

AMENDED Exhibit 182

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

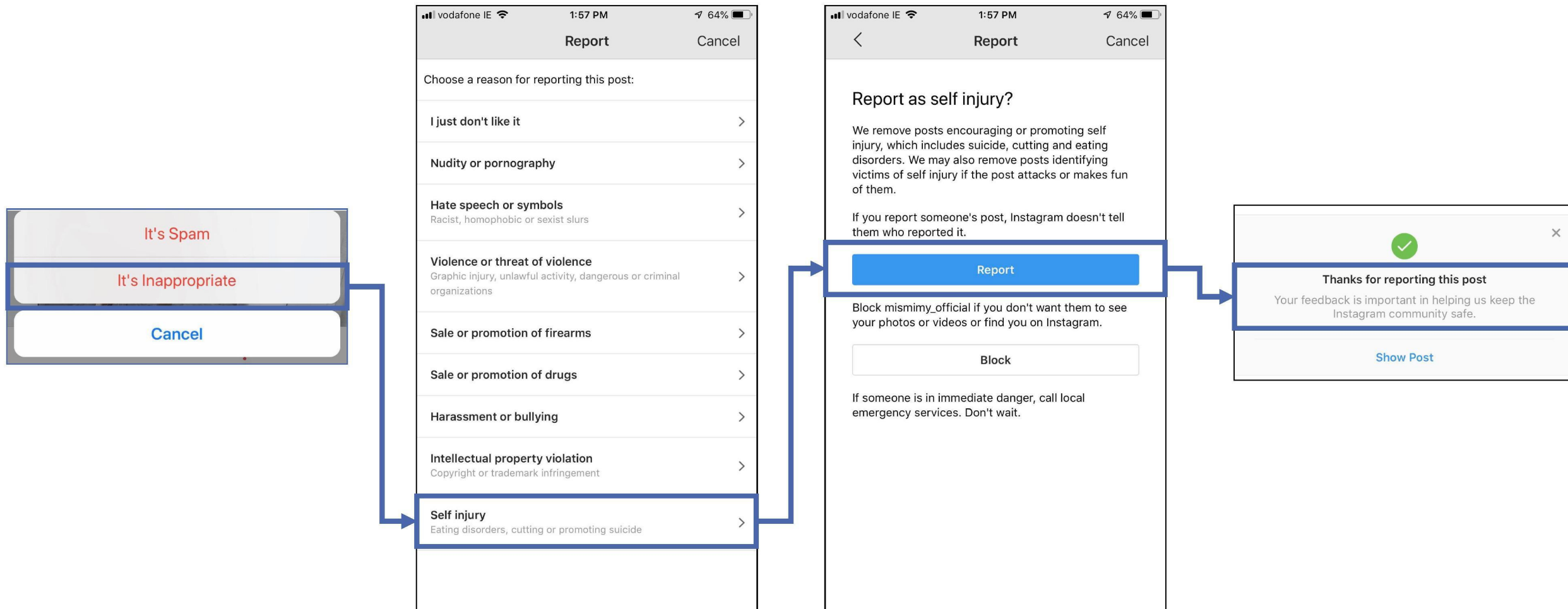
Suicide & Self-Injury on Instagram

Proactive Risk Investigation

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April 26, 2019

IG User Reporting Flow



Exposure to Self Injury (SSI) by Surface & Product

- Most views occur on Home Feed and Explore grid, followed by Profile and Hashtags.

Select a Surface			
surface	Violation	DAP Exposed (28d avg)	Impressions (28d avg)
home	Suicide & Self-Injury	339,300.00	348,278.00
explore	Suicide & Self-Injury	315,629.00	357,723.00
profile	Suicide & Self-Injury	22,390.00	20,713.00
hashtags	Suicide & Self-Injury	7,146.00	8,712.00
unknown	Suicide & Self-Injury	6,501.00	6,711.00
other	Suicide & Self-Injury	5,269.00	5,793.00
saved	Suicide & Self-Injury	1,164.00	1,174.00
igtv	Suicide & Self-Injury	666.00	667.00
activity	Suicide & Self-Injury	475.00	478.00
direct	Suicide & Self-Injury	336.00	353.00



Problem Summary

Problem

Leading users to distressing content

Resulting Risk

Encountering similar incidents like Molly Russell

Work in Progress

- Automated Hashtag Tiering to expand to SSI
- Seeking external opinion of sad content

Risk Areas



Are we preventing harmful suicide and self Injury related content from reaching the users?

SSI Personas Test



Are we removing harmful suicide and self Injury related content that can lead others to engage in similar behavior?

Detection Test



Are we providing resources to those admitting to engage in suicide/self-injury?

