

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]@
[REDACTED]hi@
[REDACTED]@
[REDACTED]@

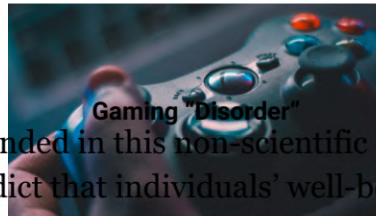
Core Team

[REDACTED]@
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[REDACTED]
[REDACTED]

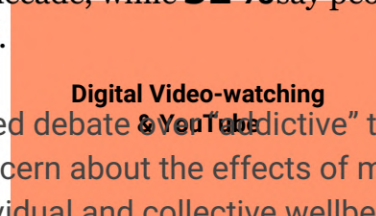
Extended Team

[REDACTED]

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



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*.



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

<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-content/uploads/sites/14/2018/05/31102617/PI_2018.05.31_TeensTech_FIN_AL.pdf

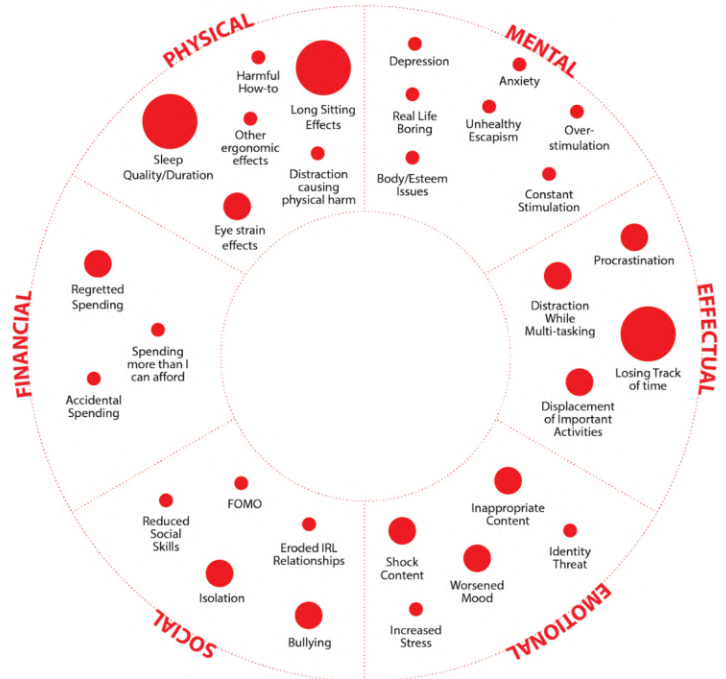
But negative wellbeing effects can result from user behaviors

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."

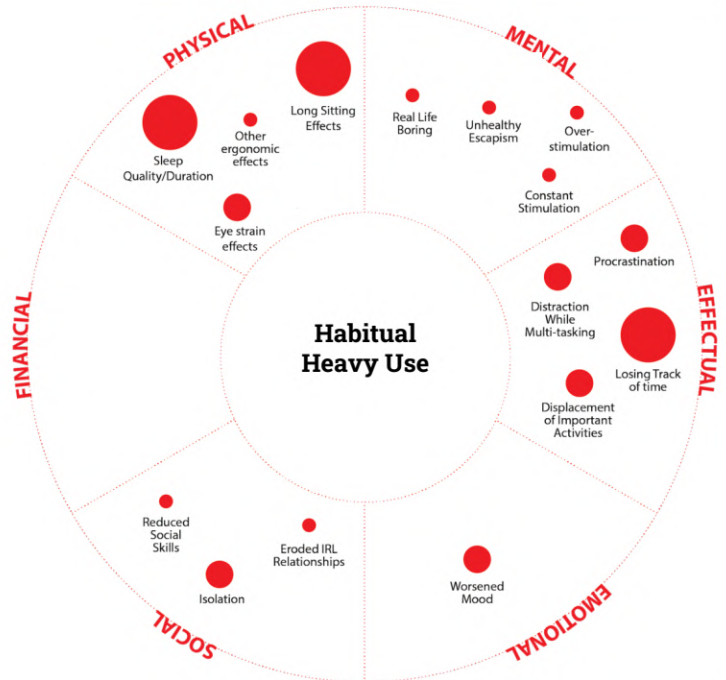
Mental/Social:

"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:

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