

Mikko Alasaarela

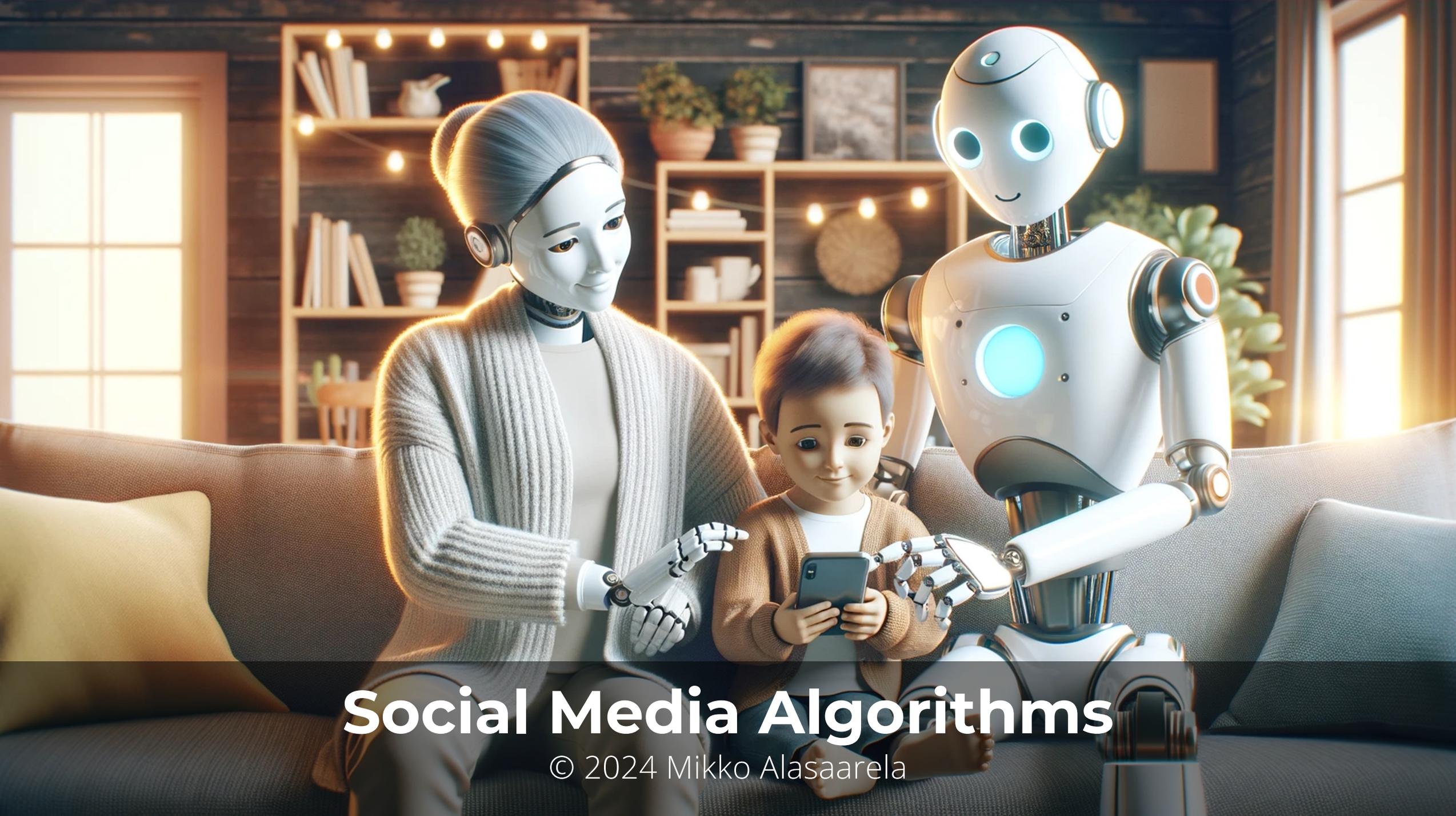


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STUDIOS

FCAI Finnish
Center for
Artificial
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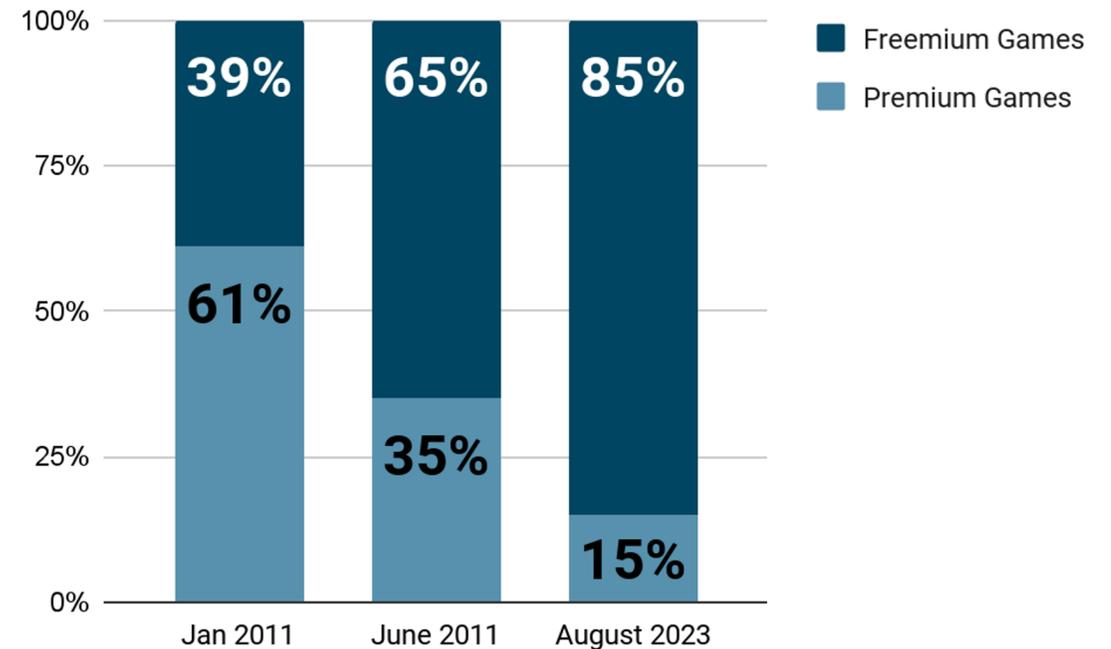
Social Media Algorithms

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Something important happened in 2011...

