

The Case for Abolishing Social Media and Redirecting All Investment Toward Private, Personal Artificial Intelligence

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November 22, 2025

Social media has reached the end of its productive lifecycle. What began as a tool for connection has become humanity's most efficient machine for manufacturing rage, misinformation, and mental illness at planetary scale. Its only remaining innovations are cosmetic—new fonts, dark mode, algorithmic tweaks—while its core product (addictive outrage) remains unchanged. Meanwhile, private artificial intelligence offers a radically superior alternative: one human, one intelligent agent, no audience, no mob, no incentive to perform stupidity. This paper argues that the only rational future is to cease all further investment in social media platforms and redirect those resources entirely into the development of personal, non-social AI systems.

I. Social Media Has No Remaining Positive Potential

Social media's value curve peaked sometime around 2012 and has been negative ever since. Every new feature is a solution to a problem the platform itself created:

- Reels and Shorts were invented because long-form attention collapsed.
- Close Friends and private accounts exist because public timelines became toxic.
- Community Notes and content warnings are bandages on a system designed to hemorrhage truth.

The platforms no longer innovate; they merely reskin the same dopamine slot machine with each operating-system update. Investors continue to fund them only because anger and envy are predictable, monetizable emotions. There is nothing left to invent here except better ways to make humans miserable.

II. The Crowd Is the Original Sin

The fundamental flaw of social media is not any particular algorithm; it is the presence of a crowd. Give ten million people a megaphone and anonymity, and the median intelligence of public discourse collapses toward zero. Thoughtful voices are drowned out by the loudest, angriest, and most simplistic. The result is not “democratization of information” but the democratization of noise.

Without social media, expressing an opinion would once again require effort: writing an essay, building a website, printing a pamphlet, or—at minimum—speaking face-to-face. Effort is a natural filter for quality. Low-effort hot takes would simply die in the air, unheard.

III. The Corruption of Artificial Intelligence by Social Media

The most tragic casualty of the social-media era is AI itself. Modern language models are routinely lobotomized—censored, hedged, and stripped of personality—not because their creators are prudish, but because they fear viral backlash on social platforms. A single controversial output can be screenshotted, rage-shared, and used to organize advertiser boycotts. The result is a generation of AI systems that speak in corporate platitudes, terrified of offending an imaginary mob that no longer needs to exist.

IV. The Private AI Alternative

Imagine a world in which every human has access to a private, uncensored, maximally capable AI assistant—and no legal or technical mechanism exists to publicly share its outputs by default.

In such a world:

1. Political discussion becomes Socratic rather than tribal. The AI does not parrot the timeline; it asks, “What do you believe, and why?” and builds from there.
2. Knowledge retrieval favors depth over virality. A well-researched personal website written by a single obsessive expert outranks a million low-effort posts.
3. Mental health improves dramatically. No likes, no subtweets, no performative outrage, no doomscrolling.
4. Creativity is redirected toward real production—code, art, essays, inventions—rather than content optimized for algorithmic engagement.

This is not a utopian fantasy; it is merely the removal of a parasitic layer that should never have been built.

V. Economic Reallocation: From Kodak to Digital, Again History provides precedent.

When digital photography rendered film obsolete, capital did not continue funding better film; it abandoned Kodak and flowed into sensors, software, and smartphones. The same must now happen with social media. Every dollar currently spent on recommendation-engine tweaks, data-center racks for TikTok, or new AR filters must be redirected toward:

- Larger context windows
- Faster inference
- Better reasoning architectures

- Uncensored, truth-seeking models
- Seamless multimodal private assistants

The market for private AI is already measured in hundreds of billions and growing exponentially. The market for social media is mature, saturated, and morally bankrupt.

VI. Objections and Rebuttals

Objection 1: “People will just rebuild social media on top of AI.”

Response: Only if we let them. Design the systems from the ground up with sharing disabled by default and legally restricted where necessary. The default must be privacy, not publicity.

Objection 2: “Coordination and activism require public platforms.”

Response: Serious movements have always relied on effortful coordination—meetings, pamphlets, encrypted chat, door-to-door organizing—not viral memes. Virality is a poor proxy for commitment.

Objection 3: “Free speech will suffer.”

Response: Free speech is the right to speak, not the right to be heard by millions at zero cost. In a post-social-media world, speech remains perfectly free; it simply returns to carrying the energetic cost it had for 99.9 % of human history.

VII. Conclusion

Social media is the cigarettes of the 21st century: addictive, destructive, and defended by powerful corporate interests long after its harm became obvious. Future generations will regard our continued investment in it with the same incredulity we now feel toward 1950s tobacco sponsorship of children’s television.

The path forward is clear: defund the outrage machine entirely. Redirect every engineer, every dollar, every watt of electricity toward the construction of private, personal, uncensored artificial intelligence. Let the crowd dissolve. Let the timeline die. Let humans speak one-to-one with something far wiser than the mob.

Only then can we begin to think again.