**<https://journals.sagepub.com/doi/full/10.1177/02683962211013358>**

**Algorithmic audiencing: Why we need to rethink free speech on social media**

**Summary:**

Algorithmic audiencing is how speech on social media is organized to enhance the engagement of users and to increase marketing for targeted advertising in order to maximize profits. Essentially, these companies arrange content in such a way so that sponsors and specific preselected content is shown. The authors demonstrate in their research how algorithmic audiencing totally disrupts free speech because it distorts speech by amplifying or downgrading the messages sent based on external logics. Since the old definition of free speech does not fit this situation, the authors argue for a new definition of free speech so that this practice cannot continue to make money off of user activity by distorting their messages. Unfortunately, platform providers lead us to believe that algorithmic audiencing is inevitable, but it is not because all technology has economic objectives, this being one of them. Platform providers need to change the business model and eliminate Algorithmic audiencing in order to preserve our free speech.

**ChatGPT summary:**

The article introduces the concept of "algorithmic audiencing," a phenomenon where social media platforms, like Facebook, determine who hears what speech through opaque algorithms designed to maximize user engagement and profitability. Unlike traditional discussions of free speech, which focus on censorship and content moderation, this analysis highlights how algorithms distort the audience side of speech by amplifying or suppressing content for economic gain. This interference disrupts the direct relationship between speakers and their audiences, creating unprecedented distortions in the exchange of ideas.

The authors argue that this shift has profound implications for free speech, transforming the concern from "what can be said" to "what will be heard and by whom." Algorithmic audiencing affects all speech, not just problematic content, and contributes to issues like misinformation and polarization. They emphasize the need for a broader understanding of free speech in the digital age, which considers both censorship and algorithmic manipulation. This call challenges current regulatory frameworks and urges scholars and policymakers to address the economic and algorithmic systems underlying social media platforms.

**Problem with the summary:**

The summary isn’t too bad, it touches on some important pieces of information. Otherwise, it is a bit boring of an article, all the vocab words bore me, and it feels robotic.

**Importance:**

This article is important since free speech is a given right in America, yet the internet skews this right. Many sites ban certain things or control what viewers see. This is a huge issue on the internet as it’s continuing to get worse. In this article, large companies are controlling our rights, yet with the internet, you can regulate what you want under the guise of it being a company.

In the future, will most free speech on the internet also come with a price tag?

Will algorithmic audeincing result in heavier phone addiction?

Can algorithmic audiencing eventually include political or social issues?