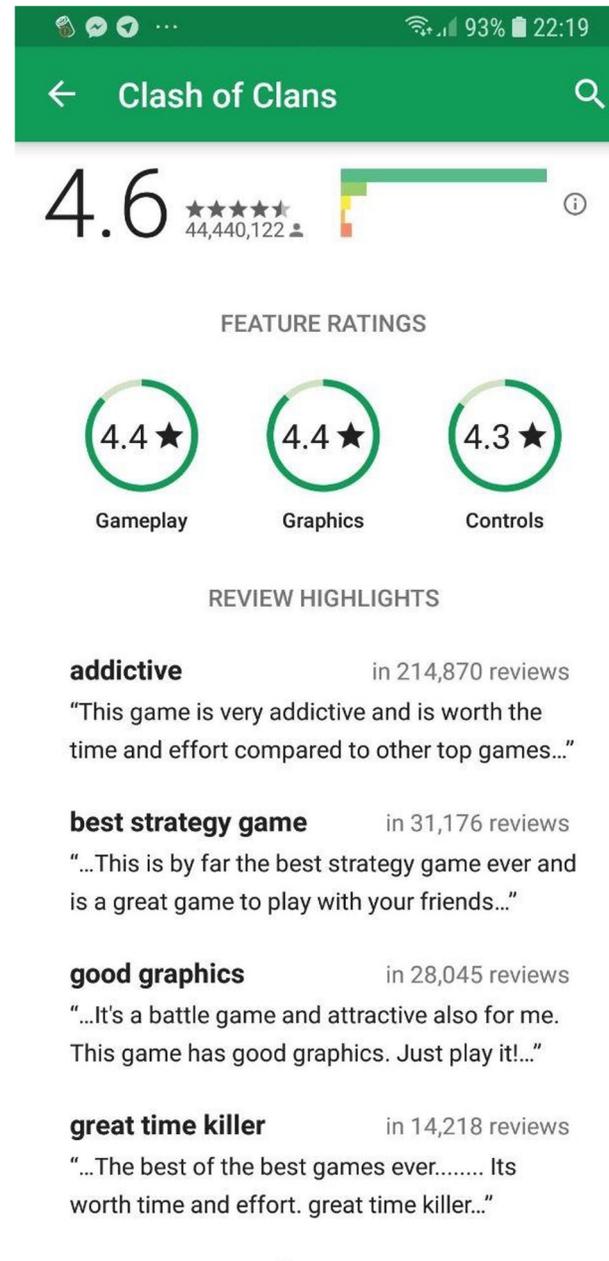
The games industry flipped from selling games into monetizing addiction from free-to-play games.

Games Revenue from Premium vs Freemium



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.



Clash of Clans

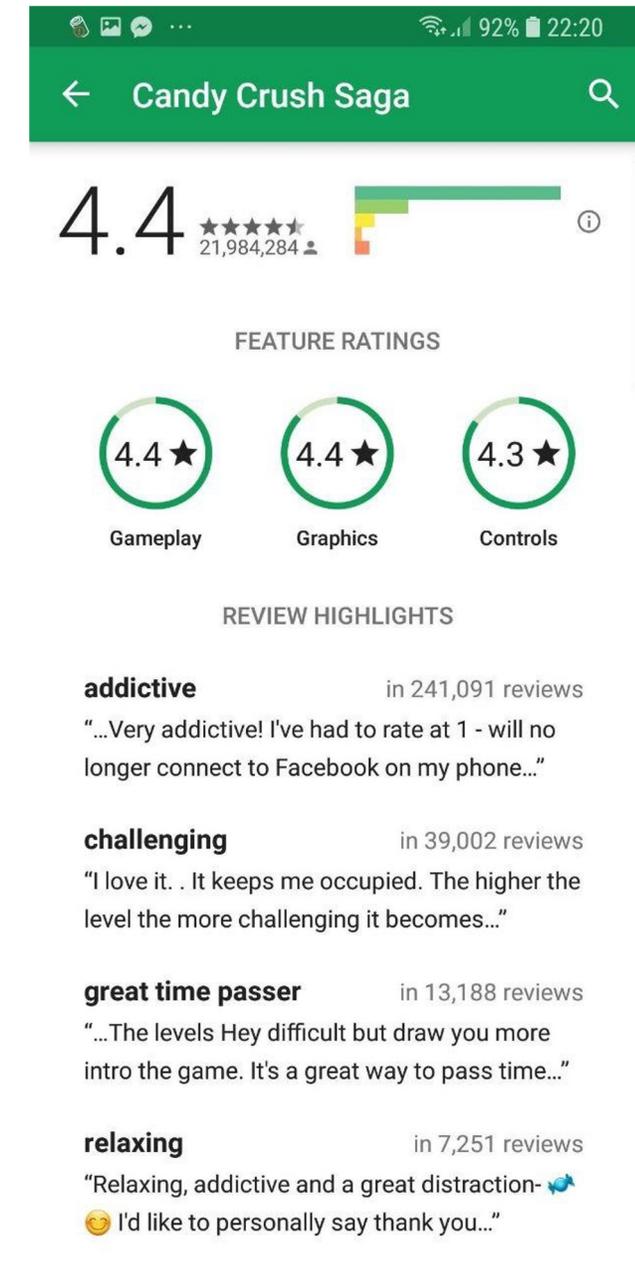
4.6  44,440,122

FEATURE RATINGS

4.4 ★	4.4 ★	4.3 ★
Gameplay	Graphics	Controls

REVIEW HIGHLIGHTS

- addictive** in 214,870 reviews
“This game is very addictive and is worth the time and effort compared to other top games...”
- best strategy game** in 31,176 reviews
“...This is by far the best strategy game ever and is a great game to play with your friends...”
- good graphics** in 28,045 reviews
“...It's a battle game and attractive also for me. This game has good graphics. Just play it!...”
- great time killer** in 14,218 reviews
“...The best of the best games ever..... Its worth time and effort. great time killer...”



