

DAVID G. BROWN

TEN REASONS TO DELETE YOUR SOCIAL MEDIA ACCOUNTS TODAY

GHOST

THAT

TWOOGLEFACE

SOCIAL MEDIA

Google



FACEBOOK

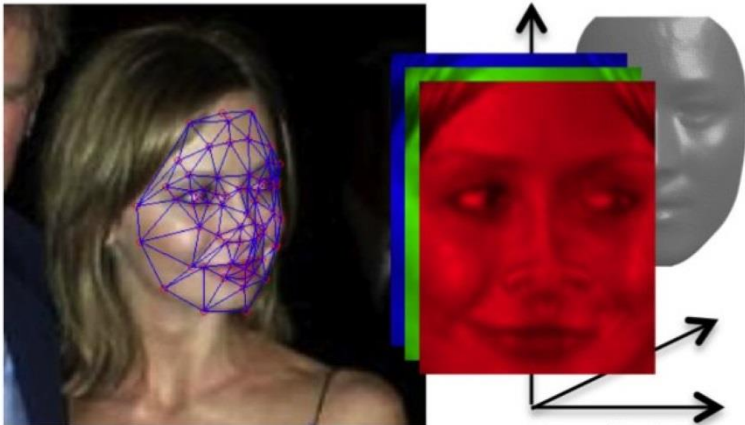
Instagram

Like us on
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atlas
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GOOGLE

