

## **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



UXRS  
Rapid Research









## Excessive video watching is related to addiction

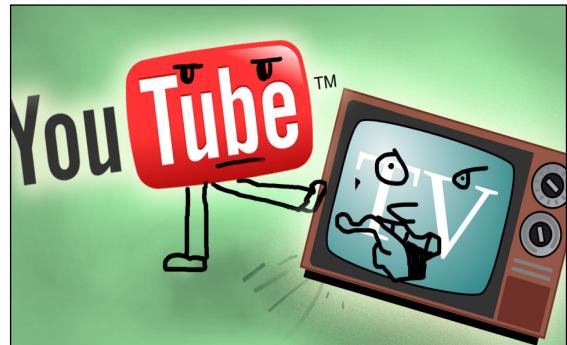
- Watching short videos results in a “quick fix” of dopamine
  - Dopamine is related to feelings of reward
  - Similar to feelings of reward when using drugs or other addictive substances
- Researchers feel that YT is built with the intention of being addictive
  - Designed with tricks to encourage binge-watching (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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