

# Zuckerberg Poisons the World — Selling Digital Opioid

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Social media often seems minor and harmless, just an app or two on the side for entertainment and learning. Originally, it was supposed to be a wonderful thing that brought the world together. World peace was finally at our fingertips, or at least fun cat videos.

Unfortunately, we have learned that it's a massive misinformation machine, it increases anxiety and self-consciousness (including the more extreme effects of that), it is rife with bullying, and it's sometimes depressing to see what has become of old childhood classmates and friends.

Also, to increase time and engagement on the app, executives at social media companies discovered that rage-inducing posts were "good content" that should be highlighted more. While there may be thousands of posts at any given time that could logically be put in front of your eyes, not much can beat posts that wind you up and get your blood boiling — in terms of generating better stats and more revenue for the social media company.

One of our core behind-the-scenes guys, Benni, recently noted in our team chat, "Social media is the wrong name — it's digital opioids." It's a good point. I've seen similar metaphors from various social media experts and

psychologists, but this was an especially catchy and apt line. He also recommended and shared instructions on [how to delete your Facebook, Instagram, and Threads accounts](#). He was particularly disappointed with recent decisions by Mark Zuckerberg, and added, “quick article idea: Zuckerberg poisons the world — selling digital opioid.” Hence the title....

Increasingly, even here on *CleanTechnica*, it feels like we need to address the social poison of “social media” — which, again, has far too innocuous a name, at least for what it has evolved into. Warped social media is increasing the spread of clean energy misinformation, climate misinformation, all sorts of political misinformation, and hate.

But there’s another angle to it as well. Wealth is concentrating more and more among a few hundred people, while hundreds of millions struggle more and more. Whether, like Zuckerberg, they became super-billionaires, or, like Elon Musk, they bought a giant social media platform to have dramatic influence over society, it’s the 0.01% who control the social media apps we live on.

Just looking at the US, Benni also pointed us in the direction of an op-ed from the *New York Times*, [“Is America an Oligarchy Yet?”](#) Beyond the article, he highlighted some comments:

- “It is an oligarchy already. The difference now is that we will get less and less crumbs of the wealth as it gets ever concentrated among the few.”

●“Justice Louis Brandeis said that we could have a democracy or vast wealth concentrated in the hands of a few, but not both.”

Several things are distracting the US from better self-governance and are leading to a growing divide between the super-rich and the masses. We are getting misled and misinformed, and our attention is being pointed obsessively toward matters that are truly nothing more than a distraction. As Benni notes, we're on digital opioids — and the world is going to s\*\*\* around us in the meantime.