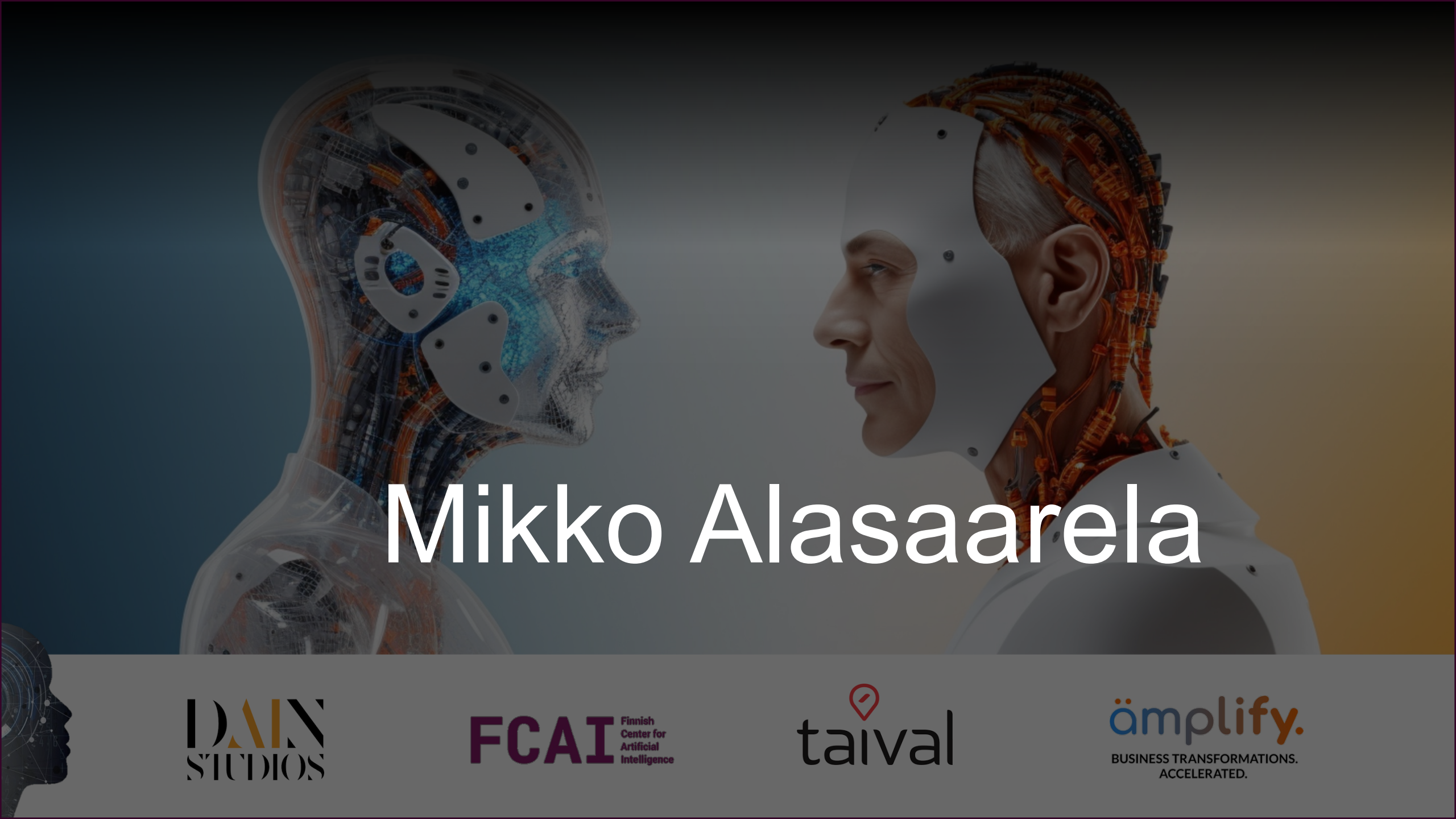


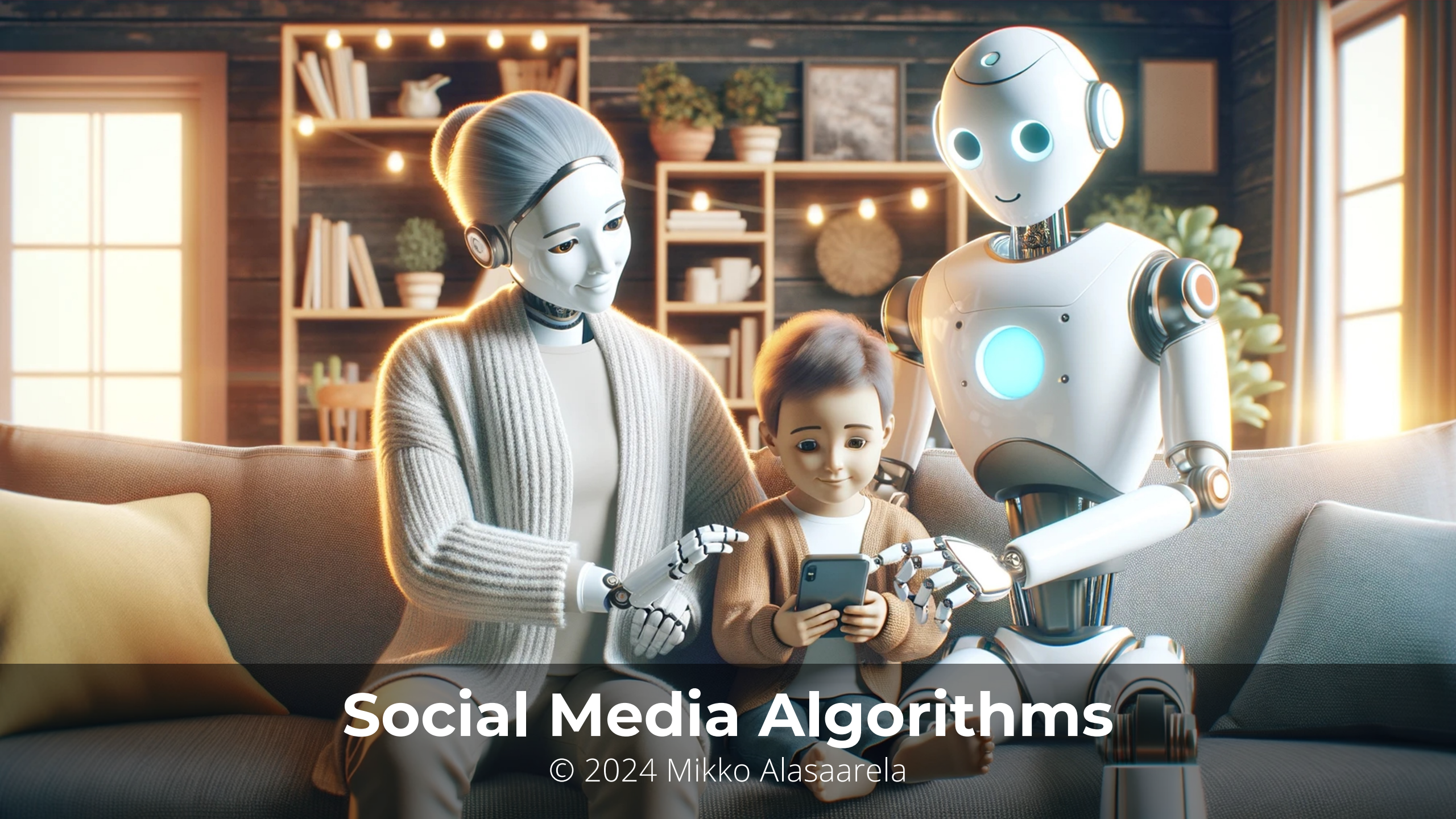
Mikko Alasaarela

DAIN STUDIOS

FCAI Finnish Center for Artificial Intelligence

taival

amplify.
BUSINESS TRANSFORMATIONS.
ACCELERATED.



Social Media Algorithms

