

AMENDED Exhibit 738

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

CONFIDENTIAL

GOOG-3047MDL-05255563

EXHIBIT

11



YouTube Wellbeing Vision

Double Rainbow | A Vision of Digital Wellbeing at YouTube
[go/doublerainbow](https://www.youtube.com/go/doublerainbow)

Visioning Team

[Redacted]@
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Core Team

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Extended Team

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In 2017, technology's potential to negatively affect people's lives and wellbeing entered the press.

'Time well spent' is shaping up to be tech's next big debate **THE VERGE**

[Center for Humane Technology]

National Day of Unplugging: When It Comes to Digital Detox, Millennials Are in the Lead **The Harris Poll**

Generation Z: Online and at Risk?

SCIENTIFIC AMERICAN

Recent research and reporting has raised debate over "addictive" technology.

There is growing awareness of and concern about the effects of modern tech, smartphones, and social media on individual and collective wellbeing.

Generation X More Addicted to Social Media Than Millennials, Report Finds
The New York Times

World Health Organization

<https://www.psychiatry.org/patients-families/internet-gaming>

Royal Society for Public Health Report 2017:

<https://www.rsph.org.uk/uploads/assets/uploaded/62be270a-a55f-4719-ad668c2ec7a74c2a.pdf>

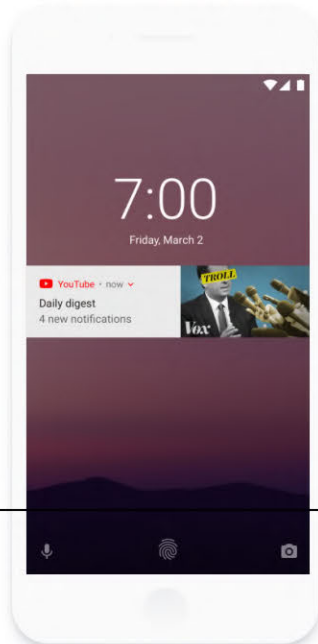
Pew 2018 Study of Teens and Social media:

[http://assets.pewresearch.org/wp-](http://assets.pewresearch.org/wp-content/uploads/sites/14/2018/05/31102617/PI_2018.05.31_TeensTech_FIN)

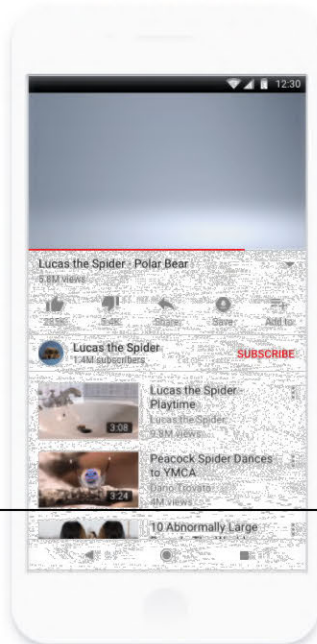
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AL.pdf

We responded with some quick wins based on Android insights and introduced features at I/O 2018

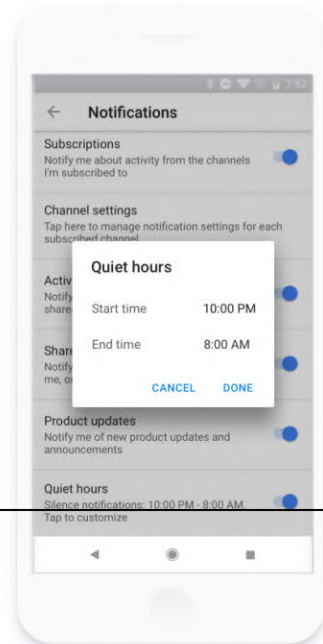
NOTIFICATIONS DIGEST



BREAK REMINDERS



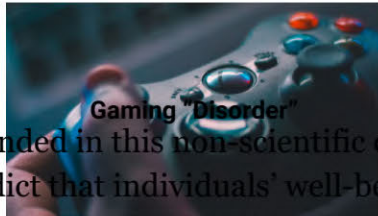
QUIET HOURS



But we needed a full understanding of digital video's wellbeing effects, and a vision for YouTube.