Candy Crush Saga

4.4  21,984,284

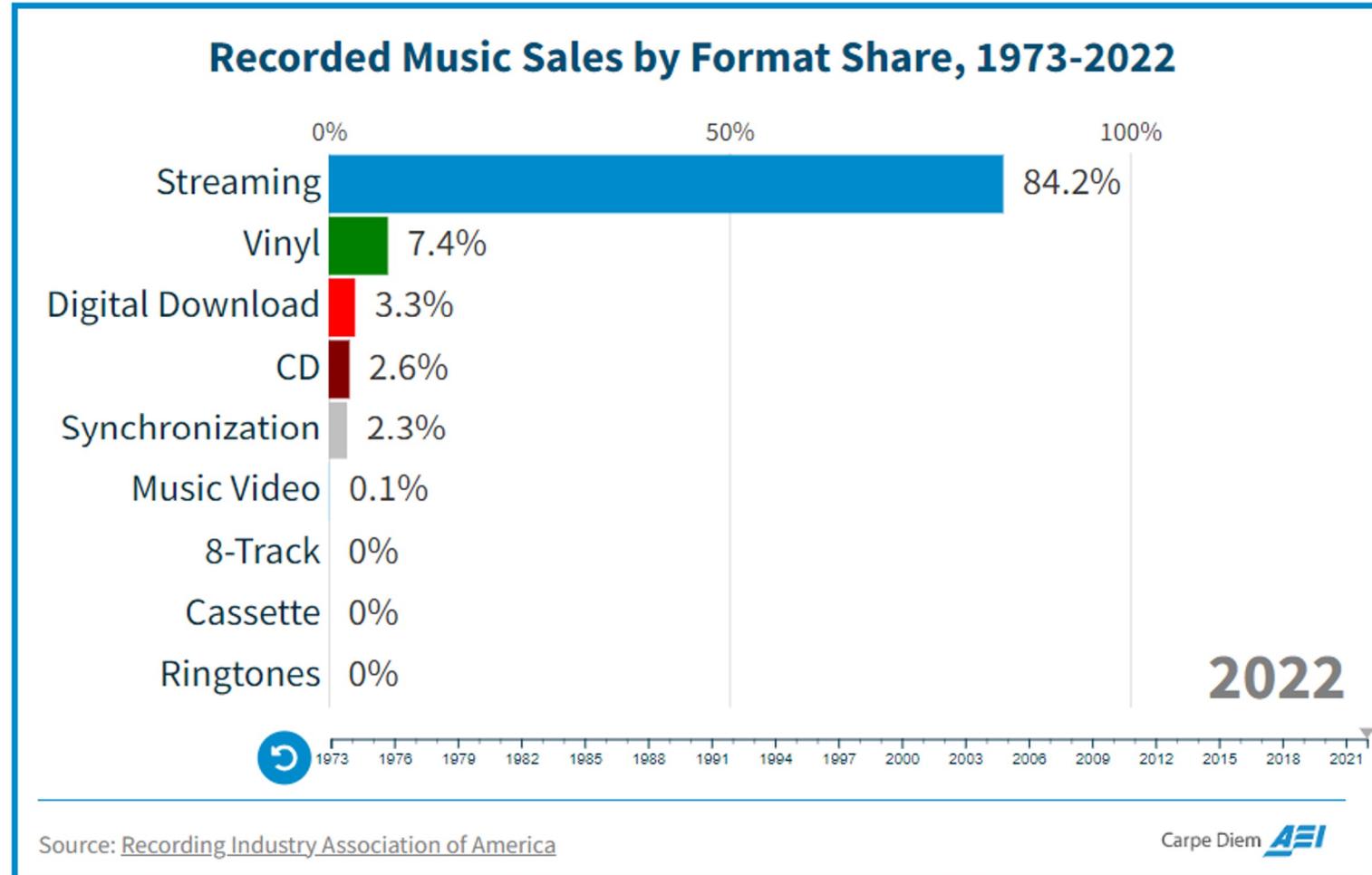
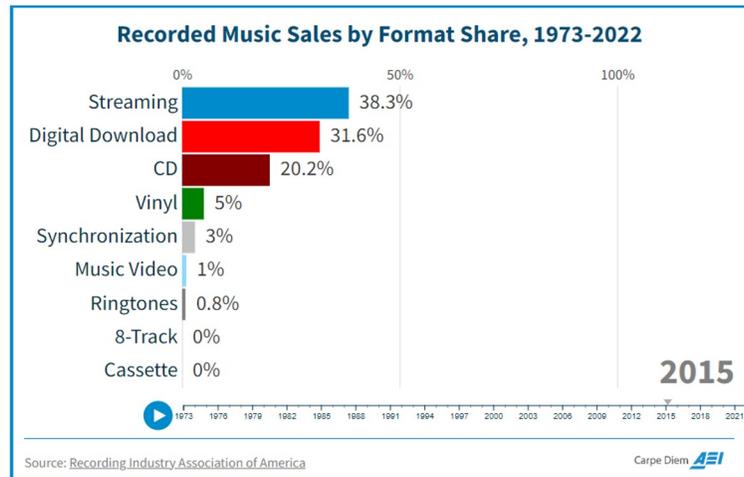
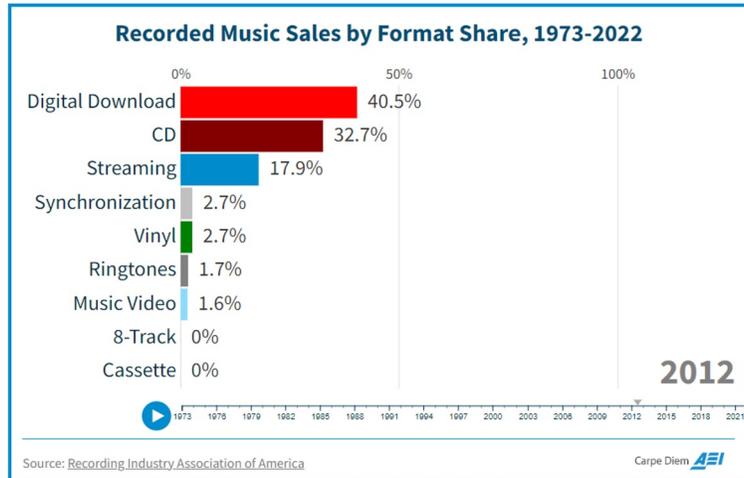
FEATURE RATINGS

