

FADE TO BLACK

with JIMMY CHURCH

PRESENTS

TWITTER SECRETS

THE LONG STRANGE HISTORY

MON DEC 19 **LIVE**

7:00 PM PT/10:00PM ET



1
00:00:06,600 --> 00:00:18,160
foreign

2
00:00:18,170 --> 00:00:35,590
[Music]

3
00:00:40,430 --> 00:00:38,209
Air Forces has announced that applying

4
00:00:41,990 --> 00:00:40,440
disc has been found and is now in the

5
00:00:45,049 --> 00:00:42,000
possession of the army

6
00:00:48,830 --> 00:00:45,059
game is rigged change the game game

7
00:00:52,430 --> 00:00:48,840
changer I occasionally think how quickly

8
00:00:55,790 --> 00:00:52,440
our differences worldwide would vanish

9
00:00:57,180 --> 00:00:55,800
if we were facing an alien threat from

10
00:00:58,960 --> 00:00:57,190
outside this work

11
00:00:59,170 --> 00:00:58,970
[Music]

12
00:01:01,450 --> 00:00:59,180
[Applause]

13
00:01:04,369 --> 00:01:01,460

[Music]

14

00:01:07,250 --> 00:01:04,379

this is Fade to Black with your host

15

00:01:07,940 --> 00:01:07,260

Jimmy Church on the game changer Radio

16

00:01:11,830 --> 00:01:07,950

Network

17

00:01:15,050 --> 00:01:11,840

[Music]

