

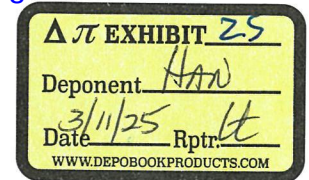
Exhibit 509

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



Rabbit Holes --> No doubt about it; it will happen

- * You can burn a half hour very easily; find yourself in a very bizarre mode (part of the psychological wellness) --> trying to figure out how to incentivize this while also acknowledging business goals
- * Recognizing where we see more controversial content -- how do we increase pumping in more content (like that) --> quantify how effective they are (how long do they stay on?)
- * Putting in more ads --> to hit friction
- * Labels that TikTok currently uses
- * Ability for users to self curate their feed (easier than it sounds than reality)
 - Frequency of disturbing content that comes up a lot for them --> freedom for them to not see something very disturbing
 - People are filming all horrible things happening and getting in everyone's feed on a daily basis
 - Body image issues: The more people see one type of message, the more it normalizes the message (the more we increase the diversity of someone feed) -- how do we give equal weight to diverse perspectives and viewpoints
 - Real contagion effect to some violence --> suicidal ideation and behavior and the way that it is talked about on the platform (chatsafe guidelines --> talk responsibly online about suicide/self-harm); to what extent can there be self curation of our own feed
 - Label content with sentiment (how does this make you feel)? How do we promote more positive experiences?
 - Diversity of content --> one that we oftentimes we are celebrated by more diverse or discovery of diverse content (content has an opportunity to succeed) --> certainly the ones that are most popular (we are looking into if people can opt in by certain categories) --> starting with this based on educational content (few learnings from this but is in development)
 - Bikinis --> they dont want to see this content anymore
 - Freedom of expression --> how do we ensure we maintain our neutrality as well as the safety of our users
- * Prompt the user
- How are you feeling right now
- * [REDACTED] observations

- Similar everybody looks -- certain face and bodytalk (uniformity of appearances)
- Obvious and not obvious impact: Not just that it's traumatic content --> but it is also the performativity (unsettling); something so staged about it
 - Performativity --> Performative
 - This person is learning how to deal with grief
- Diversity
- Rabbit hole effect --> Like the idea of interventions of any kind (mindfulness, how are you feeling, distracting or innocuous cartoon) --> automatic trigger; seems necessary -- automated limit? Maybe some interruption

DOCUMENT METADATA

Bates Number: TIKTOK3047MDL-004-00144763-TIKTOK3047MDL-004-00144764

BEGATTACH: TIKTOK3047MDL-004-00144763

ENDATTACH: TIKTOK3047MDL-004-00144764

Attachment Count: 0

PRODVOL: TIKTOK3047MDL-004

Custodian: ERIC HAN

File Path: /ITEMS

Confidentiality Designation: CONFIDENTIAL

HASHVALUE: 1C945313A1A47D4A588EEE233A74B0E5

DocType: E-DOC

Author: ERIC HAN

Create Date: 4/28/2020 12:05 PM

Last Modified Date: 4/28/2020 12:18 PM

LAST MODIFIED BY:

TRACK CHANGES:

COMMENTS:

HASHIDDENATA:

Filename: UNTITLED-DOCCNIJJRZC5MV8OVXOAQLLUM4C.DOCX

Title:

DOCEXT:

Email From:

Email To:

Email CC:

Email BCC:

Received Date:

Sent Date:

TIMEZONE:

Subject:

Case 4:22-md-03047-YGR Document 2875-60 Filed 03/25/26 Page 5 of 5

THREADID:

REDACTIONS:

REDACTION TYPE: