Contents

1 Social Media as Fragile States — 1

1.1 Introduction — 1

1.2 A Fragile State — 2

1.3 From Cases to Indicators — 3

1.4 Using Indicators — 5

1.5 Outline of Chapters — 7

2 Social Media as State — 9

2.1 Introduction — 9

2.2 Social Media State-like Practices — 9

2.3 Becoming a Social State — 14

2.4 Social Media Natural Resources — 30

2.5 Summary: Social Media as State — 41

3 Social Media Societies and Citizens — 43

3.1 Introduction — 43

3.2 Leadership Visions — 43

3.3 Platform Ethos and Values — 54

3.4 Internet Visions — 57

3.5 Citizens of Social Media — 61

3.6 Summary: Social Media Societies and Citizens — 75

4 Sources of Social Media Fragility — 76

4.1 Introduction — 76

4.2 Major Issues about Social Media Use — 79

4.3 Content Moderation Procedures — 87

4.4 Anti-Social Behavior — 94

4.5 Summary: Sources of Social Media Fragility — 100

5 Deriving the Social Media Fragility Indicators — 101

5.1 The Fund for Peace Fragile States Index — 101

5.2 Other Models — 103

5.3 Steps in Deriving the SM Fragility Indicators — 104

5.4 Scoring the Indicators — 111

5.5 Summary: Derivation of the SM Fragility Indicators — 116

6 Vulnerabilities and Protections Indicator — 119
6.1 Introduction — **119**
6.2 Threats to System Operations — **121**
6.3 Threats to Authenticity — **121**
6.4 Protections for the Threat of Harm from Content — **123**
6.5 Protection of Personal Data — **124**
6.6 Protections for Child Safety — **128**
6.7 Social Media and Mental Health — **134**
6.8 Summary: Vulnerabilities and Protections Indicator — **138**
6.9 Major Areas of Concern and Questions to Consider: Vulnerabilities and Protections — **139**

7 Social Pressures Indicator — 142
7.1 Introduction — **142**
7.2 Platform Demographics — **143**
7.3 Community Over Commerce — **145**
7.4 Response to Toxicity — **147**
7.5 Migration and Switching Costs — **149**
7.6 Summary: Social Pressures Indicator — **151**
7.7 Major Areas of Concern and Questions to Consider: Social Pressures — **152**

8 Fragmentation Indicator — 154
8.1 Introduction — **154**
8.2 Fragmentation as a Process — **156**
8.3 Lines of Fragmentation — **157**
8.4 Summary: Fragmentation Indicator — **161**
8.5 Major Areas of Concern and Questions to Consider: Fragmentation — **161**

9 Human Rights Indicator — 164
9.1 Introduction — **164**
9.2 Social Media and Human Rights — **168**
9.3 Freedom of Expression — **170**
9.4 Censorship — **171**
9.5 Personal Data Protection — **177**
9.6 Freedom of Information — **182**
9.7 Worker Rights — **185**
9.8 Human Rights by Design — **187**

9.9 Summary: Human Rights Indicator — 192
9.10 Major Areas of Concern and Questions to Consider: Human Rights — 193

10 Economic Indicator — 195
10.1 Introduction — 195
10.2 Revenue — 195
10.3 Workforce — 197
10.4 Lawsuits — 197
10.5 Disaster Resilience — 200
10.6 Summary: Economic Indicator — 202
10.7 Major Areas of Concern and Questions to Consider: Economic — 202

11 External Pressures Indicator — 204
11.1 Introduction — 204
11.2 Regional Government Regulations — 204
11.3 Third-Party Oversight — 207
11.4 Propaganda Networks — 209
11.5 Summary: External Pressures Indicator — 210
11.6 Major Areas of Concern and Questions to Consider: External Pressures — 210

12 Prominent Themes and Cross-Cutting Factors — 212
12.1 Introduction — 212
12.2 Prominent Themes — 213
12.3 Cross-Cutting Factors — 218
12.4 Summary: Prominent Themes and Cross-Cutting Factors — 221
12.5 Areas of Concern and Questions to Consider: Cross-Cutting Factors — 222

13 Looking Ahead — 224
13.1 Introduction — 224
13.2 The Impact of Social Media — 225
13.3 New and Emergent Platforms and Technologies — 227
13.4 Summary and Conclusions — 229

14 References — 230
14.1 Works Cited — 230
14.2 Short List of Recommended Readings — 272

15 Appendices — 274
15.1 Appendix A: Short list of models, indexes, frameworks, and checklists for assessing social media — **274**
15.2 Appendix B: Short List of Fact-Checking, Rights Watch, and Media Organizations — **276**

Index — 278