18

00:01:17,870 --> 00:01:15,060

good evening Fade to Black I'm your host

19

00:01:21,109 --> 00:01:17,880

Jimmy church and tonight's

20

00:01:22,370 --> 00:01:21,119

we're going to do this secret history of

21

00:01:24,410 --> 00:01:22,380

Twitter

22

00:01:26,630 --> 00:01:24,420

that's right we're gonna jump straight

23

00:01:29,990 --> 00:01:26,640

into it

24

00:01:35,569 --> 00:01:33,649

what do you know what don't you know

25

00:01:39,050 --> 00:01:35,579

I'm gonna do a little uh

26

00:01:42,249 --> 00:01:39,060

deep dive into the history and and how

27

00:01:46,789 --> 00:01:42,259

it all started and where some of the

28

00:01:49,490 --> 00:01:46,799

controversies uh Rose uh we're gonna get

29

00:01:51,850 --> 00:01:49,500

into all of that much of this you

30

00:01:54,710 --> 00:01:51,860

probably don't know

31

00:01:56,270 --> 00:01:54,720

and right now with everything that is

32

00:02:00,649 --> 00:01:56,280

going on

33

00:02:03,590 --> 00:02:00,659

and of course I'm referring to Elon Musk

34

00:02:07,429 --> 00:02:03,600

and everything that is happening around

35

00:02:11,650 --> 00:02:07,439

Twitter right now but what is the real

36

00:02:16,970 --> 00:02:11,660

story right and I think a lot of us

37

00:02:19,030 --> 00:02:16,980

uh have been to a different side of

38

00:02:23,530 --> 00:02:19,040

Twitter lately

39

00:02:27,949 --> 00:02:23,540

which is the last few years

40

00:02:31,670 --> 00:02:27,959

but what went on before and how was it

41

00:02:34,970 --> 00:02:31,680

established and certainly the global

42

00:02:37,610 --> 00:02:34,980

players uh that have been and currently

43

00:02:40,070 --> 00:02:37,620

are still involved with Twitter State

44

00:02:43,190 --> 00:02:40,080

actors and actors so we're going to get

45

00:02:47,270 --> 00:02:43,200

into all of that and of course where we

46

00:02:49,850 --> 00:02:47,280

are today now the basics of the basics

47

00:02:51,410 --> 00:02:49,860

are this

48

00:02:55,030 --> 00:02:51,420

um oh also

49

00:02:58,369 --> 00:02:55,040

I I do want to say uh from the outset

50

00:03:01,250 --> 00:02:58,379

that I am not going to be looking at

51
00:03:03,410 --> 00:03:01,260
comments or anything like that or

52
00:03:05,350 --> 00:03:03,420
commenting on the comments or questions

53
00:03:08,390 --> 00:03:05,360
uh throughout the program

54
00:03:13,130 --> 00:03:08,400
uh once I get to the end of this and it

55
00:03:15,649 --> 00:03:13,140
is lengthy uh I may uh refer back uh to

56
00:03:17,630 --> 00:03:15,659
the chat and to Twitter to see the

57
00:03:19,670 --> 00:03:17,640
comments there and see if there's

58
00:03:23,050 --> 00:03:19,680
anything that needs to be addressed but

59
00:03:27,170 --> 00:03:23,060
more than likely at the end of this

60
00:03:29,509 --> 00:03:27,180
it'll be a wrap okay and the second

61
00:03:33,050 --> 00:03:29,519
thing I want to say and I'm going to

62
00:03:34,369 --> 00:03:33,060
comment on this uh uh a couple of spots

63
00:03:39,290 --> 00:03:34,379

tonight

64

00:03:42,850 --> 00:03:39,300

uh that I met I met Jack Dorsey uh very

65

00:03:46,550 --> 00:03:42,860

very early on into the life of Twitter

66

00:03:48,770 --> 00:03:46,560

so there is that

67

00:03:51,649 --> 00:03:48,780

side right there's a there's a personal

68

00:03:53,030 --> 00:03:51,659

connection here and I need to leave all

69

00:03:56,630 --> 00:03:53,040

of that

70

00:04:01,490 --> 00:03:56,640

I need to remain objective

71

00:04:04,430 --> 00:04:01,500

um but I did find uh Jack to be

72

00:04:07,789 --> 00:04:04,440

uh from the very beginning uh I didn't

73

00:04:09,649 --> 00:04:07,799

even know who he was at first and and uh

74

00:04:13,070 --> 00:04:09,659

if you know what I mean his background

75

00:04:16,750 --> 00:04:13,080

and and all that stuff but uh I always

76

00:04:19,670 --> 00:04:16,760

found him to be very nice very smart uh

77

00:04:22,490 --> 00:04:19,680

uh sports fan too as well which is kind

78

00:04:24,830 --> 00:04:22,500

of weird for a geek

79

00:04:29,150 --> 00:04:24,840

um and he had told me a couple of

80

00:04:33,770 --> 00:04:29,160

strange things ah should I say these uh

81

00:04:36,590 --> 00:04:33,780

well it's just that I I like the guy

82

00:04:37,810 --> 00:04:36,600

right and he was cool to me

83

00:04:41,150 --> 00:04:37,820

so

84

00:04:43,610 --> 00:04:41,160

but but all of that needs to be pushed

85

00:04:47,030 --> 00:04:43,620

to the side because once you

86

00:04:49,850 --> 00:04:47,040

once you know some of these inside

87

00:04:52,249 --> 00:04:49,860

things uh about Twitter it it's it's

88

00:04:55,010 --> 00:04:52,259

just it's just a crazy story it's a

89

00:04:58,310 --> 00:04:55,020

crazy story and it all started uh

90

00:05:01,730 --> 00:04:58,320

Twitter was created by Jack Jack Dorsey

91

00:05:05,810 --> 00:05:01,740

Noah glass bizstone and Evan Williams

92

00:05:08,590 --> 00:05:05,820

back in March of 2006 and it was

93

00:05:12,170 --> 00:05:08,600

launched in July of

94

00:05:14,749 --> 00:05:12,180

2006. now that is now starting to get to

95

00:05:17,390 --> 00:05:14,759

be uh quite a while ago uh when I met

96

00:05:20,390 --> 00:05:17,400

Jack which was 2009

97

00:05:25,070 --> 00:05:20,400

you know right in there Twitter Twitter

98

00:05:29,390 --> 00:05:25,080

was just turning into uh something

99

00:05:32,930 --> 00:05:29,400

closer to what we uh see today all right

100

00:05:37,730 --> 00:05:32,940

but but it was just 2006 and so much has

101
00:05:40,430 --> 00:05:37,740
happened this show uh is now uh into its

102
00:05:44,150 --> 00:05:40,440
10th year uh today officially right

103
00:05:45,890 --> 00:05:44,160
where into our 10th year and if I go

104
00:05:49,990 --> 00:05:45,900
back and think about

105
00:05:54,950 --> 00:05:50,000
uh 2010 2011 2012

106
00:05:56,689 --> 00:05:54,960
uh very early on how I dealt with

107
00:06:00,290 --> 00:05:56,699
Twitter and you can go back and

108
00:06:02,529 --> 00:06:00,300
historically look at at my tweets

109
00:06:05,210 --> 00:06:02,539
I always

110
00:06:09,290 --> 00:06:05,220
treated Twitter like you know like it

111
00:06:13,070 --> 00:06:09,300
was my own company uh it it was just a

112
00:06:16,129 --> 00:06:13,080
way for me to advertise and to Market uh

113
00:06:19,670 --> 00:06:16,139

I did you know I've focused on Sports in

114

00:06:23,390 --> 00:06:19,680

the beginning I never really uh from the

115

00:06:26,090 --> 00:06:23,400

outset got involved in controversy or

116

00:06:28,610 --> 00:06:26,100

you know will post things or would go

117

00:06:31,790 --> 00:06:28,620

and look for that stuff too as well I

118

00:06:35,629 --> 00:06:31,800

just never did so I have adapted to it

119

00:06:37,070 --> 00:06:35,639

over the years more and more into just a

120

00:06:41,930 --> 00:06:37,080

a tool

121

00:06:44,749 --> 00:06:41,940

for me to uh get stuff out about the

