



DEMOCRACY & SOCIAL MEDIA

STUDIO SCUM

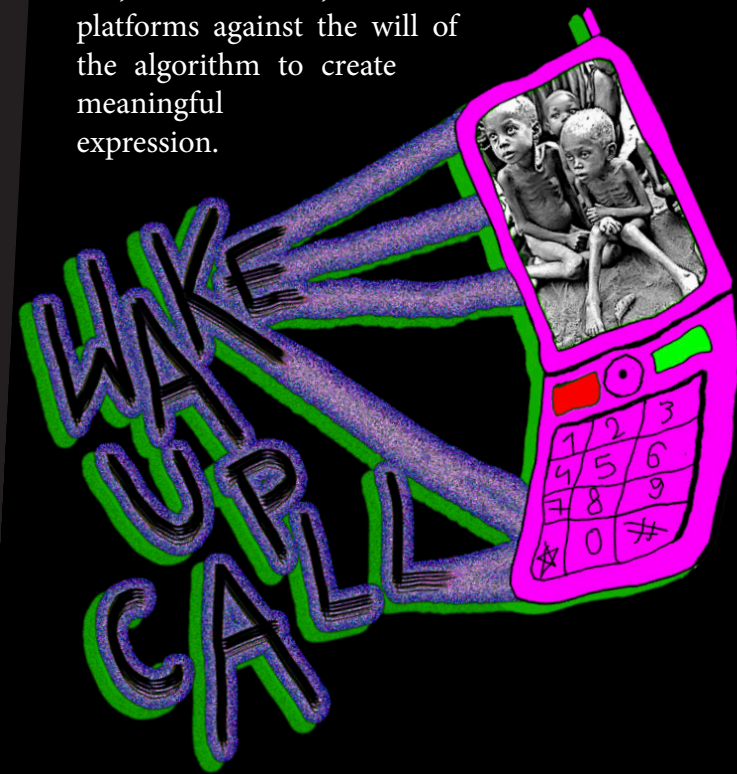
YouTube's recommendation algorithm favours longer videos, so that they can insert more adverts and make more money, and content creators favour longer videos, so that they can insert more adverts and make more money. And if there's one group that's mastered the art of creating long, tedious, drawn out, advert-filled content, it's right-wing YouTubers. As mapped out by the Data & Society Research Institute, even neutral pundits like Joe Rogan can cause people to be recommended conservative content. These conservative YouTubers, who often frame themselves as contrarians and concerned with their legal right to say bizarre things, are only a few algorithmic recommendations away from explicit white nationalists. The recommendation algorithm does not have a basic level of human intellect. It then blindly promotes such content, as it's what glues eyes to screens, and generates advert revenue. Money doesn't care. YouTube is part of Google, a for-profit company. Generating profit is simple – take some money, do something with it, and turn that into more money. There's a word for money that's spent to make more money: capital. Capitalism, then, is a system where decisions are made in order to maximise the expansion of this non-human, digital, self-replicating numerical entity. There's no malicious bias to YouTube, no intentional rigging of the system, just programmers attempting to make a number on a screen go up for the benefit of a select few shareholders.

Social media of all kinds – not just YouTube – exists in order to make this number go up, and it just happens that feeding teenagers pseudo-science that was debunked in the 1910s is how capital currently grows. Social media's mathematical formulae, known only to the private companies who create them, feed you the content that maximises profit for them, despite that being a tiny sliver of the huge daily output of data onto these platforms.

“Do they fancy me?” is a primal concern, a peculiarly human offshoot of the strange path evolution took two million years ago when some species started to reproduce through two partners having sex, rather than one organism replicating itself. Social media companies have captured this and turned it into a machine designed to reproduce capital. You are fed content that makes you keep your phone on longer, with no regard for whether it turns you anorexic or into a Nazi (or both), purely so you can see adverts for phone games with awful graphics that no-one even seems to be playing. There's no single solution to this. You can delete your account, but at the cost of socially isolating yourself. You can try and only follow hyper-positive Instagram posts, only to feel like you're not being positive enough when a drawing of a cute cat tells you to drink water. -----**RIDINGTHEALGORITHM**-----



The real solutions include action outside of social media, as well as within it, by solving the societal problems that social media makes obvious. Create collective spaces where the benefits of social media can be experienced without having to play by the rules of a for-profit corporation. When using social media, be aware of what you're using and how the technology is using you. Instead of allowing the algorithm to push you into content that benefits capital, follow those who are trying to find a way out, create detours, and use these platforms against the will of the algorithm to create meaningful expression.