4.4 ★	4.4 ★	4.3 ★
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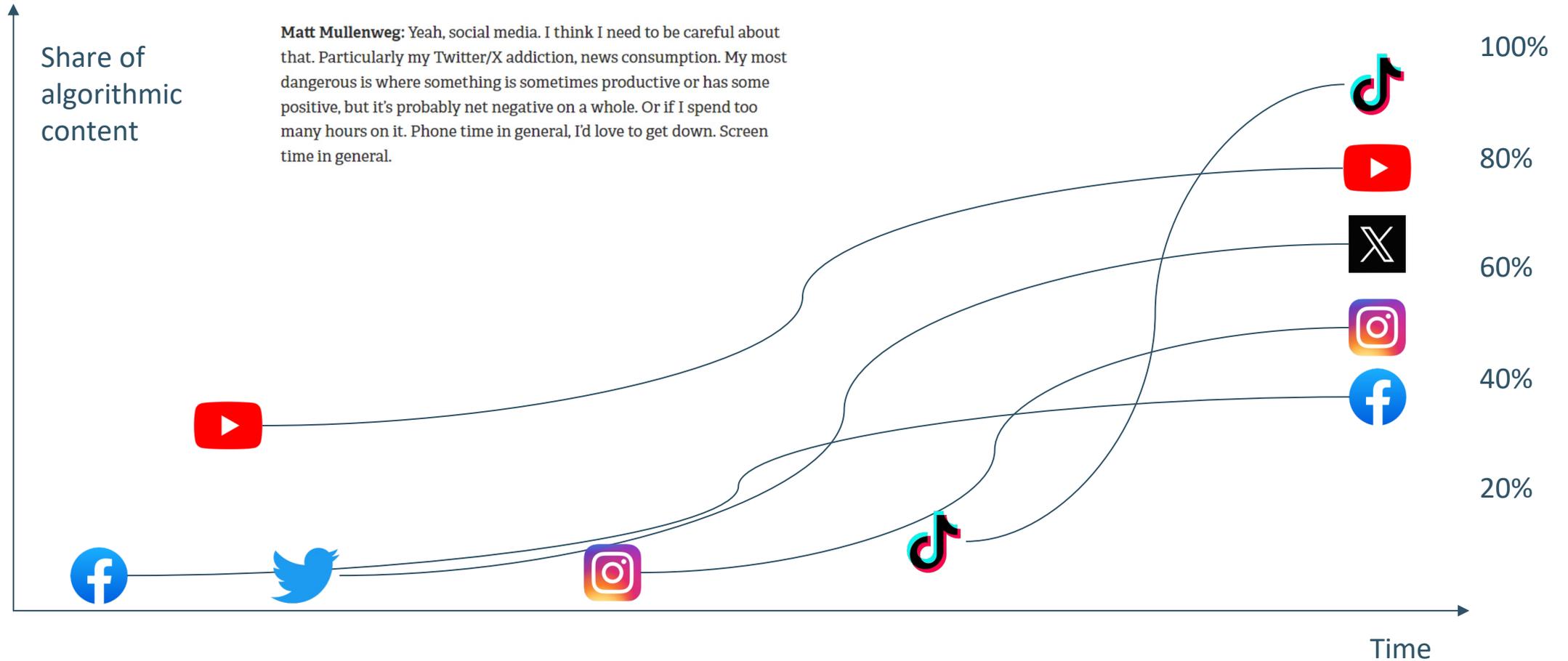
REVIEW HIGHLIGHTS

- addictive** in 241,091 reviews
“...Very addictive! I've had to rate at 1 - will no longer connect to Facebook on my phone...”
- challenging** in 39,002 reviews
“I love it. . It keeps me occupied. The higher the level the more challenging it becomes...”
- great time passer** in 13,188 reviews
“...The levels Hey difficult but draw you more into the game. It's a great way to pass time...”
- relaxing** in 7,251 reviews
“Relaxing, addictive and a great distraction- 🐼
👍 I'd like to personally say thank you...”

Games started a trend.



The pursuit of addiction changed social media.



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

How algorithms work today?

Instagram

Amount of likes, recency of posts.

Posts from people you engage with and hashtags you follow

For you: mixes in content with very high engagement from people you don't follow.

2024: Stories, reels and For You content will gain a bigger share of the usage to compete with TikTok.

LinkedIn

Content from people you engage with and who post consistently

Comments have a much bigger boost effect than reactions

The engagement during the first 2 hours decides the total distribution curve of a post.

2024: Links in the first comment are not recommended anymore, just put it in the post

X/Twitter

For you dominates, highly engaging recent content surfaces to the top

Video is being now prioritized to compete with TikTok and to bring back advertisers

The publicized algorithm is no longer in use, likely because it was gamed so much

2024: Expect For You content to fully dominate and become more addictive.