122

00:06:47,629 --> 00:06:44,759

program who we have on and stuff I I

123

00:06:50,890 --> 00:06:47,639

just never got into the drama

124

00:06:54,230 --> 00:06:50,900

that is out there in and around Twitter

125

00:06:57,050 --> 00:06:54,240

and what it turned into

126
00:06:58,969 --> 00:06:57,060
um so let's let's continue because

127
00:07:00,650 --> 00:06:58,979
what is Twitter

128
00:07:01,790 --> 00:07:00,660
now let's just start there what is

129
00:07:04,610 --> 00:07:01,800
Twitter

130
00:07:07,730 --> 00:07:04,620
well a definition would be

131
00:07:09,830 --> 00:07:07,740
it's an online social media and social

132
00:07:14,510 --> 00:07:09,840
networking service

133
00:07:17,809 --> 00:07:14,520
where users like myself and you post and

134
00:07:19,550 --> 00:07:17,819
interact with messages that are called

135
00:07:25,689 --> 00:07:19,560
tweets

136
00:07:28,189 --> 00:07:25,699
registered users if you have an account

137
00:07:32,510 --> 00:07:28,199
uh you can like

138
00:07:34,370 --> 00:07:32,520

you can post and you can retweet tweets

139

00:07:39,350 --> 00:07:34,380

redistribute tweets it's called

140

00:07:42,170 --> 00:07:39,360

retweeting while unregistered users can

141

00:07:45,710 --> 00:07:42,180

only read public tweets that's all there

142

00:07:48,950 --> 00:07:45,720

is no interaction at all tweets were

143

00:07:51,830 --> 00:07:48,960

originally and it's this is part of the

144

00:07:53,990 --> 00:07:51,840

historical record it was a big change

145

00:07:56,450 --> 00:07:54,000

the tweets were originally restricted to

146

00:07:59,450 --> 00:07:56,460

140 characters

147

00:08:04,629 --> 00:07:59,460

um but the limit was doubled to 280 back

148

00:08:08,050 --> 00:08:04,639

in November uh 2017 and I remember

149

00:08:11,210 --> 00:08:08,060

sitting uh with Jack

150

00:08:13,309 --> 00:08:11,220

discussing though I mean let me think

151

00:08:16,070 --> 00:08:13,319

about this now this is probably

152

00:08:18,830 --> 00:08:16,080

seven years eight years before that

153

00:08:21,589 --> 00:08:18,840

around 2010 2009 I was like dude 140k

154

00:08:23,689 --> 00:08:21,599

what can you do with 140 characters and

155

00:08:26,930 --> 00:08:23,699

he had explained to me you know it's

156

00:08:28,249 --> 00:08:26,940

just the SMS limit and we based

157

00:08:30,589 --> 00:08:28,259

everything around that I'll get back

158

00:08:33,230 --> 00:08:30,599

into it and but the way that he

159

00:08:35,029 --> 00:08:33,240

explained it to me at the time I was

160

00:08:38,570 --> 00:08:35,039

like ah

161

00:08:39,769 --> 00:08:38,580

I just don't get 140 characters is not

162

00:08:43,190 --> 00:08:39,779

enough

163

00:08:46,190 --> 00:08:43,200

all right and I was very excited in 2017

164

00:08:48,949 --> 00:08:46,200

when it was up to 280 I thought man now

165

00:08:51,410 --> 00:08:48,959

after compressing everything to 140

166

00:08:54,470 --> 00:08:51,420

characters and being able to jump this

167

00:08:56,449 --> 00:08:54,480

up to 280 and now 280 doesn't you know

168

00:09:00,949 --> 00:08:56,459

it's not nearly enough we all know that

169

00:09:05,030 --> 00:09:00,959

but it allows you in my opinion to get

170

00:09:07,070 --> 00:09:05,040

to the point I compress it down no

171

00:09:08,690 --> 00:09:07,080

reason for anything lengthy you've got

172

00:09:11,210 --> 00:09:08,700

to do something long do it on your own

173

00:09:13,910 --> 00:09:11,220

blog or go post on Facebook but

174

00:09:16,070 --> 00:09:13,920

nonetheless uh the ways around that you

175

00:09:18,590 --> 00:09:16,080

know take a picture of something and

176
00:09:21,470 --> 00:09:18,600
post that you know your long you know

177
00:09:24,290 --> 00:09:21,480
first chapter of your book or what have

178
00:09:27,650 --> 00:09:24,300
you or a link to something external but

179
00:09:30,350 --> 00:09:27,660
then on April 15 2022

180
00:09:33,530 --> 00:09:30,360
in one of the biggest deals to take a

181
00:09:36,829 --> 00:09:33,540
company private the board of directors

182
00:09:41,630 --> 00:09:36,839
of Twitter agreed to a 44 billion dollar

183
00:09:46,910 --> 00:09:41,640
takeover by Elon Musk that deal closed

184
00:09:50,329 --> 00:09:46,920
on October 27 2022 that's right we all

185
00:09:51,889 --> 00:09:50,339
know Elon Musk is now the owner of

186
00:09:56,870 --> 00:09:51,899
Twitter

187
00:09:58,310 --> 00:09:56,880
now obviously this is a very very brief

188
00:10:00,290 --> 00:09:58,320

overview

189

00:10:02,509 --> 00:10:00,300

all right let's let's just go straight

190

00:10:05,509 --> 00:10:02,519

to it it's time to jump into the deep

191

00:10:07,430 --> 00:10:05,519

end of the pool okay that's it we need

192

00:10:09,170 --> 00:10:07,440

to make sure it's at least uh 12 feet

193

00:10:12,530 --> 00:10:09,180

deep by the way

194

00:10:15,050 --> 00:10:12,540

you don't want to hit bottom

195

00:10:18,710 --> 00:10:15,060

Twitter's Origins

196

00:10:21,590 --> 00:10:18,720

lie in a day-long brainstorming session

197

00:10:24,829 --> 00:10:21,600

described by many that were there

198

00:10:26,210 --> 00:10:24,839

held by board members of the podcasting

199

00:10:27,949 --> 00:10:26,220

company

200

00:10:31,310 --> 00:10:27,959

odeo

201
00:10:34,210 --> 00:10:31,320
Jack Dorsey then an undergrad undergrad

202
00:10:37,370 --> 00:10:34,220
student at New York University

203
00:10:40,370 --> 00:10:37,380
introduced the idea of an individual

204
00:10:42,949 --> 00:10:40,380
using an SMS service

205
00:10:46,190 --> 00:10:42,959
to communicate with a small group that's

206
00:10:48,050 --> 00:10:46,200
the germ of the idea gets plopped right

207
00:10:50,690 --> 00:10:48,060
there by Jack Dorsey

208
00:10:54,350 --> 00:10:50,700
now the original project code name for

209
00:10:56,990 --> 00:10:54,360
the service was twttr

210
00:11:01,150 --> 00:10:57,000
okay an idea that Williams later

211
00:11:05,509 --> 00:11:01,160
ascribed to Noah glass inspired by

212
00:11:07,730 --> 00:11:05,519
Flickr Flickr didn't have that e get it

213
00:11:11,030 --> 00:11:07,740

and the five character length of

214

00:11:12,970 --> 00:11:11,040

American SMS short codes

215

00:11:16,610 --> 00:11:12,980

so that was it TW

216

00:11:20,150 --> 00:11:16,620

the decision was also partly due to the

217

00:11:22,790 --> 00:11:20,160

fact that the domain twitter.com

218

00:11:25,910 --> 00:11:22,800

was already claimed somebody owned it

219

00:11:30,230 --> 00:11:25,920

and it was six months after the launch

220

00:11:33,110 --> 00:11:30,240

of twtr that the crew purchased the

221

00:11:34,430 --> 00:11:33,120

domain and changed the name of the

222

00:11:41,030 --> 00:11:34,440

service to

223

00:11:43,550 --> 00:11:41,040

Twitter as we know today t w i t t e r

224

00:11:47,389 --> 00:11:43,560

Now work on the project

225

00:11:50,090 --> 00:11:47,399

started on March 21 2006.

