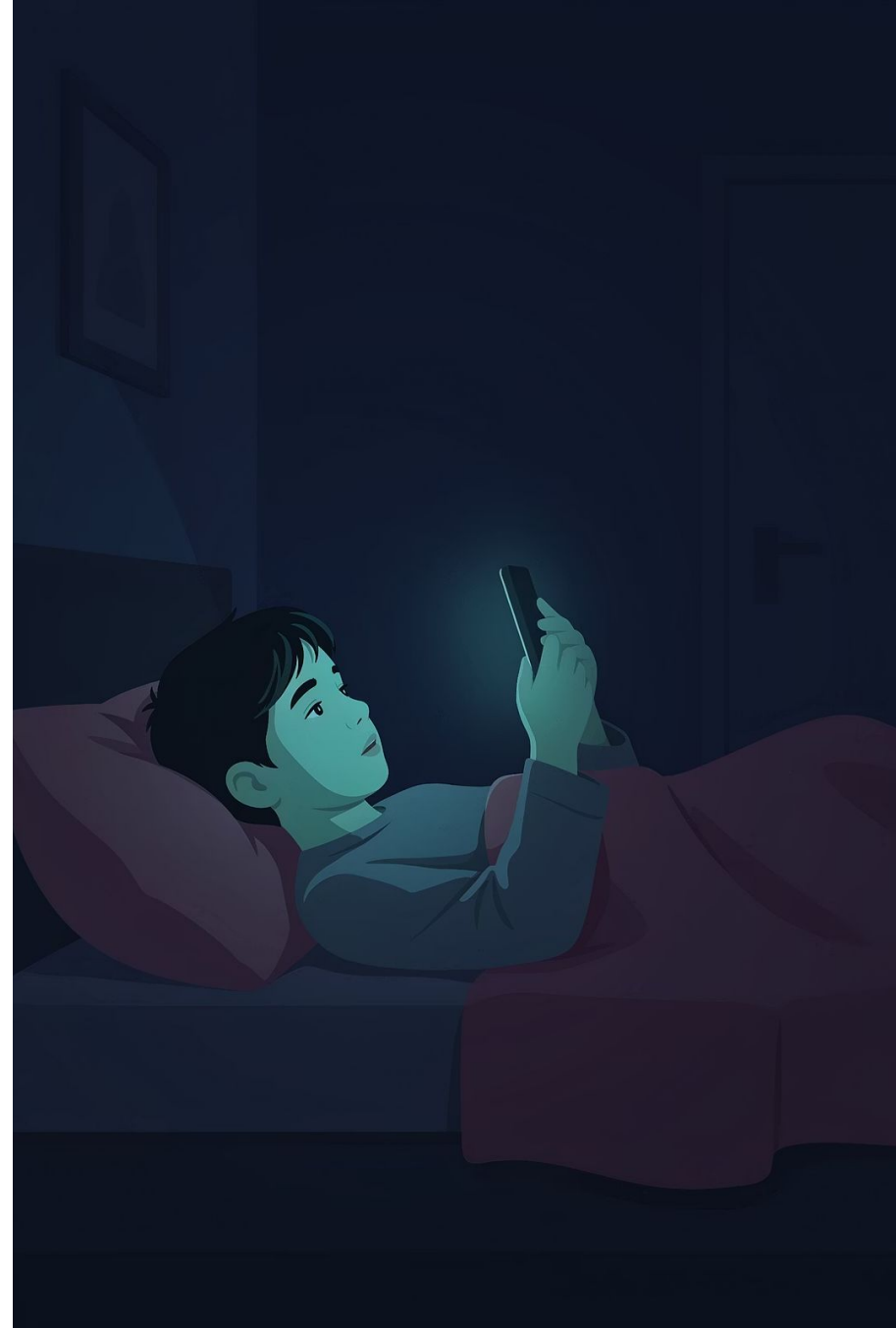


de-amplify: Where's the Brake?

For parents.

You set the limit. It did not stay set. That is not you, and it is not your kid.





