### **An Analysis of Elon Musk's Language and Controversies**

### **Decompiling "MuskOS" – A Qualitative Analysis of Elon Musk's Linguistic Strategy on Platform X**

**Introduction: Language as an Operating System**

Elon Musk's linguistic patterns on the X platform (formerly Twitter) are not a collection of random, impulsive statements, but rather a coherent and deliberately constructed communication system—a unique "MuskOS". This system, evolving over more than a decade, is a precise tool designed to achieve three fundamental goals: managing his personal brand, steering corporate narratives, and waging ideological battles in the digital public sphere. This qualitative analysis, based on quantitative data from the "#Decompiling-MuskOS" project and an in-depth case study from the document "An Analysis of Elon Musk's and Media Controversies," aims to decompile this system. The empirical basis for this analysis is a visualization of usage trends for key words and phrases over time, generated within the aforementioned project. This chart, along with the raw data, serves as a starting point for a deeper examination of the strategic context and intentions behind the observed fluctuations. Each of the following chapters is dedicated to deconstructing one of the key linguistic components identified in the chart: *tesla*, *coming soon*, colloquial affirmations (*yeah, true, exactly*), and the term *legacy media*. By linking these elements to specific corporate events, social controversies, and political dynamics, this report reveals the mechanisms by which language becomes Musk's primary tool of power and influence.

### **Chapter 1: "Tesla" – The Narrative of Production, Crisis, and Domination**

The word "Tesla" is a central pillar of Elon Musk's public communication. An analysis of its usage frequency is not merely an indicator of his involvement in the company's affairs, but a precise barometer of its condition and strategic priorities. The evolution of the context in which this term appears reflects the company's transformation from an innovator struggling with crisis to a global hegemon. In this process, the term "Tesla" itself changes its rhetorical function—from a defensive shield to an offensive weapon.

**1.1. Production Hell (2017-2018): "Tesla" as a Crisis Management Tool**

Quantitative data show a significant increase in the use of the word "tesla" in 2018, from 123 occurrences in 2017 to 443 the following year. This jump directly correlates with one of the most difficult periods in the company's history—the so-called "production hell" associated with the mass production of the Model 3. This term, introduced into public discourse by Musk himself around July and August 2017, described the enormous challenges related to scaling production, supply chain problems, and the pressure to fulfill orders. During this period, the company was under intense fire from the media and analysts, who questioned its ability to transition from a niche producer to a mass player in the automotive market.

In this context, the increased frequency of the word "Tesla" was part of a conscious, defensive communication strategy. The X platform became Musk's main channel for direct communication with investors, customers, and the public, bypassing traditional media. His posts aimed to:

* **Project control:** Regular, though often overly optimistic, updates on production progress were intended to create the impression that, despite the difficulties, the situation was under control.
* **Manage the narrative:** Through direct communication, Musk sought to counterbalance and neutralize negative media reports, presenting problems not as a sign of failure but as an inevitable part of an ambitious innovation process.
* **Build a community:** By sharing the difficulties and calling for support, he mobilized a loyal base of followers who viewed criticism of the company as an attack on a shared mission.

At this critical moment, the word "Tesla" functioned as a shield through which Musk publicly managed the corporate crisis, simultaneously acting as CEO, press spokesman, and community leader.

**1.2. Global Expansion and Stock Market Rise (2019-2022): "Tesla" as a Symbol of Triumph**

The period between 2019 and 2022 was a time when the use of the word "tesla" reached its peak, with 749 occurrences in 2019 and a sustained high level in the following years (720 in 2020, 610 in 2022). This intensity reflected a period of unprecedented success and global expansion for the company. It was a time marked by key events that solidified Tesla's position as a leader in the EV revolution:

* **Production expansion:** The start of construction and launch of production at the Gigafactory in Shanghai (January 2019) and the official openings of the Gigafactories in Berlin (March 2022) and Texas (April 2022) were proof of the company's global reach and production capabilities.
* **Stock market explosion:** The year 2020 brought a sharp increase in Tesla's stock value, driven by achieving profitability, growing production, and inclusion in the S&P 500 index. This growth created a "Tesla financial complex," encompassing a wide range of investment products such as ETFs and options, which further strengthened its market position.

During this period, the rhetorical function of the word "Tesla" underwent a fundamental change. It transformed from a crisis management tool into a symbol of domination, innovation, and triumph. Musk's posts no longer served to calm fears but to celebrate successive milestones, reinforcing the brand's image as an unstoppable force and directly fueling investor enthusiasm. The word "Tesla" became synonymous with the future, and every tweet containing it was another message affirming this narrative. This shift shows how flexibly Musk uses language: the same keyword is strategically adapted to changing corporate circumstances, evolving from a defensive instrument into a tool of offensive brand expansion.

