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- **Background**

- Technologist; served at Twitter, Uber, Democratic National Committee, Emerson Collective, Mozilla
- Product builder
- Today's focus: disinformation/misinformation, platform design, Silicon Valley incentives, regulation and change

- **How Social Media Amplifies Dis- and Misinformation**

- False news travels faster
 - MIT research: false stories are 70 % more likely to be retweeted and reach people six times faster than true stories [OBJ]
 - Novelty and emotional content (surprise, disgust) drive virality [OBJ]
- Confrontation and emotional contagion
 - Confrontation effect: opposing views provoke outrage and drive higher engagement [OBJ]
 - Negativity is contagious; platforms amplify it
- Reflexive posting and absent feedback loops
 - Short-message, rapid-fire formats encourage unreflective posts [OBJ]
 - Social media lacks negative feedback loops; errors go viral and polarize [OBJ]

- **How the Technology Is Built**

- Optimizing for speed
 - Inspired by Google's speed experiments: a 0.5-second delay reduces searches by 20 % [OBJ]
 - Platforms minimize friction; character limits and infinite scroll encourage quick consumption
- Algorithmic amplification
 - AI-driven feeds select content to maximize time spent [OBJ]
 - Notifications and personalization keep users hooked [OBJ]
 - Trending topics and share buttons make spreading content effortless
- Business model shapes design
 - Platforms monetize attention; advertising drives design [OBJ]
 - Engagement is prioritized over accuracy or well-being

- **Silicon Valley Incentives & Regulation**

- Financial stakes
 - Major platforms earned nearly \$11 billion in ad revenue from U.S. users under 18 in 2022 [OBJ]
 - Youth account for 30–40 % of advertising revenue on some platforms [OBJ]
- Trade-offs
 - Hiding toxic content reduces ad impressions and time on site [OBJ]
 - Platforms face a conflict between reducing harm and maximizing revenue [OBJ]

- Legislative landscape
 - Kids Online Safety Act (KOSA) aims to protect youth but is criticized for potential censorship and age verification [OBJ]
 - Data access restrictions (e.g., Twitter's API paywall) hamper research [OBJ]
- Need for regulation
 - Self-regulation is unlikely; external incentives are needed (transparency requirements, algorithmic audits, data access rights)
 - Encourage alternative revenue models (subscriptions, cooperatives) and incentives for humane design
- **Opportunities to Make Change**
 - Design interventions
 - Limit posting frequency (e.g., one post per day) [OBJ]
 - Require minimum character counts to encourage thoughtful posts [OBJ]
 - Use accuracy prompts to nudge users toward truthfulness
 - Research and data
 - Advocate for policies enabling researcher access to platform data
 - Support experiments that add friction and measure impacts on misinformation
 - Collaborate across sectors
 - Engage technologists, policymakers, creators and researchers
 - Use creative storytelling to shift cultural norms around engagement and accuracy
- **Close**
 - Align product design with well-being, not just engagement metrics
 - Push for legislation that balances safety and expression
 - Encourage platforms to adopt humane design and alternative business models
 - Empower users through education and mindful use