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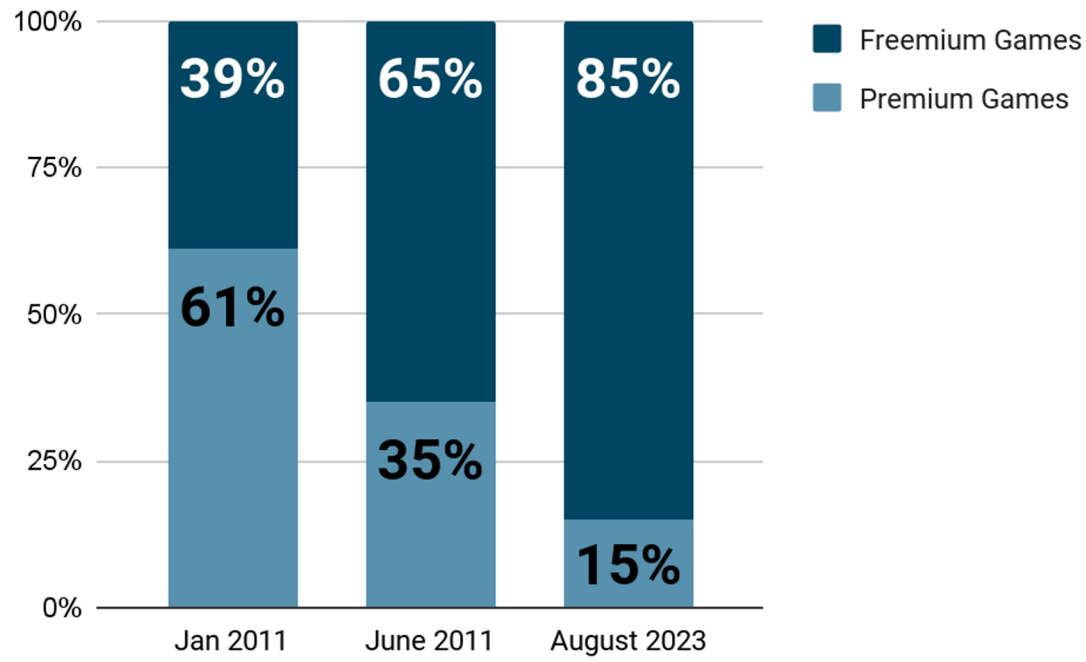
Something important happened in 2011…

The games industry flipped from selling games into monetizing addiction from free-to-play games.

