However, some views of the movie are supported by biased arguments, especially the “You are the product” statement and criticisms of privacy and algorithms. Social media is a complex platform that embodies multiple products, communication service is a product, while advertisement service is a product as well. Traditional businesses also treat their customers as valuable resources, using the customer data collected by an authorized way doesn’t involve any ethical considerations. Promoting the efficiency of data collection and usage provided by systems and algorithms developed by the IT sector does not inflict any damage to users of social media. According to Kant’s ethics, the job of IT is to maximise the efficiency of both communication and advertising systems, and they are both functioning well. Therefore, the criticisms of algorithms are also feeble because the purpose of the algorithms is to deliver information accurately. The models do this job well by learning the customer's needs and pushing the content that they are interested in. Even addiction exists, it is just a normal consequence of using pleasant software, not the intentional purpose of developers. Although from the standpoint of consequentialism, addiction is led by the algorithm of social media, it is not sufficient to assert that it is addictive or harmful. Addiction is only one of the consequences of the algorithm, there are still lots of people enjoying the convenience and pleasantness of it. Considering the whole picture of users, only a minority group of them is addicted to social media. So, if the overall effect of social media is positive except some extreme cases, the blame on algorithm is also amplifying the fact. Therefore, whether considering deontological ethics or teleological ethics, it can be concluded that these arguments made by the movie is not fair.