

# **EXHIBIT D**

**REDACTED VERSION OF  
DOCUMENT(S) SOUGHT TO BE SEALED**

# **EXHIBIT 1**

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14 UNITED STATES DISTRICT COURT  
15 NORTHERN DISTRICT OF CALIFORNIA  
16

17 MATTHEW CAMPBELL and MICHAEL  
HURLEY, on behalf of themselves and all  
18 others similarly situated,

19 Plaintiffs,

20 v.

21 FACEBOOK, INC.,

22 Defendant.  
23

Case No. C 13-05996 PJH (MEJ)

**REBUTTAL REPORT OF DR. JENNIFER  
GOLBECK IN SUPPORT OF  
PLAINTIFFS' MOTION FOR CLASS  
CERTIFICATION**

**HEARING**

Date: March 16, 2016

Time: 9:00 a.m.

Place: Courtroom 3, 3rd Floor  
The Honorable Phyllis J. Hamilton

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1 **I. SCOPE OF ENGAGEMENT**

2 1. I have been asked by the Plaintiffs through their counsel to respond to the  
3 conclusions expressed in the Expert Report of Dr. Benjamin Goldberg submitted with Defendant  
4 Facebook Inc.'s Opposition to Plaintiffs' Motion for Class Certification ("Goldberg Report"),  
5 statements made by Facebook Engineering Manager Alex Himel in his declaration submitted in  
6 support of Facebook's Opposition, and characterizations of my testimony made by Facebook in  
7 its Opposition to Plaintiffs' Motion for Class Certification.

8 **II. METHODOLOGY**

9 2. My rebuttal opinions, as well as the evidence I rely upon to support them, are set  
10 forth in detail in this rebuttal report. The contents of the various exhibits that I identify by name  
11 are meant to be incorporated, in their entirety, by such reference.

12 3. As with my opening report submitted in connection with Plaintiffs' Motion for  
13 Class Certification ("Golbeck Opening Report"), in preparing this report, I have employed  
14 methods and analyses of a type reasonably relied upon by experts in my field in forming opinions  
15 or inferences on the subject. The opinions expressed are based upon a reasonable degree of  
16 computer science certainty.

17 4. Between now and such time that I may be asked to testify before the Court, I  
18 expect to continue my review, evaluation, and analysis of information generated during  
19 discovery, as well as of relevant evidence presented before and/or at trial. I also expect to review  
20 any further reports submitted by Facebook's experts. I reserve the right to amend or supplement  
21 this rebuttal report, as necessary and as acceptable to the Court. I also reserve the right to develop  
22 materials and exhibits as appropriate for use in helping to demonstrate and explain my opinions in  
23 the event that I am asked to testify at trial.

24 5. In forming my opinions, I have reviewed source code which I understand was  
25 provided by Facebook's counsel and which was represented as containing the relevant source  
26 code between some time in 2009 and December 2012.

27 6. Additionally I have reviewed internal Facebook documents produced in this  
28 litigation, the Goldberg Report, the transcript of the deposition of Dr. Goldberg, the declarations

1 of various Facebook employees submitted in support of Facebook’s Opposition to Plaintiffs’  
2 Motion for Class Certification, the deposition transcripts of those employees, as well as certain  
3 public materials. The list of documents I have considered in forming my opinions in this rebuttal  
4 report is attached to this report as Appendix A.

5 **III. ASCERTAINABILITY**

6 **A. Class Members are Ascertainable from Facebook’s Records**

7 7. Facebook has a database called [REDACTED]  
8 [REDACTED]. I understand that Facebook produced the [REDACTED]  
9 [REDACTED] Exhibit A to  
10 Facebook’s Second Supplemental Responses and Objections to Plaintiffs’ Narrowed Second Set  
11 of Interrogatories [REDACTED] [REDACTED] [REDACTED]  
12 [REDACTED]  
13 [REDACTED]  
14 [REDACTED]  
15 [REDACTED].

