EXHIBIT B

EXHIBIT B

Style Markers in QUESTIONED vis-à-vis KNOWN-Zuckerberg

```
┌─────────────────────────────────────────────────────────────────┐
│  1.     Punctuation: APOSTROPHES                                  │
│  2.     Punctuation: SUSPENSION POINTS                            │
│                                                                   │
│  3.     Spelling:    BACKEND                                      │
│  4.     Spelling:    INTERNET                                     │
│  5.     Spelling:    CANNOT                                       │
│                                                                   │
│  6.     Syntax:      RUN-ON SENTENCES                             │
│  7.     Syntax:      SINGLE-WORD SENTENCE OPENERS                 │
│  8.     Syntax:      SENTENCE-INITIAL "SORRY" [similarity]        │
│  9.     Syntax:      DISTANT OR AMBIGUOUS PRONOUN-REFERENT        │
│  10.    Syntax:      NO COMMA AFTER IF-CLAUSE                     │
│                                                                   │
│  11.    Discourse:   MESSAGE-FINAL "THANKS!" [similarity]         │
└─────────────────────────────────────────────────────────────────┘
```

1.   Punctuation: APOSTROPHES

Apostrophes indicating contraction and possession are sometimes absent in QUESTIONED, but always present in KNOWN-Zuckerberg.

```
Questioned
010604Z    doesnt
010604Z    parents [parents']
020604Z    sites [site's = site is]
020604Z    sites [site's = possessive]

Known-Zuckerberg
        All apostrophes in contractions and possessives are present.
```

2.   Punctuation: SUSPENSION POINTS

Suspension points appear in threes and are spaced in QUESTIONED. Three suspension points appear in KNOWN-Zuckerberg but are never spaced between each other or away from words.

```
Questioned
073003Z    . . . I've been tweaking the search engine today
010104Zb   I'll just get this site online as quickly as I can ..."

Known-Zuckerberg
        So let me know... (3x)
        boxes...there (3x)
```

3.   Spelling: BACKEND

The technical term "backend" is written as two words in QUESTIONED. "Backend" and its parallel "frontend" are always written as one word in KNOWN-Zuckerberg and appear as one word multiple times.

<u>Questioned</u>
```
010104Z   the back end of the site
```

<u>Known-Zuckerberg</u>
```
          backend (6x)
          frontend (5x)
```

4.   Spelling: INTERNET

The word "internet" starts with a small-i in the QUESTIONED writing but with a capital-I in KNOWN-Zuckerberg.

<u>Questioned</u>
```
090203Z   internet
```

<u>Known-Zuckerberg</u>
```
          Internet (2x with cap I)
```

5.   Spelling: CANNOT

The word "cannot" appears as two words in the QUESTIONED writing but appears multiple times as a single word in KNOWN-Zuckerberg.

<u>Questioned</u>
```
020604Z   can not [2 words]
```

<u>Known-Zuckerberg</u>
```
          cannot [1 word] (6x)
```

6.   Syntax: RUN-ON SENTENCES (2 sentences with no separating-punctuation)

Run-on sentences constitute a strong and relatively frequent pattern in the QUESTIONED writings. The even more extensive sample of KNOWN-Zuckerberg writings does not demonstrate run-on sentences.

<u>Questioned</u>
```
073003Z   I'd like to --- Face Book], I think it will really help
090203Z   I have been away --- internet, during that time I revised
010604Z   you would be seriously violating --- by doing so, I have done
010604Z   Please do not contact them --- issue, they would probably just
020204Z   Paul, I have --- to discuss with you, according to --- I owe you
020404Z   'thefacebook.com' opened --- today, when you get a chance take a
020604Z   Sorry it's --- to respond, (sic) Now that --- live I feel I must
020604Z   I don't care about --- right now, I just want to see if people
```

```
072204Z   I still don't have --- build our site, I understand that I
```

<u>Known-Zuckerberg</u>
```
        No run-on sentences
```

7.   Syntax: SINGLE-WORD SENTENCE OPENERS

It has been shown that words introducing sentences (sentence openers) group as a habitually-used set for individual writers. The set of sentence openers present in the QUESTIONED writings is wholly distinct from that of the KNOWN-Zuckerberg writings.

<u>Questioned</u>
```
090203Z   Further,
090203Z   Additionally,
010104Z   Thus,
010604Z   Again[,]
020204Z   First[,]
020204Z   Mostly though
040604Z   Paul,
```

<u>Known-Zuckerberg</u>
```
        Okay
        And
        Anyhow, (2x)
        Also,
        But
        But regardless,
        Then
        However,
```

8.   Syntax: SENTENCE-INITIAL "SORRY" [similarity]

Both the QUESTIONED and the KNOWN-Zuckerberg writings demonstrate sentence-initial apologies starting with "Sorry".

<u>Questioned</u>
```
020604Z   Sorry
```

<u>Known-Zuckerberg</u>
```
        Sentence-initial "Sorry" in Known-Zuckerberg (4x)
```

9.   Syntax: DISTANT OR AMBIGUOUS PRONOUN-REFERENT

A pronoun[2] will refer back to a noun[1] previously used, as in, *I painted the **door**[1] because **it**[2] needed attention.* If there is more than one preceding noun, the pronoun will refer back to one of those, one which cannot be too far back, as in, *I painted the door and my nails, and **they** needed attention.* However, sentences like the latter or sentences with a too-distant noun-referent can result in awkward ambiguity: *I painted the door and the table, **which** really needed attention.* This type of problematic ambiguous or too-distant reference occurs in the QUESTIONED writings but not in the KNOWN-Zuckerberg writings.

<u>Questioned</u>
090203Z   ... during that time I revised the business plan for the Harvard
          site. I would like to talk to you on the phone about **it** in
          detail.
090203Z   As you mentioned last week, **the issue** we must resolve is how to
          produce a revenue stream from the users. My conclusion this past
          week is .... With this in mind, ... we could ... expand to other
          colleges. Further, since the plan involves more than one
          college, the name can't have Harvard in it **and [no pronoun]**
          remains unresolved.
010104Z   Thus, I am requesting a written waiver on your part
          exempting me from the obligation to give you additional
          ownership in the project **that** is outlined in our original
          contract.
020204Z   First I want to say that I think that is completely unfair
          because I did so much extra work for you on your site **that**
          caused those delays ....

<u>Known-Zuckerberg</u>
          [No too-distant pronoun referents in KNOWN-Zuckerberg]

10.   Syntax: NO COMMA AFTER IF-CLAUSE

A long if-clause is separated from its preceding or following main clause by a comma. Such a comma is absent in the QUESTIONED writings, but most often present in the KNOWN-Zuckerberg writings.

<u>Questioned</u>
112203Z   if you could send another $1000 for --- project _ it would allow
010104Z   if there is any way you can --- funding _ I believe we will be
020604Z   If I had the rest --- that extra work I did _ I wouldn't even

<u>Known-Zuckerberg</u>
          Comma <u>present</u> 13x before or after if-clause in KNOWN-Zuckerberg
          Comma <u>absent</u> 2x before or after if-clause in KNOWN-Zuckerberg

11.   Discourse: MESSAGE-FINAL "THANKS!" [similarity]

Both sets of writings contain an example of "Thanks!" used to conclude the writing.

<u>Questioned</u>
073003Z   Thanks!

<u>Known-Zuckerberg</u>
          Thanks! (1x)