The Platform is the Message

James Grimmelmann

The Governance and Regulation of Internet Platforms
Georgetown University Law Center
February 23, 2018
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
The perfect meal. Retweet if you would eat this. #tidepods #tidepod
HEY GRONK, IS EATING TIDE PODS EVER A GOOD IDEA?
Parody
Please don't eat Tide pods!

10,706 views

Danica DeCosto
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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 again.
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
Virality
9 Tactics that All Content Publishers Need to A/B Test

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

TOPICS: Pope Francis Endorses Donald Trump
Boris fed the basin with water I would make for him the next day. When he went to drink coffee and new articles, per website, and show
2 kids dressed as 'tall man' unable to gain admission to 'Black Panther'

‘Peace Derby’ stopped after nine red cards

Plans drawn up for world's tallest wooden skyscraper

Where are the students? Manipur minister finds goats in classrooms on surprise visit

SNP councillor Chris McEleny insists that Labour council leader is in fact a 'dick'
Fighting Back: Facebook Is Mailing Air Horns To All Of Its Users To Blow Whenever They See Fake News

clickhle.co/wm5bUB1

@ClickHole So who decides if news is fake? Suckinberg? No thanks. If I can't tell if something is fake or not it's my fault for being an idiot

8:09 PM - 28 Nov 2016