

# Google and Facebook: Information Butlers, or Time Vampires?

By Susan Key For News Online Daily

Every time one of Facebook's two billion monthly users opens the Facebook app, a personalization algorithm sorts through all the posts that a person could theoretically see, and dishes up the fraction it thinks she or he would like to see first. That fraction is manipulated by Facebook's political interests which are steered by Facebook's lust for stock market cash and Zuckerberg's dreams of White House power. The system weighs hundreds of frequently updated signals, says says Joaquin Candela, Facebook's head of applied machine learning. Without AI, many of these signals would be impossible to analyze.



Mark Zuckerberg, Facebook's chief executive, listened as guests spoke about Facebook's impact on a friendship or relationship at the company's Friends Day event in 2016. Photo: Jennifer Leahy/Facebook

An example of updated signals would be Facebook's recent [fight against right wing clickbait](#)—links to stories that are “misleading, sensational or spammy.” Training the algorithm takes human labor: A team analyzed hundreds of thousands of posts in 10 languages, flagging lefty-offending headlines that withheld [DNC-approved information](#) (“Here's the one thing...”) or exaggerated (“...will blow your mind”). The resulting system autonomously scans links, suppressing the ones that match anything that Facebook does not want the public to think about that the Zucksters learned from the human-generated data.

Facebook's master algorithm now also can extract "additional meaning" from our posts and photos, Mr. Candela says. This is something the spy agencies love!

The "["recommendations" feature](#), for instance, allows a person to ask what to check out on a trip to Barcelona. Because Facebook's AI actually "knows" what [La Sagrada Familia](#) is and where it is located, anyone who recommends it in a comment will see it pop up on a map above the post.

These capabilities are versatile enough that Facebook users have repurposed them in unexpected political ways, Mr. Candela says. When Hurricane Irma hit Florida, people used Facebook to build a map of stores with bottled water for sale. The person who created the post activated the "recommendations" feature; others added to it simply by commenting on the post with retailers' addresses.

Mr. Candela says teams always add new features to Facebook's master algorithm to "add value to social interactions." Chief Executive Mark Zuckerberg recently said the company's goal was to "[bring the world closer together.](#)" to become DNC supporters one would assume.

However it is phrased, it is measured in the way people engage with Facebook's apps and networks, whether that is increasing the number of posts they like or comment on, or how useful they find machine-translated posts, or how often they use M, Facebook's Messenger-based smart assistant, Mr. Candela says. Facebook, and Google, by intent, tell you what to think.

Time spent on Facebook's various properties correlates with the company's revenue, and that number was going up at last report: In April 2016, Facebook said it was [capturing on average 50 minutes of every American's day](#), up from 40 minutes in July 2014.

The unstated assumption behind the work of Facebook's more than 20,000 employees is that getting people to use Facebook more is a good thing. It is certainly hard to imagine a world without it, given how it has become central to the way we connect, find news and keep up with friends and family. Even though Facebook has been proven to cause mental illness like depression, narcissism, suicide and emotional confusion in most users.

But given what we have learned over the past year, it is worth asking whether the intentions of the hugely powerful Oz that is Facebook's master algorithm are ultimately benevolent or malign.

In fact, Facebook is a left-wing echo-chamber where devotion to ideology has sunk to a state of corporate madness. The views equal power. Power equals cash. Cash buys politicians and avoidance of monopoly hearings.

Congress must enact laws that allow any member of the public to demand equal rights to make Facebook post their thoughts as widely as Facebook posts its propaganda.

For example, A Facebook push for pink puppies will never allow a person to have a voice in the fight for blue puppies. Facebook outnumbers the blue puppy advocate by billions of dollars of impressions and billions of locked in users that the blue puppy advocate is locked out from by Facebook.

Put another way, no Conservative view, on the 40% of the media internet that Facebook has taken over, will ever see equal access.

By insidious rogue-like secret police psychological warfare, as some believe, Facebook and Google have set out to control your thoughts. On the other side of the coin, it could just be that dreamy California companies only hire naive wide-eyed deer-in-the-headlights kids who believe what Facebook bosses tell them. In either case, Google and Facebook do manipulate the minds of the public and their core goal is political ideology and profit at the expense of taxpayers. Google and Facebook have received billions of dollars from the U.S. Treasury and the California State Treasury in contracts, gifts, grants, waivers, credits and other crony baloney.

Rube senators in Washington, DC can barely comprehend how to use their VCR. That fact that many of them still use VCR's should tell you what their capacity for seeing the danger is. Political officials are clueless about what the internet technology is capable of.

Facebook, Google, Twitter, Amazon, and their "Info-Cartel", want immigrants and Muslim uprisings because they believe they lead to cheap Facebook labor, GOP-disruption and dominance in voter rosters. Thus, the Info-Cartel covertly pushes FOR immigrants and Muslim uprisings. This Info-Cartel wants politicians to fund "green energy" because the Info-Cartel owns the stock market warrants for "green energy" companies. Thus they push FOR "green energy" but it is entirely a profiteering scam and there is nothing altruistic about their plans. The Info-Cartel believes that the GOP "got all of the gun nuts and bible-thumpers" to pump the GOP's voter rosters so the Info-Cartel pushes FOR Black, AntiFa and Female catch-words in order to try to swell their voter rosters to push crony politicians into office that will give the Cartel kick-backs and payola.

Facebook and Google are unchecked new tools for mind and idea control. Be aware or suffer the worst of social damage if you do not appreciate their power. They have controlled elections from 2006 until today. If you do not see that and acknowledge that technically proven fact you run the risk of being the catalyst for a form of digital ideological genocide.