



de-amplify: Where's the Brake?

For press and organizers.

The story is not that it is addictive. It is that your outrage is the fuel — and the off-switch is fake.

The Story Everyone Is Missing

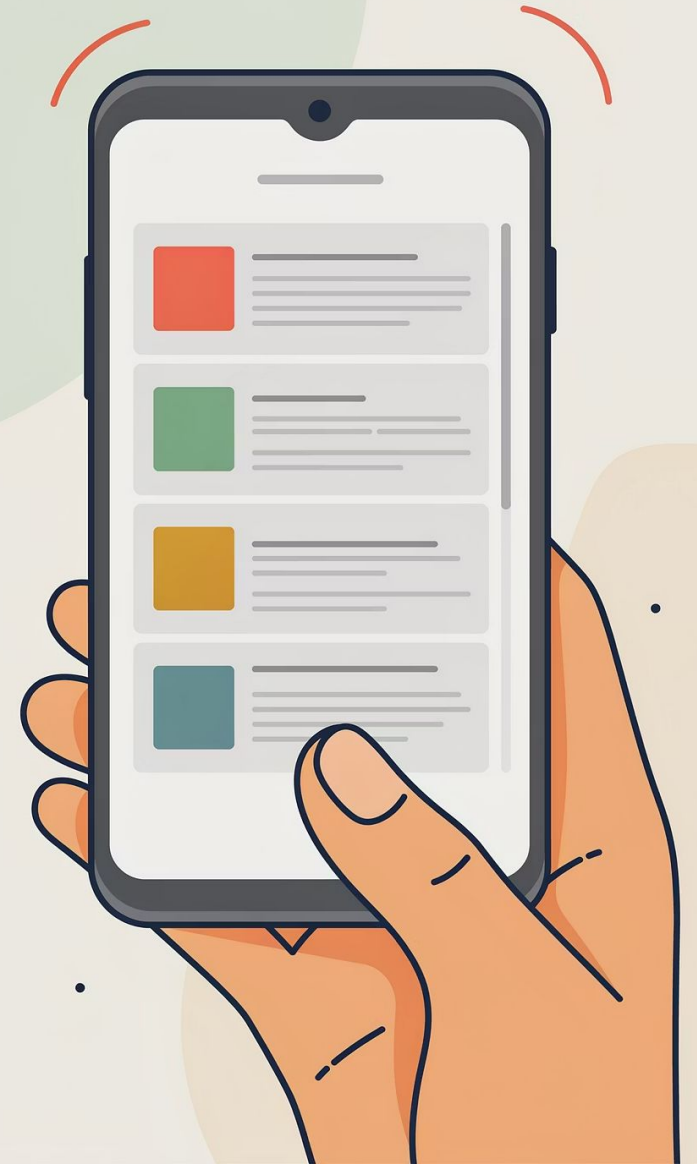
Every outlet is writing "social media is addictive." Here is the sharper story:

The machine doesn't want your time

It wants your **reaction**. Outrage is the most reliable reaction there is, so the feed is tuned to farm it. Your flinch is the product being sold.

It's not that you can't look away

Looking away is the one thing the machine is **built to prevent**. The design is intentional, the loop is engineered, and the exit is a decoy.



The proof is what you feel right now.