Google



ANDROID

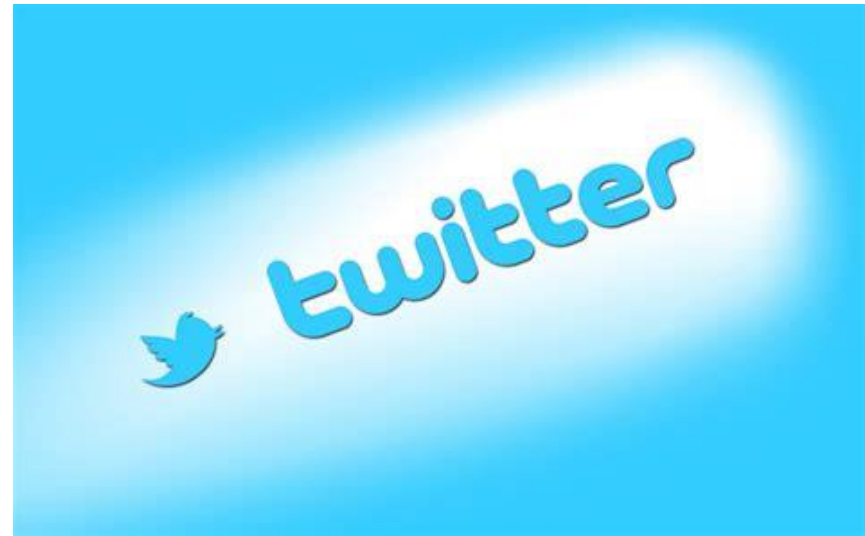
You Tube

TWITTER

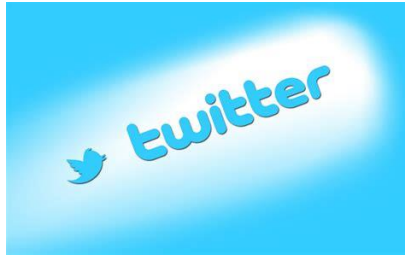


SOCIAL MEDIA

Google



SOCIAL MEDIA



TwooogleFace

OUR HOST: DR PHIL



REASON #1 TO GHOST THAT

TwoogleFace

#1 – TwoogleFace is big brother

**Dr Phil, “It’s better to be healthy and alone than
sick with someone else.”**

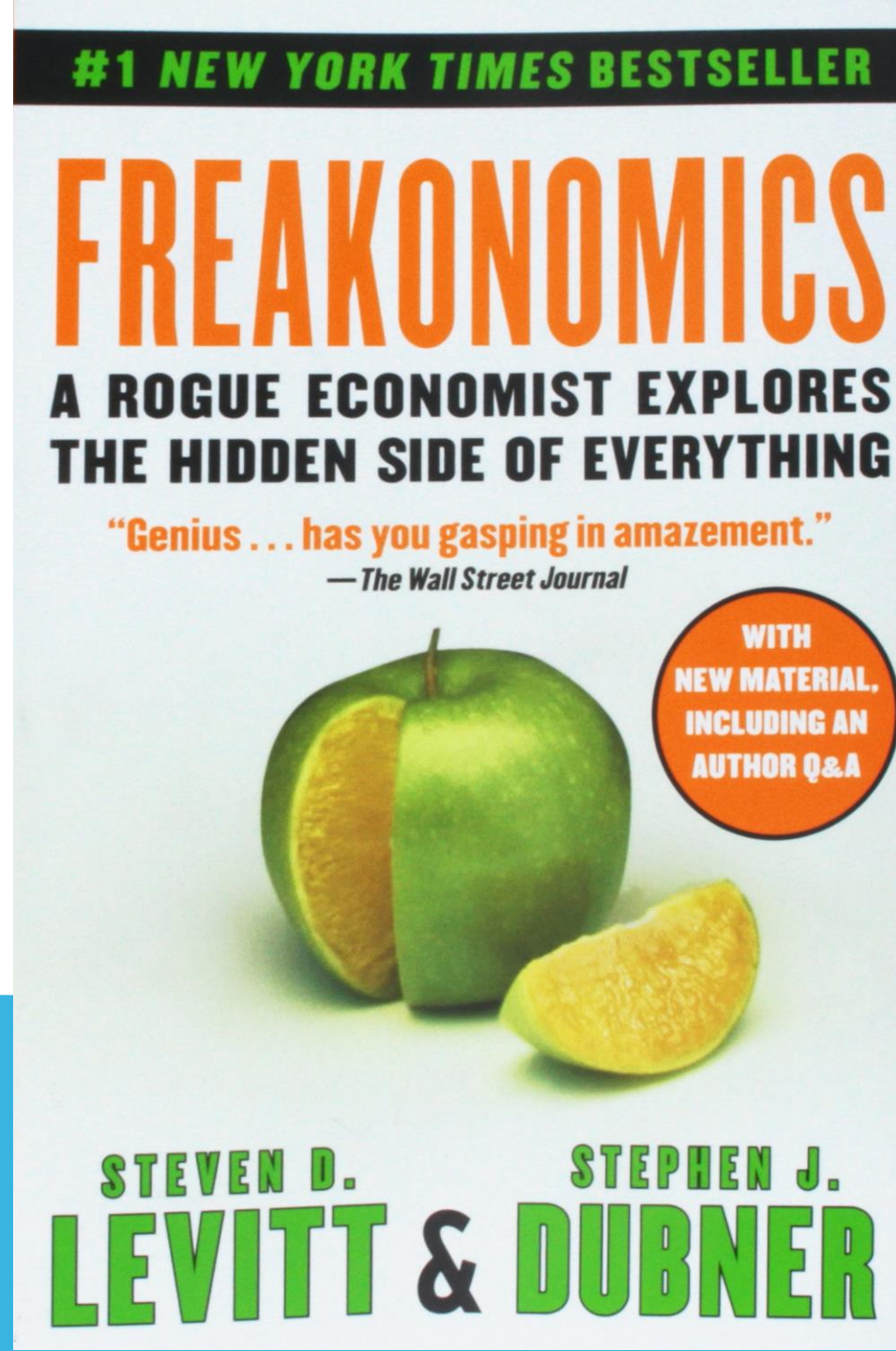


[HTTPS://WWW.YOUTUBE.COM/WATCH?V=KTBG
WMWGMXW](https://www.youtube.com/watch?v=KTBGWMWGMXW)



LEVITT AND DUBNER

PREDICTIVE FALLACY



GODADDY



REASON #1 TO GHOST THAT

TwoogleFace

#1 – TwoogleFace is ~~big brother~~ Santa Claus



CAMERA



TwoogleFace

**They need motives that BENEFIT us
Not MERCHANDISE us.**

REASON #2 TO GHOST THAT

TwoogleFace

#2 – They are playing you

Dr Phil, “You can put feathers on a dog but that don’t make it a chicken.”



TRISTAN HARRIS



Google





What's NOT on the menu?

Why am I being given these options and not others?

Do I know the menu provider's goals?

Are the choices really distractions?



**If you control the menu of options,
you control the outcome!**

SINGLE ANSWER SEARCH THE ULTIMATE CONTROL



What can I help
you with?



REASON #3 TO GHOST THAT

TwoogleFace

#3 – You are losing your free will

Dr Phil, “Eighty percent of all choices are based on fear. Most people don’t choose what they want. They choose what they think is safe.”



YUVAL HARARI

21
Lessons
for the 21st
Century



YUVAL HARARI

“Once somebody (whether in Beijing or San Francisco) gains the technological ability to hack and manipulate the human heart, democratic politics will mutate into an emotional puppet show.”



DECISIONS



LIFE IS COMPLICATED



Hacking to steal information is old hat.
Hacking to “influence” is the future.

Hacking used to be about
CONFIDENTIALITY.

Now it is about
INTEGRITY!

“Nobody” likes this!

REASON #4 TO GHOST THAT

TwoogleFace

#4 – TwoogleFace is making you an addict

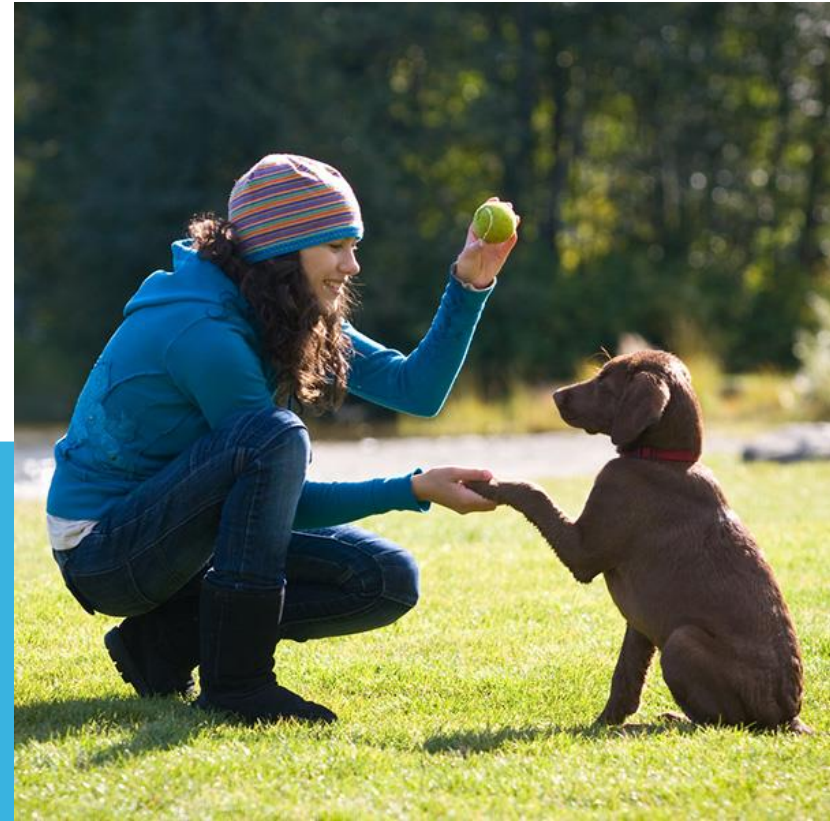
Dr Phil, “The best predictor of future behavior is past behavior.”



