

AMENDED Exhibit 241

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

Message

From: [REDACTED] (Google Docs) [comments-noreply@docs.google.com]
Sent: 9/28/2021 7:28:06 PM
To: [REDACTED]
Subject: IGY overall - We should also call out well-being ch...

[REDACTED] replied to a comment in the following document

 IGY overall

Content policies for different age cohorts within teens.



[REDACTED]
We should also call out well-being challenges:
i.e. content on IG triggering negative emotions among tweens and impacting their
mental well-being (and) our ranking algorithms taking into negative spirals &
feedback loops that are hard to exit from.



New

Additionally this is probably both a policy issue and a 'content issue'.

By content issue I mean

1. decreasing PMF (bullet pointed below)
- but also 2. content safety (likely less of an issue than with Tweens... but we have
seen for Youth on FB that prevalence of harm is higher for genpop and I'm
expecting that we will see similar on IG when we get preliminary cuts in the near
future)
3. wellbeing/age appropriate/'nutritious content' (to [REDACTED]'s point above)

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