

AMENDED Exhibit 305

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

Document Provided in Native Format

IG Mental Well-being

Behavior Reduction Strategy: Late Night Use

[A/C Priv] • WB Leads Review • 02 Feb 2023

Objectives

Goals

Align on plan to achieve late night use reduction goal

Non goals

Design and content feedback (directional mocks only)

Executive summary

As part of our [multi-half strategy](#) for Problematic Use, IG Mental Wellbeing team has an IG level goal to reduce teen [late night time spent/DAU](#) by [REDACTED] in H1'23.

For our target teens, drivers of night time use are notifications, long sessions, and Reels consumption. Based on this, potential levers to meet this goal are:

- [REDACTED]
- [REDACTED]
- [REDACTED]

Through a continuous test and learn approach, we plan to ship levers that are most [impactful](#) for our goal to reduce late night time spent.

Our metric is still being operationalized, but rough estimations suggest that currently we are at [REDACTED] (not stat-sig). Based on current eng bandwidth we expect to ship #1 and prioritize either #2a OR #2b. Our rough end of half estimate is between [REDACTED]* and [REDACTED]*.

Please note: We will need to fine tune our approach and revisit hypothesis as we get test results.

*PS: This value was [REDACTED] when pre-read went out, assuming we ship all the levers.

Guiding principles

Empower through controls

We empower teens to be more intentional about their time by creating contextual behavioral awareness and offering relevant controls.

Identify and target teens in need

We use research and expert feedback to generate conviction in our products and target adoption with teens who can benefit most from them.

Drive long-term engagement through well-being

Despite potential near term ecosystem impact, our products aim to create long term retention and engagement by encouraging healthier social media use.

Foster healthy norms

Our products and amplification tools enable teens to set norms around usage habits and influence their communities.

H1'23 Goal

The MWB goal for H1 2023 is to reduce late night (10PM - 4AM) time spent by [redacted]

Users Included In goal	What must be done to meet this goal
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Currently we estimate we are at [redacted] compared to goal of - [redacted] (note: this is only an estimate, goal metric is still being operationalized).

Quiet Mode Post Launch Status

Will

- [redacted] users total as of 1/28 [redacted] of whom are stated age teens)
- Our test showed a reduction in topline late night time spent (12 AM - 4 AM) of [redacted] among stated age teens with 5 minutes of late night time spent in the past week. At a strong [redacted] adoption is equivalent to [redacted] reduction per adopter.
- We also saw a topline lift in core foreground sessions [redacted] and time spent [redacted] as well as directional lift in VPVs [redacted] that we hypothesize is driven by the two digests (activity and direct)

Needs Attention

- **Retention** at 60 days is [redacted] and has not yet flattened (compared to [redacted] retention for Take a Break.)
- Additional effort will be needed to retain auto reply and digest functionality as **E2EE** rolls out on IGD in 2023. Will follow up on any trade offs against our roadmap.
- We continue to maintain a high bar on product quality, most recently - IGD notes tray presence suppression ([ref](#)), hold out leak ([ref](#)) and QM disable issue ([ref](#)).

[Product dashboard](#) [here](#)

Retention definition: Number of users with the feature still enabled divided by number of users who could have the feature enabled (i.e., enabled long enough ago to be included in the specified "days since enable" figure)

Existing coverage and opportunities

Quiet Mode addresses late night use primarily through intentionality, with teens opting in to use it.

Additional opportunities exist for awareness products (like insights) and in the moment attentiveness products (like contextual nudges).

To maximize impact (1, 2, 3), we'll prioritize improving Quiet Mode and contextual attentiveness products.

PRIORITIZED PU-RELATED BEHAVIORS

LEVERS FOR SENSE OF CONTROL

	Awareness Products that give people feedback about their own behavior and experiences on platform.	Attentiveness Products that give information in context - tied to specific behavior.	Intentionality and choice Products that enable behavior change or make change easier.
Frequent checking	●	●	Quiet mode
Overall amount of time spent	Your Activity	Daily Limit Take a break	Daily Limit Take a break
Late night use (passive and overall)	●	●	Quiet mode
Content consumption patterns (includes long scrolls)	●	Alternative topic nudge	Multi-hide in Explore, Sensitive content controls, Persistent controls (ie WAIST)

Users don't expect usage insights alone to change behavior. Expert input supports this:

https://www.google.com/url?q=https://docs.google.com/document/d/16BMDeelxli_QSkRhxiHJ5csXf6xYftITFD9fle5998/edit?usp%3Dsharing&sa=D&source=editors&ust=1675145072381267&usg=AOvVaw0z0QooMAjxRjlvG6m8cxUX

<https://fb.workplace.com/notes/537148410448191/>

Late Night Use

The p90 threshold for late night (10 PM - 4 AM) time spent over the last 28 days corresponds to 25 minutes per day on IG.

DRIVERS OF LATE NIGHT USE (ref)

- **Notifications:** 35% of late night time spent for p90+ teens comes from sessions that had a notification delivered within 5 minutes of starting a session on the app.
- **Long sessions:** 64% of late night time spent for p90+ teens comes from sessions over 5 minutes long, and 35% comes from sessions over 15 minutes long
- **Reels Consumption:** Time spent on Direct and consuming Reels accounts for 56% of late night time spent for p90+ teens (30% and 26%, respectively)

With Quiet Mode, we've already built table stakes features that mute notifications and set social norms in direct.

Based on the above, we have additional opportunities to target long sessions and Reels consumption.

Source: https://docs.google.com/spreadsheets/d/1h9F9CimDR_RZQ46xy-xenv-GE6vne8WYVdso_qC9Qo/edit#gid=0

I aggregated all late night (10-4) time spent for recommended age teens over a 28 day period. I then calculated the p90 value of time spent over that 28 day period and divided it by 28 days to get the daily average time spent required for a user to qualify for p90 over that 28 day period

Research on late-night use is a bit limited, but we have the following:

US teen WAU report that notifications (21%), ephemeral content (21%), autoplay videos (23%), recommended content (23%), and content by followed users (21%) make it harder to manage time spent on IG (Hanko, PU foundational survey).

In interviews, teen WAU in US and IN attribute difficulty managing late-night use to similar sources, including perceiving more new content at night, actively messaging with friends, notifications, and engaging content, especially on surfaces with unlimited content (e.g., Reels, Explore) (Hanko, teen interviews).