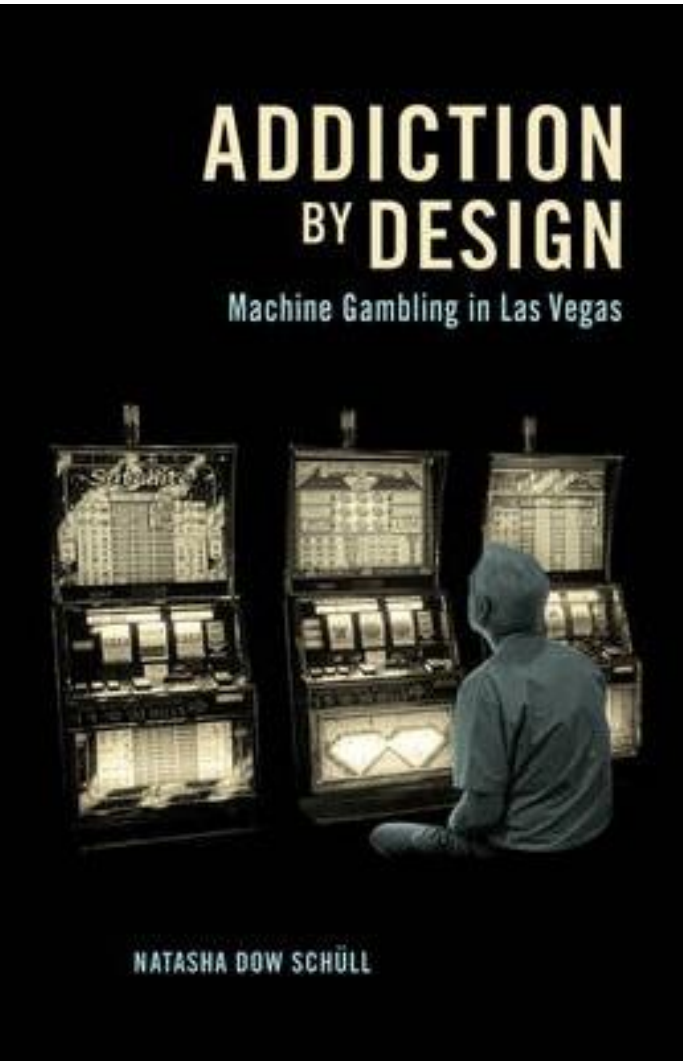
GAMBLING



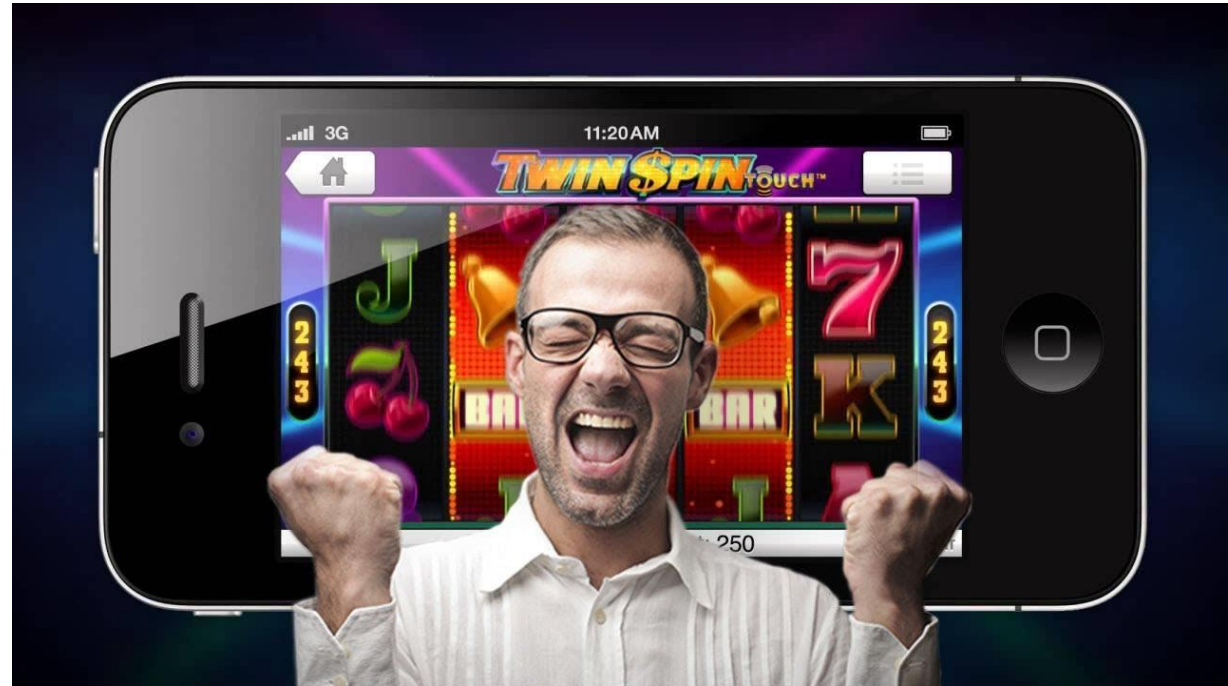
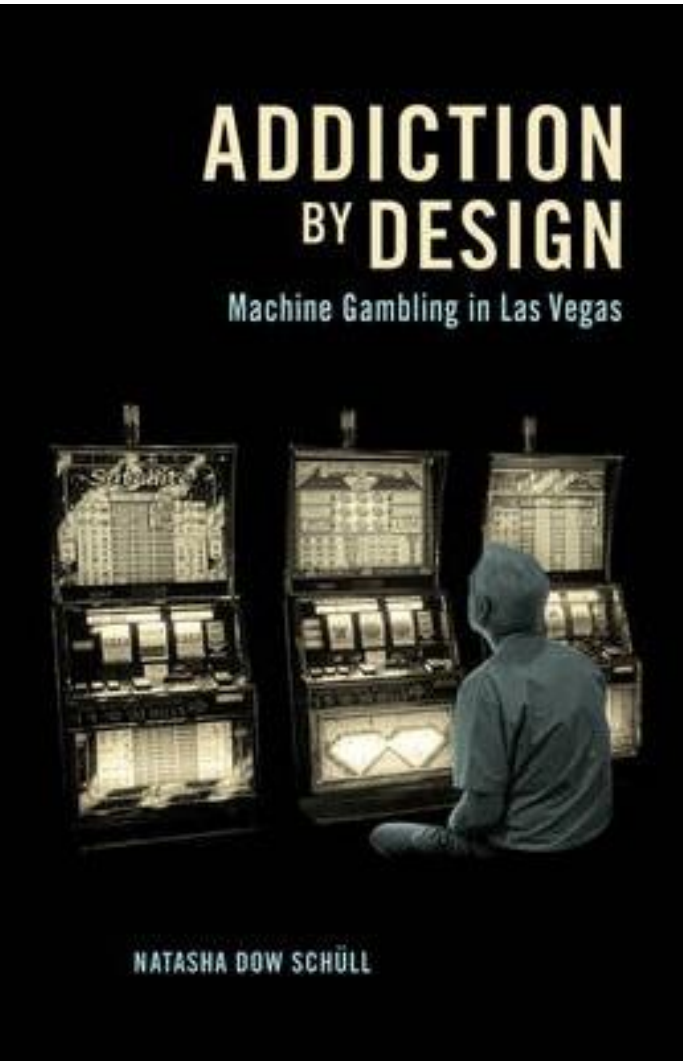
PERIODIC REINFORCEMENT