16 8. The contents of the page include [REDACTED], including:

- 17 [REDACTED]
- 18 [REDACTED]
- 19 [REDACTED]
- 20 [REDACTED]

21 [REDACTED]  
22 9. The [REDACTED] can be used to access information about Class members. The

23 [REDACTED]  
24 [REDACTED] could be written that would identify the senders and  
25 recipients of Private Messages sent during the Class Period with URL attachments [REDACTED]  
26 [REDACTED] by doing the following:  
27

28 <sup>1</sup> Facebook Appendix (“App.”) at 1534-1555.

<sup>2</sup> Ex. 7 to the Declaration of David Slade (“Slade Decl.”)

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[REDACTED]

10. Specifically, the query would involve identifying the following information related to the Class Definition:

a. Private Messages within the Class Period based upon [REDACTED] [REDACTED] (highlighted in yellow in Slade Decl. Ex. 7);

b. Within that time period, Private Messages that [REDACTED] [REDACTED] [REDACTED] (highlighted in red in Slade Decl. Ex. 7);

c. Sender of each Class-qualifying message based upon [REDACTED] [REDACTED] (highlighted in blue in Slade Decl. Ex. 7); and

d. Recipient(s) of each Class-qualifying message based upon [REDACTED] [REDACTED] (highlighted in green in Slade Decl. Ex. 7).

11. Focusing on the above-described fields also addresses an issue raised by Facebook in its brief: the fact that [REDACTED]

[REDACTED].<sup>3</sup> In discovery, I understand that Facebook was able to produce the [REDACTED] [REDACTED], marked as FB000005577, FB000005800, FB000005882, FB000006007, FB000006088, FB000012006,

<sup>3</sup> Opp. at 12:11.

1 and FB000012557.<sup>4</sup> Reviewing each of these [REDACTED]  
2 [REDACTED]

3 [REDACTED]:

4 a. FB000005577<sup>5</sup> shows that [REDACTED]  
5 [REDACTED]  
6 [REDACTED] in the course of the transmission of this Private  
7 Message, and the above-describe query I articulate would exclude such a message, accordingly.

8 b. FB000005800<sup>6</sup> presents a similar case in that, [REDACTED]  
9 [REDACTED]  
10 [REDACTED] this  
11 message would be between Facebook users who were outside of the proposed Class.

12 c. FB000005882,<sup>7</sup> like FB000005577, shows that [REDACTED]  
13 [REDACTED]  
14 [REDACTED].

15 d. FB000006007,<sup>8</sup> like FB000005577, shows that [REDACTED]  
16 [REDACTED]  
17 [REDACTED].

18 e. FB000006088,<sup>9</sup> like FB000005577, shows that [REDACTED]  
19 [REDACTED]  
20 [REDACTED].

21 f. FB000012006,<sup>10</sup> like FB000005577, shows that [REDACTED]  
22 [REDACTED]  
23 [REDACTED].

24 \_\_\_\_\_  
25 <sup>4</sup> This understanding is based upon the table represented in Exhibit A To Defendant Facebook,  
26 Inc.'s Second Supplemental Responses And Objections To Plaintiffs' Narrowed Second Set Of  
27 Interrogatories (App. 1534-1555).

28 <sup>5</sup> Slade Decl. Ex. 14.

<sup>6</sup> Slade Decl. Ex. 15.

<sup>7</sup> Slade Decl. Ex. 16.

<sup>8</sup> Slade Decl. Ex. 17.

<sup>9</sup> Slade Decl. Ex. 18.

<sup>10</sup> Slade Decl. Ex. 19.



1 g. FB000012557<sup>11</sup> displays a [REDACTED]  
2 [REDACTED]  
3 [REDACTED], as this message would be between Facebook users who  
4 were outside of the proposed Class.

5 12. The above query identifies the relevant fields within [REDACTED]  
6 [REDACTED]. As I describe in paragraphs 98-105 of my Opening Report, [REDACTED]  
7 [REDACTED]  
8 [REDACTED]  
9 [REDACTED], Class members can be readily identified.  
10 The above query addresses what I understand to be the relevant inquiry for identifying Class  
11 members: that is, whether or not [REDACTED] a Private Message sent with a  
12 URL attachment. [REDACTED]  
13 [REDACTED] will separate Class members from non-Class members .

