

<This is just a draft of an idea, feel free to use and implement>

Can a hundred million users defeat the richest man in the world?

Elon Musk has the desire and the means to shape a large chunk of human culture in his own image. He single handedly controls the largest global social media platform, the most valuable automobile company, and SpaceX, which might eventually take a few of us (we wonder whom) to other planets once we manage to ruin this one. Musk is now shamelessly using his enormous wealth and power to turn X (formerly Twitter) into a disinformation megaphone, propagating conspiracy theories against his political opponents to hundreds of millions of his captive users, while conspiring with political partners to block unfavorable information. He is not the first or only rich person meddling with elections in sinister ways -- but the scale is frightening and unprecedented. His behavior reminds us of a joke where a defendant complains: why am I on trial for urinating in a public swimming pool? Other people do that too! And the judge replies: perhaps, but not from the diving board. Well, Musk will probably never face a judge but X users can still defeat him. We do not refer here to the 'elite' or 'influencers'. This message is for those ordinary social media users who are, regardless of politics, fed up with enabling feudal egomaniacs and want to self govern their platform. Here is how:

We know that a majority of active social media users are unhappy with platforms such as X, but it is hard to mobilize that crowd and reach the critical mass necessary for a coordinated collective action. If only we could have stopped the world -- even for just five minutes -- to get everyone together and run a few rounds of simple votes, it might be possible for a large slice of users to reach a consensus on some basic issues, such as: We want investment in content moderation, and AI tools should be transparent and negotiable. We want to self govern our forums. We want to own a fair share of ad revenues. Disinformation and lies should be labeled as such. One hundred million users who agree even on a minimal set of reasonable terms and who can demonstrate their ability to mobilize and coordinate, would possess enormous market power to negotiate with companies and investors in exchange for coordinated mass migration. It will motivate companies to attempt breaking the monopoly: in exchange for their investment in perfection of interface and in big data -- in a click of a button -- we will migrate our communication network with little disruption, reducing investment risk and promoting early revenues.

Actually, we don't need to stop the world for 5 minutes. We can start negotiating these terms now, progressing slowly and asynchronously until a critical mass is reached. We set up a website for achieving this. Please consider joining us. All we ask you to consider is to prove that you are a human (without revealing your identity) and then provide a communication channel (signing up for our mailing list) -- which we will encrypt and never share with anyone. It will only be used to coordinate moving to a new platform together once threshold is reached. Should you trust us with this? See the list of signatures below and decide for yourself.

{LINK} {SIGNATURES [Ofer Tchernichovski](#)}