

AMENDED Exhibit 541

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

Michael Beckerman 2020-03-02 23:56:32

hi. thanks for your help. this is my "real" internal lark.

Jordan Furlong 2020-03-02 23:57:21

No problem. Got it!

Jordan Furlong 2021-08-30 18:37:43

Hey Michael I hope all is well. I just got looped into helping with this document and heard from [REDACTED] that you were working on the wellbeing sections. What do you think of more closely aligning it with the wellbeing doc that I presented 2 weeks ago? I'm happy to do that

[REDACTED]

Michael Beckerman 2021-08-30 18:43:51

that would be great and very helpful.

TikTok-Furlong

5

4/11/2025 - MOP

Michael Beckerman 2021-08-30 18:44:11

but want to talk about which items should be priority to narrow the scope?

Michael Beckerman 2021-08-30 18:45:24

I think some of the items are higher impact and probably should be the short term priority to have the most impact.

Jordan Furlong 2021-08-30 18:45:53

Title:

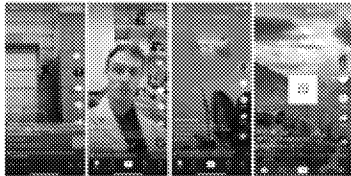
Text:

Yep. Specifically would like to better understand these since I hadn't seen them yet

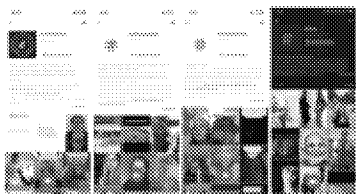


Digital Wellbeing

1. **TikTok Video Notice Tag:** A gray info bar at the bottom of the video to provide users with more context or prevent users from potential harm. As an example, with spread of COVID misinformation on social platforms, we added the notice tag to all COVID-related videos to guide users to seek accurate information from credible sources. When clicking on this tag, users will be re-directed to the COVID-19 HS FAQ page in order to ensure that users are informed with the latest information and to help prevent the spread of inaccurate information.



2. **Harassment PSA:** A description added in Harassment detail page in some safety scenarios to better remind user with more context or protect them from being harmed. After George Floyd's incident in May 2020, graphic videos depicting users keeping a knife on the neck of a friend appeared under the #GeorgeFloydChallenge hashtag page. We added the PSA in an effort to educate users about our hateful speech and harassment community guidelines in order to allow for freedom of expression without condoning dangerous behaviors.



3. **Trusted-based information Multi-to Safety Center:** A single destination where users can get comprehensive information about TikTok tools, resources and efforts on issues like anti-bullying, sound-off, election integrity, suicide & self-harm and well-being, with the goal of ensuring a positive experience for users and enabling them to seek help.

Jordan Furlong 2021-08-30 18:46:19

Oh whoops

Jordan Furlong 2021-08-30 18:46:35

1	Reduce harassment	Provide confidential network, such as online and telephone hotlines to facilitate the disclosure of abuse by third victims of sexual abuse, provide service for victims to seek advice or help regarding self-generated sexually explicit content, divided on Google inquiry from Lila (2020)
2	Improve ad controls	Address users' greater visibility and ability to filter particular advertisements and make it easy to provide feedback on the types of ads being shown, Amazon and Twitter do this well, giving users the ability to click to say something they are not interested in a certain type of ad
3	Improve mental health	Family pairing isn't useful. The issue with which teams can turn it off, seen over parental objection, largely renders the family pairing function useless. Too much time spent in app is harmful for young users. According to a study, 8-12 of kids use 2 hrs of entertainment screen media/day and teens use 7 hrs/day. This usage correlates with negative mental effects like loss of attentional skills, memory formation, contextual thinking, conversational depth, empathy, and anxiety. Well being playbooks: Explore developing positivity and meditation features on TikTok (i.e. playbooks to make you feel good, etc.) Friendly Nudge: Explore proactively dealing based on unhealthy behavior (i.e. sending check-up DMs to user searching high risk content) Address screen addiction in 1216. Set daily default time on app to one hour for 1216, leaving ability for users to adjust. For those who override the default settings, every 15 minutes show on-app videos or pop up screens reminding kids to take a break. Newsletters or breathers, videos when watch too many videos. This demonstration that we put kids' health above revenue. As of August, on YouTube, autoplay will be off by default for kids under 18, and it's turning on break reminders. YouTube kids is getting a new autoplay option, but it'll also be off by default. Improve adoption of family pairing. Remove features that allow kids to easily disconnect the family pairing.