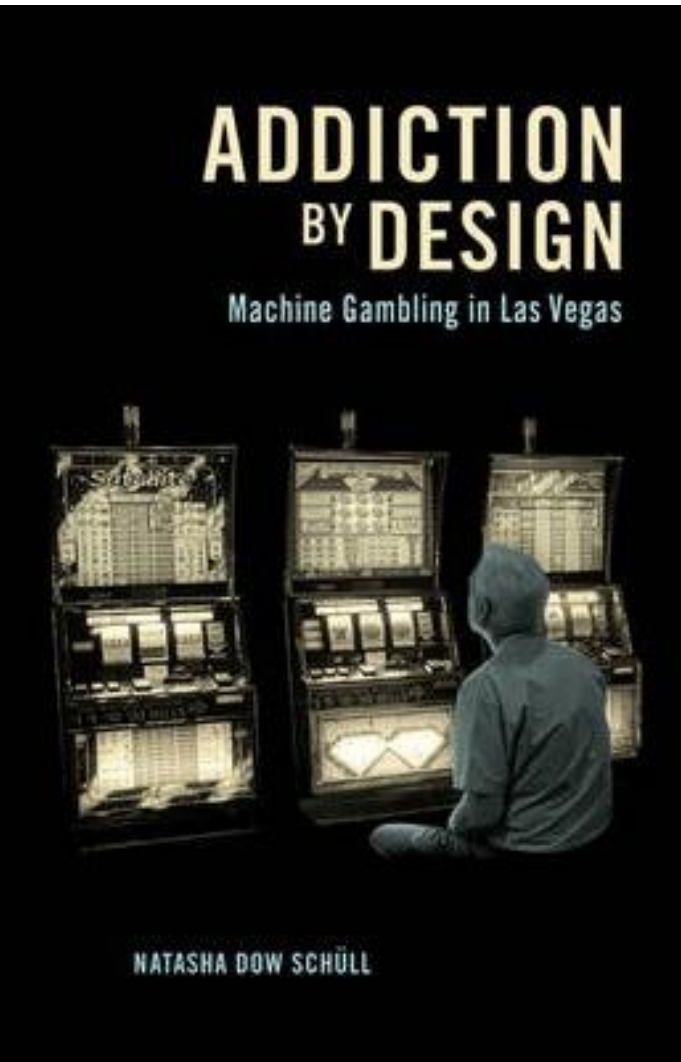
NATASHA DOW SHULL



NATASHA DOW SHULL

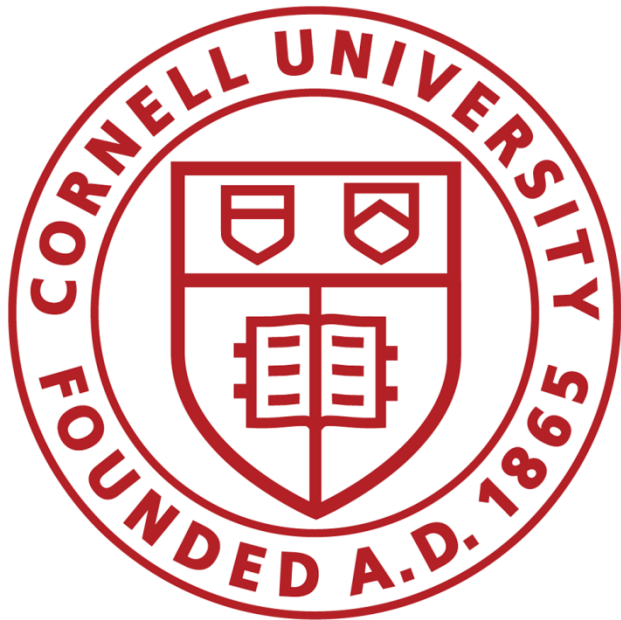


NATASHA DOW SHULL



**WE DON'T MISS WHAT
WE DON'T SEE**

BRIAN WANSINK



“SOUP NAZI”

HOW TO FIX THIS: IDEA #1

TwoogleFace

#1 – Change the pricing model

**Right now, you are not the customer –
You are the PRODUCT!**

When you use TwoogleFace, you are not the customer, you are the objects from which raw materials are extracted for TwoogleFace's predictive factories. Predictions about our behavior are the product. We are the means to their ends.

MARKETING 101

Product's

product's

product

Liquid

Smell

Sex

What you did

What you will do

Sell you more



RANDI ZUCKERBERG



MARK ZUCKERBERG



facebook

HOW TO FIX THIS: IDEA #1

TwooogleFace

#1 – Change the pricing model

Dr Phil, “As we say in Texas - sometimes you gotta rise above your raising.”