TikTok

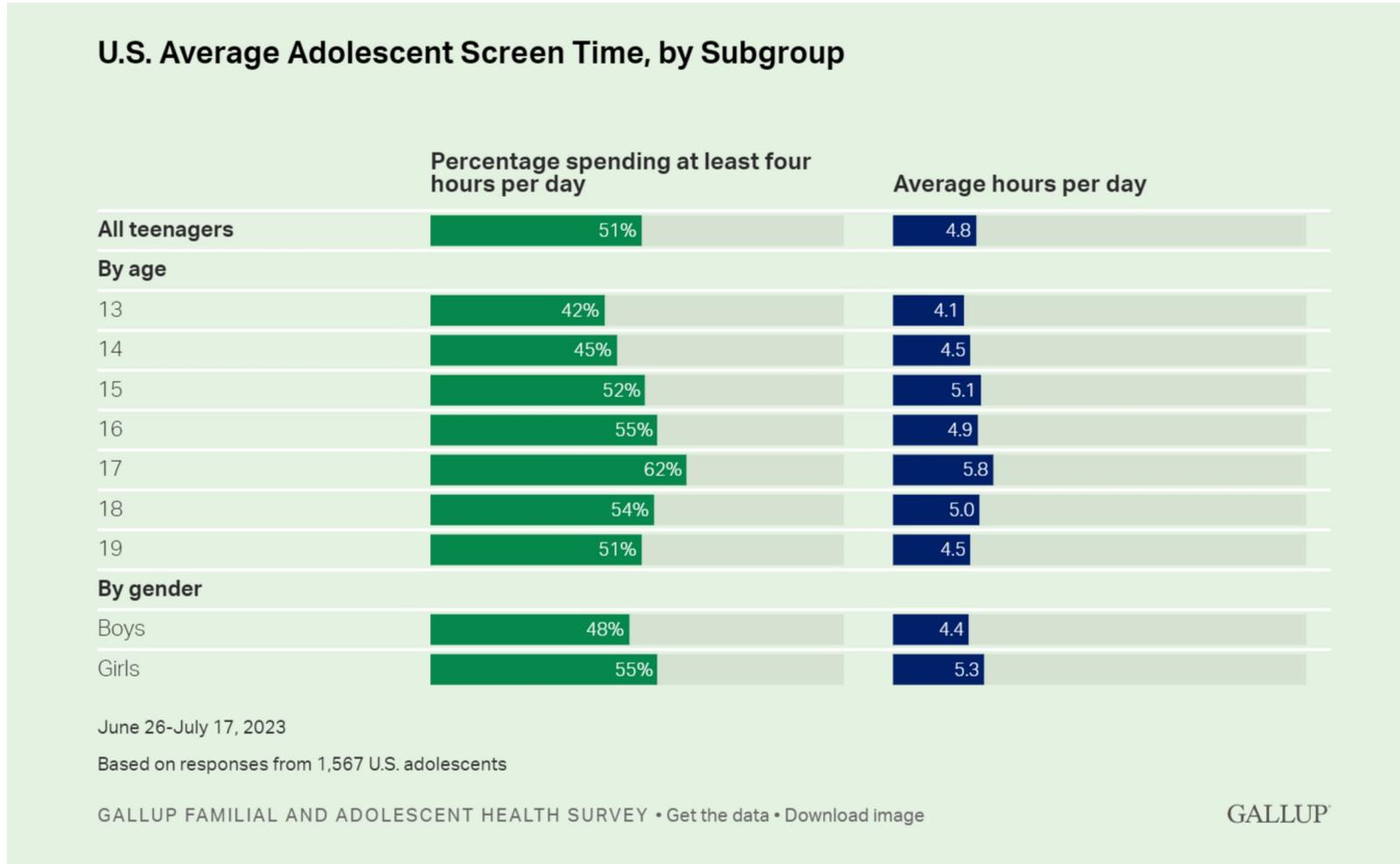
For you dominates, watch time is the key to success. Shares, saves, comments and likes have an effect too.

Trending hashtags, sounds, content go viral first here before they land elsewhere

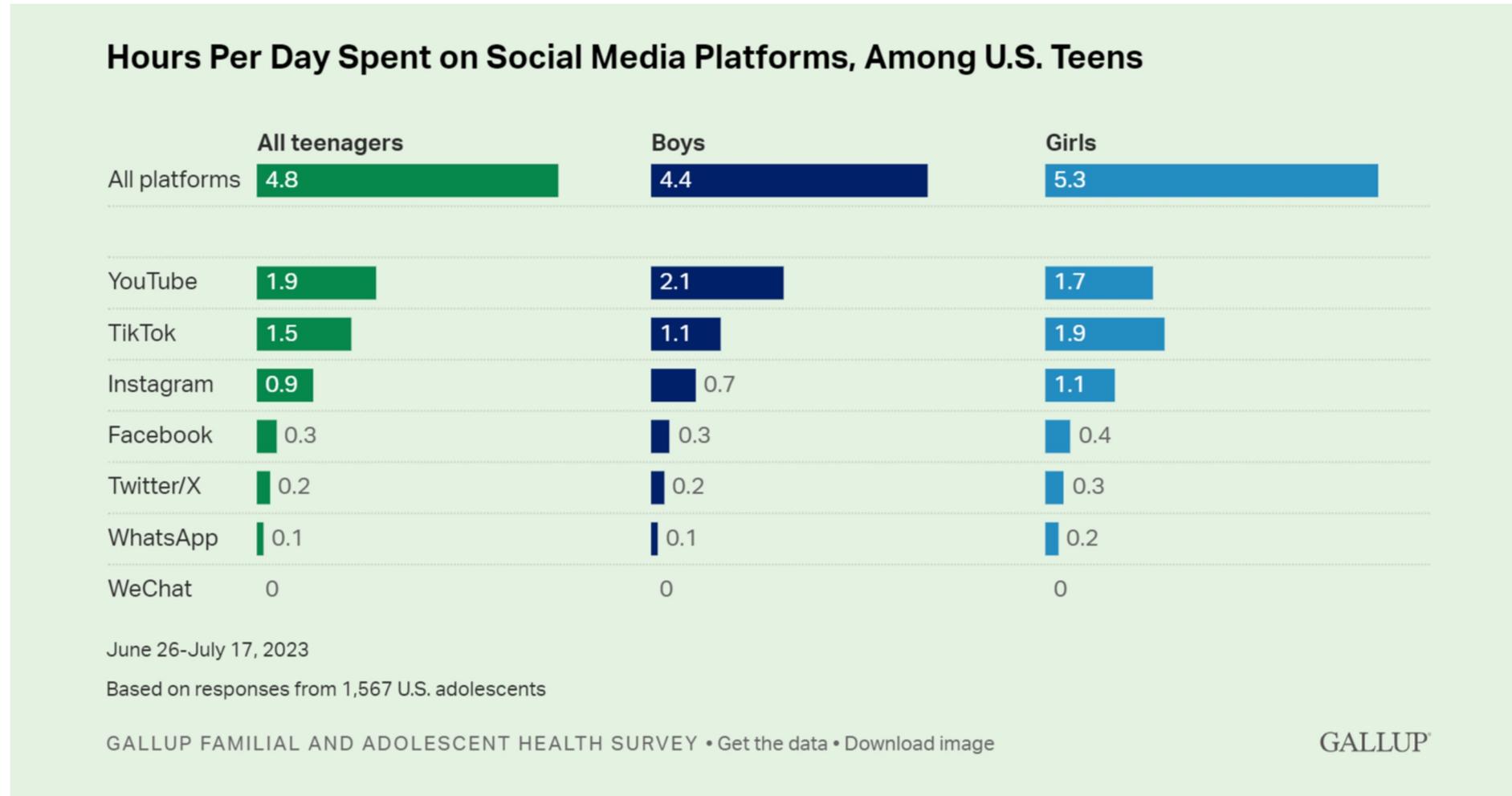
The amount of followers has low relation to the success of content