14 13. If the names of [REDACTED]  
15 [REDACTED] have subsequently changed, this query could be modified  
16 accordingly to address any changes [REDACTED].

17 14. It appears that Dr. Goldberg’s and Facebook’s criticism of my methods described  
18 in my opening report and my deposition are based on an assumption that [REDACTED]  
19 [REDACTED]  
20 [REDACTED]. Although I did not [REDACTED]  
21 [REDACTED] to make these identifications, even offering an example query  
22 (though it may need some tweaking after I have the opportunity to test it in practice).

23 15. As I state in my Opening Report, the queries I offered were not intended to  
24 retrieve a final list of Class members. As a preface to the sample code, I stated, “[a] database  
25 query could be used [REDACTED]  
26 [REDACTED] (§ 103). I never suggested that everyone [REDACTED]  
27 [REDACTED] was equivalent to the complete list of the Class members.

28 \_\_\_\_\_  
<sup>11</sup> Slade Decl. Ex. 20.

1           16.     Dr. Goldberg and Mr. Himel both argue my example code will be both under- and  
2 over- inclusive of Class members, without acknowledging that the parameters necessary to  
3 identify the Class are readily available.

4           17.     At ¶¶ 66-77 of his report Dr. Goldberg argues that the method that I propose would  
5 [REDACTED] (*id.* ¶  
6 67). However, the examples that he provides are cases which either 1) take the user out of Class  
7 definition or, 2) are due to system failures, the frequency of which is likely very low. I respond to  
8 each of these cases below:

9           a.     ¶ 68: “*This query will be under-inclusive in that it will not reflect recipients*  
10 *of messages* [REDACTED]  
11 [REDACTED].

12           b.     ¶ 69: “*This query will be under-inclusive in that it will not identify* [REDACTED]  
13 [REDACTED] I have not seen any  
14 evidence or documentation supporting Dr. Goldberg’s underlying assumption that if [REDACTED]  
15 [REDACTED]  
16 [REDACTED]  
17 [REDACTED].

18           c.     ¶ 70: “*This query will be under-inclusive in that it will not identify senders*  
19 *and recipients whose accounts were deleted.*” I have not seen any evidence or documentation  
20 supporting Dr. Goldberg’s underlying assumption that [REDACTED]  
21 [REDACTED]  
22 [REDACTED]  
23 [REDACTED].

24           d.     ¶ 71: “*This query will be under-inclusive in that it will not identify* [REDACTED]  
25 [REDACTED]  
26 [REDACTED]  
27 [REDACTED]  
28 [REDACTED].

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[REDACTED]

[REDACTED].

e. ¶ 72: *“This query will be under-inclusive in that it will not identify* [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED].

f. ¶ 73: *“This query will be under-inclusive in that it will not identify* [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED].

g. ¶ 74: *“This query will be over-inclusive in that it will include senders whose messages did not contain URLs in their text.”* This appears to be referencing a scenario where [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED].

h. ¶ 75: *“This query will be over-inclusive in that it will include* [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED].

i. ¶ 76: *“This query will be over-inclusive in that it will include senders and recipients outside the United States.”* Facebook knows if users are within the United States and could check this for senders and recipients whose messages were intercepted. Facebook states on

1 its website that this data is collected for advertising purposes.<sup>12</sup> [REDACTED]

2 [REDACTED]  
3 [REDACTED]  
4 [REDACTED]  
5 [REDACTED]  
6 [REDACTED].  
7 j. ¶ 77: “This query will be over-inclusive in that it will include senders of  
8 messages outside the Class Period.” As explained above, [REDACTED]  
9 [REDACTED].

10 18. At ¶¶ 78-86 of his report, Dr. Goldberg argues that my proposed methods are  
11 “overbroad in that [they] will identify senders that were not subject to the challenged ‘uses.’”  
12 However, the Facebook code is written such that [REDACTED]  
13 [REDACTED]  
14 [REDACTED]  
15 [REDACTED]  
16 [REDACTED].