REASON #5 TO GHOST THAT

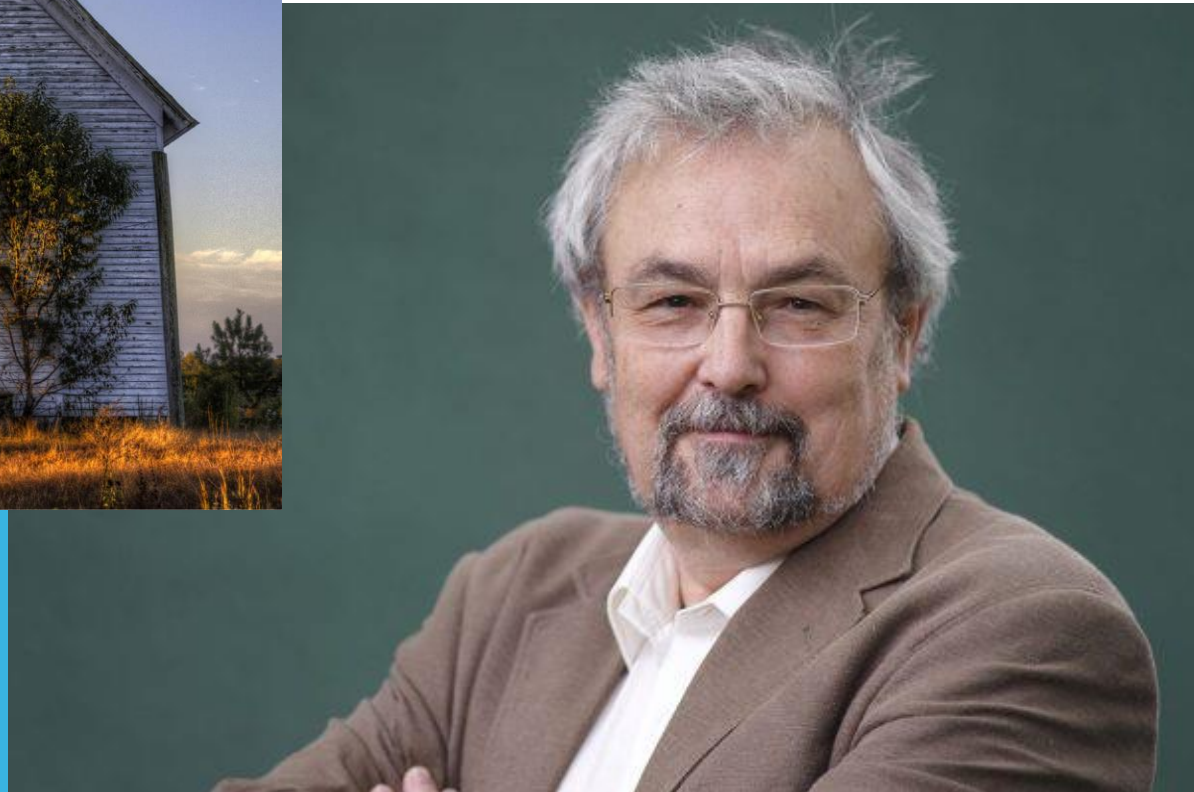
TwoogleFace

#5 – TwoogleFace is making you an @sshole

Dr Phil, “Don’t reward bad behavior.”



ROBIN DUNBAR



SETH GODIN



**FIND OUT WHAT OTHER PEOPLE ARE SAYING
BEHIND YOUR BACK**

**FOLLOW PEOPLE YOU DON'T PARTICULARLY
LIKE, JUST TO HOPE THEY'LL MESS UP.**

REASON #6 TO GHOST THAT

TwoogleFace

#6 – TwoogleFace is killing your soul

Dr Phil, “Awareness without action is worthless.”



