

AMENDED Exhibit 54

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

Everyone on Facebook HS edition

Goal

Learn whether school blasts can tip schools from inactive to active via network effects and incrementally increase teen MAP in those schools.

Approach

What does success look like?

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

How will we measure success?

- [REDACTED]

Test variants

- EF campaign only (to production)
- EF campaign && presence && privacy change && T2T PYMK && parent demotion (or other feed test?)

Sizing

- #todo

Schools

- Finding engaged schools using school data <https://fb.quip.com/NnoJAjYFoARd>
- How many schools?