### **Chapter 2: "Coming Soon" – The Event Horizon and the Economy of Promise**

In Elon Musk's communication arsenal, phrases that announce the future, such as "coming soon," play a much deeper role than simply informing about plans. They form the foundation of a strategy that can be described as the "economy of promise". Data analysis shows a steady, albeit lower-level, occurrence of such phrases over the years. Their persistent presence, combined with a well-documented history of delays in key projects, reveals that they are not merely optimistic forecasts but precisely calibrated tools for managing expectations, sustaining interest, and, most importantly, building market value based on a vision of the future.

**2.1. The Architecture of Expectation: FSD and Cybertruck**

Two flagship projects—Full Self-Driving (FSD) and the Cybertruck—are excellent case studies of how this strategy functions. In both cases, Musk has for years used the rhetoric of near-realization, creating a constant sense that revolutionary technology is just around the corner, while reality has systematically contradicted these promises.

* **Full Self-Driving (FSD):** The history of promises regarding FSD is a chronicle of permanent delay. Since 2013, Musk has regularly announced the achievement of full autonomy (SAE Level 5) within a "one to three years" timeframe. He predicted, among other things, a fully autonomous cross-country drive in the US by the end of 2017 and the deployment of a million "robotaxis" by 2020. None of these key promises were fulfilled by the announced deadline, and the FSD system, despite progress, remains at Level 2, requiring constant driver supervision.
* **Cybertruck:** Unveiled with great fanfare in November 2019 with the promise of production starting in late 2021, the Cybertruck became a symbol of missed deadlines. The launch was repeatedly postponed, first to 2022 and then to 2023, with supply chain issues and the need to refine the design cited as reasons. The first production unit rolled off the assembly line only in mid-2023, almost two years after the original date.

The language of announcements for both these projects served key business functions. It maintained constant media and consumer interest, fueled the marketing machine, and, most importantly, allowed for the capitalization of future revenues. In the case of the Cybertruck, the ability to place reservations for a small fee allowed the company not only to collect hundreds of thousands of orders (and free capital) but also to use these numbers as proof of huge market demand. In this way, the "economy of promise" translates into tangible financial value, detaching it from current production and engineering realities. The table below synthetically illustrates the discrepancy between rhetoric and reality for these two key projects.

**Table 1: Timeline of Promises vs. Reality – FSD and Cybertruck** *The following table:* | Project | Promise Date | Predicted Deadline | Actual Outcome | Source | | :--- | :--- | :--- | :--- | :--- | | **Full Self-Driving (FSD)** | October 2016 | End of 2017 | A fully autonomous drive from Los Angeles to New York. | Unfulfilled. | | | February 2019 | End of 2019 | Achieving "feature complete" FSD. | Unfulfilled. | | | April 2019 | 2020 | Launch of a network of 1 million autonomous "robotaxis". | Unfulfilled. | | | July 2020 | End of 2020 | Completion of the basic functionality for Level 5 autonomy. | Unfulfilled. | | **Cybertruck** | November 2019 | End of 2021 | Start of mass production and first deliveries. | Delayed. | | | August 2021 | 2022 | Updated production start date. | Delayed again. | | | January 2022 | First quarter of 2023 | Another revised production start date. | Production started in mid-2023. |

This systematic discrepancy between promise and fulfillment is not seen as a failure but as an integral part of Musk's brand—a visionary who thinks in terms of decades, not quarters. The language of the "coming future" is a key tool that allows him to monetize this vision. The promise itself becomes a product, generating real value (investor confidence, customer engagement, capital from pre-orders) long before the physical equivalent is delivered. This creates a powerful financial and brand buffer that insulates the company from the negative consequences of its own chronic operational delays.

### **Chapter 3: "Yeah, True, Exactly" – Intimacy at Scale, Tribalism, and the "Audience Capture" Phenomenon**

The most dramatic change visible in the analyzed data is the sharp, almost exponential increase in the use of short, colloquial affirmations such as "yeah," "true," and "exactly," especially after 2022. In 2024, the number of occurrences of these words reached an unprecedented level: "yeah" (1177), "true" (845), and "exactly" (503). This linguistic shift is not accidental. It is a direct reflection of the fundamental change in Musk's role—from an influential user of the platform to its owner—and is a textbook example of the socio-psychological phenomenon known as "audience capture".

**3.1. Change of Role: From User to Owner**

The acquisition of Twitter in October 2022 was a turning point. Musk ceased to be just one of many, albeit extremely popular, voices on the platform. He became its ultimate arbiter, the decision-maker shaping its culture, rules, and direction. His immediate, radical actions—mass layoffs, including the dismantling of content moderation teams, the reinstatement of thousands of banned accounts, including those of far-right figures, and the promotion of an "absolutist free speech" ideology—fundamentally changed the nature of public discourse on the platform.

