



Universität Hamburg

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FAKULTÄT

FÜR MATHEMATIK, INFORMATIK  
UND NATURWISSENSCHAFTEN

TAMING THE MACHINES

# TWITTER IS A BAD GAME

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ÖFFENTLICHE  
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VORLESUNG

## About the lecture

Twitter makes conversation into something like a game. It scores our communication, giving us vivid and quantified feedback, via Likes, Retweets, and Follower counts. But this gamification doesn't just increase our motivation to communicate; it changes the very nature of the activity. Games are more satisfying than ordinary life precisely because game-goals are simpler, cleaner, and easier to apply. Twitter is thrilling precisely because its goals have been artificially clarified and narrowed. When we buy into Twitter's gamification, then our values shift from the complex and pluralistic values of communication, to the narrower quest for popularity and virality. Twitter's gamification bears some resemblance with the phenomena of echo chambers and moral outrage porn. In all these phenomena, we are manipulating our ends for pleasure. And we are permitting the technology – and the institutions behind it – to control the content of our values. We are outsourcing our values.

ETHIK IN DER  
INFORMATIONSTECHNOLOGIE

**Donnerstag, 21.01.2021, 18:15–19:45 Uhr**

– delivered in digital form –

Details to access the lecture will be made public at <http://uhh.de/inf-eit> on a timely basis.

KONTAKT

Prof. Dr. Judith Simon

<http://uhh.de/inf-eit>