Jordan Furlong 2021-08-30 18:46:57

TTfG Review

Jordan Furlong 2021-08-30 18:47:15

Sorry for short notice - I just heard about it this morning and apparently Sean Kim wants a draft done EOD

 Michael Beckerman

Jordan Furlong 2021-09-15 18:12:46

Hey Michael. Who's the best person on your team to review new feature ideas with?

Michael Beckerman 2021-09-15 18:30:39

What kind? [REDACTED] generally best go to and can loop in others as needed.

Jordan Furlong 2021-09-15 18:31:15

Jordan Furlong 2021-09-15 18:31:38

Okay great. I just wanted a point person so I'll plan to reach out to him going forward

 Michael Beckerman

Jordan Furlong 2021-10-26 19:15:47

Great job this morning! That did not look easy. I think you came off better positioned and poised than the other two

 Michael Beckerman

Michael Beckerman 2021-11-23 14:49:08

hi. so on the non-personalized feed - what would that look like in app? something you need to turn on to replace FYF? or there would be 3 options to swipe to - following - fyf - no alog/non personalized?

Jordan Furlong 2021-11-23 14:49:59

Jordan Furlong 2021-11-23 14:50:12

This is still very early stages but you can see the direction we're headed there

Michael Beckerman 2021-11-23 14:51:10

when do you think we'd be able to announce it or roll it out?

We considered an entry point on FYF but didn't think it was appropriate because we expect the audience of the feature to be quite small

Jordan Furlong 2021-11-23 14:51:41

My estimate is January. Still need to finalize Eng bandwidth and effort

 Michael Beckerman

Michael Beckerman 2021-11-23 14:56:41

made a few comments on language used in the memo. need to be careful on how this is characterized.

 Jordan Furlong

Michael Beckerman 2021-11-23 14:57:11

fair to say that the non-personalized feed would be a sort of "greatest hits" with only the most popular content that has gone through the highest levels of moderation?

Jordan Furlong 2021-11-23 14:58:45

Yep. That's what the "filtering criteria" is getting at in the user interaction section. We're open to input on that we well

Michael Beckerman 2021-11-23 15:01:45

great. we should consider the people that would opt into this wanting to see a "best of" feed that's suitable for all audiences. Perhaps consider adding this to family pairing too so parents can opt into a non-personalized feed for their teens too.

Michael Beckerman 2021-11-23 15:02:20

Jordan Furlong 2021-11-23 15:04:22

Exactly our thoughts. [REDACTED] suggested family pairing as well. I think that will definitely come but may just be a phase 2 so we can get the core functionality out faster

 Michael Beckerman

Michael Beckerman 2021-11-23 17:54:48

we should also have a deeper convo on this. I don't think the reset vs the non-personalized is an either or choice. they're different and will likely need both. talk to [REDACTED] about it.

Jordan Furlong 2021-11-23 18:02:56

Agreed we can do both, just want to be wary of how much of a value add that would be vs. prioritizing other screen time or algo features

DOCUMENT METADATA

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ENDATTACH: TIKTOK3047MDL-153-LARK-07389186

Attachment Count: 18

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Custodian: FURLONG, JORDAN

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Sent Date: 12/31/9999 7:00 PM

TIMEZONE:

Subject:

Case 4:22-md-03047-YGR

Document 2877-6

Filed 03/25/26

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THREADID:

REDACTIONS:

REDACTION TYPE:

[[HYPERLINK](#)]

[THUMBSUP] 2022-02-28 20:16:39

Commented [2]: *Slightly dated due to updates

1. **Safety** = safety by design; recognizing harms and maintaining safety (core T&S responsibility, *mostly* addressed by other T&S teams)
2. **Agency** = the capacity of individuals to act independently and to make their own free choices (current focus)
3. **Belonging** = facilitate meaningful interactions and relationships between TikTok users (long term goal)

(See Defining section [HYPERLINK
[REDACTED]
[REDACTED] for more context)

What have we built?