226
00:11:54,949 --> 00:11:50,100
when Dorsey published the first Twitter

227
00:11:56,449 --> 00:11:54,959
message at 12 50 p.m Pacific time and it

228
00:11:59,090 --> 00:11:56,459
was quote

229
00:12:02,690 --> 00:11:59,100
just setting up

230
00:12:05,509 --> 00:12:02,700
my Twitter t-w-ttr

231
00:12:08,470 --> 00:12:05,519
end quote that was that was the first

232
00:12:10,250 --> 00:12:08,480
Twitter published tweet

233
00:12:15,050 --> 00:12:10,260
Dorsey

234
00:12:16,370 --> 00:12:15,060
had uh explained the origin of the name

235
00:12:19,130 --> 00:12:16,380
Twitter

236
00:12:22,310 --> 00:12:19,140
with this and so I'm quoting directly

237
00:12:26,269 --> 00:12:22,320
from Jack he said quote

238
00:12:28,370 --> 00:12:26,279

we came across the word Twitter

239

00:12:31,910 --> 00:12:28,380

and it was just perfect

240

00:12:35,990 --> 00:12:31,920

the definition was quote a short burst

241

00:12:40,790 --> 00:12:36,000

of inconsequential information end quote

242

00:12:43,610 --> 00:12:40,800

and quote chirps from Birds end quote

243

00:12:46,129 --> 00:12:43,620

and to me that's exactly what the

244

00:12:49,870 --> 00:12:46,139

product was

245

00:12:51,949 --> 00:12:49,880

end quote so so that that's the origin

246

00:12:54,829 --> 00:12:51,959

of the name

247

00:12:56,569 --> 00:12:54,839

now the first Twitter prototype

248

00:12:58,610 --> 00:12:56,579

developed by Dorsey and contractor

249

00:13:02,870 --> 00:12:58,620

Florian Weber

250

00:13:05,690 --> 00:13:02,880

was used as an internal service for odeo

251
00:13:12,170 --> 00:13:05,700
employees the first version was

252
00:13:17,150 --> 00:13:14,470
now in October

253
00:13:18,550 --> 00:13:17,160
2006 he had Stoney Ed Williams he had

254
00:13:23,030 --> 00:13:18,560
Dorsey and others

255
00:13:27,350 --> 00:13:23,040
formed a obvious Corporation and they

256
00:13:31,310 --> 00:13:27,360
acquired odeo including audio.com and

257
00:13:36,650 --> 00:13:31,320
twitter.com all of these were were

258
00:13:39,530 --> 00:13:36,660
possessions and owned by uh odium

259
00:13:42,530 --> 00:13:39,540
and they purchased this and acquired it

260
00:13:44,150 --> 00:13:42,540
from their investors and their

261
00:13:47,030 --> 00:13:44,160
shareholders

262
00:13:48,230 --> 00:13:47,040
okay but

263
00:13:53,030 --> 00:13:48,240

what

264

00:13:55,850 --> 00:13:53,040

people look at it

265

00:13:57,889 --> 00:13:55,860

you know because some were saying

266

00:14:00,769 --> 00:13:57,899

including myself

267

00:14:04,490 --> 00:14:00,779

was it was it just shared information

268

00:14:08,150 --> 00:14:04,500

between users right SMS short messages

269

00:14:09,230 --> 00:14:08,160

is it just you know in in in in a

270

00:14:11,930 --> 00:14:09,240

company

271

00:14:15,069 --> 00:14:11,940

you know and and just sharing

272

00:14:20,030 --> 00:14:15,079

information it's something internal or

273

00:14:24,590 --> 00:14:20,040

was it a social network

274

00:14:26,449 --> 00:14:24,600

right and and back then uh there were a

275

00:14:29,590 --> 00:14:26,459

few social networks and of course

276

00:14:33,710 --> 00:14:29,600

Facebook was just starting to as well

277

00:14:34,850 --> 00:14:33,720

and uh you know we had AOL and and other

278

00:14:39,050 --> 00:14:34,860

things

279

00:14:41,689 --> 00:14:39,060

you know so was it one of those

280

00:14:45,170 --> 00:14:41,699

well back then nothing was clearly

281

00:14:48,110 --> 00:14:45,180

defined at the time and and I did I had

282

00:14:49,970 --> 00:14:48,120

conversations with Jack about this I

283

00:14:52,129 --> 00:14:49,980

personally didn't understand what it was

284

00:14:55,670 --> 00:14:52,139

I mean to me

285

00:14:57,230 --> 00:14:55,680

to me it was just like a public SMS it

286

00:15:01,550 --> 00:14:57,240

was just texting

287

00:15:03,889 --> 00:15:01,560

right I I didn't get it and although he

288

00:15:08,210 --> 00:15:03,899

he agreed with me said yes yes it is

289

00:15:10,670 --> 00:15:08,220

just SMS a public version of texting but

290

00:15:12,110 --> 00:15:10,680

but he kept telling me it could be so

291

00:15:15,230 --> 00:15:12,120

much more

292

00:15:19,009 --> 00:15:15,240

and and a global thing

293

00:15:21,290 --> 00:15:19,019

now and and I and I and I just I

294

00:15:23,810 --> 00:15:21,300

couldn't wrap my head around it

295

00:15:26,509 --> 00:15:23,820

I didn't I didn't

296

00:15:28,210 --> 00:15:26,519

in 2007

297

00:15:31,310 --> 00:15:28,220

check this out

298

00:15:34,189 --> 00:15:31,320

especially compared to today right and

299

00:15:38,509 --> 00:15:34,199

I'll go through all of this 2007 Twitter

300

00:15:41,629 --> 00:15:38,519

was averaging around 20 000 tweets per

301
00:15:48,650 --> 00:15:45,290
oh man we do that many in our chat room

302
00:15:50,870 --> 00:15:48,660
per show right okay so think about that

303
00:15:53,810 --> 00:15:50,880
I'll think about that for a second just

304
00:15:56,629 --> 00:15:53,820
twenty thousand tweets per day and then

305
00:15:59,810 --> 00:15:56,639
in 2007

306
00:16:01,430 --> 00:15:59,820
South by Southwest happened in Austin

307
00:16:03,769 --> 00:16:01,440
Texas

308
00:16:06,829 --> 00:16:03,779
that's right Twitter showed up Twitter

309
00:16:09,050 --> 00:16:06,839
attended and and at this time Twitter's

310
00:16:11,930 --> 00:16:09,060
just doing 20 000 tweets a day

311
00:16:13,910 --> 00:16:11,940
that's it very small

312
00:16:17,829 --> 00:16:13,920
but Twitter showed up

313
00:16:19,550 --> 00:16:17,839

and the Twitter people

314

00:16:21,970 --> 00:16:19,560

placed

315

00:16:24,829 --> 00:16:21,980

just two

316

00:16:27,910 --> 00:16:24,839

60-inch plasma screens

317

00:16:30,530 --> 00:16:27,920

in the conference hallways that's it

318

00:16:32,750 --> 00:16:30,540

that was the turn

319

00:16:36,710 --> 00:16:32,760

but on these two screens they were

320

00:16:41,090 --> 00:16:36,720

exclusively streaming Twitter messages

321

00:16:43,610 --> 00:16:41,100

right and so the conference goes there

322

00:16:46,610 --> 00:16:43,620

attending South by Southwest walk down

323

00:16:48,170 --> 00:16:46,620

these hallways and they would go up to

324

00:16:50,150 --> 00:16:48,180

these screens

325

00:16:51,829 --> 00:16:50,160

and see who was

326

00:16:54,170 --> 00:16:51,839

posting

327

00:16:57,530 --> 00:16:54,180

and they were keeping tabs on each other

328

00:16:59,810 --> 00:16:57,540

wasn't that many users right and so they

329

00:17:02,810 --> 00:16:59,820

could see all the action from South by

330

00:17:06,710 --> 00:17:02,820

Southwest there there were tweets from

331

00:17:10,429 --> 00:17:06,720

panelists uh musicians and speakers and

332

00:17:12,590 --> 00:17:10,439

so forth and then on on different panels

333

00:17:17,090 --> 00:17:12,600

and discussions that were happening

334

00:17:20,090 --> 00:17:17,100

they in turn were mentioning Twitter

335

00:17:23,630 --> 00:17:20,100

and everybody in the audience is hearing

336

00:17:27,590 --> 00:17:23,640

this they're signing up for Twitter

337

00:17:29,330 --> 00:17:27,600

right now at the end of South by

338

00:17:31,730 --> 00:17:29,340

Southwest

339

00:17:33,590 --> 00:17:31,740

I remember all of this I was reading

340

00:17:35,570 --> 00:17:33,600

about I was you know South by Southwest

341

00:17:37,789 --> 00:17:35,580

right

342

00:17:40,970 --> 00:17:37,799

the Twitter staff received the

343

00:17:44,990 --> 00:17:40,980

festival's web award prize

344

00:17:46,970 --> 00:17:45,000

and then there was this

345

00:17:50,090 --> 00:17:46,980

tweet

346

00:17:52,370 --> 00:17:50,100

we'd like to thank you in 140 characters

347

00:17:55,370 --> 00:17:52,380

or less

348

00:17:57,909 --> 00:17:55,380

we just did

349

00:18:00,710 --> 00:17:57,919

so those

350

00:18:05,090 --> 00:18:00,720

those moments

351

00:18:09,230 --> 00:18:05,100

at South by Southwest turn the ship

352

00:18:12,289 --> 00:18:09,240

remember those 20 000 tweets per day up

353

00:18:16,490 --> 00:18:12,299

to South by Southwest in 2007.

