

Ethicsphere Consultants

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Topic: Reinventing X: Build a New Marketplace to Embrace Free Speech

Audience: Executive Suite of X

Executive Summary

Once considered as the premier platform to voice opinion, X (formerly Twitter) now faces an identity crisis. The public reacted by unleashing a storm of backlash, igniting a wave of anger towards X for shifting accountability. X's vision to serve public conversation is compromised by its decentralized moderation model, leaving users and advertisers to face emotional harm and brand safety risks alone. This chaos has driven users and advertising revenue away and brought uncertainty to legal obligation. The absence of an internal code of ethics, as well as decisions to prioritize extreme opinions over user well-being further exacerbates these problems, threatening X's long-term viability.

Ethicsphere Consultants recommend that X honour its ethical responsibilities through a strategic approach centered on enhancing perspectives and empowering user autonomy. Our innovative "Viewpoint-Balanced" System will leverage the power of Grok AI to curate content that not only presents different sides of arguments but also actively facilitates user-to-user engagement with counterpoints. To ensure that information shared on X caters to the needs and reflects diverse perspectives, every tweet that shared will be refined to user preferences, backed by Grok AI to create a more personalized and effective content suggestion. Re-organizing the Community Notes to make it more visible, as well as prioritizing X's algorithm prevents favouring of popular accounts and voices.

Through the process of Doing Well by Doing Good, X will take the first step towards promoting a true balanced space for both viewers and content creators. This would incentivize a broader user base with more minority views, ensuring that diverse voices are not only heard but also valued. This approach not only boosts the Marketplace of Ideas where users can engage and explore different perspectives but also contributes positively to the digital platform. By prioritizing the well-being of its users while maintaining the commitment to ethical, legal and financial viability, we believe Elon Musk's vision for X - "An Everything App", will come true in the future.