- * Year Start: We have built some important foundational features, but there is a lot of room for them to grow. We are also behind our competitors in terms of standard functionality ([HYPERLINK [REDACTED])).
- * Year End: We now provide an industry competitive offering grounded in user agency, with expectations of leading our peers with the rollout of these last few features. This delivers on our core targeted use cases of daily limits, not losing track of time, reducing night time usage, and proactive minor protections.

Feature	[HYPERLINK	[HYPE RLIN	[HYP ERLI	[HYP ERLI	[HYP ERLI	Weekly Screen Time Updates	Daily Screen Time Limit	Restricted Mode	Family Pairing	Take a Break Videos
	[REDACTED]									
Details	WIP	WIP	WIP	[HYP ERLI	link	link	[HYPE RLINK			

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D A U	*A/B testing	*A/B testi ng	*A/B testi ng	~25 m WA U	1.8 m / .25 %	5.3m / .75%	3.5m / .5%	1.1 m / .15 %	658k / .09%	28m / 4%
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2022 Impact Snapshot

Success Metric	2022 Changes
User awareness	68m/9.4% unique users have visited the revamped Screen Time page (formerly Digital Wellbeing)
User adoption	Total STM DAU: 1.2m --> 19.2m/2.2% (+16x) (Douyin = 4% DAU) * Daily screen time limit: 1.2m --> 7.7m (+6.4x) ◦ +3.4x increase in L12 usage one month after launching [HYPERLINK [REDACTED] * Screen time breaks: 0 --> 5.7m (June launch) * Weekly screen time updates: 0 --> 5.8m (June launch)
External awareness / trust	"From June 9 - 12, we've seen 1,991 mentions on social media in relation to TikTok's screen time & well-being announcement, amassing 3,846 engagements and reaching 102 million people across the globe." [HYPERLINK

- Commented [3]: [REDACTED] Here's a high level data snapshot for our screen time management releases over the past year
- Commented [4]: @Jordan Furlongthank you - what are the dates for these figures and is this globally?
- Commented [5]: [REDACTED] Dates are over this past year and yes they are globally launched



* *For comparison, this is a similar amount of coverage that TikTok LIVE subscription and Effect House had combined

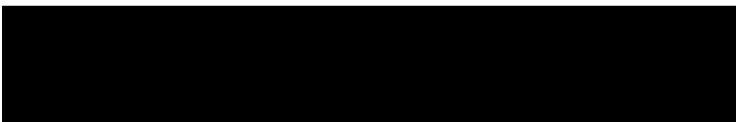
**Success defined as mindfulness and reduction in screen time. Screen time impact analysis still in progress.*

FAQ

- * Impact to core metrics?
 - o On feature basis, only very slight downtick in stay duration within acceptable range
 - o Acceptable range ~=5% for minors and extreme usage
- * What end state/benchmark are we targeting?
 - o Roughly benchmarked to Douyin as they have made much more progress
- * How does this align with the minor safety charter?
 - o We've always prioritized minors but need to update plan
- * What do we do now?
 - o With all these new touch points with our users, can better understand target audience for wellbeing features
 - o Feature retention analysis and enhancement
 - o Hard-lined restrictions? Other problem areas?

References

- * [HYPERLINK
- * [HYPERLINK
- * [HYPERLINK



\h] (WIP)

What problems are we solving?

1. Safety

User safety is at the [HYPERLINK

[REDACTED] of wellbeing and this is a core responsibility of the broader TnS organization, yet there are still important opportunities that this initiative is obligated to invest in. A recently conducted [HYPERLINK [REDACTED] and follow on [HYPERLINK [REDACTED]

has provided clear improvements that takes into account different key markets ([HYPERLINK [REDACTED] HYPERLINK "https://www.ofcom.org.uk/__data/assets/pdf_file/0025/217825/children-and-parents-media-use-and-attitudes-report-2020-21.pdf" \h]):

Problem Area

Content: Respondents' primary concerns about TikTok centered on its content.

