The Social (Media) Dilemma

AI Action: "Maximize user engagement"
   i.e., manipulate them to stay on the app longer

"There are only two industries that call their customers 'users': illegal drugs and software."
Edward Tufte

The original quote is "There are only two industries which refer to their customers as users, drugs and computers," from an interview report: Computer Literacy Bookshops Interview, 1994-1997.[4] Netflix's quote is: "There are only two industries that call their customers 'users': illegal drugs and software."

https://www.linkedin.com/pulse/drug-computer-industries-may-call-customers-users-media-yoram-reich

FACEBOOK

What 'The Social Dilemma' Gets Wrong

We should have conversations about the impact of social media on our lives. But 'The Social Dilemma' buries the substance in sensationalism.

Rather than offer a nuanced look at technology, it gives a distorted view of how social media platforms work to create a convenient scapegoat for what are difficult and complex societal problems. The film's creators do not include insights from those *currently* working at the companies or any experts that take a different view to the narrative put forward by the film. They also don't acknowledge—critically or otherwise—the efforts already taken by companies to address many of the issues they raise. Instead, they rely on commentary from those who haven't been on the inside for many years. Here are the core points the film gets wrong.

https://about.fb.com/wp-content/uploads/2020/10/What-The-Social-Dilemma-Gets-Wrong.pdf