

## **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?

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## How will we measure success?



## 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?