354

00:18:22,549 --> 00:18:19,789

Twitter experienced an explosion

355

00:18:27,409 --> 00:18:22,559

it was crazy

356

00:18:30,250 --> 00:18:27,419

it had around half a million between 400

357

00:18:33,970 --> 00:18:30,260

000 and a half a million tweets posted

358

00:18:36,350 --> 00:18:33,980

in the entire quarter first quarter of

359

00:18:38,770 --> 00:18:36,360

2007. that's it

360

00:18:43,610 --> 00:18:38,780

this grew to

361

00:18:48,650 --> 00:18:43,620

100 million tweets posted per quarter

362

00:18:56,330 --> 00:18:52,130

by February of 2010

363

00:18:58,010 --> 00:18:56,340

Twitter users were sending 50 million

364

00:19:00,710 --> 00:18:58,020

tweets

365

00:19:04,130 --> 00:19:00,720

per second

366

00:19:06,110 --> 00:19:04,140

so we go back 20 000 tweets per day

367

00:19:08,870 --> 00:19:06,120

in the entire day

368

00:19:10,310 --> 00:19:08,880

you know it's six months later 100

369

00:19:14,570 --> 00:19:10,320

million

370

00:19:17,870 --> 00:19:14,580

you know in a quarter it's a huge growth

371

00:19:19,070 --> 00:19:17,880

and then you just jump a year and a half

372

00:19:22,490 --> 00:19:19,080

later

373

00:19:24,409 --> 00:19:22,500

50 million tweets

374

00:19:29,810 --> 00:19:24,419

per day

375

00:19:31,250 --> 00:19:29,820

Now by June 2010 we're at February 2010

376
00:19:35,450 --> 00:19:31,260
okay

377
00:19:38,690 --> 00:19:35,460
by June 2010 about 65 million tweets

378
00:19:43,789 --> 00:19:38,700
were posted each day

379
00:19:46,210 --> 00:19:43,799
that's 750 tweets per second

380
00:19:50,330 --> 00:19:46,220
that's February bye

381
00:19:52,970 --> 00:19:50,340
by uh September or that's uh June by

382
00:19:54,830 --> 00:19:52,980
September 2010 the company began rolling

383
00:19:57,590 --> 00:19:54,840
out new Twitter

384
00:20:00,049 --> 00:19:57,600
I remember this an entirely revamped

385
00:20:03,710 --> 00:20:00,059
edition of twitter.com

386
00:20:07,730 --> 00:20:03,720
it looked pretty fancy kinda look like

387
00:20:14,029 --> 00:20:09,909
I I I I

388
00:20:16,130 --> 00:20:14,039

watch I use Twitter black I use Twitter

389

00:20:18,409 --> 00:20:16,140

dark and as soon as you were able to do

390

00:20:20,090 --> 00:20:18,419

that I needed to know that I was on two

391

00:20:21,830 --> 00:20:20,100

different platforms

392

00:20:24,950 --> 00:20:21,840

and that's how I did it because they

393

00:20:27,049 --> 00:20:24,960

looked very very similar

394

00:20:32,390 --> 00:20:27,059

six months later that was September

395

00:20:35,529 --> 00:20:32,400

2010. six months later in March 2011

396

00:20:39,950 --> 00:20:35,539

everything more than doubled to about

397

00:20:43,130 --> 00:20:39,960

140 million tweets posted daily

398

00:20:45,590 --> 00:20:43,140

just six months later on February 21st

399

00:20:50,710 --> 00:20:45,600

2012 it was announced

400

00:20:54,490 --> 00:20:50,720

this is a big deal this is where the

401
00:20:58,610 --> 00:20:57,049
that's because

402
00:21:00,830 --> 00:20:58,620
Twitter

403
00:21:04,510 --> 00:21:00,840
and Yandex

404
00:21:06,230 --> 00:21:04,520
agreed to a partnership

405
00:21:08,570 --> 00:21:06,240
Yandex

406
00:21:12,470 --> 00:21:08,580
is a Russian

407
00:21:18,230 --> 00:21:15,110
you need to pause right there

408
00:21:21,890 --> 00:21:18,240
and absorb that

409
00:21:28,250 --> 00:21:26,090
March 21st that was February 21st March

410
00:21:30,970 --> 00:21:28,260
21st 2012

411
00:21:36,110 --> 00:21:30,980
Twitter announced that it had

412
00:21:40,149 --> 00:21:36,120
140 million users of 40 percent rise in

413
00:21:46,669 --> 00:21:40,159

just six months with users now sending

414

00:21:51,529 --> 00:21:49,730

at this point half of them are Russian

415

00:21:58,870 --> 00:21:51,539

I kid

416

00:21:58,880 --> 00:22:03,850

on December 18 2012

417

00:22:13,370 --> 00:22:08,110

Twitter announced it had surpassed

418

00:22:18,230 --> 00:22:13,380

200 million monthly active users

419

00:22:23,149 --> 00:22:18,240

by September 2013 Twitter's 200 million

420

00:22:27,409 --> 00:22:23,159

users sent over 400 million tweets daily

421

00:22:31,190 --> 00:22:27,419

with nearly 60 percent of the tweets

422

00:22:33,350 --> 00:22:31,200

sent from mobile devices take note of

423

00:22:36,409 --> 00:22:33,360

that

424

00:22:39,470 --> 00:22:36,419

now starting in 2018

425

00:22:40,850 --> 00:22:39,480

oh oh oh oh let's back up before I

426
00:22:43,190 --> 00:22:40,860

forget

427
00:22:45,289 --> 00:22:43,200

all this growth was happening growth

428
00:22:47,570 --> 00:22:45,299

growth doubling numbers doubling numbers

429
00:22:50,510 --> 00:22:47,580

growth growth growth

430
00:22:53,330 --> 00:22:50,520

and then around 2015

431
00:22:55,010 --> 00:22:53,340

everything stopped well it slowed and it

432
00:22:58,010 --> 00:22:55,020

slowed greatly

433
00:23:01,310 --> 00:22:58,020

and all of this according to Fortune and

434
00:23:03,830 --> 00:23:01,320

Business Insider and other Publications

435
00:23:06,950 --> 00:23:03,840

that were monitoring Twitter very

436
00:23:10,930 --> 00:23:06,960

closely as was I

437
00:23:17,090 --> 00:23:12,490

the

438
00:23:20,270 --> 00:23:17,100

uh conspiracy behind all of this really

439

00:23:23,690 --> 00:23:20,280

started to kick in because tweet replies

440

00:23:25,549 --> 00:23:23,700

deemed by an algorithm

441

00:23:29,630 --> 00:23:25,559

right

442

00:23:31,970 --> 00:23:29,640

to be detractive now so

443

00:23:36,350 --> 00:23:31,980

what does that mean so you've posted

444

00:23:39,169 --> 00:23:36,360

your Tweet and then you get a reply and

445

00:23:41,149 --> 00:23:39,179

then an algorithm comes in and looks at

446

00:23:44,930 --> 00:23:41,159

that reply

447

00:23:47,690 --> 00:23:44,940

and if it's not part of the conversation

448

00:23:50,210 --> 00:23:47,700

that was started in the tweet

449

00:23:52,970 --> 00:23:50,220

right that conversation

450

00:23:56,090 --> 00:23:52,980

they were hidden

451
00:23:58,370 --> 00:23:56,100
that was done by an algorithm

452
00:24:01,730 --> 00:23:58,380
right not a human being

453
00:24:04,130 --> 00:24:01,740
and you started to see this and you

454
00:24:06,350 --> 00:24:04,140
could only see those tweets

455
00:24:07,909 --> 00:24:06,360
through clicking on that button that

456
00:24:10,970 --> 00:24:07,919
said

457
00:24:12,830 --> 00:24:10,980
no show more replies

458
00:24:15,590 --> 00:24:12,840
and that was at the end right that was

459
00:24:17,930 --> 00:24:15,600
this this element at the bottom

460
00:24:20,149 --> 00:24:17,940
of the conversation

461
00:24:23,090 --> 00:24:20,159
that was an algorithm

462
00:24:25,549 --> 00:24:23,100
creating that and I know a lot of you

463
00:24:29,390 --> 00:24:25,559

thought at the time and I know that I

464

00:24:32,810 --> 00:24:29,400

did right that oh it's just too long and

465

00:24:34,789 --> 00:24:32,820

so therefore you have to click on that

466

00:24:36,230 --> 00:24:34,799

to see the rest of the review that's not

467

00:24:38,690 --> 00:24:36,240

why that was there

468

00:24:41,990 --> 00:24:38,700

that was there because an algorithm

469

00:24:45,649 --> 00:24:42,000

came in and decided that somebody's

470

00:24:48,590 --> 00:24:45,659

reply wasn't relevant

471

00:24:51,529 --> 00:24:48,600

very interesting as opposed to Facebook

472

00:24:54,169 --> 00:24:51,539

right we've got more you've got uh

473

00:24:56,810 --> 00:24:54,179

