

AMENDED Exhibit 849

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



Social Media - Wellness Perception Research

Product Research x Clearworks
March 2023

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Overview

- Research Overview
- [Top Takeaways & Opportunities for Snapchat](#)
- [Day in the Life of Teens and Young Adults](#)
- [Positive Perception Themes](#)
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- [Parent Perspectives](#)
- [Wellness Experts' Guidance](#)
- [Top General Ideas to Improve Social Media from All Cohorts](#)

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RESEARCH OVERVIEW



BACKGROUND

We aimed to understand the perceptions of social media from Users, Parents, and Wellness Experts in order to identify new opportunities to foster positive interactions on and perceptions of Snapchat. This research was in collaboration with Clearworks.



PARTICIPANTS

Teenage (13-17) Snapchat Power Users
 Young Adult (18-24) Snapchat Power Users
 Parents of Teens (13-17) that use Snapchat frequently – mix of Teen ages & genders
 Wellness Experts who counsel Teens (13-17) about issues related to social media
 Have neutral to positive regard for Snapchat (no detractors)
 Mix of gender, ethnicity, income and geographies



OBJECTIVES

To understand perceptions of social media from Users, parents, and Wellness Experts

- Understand a typical day for Teens & Young Adults on social media – what apps they're using, why, when, with who
- Understand what each cohort perceives as positive & negative interactions on social media
- Understand what Wellness Experts are hearing from Teens about social media
- Understand how Parents view their Teens' use of social media – what they wish they knew, what they'd change, concerns
- Understand opportunities for Snapchat to foster positive and safe interactions



METHODOLOGY

- (30) 60-minute in-depth interviews – 10 Wellness Experts, 12 Young Adults and 8 Teens
- (3) 1.5-hour focus groups with Teens – girls 13-14, girls 15-17, boys 15-17
- (2) 2-hour focus groups with Parents of Teens
- All sessions conducted via Zoom



RESEARCH DATES

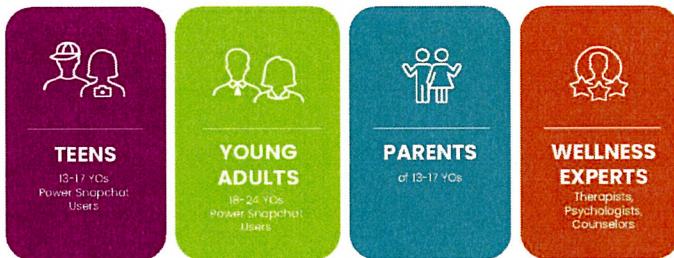
- November 2022 – January 2023

Please reach out to [REDACTED] for any questions

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SS

Cohorts:



Social media, communication, and entertainment platforms probed:



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NEGATIVE PERCEPTIONS OPPORTUNITIES

FOR SNAPCHAT

Top negatives about general social media:

Comparative, Negativity and Cyberbullying, and Time Consuming

TAKEAWAY	OPPORTUNITY
Generally, when cyberbullying happens, the proof disappears - and Teens don't want to be seen as a "harc" by screenshotting	Consider educating on future features like reporting messages and retaining reported messages for proof purposes (consider shake to report with blind screenshot for proof purposes)
Instagram is the main app where comparison happens due to the highly curated content by influencers and celebrities	Consider prioritizing <u>positive content</u> and creators who are "going natural" or promoting positive messages around body image, mental health, being yourself, etc.
Generally for Teens and Young Adults, they are on social media "all the time"	Consider giving Users the power to turn off notifications during school hours or when they should be working or studying Consider giving Users the ability to set their <u>own time limits</u> within the app

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DAY IN THE LIFE: TEENS & YOUNG ADULTS

Morning

The first thing Teens & Young Adults do when they wake up is check their text messages and social media to see what they missed overnight



Their phone is their alarm clock. It's with them all day, every day – from the minute they wake up to the minute they fall asleep. They use it for social media, communication, music, games, TV, video, etc.

Getting Ready

They're not typically on social media while getting ready for the day



Teens and Young Adults reserve texting and FaceTime for close friends and family



Breakfast

Some scroll TikTok or watch YouTube videos while eating breakfast



School

Teens check their phones in class, unless the teacher tells them not to. They use Snapchat to communicate with friends and scroll Instagram when they're bored



Teens and Young Adults **don't use TikTok** during the day when other people are around because it requires sound or headphones to enjoy



Commute

Teens snap with friends or scroll Instagram on the bus/car ride. Others use their phone to listen to Apple Music or Spotify



Work

Young Adults have their phone with them all day at work and scroll social media anytime they have a free minute. They listen to music, and either text or shop with friends & family



On weekends and holidays, Teens are "pretty much on social media all day" and tend to stay up much later than on typical school days



Bedtime

Teens and Young Adults respond on Snapchat and check Instagram. Young Adults will also check Facebook. Both scroll TikTok until they fall asleep

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