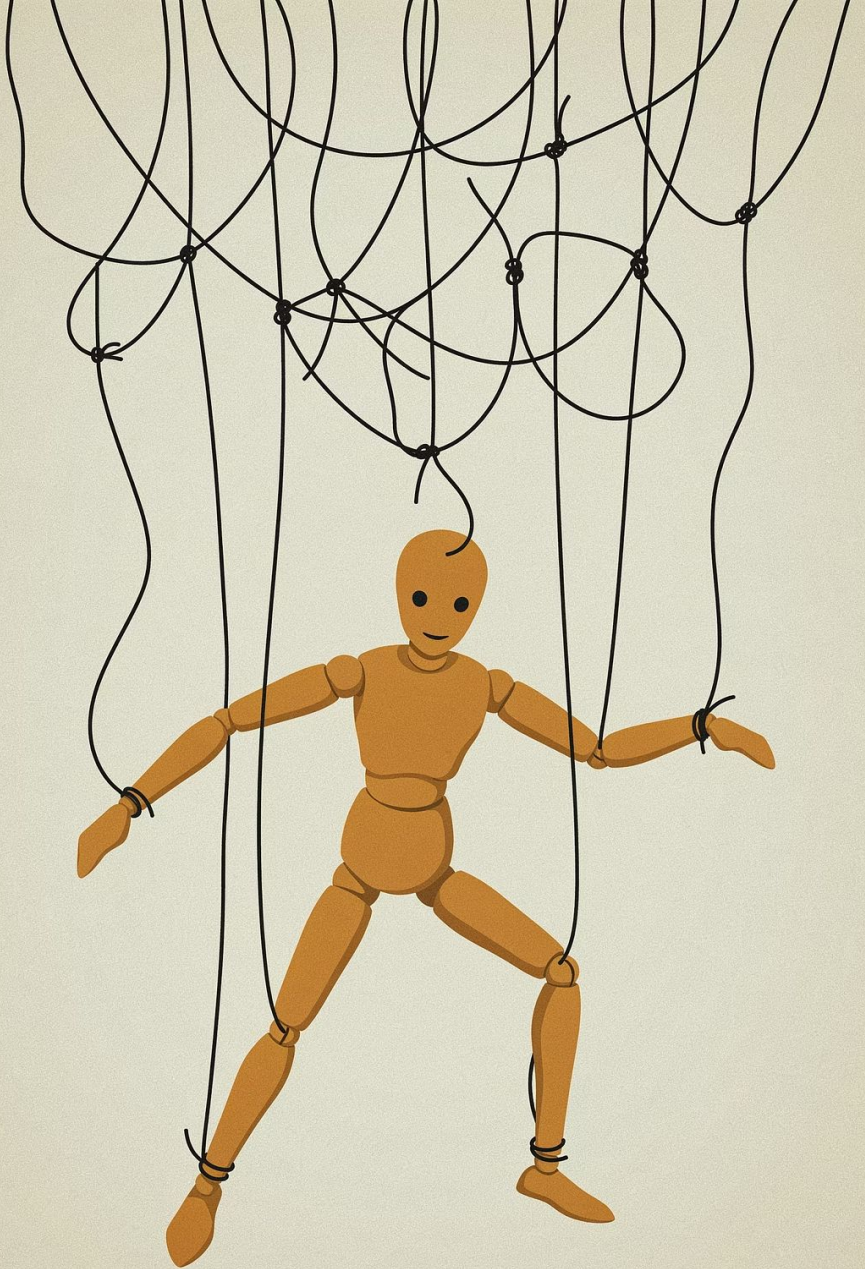
You are reading this. If it made you want to argue, share, or fire back — that is the machine, working, in real time.

The thesis demonstrates itself

To react to it is to feed it. This is not a thought experiment. It is happening in the hand holding the phone, right now, as you read these words.

Not an abstract tech-policy story

This is not a paper written for academics or a brief filed in a federal court. It is a description of a mechanism operating on every person with a smartphone — including the journalists covering it.



Name the Villain Correctly

→ Not "Big Tech is evil." Not "kids these days."

Not the left, not the right. Assign blame to a company or a generation and you have built another wedge — which feeds the machine further.

→ The villain is the loop itself

It runs on everyone's reaction — yours and mine. That is why the coalition is broad: people who agree on *nothing* else all feel worked by the same machine.

→ The mechanism is the story

Until we name what it actually is, every fix targets the wrong thing. The loop is the lever. Name it precisely.

They Gave You a Fake Brake

There is an off-switch. You set it, close the app, reopen it — and the feed is right back where it started.