17 19. At ¶ 78 of his report, Dr. Goldberg states: “Dr. Golbeck’s query is overbroad in  
18 that it will identify senders that were not subject to the challenged ‘uses.’ In her deposition, Dr.  
19 Golbeck conceded each of these flaws in her proposed query and said that identifying those that  
20 were subject to the challenged ‘uses’ would be ‘case-specific.’” This is a misstatement of my  
21 deposition testimony. I was asked specifically if [REDACTED]  
22 [REDACTED] not if it was possible to  
23 identify senders subject to uses.<sup>14</sup>  
24  
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26 <sup>12</sup> See <https://www.facebook.com/business/help/133609753380850> (“**How does Facebook know**  
27 **when people are in the locations I’m targeting?** Facebook uses information from multiple  
sources such as current city from profile, IP address, data from mobile devices if location services  
are enabled, and aggregated information about the location of friends.”).

28 <sup>13</sup> FB000027191.

<sup>14</sup> App. 1337 (Golbeck Depo. 344:7-19).



1 [REDACTED] Information stored in a  
2 database is not part of the code. While the stored data may map to what is implemented in objects  
3 in the code, it is not an object-oriented programming object itself.

4 **2. Alternative methods** [REDACTED]

5 24. There are alternative methods for [REDACTED]  
6 [REDACTED].

7 a. For example, rather than [REDACTED]  
8 [REDACTED]  
9 [REDACTED]  
10 [REDACTED].

11 b. Additionally, [REDACTED]  
12 [REDACTED].

13 c. The fact that these alternative methods of [REDACTED]  
14 [REDACTED]  
15 [REDACTED]  
16 [REDACTED]  
17 [REDACTED]  
18 [REDACTED]  
19 [REDACTED]  
20 [REDACTED]  
21 [REDACTED].<sup>17</sup>

22 **3. Code-Based Devices**

23 25. Dr. Goldberg argues that he has never heard the term "code-based device" before  
24 (¶ 8). However, code-based or software devices are quite common, and just because Dr. Goldberg  
25 has not heard the term does not mean they cannot exist.  
26

27 <sup>16</sup> See, e.g. section "Dissection of an Object" in Hasin Hayder, *Object-Oriented Programming*  
with PHP5(Packt Publishing Ltd, 2007) .

28 <sup>17</sup> See App. 1522-23 (Himel Decl. ¶ 44); App. 1697-98, 1699-1700, 1702 (Fechete Decl. ¶¶ 13-  
14, 18, 26).

1           26. For example, one domain where the public is hearing a lot about code-based  
2 devices now is in the Volkswagen emissions controversy.<sup>18</sup> Indeed, a Google News search for  
3 “Volkswagen ‘software device’” returned about 37,400 results.<sup>19</sup> I understand that the  
4 Environmental Protection Agency has stated that software can constitute a “device” as that term  
5 is used in government regulations.<sup>20</sup>

6           27. The term “software device” has also appeared in US patents<sup>21</sup> and publications  
7 from NASA.<sup>22</sup>

8           **B.** [REDACTED]

9           28. I understand that Mr. Himel claims that [REDACTED]  
10 [REDACTED]  
11 [REDACTED]  
12 [REDACTED]

13           29. I analyzed [REDACTED]  
14 [REDACTED].

15           30. Based upon [REDACTED]  
16 [REDACTED].

17           31. In [REDACTED]  
18 [REDACTED]  
19 [REDACTED]  
20 [REDACTED]:

21 \_\_\_\_\_  
22 <sup>18</sup> See Slade Decl. Ex 12 (Goldberg Depo. Tr. at 171:10-177:22.)

23 <sup>19</sup> Slade Decl. Ex 13.

