

Laurie Penny on Facebook's manipulation: It can manipulate your mood. It can affect whether you vote. When do we start to worry?

The social network admits manipulating its users' emotions through the content it put in their newsfeeds. Think that's creepy? A couple of years ago, it influenced their voting patterns, too. When do we get scared about what Facebook could do with its power?



BY

LAURIE PENNY



BY ALTERING PEOPLE'S NEWSFEEDS TO SHOW MORE "POSITIVE" OR "NEGATIVE" CONTENT, FACEBOOK'S "RESEARCH" SOUGHT TO UNDERSTAND HOW FEELINGS CAN SPREAD. IMAGE: GETTY