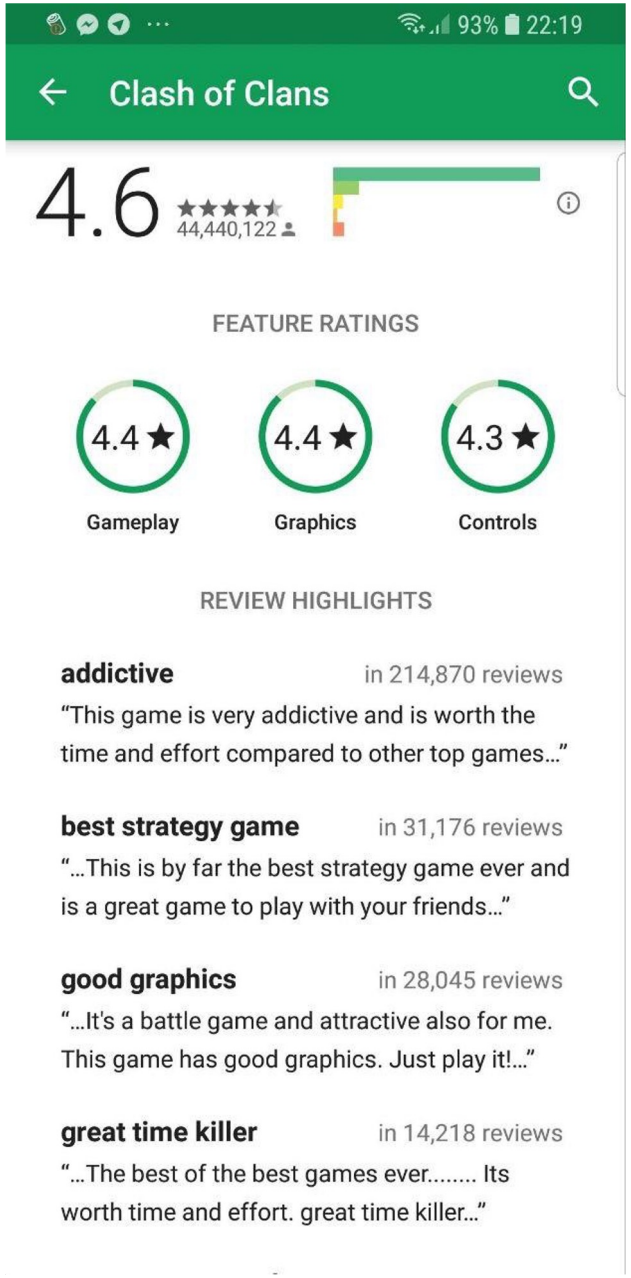
Games Revenue from Premium vs Freemium

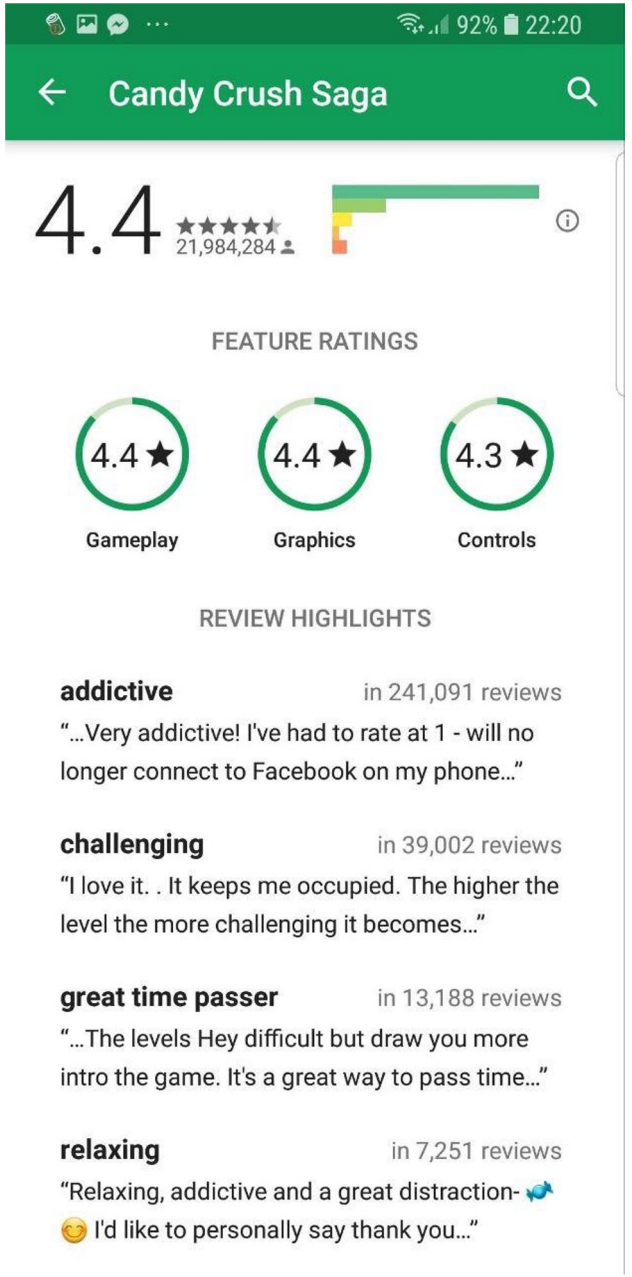


© 2024 Mikko Alasaarela. Sources: iTunes App Store, Flurry Analytics, Flurry Analysis, BusinessofApps, Statista. The 2011 figures are from the US App Store Top 100 Games, and the 2023 figure is for all games.

Free-to-play changed the games industry into a digital drug industry.

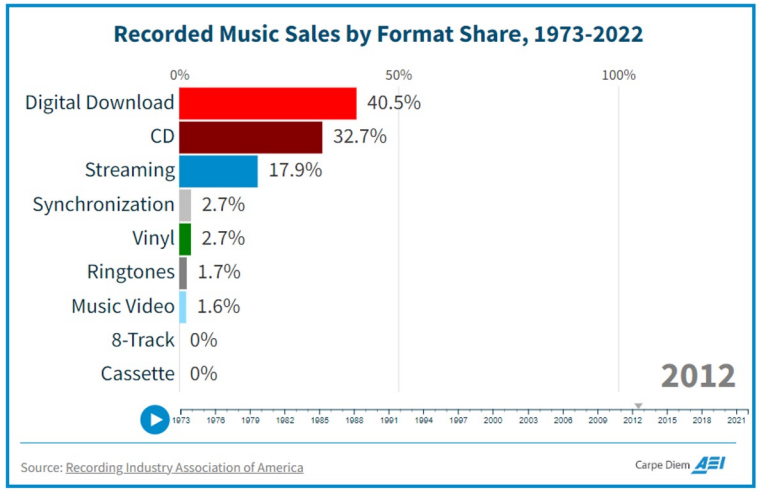
In 2018, 100% of the top 200 grossing games on Google Play Store had “addictive” as the most used word in reviews, with a large margin. I raised this into public awareness, and Google responded by remove the keywords from the Play Store.

