

## **AMENDED Exhibit 511**

# **PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT**

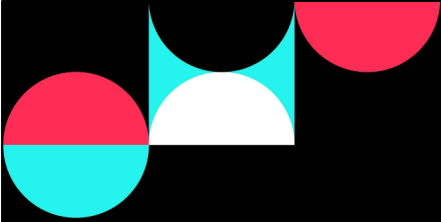
Case No.: 4:22-md-03047-YGR

MDL No. 3047

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

## Document Produced As Native



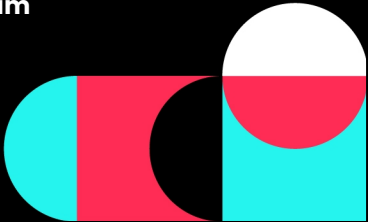


# Dispersion Working Group

Cheryl Lim, Faith Yeo, Titus Seah, Ryn Linthicum

Feb 2023

**TikTok** For Business





# Outline

**Problem Statement and Methodology**

**Dispersion Principles**

**Proposed SOP**

**Metrics**

**Next Steps**

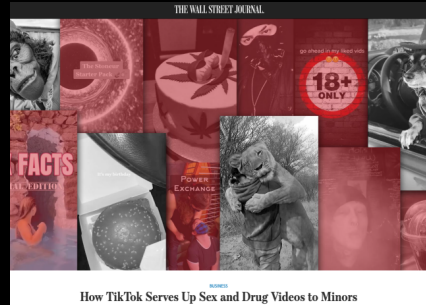
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**THE WALL STREET JOURNAL.**

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## 'The Corpse Bride Diet': How TikTok Inundates Teens With Eating-Disorder Videos

# Filter Bubbles



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# Inside TikTok's Algorithm: A WSJ Video Investigation

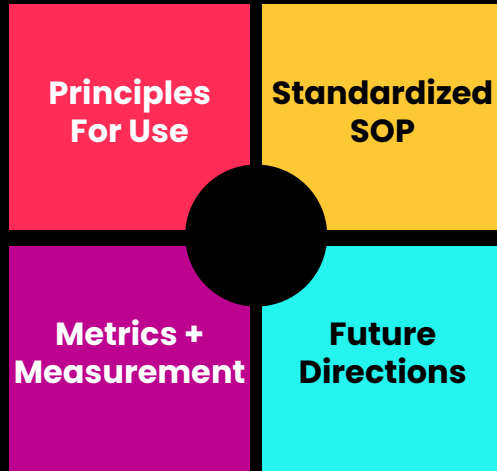
The Journal created automated accounts that watched thousands of videos to uncover how the social media network knows you so well.

First Article: July

Latest Article: December

## How to address?

# Key Areas of Focus



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US launch for negative affect - today!



## Initial Data Gathering

7 qualitative interviews with issue policy managers, feature policy/product managers, and product feed quality managers previously involved in dispersion projects

Key Findings:

- **Important to establish clear SOPs and issue policy's role in the process**
  - Lack of clarity on the steps, teams that should be involved, and the R&Rs, which made workload prioritization difficult
  - Significant resourcing required for labelling content
  - Sign offs at multiple steps, and growing list of people for sign offs, which delayed the process

Cheryl, Faith, Ryn to summarize - lean on data



## Initial Data Gathering

Key Findings:

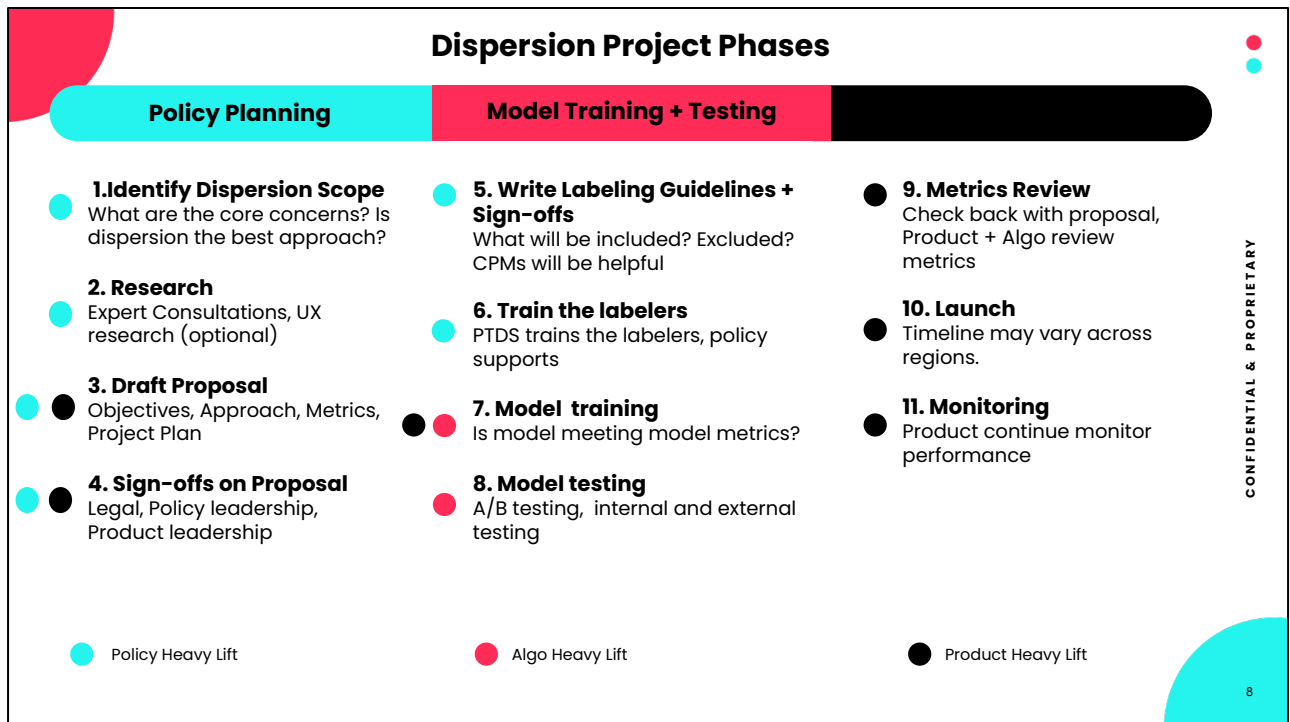
- **Important to establish clearly the harms and monitor impact**
  - Given nature of past dispersion projects (high priority due to WSJ article), there was not always the time for detailed research to ascertain:
    - What are the actual harms of the content?
    - Is there actually a filter bubble for the identified content of concern?
  - Post-implementation monitoring structure not clearly established

Cheryl, Faith, Ryn to summarize - lean on data

|                                       | Proposed Use Case<br>[Highest to lowest priority]                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                        | Does not pose severe enough harm or risk when presented individually to control with policy, but does demonstrate an increased level of harm or risk when presented in an aggregated or repetitive manner |
|                                                                                                                        | Poses sufficient harm to decrease visibility on FYF (including content that is popular or culturally normative, yet demonstrably harmful).                                                                |
|                                                                                                                        | Shows evidence of trapping individual users in "filter bubbles" limiting the diversity of content recommended to an individual user to repeated themes                                                    |
|                                                                                                                        | Beneficial to rate-limit for other business reasons or editorial considerations                                                                                                                           |
| [Features] limits non-relevant search results or content aggregation, or potential for search results to increase harm |                                                                                                                                                                                                           |

(e.g., trust in product, media escalations, community experience) - note that for this circumstance, special attention and care **MUST** be given to ensure that there is no disparate impact on historically marginalized populations or protected groups.

Main Q - does this feel right for prioritization and alignment?



- Product and Policy should be aligned on the proposal objectives and metrics [Step 3]
- For each issue, what is the density that we define as a bubble? 20-30%, and thereafter define how many filter bubbles in system. [Step 3]
- Filter bubble DAU in system should be lower than X% (proportion can be discussed). Once it hits that X%, then we can move the project/model to maintenance. [Step 8 and 11]
- Negative affect - did internal then external accounts (leadership request). Product suggests both steps work in parallel instead, with policy support on training and reviewing filter bubble acct.
- Filter bubble needs to be identified in step 1 before proceeding
- Product propose for step 3, product can take lead to draft with policy input; sign offs, policy does policy sign offs and Product does legal sign off

## SOP – Discussion Questions

### Proposed RACI

1. Is the proposed RACI in previous slide in line with Issue Policy priorities?

2. Is there alignment with Product and Algo on the proposed RACI?

### Sign-offs

1. How can we ensure the sign off requirements and processes are streamlined?

| Document                                                                         | Proposed sign offs                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Dispersion proposal<br>- Objectives<br>- Approach<br>- Metrics<br>- Project Plan | <ul style="list-style-type: none"> <li>Issue Policy: GIPL of relevant issue vertical(s), relevant Issue Family Head(s), Global Issue Policy Lead</li> <li>Feature Policy (if applicable): Global Feature Policy Lead</li> <li>Country Policy: Global Country Policy Lead*</li> <li>Feed Quality: Product Feed Quality Lead</li> <li><u>Final sign-off</u>: Global Product Policy Lead</li> </ul> <p>*Relevant CPM Regional Lead(s) for regional proposals</p> |
| Labelling guidelines                                                             | <ul style="list-style-type: none"> <li>Issue Policy: Relevant Issue Family Head and GIPL</li> <li>Country Policy: Relevant CPM Regional Lead(s)</li> <li>Legal</li> </ul>                                                                                                                                                                                                                                                                                     |
| Launch plan                                                                      | Sign off from Issue Policy and Product Feed Quality leadership <u>only if</u> there are changes from what was signed off in the initial dispersion proposal                                                                                                                                                                                                                                                                                                   |

### Specific questions:

- Whether product and issue policy should co-drive drafting the proposal and obtaining leadership sign-offs on the proposal
- Who should sign-off on the proposal at each stage - i.e. proposal, labelling guidelines, launch plan - is what we proposed ok?
- Who should monitor post-launch performance? Product Feed Quality Manager?