FORBES
MAGAZINE
APRIL 30, 2016

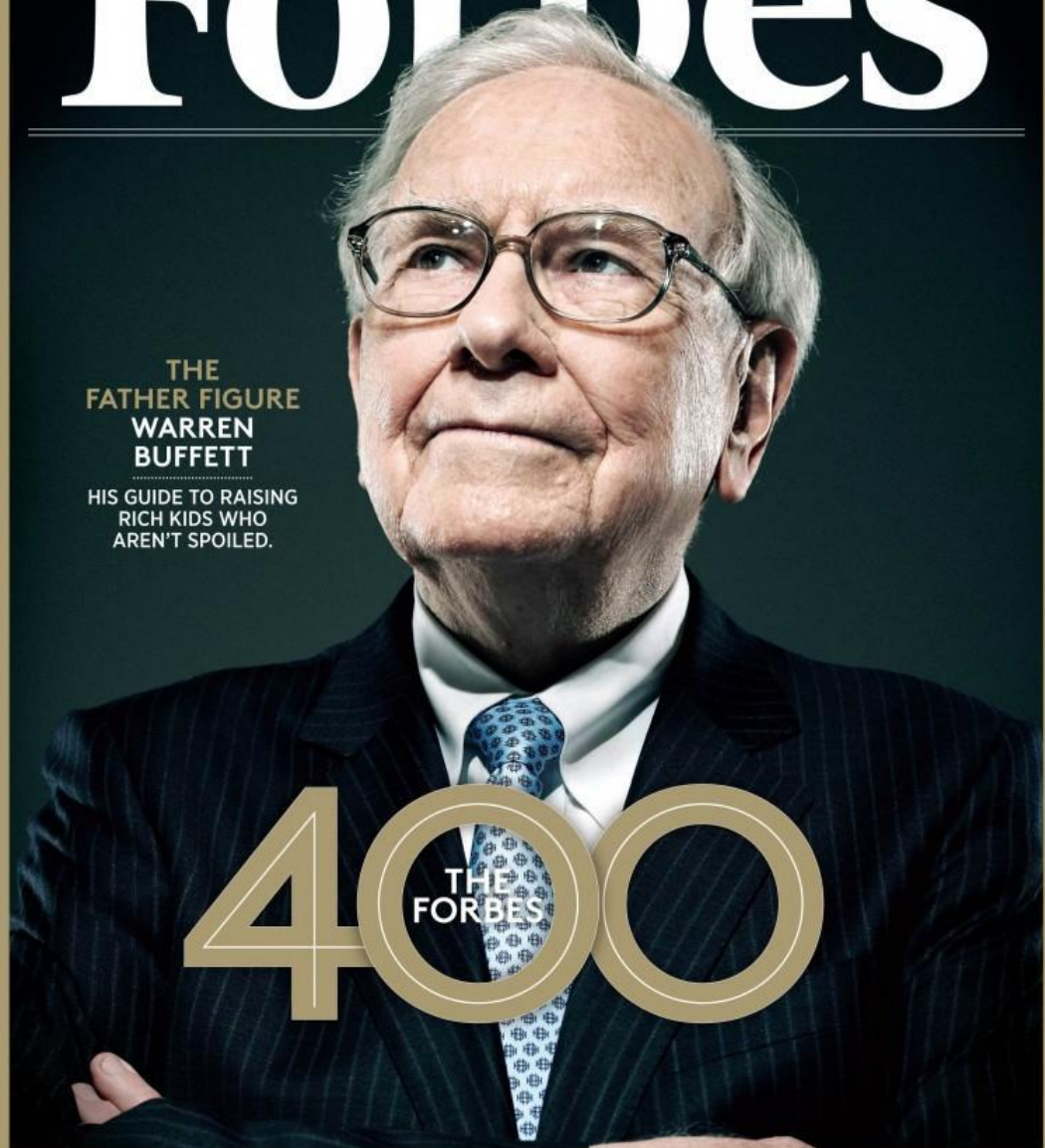
THE DEFINITIVE RANKING OF THE RICHEST PEOPLE IN AMERICA
SPECIAL EDITION

Forbes

THE
FATHER FIGURE
WARREN
BUFFETT

HIS GUIDE TO RAISING
RICH KIDS WHO
AREN'T SPOILED.

400
THE
FORBES



SETH GODIN



**NO GATEKEEPERS
NO TRUST**

TwoogleFace

TwoogleFace values scale more than trust

“Move fast and break things!”



REASON #7 TO GHOST THAT

TwoogleFace

#7 – TwoogleFace is destroying democracy

Dr Phil, “It’s so much easier to tell people what they want to hear instead of what they need to hear.”



ALMIGHTY TWITTER

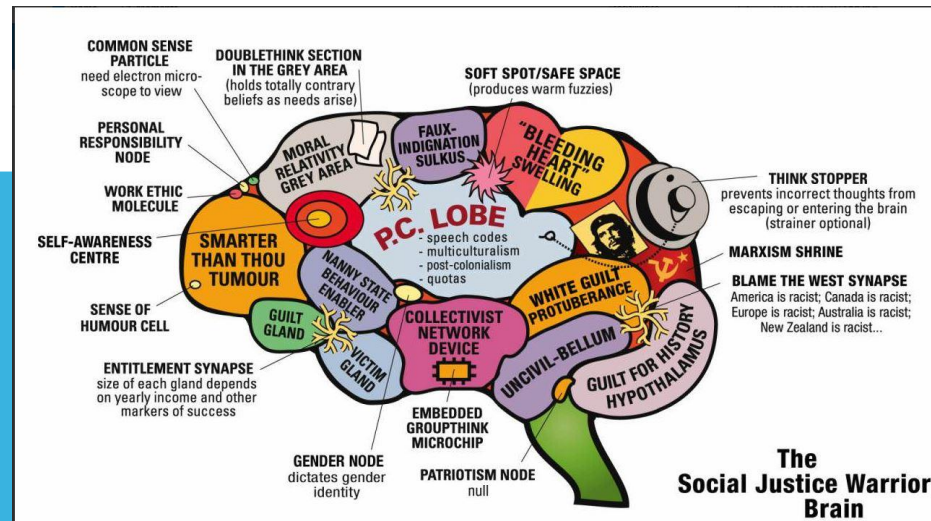


MAGA-TWITTER



It only matters who
you follow

SOCIAL-JUSTICE TWITTER



The
Social Justice Warrior
Brain

SPINAL TAP

<https://www.youtube.com/watch?v=4xgx4k83zzc>



ALMIGHTY TWITTER



BREXIT ON HBO

<https://www.youtube.com/watch?v=PUNsINXpOjE>



ALMIGHTY TWITTER

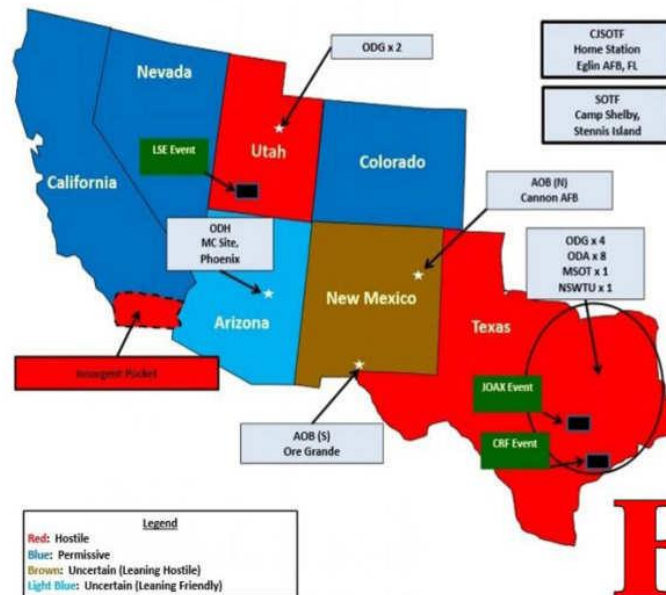


OPERATION JADE HELM 2015



Martial Law or

Invasion Training?



Be Prepared!