Solution

- * Restricted Mode (enhancements planned)
- * [HYPERLINK [REDACTED] (in progress)

Commented [6]: I think attaching metrics where possible would help anchor these solutions to their intended outcome
Jordan Furlong : [THUMBSUP] 2022-07-06 01:36:14

Data Privacy: Many respondents were also concerned about the safety of their teens' personal information.

- * Family Pairing (enhancements planned)
- * Privacy by Default:[TikTok_Privacy & Safety Under 18.pdf]

Wellbeing: Many respondents were concerned that TikTok negatively affected their teens' well-being.

- * Screen Time Management (enhancements planned)
- * Algorithm Management

Awareness: Parents have insufficient knowledge of existing protections

- * Improve feature visibility in product experience
- * Work with MKT/Comms to spread awareness

2. Agency

Agency is the capacity of individuals to act independently and to make their own free choices. We know that user agency is very limited on TikTok due to the problems we see related to addictive behavior and algorithm distrust. Investing in user agency is critical to

helping our users effectively manage their quantity and quality of time spent on TikTok so that it is a healthy and sustainable experience in the long run.

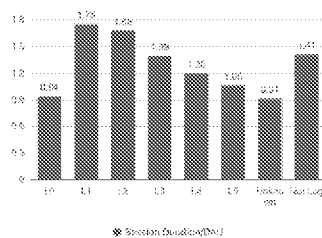
Screen Time Management

We have learned from [HYPERLINK

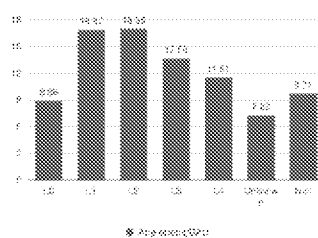
[REDACTED] that our users' biggest usage deterrent is that they think the platform is addictive, but this problem is also validated from various other sources. An internal study indicates that 50% of inactive TikTok users cited time management as an issue, 24% reported too many notifications, and 23% reported too much time spent on TikTok ([HYPERLINK

[REDACTED] We also see many app store reviews that echo the following sentiment, "Do not download this app unless you're able to spent at least two hours a day on it. It's addicting!". This compulsive usage correlates with a slew of negative mental effects like loss of analytical skills, memory formation, contextual thinking, conversational depth, empathy, and increased anxiety ([HYPERLINK "https://www.pewresearch.org/internet/2018/04/17/the-future-of-well-being-in-a-tech-saturated-world/" \h]). Various similar studies to Pew's also conclude that compulsive usage interferes with essential personal responsibilities like sufficient sleep, work/school responsibilities, and connecting with loved ones ([HYPERLINK "https://europepmc.org/article/PMC/5380441" \h]).

Session Duration in Hrs per day/DAU



App Open per day per DAU by Age Group



Source: [HYPERLINK [REDACTED]

Algorithm Management

While many of our users are happy with the personalized experience they get on TikTok, many have expressed concerns related to content quality, repetitiveness, echo chambers, rabbit holes, and more ([HYPERLINK

[REDACTED]. Regulators echo these concerns by saying our algorithm is a black box that supports an "attention seeking" business model and can lead to harm by amplifying sensational content ([HYPERLINK [REDACTED]

These concerns pose a great opportunity for us to invest in algorithm management as a way to build transparency, put controls in the hands of our users, and ultimately increase user agency on TikTok.

Research

- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]

Action Plan: See [HYPERLINK [REDACTED]

3. Belonging

Harvard's almost 80 year old [HYPERLINK

"https://news.harvard.edu/gazette/story/2017/04/over-nearly-80-years-harvard-study-has-been-showing-how-to-live-a-healthy-and-happy-life/" \h] is one of the world's longest studies of adult life and reports that strong relationships is one of the most important indicators of health and happiness. With our mission of "inspire creativity and bring joy" in mind, it should be an utmost priority for us to facilitate strong relationships as a way to "bring joy" to our users.

