Do other people's actions on social media affect your mood? As explained, monetization is the gradual slight, imperceptible change in your own behavior and perception. Social media is a powerful tool for monetization.

For example….Monetization is most effective when apps like TikTok and other social media platforms send you ads based on your most recent interests and activities. Other apps that monetization takes advantage of you on are YouTube, Facebook, and really any social media platform that you have put your personal information into.

Monetization is also when companies manipulate you and your information is turned into revenu to make profit for companies, and to generate income from people on social platforms. Like said in the previous paragraphs companies make money off of you by selling your information to other company’s.

Have you ever been craving/talking about food and an ad pops up minutes later for that exact food? This is an example of monetization and people using the algorithm to persuade people to buy certain products or influence a person.