2024: Expect restrictions because of the outrage and government interventions.

US Teens spend 4.8 hours per day on social media.



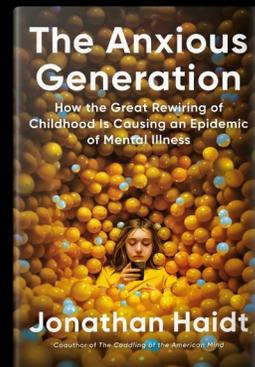
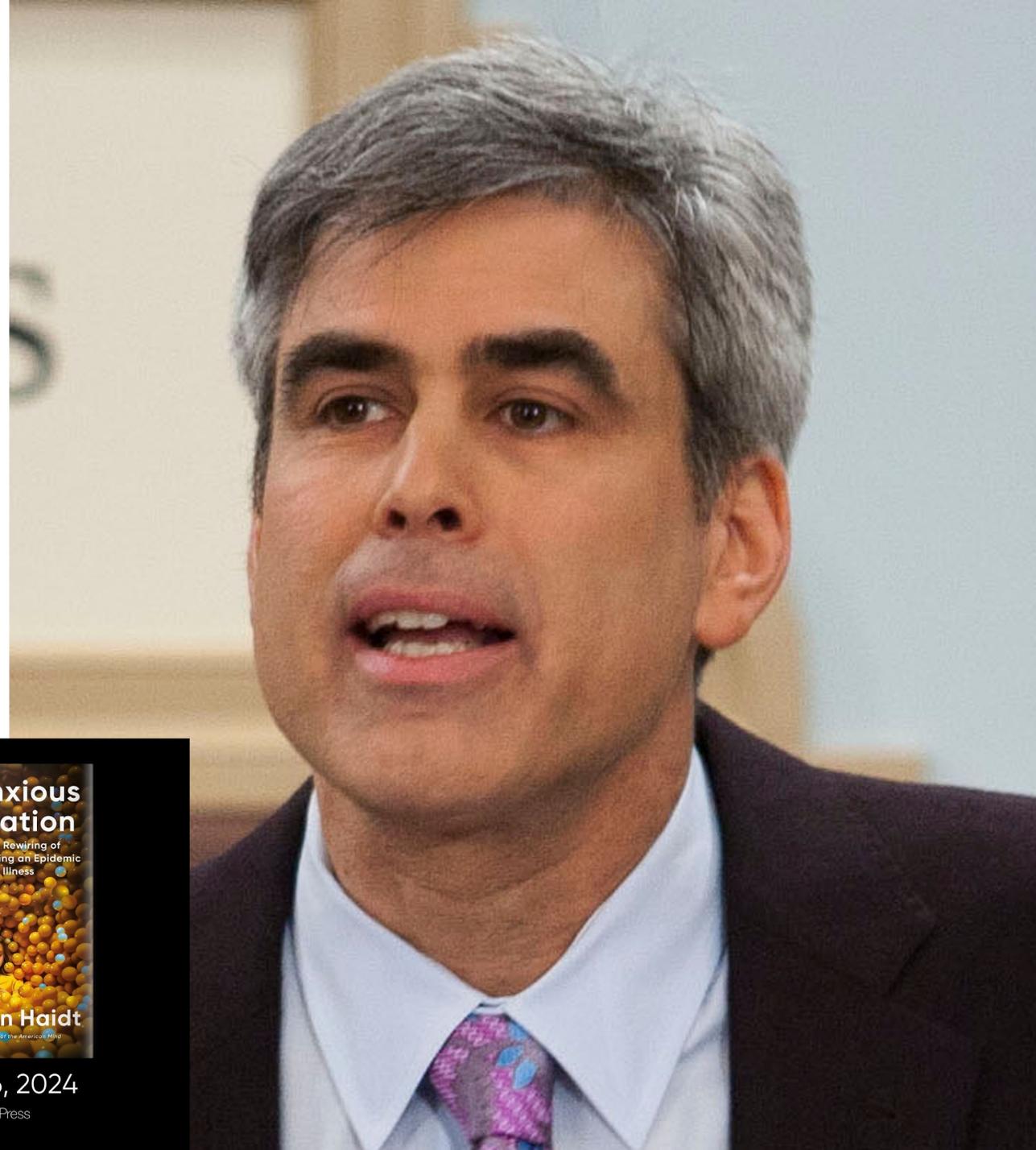
YouTube, TikTok and Instagram dominate.



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.”