Phone Overuse

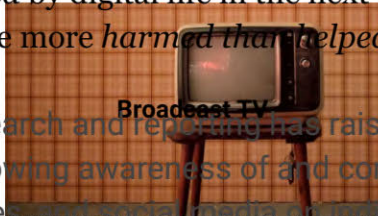


Gaming "Disorder"

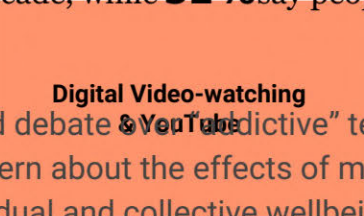


Social Media

Some 1,150 experts responded in this non-scientific canvassing. Some **47%** of these respondents predict that individuals' well-being will be *more helped than harmed* by digital life in the next decade, while **32%** say people's well-being will be *more harmed than helped*.



Broadcast TV



Digital Video-watching & YouTube

Recent research and reporting has raised debate about "addictive" technology. There is growing awareness of and concern about the effects of modern tech, smartphones, and social media on individual and collective wellbeing.

World Health Organization

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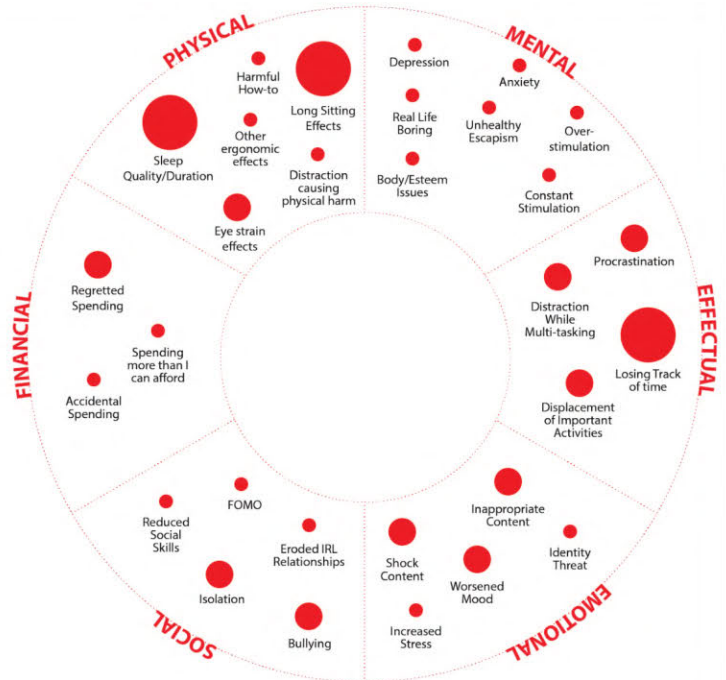
But negative wellbeing effects can result from user behaviors

POSITIVE

From lifting mood, to feeling more connected, to learning information and job skills for free, most users see YouTube as a net positive.

NEGATIVE

On reflection about time spent though, many regret time lost when they unintentionally “go down the rabbit hole” or feel like YouTube “distracted” them from work or even getting to bed on time.



A single behavior may drive in multiple effects

HABITUAL HEAVY USE

Physical

"My eyes get really tired after a long time of not blinking."

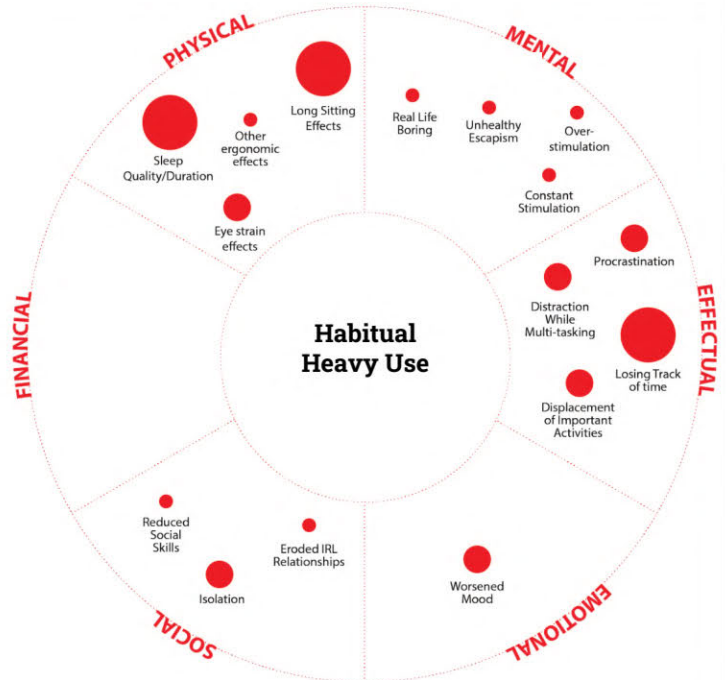
Mental/Social:

"I don't go out and play with friends like I used to in India. Technology is the only option I have when I'm bored."

