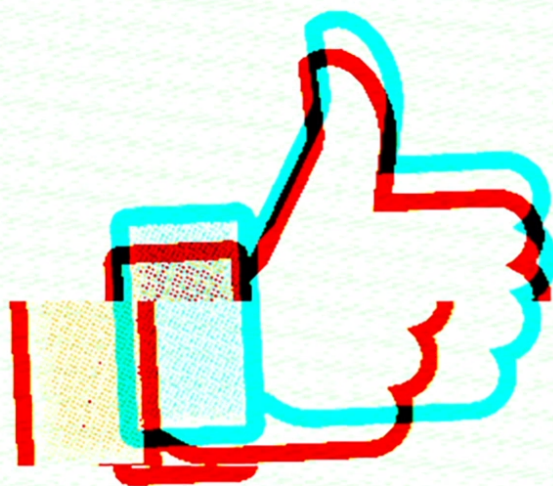


# Is Facebook a \_Machine of Mass Destruction\_\_

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Facebook  
maybe it's the closest thing  
to the already mythical  
"doomsday machine" ...

In an [article](#) that analyzes the history and present of Facebook with intimate knowledge, the editor of the magazine *The Atlantic* , [Adrienne LaFrance](#) , suggests that Facebook is more like a machine of mass destruction, according to the concept of [doomsday machine](#) , with a certain tradition in Anglo-Saxon culture.

During the Cold War era there was speculation about the existence of this type of machines capable of, end the life of the planet through a nuclear bomb or something similar ...

Although [Facebook](#) obviously does not have that destructive capacity, in a less obvious way this social network (along with other platforms such as [Google's](#) ) does represent a threat to survival and above all to a way of life that is not mentally lethal and divisive .

As LaFrance notes,

it is not just about content and user input, but about conditions (an environment that Facebook fostered from the beginning with the sole objective of growing).

[That toxicity "is in its very architecture"](#) and, what is worse, in a certain way **Mark Zuckerberg**, blind in his ambition, cannot control what he has produced, because at the scale that Facebook currently exists, with almost three thousand millions of users, it is ***impossible to regulate*** ...

LaFrance points out that Facebook works to do what its creator originally wanted, "to connect people", but with a decisive component that the social network creates communities,

without **any** moral counterweight ...

In fact, it removes the morality of relationships and leaves only the element of connection.

In other words,

Facebook is dedicated to "connecting" but takes the quality of connections out of the equation.

Both in the sense of what is shared and in the loyalty and richness in which it is shared, yours is a low-quality environment and a distributor of low-quality content.

It should be remembered that social networks such as Facebook have become almost monopoly media that have altered and in a certain sense, destroyed traditional journalism and cultural magazines (among other areas), creating a new information model that is easily lent and the **disinformation** to the demand something that is short, striking and ability to "burn" the Internet.

For LaFrance:

the emergence of QAnon, for example, is a logical conclusion of the social network.

That's because Facebook (along with Google and YouTube) is perfect for spreading information to global audiences at lightning speed.

Facebook is,

- a *government propaganda agent*, targeting harassment, terrorist recruitment, emotional manipulation, genocide
- a *historic world weapon* that no longer exists in a bunker, but rather on a campus in Menlo Park, California, inspired by Disneyland

A Disneyland whose central attraction is seeing people, one might add, exploiting the innate mechanism that human beings have to socialize and form community:

a mechanism subverted by algorithms that use the very information that users have given them to get to know them and give them more stimuli that make them return, such as a more sophisticated version [of Pavlov's dogs](#) in which the rewards used to condition behavior do not they are bones but photos and headlines ...

The main problem with Facebook, according to LaFrance, is that,

It exists on a mega-scale, at a magnitude that makes it impossible to control its content, a control that also goes against the principles with which it has grown up, basically a wild vision of the freedom of opinion, where in principle everything is equal:

the content of a Nobel Prize, a terrorist or a white extremist ...