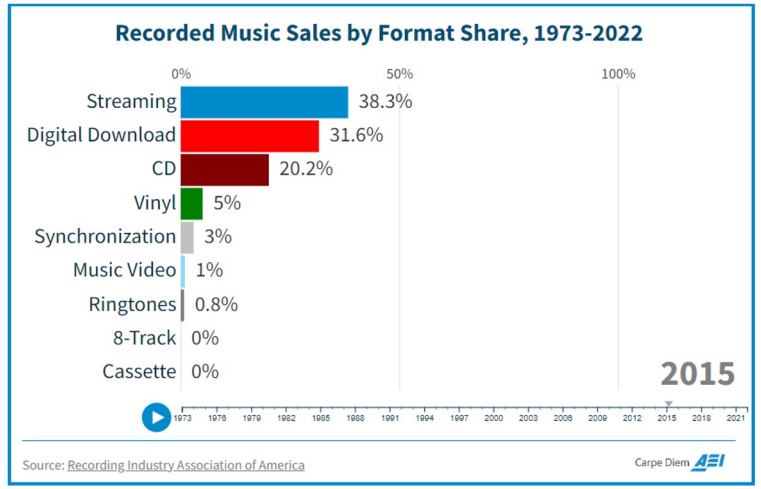


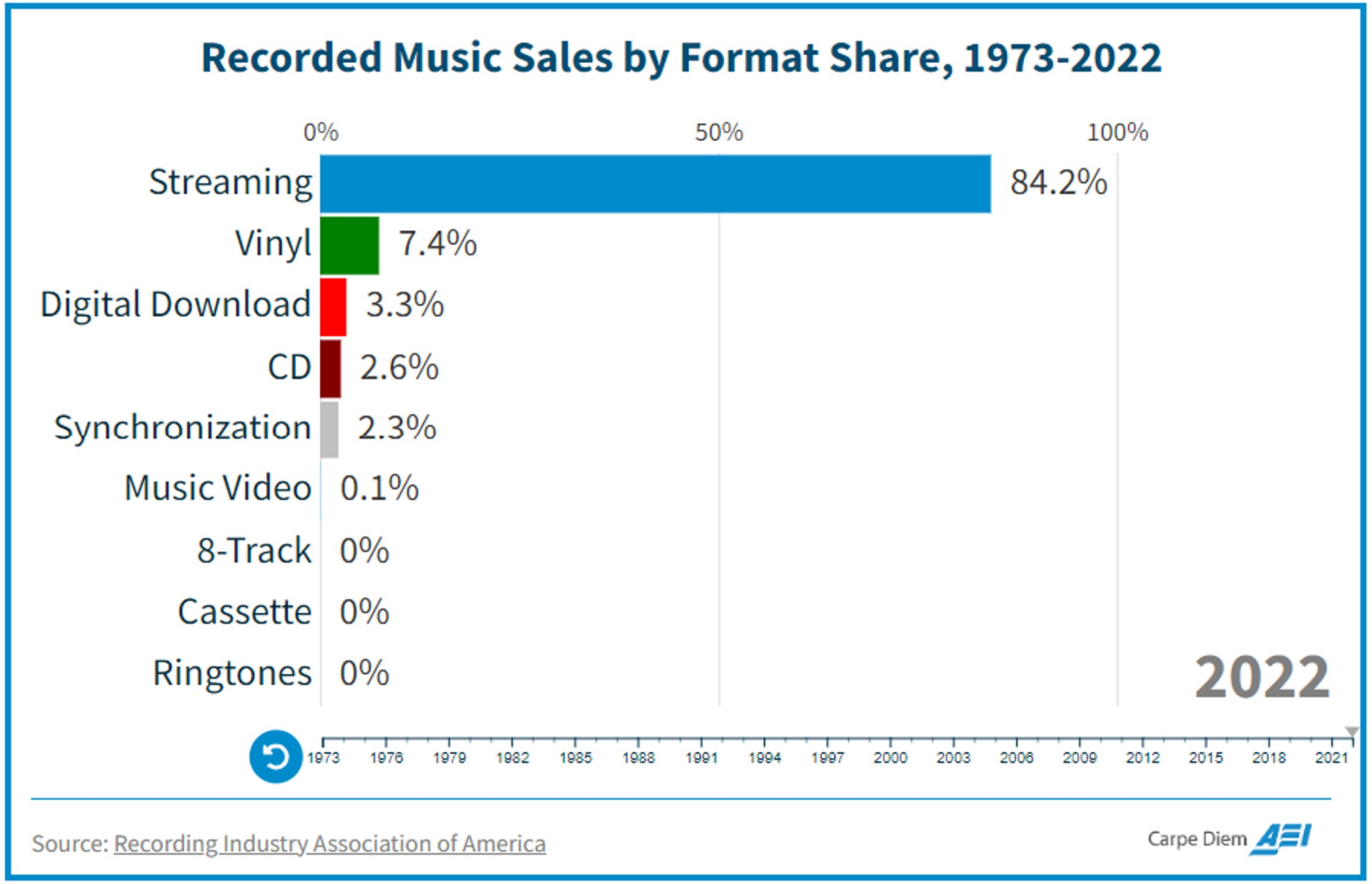


© 2024 Mikko Alasaarela. Sources: Google Play Store in 2018

Games started a trend.

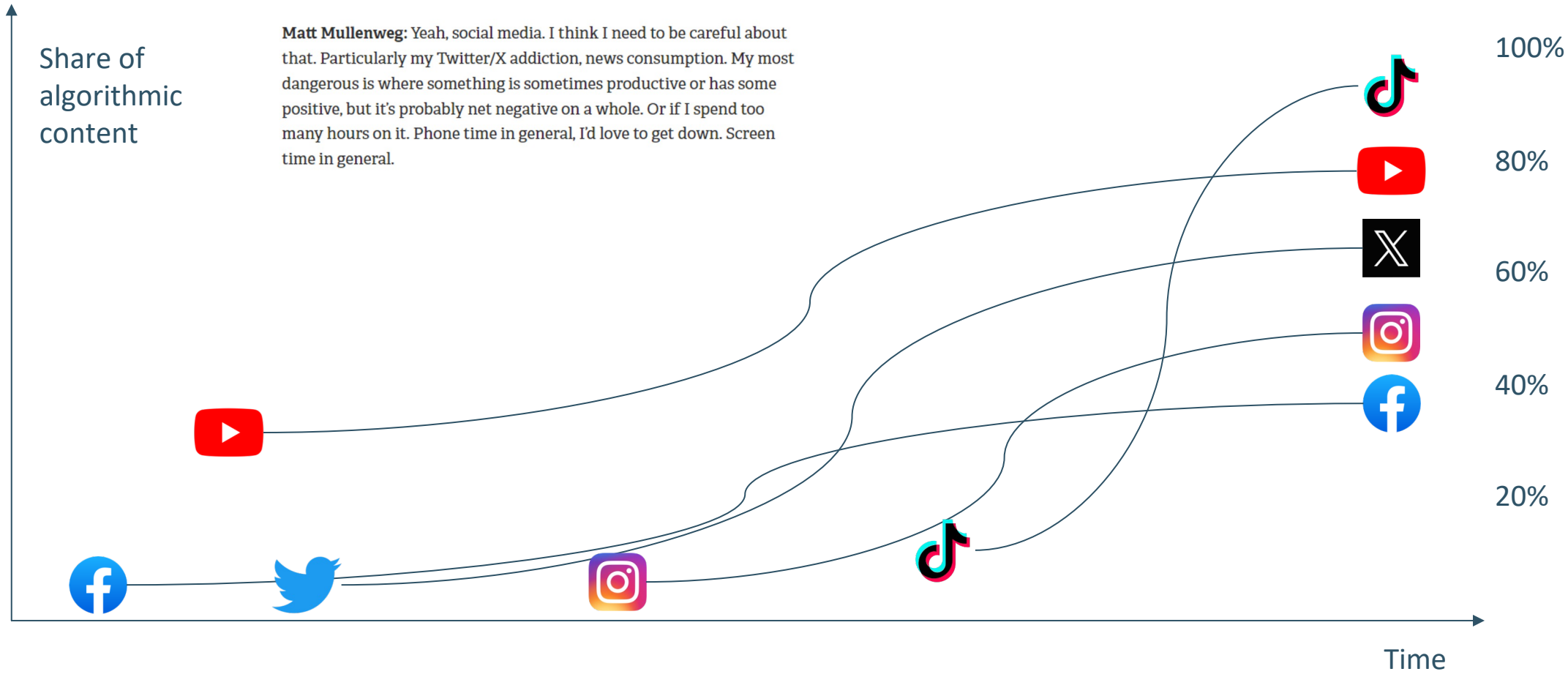






© 2024 Mikko Alasaarela. Sources: BusinessofApps, Statista

The pursuit of addiction changed social media.



© 2024 Mikko Alasaarela. Sources: Meta, YouTube, TikTok, X is a recent change, thus an educated guess.

Social media has become anti-social

	2010	2017	2024
Feed	Friends	Following	For you
Content	Friends posts	Influencers’ posts	User generated TV
Topics	Personal events	Viral topics	Entertainment
Content type	Text	Images	Video
Exemplified by	Facebook	Instagram	TikTok

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How algorithms work today?