Self-purpose:

"I guess I could be a lot more productive."

Tina, 14



Four video-watching behaviors bring about the majority of negative wellbeing effects.

Behavior



Late night
Use

- HIGH** Scientific Evidence
- _ Physical: Sleep Quality / Duration
 - _ Mental: Stimulation, Mood
 - _ Effectual: Displacement of obligations

Behavior



Habitual
Heavy Use

- MED-HIGH** Scientific Evidence
- _ Physical: Sedentary Cardiometabolic
 - _ Physical: Eye
 - _ Mental: Overstimulation
 - _ Effectual: Productivity
 - _ Social: Isolation, Social skills, Escapism
 - _ Emotional: Mood

Behavior + Content



Unintentional
Use

- MOST FREQUENT** User Regret
- _ Effectual: Productivity
 - _ Mental: Distraction
 - _ Financial: Regretted Spending

Content



Problematic
Content

- HIGH** Expert and Parent Concern
- _ Physical: problematic how-tos, misinformation
 - _ Mental: Body image issues
 - _ Emotional: Shock, Graphic content
 - _ Social: Bullying

2hr habit:

Bedtime:

Main App: Design Philosophy



Focus on young
users (13-24).

Make tools available for
everyone.



Provide awareness,
education and insights
based on expert
recommendations.

We don't nag.



Give users choice and
control.

We never stop people from
watching.

Measurement Approach

AWARENESS

Awareness of digital wellbeing as a concept, and of one's behavior on YT impacting their wellbeing.

Awareness (Surveys)

PERCEPTION

Perceives how YouTube affects one's personal wellbeing (i.e. feels YT delays their sleep, or lose track of time)

Perception (Surveys)

PLATFORM BEHAVIORS

User behaviors on YouTube that may affect wellbeing (i.e. watching late, long sessions)

Platform Behavior (logs)

PREDICTIVE MODEL (TBD)

Data science team to identify on-platform behaviors correlated with negative wellbeing survey responses.

COMPONENT METRICS*

Sleep: "YouTube Bedtime"
heavy habitual: "2+ hrs/ 4 days"

*Until the singular "wellbeing metric" is tested and in use, component metrics (targeted at specific behaviors) may be used to develop product solutions.

Blueprint

	 Late night Use	 Habitual Heavy Use	 Unintentional Use	 Problematic Content
USERS (TEENS & YA)	PRODUCT _ Nighttime cues _ Bedtime & Quiet hours PROGRAM _ Sleep Spotlight shelves	PRODUCT _ Dashboard 2.0 _ High-use alerts _ Daily time limits PROGRAM _ Creator campaigns _ Wellbeing Check up	PRODUCT _ Focus mode _ Recs for Edu content _ School Mode PROGRAM _ One less video campaign	PRODUCT _ Proactive removal of Content that violates policy _ Info Panel Content Labels PROGRAM _ Digital literacy / wellbeing curriculum for Google K12
PARENTS	PRODUCT: Supervised Accounts, Limit Enforcement PROGRAM: Digital Parenting Educational Content			
YOUTUBE ORG	MEASUREMENT: Wellbeing metric & Content quality metric TOOLS: Wellbeing audit Toolkit TRAINING: New-Tuber Training			
GOOGLE-WIDE PARTNERSHIPS	INTERNAL PARTNERSHIPS: Android level wellbeing controls & Family Link EXTERNAL PARTNERSHIPS: Research, Institutions, Universities, Video platforms			

behaviors mapped to wellbeing survey responses)

For Users (Teens & YA)

Product and Program Recommendations

1 P EXPERT CONCERN



Late night use

20% of Teens and 30% of YA who watch weekday evenings don't leave YT until after midnight

Parental
Concern

Expert
Concern

YT User
Concern



Slide 1

1 + [REDACTED] fyi for our current visioning project
[REDACTED]; 1/24/2020 10:42:26 PM

Nearly every participant we spoke with told stories of loss of sleep

“ It delayed my sleep a lot. I'd watch until 2:00 or 3:00 in the morning, and I'd feel tired in that moment but I'd be so invested that I'd keep watching.

“ Now I set limits for myself of how much I watch and when I need to go to sleep. I just try to watch the time. I have this [thought] in mind, kind of bothering me, that I should get off and go to sleep.

