

Why the Social Media Rage Machine Won't Stop?

Go to these companies' platforms on Election Day, and you will be greeted by cheerful messages encouraging voting. After the polls close, you will find election fact-checks and reminders that final results may take some time.

These are important changes, but they are tweaks, not overhauls, and they point to an uncomfortable truth. These networks are operating as designed. The core features that make social media so alluring also make it a particularly effective political rage machine.

Designed to be addictive, these features drive the companies' profits. If they replaced algorithmically tailored and targeted newsfeeds with ones that simply displayed the most recent posts first, the sites would become less enraging — but also less engaging, losing their grip on the attention of users, who may drift away. Large, publicly traded companies are not going to make changes that fundamentally derail their business.



Last week, some of the tech giants posted their best quarters ever, adding to their already enormous reserves of cash.

Google's parent company, Alphabet, raked in over \$46 billion in revenue and had its highest ever profit, topping \$11 billion. Ad spending on its YouTube platform grew 32 percent.

Facebook's revenue rose 22 percent from a year earlier, [to over \\$21 billion](#). Its profits rose even more, to nearly \$8 billion. After an advertiser boycott this summer, Facebook ad revenue is growing once more, along with its user base. [More than 2.54 billion people](#) worldwide use one or more of Facebook's platforms (such as WhatsApp and Instagram), a 15 percent increase over a year earlier



The statistics reflect the economic power of social media companies in this pandemic year. Americans may be ambivalent about tech's power and trustworthiness, but they rely ever more heavily on these platforms for connection and communication. (Combine these numbers with the revenue gains for Amazon, Apple and Microsoft, and American capitalism has not seen such wealth generation since the age of Rockefeller and Carnegie.)



I think social media is power and it will be always active in around world. People depend of using social media in case to order clothes or food. Even now in quarantine time people actively using social media to sell or buy things and it is more safe. People most of their time spending on the social media even they do not feel it when they grab on their phones. Using social media is useful but it should have limit and control.