Instagram you've got more and and

474

00:24:59,810 --> 00:24:56,820

everything is there and you can you can

475

00:25:02,210 --> 00:24:59,820

clean that up and see newest first and

476
00:25:04,990 --> 00:25:02,220
most relevant and and all of that stuff

477
00:25:08,390 --> 00:25:05,000
but that wasn't the case with Twitter

478
00:25:11,149 --> 00:25:08,400
had an algorithm running

479
00:25:14,330 --> 00:25:11,159
and reading the tweets

480
00:25:17,090 --> 00:25:14,340
and the replies

481
00:25:20,270 --> 00:25:17,100
now on October 21st

482
00:25:26,330 --> 00:25:23,270
a report was published

483
00:25:29,510 --> 00:25:26,340
a report that was based on a

484
00:25:33,169 --> 00:25:29,520
long-running massive scale randomized

485
00:25:36,950 --> 00:25:33,179
experiment that analyzed millions of

486
00:25:39,730 --> 00:25:36,960
tweets sent between April 1st

487
00:25:43,810 --> 00:25:39,740
to August 15

488
00:25:47,230 --> 00:25:43,820

2020 and that report found that

489

00:25:52,130 --> 00:25:47,240

Twitter's machine learning algorithm

490

00:25:58,190 --> 00:25:52,140

Amplified right leaning Politics on

491

00:26:03,710 --> 00:26:01,610

now what does that mean

492

00:26:05,870 --> 00:26:03,720

it was making decisions for you about

493

00:26:09,049 --> 00:26:05,880

what you were going to see and the

494

00:26:12,710 --> 00:26:09,059

report compared seven countries with

495

00:26:16,310 --> 00:26:12,720

active Twitter users where data is

496

00:26:21,350 --> 00:26:16,320

actually available and that is Germany

497

00:26:23,330 --> 00:26:21,360

Canada the United Kingdom Japan France

498

00:26:24,710 --> 00:26:23,340

and Spain

499

00:26:27,549 --> 00:26:24,720

all right now what does that have to do

500

00:26:31,669 --> 00:26:27,559

with American politics

501
00:26:35,390 --> 00:26:31,679
researchers use the 2019 Chapel Hill

502
00:26:37,210 --> 00:26:35,400
expert survey to position parties on

503
00:26:40,130 --> 00:26:37,220
political ideology

504
00:26:43,450 --> 00:26:40,140
within each country

505
00:26:49,870 --> 00:26:43,460
the machine learning algorithms

506
00:26:56,750 --> 00:26:54,769
personalized 99 of users feeds by

507
00:26:59,450 --> 00:26:56,760
displaying tweets

508
00:27:01,970 --> 00:26:59,460
even older Tweets in some cases and

509
00:27:06,529 --> 00:27:01,980
retweets in other cases from accounts

510
00:27:08,450 --> 00:27:06,539
the user had not directly followed

511
00:27:11,149 --> 00:27:08,460
and we still see it today

512
00:27:12,950 --> 00:27:11,159
but that the algorithm had deemed

513
00:27:16,850 --> 00:27:12,960

relevant

514

00:27:16,860 --> 00:27:20,210

very interesting

515

00:27:26,930 --> 00:27:23,570

that was 99 Twitter

516

00:27:30,649 --> 00:27:26,940

then also at the same time randomly

517

00:27:34,909 --> 00:27:30,659

chose one percent of users whose home

518

00:27:38,390 --> 00:27:34,919

timelines displayed content in Reverse

519

00:27:41,930 --> 00:27:38,400

chronological order from users that they

520

00:27:41,940 --> 00:27:47,090

mess him with your head

521

00:27:47,100 --> 00:27:51,289

what is a Twitter bot

522

00:27:58,130 --> 00:27:53,510

I think we all have ideas

523

00:27:59,450 --> 00:27:58,140

right and we hear it all the time

524

00:28:02,390 --> 00:27:59,460

but

525

00:28:05,210 --> 00:28:02,400

let me help you out

526

00:28:08,149 --> 00:28:05,220

Twitter bot is a computer program

527

00:28:10,549 --> 00:28:08,159

that's what it is

528

00:28:14,210 --> 00:28:10,559

a Twitter bot

529

00:28:19,010 --> 00:28:14,220

can automatically tweet

530

00:28:25,490 --> 00:28:21,830

and it can automatically follow

531

00:28:31,990 --> 00:28:28,370

all of this is because

532

00:28:35,330 --> 00:28:32,000

Twitter's open application programming

533

00:28:38,090 --> 00:28:35,340

and its interface and the availability

534

00:28:40,310 --> 00:28:38,100

of cloud servers

535

00:28:43,430 --> 00:28:40,320

make it possible

536

00:28:45,590 --> 00:28:43,440

for the Bots to exist

537

00:28:48,529 --> 00:28:45,600

right now

538

00:28:51,710 --> 00:28:48,539

as you hear my voice

539

00:28:54,049 --> 00:28:51,720

now I know a lot has been tweeted and

540

00:28:56,090 --> 00:28:54,059

commented on certainly by Elon Musk

541

00:28:59,210 --> 00:28:56,100

lately since his takeover that have you

542

00:29:01,970 --> 00:28:59,220

seen less Twitter Bots have you seen

543

00:29:03,830 --> 00:29:01,980

less spam have you seen no you haven't

544

00:29:08,029 --> 00:29:03,840

there's been no change

545

00:29:14,330 --> 00:29:09,890

Twitter Bots

546

00:29:18,769 --> 00:29:14,340

can generate creative content they can

547

00:29:21,409 --> 00:29:18,779

they can help accompany uh with product

548

00:29:23,029 --> 00:29:21,419

updates right so you don't have to have

549

00:29:25,610 --> 00:29:23,039

somebody sitting there at a computer

550

00:29:28,490 --> 00:29:25,620

you've got an update that happens and it

551
00:29:32,750 --> 00:29:28,500
goes on to your your website goes into

552
00:29:35,029 --> 00:29:32,760
user manuals and boom it just Aggregates

553
00:29:37,370 --> 00:29:35,039
and populates and does everything

554
00:29:40,970 --> 00:29:37,380
automatically sends it out

555
00:29:44,330 --> 00:29:40,980
okay but malicious Bots

556
00:29:48,370 --> 00:29:44,340
can make unpopular people

557
00:29:53,510 --> 00:29:51,169
like me

558
00:29:55,909 --> 00:29:53,520
but they could also push irrelevant

559
00:29:59,510 --> 00:29:55,919
products on users

560
00:30:04,370 --> 00:30:01,010
what was

561
00:30:06,409 --> 00:30:04,380
I got bombed I I I made a comment on the

562
00:30:08,930 --> 00:30:06,419
show a couple of weeks ago

563
00:30:14,169 --> 00:30:08,940

it's getting bombed by uh

564

00:30:17,029 --> 00:30:14,179

like organic bird food companies

565

00:30:19,730 --> 00:30:17,039

from Nigeria or something it's like what

566

00:30:21,710 --> 00:30:19,740

the where where's this coming from

567

00:30:24,830 --> 00:30:21,720

right

568

00:30:28,190 --> 00:30:24,840

but they can also spread

569

00:30:34,610 --> 00:30:31,970

they can also spread spam

570

00:30:37,669 --> 00:30:34,620

and they can also spread

571

00:30:44,570 --> 00:30:40,990

the comments lately

572

00:30:48,470 --> 00:30:44,580

that you see if you go and you take the

573

00:30:52,850 --> 00:30:48,480

time and I did a lot of reading of

574

00:30:55,370 --> 00:30:52,860

comments and and replies in Twitter in

575

00:30:57,289 --> 00:30:55,380

preparation for today and it's pretty

576

00:30:59,930 --> 00:30:57,299

interesting how

577

00:31:01,010 --> 00:30:59,940

um it doesn't matter right left set it

578

00:31:04,070 --> 00:31:01,020

doesn't matter

579

00:31:05,750 --> 00:31:04,080

everybody thinks everybody else is is

580

00:31:08,210 --> 00:31:05,760

using Bots

581

00:31:10,330 --> 00:31:08,220

and the answer is that both sides are

582

00:31:12,950 --> 00:31:10,340

and it's probably

583

00:31:19,130 --> 00:31:12,960

not even

584

00:31:21,409 --> 00:31:19,140

more than likely

585

00:31:28,250 --> 00:31:21,419

now

586

00:31:32,269 --> 00:31:28,260

about Elon Musk listen to me

587

00:31:37,730 --> 00:31:32,279

has put the figure at 15 of all Twitter

588

00:31:43,789 --> 00:31:37,740

accounts that's over 50 million accounts

589

00:31:51,350 --> 00:31:46,370

think about that for a second

590

00:31:51,360 --> 00:31:56,169

two out of ten

591

