

## **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?