Instagram	LinkedIn	X/Twitter	TikTok
Amount of likes, recency of posts.	Content from people you engage with and who post consistently	For you dominates, highly engaging recent content surfaces to the top	For you dominates, watch time is the key to success. Shares, saves, comments and likes have an effect too.
Posts from people you engage with and hashtags you follow	Comments have a much bigger boost effect than reactions	Video is being now prioritized to compete with TikTok and to bring back advertisers	Trending hashtags, sounds, content go viral first here before they land elsewhere
For you: mixes in content with very high engagement from people you don't follow.	The engagement during the first 2 hours decides the total distribution curve of a post.	The publicized algorithm is no longer in use, likely because it was gamed so much	The amount of followers has low relation to the success of content
2024: Stories, reels and For You content will gain a bigger share of the usage to compete with TikTok.	**2024**: Links in the first comment are not recommended anymore, just put it in the post	**2024:** Expect For You content to fully dominate and become more addictive.	**2024:** Expect restrictions because of the outrage and government interventions.

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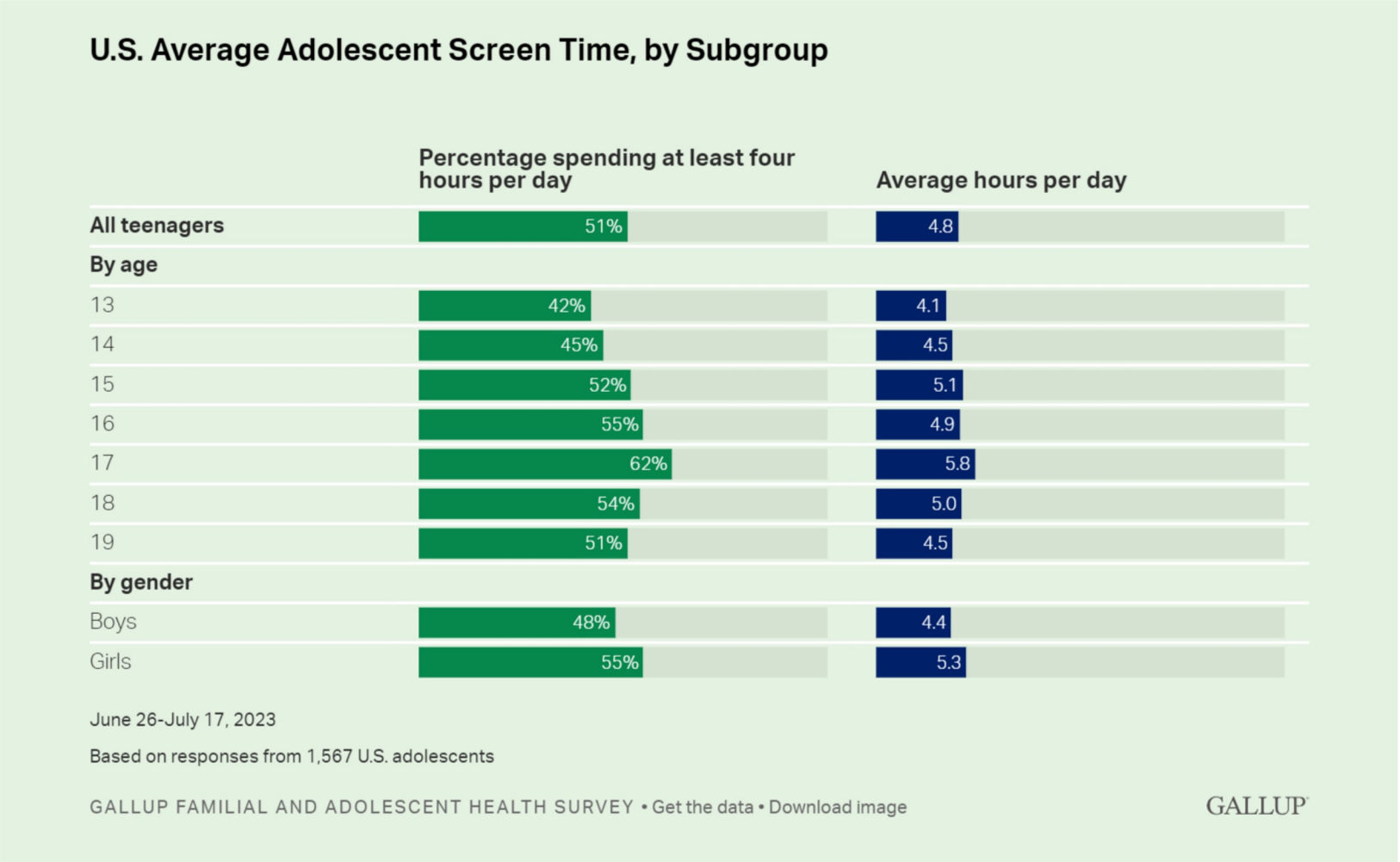
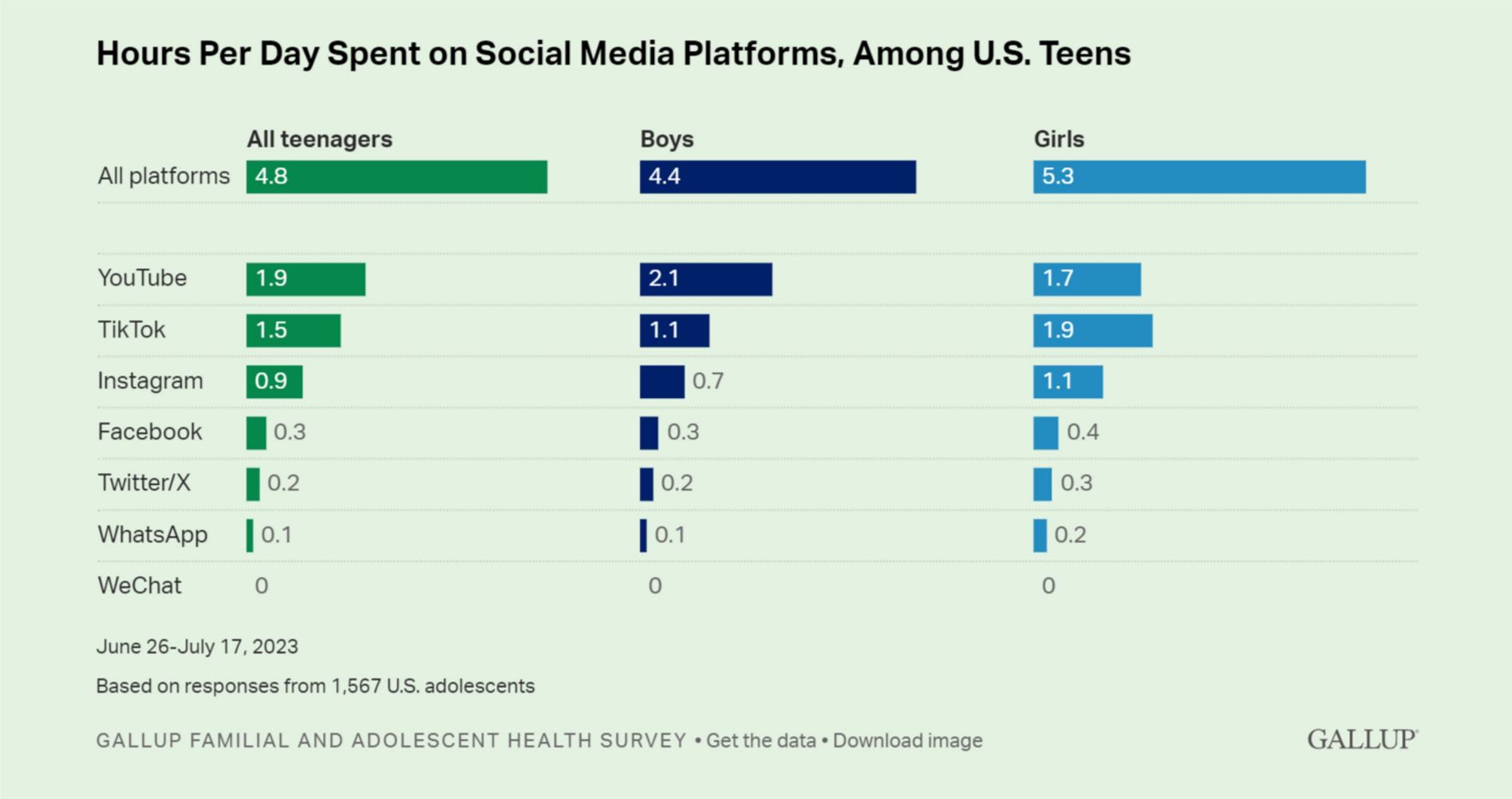
US Teens spend 4.8 hours per day on social media.



