

META AI TRAINING

Study on the perspectives of those affected

RESEARCH DESIGN

METHOD

- Computer-assisted web interview in Gallup's own online panel, 'gallupforum'

POPULATION SAMPLE

- Persons in the German population, aged 16+
- 1000 cases

INVESTIGATION PERIOD

- June 2025

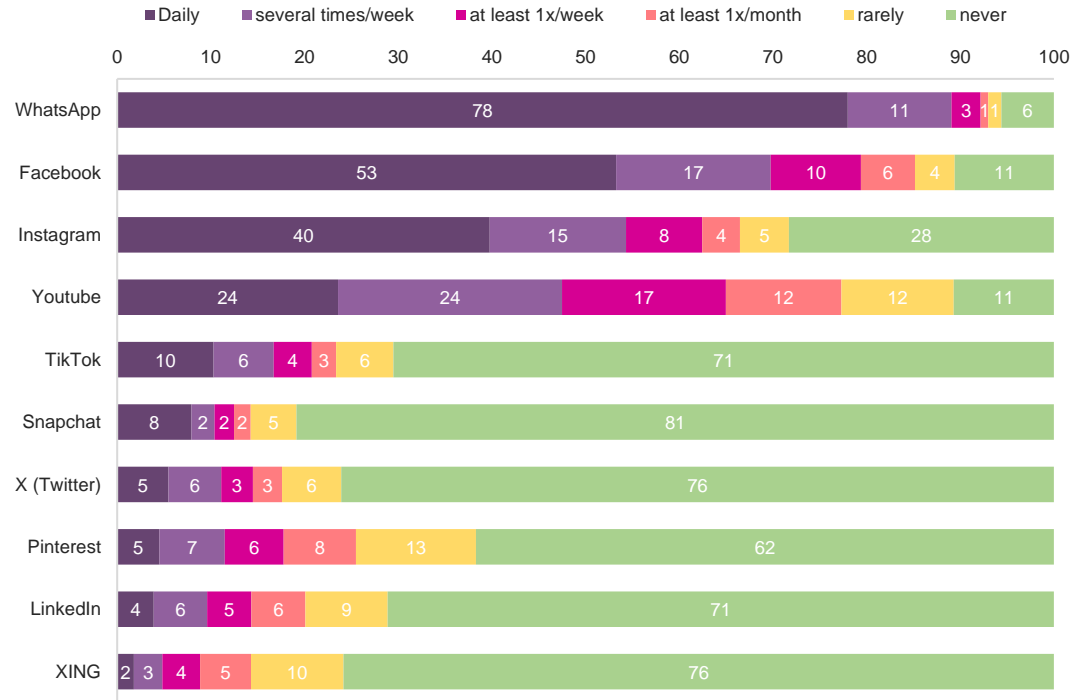
USAGE BEHAVIOUR



Question directed only at monthly active users

The study was based on 1,000 users who use Facebook or Instagram at least once a month (corresponding to Meta's definition of monthly active users, or MAUs).

The remaining questions were posed to these monthly active users.



%-values, n=1000

STRUCTURE OF THE SAMPLE

Representative sample

Gallup finds participants who are representative for Germany among its participants.

With 1,000 participants, a high degree of statistical accuracy is guaranteed.

	Basis	Prozent
Total	1000	100
GESCHLECHT		
Männlich	489	49
Weiblich	510	51
Divers	1	0
ALTER		
16 - 30 Jahre	145	15
31 - 45 Jahre	248	25
46 - 60 Jahre	294	29
Über 60 Jahre	313	31
BUNDESLAND		
Baden-Württemberg	130	13
Bayern	160	16
Berlin	40	4
Brandenburg	30	3
Bremen	10	1
Hamburg	20	2
Hessen	70	7
Mecklenburg-Vorpommern	20	2
Niedersachsen	100	10
Nordrhein-Westfalen	220	22
Rheinland-Pfalz	50	5
Saarland	10	1
Sachsen	50	5
Sachsen-Anhalt	30	3
Schleswig-Holstein	30	3
Thüringen	30	3