24 <sup>20</sup> See *id.*; see also “EPA, California Notify Volkswagen of Clean Air Act Violations / Carmaker  
25 allegedly used software that circumvents emissions testing for certain air pollutants,” available at  
26 <http://yosemite.epa.gov/opa/admpress.nsf/a883dc3da7094f97852572a00065d7d8/dfc8e33b5ab162b985257ec40057813b!OpenDocument> (“As described in the [Notice of Violation], a  
27 sophisticated software algorithm on certain Volkswagen vehicles detects when the car is  
28 undergoing official emissions testing, and turns full emissions controls on only during the test . . .  
The software produced by Volkswagen is a “defeat device,” as defined by the Clean Air Act.”)

<sup>21</sup> See, e.g., U.S. Patent No. 6,032,223.

<sup>22</sup> See, e.g., V. Kreinovich, A. Bernat, E. Villa, Y. Mariscal, “Parallel computers estimate errors  
caused by imprecise data,” *Interval Computations*, 1991, No. 2, pp. 31–46. (available at  
<http://ntrs.nasa.gov/search.jsp?R=19930068753>).

<sup>23</sup> See App. 1522-23 (Himel Decl. ¶ 44).

<sup>24</sup> See, e.g., FB000014213; FB000027011; FB000027015; FB000027018.

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33. These show

34. Even if this information is not

35. Dr. Goldberg stated in his deposition that he

36. I note that, in the context of Facebook's

<sup>25</sup>

<sup>26</sup> Slade Decl. Ex. 12 (Goldberg Depo. Tr. at 139:10-143:6).

<sup>27</sup> FB000027190.



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[REDACTED]

37. Indeed, the only [REDACTED]

[REDACTED]<sup>29</sup>

**V. ALLEGED “VARIABILITY”**

38. At paragraphs 60 and 63 of his report, Dr. Goldberg argues that alleged “variability” in what he calls “interceptions” and “uses” of Private Message content would require a “a message-by-message analysis” to determine “whether such alleged interceptions” or “uses” occurred. Mr. Himel addresses these same “variabilities” in his declaration.<sup>30</sup> However, most of these “variabilities” simply track the same scenarios that Dr. Goldberg incorrectly argues makes identification of Class members impossible. As I explain in Section III of the this rebuttal report,

[REDACTED]

39. I note that while Dr. Goldberg claims that [REDACTED]

[REDACTED]

[REDACTED]<sup>32</sup>

<sup>28</sup> App. 1943 (Goldberg Report, ¶ 9).  
<sup>29</sup> See App. 1964 (Goldberg Report ¶ 44); App. 1697-98, 1699-70, 1702 (Fechete Decl. ¶¶ 13-14, 18, 26); Golbeck Opening Report ¶¶ 44-54.  
<sup>30</sup> See, generally App. 1508-33 (Himel Decl.)  
<sup>31</sup> Slade Decl. Ex. 12 (Goldberg Depo. Tr. at 80:21-23) [REDACTED]

[REDACTED].  
Slade Decl. Ex. 12 (Goldberg Depo. Tr. at 81:8-86:17).



1 **VI. WHETHER PRIVATE MESSAGE CONTENT WAS INTERCEPTED IN**  
2 **TRANSIT OR IN STORAGE**

3 41. Messages are in transit when they are intercepted. They are delivered [REDACTED]  
4 [REDACTED].<sup>33</sup> Dr.

5 Goldberg argues that messages that are in memory are in “storage” and that he has never heard of  
6 the two being distinguished in any context. However, the distinction is commonly made.

7 42. As a few examples, Microsoft distinguishes the two on their Windows website<sup>34</sup> as  
8 does PC Magazine<sup>35</sup> and numerous other websites.<sup>36</sup> Page 370 of the textbook, “Discovering  
9 Computers,” by Misty E. Vermaat, *et al.* distinguishes them.<sup>37</sup> While Dr. Goldberg may be  
10 unaware that these are treated differently, such a distinction does in fact exist.

11 43. Indeed, if Dr. Goldberg's position were correct, it would be impossible for a  
12 computer-based violation of wiretap law, since computers must have data in memory in order to  
13 operate on it.