HOW TO FIX THIS: IDEA #2

TwooogleFace

#2 – Start caring about privacy



PRIVACY



DuckDuckGo



diaspora*

[get involved](#) [blog](#) [wiki](#) [tutorials](#)

[Host a pod](#)

[Join us](#)

Welcome to diaspora*

The online social world where you are in control



ProtonMail

HOW TO FIX THIS: IDEA #2

TwooogleFace

#2 – Start caring about privacy

Dr Phil, “You can’t change what you don’t acknowledge.”



REMEMBER WHEN???

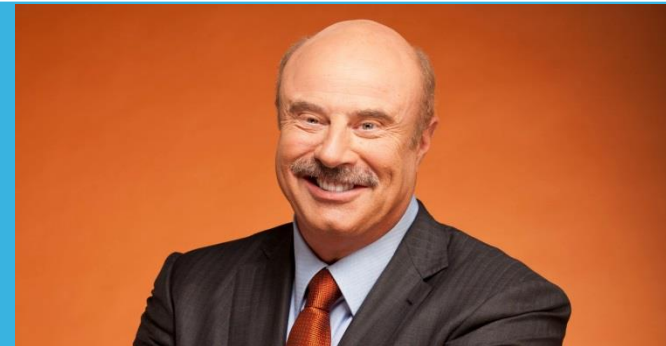


REASON #8 TO GHOST THAT

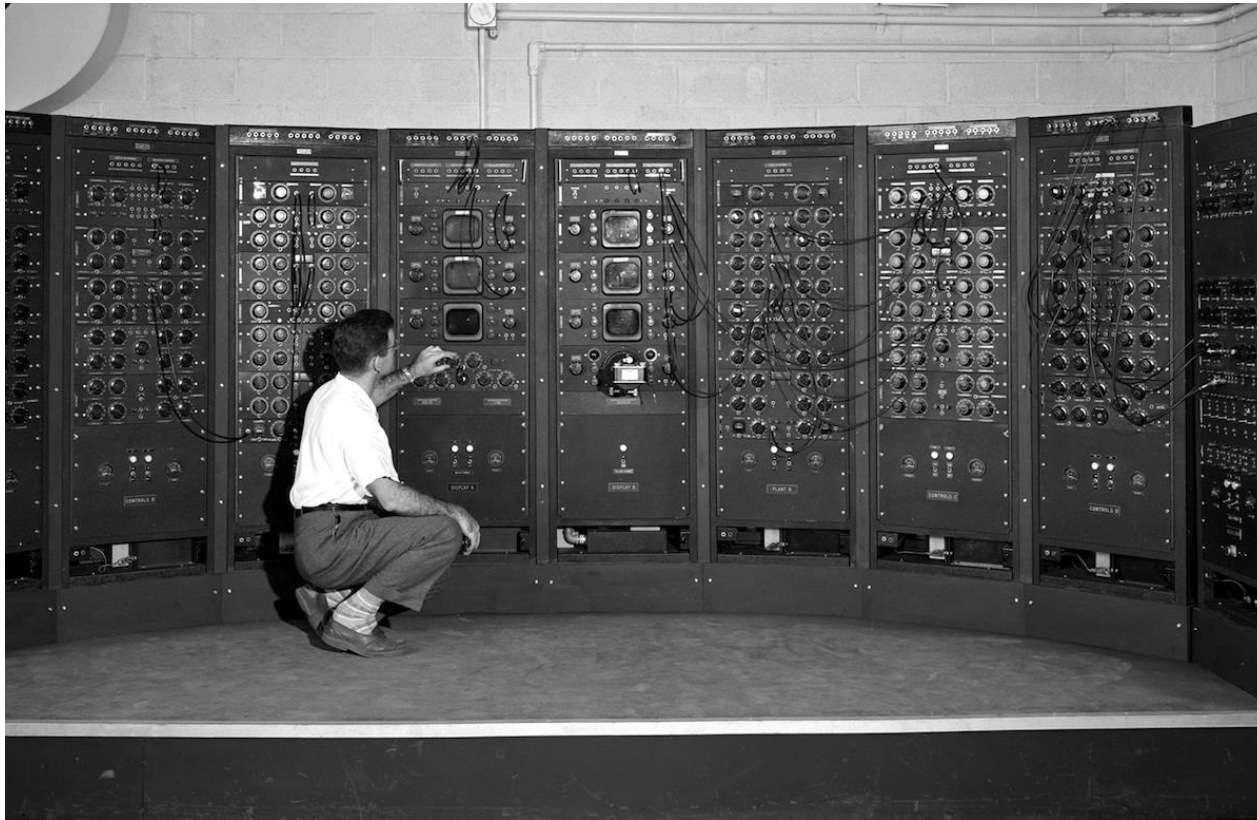
TwoogleFace

#8 – TwoogleFace makes being an individual meaningless

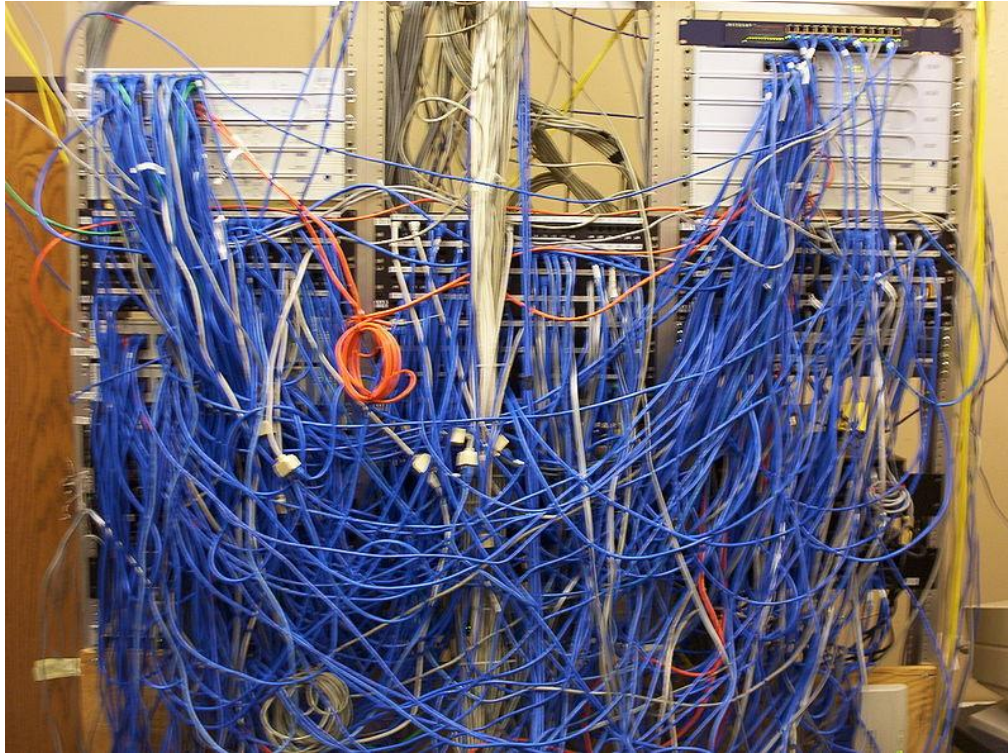
Dr Phil, “You don’t need a pack of wild horses to learn how to make a sandwich.”