	Basis	Prozent
Total	1000	100
ORTSGRÖSSE		
Bis 5.000 EW	200	20
Bis 50.000 EW	352	35
Über 50.000 EW	448	45
BERUFSTÄTIGKEIT		
Ja	614	61
Nein	386	39
SCHULBILDUNG		
Ohne Abitur	456	46
Mit Abitur	541	54
K.A.	3	0
EINKOMMEN		
Bis 1.500 Euro	128	13
Bis 2.500 Euro	234	23
Bis 3.500 Euro	209	21
Über 3.500 Euro	356	36
K.A.	73	7

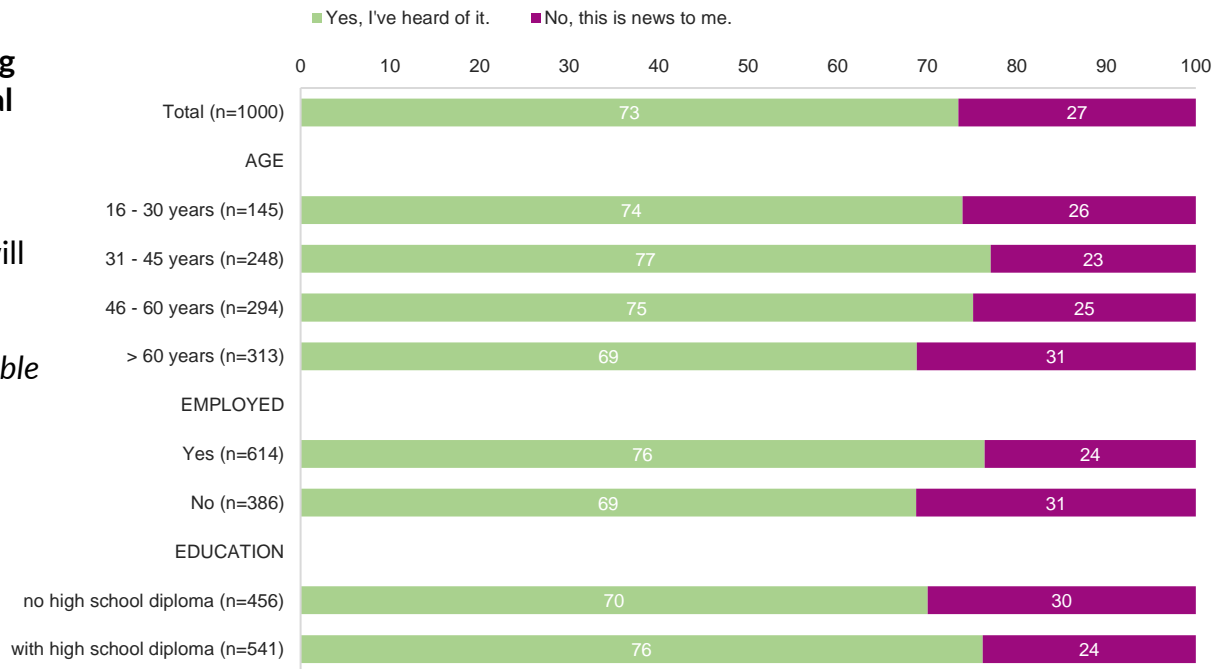
AWARENESS: AI USAGE



Question 1: Are you aware that Instagram and Facebook started using data from users in Europe for artificial intelligence training a few days ago?

27% of all Instagram and Facebook users were unaware that their data will be used for AI training.

This means that they had no „reasonable expectation“ that this would happen.



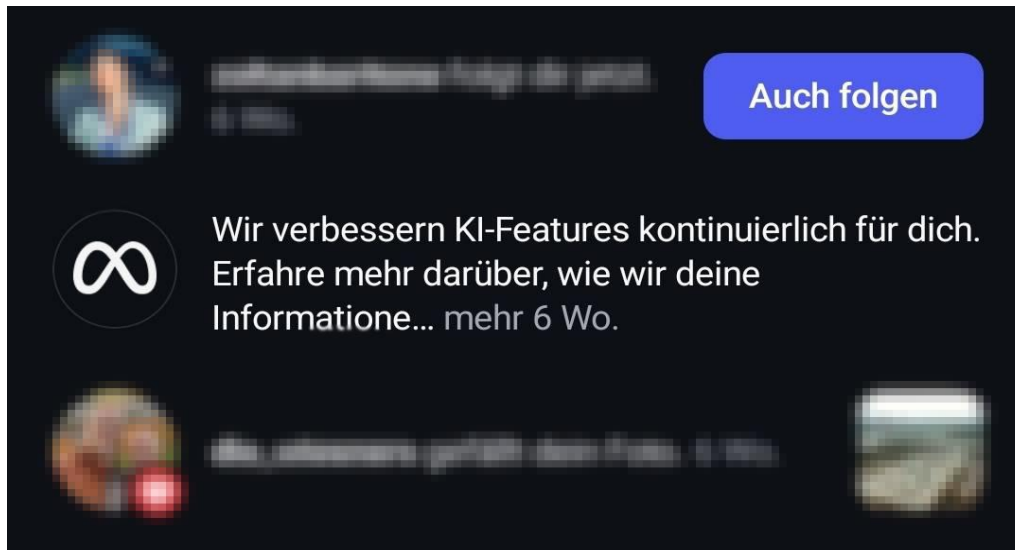
%-values, n=1000, basis: Use Facebook and/or Instagram at least. 1x/month or more according to question 0.