You Already Know This Feeling

You switch the account to "following only." You turn off autoplay. You close the app.

Your kid opens it again — and the endless feed is right back.

The setting was there. **It just did not hold.** If you've watched a carefully chosen limit quietly disappear overnight, you are not imagining things. This happens in households everywhere, every day.

It Is Not Willpower, and It Is Not Your Parenting

The Feed Is Built to Outlast Both

Variable rewards, autoplay, and a stream that refills itself are engineered to pull harder than a twelve-year-old's self-control — and harder than a tired parent at 9pm.

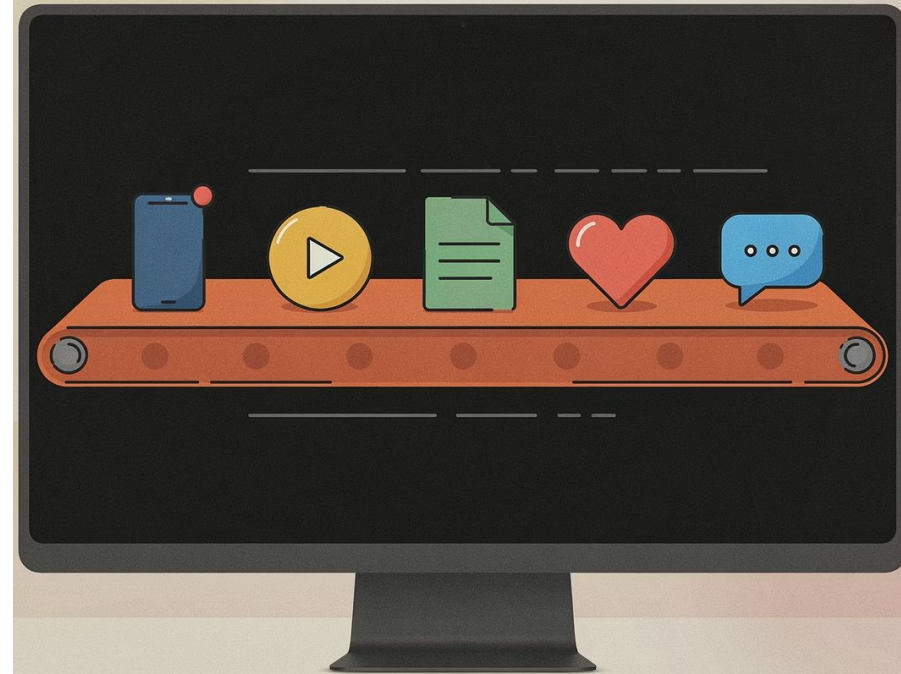
You Are Both Losing to a Machine

You are not losing to your kid. You are both losing to a system designed to win. The tell? You feel the exact same pull on your own feed. That is not coincidence. **That is the design, not the person.**

It Is Not Just Screen Time. It Is the Diet.

The feed does not serve your kid what is good for them, or even what they would choose freely. It serves **whatever gets the biggest reaction** — and the biggest reaction is usually outrage, fear, or content that quietly makes them feel worse about themselves or each other.

So the feed drifts toward what agitates. **Your kid's reaction is the product being sold.** It is shaping how they see the world, not just how many hours they lose. The same machine does this to you, on your feed. That is the tell.



What Is Actually Broken

Not one bad video. The machine that serves the next one.

Infinite Scroll

No stopping point — the feed continues without ever asking if you want it to.

Autoplay

Starts the next video before anyone has decided to watch it.

Notifications & Streaks

Designed to pull kids back the moment they step away.

A Refilling Feed

Tuned to whatever gets a rise — a great video and a harmful one ride the same conveyor belt. **The belt is the problem.**

When you turn something off, does it stay off?

Skip the fight over "is my kid addicted?" That label goes nowhere, and it lands on your child. Ask the question you can actually test — not a diagnosis, not a willpower test. Just a simple, honest check on whether the off-switch does what it claims to do.

📌 This is the one question that cuts through the noise. Everything else follows from here.