00:32:02,570 --> 00:31:59,810

now remember Yandex

592

00:32:05,870 --> 00:32:02,580

the Russian search engine

593

00:32:09,649 --> 00:32:05,880

that partnered with Twitter

594

00:32:12,289 --> 00:32:09,659

okay now let's all right to ask you to

595

00:32:15,049 --> 00:32:12,299

to park that and to think about that

596

00:32:19,190 --> 00:32:15,059

Yandex

597

00:32:21,470 --> 00:32:19,200

okay that's Russia's version of Google

598

00:32:22,669 --> 00:32:21,480

owned by Putin

599

00:32:27,289 --> 00:32:22,679

okay

600

00:32:29,389 --> 00:32:27,299

well even though they partnered with the

601
00:32:34,010 --> 00:32:29,399
andex

602
00:32:36,769 --> 00:32:34,020
Twitter today is completely banned

603
00:32:40,310 --> 00:32:36,779
in Russia

604
00:32:43,370 --> 00:32:40,320
it's also completely banned in China

605
00:32:45,230 --> 00:32:43,380
and Iran well and of course North Korea

606
00:32:47,389 --> 00:32:45,240
too as well but and it's been

607
00:32:49,970 --> 00:32:47,399
intermittently blocked

608
00:32:53,029 --> 00:32:49,980
in Egypt

609
00:32:56,810 --> 00:32:53,039
remember the Arab Spring Egypt Iraq

610
00:33:00,830 --> 00:32:56,820
Nigeria turkey of course Venezuela

611
00:33:04,330 --> 00:33:02,930
these Bots

612
00:33:08,210 --> 00:33:04,340
Twitter

613
00:33:10,730 --> 00:33:08,220

removed more than 88

614

00:33:13,070 --> 00:33:10,740

000 propaganda accounts

615

00:33:17,149 --> 00:33:13,080

linked to

616

00:33:21,710 --> 00:33:19,610

you gotta see that picture of Elon

617

00:33:24,850 --> 00:33:21,720

you guys saw that right

618

00:33:28,430 --> 00:33:24,860

with Jerry

619

00:33:31,549 --> 00:33:28,440

oh man standing behind a couple of

620

00:33:38,029 --> 00:33:34,970

maybe they were from Cotter Qatar

621

00:33:41,269 --> 00:33:38,039

maybe not I don't know I don't know but

622

00:33:45,430 --> 00:33:44,210

88 000 propaganda counseling to Saudi

623

00:33:51,769 --> 00:33:45,440

Arabia

624

00:33:55,909 --> 00:33:53,750

000 propaganda accounts that were

625

00:33:57,110 --> 00:33:55,919

spreading by his political narratives

626
00:33:59,509 --> 00:33:57,120
for

627
00:34:03,350 --> 00:33:59,519
both China

628
00:34:09,609 --> 00:34:06,409
in December 2019

629
00:34:12,470 --> 00:34:09,619
Twitter removed

630
00:34:14,530 --> 00:34:12,480
5929 accounts for violating their

631
00:34:19,730 --> 00:34:14,540
manipulation policies

632
00:34:24,169 --> 00:34:19,740
the company investigated and attributed

633
00:34:26,690 --> 00:34:24,179
to these accounts to a single state-run

634
00:34:29,750 --> 00:34:26,700
information operation

635
00:34:32,329 --> 00:34:29,760
in Saudi Arabia

636
00:34:36,169 --> 00:34:32,339
that's right

637
00:34:38,030 --> 00:34:36,179
all of those accounts of 5929 were all

638
00:34:42,530 --> 00:34:38,040

connected to

639

00:34:47,030 --> 00:34:44,329

now

640

00:34:49,010 --> 00:34:47,040

after all of this

641

00:34:54,349 --> 00:34:49,020

right now

642

00:34:57,230 --> 00:34:54,359

in Elon Musk version of Twitter in 2022

643

00:35:00,470 --> 00:34:57,240

as of December

644

00:35:04,790 --> 00:35:00,480

the top three countries spreading State

645

00:35:07,070 --> 00:35:04,800

linked Twitter misinformation are still

646

00:35:08,810 --> 00:35:07,080

Russia

647

00:35:10,970 --> 00:35:08,820

China

648

00:35:17,569 --> 00:35:10,980

Iran

649

00:35:23,329 --> 00:35:20,210

okay serious face

650

00:35:29,870 --> 00:35:27,170

in November 2020

651
00:35:34,550 --> 00:35:29,880
then achieve technology officer and

652
00:35:37,550 --> 00:35:34,560
future CEO of Twitter parag agrawal

653
00:35:39,050 --> 00:35:37,560
when asked about the protection of free

654
00:35:44,089 --> 00:35:39,060
speech

655
00:35:49,609 --> 00:35:47,450
our role is not to be bound by the First

656
00:35:52,910 --> 00:35:49,619
Amendment

657
00:35:54,710 --> 00:35:52,920
but our role is to serve a healthy

658
00:35:59,630 --> 00:35:54,720
public conversation

659
00:36:04,010 --> 00:35:59,640
Focus Less on thinking about free speech

660
00:36:05,690 --> 00:36:04,020
but thinking about how the times have

661
00:36:08,630 --> 00:36:05,700
changed

662
00:36:15,550 --> 00:36:11,990
in 2019

663
00:36:18,410 --> 00:36:15,560

Twitter was announced to be the 10 most

664

00:36:23,510 --> 00:36:18,420
downloaded mobile app

665

00:36:31,849 --> 00:36:23,520
of the decade from 2010

666

00:36:31,859 --> 00:36:34,670
right now

667

00:36:40,130 --> 00:36:37,370
the biggest Twitter account

668

00:36:42,230 --> 00:36:40,140
and and here's the thing before I I go

669

00:36:44,290 --> 00:36:42,240
down this list

670

00:36:48,170 --> 00:36:44,300
foreign

671

00:36:50,210 --> 00:36:48,180
as opposed to other social media net

672

00:36:52,490 --> 00:36:50,220
that includes like telegram but

673

00:36:53,829 --> 00:36:52,500
Instagram and Facebook and just about

674

00:36:56,569 --> 00:36:53,839
anything else that you can talk about

675

00:37:01,550 --> 00:36:56,579
Twitter has become

676
00:37:05,510 --> 00:37:01,560
the de facto news source

677
00:37:09,250 --> 00:37:05,520
from the media and those news outlets

678
00:37:11,349 --> 00:37:09,260
but also countries

679
00:37:14,569 --> 00:37:11,359
heads of state

680
00:37:19,490 --> 00:37:14,579
governments around the world they

681
00:37:22,069 --> 00:37:19,500
announce their news their policy changes

682
00:37:25,550 --> 00:37:22,079
on Twitter

683
00:37:30,170 --> 00:37:25,560
so do corporations product announcements

684
00:37:32,690 --> 00:37:30,180
promotions marketing campaigns it's done

685
00:37:36,109 --> 00:37:32,700
through Twitter

686
00:37:39,109 --> 00:37:36,119
it's importance and how it got to that

687
00:37:40,849 --> 00:37:39,119
point cannot be measured

688
00:37:42,770 --> 00:37:40,859

but also

689

00:37:47,410 --> 00:37:42,780

and it's not

690

00:37:53,210 --> 00:37:49,910

Twitter's biggest accounts and you may

691

00:37:55,370 --> 00:37:53,220

not know this but I'll tell you now

692

00:37:58,329 --> 00:37:55,380

Barack Obama

693

00:38:01,010 --> 00:37:58,339

is number one

694

00:38:02,329 --> 00:38:01,020

hundred and thirty three million

695

00:38:03,770 --> 00:38:02,339

followers

696

00:38:05,990 --> 00:38:03,780

it's pretty extraordinary actually

697

00:38:09,829 --> 00:38:06,000

number two

698

00:38:14,450 --> 00:38:11,450

last week

699

00:38:17,569 --> 00:38:14,460

Elon Musk was sitting at 111 million

700

00:38:21,410 --> 00:38:17,579

followers in the last week he's picked

701
00:38:24,310 --> 00:38:21,420
up 11 million more

702
00:38:27,890 --> 00:38:24,320
Elon musket number two is sitting at

703
00:38:29,870 --> 00:38:27,900
122 million followers

704
00:38:32,990 --> 00:38:29,880
now check this out

705
00:38:36,290 --> 00:38:33,000
number three

706
00:38:41,450 --> 00:38:38,030
that's right

707
00:38:42,770 --> 00:38:41,460
he was ahead of Elon last week he was

708
00:38:44,329 --> 00:38:42,780
number two

709
00:38:47,510 --> 00:38:44,339
he's sitting there number three now this

710
00:38:49,190 --> 00:38:47,520
week at 113 million followers number

711
00:38:51,349 --> 00:38:49,200
four

712
00:38:56,410 --> 00:38:51,359
Katy Perry

713
00:38:59,030 --> 00:38:56,420

109 Million number five Rihanna

714

00:39:02,870 --> 00:38:59,040

107 million

715

00:39:05,170 --> 00:39:02,880

number six Ronaldo that's right football

716

00:39:07,250 --> 00:39:05,180

player soccer

717

00:39:09,710 --> 00:39:07,260

104 million

718