© 2024 Mikko Alasaarela. Source: https://news.gallup.com/poll/512576/teens-spend-average-hours-social-media-per-day.aspx

YouTube, TikTok and Instagram dominate.



© 2024 Mikko Alasaarela. Source: https://news.gallup.com/poll/512576/teens-spend-average-hours-social-media-per-day.aspx

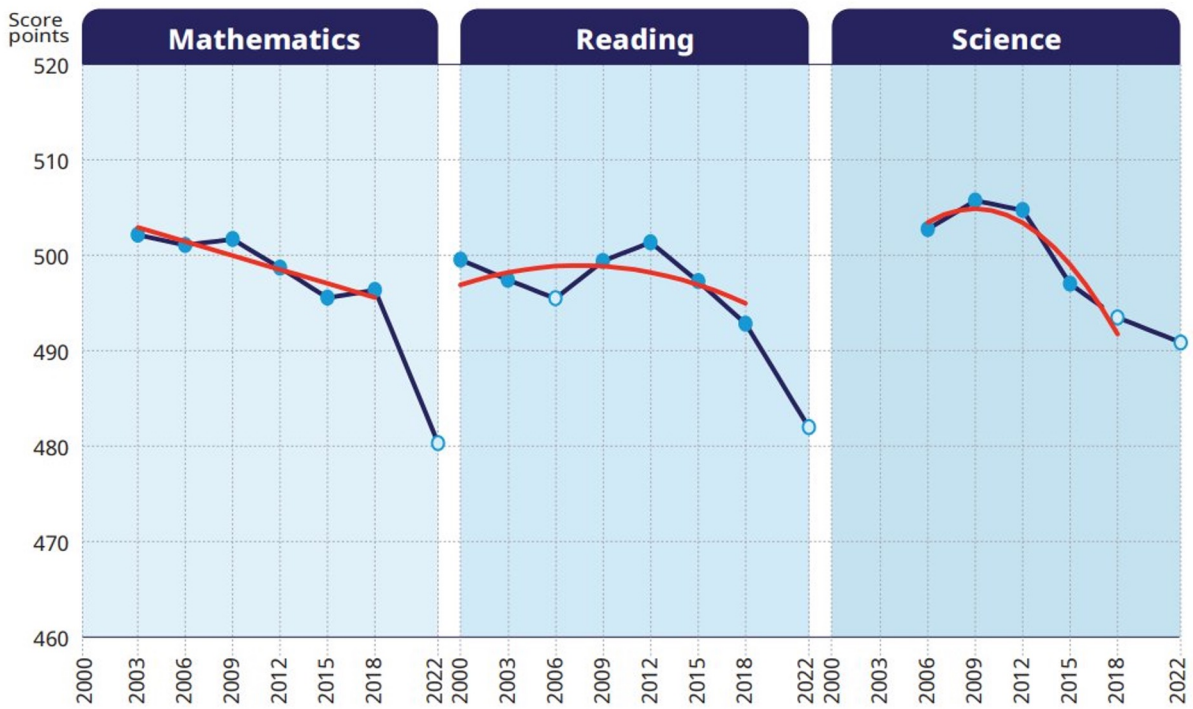
Jonathan Haidt

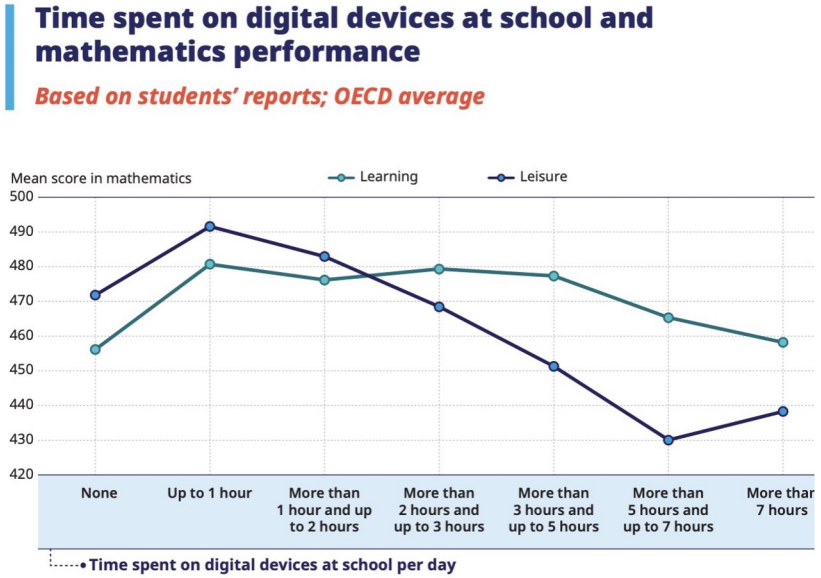
Professor of Ethical Leadership at the New York University Stern School of Business. Author of upcoming book, The Anxious Generation:

