DAVID G. BROWN
TEN REASONS TO DELETE YOUR SOCIAL MEDIA ACCOUNTS TODAY

GHOST
THAT
TWOOGLEFACE
SOCIAL MEDIA
TWITTER
SOCIAL MEDIA

TwoogleFace
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=KTBGWMWGMXW
REASON #1 TO GHOST THAT

TwoogleFace

#1 – TwoogleFace is big brother Santa Claus
CAMERA
They need motives that BENEFIT us
Not MERCHANDISE us.
REASON #2 TO GHOST THAT

TwooogleFace

#2 – They are playing you

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

#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.”
21 Lessons for the 21st Century
“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

ADDICTION BY DESIGN
Machine Gambling in Las Vegas

TWIN SPIN TOUCH

NATASHA DOW SCHÜLL
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
HOW TO FIX THIS: IDEA #1

#1 – Change the pricing model

Dr Phil, “As we say in Texas - sometimes you gotta rise above your raising.”
REASON #5 TO GHOST THAT

#5 – TwoogleFace is making you an @sshole

Dr Phil, “Don’t reward bad behavior.”
ROBIN DUNBAR
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.”
SETH GODIN

NO GATEKEEPERS
NO TRUST
TwoogleFace

TwoogleFace values scale more than trust

“Move fast and break things!”
#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
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

TwoogleFace

#2 – Start caring about privacy
HOW TO FIX THIS: IDEA #2

TwoogleFace

#2 – Start caring about privacy

Dr Phil, “You can’t change what you don’t acknowledge.”
REMEMBER WHEN???
REASON #8 TO GHOST THAT

TwooogleFace

#8 – TwooogleFace 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
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

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.”
DON’T MEMORIZE ANYTHING!
DECISIONS – WHO DO YOU TRUST?
FICTIONS LIKE MONEY, COUNTRIES, CIVIL RIGHTS...
LOSE YOUR MIND

ARTIFICIAL INTELLIGENCE
HOW TO FIX THIS: IDEA #3

#3 – Get real

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