FIRST CYCLE – DATA (PROCESSING)



SECOND CYCLE - CONNECTION



THIRD CYCLE – MOBILITY



FOURTH CYCLE – AI (PREDICTING)

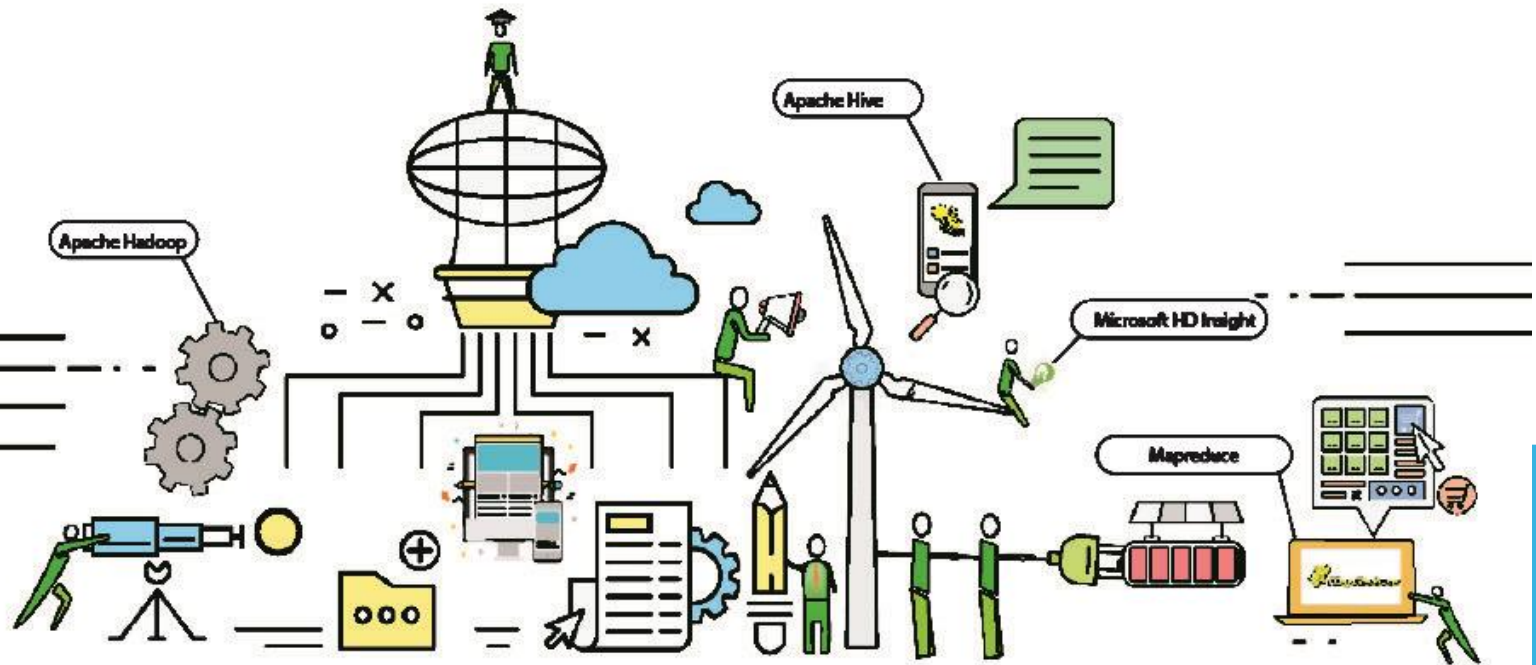


**AI IS BETTER
FASTER
CHEAPER**



HIVE COMPUTING

TOP FIVE BREAKTHROUGH TECHNOLOGIES ON PHD IN BIG DATA/CLOUD COMPUTING



REASON #9 TO GHOST THAT

TwoogleFace

#9 – TwoogleFace is killing the American dream

Dr Phil, “Don’t wait until you’re in a crisis to come up with a crisis plan.”



BULL IN A CHINA SHOP



FOLLOW YOUR HEART



YUVAL HARARI

21
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**TRUSTING IN THE KNOWLEDGE OF OTHERS HAS
WORKED EXTREMELY WELL FOR HOMO SAPIENS**

REASON #10 TO GHOST THAT

TwoogleFace

#10 – TwoogleFace is making you stupid

Dr Phil, “You don’t need a rope to pinch a stranger’s butt.”



SETH GODIN



DON'T MEMORIZE ANYTHING!

DECISIONS – WHO DO YOU TRUST?



YUVAL HARARI

21
Lessons
for the 21st
Century



FICTIONS LIKE MONEY, COUNTRIES, CIVIL RIGHTS...

**LOSE
YOUR
MIND**





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HOW TO FIX THIS: IDEA #3

TwoogleFace

#3 – Get real

Dr. Phil, “If you don’t want to go to Toledo, don’t get on the bus to Toledo.”



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