

AMENDED Exhibit 345

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

Meta-Kilstein-35

12/17/2024

Jenny L. Griffin, CSR

Metric	Private First (recommended)	Public First	QP	Private By Default
Overall DAP	-0.55%	-0.43%	NSS	-2.20%
Overall Sessions	-0.50%	-0.55%	NSS	-1.90%
Overall Time Spent	-0.49%	-0.59%	NSS	-1.90%
Overall Feed Impressions	-0.54%	-0.72%	NSS	-2.30%
Overall Story Impressions	0%	0%	NSS	-1.70%
Overall Feed Production	-2.10%	-1.49%	NSS	-4.40%
Overall Story Production	-1.10%	-1.79%	NSS	-2.60%
Inbound Follows	-8.40%	-6.90%	-2.10%	-15.80%
% in Private Accounts after 7D (12% for control)	42%	39%	16%	61%
Awareness of which account they're in	+14pp	+14pp	+3pp	Not Tested