

The Biggest Problem Facing America: Misinformation-At-Scale | ProMarket

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Before there was “move fast and break things,” there was another animating ethic of the tech industry: “Get big fast!” This philosophy has proven to be good for the industry, but bad for the world. Over the last decade, social networking (connecting people to people) morphed into social media (connecting people to people and to content), which resulted in exponential profits and growth. Most people don’t know the difference between social networking and social media, but this transition was the key to products like Facebook, Twitter, and YouTube dominating global markets in mass communication. In short, networks are the wealth of society. Networks are where the rich and powerful derive their importance and high status, hence saying “he or she is connected” when referencing someone you do not want to mess with. When social media is the vector of attack against our democracy and public health, a small group of highly motivated and connected actors can manipulate public understanding of any issue simply by using these products they are as designed.

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