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Have you ever been shocked or surprised at the
outcome of an election or political policy? Was your
shock due to the fact that everyone on your social
media seemed to share your view, as well as the
newspapers and articles you read????????????????
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Worldwide, around 26.3% of the world have Face-
book, each of these people on average have around
200-300 friends. According to Office for National
Statistics, the UK electorate between 2016 and 2017
was 38,693,900. It is dangerous to restrict your vi-
sion of the wider population and electorate to your
social media feed, as this vision excludes the belief
systems and political stances of a wide range of
people. Limiting your media sources to one or two
institutions that reflect your opinions is dangerous
as in doing so you block out an opposing argument.
It is similar to “Cancelling” or “Blocking” some-
one online because you disagree with them. These
voices are still speaking, but you are just choosing
not to listen to them, no problem has been resolved,
merely avoided. If we believe in democracy and
freedom of speech, is it right to initiate small acts of
silencing? Instead of shutting down an opinion that
makes you uneasy why not try and understand how
someone thinks a certain way and associates with a
certain type of politics.????????????????????
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<Boris Johnson's suspension of Parliament ruled unlawful by Scotland's highest court>

The Telegraph: Boris Johnson "faces citizen's arrest" if he goes to Scotland, PM warned. The

Sun: Brexit blocking MPs handed boost after a Scottish court says Boris was UNLAWFUL

to shut down Parliament. The Guardian: Johnson under pressure to recall parliament

following Scottish ruling. Sky News: Boris Johnson dismisses "nonsense" claims he is being anti-democratic. Who owns the news source and what their political and economic interests are? PERHAPS DO NOT SIDE WITH ONE MEDIA SOURCE OR THE OTHER, PERHAPS SIDE WITH THOSE AROUND YOU IN YOUR COMMUNITY. SPEAK TOGETHER NOT APART. By trying to understand one another, we will be able to achieve a more comprehensive world view and also come to understand where our issues and struggles overlap. We have a lot more in common with each other than politicians and media tycoons, but we are made to believe otherwise. Think about who lives on your street, you may have different jobs, interests, political stances, but you are nonetheless compounded in the same environment. ???????????



On the face of it, social media increases **CONNECTIVITY**. A galaxy of data is now – quite literally – at your fingertips. **SOCIAL MEDIA = KNOWLEDGE. FUCKTHEDISCONNE**
KNOWLEDGE = POWER. FUCKTHEDISCONNECTFUCK
Instantaneous access to virtually **every** inch of the Earth's surface (and the people on it) makes social media an immensely powerful tool for mobilising environmental **ACTIVISM** and accessing **INFORMATION** that enables **YOU** to make **GREENER** choices. **FUCKTHEDISCONNECTFUCKTHEDI**
But protecting the environment is dependent on people caring about it. For better or – in this case – for worse, the world most of us live in is hugely **DISCONNECTED** from the **PLANET** we occupy. Just because we can **livestream** footage of the Amazon river or share videos of the cutest **EVER** **baby** platypus learning to swim, doesn't mean we can **FEEL** the **POWER**, or **WONDER** of **MOTHER NATURE** from our 5th floor **CONCRETE** boxes. **FUCKTHEDISCONNECTFUCKTHEDISCO**
How are we expected to fight for the planet if we do not know on a **SOUL** level what it is we are fighting for? So, educate yourself on the most ecological way to consume meat (the answer is not at all) or rave about your favourite brand of environmentally-friendly space cakes all you want online. But to instil in yourself, on a deep level, a truer understanding of what is at stake here, look **OUTSIDE** at the **trees** and the **birds**, look **INSIDE** your fridge at the nature that sustains you every day. Look **WITHIN** yourself for the knowledge we all possess but learn to forget: that we are all **CONNECTED** to each other and something larger than ourselves. So, turn off your computer. Go for a walk in the park, or sit by a river, or (god forbid) hug a tree. Close your eyes. And breathe in the air. **Put down your phone, or there'll be NOTHING left to look at once you're done.** -#####**FUCK-**
THEDISCONNECT



NATURE
CAME FIRST
IDEOLGY
CAME SECOND