

Chamath Palihapitiya (2) em entrevista no canal CNBC [5/2018]:

[what do you think the long-term effects of social media in general are and unfortunately what happened was I think it's easy to characterize what I said just as a space book Facebook specific thing because I worked there and I was a key part of growing it the reality of what I want to explain what you said at the time]

What I said was I think the tools that have been created today are starting to **erode the social fabric of how society works**. And what I meant by that is the following thing today we live in a world now where it is **easy to confuse truth and popularity**. And **you can use money to amplify** whatever you believe and get people to believe that what is popular is now truthful and what is not popular may not be truthful.

The reality is now I can take **money** and I can use that through all of these social media systems that exist to hundreds of millions of people and **I can convince** [[all of Joe's friends and everybody like him]] of my opinion in very subtle in small ways [[and he can do the same to me]]. We can do that about vaccines we can do that about gay rights we can do that about bathroom laws we can do that about a lot more. And so I think the question we have to ask ourselves is: how do we live in a world where this is now possible?

Q: I read and watched parts of what you were talking about. Part of it seemed to me about the ability to pay to manipulate people's thoughts. The other seemed to me to be this sort of ADD society with which the sort of liking most anything else has created this sort of feedback loop that you compared to drugs.

A: We know for a fact that what all of these systems do, every single one, is it **exploits our own natural tendencies in human beings to get and want feedback**. That feedback, chemically speaking, is the release of dopamine in your brain and so what these feedback loops do (and they exist everywhere in call of duty in other video games social networking sites) they get you to react.