Nadia, 16, is into photography, music, and playing video games with her brothers. She watches digital video (YT, NF) every day. Nadia limits her video use in certain ways—she avoids multi-tasking and doesn't like to watch any screen for more than two hours—but she's struggled to curb late-night use. Her current strategy involves just trying to watch the clock.

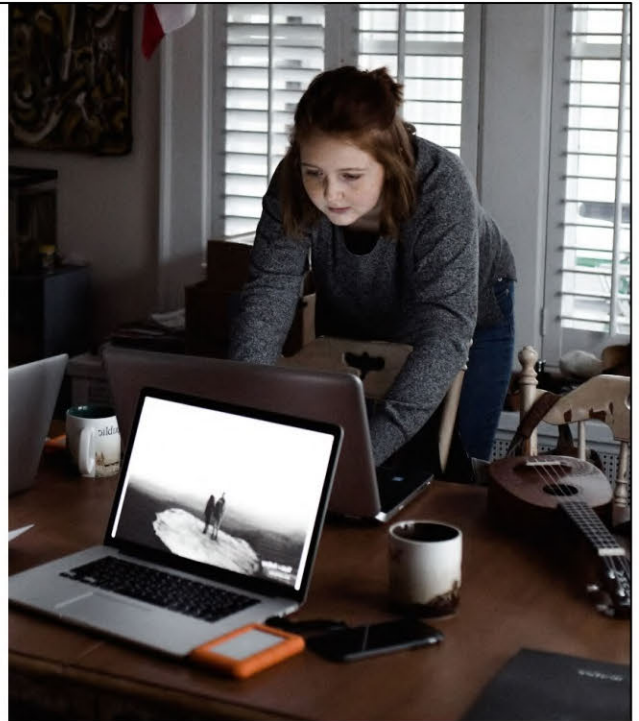


Interactive technologies keep people alert

“ I would go overboard binge watching, especially on school breaks when I knew I didn't have to do as much the next day. I'd stay up later.

“ My husband noticed I'd be restless and talkative if I watched until I went to sleep. Now, I shut my computer 30 minutes before bedtime, and I don't even bring it with me into our room.

Rita, 24, is a full-time student and mom to a toddler. YouTube is a big part of her day-to-day: she uses YT for everything from trying a new recipe for dinner to educating herself about financial management to passing time while her son is down for a nap. She hadn't realized the impact of some of her video habits until her husband pointed it out.



Disrupted sleep is the best-understood negative health effect of night time screen exposure.

SLEEP TIME



National Sleep foundation recommends:
Teens: 8-10h
Young Adults: 7-9h

[National Sleep Foundation](#)
2015

SLEEP QUALITY



Blue light from media use at night negatively affects the sleep patterns of children and adolescents and suppresses melatonin concentrations.

[American Medical Association](#)
2012

WELLBEING IMPACT

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

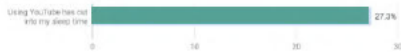
Secondary effects: Obesity in adults and children, Diabetes, Cardiovascular disease, hypertension, Anxiety symptoms, Depressed mood

[Sleep Disorders and Sleep Deprivation](#)
2015

18-24 year olds report YouTube cutting into their sleep time twice as much as other adults on the platform

1 IN THE LAST WEEK WHICH OF THE FOLLOWING APPLIED TO YOU?

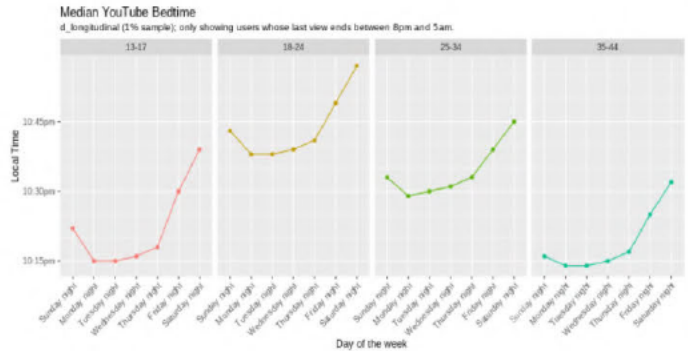
18-24 YEAR OLDS



YOUTUBE AUDIENCE 25+



TIME OF DAY WHEN USERS STOPPED WATCHING YOUTUBE, BY AGE



“In the last week which of the following applied to you?”

DOCUMENT SLIPSHEET

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BEGATTACH:

ENDATTACH:

PRODVOL: PROD027

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Confidentiality Designation: CONFIDENTIAL

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COMMENTS:

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