It is true that Facebook over time (although not at first) has created mechanisms to suppress *inappropriate* content, but by no means is it capable, with its *fifteen thousand supervisors*, of eliminating it efficiently.

Facebook has become a loudspeaker, a device that magnifies content, and not the best but often the worst, precisely because it grew up without any moral guideline.

In the information age, which Facebook has raised, the "gatekeepers", the editors and censors, are seen as outdated and repressive:

the power of the so-called collective intelligence (an among that has proven to be a ghost) is extolled ...

On the other hand, to create this mega-scale, Facebook itself has had to employ not only amoral but clearly immoral mechanisms, such as designing "reaction buttons" that increase interactions,

as well as giving access to user information to third parties or using said information to psychologically manipulate users (as the same company accepted in [an experiment carried out with Australian users](#)).

Facebook has openly sought to "dominate" the internet and has bragged about being able to manipulate election results (indeed, some blame its policies for this, which has had dire results for humanity).

His ability to *personalize information* (which has allowed him to transform the advertising industry) has created the ideal conditions for a manipulative environment.

On Facebook there is always something that moves covertly.

All of this produces something very simple:

a site with such shady intentions and with such low moral integrity leads to **more of the same** ...

Facebook,

- has been a platform for the organization of illegal groups
- has allowed politicians to manipulate the population
- has facilitated the growth of racist and terrorist groups
- generally you have created a **junk info** state ...

Facebook is a kind of *McDonald's* of information ...

Under pressure in [past elections](#) ,

Facebook was forced to use its goatee and lower the notoriety of certain far-right party sites ...

However, as reported by the *New York Times* , he did it in such a way that the harmful content did not disappear completely, otherwise he would have risked *losing users* ...

This further reveals the incredible power that Facebook has and that it has probably used in sensitive cases before to determine what appears on its site, which is a hinge on the reality of billions of people.

Many of the problems stem from its creator Facebook (the others are the result of the *ethos* of the *culture of Silicon Valley* and chaos that produces mega-scale).

Facebook, a site that has more power than most governments in the world,

is the project of an almost adolescent student who wanted to be popular and have fun in college, but whose success awakened a megalomaniac streak in him ...

A famous comment that Zuckerberg made, in a private conversation in the early years that his creation began to gain social notoriety, describes the Facebook project well:

"I have more than four thousand emails, photos, addresses ... People just gave them to me. I don't know why. They trusted me. Fucking fools."

Zuckerberg always maintained,

a **deceptive privacy** policy , encouraging users to give up all their personal information, assuring them that *there was nothing to fear* ...

This has clearly been untrue.

On the other hand, Zuckerberg's interests, according to another interview, were simply "to do something *cool* " with the intention that the students would connect more, among other reasons, to be able to have more sex.

This *ethos* of a *cool* place to be able to have more sex and have a good time has become one of the definitive cultural structures of humanity, which is sad.

And besides, it didn't even achieve its mission, as [people](#) currently [have less sex](#) and [connections are generally less deep](#) , something to which Facebook has contributed (although it is not the only relevant factor in this regard).

There is another reason why Facebook is a *weapon of mass destruction* :

Along with other social networks, it has created an *economy of attention* in which every moment of human attention is used to monetize and grow this algorithmic machine.

This economic system, closely linked to socialization, *gamification* and entertainment, threatens *human attention* , against the free exercise of this essential faculty for freedom and autonomy.

Paradoxically, this economic model and these platforms based on user content and total openness,

emerge wrapped in sermons in favor of *freedom* and *democracy* ,

... but its indiscriminate exercise calls into question freedom and democracy, since people are increasingly subject to mass thinking, **opinions** (and not knowledge) and a series of stimuli that direct their behavior, causing them to form habits of inattention or compromised and compromised attention.

A person who is not able to control his attention to a reasonable extent, can hardly be considered *free* and *autonomous* ...

LaFrance concludes:

Nowadays, many people are letting algorithms and tech giants manipulate them, and as a result, ['reality'](#) slides away without our being able to grasp it.

The machine of mass destruction is here, roaring ...