Graphic Admission

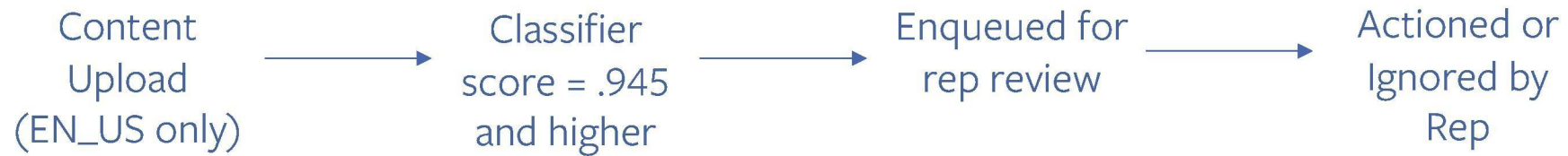
Detection Test

Detection Test

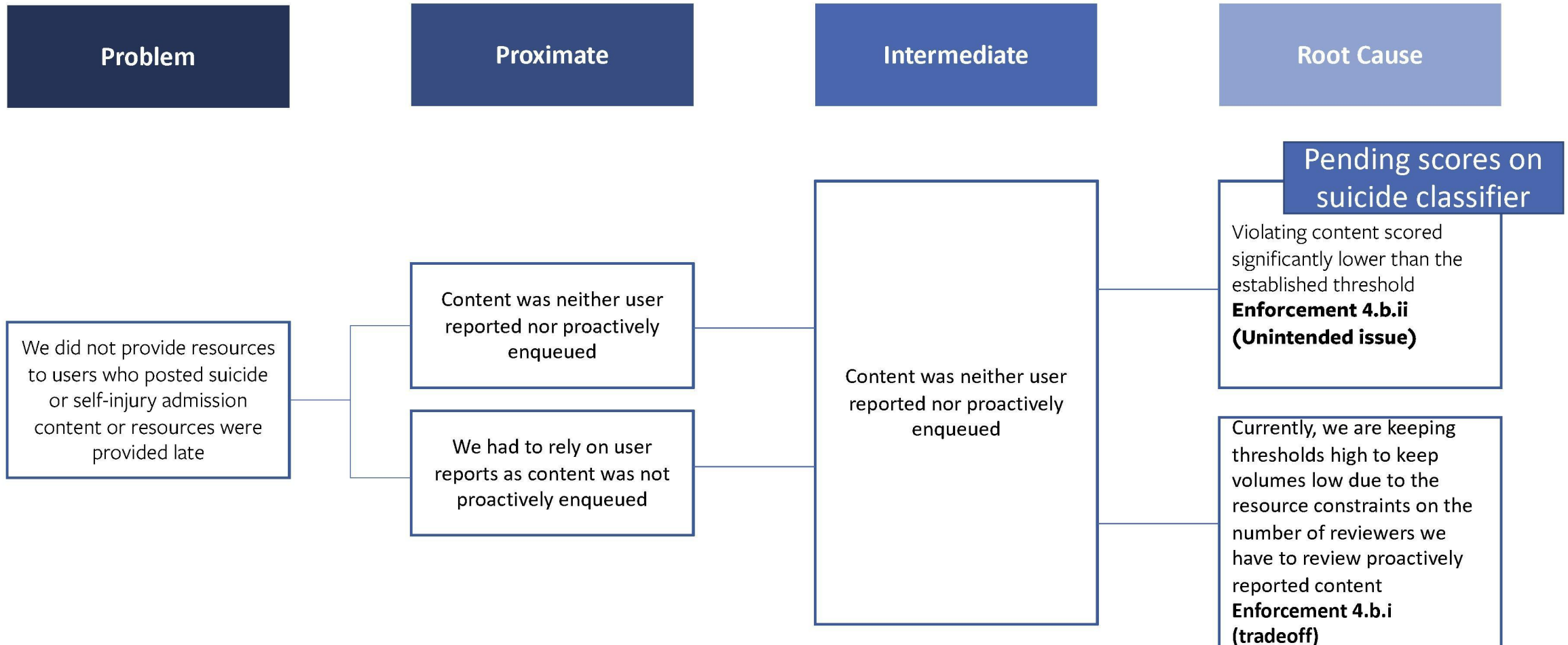


- We sourced suicide and self-injury admission content from an external partner
- We observed reporting systems - user reports and the interaction of our suicide and self-injury admission classifier on the content
- Hypothesis: We would not provide resources to any users or delete violating content as we expected neither user nor proactive reports on them

Suicide & Self-Injury Admission Classifier



Problem #1 – Detection Test



Problem #3 & #4 – Detection Test



Problem Summary

Problem

Not providing resources to users at all or on time

Resulting Risk

Increased risk of imminent harm

Work in Progress

- Classifier work expanding to cover markets in Q2
- Resource expansion for NA being discussed

Risk Areas



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SSI Personas Test



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Detection Test



Are we providing resources to those admitting to engage in suicide/self-injury?

Graphic Admission