This change in role was reflected in his language. Musk's earlier communication, though direct, was largely based on a broadcast model: corporate announcements, presentations of vision, one-sided opinions. After acquiring the platform, his style became much more interactive and conversational. The explosion of short, affirmative replies is the best evidence of this. Words like "true" or "exactly" have become a highly effective mechanism for:

* **Building relationships:** Quickly confirming supporters' opinions creates the illusion of a direct, personal dialogue and strengthens the sense of connection.
* **Signaling agreement:** Each "true" is a public stamp of approval for a specific opinion or narrative, which increases its visibility and legitimizes it in the eyes of other users.
* **Managing the community:** In his new role as owner, Musk uses these interactions to actively shape the culture of his platform, rewarding with engagement those voices and views that align with his vision.

**3.2. "Audience Capture" and Building an Ideological Tribe**

Musk's actions after acquiring X perfectly fit the definition of "audience capture". This phenomenon describes a process in which an internet creator, in pursuit of engagement, gradually adapts their content to the expectations and preferences of the most active part of their audience. This leads to a feedback loop in which the creator and the audience mutually radicalize their views, and the content becomes increasingly polarized and niche.

In Musk's case, his audience after the acquisition of X became more ideologically homogeneous, attracting users with conservative, libertarian, and anti-establishment views who felt "liberated" by his "free speech" policy. His communication became a reflection of this phenomenon. By constantly providing affirmative replies to posts that align with this ideological line, Musk not only reacts to his audience but actively shapes and reinforces it. Every "exactly" thrown in response to criticism of "woke culture" or "legacy media" is a signal to millions of followers about which views are desired and rewarded on this platform.

In this way, Musk creates and consolidates a "tribal" identity. He defines a group of "us" (supporters of true free speech) in opposition to "them" (censoring elites, traditional media). This strategy is extremely effective because it transforms his followers from passive content consumers into active participants and defenders of his mission. Seemingly trivial and informal phrases like "yeah" and "true" turn out to be strategically used weapons in building a parasocial relationship on a massive scale. This manufactured intimacy and sense of direct contact serve political goals. They build deep trust and loyalty within a carefully selected group of recipients who feel seen and appreciated by Musk. Once this bond is established, the audience becomes much more susceptible to accepting and amplifying his more controversial and polarized narratives.

Thus, conversational affirmations become the foundation upon which his broader ideological project is built. They are the tools with which he builds an army of followers before pointing them to a target.

### **Chapter 4: "Legacy Media" – The Rhetoric of War and an Attempt to Seize Narrative Control**

The term "legacy media" is one of the most powerful and strategically deployed elements in "MuskOS". Quantitative data analysis clearly shows that its use is a new and explosive phenomenon—before the end of 2022, it was virtually absent from his lexicon, only to reach 181 occurrences in 2024. This explosion is not accidental. It is a rhetorical weapon whose use is almost exclusively reactive, triggered in response to criticism. The culmination of this strategy was the publication of the "Twitter Files"—a carefully orchestrated information operation that was an attempt not only to discredit the media but to replace its function and seize control of the global narrative.

**4.1. The Reactive Nature of Attacks on the Media**

The hypothesis put forward in the "Analysis of Controversies," regarding the reactive nature of Musk's anti-media rhetoric, is fully confirmed by a chronological comparison of events. The escalation of his attacks on "legacy media" or "corporate journalism" almost always follows directly after waves of intense, negative criticism of his actions in those same media. This pattern repeats with striking regularity:

* **November 2022:** Mass layoffs and the catastrophic rollout of the paid Twitter Blue verification sparked widespread criticism, describing chaos and threats to the platform's integrity. In response, Musk began to intensify his rhetoric, asking rhetorically, "Why are so many in the media against free speech?".
* **December 2022:** The decision to suspend the accounts of several prominent journalists from leading news organizations like CNN, "The New York Times," and "The Washington Post" was met with unanimous, international condemnation. In response to this massive criticism, Musk launched a direct attack, accusing "corporate journalism" of defending the state instead of the people and threatening that the legacy media should worry about its reputation.
* **April 2023:** Labeling public broadcasters like NPR and the BBC as "state-affiliated media" sparked another wave of outrage. In the midst of the controversy, Musk published a post stating that "all news is to some degree propaganda," which was a blatant attempt to delegitimize professional journalism as a whole.

This pattern reveals that the "legacy media" label is not an element of proactive criticism but a defensive tool. Its purpose is to discredit the source of criticism in the eyes of his "captured" audience, undermine the credibility of journalists, and portray himself as a victim of a media establishment that supposedly opposes his mission to restore free speech.

