Twitter Thread by DHH



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Facebook may well be exceptionally nasty and it's leadership particularly deceitful, but the whole enterprise is the natural conclusion to an ad-powered social network. Ever greater surveillance, hyper targeting, and engagement baiting is what the basic incentives demand.

Facebook cannot change course. The best they can do is keep dishing out empty apologies, commit to inconsequential adjustments to its algorithms, and spend more money on positive PR and negative projection. The rot is at the core of its very being.

This is why we, consumers and citizens, must make the change for Facebook. Antitrust forcing a breakup of the business, and consumer revolt driving #DeleteFacebook. Zuckerberg will never conclude that what he built has become such a net negative for the world on his own.

That's why its so tragic that WhatsApp sold out to Facebook in particular. Finally a challenger that had a different model and different ethics. But few would say no to $19B, which is why we need antitrust enforcers to do it for them.