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Exhibit I

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

IN RE: SOCIAL MEDIA) Case No. 4:22-MD-03047-YGR
ADOLESCENT ADDICTION/)
PERSONAL INJURY PRODUCTS) MDL No. 3047
LIABILITY LITIGATION)
_____)
THIS DOCUMENT RELATES TO)
ALL ACTIONS)

THURSDAY, JUNE 26, 2025

CONFIDENTIAL - ATTORNEYS' EYES ONLY -
PURSUANT TO PROTECTIVE ORDER

- - -

Remote Videotaped Deposition of LARS BACKSTROM, taken pursuant to notice and conducted at the offices of Covington & Burling, LLP, 3000 El Camino Real 5, Palo Alto Square, 10th Floor, Palo Alto, California, 94306, commencing at 2:05 p.m., PDT, on the above date, before Jennifer A. Dunn, Registered Merit Reporter, Certified Realtime Reporter, California (#14461), Illinois & Texas Certified Shorthand Reporter, and Missouri Certified Court Reporter.

Job No. MDLG 7444596

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1 indicator for how, you know, sort of broadly and
2 externally popular a piece of content was.

3 BY MR. OLSZEWSKI-JUBELIRER:

4 Q Meta uses data collected from users who are logged
5 into their accounts on Meta's platforms regardless of their
6 age to train its machine learning models?

7 MR. CHAPUT: Object to the form.

8 THE WITNESS: In general, to provide sort of
9 personalized recommendations in ranking, we're using
10 the data from the sort of viewer to both inform
11 retrieval, you know, at the simplest level, have to use
12 data things like which friends a user has or which
13 pages they follow.

14 And then, you know, further using other data
15 to do liking and recommendations sort of quality.

16 BY MR. OLSZEWSKI-JUBELIRER:

17 Q For example, Meta uses user data of teen users to
18 train its machine learning models, right?

19 MR. CHAPUT: Object to the form.

20 THE WITNESS: Yes. The team experience is
21 personalized similarly to other users.

22 BY MR. OLSZEWSKI-JUBELIRER:

23 Q And there was a period of time before which
24 Instagram did not require users to enter a birthdate; is
25 that right?

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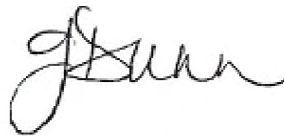
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CERTIFICATE

I, Jennifer A. Dunn, Certified Realtime Reporter, Registered Merit Reporter, California Certified Shorthand Reporter #14461, do hereby certify that prior to the commencement of the examination, LARS BACKSTROM, was duly remotely sworn by me to testify to the truth, the whole truth and nothing but the truth.

I DO FURTHER CERTIFY that the foregoing is a verbatim transcript of the testimony as taken stenographically by me at the time, place and on the date hereinbefore set forth via Remote Zoom Teleconference Technology.

I DO FURTHER CERTIFY that I am neither a relative nor employee nor attorney nor counsel of any of the parties to this action, and that I am neither a relative nor employee of such attorney or counsel, and that I am not financially interested in the action.



Certified Realtime Reporter

Registered Merit Reporter

CA Certified Shorthand Reporter #14461

Dated: June 26, 2025