

# Musk's Twitter bid, and the 'bot' complication | Columbia Journalism Review

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May 20, 2022

Elon Musk's bid to acquire Twitter for \$44 billion is only a month old, but it has already had more twists and turns than any Coney Island roller coaster. After Musk filed notice of his offer with the Securities and Exchange Commission on April 13, Twitter's board of directors implemented a "poison pill" defense, which would have flooded the market with cheaper stock if Musk went ahead with his bid. Only a few days later, Twitter accepted his offer, which valued company stock well above its recent trading price. This triggered a wave of speculation about what Musk planned to do with the service; among other things, he said that he would make the service's recommendation algorithm public, and stated last week, after much speculation on the matter, that he would reverse the permanent ban on Donald Trump's Twitter account. (That news prompted quick support from Jack Dorsey, Twitter's former CEO, who had previously defended the decision to ban Trump.)

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