

NEWS

Musk: from pg 8
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Twitter’s content moderation and revenue model

To understand Musk’s motivations and what lies next for social media platforms such as Twitter, it’s important to consider the gargantuan – and opaque – online advertising ecosystem involving

multiple technologies wielded by ad networks, social media companies and publishers. Advertising is the primary revenue source for Twitter.

Musk’s vision is to generate revenue for Twitter from subscriptions rather than advertising. Without having to worry about attracting and retaining advertisers, Twitter would have less pressure to focus on content moderation. This could make Twitter a sort of freewheeling opinion site for paying subscribers. In contrast, until now Twitter has been aggressive in using content moderation in its attempts to address disinformation.

Musk’s description of a platform free from content moderation issues is troubling in light of the algorithmic harms caused by social media platforms. Research has shown a host of these harms, such as algorithms that assign gender to users, potential inaccuracies and biases in algorithms used to glean information from these platforms, and the impact on those looking for health information online.

Testimony by Facebook whistleblower Frances Haugen and recent regulatory efforts such as the online safety bill unveiled in the U.K. show there is broad public concern about the role played by technology platforms in shaping popular discourse and public opinion. Musk’s acquisition of Twitter highlights a whole host of regulatory concerns.

Because of Musk’s other businesses, Twitter’s ability to influence public opinion in the sensitive industries of aviation and the automobile industry automatically creates a conflict of interest, not to mention affects the disclosure of material information necessary for shareholders. Musk has already been accused of delaying disclosure of his ownership stake in Twitter.

Twitter’s own algorithmic bias bounty challenge concluded that there needs to be a community-led approach to build better algorithms. A very creative exercise developed by the MIT Media Lab asks middle schoolers to re-imagine the YouTube platform with ethics in mind. Perhaps it’s time to ask Musk to do the same with Twitter. This is an updated version of an article originally published on April 15, 2022. (The CONVERSATION)

IN THE HUDDLE
with Coach Jennings

When It Stinks
—TODAY’S SCRIPTURE—
(John 11:39, NLT)

“Roll the stone aside,” JESUS told them. But Martha, the dead man’s sister, protested, “LORD, he has been dead for four days. The smell will be terrible.”

—TODAY’S WORD—

In John 11, when JESUS showed up at Lazarus’ house four days after he had died, Lazarus had been in the tomb so long that his body stunk. At times, we all have things in life that stink. Maybe a relationship feels so dead that it stinks. Your finances stink. The layoff stinks. That mistake you made that set you back stinks. JESUS went to the tomb, where the stink was, and told them to roll away the stone. Sometimes we think that GOD will help us only if we’re good enough, but GOD goes to the stinky places in our lives. That person who hurt you—it stinks. GOD is saying, “Let Me in. I’m going to wake up the healing, wake up the restoration, wake up the new beginning.” That past mistake you made and feel condemned about—it stinks. GOD is saying, “Roll that stone away. I’m waking up forgiveness, cleansing, and redemption.” It’s not too late for whatever stinks in your life. GOD is saying, “Let ME in.”

—PRAYER FOR TODAY—

FATHER, thank YOU that YOU are the GOD who is willing to go to the stinky places in my life and bring redemption and resurrection. Thank YOU that YOU don’t require that I be good enough to qualify for YOUR goodness. I am inviting YOU in to touch and wake up what seems dead. In JESUS’ Name, Amen.

Lurone “Coach” Jennings
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DeVan Curry is the founder and current director of ANCUR, Inc. He graduated from the University of Tennessee at Chattanooga earning dual Bachelor of Science degrees in both Biology and Psychology. DeVan then advanced to Georgia State University earning his M.S. in Urban Policy Studies – Policy Analysis and Evaluation from the Andrew Young School of Policy Studies in Atlanta, GA. Some of his accomplishments include:



- Developing Disaster Preparedness training, policy, and exercises for U.S. Centers for Disease Control and Prevention and U.S. Environmental Protection Agency.
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