How does T&S policy overall value dispersion projects, is it a priority for issue policy, based on the harms? If DAU penetration is low, then relevant teams need to value the overall project scope and the long-term value.

Case review for drafting the labelling guidelines -requires resources, more communication with product and algo.

Edge cases clarifications - requires policy bandwidth. Product will lead, but responses for policy edge cases would need policy input.

Weekly basis for labelling stage; Monthly basis for monitoring stage



**Goal:** To reduce WW the % of users that are exposed to <YY issue> filter bubble (XX% density), from XX% to XX% (i.e. decrease of XX%).

*E.g. To reduce WW the % of users that are exposed to Borderline Toxicity filter bubble (25% density), from 7% to 4% (a decrease of 3 percentage points).*

## Metrics and Measurement

Proposed Key Metrics to Track / Launch

### Harm metrics

1. **Bubble density:** Density of a content type, for it to be considered risky
2. **Prevalence:** # users exposed to filter bubble

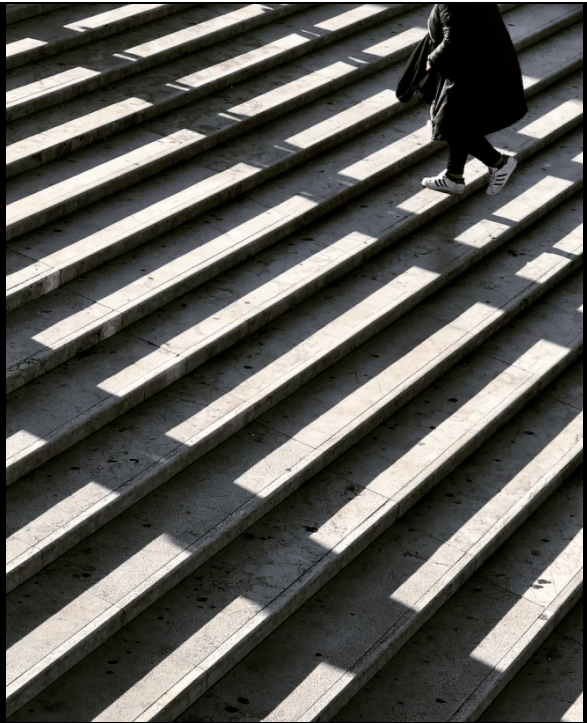
### Performance metrics

1. Model quality (recall, vv impact, precision)
2. Labeling quality/efficiency (# hours, accuracy)
3. Stay duration loss (%)
4. Overall badness (i.e. whether the replaced content is also risky)

Titus update

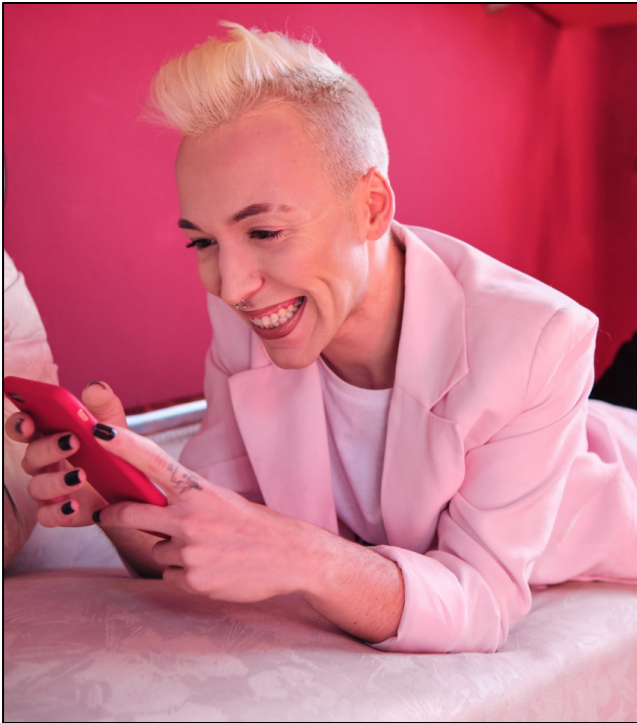
## Next Steps

1. **SOP Review and Comments**
2. **SOP Alignment with XFN**
3. **SOP Alignment with Leads**
4. **Finalized RACI and test documents**
5. **Test SOP use in dispersion projecte**
6. **Future Iterations**
7. **Finalized SOP + Resource Library**



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Will send out documents after this meeting for review, including proposed templates to work through



## Proposed Topics: Next areas for 2023

- Mental (+Physical?) Health:  
Symptoms, diagnosis, and advice
- Conspiracy Theories
- Misleading Financial + Legal  
Advice
- Borderline VE and Hate content  
[including EDSA]
- [Others pending further  
conversation]

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RYN TO UPDATE



## DOCUMENT METADATA

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