Comprehension Questions

1. How much money did Musk pay to acquire Twitter?

He purchased Twitter for 44 billion dollars.

1. What happened on Twitter within the first 24 hours of Musk’s acquisition?

It is increased that undesirable Tweets.

1. What don’t advertisers want to be associated with?

Advertisers avoid antisocial tweets including racism, hate speech, pornography, fake news etc.

1. What percent of Twitter’s revenue comes from advertising?

Benefits from advertisements occupy 90% of the total revenue of Twitter.

1. What did General Motors do?

It announced that it would pause the advertisement on Twitter until analysis of new policies of the platform.

Discussion Questions

1. Do you use Twitter? If so, what do you use it for? If not, why not?

I don’t use Twitter now. I think the reason why people use social media is sharing their daily life and communicating with each other. However, I don’t have any friends who use Twitter. In addition, I prefer to see picture-focused feed like Instagram, not text-oriented feed like Twitter. For these reasons, I am indifferent to be user of Twitter.

1. Elon Musk is the richest person in the world. Do you think him buying Twitter is good or bad for society? Why?

I think Elon Musk's Twitter is good for society. Mass media under the control of a certain set of values such as political correctness or feminism take the role of suppressing the opposite side and instigating the public. Open-minded Twitter with a new owner can keep in check the centralized propaganda by reinforcing freedom of expression. Increasing extremist tweets might be a temporary event because users just want to check owner's words are true. After the transient phenomenon, Twitter would be a hall of constructive discussion.

1. Why is this situation considered “unwinnable” for advertisers?

GM's decision about Twitter necessarily makes lose either its customers who advocate the refreshed platform or who avoid the changes in the social media. Because GM's economic and social loss is inevitable, GM, the advertiser is unwinnable. GM is only representative of many advertisers.

1. How much should social media platforms be censored? What should or should not be allowed? Why?

I argue that every medium should secure freedom of expression. Censorship must be conducted as least as possible. All media has a duty to provide a place for healthy debate. It doesn't mean allowance of crime or approval of criminals. The focus of regulations should be on the extremes of both sides, not on someone's opposite side. Any opinions are ought to be respected except violence, crime, and discrimination.