NOTIFICATION: INSTAGRAM

Meta primarily refers to the notification of users to argue that it has a '*legitimate interest*' under Article 6(1)(f) GDPR to use the data.

Therefore, users were asked whether they had noticed the specific information provided by Meta. On Instagram, this took the form of a notification in the app.

The notification was hidden in a stream containing hundreds of notifications informing users about things such as subscribing to another account or liking content on Instagram.

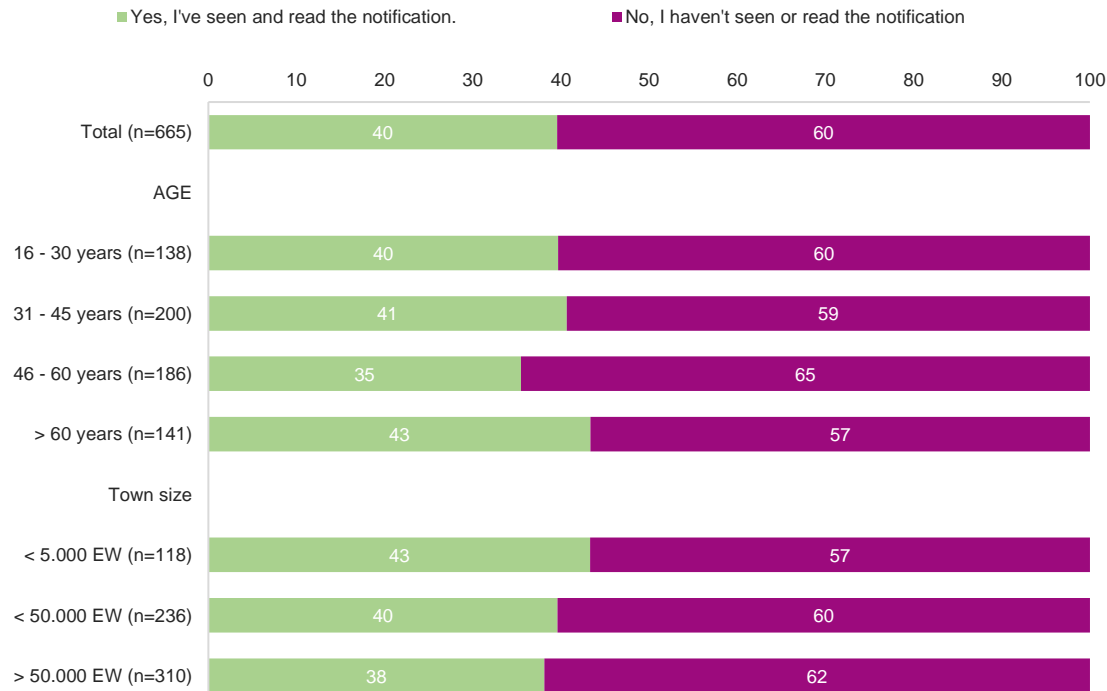


NOTIFICATION: INSTAGRAM

2. Do you remember this notification in the Instagram app?

60% of all Instagram users cannot remember the relevant notification in the Instagram app that Meta claims informed people about the use of their data for AI training purposes.

However, with only 27% unaware of AI training, Meta appears to be benefiting from media coverage and public debate.



%-values, n=665, basis: Use Instagram at least 1x/month or more according to question 0.

