1. Instagram seems to see me as someone who likes sports, cars, and somebody named Rory McIlroy. I don’t like any of these and have never heard of the guy. But it does also include some topics that I do like, like video games and dogs.
2. I would expect Instagram to know more about my interests and things I’m not interested in, as I spend a lot of time on the app and specifically look for posts related to those interests. I’m not so much surprised at what they know, but surprised at what they think about me. A lot of the things they think I like are so far off the target I’d think they were blindfolded, like Brazilian music and golf.

5. Honestly, for Instagram specifically, I wouldn’t want to turn it off. A lot of the ads I do get on Instagram do fit my interests, so clearly something about the tracking is working.