

# **META AI TRAINING**

Study on the perspectives of those affected

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### RESEARCH DESIGN



Computer-assisted web interview in Gallup's own online panel, **METHOD** 'gallupforum' Persons in the German population, aged 16+ **POPULATION**  1000 cases **SAMPLE INVESTIGATION PERIOD** June 2025

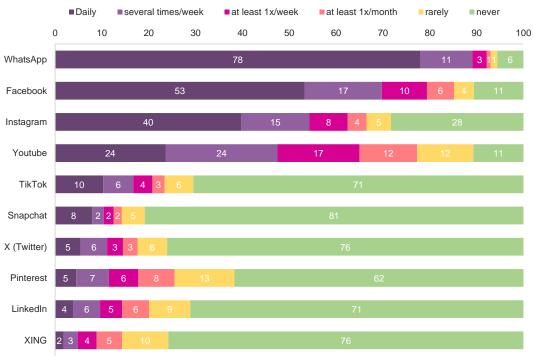
#### **USAGE BEHAVIOUR**



#### 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

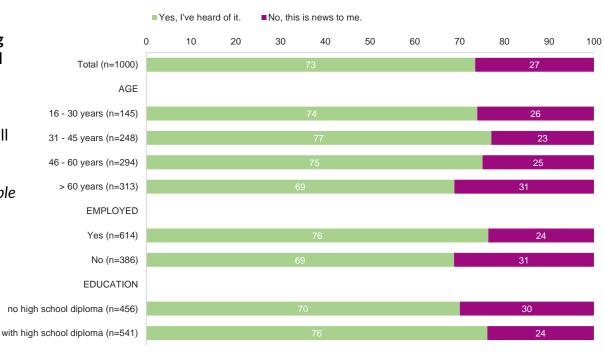
#### **AWARENESS: AI USAGE**



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 Al 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.

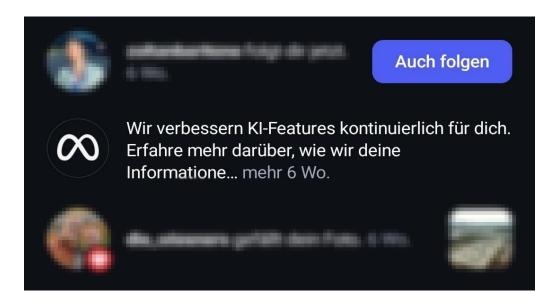
#### **NOTIFICATION: INSTAGRAM**



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.



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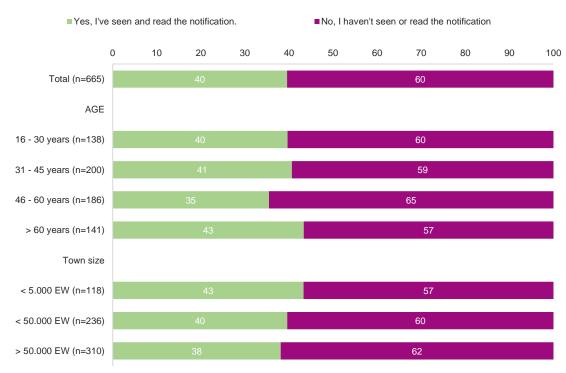
### **NOTIFICATION: INSTAGRAM**



## 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 Al training purposes.

However, with only 27% unaware of Al 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 Al at Meta' for the subject line. It is therefore highly unlikely that many users would even open such an email.

#### Meta

Erfahre, wie wir deine Informationen im Zuge der Verbesserung von KI bei Meta verwenden

Hallo

wir verbessern KI bei Meta kontinuierlich. "KI bei Meta" bezeichnet alle unsere Features und Erlebnisse, die generative KI nutzen, beispielsweise Meta AI und AI Creative Tools, sowie die Modelle, die diesen zugrunde liegen. Außerdem stellen wir über eine offene Plattform Modelle zur Verfügung, um Forscher\*innen, Entwickler\*innen und andere Mitglieder der KI-Community zu unterstützen.

#### Was das für dich bedeutet

Wir möchten dich darüber informieren, dass wir, um diese Nutzungserlebnisse bereitzustellen, öffentliche Informationen verwenden, beispielsweise Beiträge und Kommentare von Konten, deren Eigentümer mindestens 18 Jahre alt sind. Dazu zählen alle öffentlichen Informationen, die du seit dem Erstellen deines Kontos in Meta-Produkten geteilt hast. Darüber hinaus verwenden wir auch deine Interaktionen mit Funktionen von KI bei Meta.

Wir tun dies auf der Grundlage berechtigten Interesses, um KI bei Meta zu entwickeln und weiter zu verbessern.

Was du tun kannst

Du hast das Recht, gegen die Verwendung deiner Informationen zu diesen Zwecken Widerspruch einzullegen. Wenn du einen Widerspruch einzellegen wir dir anschließend ner F-Mail

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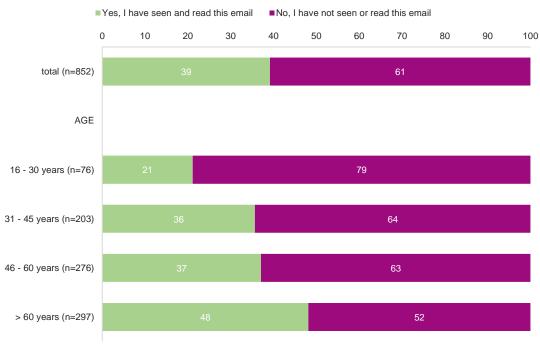
#### **NOTIFICATION: FACEBOOK**



#### 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 Al training purposes.

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



%-values, n=852, basis: Use Facebook at least 1x/month or more according to question 0.

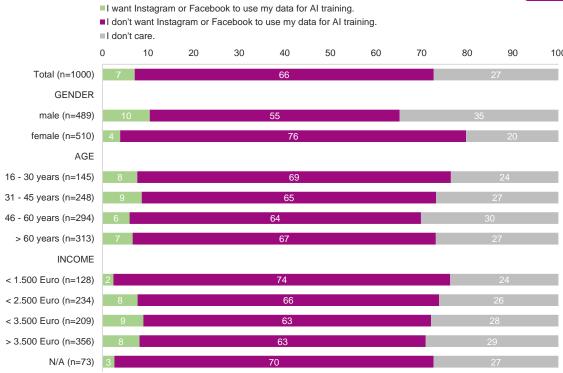
### **CONSENT TO THE USE OF DATA**



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 Al training purposes. Meanwhile, 66% actively say they do not want their data to be used for Al 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.

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