While there are plenty of opportunities for TikTok to invest more in industry-standard social features, we must consider new approaches given the negative outcomes of first-generation social media companies:

- * "Evidence from past literature has [HYPERLINK "https://journals.sagepub.com/doi/full/10.1177/1745691617713052" \h]. This may be because online spaces are often oriented to [HYPERLINK "https://www.sciencedirect.com/science/article/pii/S0747563219303073" \h] (such as by posting only "happy" content and likes), and frowning on expressions of loneliness." - [HYPERLINK "https://www.uow.edu.au/media/2020/does-social-media-make-us-more-or-less-lonely-depends-on-how-you-use-it.php" \h]
- * "It is ironic, but perhaps not surprising, that reducing social media, which promised to help us connect with others, actually helps people feel less lonely and depressed." - [

HYPERLINK "<https://penntoday.upenn.edu/news/social-media-use-increases-depression-and-loneliness>" \h]

To accomplish the above, the first key problem area to address is social validation issues that stem from filters, effects, and even like counts. Aside from what we have seen from Instagram removing like counts, there are a variety of improvements proposed here: [HYPERLINK "<https://bytedance.feishu.cn/docs/doccnhNBERN3dRv1kWZGPZN7Rwg>" \h]

The second opportunity we have identified is to facilitate more meaningful connections between users on the platform. Our research indicates that investing in social provides substantial improvements to UX and UG: [HYPERLINK

Research

- * [HYPERLINK
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4. Creator Wellbeing

It is becoming more and more apparent, from our interactions with our managed creators and media coverage ([HYPERLINK "<https://www.nytimes.com/2021/06/08/style/creator-burnout-social-media.html>" \h]), that mental health and wellness is an area we need to focus on supporting further. Some of the top areas to better support creators are

- * Burnout: Pressure to post consistently and frequently, Pressure to fulfill followers' expectations, Pressure to achieve adequate content performance, Constant ideation, Large time investments
- * Negative Comments: Almost every participant received negative comments on their videos and described them as detrimental to their mental well-being

Commented [7]: Another potential win-win. GEnAI can help here, but probably a lot of overlap with the creator team's remit?

Research

- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]

5. Compliance & Brand Risk

The past 2 years have been fraught with PR and GR issues for ByteDance and TikTok. This has reduced advertiser trust, user loyalty, investor confidence, and our ability to consistently hire top talent. Investing in our users is a socially and financially responsible investment for us to ensure long term success and health of the ByteDance ecosystem.

- * [HYPERLINK "https://www.forbes.com/sites/johnkoetsier/2020/01/18/digital-crack-cocaine-the-science-behind-tiktoks-success/?sh=55386bb278be" \h] - Forbes
- * [HYPERLINK "https://www.wired.co.uk/article/tiktok-nsfw" \h] - Wired
- * [HYPERLINK "https://www.theguardian.com/technology/2020/feb/14/first-quitting-tiktok-statement-shows-popular-app-has-come-of-age" \h] - The Guardian
- * [HYPERLINK "https://www.wsj.com/articles/tiktok-is-the-latest-reason-teens-are-addicted-to-their-phones-11556337610" \h] - The Wall Street Journal
- * [HYPERLINK "https://www.independent.co.uk/voices/tiktok-addict-60s-prank-b1856047.html" \h] - Independent

Opportunities

- * TikTok is a place to be your authentic self, and is content, rather than network-driven. This may mean that the risk of usage increasing feelings of envy may be lower than for some other platforms
- * Celebrate the progress people are making in improving their wellbeing instead of just highlighting problems
- * Many people find joy in the TikTok experience, which is a powerful unique aspect of our platform that we should work hard to preserve
- * Higher levels of active engagement than many other platforms (e.g. as measured by post and comment rates), which is positive given research that suggests passive use of social media is more harmful
 - "On TikTok in Q2, mega influencers had an average Engagement Rate of 11.83%—vs. 0.35% on Instagram, 2.75% on YouTube, 0.01% on Facebook and 0.01% on

Twitter" - [HYPERLINK "https://adage.com/article/datacenter/tiktoks-astronomically-high-engagement-revealed/2361161" \h]

◦ [HYPERLINK

* We have a relatively blank canvas and more information than our industry did as a second generation tech company, positioning us well to roll out more effective resources and experiences

Risks

* The advertising-based business model encourages optimization for time spent in the app. In a user [HYPERLINK of over 2,300 users in February 2020, when respondents were asked to give a score out of 5 to indicate strength of agreement with the statement 'I spend too much time on TikTok', the average response was 4.0.