In a federal court this year, a judge found that Meta's own internal documents could support the theory that its time-limit tools were a "**public relations stunt.**"

The controls exist so the company can say the controls exist. That is the entire function. A brake that doesn't stop anything isn't a safety feature — it's a prop.



THE TEST

The Test That Is the Story

Anyone can run this in thirty seconds. Here is how:

1

Find the brake

Locate the setting inside the app that is supposed to calm or limit your feed — time limits, content controls, sensitivity filters.

2

Set it. Close. Reopen.

Apply the setting, fully close the app, and reopen it. Watch what happens. Does the feed reflect your setting — or does it reset?

3

Screenshot that

For most feeds, it does not hold. That screenshot *is* the story. Post it, file it, publish it.

Run the test and file your results at de-amplify.com/scorecard

It Is Already in the Courts

The legal system is catching up. The money is real and moving. What is still missing is a rule that the off-switch must actually work.

\$375M

New Mexico jury

Verdict against Meta over child safety failures
— a landmark finding on platform liability.

\$6M

California jury

Verdict against Meta and Google specifically
over addictive design — a new legal theory
gaining traction.

\$1.4T

States demanded

The anchor. Everyone knows it settles lower.
That is how you negotiate with a trillion-dollar
machine: you start high.



What We Demand

Three asks. Boldest first.

Label the manipulation

When the machine pushes content to farm your reaction, it must say so. Flag engineered outrage for what it is. **Make them show you the strings.**

Make the brakes work

Every control a platform offers has to **actually work** and stay set after you set it. No cosmetic switches. No public-relations props.

De-amplify, don't censor

The fix is a switch in your hand — **never a censor** in anyone else's. Reduce the fuel; leave the speech alone.

When They Say "Censorship," Flip It

The platforms have one move: call any fix "government control of speech." Get ahead of it before they set the frame.

What we are actually doing

- Labeling the *machine's* manipulation — not anyone's speech.
- Demanding the off-switch work as advertised.
- Asking them to show the strings they already pull in silence.

The real censor in the room

The silent algorithm already decides what you see, with no strings showing and no accountability. That is the censor. We are the ones asking for transparency.

Showing the strings is the opposite of censorship.

Three Stories to Stop Writing

These framings feel righteous. They are all traps that let the real mechanism off the hook.

~~"A ban will fix it."~~

It punishes the kid and immediately triggers a surveillance-and-ID fight to prove their age. The machine stays intact; only the access debate shifts.

~~"Just put the phone down."~~

That pits a twelve-year-old's willpower against a machine built by thousands of engineers specifically to win that contest. It is not a fair fight and it was never meant to be.

~~"There are parental controls."~~

Those are usually the fake brake. The court documents say so. Repeating it as a solution is repeating the platform's talking point.

📌 The tired story is "willpower." The true story is "the brake is fake."



The Movement Made It a Song

Because the recursion is the point — and culture reaches the body where policy papers do not.

Watching the video is scrolling. Scrolling is feeding the machine. The song title names the question the machine refuses to answer.

"**Where's the Brake**" is already out. The answer track — "**No Brake**" — is next. That sequence is itself an argument: first you ask, then you discover there is nothing there.

Proof that the idea lands in the body.
Which is exactly where the machine works.

Culture, not just a policy paper

Songs travel where briefs don't. They get shared, hummed, and felt — no scrolling required.



Use This



For Press

Run the thirty-second test. Screenshot the result. Write the "**the brake is fake**" story — it is documented, reproducible, and court-backed. All legal receipts are at de-amplify.com/lawsuits.



For Organizers

Run the test with your people. Post the screenshots. File dead-brake reports at de-amplify.com/report — it stores nothing. Tag your reps. Carry **#WheresTheBrake** everywhere.

One line to quote.

Your outrage is not a glitch in the feed. It is the product. Demand the switch that turns it off — and make them show you the strings.

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