etc.)

- ○ Other, please specify

- ○ I don't know

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Block 2, Q2: Use Cases

YouGov

You stated that the most important reason you use **Facebook, WhatsApp and Snapchat** is **to keep up with your friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.).** Do you currently use another Internet Service **to keep up with your friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)?**

○ Yes, I do

○ No, I don't

○ I don't know

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Block 2, Q3: Use Cases

YouGov

Currently, which, if any, of the following Internet Services below do you primarily use **to keep up with your friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.)** when you are not using **WhatsApp, Facebook and Instagram?**

○ Reddit

○ YouTube

○ Snapchat

○ Facebook Messenger

○ MeWe

○ Nextdoor

○ Twitter

○ Text Messaging/iMessages

○ TikTok

○ Pinterest

○ LinkedIn

○ None of these

○ I don't know

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PX9006 at 130, Expert Report of Michal Malkiewicz (July 24, 2023) Schedule 3.2.

PDX0081-061

Block 2, Q4: Use Cases

YouGov

You indicated that the most important reason you use **Facebook** and **WhatsApp** is **to keep up with your friends' and family's lives in one place (e.g., seeing life updates from friends or family, sharing life updates, etc.).** Please select the Internet service that you think is best for the following purposes. Select one option on each row.

	Facebook	WhatsApp	None of them
To publicly share casual moments with people you know	○	○	○
To privately share special moments in your life with people you know	○	○	○
To publicly share special moments in your life with people you know	○	○	○
To privately share casual moments with people you know	○	○	○
To see photos, videos, and life updates from people you know in one place	○	○	○

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PX9006 at 136, Expert Report of Michal Malkiewicz (July 24, 2023) Schedule 3.2.

Block 3: Verification

YouGov

In which year were you born?

[ ]

[>]

PX9006 at 137, Expert Report of Michal Malkiewicz (July 24, 2023) Schedule 3.2.