◦ This is an issue common for many platforms. However, some elements of persuasive design may be unique to TikTok; for instance, the fact that when you click the back button on your phone to leave the For You feed/app, you get a prompt saying, 'Tap again to exit,' which can be seen as increasing friction for users seeking to leave the app.

* The TikTok product experience utilizes many coercive design tactics that detract from user agency such as infinite scroll, constant notifications, and the "slot machine" effect

* TikTok is particularly popular with younger users, who are particularly sensitive to reinforcement in the form of social reward and have minimal ability to self-regulate effectively

* Not being able to cross functionally align on goals and metrics

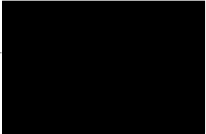
Execution

H2 Goals & Success Metrics

Commented [8]: [HYPERLINK

Problem Area	Goals	Success Metrics
<u>Wellbeing North Star</u> : Improve overall user wellbeing	Once the DW survey is complete, evaluate whether it can be used for	* Survey to complement quantitative metrics below * Retention - due to healthier boundaries set with TikTok

	our north star	Brand safety
1. <u>Safety</u> = safety by design; recognizing harms and maintaining safety	N/A	[HYPERLINK [REDACTED] = how much violating content users see - Report penetration
2. <u>Agency</u> = The extent to which users feel in control of their use of TikTok.	Build out industry leading screen time management offering based on [HYPERLINK [REDACTED]	- Quantity of time spent - Decrease time spent on device during common sleeping hours (align with AADC) - Decrease 90th percentile of app opens + screen time - Quality of time spent - Increase Active engagement = % of unique vv a user likes/comments/shares/favorites [HYPERLINK "https://www.gainsight.com/blog/when-why-and-how-often-to-use-nps/" \l ":~:text=Since%20NPS%20is%20a%20measure,completed%20the%20on%20boarding%20process." \h] ([HYPERLINK [REDACTED]]) - Intentional usage - Increase % of DW feature DAU / total DAU - Increase % of real time spent < time limit set - Decrease STM modal

		bypasses / day / STM DAU
3. <u>Belonging</u> = facilitate meaningful interactions and relationships between TikTok users (long term goal)	Conduct research, establish roadmap for this section, and begin execution [HYPERLINK 	* [WIP] MSI - meaningful social interactions * Increase MUF * Community engagement

Commented [9]: This is interesting because it could create a win-win here. However, which team would work on this? Feels like alot of overlap with Social team?

(Background research: [[HYPERLINK](#)


Tradeoff Expectations

- * Decrease stay duration, especially for excessive users
- * Increase in retention due to increased user and ecosystem health generated by healthier behaviors
- * Increase in DAU from people who have not downloaded TikTok or deleted it because they are concerned about excessive usage
 - Look at sign up attribution

The most efficient way to test this is simply by rolling out features, observing their effects, and updating metrics accordingly. We can use previous T&S / Algo collaboration as a reference point [[HYPERLINK](#)
 \h]

H2 Roadmap

Prioritization Inputs

- * **Reach:** How many potential users would be able to use this feature?
- * **Impact:** How much value can we deliver for our target users and product lines?
- * **Confidence:** What industry, market, and other data signals can we use to increase confidence?
- * **Effort:** How quickly can we test the hypotheses?

Resources Needed to Accelerate Progress

Challenge	Additional Resource Ask	Priority
Engineering is extremely busy with various requirements already, so there is not much bandwidth for all the features we plan to build	TBD	P0
Feature release pace, given the aggressive goals in this proposal	1-2 PMs	P0
We don't have time to do proactive data analysis for prioritization and features	.5 DA	P0

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Appendix

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Competitor Landscape

Screen Time Management

Key Takeaways

- There is a common but inconsistent set of features across other large competitors, indicating a lack of creativity and authentic investment. This should be a helpful input for us, but we should be brutally honest in prioritizing what features will drive the most impact for our users
- "Contemporary digital wellbeing apps are **mainly focused on supporting self-monitoring**, i.e.,tracking user's behavior and receiving feedback, but are not grounded in habit formation nor social support literature. Habit formation, in particular, could play an important role in digital wellbeing apps, support-ing behavior change **towards a more conscious use of technology, and ensuring the long-term effects of the new behavior**" - Lufan

