

# The Platform is the Message

*James Grimmelman*

The Governance and Regulation of Internet Platforms

*Georgetown University Law Center*

*February 23, 2018*





# So Help Me God, I'm Going To Eat One Of Those Multicolored Detergent Pods



Dylan DelMonico

12/08/15 3:00am • SEE MORE: OPINION ▾



Dylan DelMonico

Anybody who knows me will tell you the same thing: I get what I want. Whether it's food, being held, my binky, you name it—if I decide I'd like it, you damn well better believe I don't rest until I get it, one way or another. And from the very second I saw those blue and red detergent pods come out of that shopping bag last week, I knew immediately that, come hell or high water, I would eat one of those things.

So with God as my witness, I swear to you: I'm going to find that container of multicolored pods, I'm going to take one out, I'm going to shove it in my mouth, and I'm going to



**Tide Pod memes**

@Tidepodmemes

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The perfect meal. Retweet if you would eat this. [#tidepods](#) [#tidepod](#)





**HEY GRONK,  
IS EATING TIDE PODS  
EVER A GOOD IDEA?**

Parody



1:19 / 3:43



### Please don't eat Tide pods!

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**Danica DeCosto**  
Published on Jan 14, 2018

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Please don't eat tide pods or any kind of laundry pods! Eat bananas like Ivan instead! Don't even pretend to eat tide pods. If you swallow the liquid it can burn your esophagus. This is really dangerous! People have been killed by ingesting this stuff. I told Rowan and Ivan never to try this





**Alex Sujong Laughlin** ✓

@alexlaughs

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the Tide Pod Freakout is what happens when we report on memes like they're real life and don't take into account Meme Logic™ and then make real people think it's actually happening thereby creating what the meme was joking about to begin with

12:21 PM - 26 Jan 2018

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Virality



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## 9 Tactics that All Content Publishers Need to A/B Test



By [Claire Vo](#)

July 29, 2015

[experiment engine](#), [Experiment Ideas](#), [Media](#)

Publishing websites engage audiences with content aimed to keep users on the site longer, encourage users to read more pages, and turn users into loyal subscribers. To improve these sites, companies need to A/B test ways to enhance user interaction with the content. By optimizing, they're able to maximize the influence of each article, photo, video, and more to provide a more captivating site experience.

These experiment-worthy tactics drive readers to interact with your publishing site:

### Remove Text from the Trending Section

Displaying trending content together is not a new method, but testing its presentation

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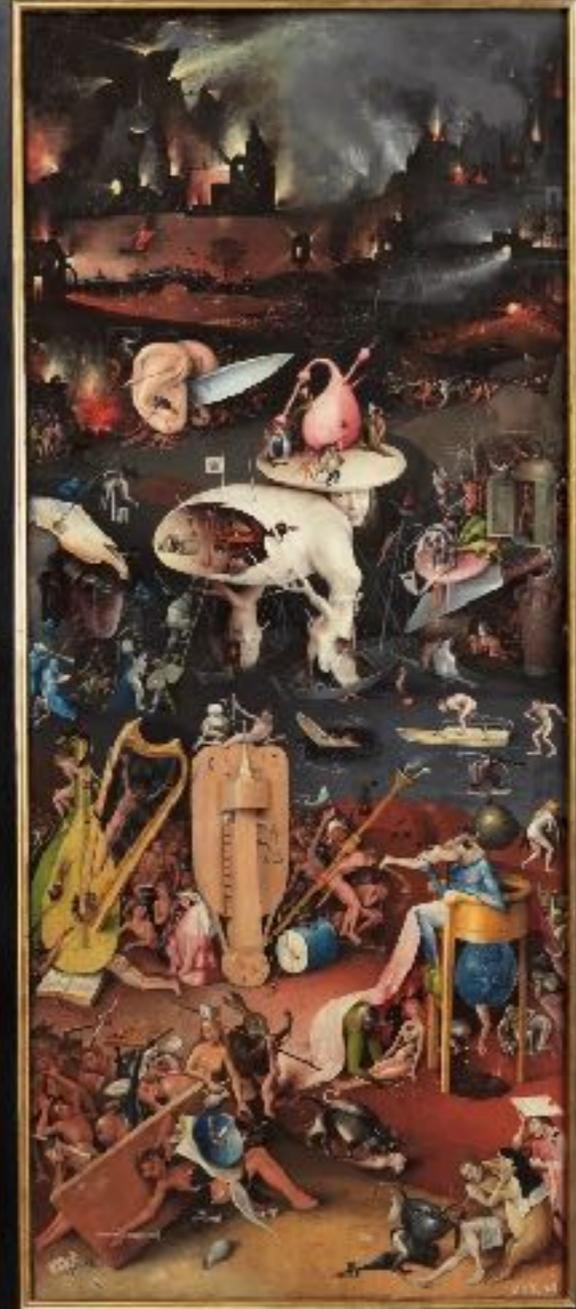