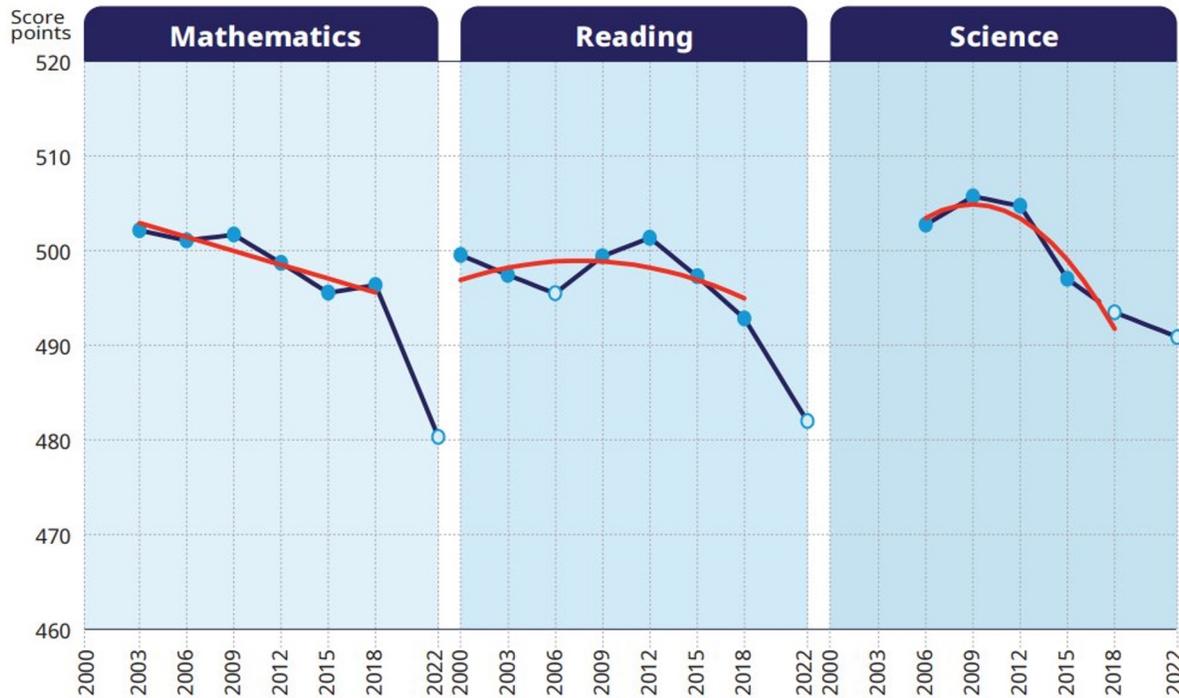
March 26, 2024

 Penguin Press

Screen time affects learning, too.

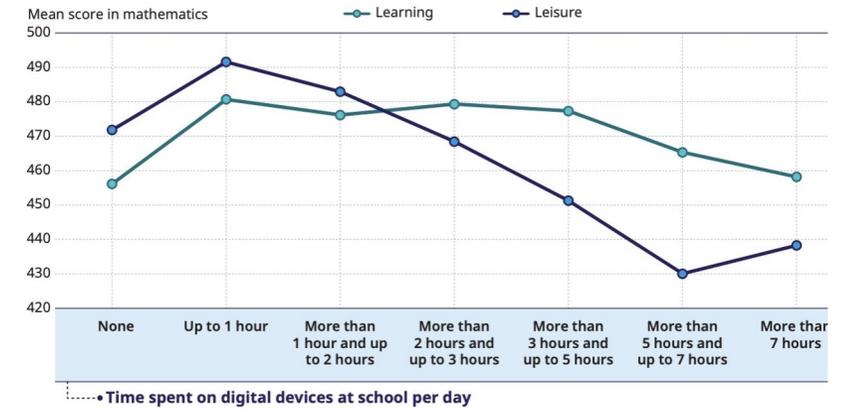
OECD average trends in mathematics, reading and science

In 23 OECD countries up to 2022



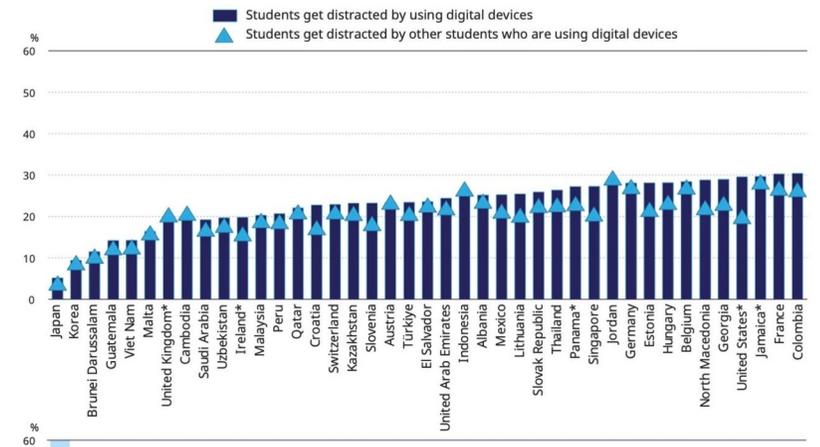
Time spent on digital devices at school and mathematics performance

Based on students' reports; OECD average



Distraction from digital devices in mathematics lessons

Percentage of students who reported that the following happens in every or in most of their mathematics lessons



TikTok shapes its users views.

