

AMENDED Exhibit 1028

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native



YouTube Wellbeing Vision

Double Rainbow | A Vision of Digital Wellbeing at YouTube
go/doublerainbow

Visioning Team



Core Team

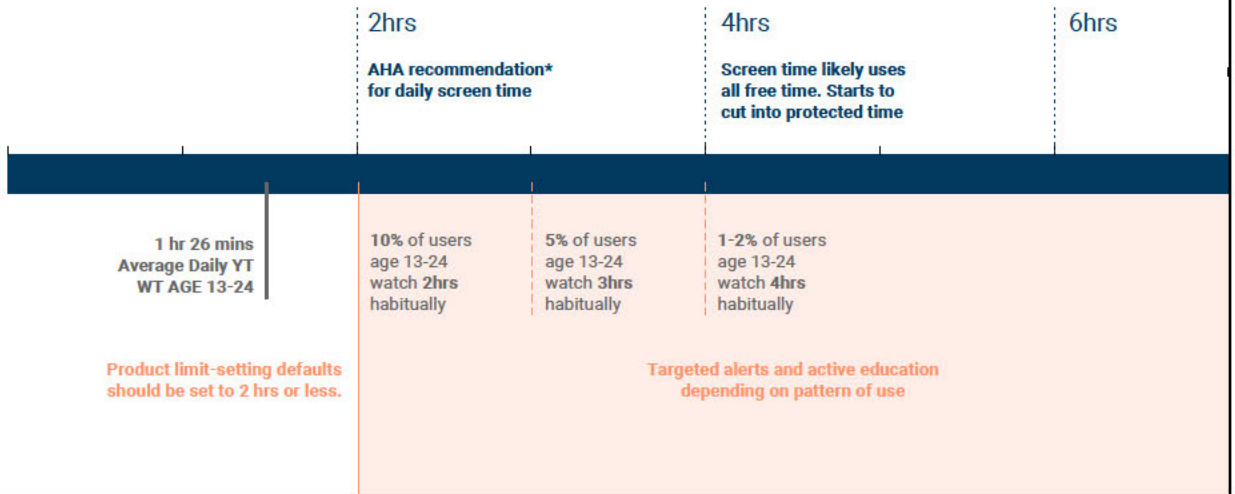


Extended Team



Appendix

To make product that addresses heavy habitual on the platform we must consider both expert recommendations as well as user perception (survey).



Alerts and active education will be targeted to the users with behaviors that predict heavy habitual perception. It likely will be in this range. [See "Heavy Use Metric" work.](#)

Why 2 hrs:

AHA scientific positioning based on 185 studies and sources.

<https://docs.google.com>

Other insights:

- _ Dose dependent, the more watch time, the more effects
- _ Preventative care is more effective intervention. For Youth, start early.

Estimated 69M Teens on YouTube

Estimated 390M Young Adults on YouTube

Habitually = 4 or more days a week on the week we surveyed

** Global. Computed based on sample of signed in users April 2018:

<https://docs.google.com>

4 hr 45 min

Average 18+ TV usage, US