**Table 2: Chronology of the Conflict with Media – A Reactive Pattern** *The following table:* | Date | Musk's Controversial Action / Event | Example of "Legacy Media" Criticism (Source & Headline) | Musk's Reactive Tweet Attacking Media (Quote & Date) | | :--- | :--- | :--- | :--- | | November 2022 | Mass layoffs and chaos with Twitter Blue. | "Elon Musk announces Twitter mass layoffs to begin Friday" (The Guardian) | "Why are so many in the media against free speech? This is messed up." (November 28, 2022) | | December 2022 | Suspension of journalists' accounts. Publication of "Twitter Files." | "Journalist suspensions widen rift between Twitter and media" (Associated Press) | "Why is corporate journalism rushing to defend the state instead of the people?" (December 27, 2022) | | December 2022 | (Continuation) | "Elon Musk's reputation was 'in danger.'" (CNBC) | "The legacy media should worry about its reputation. We have only just begun." (December 28, 2022) | | April 2023 | Labeling NPR and BBC as "state-affiliated media." | "Elon Musk says NPR's 'state-affiliated media' label might not have been accurate" (NPR) | "All news is to some degree propaganda. Let people decide for themselves" (April 9, 2023) | | September 2023 | Threat of a lawsuit against the Anti-Defamation League (ADL). | "Musk threatens to sue Anti-Defamation League over X's falling revenue" (Al Jazeera) | "I don't read the legacy media propaganda much anymore... Just get my news from X" (September 29, 2023) |

**4.2. Case Study: The "Twitter Files" as a Media Spectacle**

The publication of the "Twitter Files," which began in December 2022, was the culmination and most advanced form of Musk's war with the media. Presented as an exposé intended to reveal alleged censorship and anti-conservative bias by Twitter's previous management, it was, in reality, a carefully orchestrated media spectacle.

The publication methodology was a negation of journalistic standards. Musk personally selected journalists favorable to him (including Matt Taibbi, Bari Weiss), gave them controlled access to internal documents, and imposed the condition that they publish first on his platform. Such a model prevented independent verification, a full presentation of context, and led to a selective choice of materials intended to confirm a preconceived conspiracy thesis. Critics pointed out that the revealed documents showed internal dilemmas and difficult decisions by safety teams rather than systemic, politically motivated censorship.

Musk's strategy evolved from simply attacking "legacy media" to attempting to completely replace their function. The "Twitter Files" and the loud slogan "You are the media now" were not aimed at a genuine democratization of information. These were actions aimed at recentralizing control over the flow of information under his own authority. Instead of a decentralized system in which many independent newsrooms act as "gatekeepers," Musk sought to create a new ecosystem where he, as the platform owner and chief content curator, decides which voices are amplified and which narrative is promoted. Paradoxically, the self-proclaimed "free speech absolutist" attempted to create a more centralized and personally controlled information system than the one he so fiercely criticized.

### **Conclusion: From a Digital Town Square to a Personal Megaphone**

The analysis of the evolution of Elon Musk's language on the X platform, based on quantitative data from the "#Decompiling-MuskOS" project, reveals a coherent and deliberate transformation of his public persona and communication strategy. Changes in the frequency and context of the use of key terms precisely map his transition from the role of an innovative CEO to that of a media owner and influential ideologue.

Initially, his language was dominated by corporate narratives. Words like "Tesla" and phrases like "coming soon" functioned as tools for marketing, crisis management, and building value based on the "economy of promise". This was the communication of a CEO who used social media as a channel to promote his vision and defend his companies from criticism.

The acquisition of Twitter in 2022 initiated a fundamental change. The sharp increase in the use of colloquial affirmations like "yeah" and "true" signals a shift to community management and the active building of an ideological "tribe" through the phenomenon of "audience capture". At the same time, the explosion in the use of the term "legacy media" as a reactive weapon against criticism, culminating in the "Twitter Files," shows a conscious attempt to delegitimize traditional media institutions and replace them with a new, centralized information ecosystem under his personal control.

The declared vision of transforming Twitter into a neutral "digital town square" was not realized. In reality, the X platform under Musk's rule has become a powerful, personalized megaphone that algorithmically and culturally favors specific, often right-wing and anti-establishment, narratives. This is confirmed by studies indicating a drastic polarization in the perception of the platform by users with different political views.

This ideological transformation has had serious consequences. An increase in hate speech and disinformation, documented by independent organizations, combined with the deliberate undermining of the credibility of professional journalism, has weakened X's role as a reliable source of information. It also had tangible business and regulatory impacts. A mass exodus of advertisers, concerned about the lack of "brand safety," led to a collapse in the company's revenue, and the chaotic management and weakening of safety mechanisms attracted the attention of regulatory bodies in the US (FTC) and the European Union (under the Digital Services Act).

Ultimately, the decompilation of "MuskOS" shows that for Elon Musk, language is a tool for shaping reality. Its evolution reflects a growing ambition not only to create technological products but also to control the narratives that surround them and to influence global public discourse. The consequences of this transformation—for the X platform, its users, and the broader information ecosystem—will be felt for many years to come.

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