

AMENDED Exhibit 1179

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

2018-02-08 - Schoooooools Review

CDS contributors: [REDACTED] [REDACTED] [REDACTED] (Managers - [REDACTED] [REDACTED])

Other relevant parties: [REDACTED] (Research Scientist on Youth Team), [REDACTED] (Data Scientist on Youth Team), [REDACTED] (EM on Youth Team)

Review date: 2018-02-08

Overview

The teen population on Facebook is decreasing and so one of the key goals of the Youth Growth team is to get teens onto Facebook and to stay there. To do so, the Youth Growth team is building products centered around High School Communities. Our assumption is that teens' lives and social network revolve around their school, and so building products that center around their school network and improving the high school experience for them on Facebook will increase their engagement on Facebook.

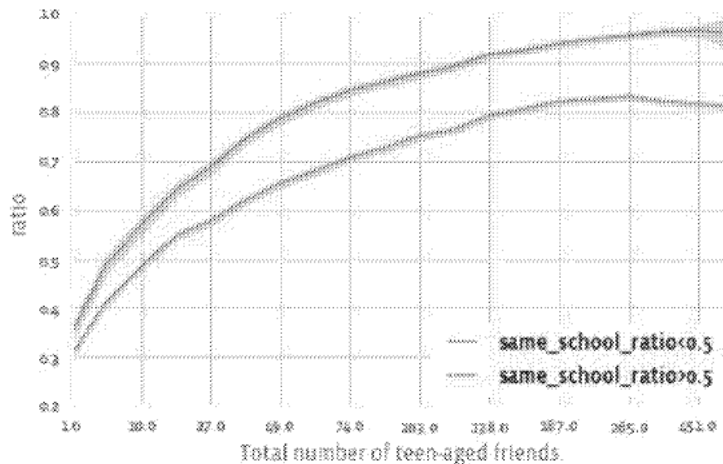


Fig 1: Ratio of 130+ US teens given their number of friends.
The more friends you have, the more likely you are to use FB.
However, the quality of your friends also matters -
if they come from your own school, you are more likely to be engaged.

[REDACTED]

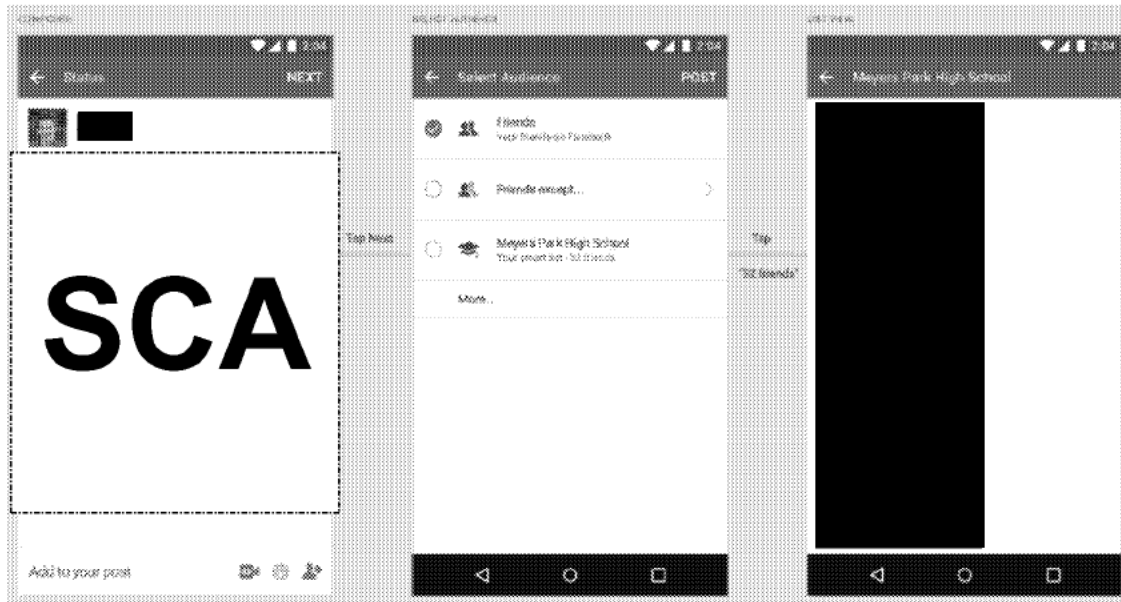


Fig 2: School based sharing mock

In addition to the youth team, [REDACTED]
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]
[REDACTED] [REDACTED] [REDACTED] This is an opportunity for us to achieve a cross-company
impact.

Setting Up the Problem

Currently, only 9.3M out of 18.7M active (i.e. $I30>0$ /MAP) US teens on FB put a school on their profile. And of these self-identified schools, “home school” is the most popular school. Teens also write many fake schools, such as Hogwarts, Justin Bieber High School, and Spongebob Squarepants High School. 6.3M out of the 9.3M put a school that can be linked to a school in the US registry, and thus can be, in some sense, “trusted”.

1. **Introduction:** The document discusses the importance of maintaining accurate records of all transactions, including sales, purchases, and expenses, for financial reporting and tax purposes. It emphasizes the need for a systematic approach to record-keeping and the use of appropriate accounting methods.

