

Ideological Amplification

A Saviour or Problem?

Ideological Amplification

- *When a belief within a tribe (or niche) becomes the “norm” or “accepted” and often “expected” and is then exponentially amplified among its members. - chris hambly*

good examples: any religion, football fan, free masons, social media evangelists (yep)..

Cool Bananas for Marketing

- Marketers want small niche tribes
- “it’s not how many, it’s who”
- The “power” is in the tribal belief to the product
- Can be considered “viral” I prefer “pathological” ;)
- Not cool when the amplified ideology is negative in intent. – which is often unknown at inception.
- A company needs a great product or BALLS, both is better!

Some Facts

You are biased ... you cannot help it

Thomas Schelling

- 1971, he published a widely cited article dealing with racial dynamics called "Dynamic Models of Segregation". In this paper he showed that a small preference for one's neighbours to be of the same colour could lead to total segregation. He used coins on graph paper to demonstrate his theory by placing pennies and nickels in different patterns on the "board" and then moving them one by one if they were in an "unhappy" situation.
- The positive feedback cycle of segregation - prejudice - in-group preference can be found in most human populations, with great variation in what are regarded as meaningful differences -- gender, age, race, ethnicity, language, sexual preference, religion, etc. Once a cycle of separation-prejudice-discrimination-separation has begun, it has a self-sustaining momentum.
- Dangerous stuff...

So what are we supporting here with social media adoption?

- Increase of niche gangs
- Distain for “mainstream” which actually forces us to segregate, isn’t that good?
- Adoption of tribal mentalities, actually enthused, embraced, encouraged.
- Polarisation, amazon knows what you like every time, you are profiled.
- Additional views which support your views add to your perception of correct, or right.

But isn't the Internet Democratic?

- Not necessarily...
- Perhaps the future is not utopia after all.
- Segregation occurs rapidly on the Internet free from mechanical constraints.
- Like-minded people find each other fast, and build tribes.
- Outsider opinions are unwelcome, ostracised.

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- social media does not aid diversity within a tribe
 - good for niche marketing bad for our culture

Discuss?