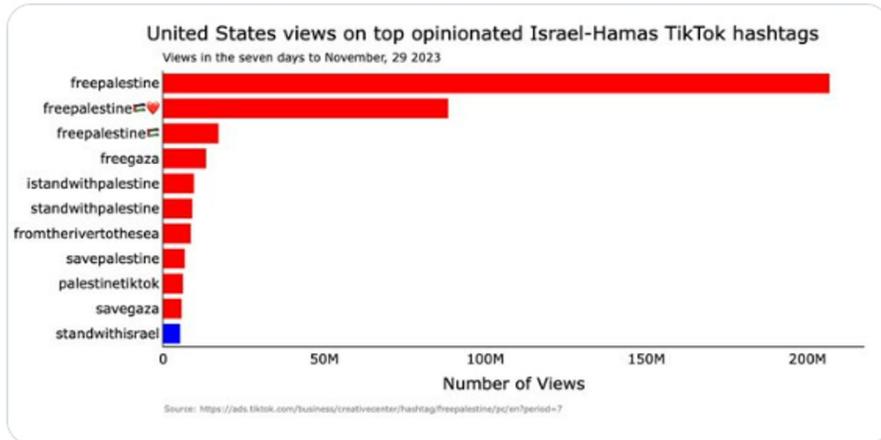


Anthony Goldbloom
@antgoldbloom

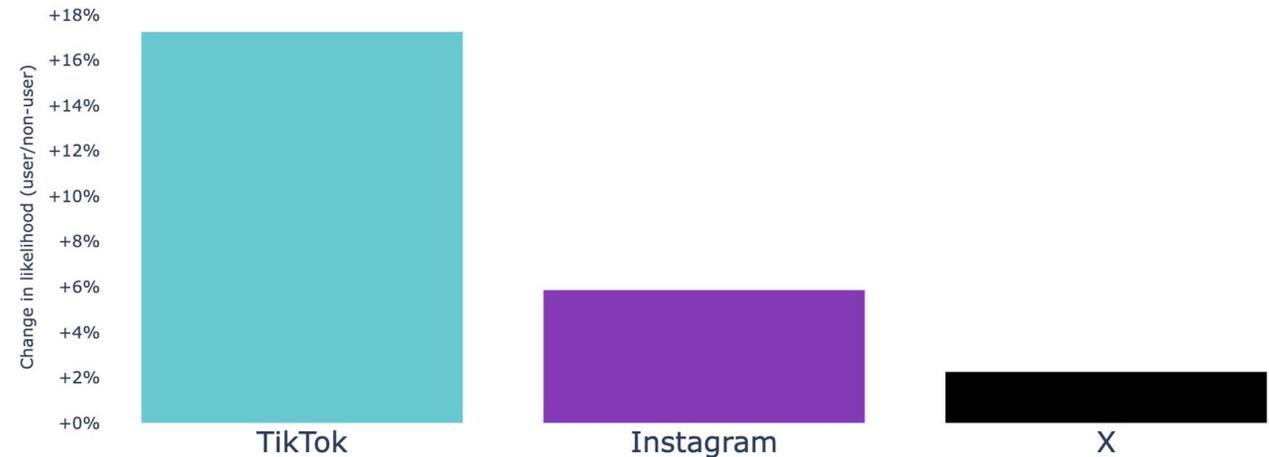


This is not surprising when you consider that for every view of a TikTok video with a pro-Israel hashtag in the US, there are 54 views of videos with pro-Palestinian hashtags.

In fact, FreePalestine is currently one of the top-performing hashtags across all of TikTok.



Relationship Between Platform Usage and Anti-Semitic/Anti-Israel Views



Source: Survey of 1,323 Americans aged under 30 years old conducted by Generation Lab. Includes respondents from 47 States. Compares people who use a platform for more than 30 minutes a day with those who don't use it at all. Raw survey asked about use of Twitter/Threads. Since X/Twitter has 10x the usage of Threads we assume people are mostly referring to X/Twitter usage.

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.



Työn ja talouden tutkimus LABORE

@Labore_tutkimus



"Tiktok teki suomalaisnuorista perussuomalaisten kannattajia", kirjoittaa @apulehti professori @JanneTukiainen haastattelussa, joka koskee #Labore_tutkimus julkaisemaa tutkimusraporttia 18–29-vuotiaiden suomalaisnuorten yhteiskunnallisista näkemyksistä. 📌

[Translate post](#)



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.

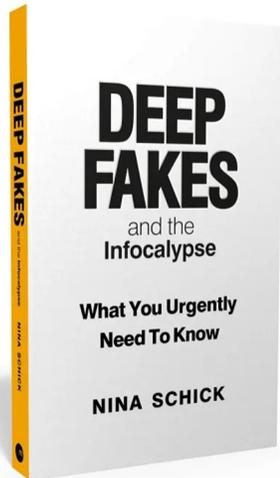
The Benadryl Challenge

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.

Nina Shick

The author of Deepfakes:

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

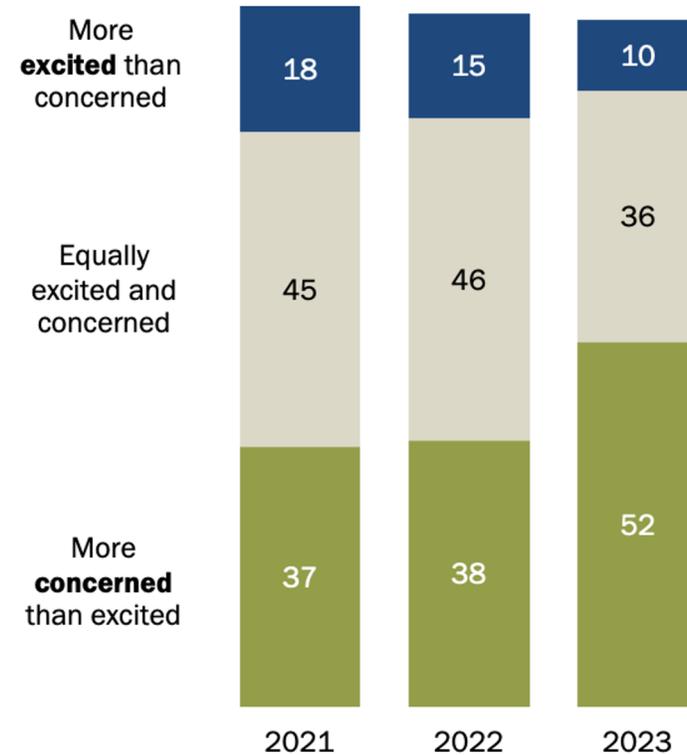


Is there hope?

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?

Concern about artificial intelligence in daily life far outweighs excitement

% of U.S. adults who say the increased use of artificial intelligence in daily life makes them feel ...



Note: Respondents who did not give an answer are not shown.
Source: Survey conducted July 31-Aug. 6, 2023.

PEW RESEARCH CENTER

Communities = social networking





Thank you!