Everything you do online is being recorded, put into AI ( Artificial Intelligence), and contorted to manipulate you to stay on your phone and keep scrolling. This is very true, and it happens every time you’re on apps such as Facebook or TikTok! Believe it or not, this is very legal.

They do this by installing and making machines that learn and analyze algorithms. These machines are brilliant and ever-evolving, constantly watching and plotting the next recommendation or TikTok. The machines learn based on what they are fed, then give out trends, and relevant information based solely on you. Then they give you ads you will be inclined to buy for monetization given to them by the companies who want their products out there.

How can we fight this? Well, we have a couple of countermeasures that we can use to help combat this. We can use apps and tech that don’t promote these AI algorithms, data encryption, and even Multifactor authentication. Our Government officials can monitor and add limits on what they can do with AI. There aren’t many governing companies such as Facebook or Google. This would help greatly, and limit the manipulation of us.