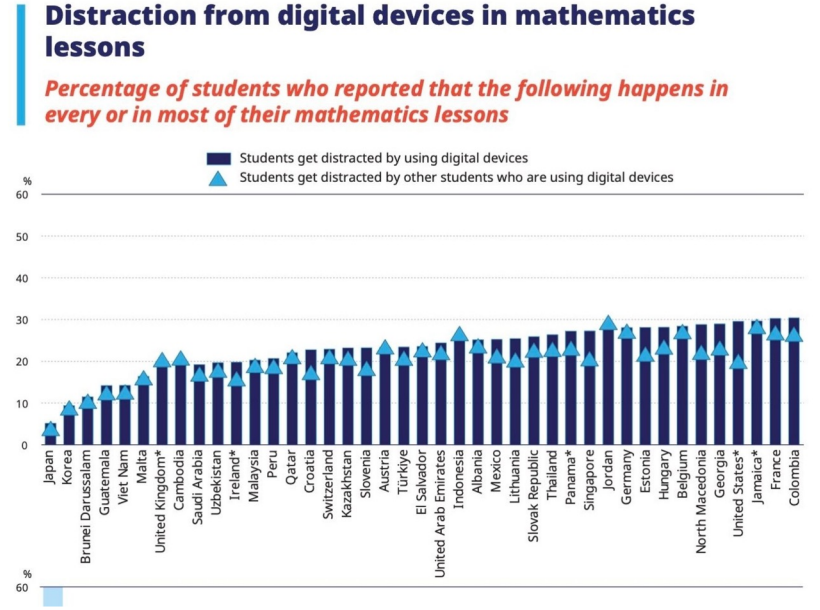
“The Four Foundational Harms are Social Deprivation, Sleep Deprivation, Attention Fragmentation, and Addiction.”

© 2024 Mikko Alasaarela. Source: The Anxious Generation

Screentime affects learning, too.

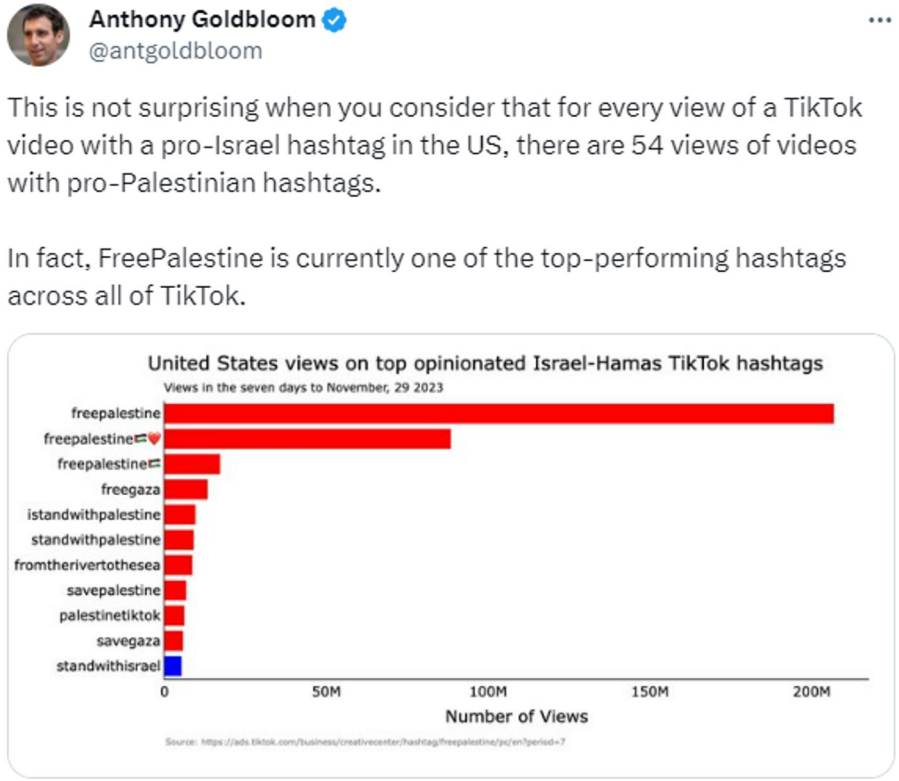


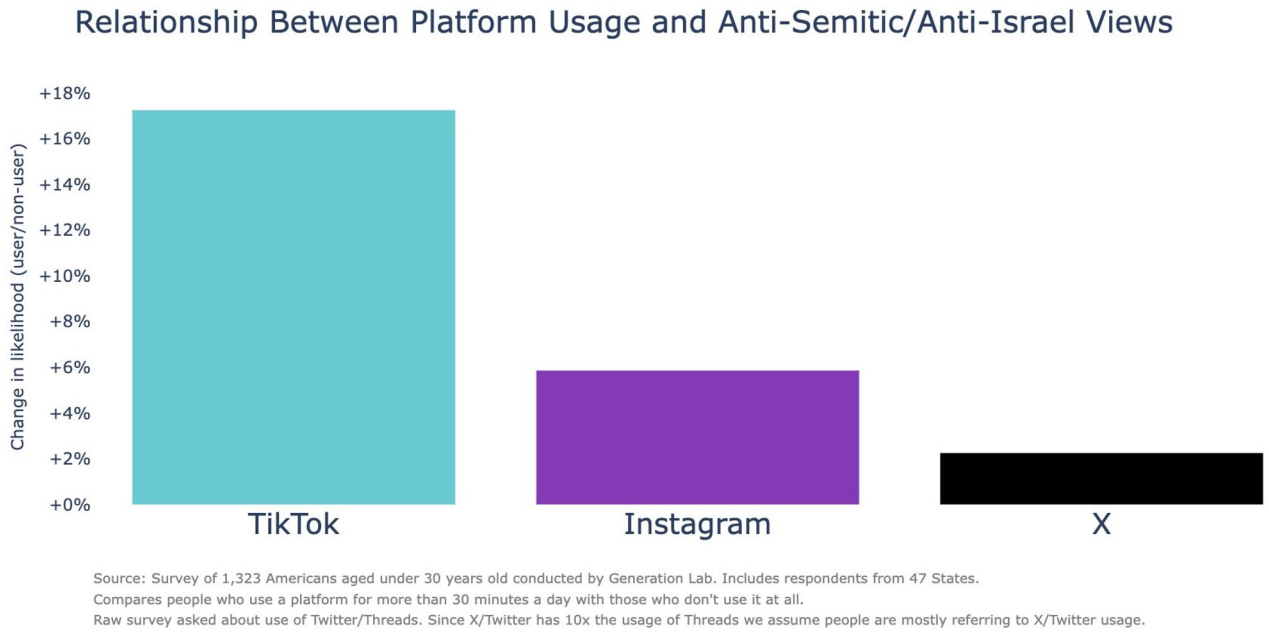




© 2024 Mikko Alasaarela. Sources: Recording Industry Association of America, Visual Capitalist

TikTok shapes its users views.





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In Finland, TikTok lifts the far right.

A recent study by Labore shows a statistically significant 10% increase in the support of the far right conservatives among TikTok users when compared to youth that doesn’t use TikTok. It is a significant number to attribute to a single source of information.