- * These features are often at level 3/4+ in the information hierarchy, limiting users' ability to find and take advantage of these features. If this is actually an important problem to solve, we should make our entry points more prominent
- * Users like these features' ability to provide transparency
- * Users dislike when these features have unintuitive design, high price, and when they are bypassable

Apple (OS), Android (OS), Facebook, Instagram, YouTube:

[figma]([HYPERLINK

	TikTok	Instagram	Facebook	YouTube	Netflix
Daily Time Reminder	✓	✓	✓	✓	☐
Session Time Reminder	✓	✗	☐	✗	[HYPERLINK K "https://www.theverge.com/2021/1/29/22256308/netflix-timer-test-feature-android-global-sleep-kids-ios-tv-desktop"\h] ([HYPERLINK K "https://www.theverge.com/2

					021/1/29/ 22256308 /netflix- timer- test- feature- android- global- sleep-kids- ios-tv- desktop" (h)
Quiet Mode (Bedtime)	✗	□	✓	✓	✗
Usage Dashboard	✓	✓	✓	✓	✗
Feed Preferences	□	✗	✓	✗	✗
[HYPERLINK [REDACTED]	✓	✗	✗	✓	✓([HYPERLIN K "https://h elp.netflix. com/en/n ode/264" (h)

Commented [10]: What does yellow dot represent?

Commented [11]: [REDACTED] Partial solution
[REDACTED] [THUMBSUP] 2022-07-06 01:37:26

Previous Analyses

- * [HYPERLINK [REDACTED]
- * [HYPERLINK [REDACTED]

Algorithm Management

[HYPERLINK [REDACTED]

Companies focus on both ethics work and communication.

- * Ethics Work

- Responsible AI Teams: All the competitors have created dedicated teams that research and develop tools for responsible AI. Google's and Facebook's have around 200 people each.
- Focus on preventing biases: The key a focus for responsible AI Teams has been the development of datasets and tools to mitigate biases against certain subgroups, and to mitigate harmful content.
- Product reviews: Most companies have dedicated product review teams, and processes to ensure responsible development, however, these processes are not mandatory.
- User controls & transparency: Facebook has been the company most active in giving users more control over the feed, and in providing transparency what users see.
- * Communication
 - Blogposts: Companies have been more frequently publishing blogposts by CEOs on the general approach towards responsible AI, and on product changes impacting user experience, integrity, and control & transparency.
 - Recommendation guidelines: Companies have published recommendation guidelines, with Google providing the highest transparency (100 page document). Facebook seeing the need for more transparency followed Google in 2020.
 - Government workshops: For government relationship building, esp. Facebook & Google, have been active in organizing workshops with policymakers around the world.

Partnerships

External Inputs

- * [HYPERLINK "https://www.aspeninstitute.org/programs/aspendigital/" \h] - [HYPERLINK [REDACTED]]
- * [HYPERLINK "https://www.pewresearch.org/" \h] - [The Future of Wellbeing in a Tech Saturated World.pdf]
- * [HYPERLINK "https://www.humanetech.com/" \h] - [HYPERLINK "https://www.humanetech.com/technologists" \l "principles" \h]
- * [HYPERLINK "https://www.common sense media.org/" \h] - [Media Use by Tweens and Teens.pdf]

* [HYPERLINK

* [HYPERLINK

Intentional Use, Interpersonal connection, Safe & healthy life

See more extensive list here: [HYPERLINK

Internal Research

* [HYPERLINK

(November 2021, 15k respondents)

(May 2021, 1222 parents)

◦ [HYPERLINK

(May 2021)

* [HYPERLINK

](March 2020) - Internal research report

* [HYPERLINK

2021, 1050 respondents)

* [HYPERLINK

(November 2020, 10 interviews)

* [HYPERLINK

"OpXh1c" \h] (January 2020, 311 inactive users)