14 **VII. FACEBOOK’S USE OF PRIVATE MESSAGE CONTENT IN THE SOCIAL**  
15 **GRAPH AND TARGETED ADVERTISING**

16 44. I note that Facebook states the following concerning my deposition testimony:  
17 [REDACTED]  
18 [REDACTED].<sup>38</sup>

19  
20 <sup>33</sup> See Golbeck Opening Report ¶¶ 30-31.

21 <sup>34</sup> See “Memory and storage,” available at <http://windows.microsoft.com/en-us/windows7/memory-and-storage>.

22 <sup>35</sup> See “Definition of: storage vs. memory,”  
23 <http://www.pcmag.com/encyclopedia/term/63352/storage-vs-memory> (“The difference between  
24 storage and memory is that non-volatile storage is used to hold programs and data until purposely  
25 changed or removed by the user, while volatile memory is a temporary workspace for retrieving  
26 programs and processing data. Storage consists of drives (hard, optical, USB, solid state).  
27 Memory consists of RAM chips that lose their content when power is removed.”)

28 <sup>36</sup> See, e.g., “THE DIFFERENCE BETWEEN MEMORY AND STORAGE” available at  
[http://www.technick.net/public/code/cp\\_dpage.php?aiocp\\_dp=guide\\_ung\\_01\\_003](http://www.technick.net/public/code/cp_dpage.php?aiocp_dp=guide_ung_01_003) (“People often  
confuse the terms memory and storage, especially when describing the amount they have of each.  
The term memory refers to the amount of RAM installed in the computer, whereas the term  
storage refers to the capacity of the computer’s hard disk.”); “What's the Difference Between  
Memory and Storage?,” available at <http://www.tucows.com/article/593>.

<sup>37</sup> Vermaat, M., Sebok, S., Freund, S., Campbell, J. and Frydenberg, M., “Discovering  
Computers” Cengage Learning (2016).

<sup>38</sup> Opp. at 25:2-4.

1           45.    My testimony cited is taken grossly out of context in two ways. First, I never  
2 stated that [REDACTED]

3 [REDACTED]

4 [REDACTED] It was never clarified.<sup>39</sup> It is my opinion that [REDACTED]

5 [REDACTED].

6           46.    Secondly, I opined that [REDACTED]

7 [REDACTED]

8 [REDACTED]

9 [REDACTED]

10 [REDACTED]

11 [REDACTED]<sup>42</sup>

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14 Dated: February 19, 2016

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<sup>39</sup> App. 1096-1101 (Golbeck Depo. Tr. at 103:13-108:16).

<sup>40</sup> App. 1209-1210 (Golbeck Depo. Tr. at 216:7-217:5) [REDACTED]

26 [REDACTED]

27 [REDACTED]

<sup>41</sup> App. 1210-1216 (Golbeck Depo. Tr. at 217:6-223:6).

<sup>42</sup> App. 1209-1212 (Golbeck Depo. Tr. at 216:7-219:3).



Jennifer Golbeck

**Appendix A: List of Materials Relied On**

I relied on the following documents and materials in forming my opinions:

Documents from *Campbell et al. v. Facebook, Inc.*:

Facebook's Second Supplemental Responses and Objections to Plaintiffs' Narrowed Second Set of Interrogatories, and Exhibit A thereto

Expert Report of Dr. Benjamin Goldberg submitted with Defendant Facebook Inc.'s Opposition to Plaintiff's Motion for Class Certification

Declaration of Alex Himel in Support of Defendant Facebook, Inc.'s Opposition to Plaintiffs' Motion for Class Certification

Declaration of Dan Fechete in Support of Defendant Facebook, Inc.'s Opposition to Plaintiffs' Motion for Class Certification

Defendant Facebook, Inc.'s Opposition to Plaintiffs' Motion for Class Certification

Deposition of Dr. Jennifer Golbeck (Dec. 16, 2015)

Deposition of Dr. Benjamin Goldberg (Feb. 2, 2016)

Report of Dr. Jennifer Golbeck in Support of Plaintiffs' Motion for Class Certification

Plaintiffs' Motion for Class Certification

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