

AMENDED Exhibit 736

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

Produced in Native



Pulse Review Responsibility Metric

Feb 2018

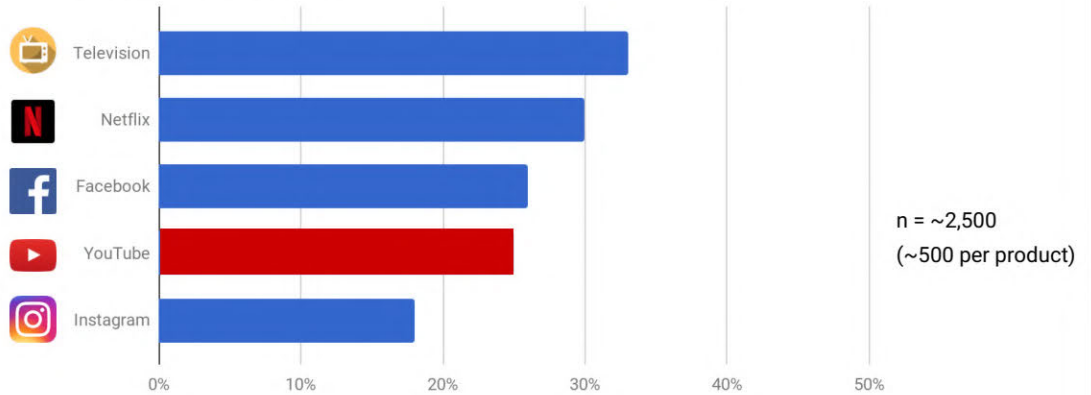
Confidential & Proprietary





A quarter of users believe they stay on YouTube longer than they should

Percent of users who think they stayed on x longer than they should in the last week



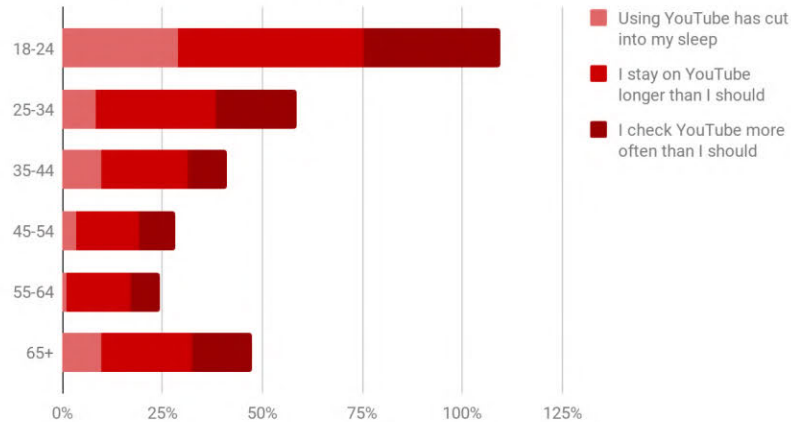
YouTube UX Research

Google | Confidential and Proprietary

X

Relative to older YouTube users, younger YouTube users had worse perceptions of time well spent

Percent of YouTube users who believe they do y sliced by age



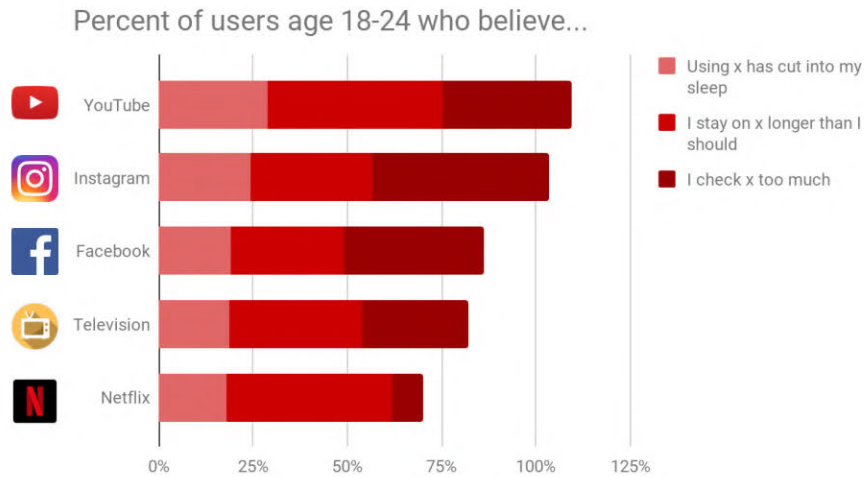
n = 522

YouTube Research

Google | Confidential and Proprietary

X

Relative to younger users of other apps, younger YouTube users had worse perceptions of time well spent



YouTube UX Research

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¹Defining Responsibility

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You Tube

Project Spiderman

Defining and measuring
Responsibility at YouTube

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Broad Context - Badness / Responsibility at YouTube

Three broad efforts to ensure good / responsible growth:

Reduce content badness Reduce amount of policy violating content on platform <i>(Owner: T&S / Abuse teams)</i>	Identify & address borderline / grey area content Examples: Misinformation, clickbait <i>(Owner: S&D team)</i>	Grow content / viewership driving social good; encourage responsible consumption Examples: Education/ "skilling"; Also includes addressing tech addiction, well being, harm, etc. <i>(Owners: S&D, Main App, Growth)</i>
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And three major measurement workstreams to define & measure success:

Define/Build "Badness" metrics <i>(Owner: T&S / Abuse teams)</i>	Define success metrics to measure grey content <i>(Owner: S&D Team)</i>	Measure responsible growth that drives social good (OKR) <i>(Owner: xfn team of S&D, Data Sci, Prod Ops)</i>
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(Focus of this deck - Project Spiderman)

Project Scope

In scope

// Exploring all possible dimensions to well-being and positive impact
// Range of verticals including Kids content, News, social issues, etc
// Extra emphasis on vulnerable groups (kids, teens, Protected groups)
// Mix of user, company, and opinion leader perspectives
// Global perspective (to the extent possible)

Out of scope

// Corporate Responsibility (crisis intervention, crisis response, donations)
//

Project Timeline for Spiderman

1 Week Activity

- | | | |
|---|------|---|
| 1 | 2/5 | Align on project team, scope and timeline, prep for 2/12 Pulse Review |
| 2 | 2/12 | Complete lit review, Strategy workshop to review and evaluate emerging themes |
| 3 | 2/19 | Assumptions validation, how we'd measure |
| 4 | 2/26 | Development of a v1 Responsibility framework / definition |
| 5 | 3/5 | Pulse Review feedback on v1 of framework & metrics |
| 6 | 3/12 | Iterate on framework and metric(s) |
| 7 | 3/19 | Iterate on framework and metric(s) |
| 8 | 3/26 | Product Review to share Responsibility framework & metric + roadmap |

KD OOO week of 2/19 and out 3/7 and 3/9

Team Structure for Spiderman

	Core Working Team (Responsible for this work)	Stakeholders (Our sponsors)	Extended Team (People we keep updated or reach out to for expertise)
PM	Woojin K, [REDACTED] [REDACTED]	[REDACTED]	Erin Turner, [REDACTED]
UX	Laura Naylor, [REDACTED]		[REDACTED]
ENG	[REDACTED]	Cristos G, [REDACTED]	
MARKETING	TBD		
DATA SCIENCE / PROD OPS	John Hebda, [REDACTED]	Itamar	[REDACTED]
CONTENT OPS	?		[REDACTED]
POLICY / LEGAL	[REDACTED]		[REDACTED]

Marketing: Needed for us to align with brand values, also brand survey work.
Legal involved in meetings.