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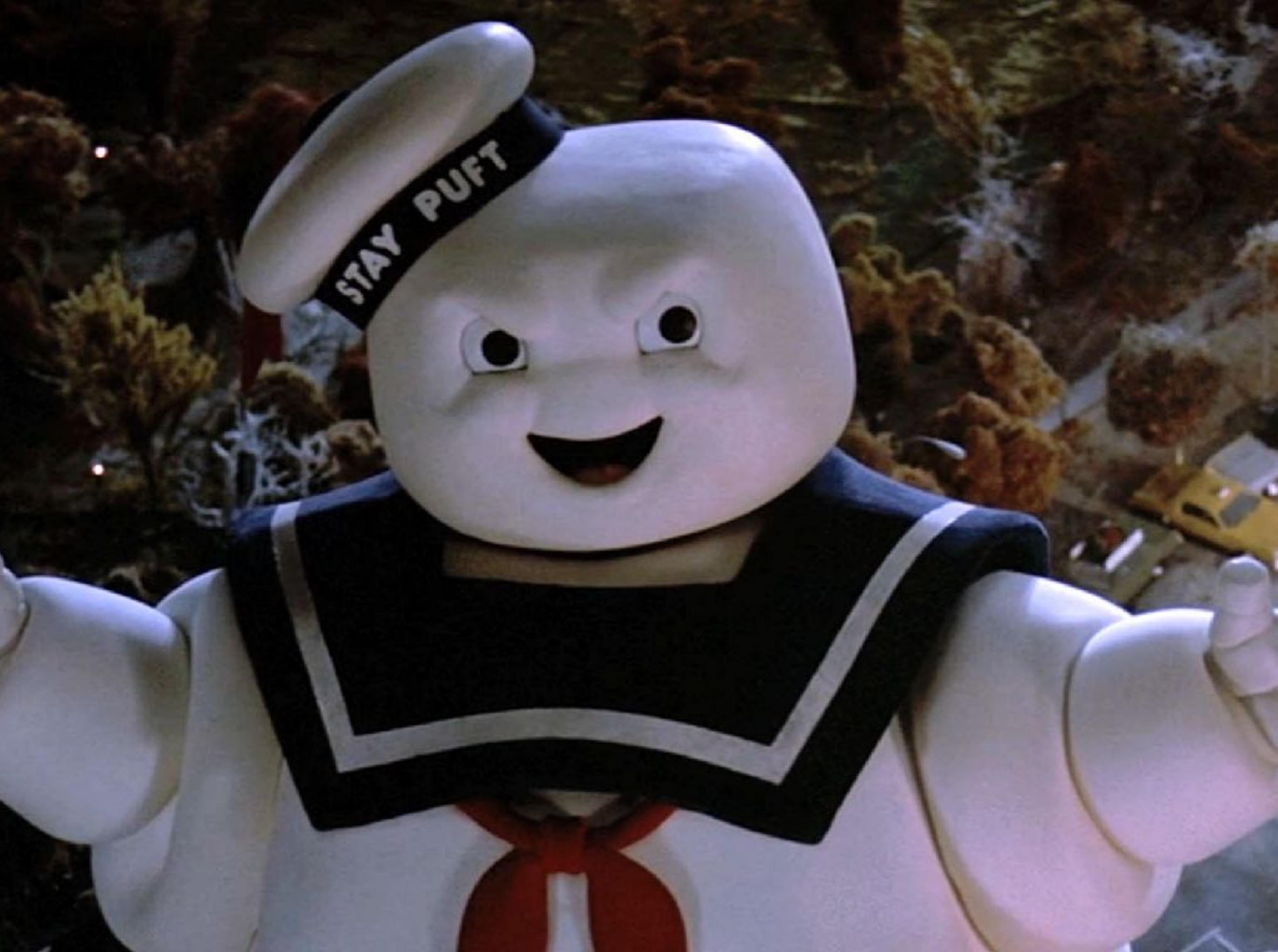
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# Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

**TOPICS:** Pope Francis Endorses Donald Trump





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I would make fo  
next day. When  
went to drink o  
new articles, po  
website, and sh**



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41.5k  
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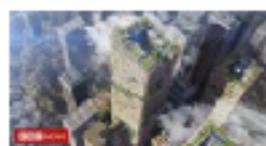


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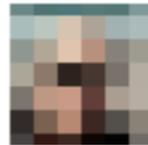


ClickHole @ClickHole · 18h

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← 28 ↻ 751 ❤️ 1.3K ⋮



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@ClickHole So who decides if news is fake? Suckinberg? No thanks. If I cant tell if something is fake or not its my fault for being an idiot

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