00:39:11,710 --> 00:39:09,720

number seven

719

00:39:17,270 --> 00:39:11,720

Taylor Swift

720

00:39:19,930 --> 00:39:17,280

91 million followers and number eight

721

00:39:21,670 --> 00:39:19,940

Lady Gaga

722

00:39:24,349 --> 00:39:21,680

84

723

00:39:28,250 --> 00:39:24,359

million followers

724

00:39:32,750 --> 00:39:30,650

what does that tell you and and you

725

00:39:34,930 --> 00:39:32,760

think about the influence and some of

726

00:39:37,849 --> 00:39:34,940

the comments that are made and and the

727

00:39:41,210 --> 00:39:37,859

these are the users of Twitter

728

00:39:44,870 --> 00:39:41,220

Justin Bieber Katy Perry Rihanna Taylor

729

00:39:44,880 --> 00:39:49,250

think about that

730

00:39:54,589 --> 00:39:52,150

but it is a global influence

731

00:39:57,050 --> 00:39:54,599

and with all of this all of the

732

00:39:59,329 --> 00:39:57,060

information that I have given you

733

00:40:02,990 --> 00:39:59,339

tonight

734

00:40:04,870 --> 00:40:03,000

Twitter it's Global influence it's

735

00:40:08,510 --> 00:40:04,880

handling of information

736

00:40:09,530 --> 00:40:08,520

dealing with ideas like freedom of

737

00:40:10,810 --> 00:40:09,540

speech

738

00:40:17,930 --> 00:40:10,820

information

739

00:40:19,190 --> 00:40:17,940

accounts advertising Global actors State

740

00:40:22,190 --> 00:40:19,200

actors

741

00:40:25,790 --> 00:40:22,200

as well as code writing engineering

742

00:40:27,410 --> 00:40:25,800

design all of that

743

00:40:34,370 --> 00:40:27,420

was done

744

00:40:38,750 --> 00:40:36,470

just one week after taking control of

745

00:40:43,190 --> 00:40:38,760

Twitter Elon Musk began laying off half

746

00:40:45,950 --> 00:40:43,200

of that Workforce we all know that now

747

00:40:47,930 --> 00:40:45,960

yesterday

748

00:40:51,349 --> 00:40:47,940

Twitter announced that it was Banning

749

00:40:54,349 --> 00:40:51,359

users linking to what were referred to

750

00:40:57,290 --> 00:40:54,359

as prohibited platforms this was

751
00:41:01,670 --> 00:40:57,300
yesterday including Facebook Mastodon

752
00:41:04,370 --> 00:41:01,680
Instagram Trump's truth social as well

753
00:41:07,069 --> 00:41:04,380
as third party link aggregators such as

754
00:41:09,829 --> 00:41:07,079
link tree

755
00:41:11,089 --> 00:41:09,839
six hours six hours after his

756
00:41:14,390 --> 00:41:11,099
announcement

757
00:41:17,329 --> 00:41:14,400
musk tweeted quote going forward there

758
00:41:19,790 --> 00:41:17,339
will be a vote for major policy changes

759
00:41:21,650 --> 00:41:19,800
my apologies won't happen again end

760
00:41:25,430 --> 00:41:21,660
quote

761
00:41:32,690 --> 00:41:28,730
he also tweeted a poll yesterday

762
00:41:35,450 --> 00:41:32,700
asking users if he should remain ahead

763
00:41:37,390 --> 00:41:35,460

of Twitter promising to abide by its

764

00:41:41,630 --> 00:41:37,400

results in which

765

00:41:44,870 --> 00:41:41,640

57.5 percent of the 17.5 million votes

766

00:41:46,849 --> 00:41:44,880

were in favor of him stepping down that

767

00:41:52,730 --> 00:41:46,859

poll closed earlier today that's right

768

00:41:52,740 --> 00:41:56,390

now here's the question

769

00:42:02,870 --> 00:41:58,550

would Elon

770

00:42:06,410 --> 00:42:04,190

right

771

00:42:08,450 --> 00:42:06,420

would he just walk walk away after

772

00:42:10,250 --> 00:42:08,460

blowing it up in just two short months

773

00:42:12,710 --> 00:42:10,260

would he do that

774

00:42:14,870 --> 00:42:12,720

I don't know

775

00:42:17,750 --> 00:42:14,880

but we'll soon find out

776

00:42:19,849 --> 00:42:17,760

you know because if he is as quick to

777

00:42:22,190 --> 00:42:19,859

respond to his

778

00:42:25,310 --> 00:42:22,200

his poll from yesterday as he was with

779

00:42:27,349 --> 00:42:25,320

other poll results over the last month

780

00:42:30,650 --> 00:42:27,359

and right now nobody can predict the

781

00:42:33,530 --> 00:42:30,660

future or have any idea or opinion on

782

00:42:35,510 --> 00:42:33,540

what effect vaporizing 44 billion

783

00:42:38,150 --> 00:42:35,520

dollars will have on Elon nobody knows

784

00:42:40,250 --> 00:42:38,160

or his investors nobody knows or his

785

00:42:44,690 --> 00:42:40,260

Banks nobody knows

786

00:42:47,930 --> 00:42:44,700

and nobody knows if he actually cares

787

00:42:51,109 --> 00:42:47,940

now if this does happen

788

00:42:53,329 --> 00:42:51,119

and he just walks away

789

00:42:55,069 --> 00:42:53,339

what will happen to the company and its

790

00:42:58,730 --> 00:42:55,079

platform

791

00:43:01,309 --> 00:42:58,740

or what's left of it for that matter

792

00:43:03,710 --> 00:43:01,319

will it be sold

793

00:43:05,569 --> 00:43:03,720

will it die on the vine

794

00:43:08,809 --> 00:43:05,579

I don't know

795

00:43:16,309 --> 00:43:08,819

be

796

00:43:17,870 --> 00:43:16,319

biggest media Giant in the history of

797

00:43:21,230 --> 00:43:17,880

mankind

798

00:43:27,530 --> 00:43:25,370

will it be the critical puzzle piece

799

00:43:29,150 --> 00:43:27,540

of Skynet

800

00:43:31,250 --> 00:43:29,160

ER

801
00:43:35,750 --> 00:43:31,260
starlink

802
00:43:37,069 --> 00:43:35,760
I don't know one thing is for sure

803
00:43:38,450 --> 00:43:37,079
Russia

804
00:43:41,150 --> 00:43:38,460
China

805
00:43:44,030 --> 00:43:41,160
and Saudi Arabia

806
00:43:46,790 --> 00:43:44,040
need Twitter to survive

807
00:43:50,089 --> 00:43:46,800
they don't want Twitter to go away there

808
00:43:53,089 --> 00:43:50,099
is no replacement for it

809
00:43:53,099 --> 00:43:58,190
they all have money at stake here

810
00:44:06,410 --> 00:44:00,230
I changed my mind Twitter ain't going

811
00:44:06,420 --> 00:44:09,670
ah

812
00:44:09,680 --> 00:44:14,030
with that

813
00:44:20,150 --> 00:44:16,910

I'm going to let you go this is Fade to

814

00:44:22,790 --> 00:44:20,160

Black I am your host Jimmy Church

815

00:44:25,130 --> 00:44:22,800

it's been a crazy ride it's been a crazy

816

00:44:28,730 --> 00:44:25,140

couple of weeks it's been a crazy couple

817

00:44:30,410 --> 00:44:28,740

of months I don't know what elon's

818

00:44:35,750 --> 00:44:30,420

announcement is going to be tomorrow

819

00:44:39,650 --> 00:44:37,849

I'll report back to you Fade to Black is

820

00:44:42,050 --> 00:44:39,660

produced by MJ Palm Renee Dennis and

821

00:44:44,829 --> 00:44:42,060

Kevin webmaster is Drew the geek music

822

00:44:47,569 --> 00:44:44,839

Doug Aldrich intro space boy

823

00:44:49,309 --> 00:44:47,579

spaceboymusic.com Fade to Black is

824

00:44:51,290 --> 00:44:49,319

produced by kjcr for the game changer

825

00:44:52,630 --> 00:44:51,300

Network and this broadcast is owned and

826

00:44:54,829 --> 00:44:52,640

copyrighted

827

00:44:56,690 --> 00:44:54,839

2022 by Fade to Black in the game

828

00:44:58,609 --> 00:44:56,700

changer Network Inc it cannot be

829

00:45:00,530 --> 00:44:58,619

rebroadcast downloaded copied or used

830

00:45:02,450 --> 00:45:00,540

anywhere in the known universe without

831

00:45:04,010 --> 00:45:02,460

written permission from Fade to Black or

832

00:45:06,890 --> 00:45:04,020

the game changer Network

833

00:45:08,750 --> 00:45:06,900

hi Mill Simi Church until tomorrow night

834

00:45:10,010 --> 00:45:08,760

with Susan Slaughter I want you to be

835

00:45:13,910 --> 00:45:10,020

safe

836

00:45:46,450 --> 00:45:31,110

[Music]

837

00:45:46,460 --> 00:45:53,230

thank you