

AMENDED Exhibit 775

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

Literature Review: Effects of Watching Digital Videos on Viewer Well-Being

[REDACTED]
UXRS Rapid Research

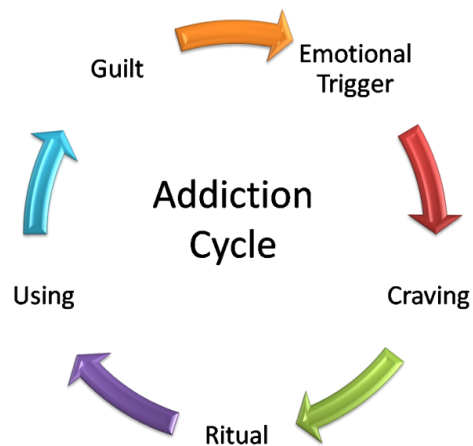
April 2018

 YouTube UX Research


Rapid Research

Excessive video watching is related to addiction

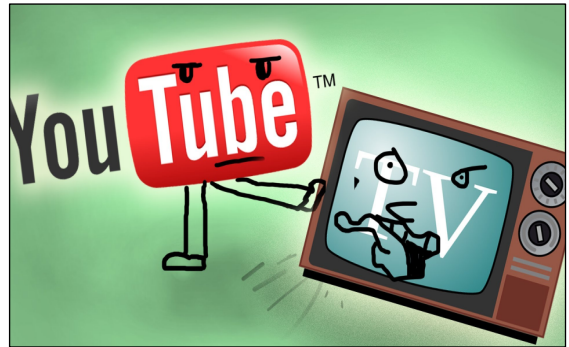
- **Watching short videos results in a “quick fix” of dopamine**
 - Dopamine is related to feelings of reward
 - Similar to feelings of reward when using drugs or other addictive substances
- **Researchers feel that YT is built with the intention of being addictive**
 - Designed with tricks to encourage binge-watching (i.e. autoplay, recommendations, etc).
 - These “tricks” have become routine
 - Technology & well-being need to meet



(Howard, 2012; Gunantillake, 2017)

YouTube users control what they want to watch

- YouTube is different from TV because **users can decide what they want to watch.**
- Users will **spend more time on the platform** because they continue to watch things that interest them.
- Studies show the **content people watch correlates with their personality characteristics** (i.e. sensation seeking).
- **Notifications** are a critical part of YouTube and **contribute to addiction.**
 - Users are tempted to watch videos the moment they are uploaded.



(Haridakis & Hansen, 2009; Metro Creative Connection, 2018)

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