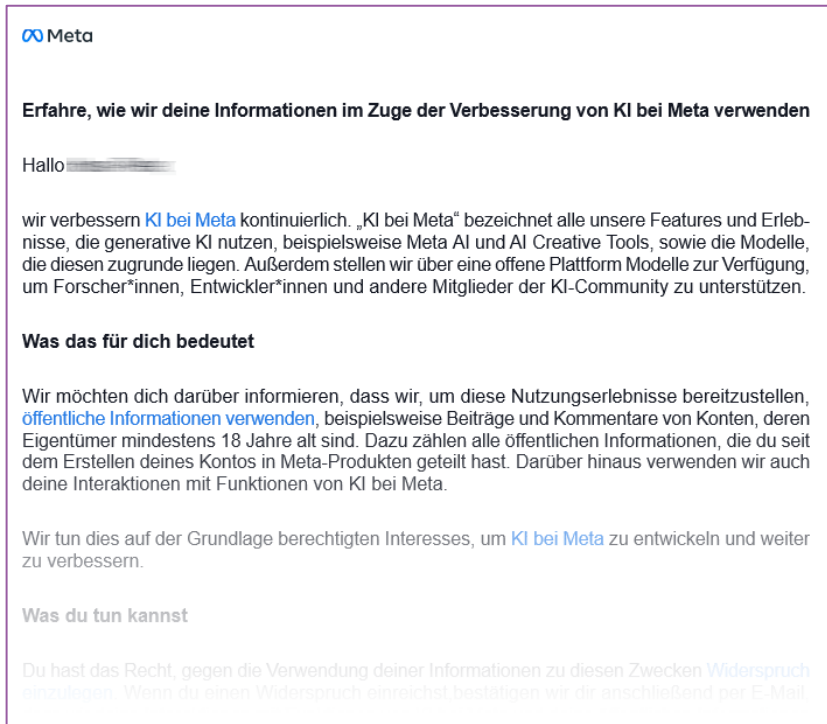
NOTIFICATION: FACEBOOK



Meta primarily refers to the notification of users to argue that it has a *'legitimate interest'* under Article 6(1)(f) GDPR to use the data.

Therefore, users were asked whether they had noticed the specific information provided by Meta. For Facebook, this took the form of an email to users.

Email clients typically only display the first few words of a subject line. Meta used the words *'Learn how we'll use your information as we improve AI at Meta'* for the subject line. It is therefore highly unlikely that many users would even open such an email.

