

Policy Proposal: Destroy the Ad-Revenue Driven Algorithm

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Over the last decade and a half, social media networks have dominated our cultural, economic, and political landscape. Facebook (Meta), Twitter / X, TikTok, and other social media sites have raked in billions of dollars in advertising revenue, at the expense of the people of America's privacy, mental well-being and freedom.

Gen Z has in particular served as the guinea pigs of our tech overlords, as they report higher rates of social isolation and anxiety than any other generation in history. Shortening attention spans have caused serious harm to academic achievement and critical thinking, as the current crop of teenagers are the first generation in history to be less educated than their parents.

If social media companies want to continue to do business in America, they have to move away from this toxic business model. Just as oil companies and chemical plants shouldn't be allowed to poison our drinking water with dangerous chemicals, the current algorithms need to be strictly regulated - not to censor speech, but to stop promoting hatred and sensationalist clickbait.