

# Platforms are over | Nieman Journalism Lab

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Platforms are on life support. Alternative AI interfaces are on the rise. Meta is shifting emphasis away from Facebook to AR- and VR-enabled portals for interaction. Mastodon is emerging as a friendlier, smaller-scale (for now) antidote to the mass interaction most platforms foster. Twitter has transitioned from serving as the PR instrument of President Trump to the pet project of a billionaire. People have begun to exit platforms en masse, leaving behind zombie accounts with many followers and no activity. They download content and lock up accounts. It almost feels like they're locking up house and leaving hostile territory, hoping possibly to return when things are normal again, whatever that may mean. The people are leaving; the bots keep gaining ground.

Where does that leave journalism?

[...]

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