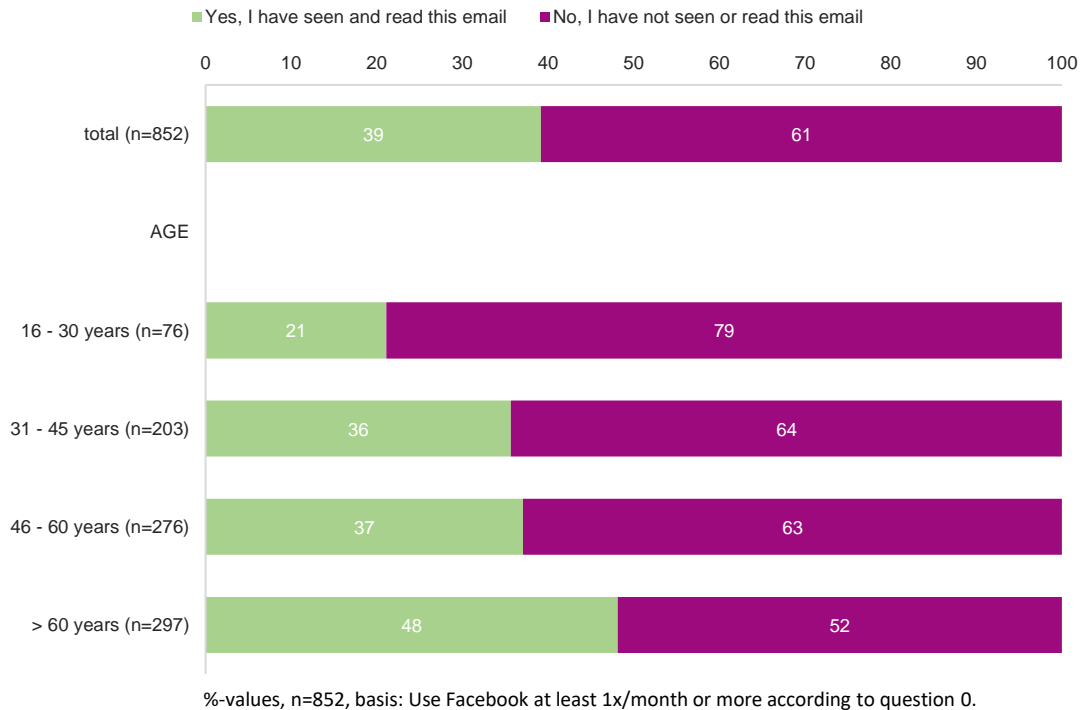


NOTIFICATION: FACEBOOK

3. Do you remember this email from Facebook?

61% of all Facebook users cannot remember the relevant email they received from Meta informing them that their data would be used for AI training purposes.

However, with only 27% unaware of AI training, Meta appears to be benefiting from media coverage and public debate.

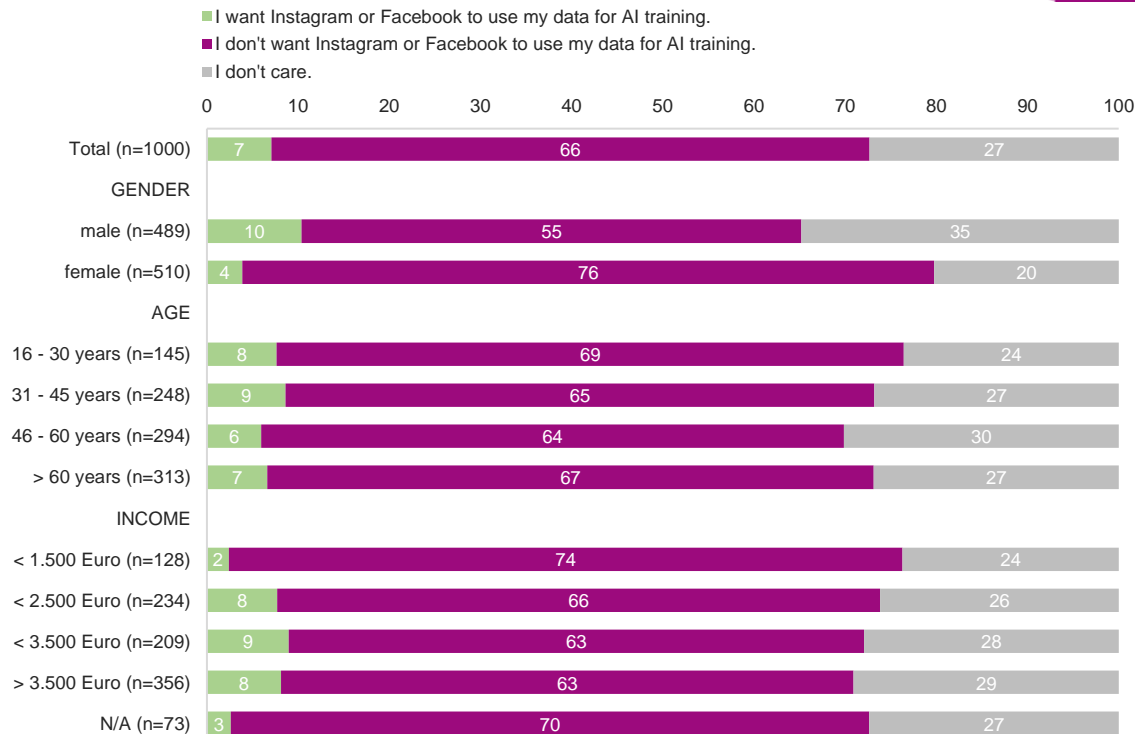


CONSENT TO THE USE OF DATA

4. What is your opinion on Instagram and Facebook using user data to train artificial intelligence?

Only 7% of users want their Instagram or Facebook data to be used for AI training purposes. Meanwhile, 66% actively say they do not want their data to be used for AI training.

Female participants were even clearer: only 4% said they want their data to be used for AI training, while 76% said they do not want that. Just 20% of female participants don't care.



%-values, n=1000, basis: Use Facebook and/or Instagram at least. 1x/month or more according to question 0.