© 2024 Mikko Alasaarela. https://www.apu.fi/artikkelit/tiktok-teki-suomalaisnuorista-perussuomalaisten-kannattajia

Many dangerous challenges spread on TikTok.

The Boat Challenge

One of TikTok's most recent and alarming trends is the boat challenge. Participants engage in daring acts by jumping or flipping off the backs of speeding boats, intending to capture the dangerous feat on camera. Tragically, this challenge has led to multiple fatalities, as participants have suffered broken necks and drownings upon impact with the water's surface.

Fire Challenge

The Fire Challenge is an extremely hazardous trend in which participants douse themselves in flammable substances and set themselves on fire, aiming to extinguish the flames before sustaining significant injuries. However, this challenge often results in severe burns, disfigurement, and long-term physical and psychological trauma. It has been a cause of concern for authorities due to the life-threatening risks it poses.

The Scarf Game (Blackout Challenge)

Another deadly challenge that gained notoriety on TikTok is the Scarf Game, also known as the Blackout Challenge. This dangerous trend involves participants intentionally cutting off their oxygen supply, often by using a scarf or belt, to induce a state of temporary unconsciousness. Tragically, this challenge has resulted in fatal consequences, with individuals losing their lives due to asphyxiation. Despite warnings and efforts to raise awareness about its dangers, the Scarf Game continues to pose a significant threat.

The Skull Breaker Challenge

The Skull Breaker Challenge gained notoriety for its shocking and dangerous nature. It involves three participants standing side by side, with the person in the middle unaware of the impending danger. As the trio jumps into the air, the individuals on the sides kick the middle person's legs, causing them to lose balance and fall violently. This challenge has resulted in severe injuries, including head trauma, concussions, and broken bones.

The Outlet Challenge

The Outlet Challenge is yet another hazardous TikTok trend that involves inserting the prongs of a charger partially into an electrical outlet. Participants then proceeded to touch the exposed metal, resulting in an electric shock. This ill-advised challenge has led to severe burns, injuries, and even house fires. The potentially life-threatening consequences of tampering with electricity underscore the need for vigilance and responsible social media usage.

The Benadryl Challenge

The Benadryl Challenge involves individuals consuming excessive amounts of the over-the-counter antihistamine medication, Benadryl, in an attempt to induce hallucinations. This dangerous challenge can lead to severe side effects, including heart problems, seizures, and even overdose. Several cases have been reported where participants required emergency medical assistance due to the adverse effects of this challenge. A 13-year-old boy in Ohio reportedly died after attempting this dangerous TikTok trend.

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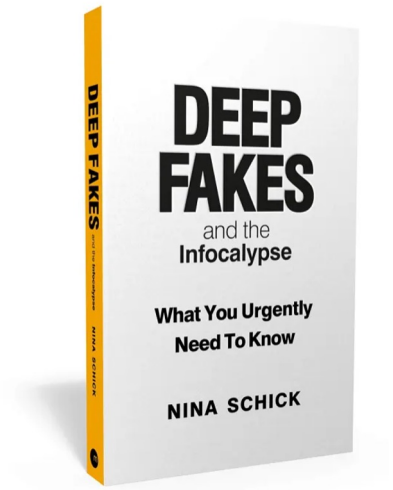
Nina Shick

The author of Deepfakes:

“90% of all content in the internet will be AI-generated by the end of 2025.”



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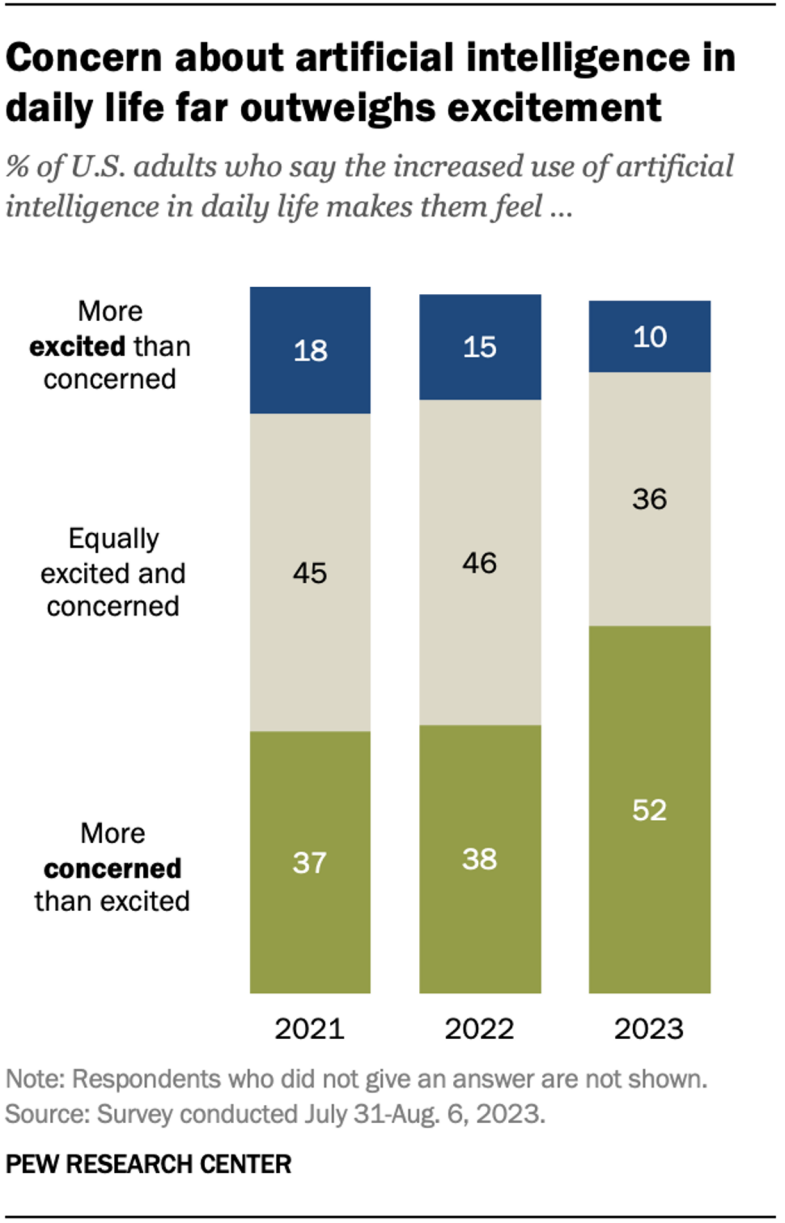
Is there hope?

AI has the potential to solve all remaining problems the humanity still has and will face. The main question is: How can we direct its development towards ethical solutions and healthy & safe co-existence?



© 2024 Mikko Alasaarela. Source: Pew Research Center

Communities = social networking

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Thank you!