

Survey Basics

Salty distributed a survey on to its followers on Instagram and via newsletter. As a community for and by women, nonbinary people, and queer folx, the Salty's followers is heavily composed of these demographic groups. As such, the survey surfaced issues that are affecting these communities. The survey is not meant to be representative of all Instagram users.

One further caveat to keep in mind with the data is that we cannot see the full universe of posts or accounts that were flagged and reviewed, so we are not making directly causal claims. As with any survey data, the response rate to certain questions was somewhat patchy, so the data visualizations must keep in mind not just the total number of respondents, but the total number of respondents per question.

These findings have been collated by the Salty Algorithmic Investigation team on behalf of The Coalition for Digital Visibility.