What a Working Brake Looks Like

Score any control on your kid's feed the same way. A real brake passes all seven tests.

Test	Ask Yourself	What It Means
Discoverable	Can you find the control without googling it?	If you need a tutorial, most parents never get there.
Clear	Does it say exactly what will change?	"Show me less" is not the same as "turn off recommendations."
Immediate	Does the feed change right after you set it?	A delay hides whether it worked at all.
Material	Does the feed actually change?	Or does it just look a little different on the surface?
Persistent	Does the choice survive closing, another device, and time?	Most fail here.
Scoped	Does it cover Reels, Shorts, Explore, and notifications?	Or only one screen in one corner of the app?
Non-circumventing	Does the platform respect it?	Or does it nag, reset, and quietly route you back?



Try It Tonight — Thirty Seconds

01

Find the Brake

Locate the setting that is supposed to calm the feed — the one that promises a calmer, more limited experience.

02

Set It

Apply the setting as directed. Don't skip any steps.

03

Close the App Fully

Don't just tap away — close it all the way out.

04

Reopen and Check

Did your choice hold — or did the feed quietly come back? **For most feeds, it comes back.** That is the whole problem in one test.

Score your result at de-amplify.com/scorecard.

You Are Not Imagining It, and You Are Not Alone

This is in court now — as of July 2026, juries and judges are weighing in.

\$375M

New Mexico Jury

Awarded against Meta over child safety violations.

\$6M

California Jury

Awarded against Meta and Google over addictive design practices.

A federal judge sent states to trial against Meta, and found the company's own documents could support calling its time-limit tools a "**public relations stunt.**" Lawmakers are moving too. The one thing still missing: a rule that says the off-switch actually has to work.

Why Not Just Ban It, or Take the Phone Away?

Three "obvious" fixes that tend to backfire — and why we are asking for something narrower and stronger instead.

Total Ban

Cuts your kid off from where their friends actually are, and starts an ID-and-surveillance fight to prove their age online.

"Just Take It Away"

Fights the loop with willpower alone. The loop is built — by design — to win that fight, every time.

Platform "Parental Controls"

Often *are* the fake brake: a setting that exists mostly so the company can say it exists when asked in a hearing.



What We Are Actually Asking For

Not censorship. Not a ban. **A brake that works.**



Controls That Hold

For every account: when a setting says it will calm the feed, it has to actually do it — and stay done. No resets, no workarounds.



Safer Defaults for Kids

Safer settings should be on by default — not buried three menus deep where almost no parent ever finds them.



See the Machine

The feed should show you why it surfaced something ("you're seeing this because you watched X") — and let you switch that signal off, so you can be a driver, not just a passenger.

What This Will Not Do — The Honest Part

What a Working Brake Is Not

- A cure for social media's harms
- A replacement for parenting conversations
- A guarantee of better mental health outcomes
- A silver bullet

What It Actually Does

It gives you back the off-switch — so the product has to answer to you, and your conversations with your kid are not fighting the machine at the same time.

A floor to stand on. That is the near-term win, and it is a real one.

What You Can Do This Week



Test the Feed

Run the thirty-second check on your kid's app right now. **de-amplify.com/scorecard** — takes less time than a commercial break.



Name the Machine with Your Kid

"It is showing you this to get a reaction." Seeing the trick is a learnable skill — and it travels with them everywhere they go online.



Report a Dead Brake

Found a setting that claims to work but doesn't? Report it at **de-amplify.com/report**. It stores nothing about your kid.



Tell Your Representative

"Make the brakes work. Do not ban our kids." Then share it: **#WheresTheBrake**



Turn it off. Have it stay off.

That is not too much to ask of a product in your child's hand. You set reasonable limits. Those limits should hold. The technology exists. The only thing missing is the requirement.

de-amplify.com

[#WHERESTHEBRAKE](https://twitter.com/wherethebrake)

[DE-AMPLIFY.COM/SCORECARD](https://de-amplify.com/scorecard)

[DE-AMPLIFY.COM/REPORT](https://de-amplify.com/report)