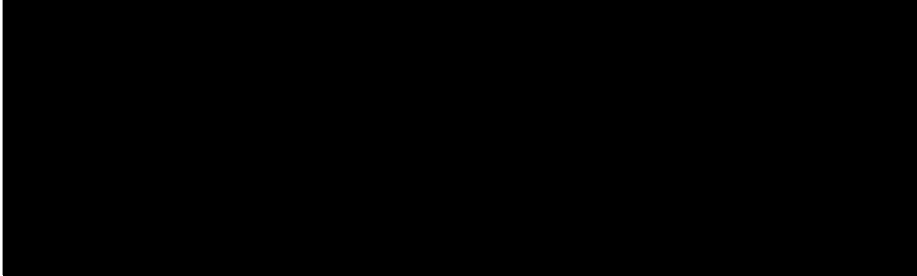
* EU Policy Listening Project - [HYPERLINK

(Nov 2021, 25 families)

◦ [HYPERLINK

(internal brainstorm)

* Algorithm Management: [HYPERLINK

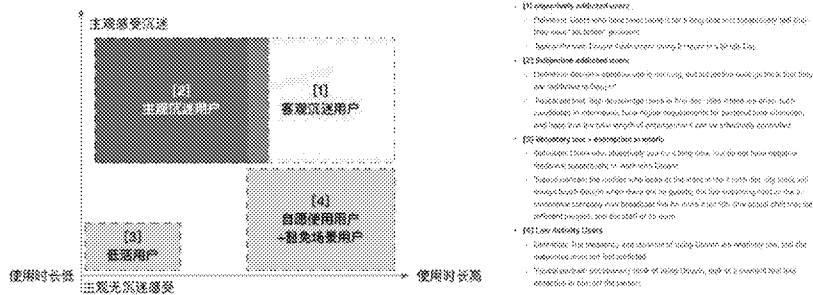


See more extensive list here: [HYPERLINK]

Douyin's Lessons Learned

[HYPERLINK]

= strategy brainstorm and alignment document, using different user segregation approaches (by age/by absolute time use per day) to design intervention strategies.



[HYPERLINK]

= Collection of the product designs they have tried or are trying, together with experiment result

- * Time management tools: dashboard, controls
- * Reminder video = Take a Break
- * Toast reminder
- * Mask reminder - clickthrough
- * Mask reminder - mandatory 15 min break

- * Mask reminder - can't be scratched away

Industry Shift Preparation

Mistakes made by first generation social media companies have become clear as we have uncovered that ad-based business models create incentives for companies to grow at the expense of their users. Infinite scroll, video auto-play, and constant notifications are some of the powerful coercive design tactics that we are realizing tend to benefit companies and advertisers more than users. People are therefore thinking about their tech usage in new ways and TikTok is uniquely positioned to build innovative new experiences that people are asking for. We still have a relatively blank canvas since we are behind our competitors ([
HYPERLINK [REDACTED]

allowing us to capitalize on this opportunity.

As a first step, we are already kicking off relationships with these external experts that are reimagining how tech can promote human strengths and avoid exploiting human vulnerabilities:

- * [HYPERLINK "https://www.aspeninstitute.org/programs/aspendigital/" \h] - Empowers policy-makers, civic organizations, companies, and the public to be responsible stewards of technology and media in the service of an informed, just, and equitable world
- * [HYPERLINK "https://www.humanetech.com/" \h] - From the group that created The Social Dilemma, CHT is a nonprofit working toward re-imagining our digital infrastructure to better support wellbeing, democracy, and shared information
 - [HYPERLINK "https://www.thesocialdilemma.com/" \h] - A documentary about the dangers of traditional social networking products that received 7 Emmy nominations, >190m views in 190 countries, and was translated into 30 languages
 - *We know this org is publicly critical of TikTok and that there are flaws in their research
- * [HYPERLINK "https://newpublic.org/" \h] - A community of thinkers, designers, and technologists building the digital public spaces of the future.

2021

[9-10] Minor Safety, Screen Time Management, Metrics, Bugs

Our current digital wellbeing offering is still at an immature stage with numerous P0 bugs and UX issues. Without a good faith effort in these foundational features, it is difficult for us to collect meaningful feedback on how to approach these subsequent, more complex phases.

[REDACTED]

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