2. **Record-Keeping Requirements:** The document outlines the specific requirements for maintaining records, including the need to retain records for a minimum of six years. It also discusses the importance of using reliable and accurate sources of information, such as bank statements and receipts, to support the records.

3. **Accounting Methods:** The document discusses the different accounting methods available, including the cash method and the accrual method. It explains the differences between these methods and the implications for financial reporting and tax purposes.

4. **Financial Reporting:** The document discusses the importance of preparing accurate financial statements, including the balance sheet, income statement, and cash flow statement. It explains how these statements are used to provide a clear picture of the company's financial performance and position.

5. **Tax Implications:** The document discusses the various tax implications of different accounting methods and transactions. It explains how the choice of accounting method can affect the company's tax liability and provides guidance on how to minimize tax risk.

6. **Conclusion:** The document concludes by emphasizing the importance of maintaining accurate records and using appropriate accounting methods to ensure compliance with financial reporting and tax requirements. It encourages companies to seek professional advice when needed to ensure they are following the correct procedures.

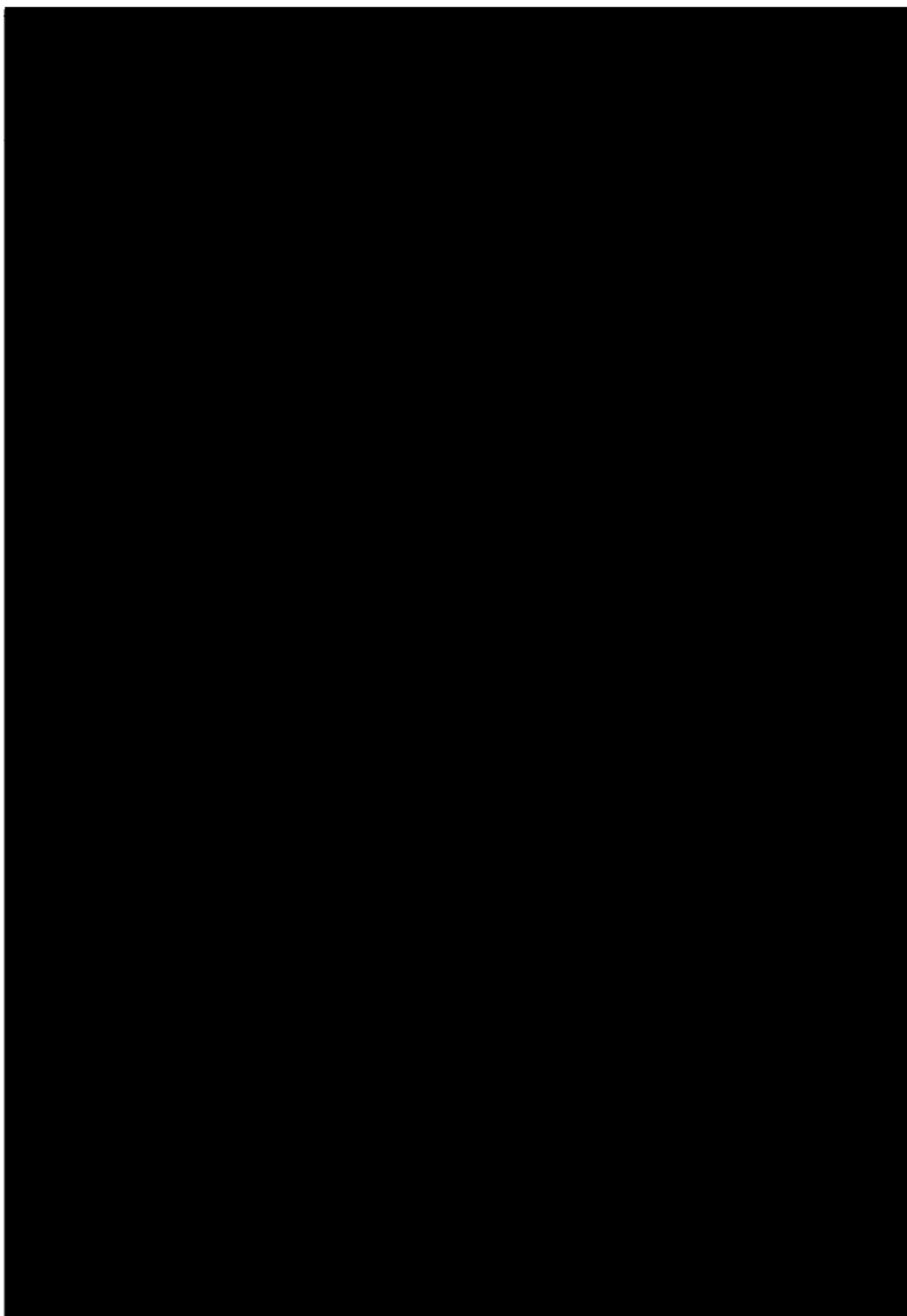


Fig 4: School acronym on Instagram vs. school name at Facebook

We take as a validated teen-HS pair if one of the following holds:

[REDACTED] [REDACTED] [REDACTED] [REDACTED]

